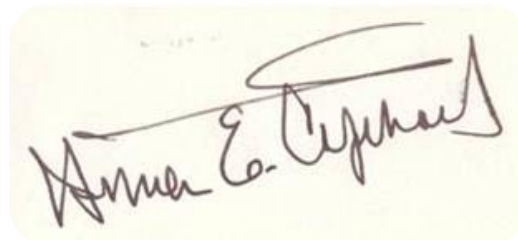
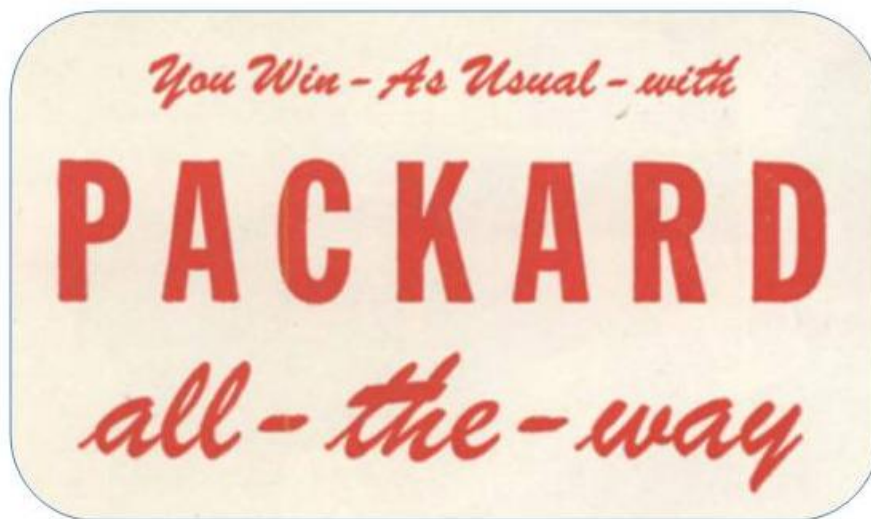


Packard Mfg. Corp.

Fort Wayne – Indianapolis

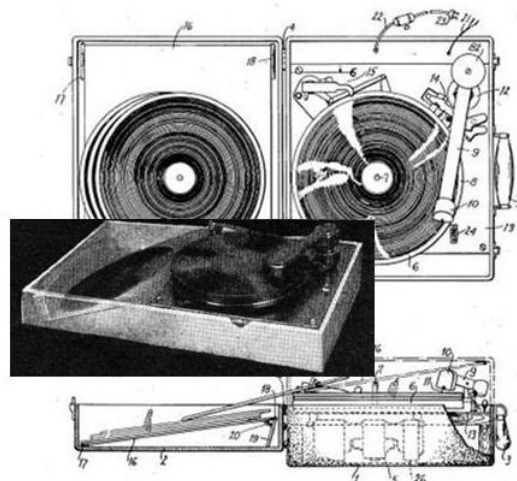


Homer E. Packard

A handwritten signature in black ink on a light yellow background. The signature is written in a cursive style and reads "Homer E. Packard".

Packard Manufacturing Corp. Fort Wayne – Indianapolis

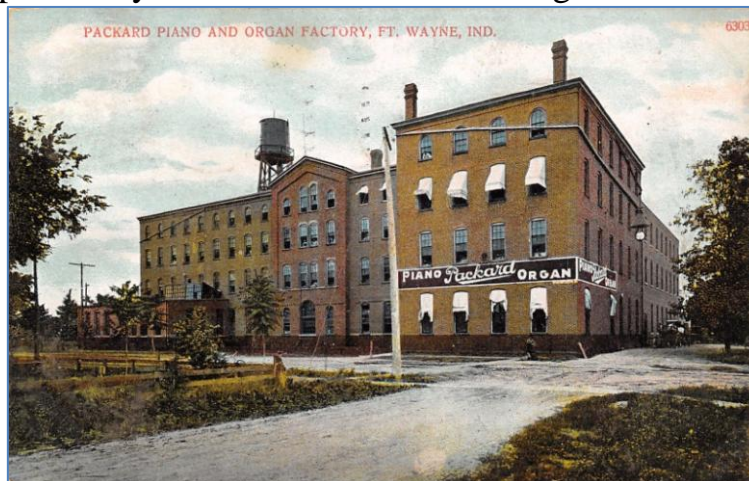
The Packard Manufacturing Corp. was founded by Homer Earl Capehart (1897-1979) after he lost control of the Capehart Corp. in February 1932, soon to be known as Capehart-Farnsworth (*the Capehart Division of Farnsworth Corp.*). The new company was first incorporated as Packard-Capehart Inc., and Homer E. Capehart rented a part of the old Packard Piano Co. factory in Fort Wayne. However, his wife Irma Viola (born *Mueller*, 1897-1985) bought the name of the Packard Piano Co. at a low price of only \$10 in June 1932, and to avoid confusion with the other company in Fort Wayne the name was soon changed to Packard Manufacturing Corp., and contracts with former employees and skilled engineers John Roy Mitchell (1897-1965) and Paul Ulrich Lannerd (1895-1963) were entered to manufacture a special record changer they developed after the old Capehart Corp. also had let them go.



