

**"Wealth, like happiness, is never attained when sought after directly. It comes as a by-product of providing a useful service."**

*(Henry Ford)*

## BOB PORTER AWARDED

At the November 5 Meeting of the Ohio Region Classic Car Club of America (ORCCCA), our friend **Bob Porter** was awarded the W.W. Williams Achievement Trophy. This trophy is awarded annually to the "Person who contributed most to the betterment of the club". They could not have picked a better recipient. We in NE Ohio are lucky that Bob is active in several area clubs, including the Northern Chapter AACA and the Western Reserve Region of the Cadillac LaSalle Club. Congratulations to Bob on this well-deserved award.



## BOOK REVIEW

**Billy, Alfred, and General Motors**  
**By William Pelfrey, © 2006**  
[www.amacombooks.org](http://www.amacombooks.org)



### THIS DATE IN HISTORY

**Nov 3, 1911**

Chevrolet Motor Car Co is incorporated

**Nov 6, 1878**

Frank B Stearns is born in Berea, OH

**Nov 17, 1906**

Soichiro Honda born in Hamamatsu, Japan

**Nov 21, 1970**

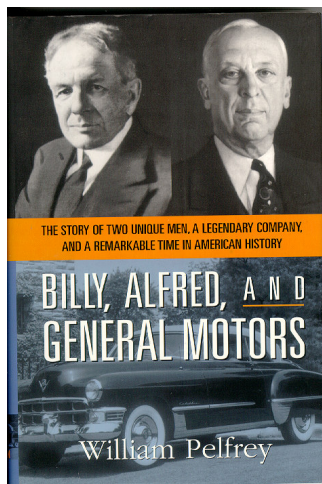
Mustang Boss 351 Debuts at Detroit Auto Show

**Nov 23, 1897**

R. E. Olds issued a U.S. patent for his "motor carriage"

**Nov 27, 1927**

Ford Model A introduction. Ford assembly plants have been closed since May.



There is precious little biographical material about Billy Durant, the visionary founder of General Motors so I was very interested in this new publication. Much of the book contrasted the events happening in the lives of Billy (as in William Crapo Durant) and Alfred (as in Alfred P. Sloan) prior to and during their intersection in the automobile industry's infancy and therein lays its charm.

At almost the same time that Billy took that fateful ride in a new kind of buggy (and within 24 hours had bought the rights, secured a loan and a partner), Alfred had just graduated from MIT and started his first job with the Hyatt Roller Bearing Company. Billy moved like a whirlwind on intuition and unbridled enthusiasm; Alfred by careful thought and planning for the most part, but showed he was also willing to take

on risk - accepting General Motors stock (when Hyatt was bought out by Durant) when his partners opted for cash. Much of the book excerpts from Sloan's "My Years with General Motors" and Durant's unpublished (and unfinished) autobiography - alas, I was hoping that some new materials had surfaced as both these sources are highly prejudiced toward the subjects.

The story of Billy's founding, ouster, recapture and final re-ouster of General Motors is an incredible story no matter how many times it is told. Seems to me that Billy's focus always extended further than the conventional wisdom of the times: In the early days of Buick, when trying to secure capital from the banking community to build a new plant Billy was asked about a large parking lot next to the plant. "Who will park there?" the bankers asked. "The employees" answered Billy. At this the bankers all but threw him out, convinced he was out of his mind. No factory worker would ever be able to own his own car. Yet, time after time, Billy saw further over the horizon - and was right.

But while Billy was terrific at empire creation, Alfred was terrific at capitalizing on it and refining it. It's clear from this book that while the two are both essential and pivotal figures in the giant that is General Motors, it is equally tragic that they could not more effectively harness their energies as a team. The book ends with some tantalizing questions about the Sloan legacy - a management style that has for decades been feted, admired, copied and taught - in light of General Motors present situation. I think the premise would have warranted a chapter or two exploring this idea rather than just a page, but perhaps this chapter of General Motors history is still being written. Personally, I think General Motors has run the pendulum too far on the Sloan side of the equation - they need a little Billy back.



