

In association with the Collector Car Council of Colorado

Happy New Year

Vol. 9 No. 1

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#### **Coker Tire Museum**

If there is one thing car lovers have in common it must be wheels and tires. Let's face it, they really are the single most important piece on the car because you can't drive if it doesn't roll and it can't roll without wheels and tires.

This thought was not lost on the late Harold Coker, when he went looking for tires for his own vintage cars in the mid '50s. Seeing the need for new tires for vintage cars Coker Tire was formed in 1958 and it has been constant growth ever since. In 1974 Corky Coker took over the reins of the family tire business. While most of the business was selling tires to Chattanooga, Tennessee, customers for their daily drivers, Corky occupied 500 square feet in the rear of the building dedicated to the vintage tire business.

It quickly became apparent that sourcing new tires for old cars was futile, so Coker went from selling tires to producing and selling vintage tires. Molds from around the world were purchased and contracts were signed with major tire manufacturers to produce the limited run tires. Needless to say this was a winning approach and today what began as 500 square feet has expanded to over 200,000 square feet and over 80 employees.

Being a lifelong resident of Chattanooga, when the opportunity to buy the Honest Charley Speed Shop appeared Corky Coker jumped at the chance. Along with longtime Honest Charley employees "Honest Mike Goodman" and "Honest Joe Lombardo" the speed shop continues to thrive, selling a full line of street rod parts and speed equipment. Honest Charley is steeped in history, being one of the earliest speed shops in the country as Charley Card first opened the doors in 1948. Famous for his down-home Southern style of marketing, Honest Charley was a true pioneer in mailorder marketing, so much so that Charley Card was the second person inducted into the SEMA Hall of Fame. He was quite a man and today that tradition continues with a vibrant mail order business combined with walk-in business. Walking through the doors of Honest Charley Speed Shop is like (Continued on next page)



stepping back in time, cool parts and friendly knowledgeable people all housed in a historic setting.

Also available through Honest Charley is exact duplicate woodgraining for early V-8 Fords. This process is done exactly the way it was done by Ford, with every detail in the grain exactly the same. Woodgrain dashboards and interior moldings are important for an accurate restoration but we are also seeing more and more woodgrain inside traditional hot rods. If accuracy is important to you, Honest Charley is the guy to call.

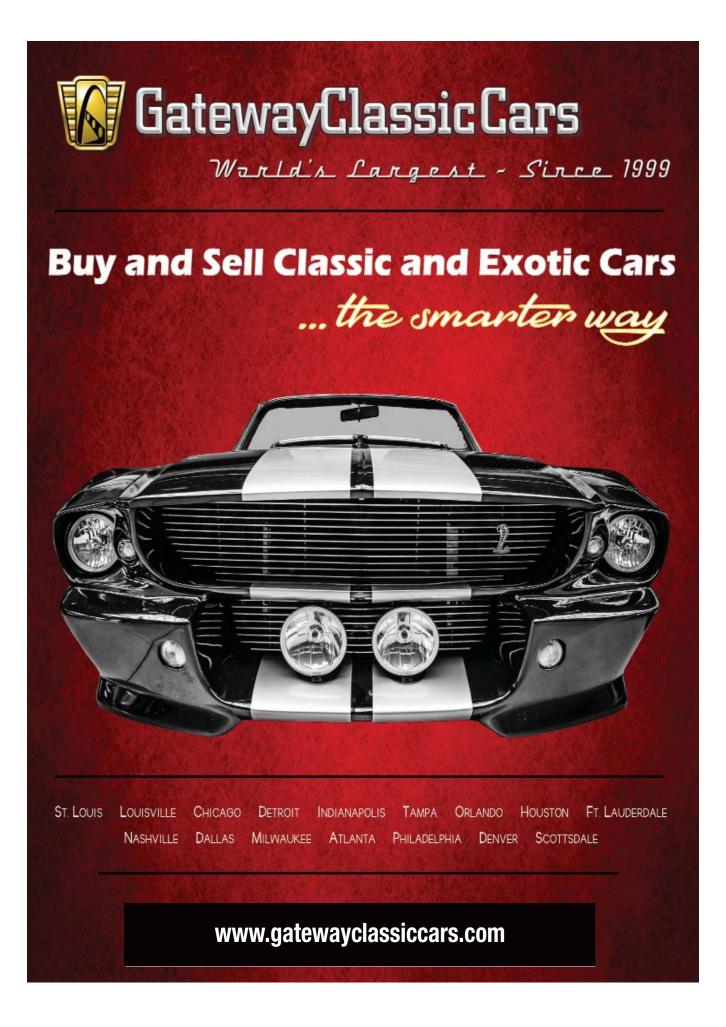
Honest Charley is in the same complex as Coker Tire and just across the street you'll find the Honest Charley Garage, where head man Greg Cunningham and his team of craftsman stay busy working on everything from steam-powered classics to building the 2013 STREET RODDER Road Tour car, a beautiful gold shoebox Ford with all the custom touches and a late-model Ford EcoBoost V-6 underhood.

Tours of the facility happen daily and it is well worth the trip, or come to one of the cool Coker Cruise-ins and tour the facilities yourself. There is a museum filled with vintage cars and vintage motorcycles (Coker sells vintage motorcycle tires too). The Coker Group covers all the bases for hot rods and drag racers, and they are huge supporters of the automotive hobby because the business was founded by a "real car guy," and it shows.