Packard No. 8

The Paul U. Lannerd patent was assigned to The General Industries Co. at 3837 Taylor Street in Elyria, Ohio, for production as “Packard Record Changer No. 8”. At the same time Capehart approached Wurlitzer, and finally during a conversation Farny Reginald Wurlitzer placed an order for a number of the new Packard changers to be used by the Wurlitzer radio equipment affiliation. In the late twenties Wurlitzer was supplier of cabinets to the All American Mohawk radio company in Chicago, but the financial situation after Wall Street 1929 made it difficult to pay for the cabinets, and Wurlitzer got stock as payment. Suddenly Wurlitzer was the real owner of a radio factory, and soon due to the Depression the facilities in Chicago were closed and the production moved to the North Tonawanda plant. A few months after the meeting with Farny R. Wurlitzer, Homer E. Capehart came across the multi-selector developed by the piano maker Russell Ira Wilcox (1879-1957), co-founder of Midwest Phonograph Co. now named Simplex Manufacturing Co. due to the name being used before by another company. The first Simplex (*Midwest*) 10-sel. coin phonograph was in fact introduced by Wilcox in November 1931. Homer E. Capehart

signed a contract in March 1933 with the Simplex company, and around 1st April 1933 Farny R. Wurlitzer asked Homer E. Capehart, if he knew of a record changer suitable for coin operation that Wurlitzer could produce at the North Tonawanda plant. Soon after Homer E. Capehart joined Wurlitzer as general sales manager and all rights to the Simplex mechanism were bought from the manager Carl Edward Erickson (1895-1960) and transferred from Capehart to Wurlitzer. The Simplex Manufacturing Co. at 361 West Superior Street in Chicago was then for more than a decade known simply as Wurlitzer-Simplex. Capehart's personal project, the Packard Manufacturing Corp. in Fort Wayne, was kept alive by trusted employees, and Capehart's old friend James (*Jim*) Edward Broyles (1883-1946) from the former Capehart Corp. joined him at the sales department of Wurlitzer in 1936 after three years at another company. The years of Depression were teaching business men to cooperate to survive, and Homer E. Capehart was known to take care of trusted employees and friends. The former Capehart superintendent Edward Elliott Collison (1883-1960) and fellow engineers Paul U. Lannerd and John R. Mitchell were free lance engineers for some time, since the main part of the old Packard piano factory was demolished by the owner, the city of Fort Wayne, in 1937 to become the Packard Park. In fact two patents by Paul U. Lannerd were assigned to Wurlitzer in 1939.



The whole story of Homer Earl Capehart and the once again mighty family owned Wurlitzer company is well described in the book “Homer E. Capehart - A Senator's Life” by William B. Pickett published by Indiana Historical Society in 1990.

After Homer Earl Capehart was free again from Wurlitzer to do business on his own following a retainer as consultant dated 19th January 1939, signed by Homer E. Capehart and Reuben Charles Roling (1891-1974) for Wurlitzer, it was time to revive the slumbering Packard Manufacturing Corp. in Fort Wayne. At the time Edward E. Collison was deeply involved in developing a remote control system for coin-op phonographs, and designing suitable cabinets for the units. The new Packard Pla-Mor (pronounced *play more*) was developed and first produced on the second floor in the still remaining corner building of the old piano factory.

