



You "Auto" Know Newsletter

A Driving Force in Preserving Our Automotive Heritage

April 26, 2017

This week in Automotive Heritage

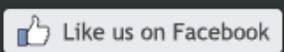
On April 27, 1937, Alfred Sloan becomes Chairman of General Motors succeeding Lammont Du Pont.

William S. Knudsen is elected GM President and Marvin Coyle is named to the GM Board of Directors.

By May 3, Coyle is named president and general manager of Chevrolet.



For more of these great historical features, visit the MotorCities Facebook page



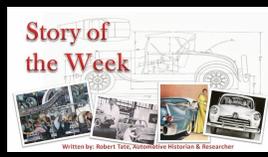
Spring updates from

Story of the Week

Looking back on those famous 1930 Ford models

By Robert Tate
Automotive Historian and Researcher

From beginning to end of the manufacturing process, the 1930 Ford models were great looking vehicles.



Some of the models were manufactured at the Rouge factory, which is still one of the largest industrial facilities in the world. When construction was completed in 1928, the Rouge Complex had an area of 1,096 acres, 92 miles of railroad track and one-third mile of docks where Great Lakes freighters would unload iron ore limestone and lumber.

This was the place where engine parts and engines were completely assembled. It was also the place where axle springs, radiators and other component parts of chassis were made along with body parts, hoods, fenders and body panels that were manufactured into the best-looking cars and trucks.

For more of our latest Story of the Week, click below:



Latest News

MotorCities holds 2017 annual meeting

On Wed., April 19, the MotorCities



Back to the Bricks

Organizers for the annual Back to the Bricks event are hard at work with a number of different programs and events in preparation for the Aug. 15-19 week-long event.

The 8th annual Back to the Bricks Promo Tour begins on June 9 and runs through June 14; early-bird registration of \$40 is May 14, then the price goes to \$55.

All registrants will receive two "Heritage" Tour T-shirts, two lanyards, free lunches along the route, special admission to events, goodie bags, a window cling, car window card, special hotel rates, eligibility for prizes and a route book. Those registering after May 19th will NOT see their names or car information listed in the route book, and T-shirt size will NOT be guaranteed!

[[Click here for more information on the BTTB Promo Tour](#)]

If you are unable to join the Promo Tour, you might want to check out the Cadillac, MI Back to the Bricks weekend, one of the largest collector car gatherings in northern Michigan. The free event in Cadillac will feature the Blessing of the Cars, Lakes Cruise and Forest Run on Saturday, June 10; on Sunday, June 11, there will be a cruise into the downtown Cadillac car show, live music, food vendors, and trophies. The first 200 registrants will receive a free event T-shirt. For hotel assistance in the Cadillac area, call 1-231-775-0657.

For more on Back to the Bricks, click below:

[Learn More](#)

[MC Blog: The Women of Ternstedt and the First 'Slowdown Strike'](#)

National Heritage Area held its annual meeting at Meadow Brook Hall with special guests, members and other supporters to review the past year and preview 2017 projects.

[Hot off the Press! See our [2016 Annual Report](#)]

U.S. Rep. Deborah Dingell kicked off the event by urging citizens to support MotorCities' funding, which is proposed to be cut in the Administration's 2018 budget.



Shawn Pomaville-Size, executive director of MotorCities National Heritage Area, stands with U.S. Rep. Deborah Dingell at our April 19 Annual Meeting.

"The complete elimination of the heritage area would impact all kinds of sites from Meadow Brook Hall to the Edsel & Eleanor Ford House in Gross Pointe Shores to the Automotive Hall of Fame," said Dingell. "We are going to fight to preserve the funding and resources MotorCities needs to keep our automotive and labor history alive for all of us to experience."

Read the full press release below:

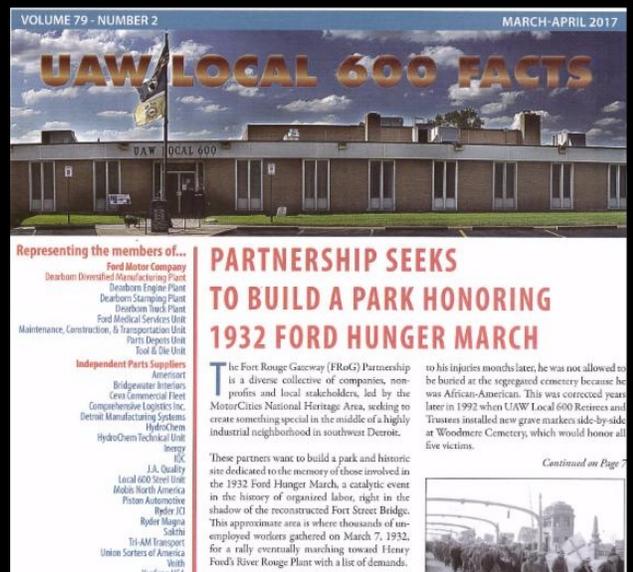
[Learn More](#)

Latest News

Fort Street Bridge Park project featured in UAW Local 600 Newsletter

Our friends at UAW Local 600 published an article on the Fort Street Bridge Project, which is a partnership effort to erect a pocket park and historical tribute site in southwest Detroit.

Local 600 is one of many supporters of the project which will commemorate the workers who lost their lives during the 1932 Ford Hunger March. The park is located at the foot of the Fort Street Bridge where 85 years ago, thousands of unemployed auto workers rallied up and marched on the Rouge Complex to deliver their demands to Henry Ford.



Continued on Page 7

You too can be a part of history by donating to this important, historical tribute - 100 percent of your support will go toward the planning and construction of the site. Click below for more information:

[Learn More](#)

The GM-Ternstedt Plant circa 1937.

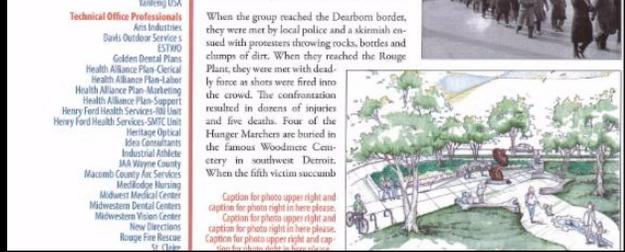
In the spring of 1937, workers at the huge General Motors Ternstedt plant in the Livernois-Fort neighborhood of Detroit faced a dilemma.

The workers were demanding a contract, including recognition, fair wages, and an end to favoritism, but were getting nowhere in their negotiations with management. The national agreement between the UAW and General Motors, reached a couple of months earlier following the Flint sit-down strike, barred them or any GM workers from striking. How could Ternstedt workers pressure management without the right to strike?

This article is part of our "Building The Engine: Auto and Labor, 1932-1937," an educational outreach project commemorating a series of labor anniversaries in 2016 and 2017.

Read the full story on the Women of Ternstedt by clicking below:

[Learn More](#)



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