## HAPPY THANKSGIVING TO ALL!

### Al Ferrara Sighting

*Standing with Chuck and Dick Matthews at the ORCCCA Meeting. Good to see him on his feet.*



**BEST IN SHOW**

More accolades to our friends in Michigan – **Bob & Mary Anzalone** – for their BEST IN SHOW win at the Hilton Head Island Concours d'Elegance on Nov 5, 2006. Shown is the 1931 Chrysler Imperial CG Victoria by Waterhouse that they restored.

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**TRIVIA & TEASERS****Test your knowledge of obscure car facts!**

1. What year did Ford finally adopt hydraulic brakes for passenger cars?
2. What noted designer worked on the Cord 812, the Tucker 48, the American Bantam – and early concepts for the Space Shuttle?
3. What engine designer worked as a refrigerator engineer prior to perfecting the engine that bears his name and made him a millionaire?
4. True/False – The 2-seat AMX was produced for four years – 1968 - 1971.
5. True/False – "GTO" stands for "Great Touring Ombudsman".

(Thanks to **Jerry Prah** who corrected me on last month's trivia – 1956 was indeed the year GM switched to Model Year production, however it was the '56 production year that was shortened when the '57s were introduced in the Fall of '56.)

**WHAT'S THE DIFFERENCE?**

Vehicle collectors truly enjoy owning, showing, and working on their cars. Owners pay attention to many details ... but often not to the specifics of their insurance policy. When is the last time you examined your coverage? Below are some policy terms you should be familiar with before you have a loss. If you have added your collector vehicle onto your family auto policy the physical damage coverage on your car is likely either **Actual Cash Value** or **Stated Amount** – neither of which afford the best coverage for your collector vehicle.

Simply stated these terms are defined as follows:

**Actual Cash Value** will pay for the actual cash value of the vehicle, *adjusting for depreciation and physical condition* at the time of the loss. The value of the vehicle would be determined at the time of the damage.

**Stated Value** will pay the **lesser** of the stated amount listed on the policy or the actual cash value of the vehicle with the same valuation process - the insurance company determines the value at the time of the loss.

A third option is offered in policies designed for collector cars. These specialized policies provide **Agreed Value** coverage. Agreed Value policies mean *no depreciation or negotiation on the value of the car* at the time of the loss. The limit is agreed to at policy inception with the insurance carrier.

(Thanks to The Hoffman Group - Jennifer Land, CISR - [jland@thehoffmangrp.com](mailto:jland@thehoffmangrp.com) for this contribution.)

**CADILLAC PRODUCTION RECORDS**

We recently ordered the Factory Record Sheet for our '53 Caddy from the CLC Archives held at the GM Heritage Center. For our \$50 "donation" we received a nice packet with lots of useful information we didn't know before:

- The color of our car is Norman Gray w/ Lt Gray Bedford Cord interior.
- Our car was shipped to a Dealer in Oshkosh, WI on Nov 4, 1953.
- The base sedan cost \$2,436.67. Federal excise tax was \$247.
- Option Group A was ordered, which included heater, radio, white wall tires, power steering and E-Z Eye glass for a cost of \$382.81.
- Accessory Group 2 was also ordered, which added oil filter, windshield washer, vanity mirror, left outside mirror, fog lights and license plate frames, adding \$49.05 to the cost.
- Chrome disk wheel covers (\$20.16) and anti-freeze (\$2.07) completed the order for a total dealer cost of \$3,244.53.
- Shipping weight of this 126" wheelbase car was 4,225 pounds.

**Answers to Trivia:**

- 1) 1939. The last volume producer to do so.
- 2) Alex Tremulis (1914-1991). The "Tremulis Zero Fighter", later renamed "Operation Dyna-Soar" was the first exercise of the current Space Shuttle concept of a vehicle that was launched vertically like a rocket but landed like an airplane. This came out of Tremulis' work for the military in the early 1940's.
- 3) Rudolf Diesel (1858-1913). He was almost killed in 1898 when his first engine exploded.
- 4) False – The AMX was produced just three years (68, 69 & 70) before becoming a "trim package" on the 4-seat Javelin.
- 5) False – GTO stands for Gran Turismo Omologato, a name Pontiac 'borrowed' from Ferrari. What the #!@ is an omologato anyway?