The first real success of Homer E. Capehart and his employees at the Packard Manufacturing Corp. was a “Heads-Up-Selector” to be used especially on refurbished 16-sel. Wurlitzer models. It was a sales success, and the new Packard Pla-Mor remote system was also well received by operators and patrons. New production facilities had to be found to keep up with the order books, and the choice fell on the old Marmon Motor Car manufacturing plant at 2900 Columbia Avenue in Indianapolis.



Homer E. Capehart brought in a few people he trusted to take care of the firm, while he was away doing many other things and also became more politically active. This is all a separate story well described in William B. Pickett’s book mentioned above.



Matthew J. Smith



George H. Rossebo



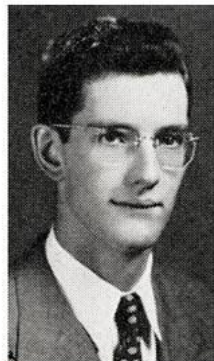
William F. Struby

To manage the funds as treasurer in the Packard Manufacturing Corp. on the new location in Indianapolis Homer E. Capehart handpicked a grand old man in the business, Matthew John Smith (1878-1950), who had become interested in the coin-op machine industry in the early twenties, and as a result became comptroller and a director of the former Capehart Corp. in 1929. To manage the factory Homer E. Capehart employed George Hayner Rossebo (1882-1962), who had been 17 years with Holcomb & Hoke as factory manager. After a few years in charge of production at the Thomas & Skinner Steel Products in Indianapolis he then accepted the employment as factory manager at Packard Manufacturing Corp. in the old Marmon Motor Car factory. In fact Rossebo had been with the Nordyke & Marmon Motor Car Co. before he worked for Holcomb & Hoke, so he knew the place. Another important man to join the Packard Corp. as assistant general manager was William Fulford

Struby (1903-1973). He had been with the former Capehart Corp. from 1927 until 1932, and then after self employment for two years he joined a few companies, among them Exhibit Supply Co. in Chicago. Early in 1940 he then joined Packard Manufacturing Corp. as secretary. The Canadian born Rudolph Ruvean Greenbaum (*Rudy*) (1912-1994) was employed as general sales manager until 1942 (he served with WMC in Kansas City, 1942-1945), and as manager in charge of the service department Harry Ivan Drollinger (1889-1964) was employed. He was in his younger years a travelling adjuster in the Fort Wayne area for the National Piano Manufacturing Co. (Automatic Musical Instruments) in Grand Rapids. All in all one might conclude that the company structure was in good hands during the war years.



Homer E. Capehart



Thomas C. Capehart

After Homer E. Capehart was elected for Senate in November 1945 his son Thomas Charles Capehart (1924-1960) took over as head of the Packard Manufacturing Corp. in Indianapolis. He was a well educated engineer, student from Purdue University, and the new line of Packard phonograph equipment was the basis of the last era of the combined Capehart and Packard names in the phonograph industry. The new jukebox series “Packard 7 Pla-Mor” and “Packard Manhattan” with matching speakers was produced until the spring of 1949. The “Packard 7 Pla-Mor” was design patented by the industrial designer Robert Leigh Ardner (1900-1964), and Russell Edward Brandenburger Sr. (1902-1990) was responsible for the design of the “Packard Manhattan” introduced in January, 1948. It seems that Edward E. Collison, who constructed most of the mechanical parts for the “Pla-Mor” remote selector units together with Paul U. Lannerd, was followed by Clarence Orville Drollinger (1914-1979), the son of Harry Ivan Drollinger, as chief engineer at Packard Manufacturing Corp. from 1947 until the phonograph production ended in 1949.



Rudy Greenbaum



Harry I. Drollinger



Clarence O. Drollinger

At the same time it seems that Clarence O. Drollinger and the lawyer William Henry Krieg (1907-1998), who had been involved in the company management since 1946, were both registered as associated manufacturers. By the way, it is interesting that Krieg's name is often written Kreig in old magazines and newspaper articles. William and his wife Virginia were close friends of Homer and Irma Capehart for decades.



The mechanism for the two iconic jukeboxes, “Model 7” and “Manhattan”, was filed for patent by Paul Ulrich Lannerd on the 8th February 1946, and finally granted on the 31st January 1950. An interesting product was a Juke-Bar Combo displayed in February 1947 at the Coin Machine Industries convention. It was a 6-foot long and 40-inch high counter with built in speaker and center grille, and a “Butler” selector unit mounted on top. The counter was manufactured in solid oak with chestnut finish by the Old Hickory Furniture Co. in Martinsville, Indiana, and it was marketed for use in private homes, industrial plants, and hotels with or without coin operation.

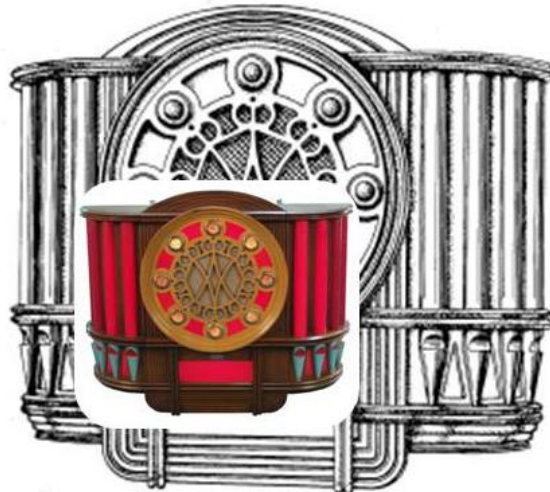


It might be fair to conclude that through the post-war era of the company, Packard Manufacturing Corp. had to compete first against the last series of fantastic, popular designs created by Paul M. Fuller at Wurlitzer followed by the most comprehensive advertising campaign ever, and second against the new style in design promoted by the new boy in town, the Aireon Manufacturing Corp. in Kansas City, consulting the trend setting Raymond Loewy Studio in New York. However, an ever changing factor was of course the demands from patrons, the desire to get more selections, and this desire was finally met by the Seeburg Corp. with its new 100-sel. mechanism. The *Golden Age* of coin operated phonographs, jukeboxes, was coming to an end, and the *Silver Age* was about to start, but without the Packard Manufacturing Corp. in Indianapolis. The Packard Manufacturing Corp. was finally taken over by The Rudolph Wurlitzer Co. early in September 1951. It is kind of sad to remember, that the last head of Homer Earl Capehart's personal project, Thomas Charles Capehart, and his wife Nancy Elizabeth (born *Sohn*) lost their lives in a Jamaican plane crash on Thomas' birthday, the 21st January 1960.

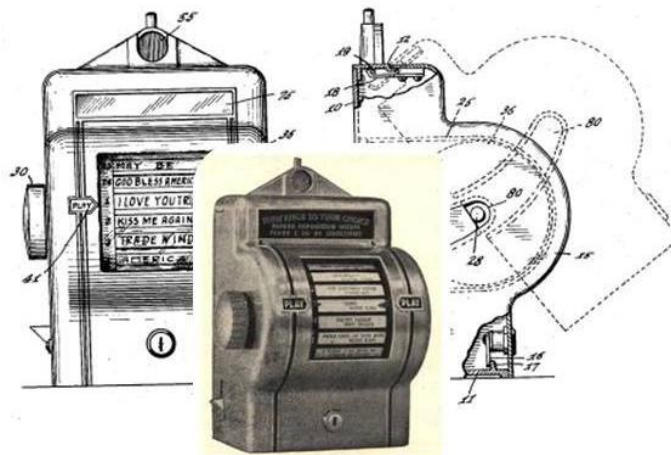
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Revised/Feb-24



Packard 550 Pla-Mor



Packard 600 Orchid

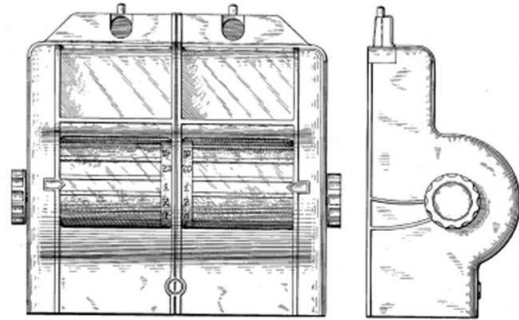


Phonograph equipment manufactured by Packard Manufacturing Corp.

Prod.	Description	Sel.
616	Heads-Up-Selector	16
	Pla-Mor Butler Remote Control	
	Pla-Mor Twin-Butler Remote Control	
	Pla-Mor Butler Wall Box	
7	Packard Pla-Mor Floor Phonograph	24
76	Packard Manhattan Floor Phonograph	24
400	Pla-Mor Hideaway Steel Cabinet	24
	Pla-Mor Decorative Steel Cabinet	24
	Adapter for Hideaway, Beach, 12 twin Wurlitzer	
	Adapter for Hideaway, Pine, 20 single Rock-Ola	
	Adapter for Hideaway, Walnut, 24 single Wurlitzer	
	Adapter for Hideaway, Willow, 20 single Seeburg	
	Steel Cabinet, Ruby, for single chassis, hidden	
	Adapter for Floor, Ash, 12-16 combined Wurlitzer	
	Adapter for Floor, Cedar, Wurlitzer 500-A	
	Adapter for Floor, Chestnut, Mills	
	Adapter for Floor, Elm, 16 twin Wurlitzer	
	Adapter for Floor, Juniper, Wurlitzer 700-800	
	Adapter for Floor, Spruce, curved front Seeburg	
	Packard Organ (Type III) Speaker	
200	Packard Speaker	
550	Pla-Mor Speaker	
600	Orchid (Concert) Speaker	
650	Violet Speaker	
700	Dahlia Speaker	
750	Gardenia Speaker	
800	Daisy Speaker	
900	Rose Speaker	
950	Lily Speaker	
1000	Paradise, Out-of-This-World, Rotary Speakhanger	
1100	Iris Speaker	
1200	Orchid Speaker	
	Juke-Bar Combo, 6-feet by 40-inch	24
	Remote Volume Control	
	Pla-Mor Bar Bracket	
	Pla-Mor 30-Wire Cable	

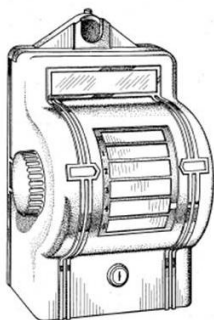


Packard 400 Hideaway



Patents and designs related to products of Packard Manufacturing Corp.

No.	Description	Filed	Granted
D124,440	Cabinet for phonograph remote control unit	10/05 1940	12/31 1940
D126,087	Design for a cabinet for phonograph remote control unit	11/12 1940	03/25 1941
D127,937	Speaker casing	02/24 1941	06/24 1941
D129,844	Speaker casing	02/10 1941	10/07 1941
D149,785	Phonograph cabinet	10/11 1946	06/01 1948
D152,670	Phonograph cabinet	07/21 1947	02/15 1949
1,800,645	Record handling mechanism for phonographs	09/19 1928	04/14 1931
2,324,908	Control device	11/12 1940	07/20 1943
2,324,909	Control device	11/12 1940	07/20 1943
2,340,478	Coin controlled switch	11/12 1940	02/01 1944
2,496,056	Multiple disk phonograph	02/08 1946	01/31 1950



Packard Butler

**PACKARD
(PLA-MOR)**

Yesterday's
Today's
Tomorrow's

**Engineered Right!
Styled Right!
Priced Right!**

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Noble at Market St., Indianapolis, Indiana

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FOR PROFIT

Whom we do not see in the world — that's the plan for Packard Plus-Plus Wall Mount. They have a great reputation (and an excellent) and they live up to it.

And here come additions are the Packard Plus-Plus Auxiliary Control Units, Dials and Keys (coming from top to bottom). They're built to last as, designed to last, and profitable to own.

With the spectacular Model 7 Ray photomicrograph, the unique and special Model 100 photomicrograph, the new Packard Model "Dural-This World", the intriguing, feature-packed, precision Control Wall Mount, the speaker on this page and the Packard accessories (telescope, 16-inch cable, tape-recorder, etc.) you have the complete line of compact, professional automatic music equipment — Packard All The Way — for profit!

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HOMER S. ZAPPALY, Chairman of the Board

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Model 1000
Model 1000



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