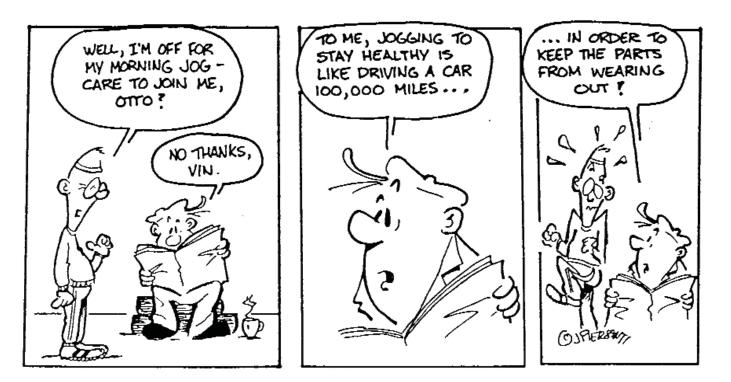






# ``Otto Mechanic''

By Jay Piersanti



## Car of the Month

#### **1937 BUICK CENTURY CONVERTIBLE COUPE**

Owned by Jon Kanas



Jon Kanas is a member and is the webmaster for the Rocky Mountain Division of the Buick Club of America. The Rocky Mountain Division of the Buick Club consists primarily of members from Northern Colorado and Wyoming. We welcome new members and inquiries. Please see our website: http://rockymountain.buickclub.org/. As a reminder, the Buick National will be in Lone Tree, Colorado, June 19-23 2018.

This 1937 Buick Century Convertible Coupe (Model 66C) is #659 of a total production of 843 for model year 1937. It was in daily use until 1974. The Century, so named because it was capable of 100mph with its 320cu. in. straight 8 engine it is considered to be the first "factory hot-rod" offered by General Motors. The April, 1937 edition of Consumer's Union Reports advises "There is little objection to the Buick 60 as a car, aside from it's wasteful performance, but it should be pointed out that those who make use of it's power and speed assume a heavy responsibility under the usual traffic and road conditions."

Here is the restoration story about this vehicle:

Dr. Robert Zimmerman purchased this 1937 Buick Century Convertible Coupe, Model 66C, in 1955. It is body #659 of a total production of 843 for model year 1937. It was in daily use until 1974. It is one of several interesting vehicles that his son and I used as our daily transportation during our high school years. In June, 2003, Dr. Robert Zimmerman agreed to sell his Buick after nearly 20 years of discussion.

June 7, 2003: The Buick had been stored in an airplane hangar for the past 10+ years. Loaded onto a flatbed, it was transported 100 miles north. A lot of gawking went on from other drivers and passengers as we transported it up I-25.



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After some preliminary work (new fuel tank, radiator core, overall inspection) and we get to drive it around for the summer and early fall, with the kids laughing, singing and screaming at unsuspecting pedestrians from the rumble seat.



The restoration was formally started in April, 2004. Research, interviews and car shows led me to select Midwest Auto Body in Longmont, Colorado to perform the bodywork on the Buick. Working from rear to front, 5 layers of paint are stripped. As panels are stripped, they are removed from the body. Panels requiring body work are taken to the body shop where they begin working on the individual panels. The number of square feet required by a disassembled Buick, far exceeds that required by an assembled one.



A trip to Milwaukee to view a completed 66C is required to ascertain the correct configuration for the rear portion of the passenger's compartment, which is a parcel shelf and divider between the passenger compartment and rumble seat. The convertible top fabric was stripped in layers to insure that there is sufficient integrity of the removed top to serve as a pattern for the replacement.

November 2004: The body and chassis are sent to the body shop where the body is reinforced, then removed from the frame. The chassis is returned for refurbishing at home. The body shell is placed on a rotisserie for replacement of the floor and fabrication of required sections of the rocker panels which have deteriorated. The last two pictures are before and after the floor replacement.



May 2005: The engine was removed from the chassis and overhauled by Jim Linner at Front Range Machine in Longmont. The chassis has been cleaned, with all components rebuilt and/or reconditioned. The assembled and detailed driveline and chassis are ready for the body to be refitted.



August 2005: The metalwork on the body has been completed, and the body is reattached to the chassis. The "Preliminary Fitment" takes place; The purpose of preliminary fitment is to show the shop technicians how it goes together, and to get a first look at how all of the panels will fit now that the major body work is complete. After the fit is verified, the final prep work for painting will be completed, then it will be taken apart one last time for painting.



September 2005: The paintwork, large panel assembly, and paint finishing begin. We're finally getting to see what the results of our efforts. The painted, and fundamentally assembled body and chassis are returned to my house where I am beginning the final assembly phase.

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July 2006: The final assembly of the body is essentially complete, and we've been taking it out for regular rides. The work on the interior will begin during the winter, so we can enjoy some top-down days in the late summer and fall.



February 2008: We can now use the term "Done" for the first time. There are a few things which remain outstanding, and a couple of period-appropriate upgrades which remain to be done. In 2009 it was presented at the Buick National in Colorado Springs where it won a Gold Senior award.



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#### Would you like to see this newsletter continue?

I would love to continue publishing this newsletter for the enjoyment of all car owners of clubs belonging to the CCCC. I enjoy writing and producing this newsletter, and I hope you enjoy receiving and reading it as well. To continue operation, *Colorado Collector Car News* is actively pursuing advertising. If you have a business who would benefit from reaching collector car owners or you know someone who would, please contact me. Thanks!

Greg Akiyama / Publisher / 303-680-8298

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#### **Colorado Collector Car News**

Published by Greg s in association with the Collector Car Council of Colorado.

This is a monthly publication dedicated to the enjoyment of the collector car hobby in Colorado.

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ED: I am looking for other Cars of the Month. These cars do not have to be concours award winners, just cars that have owners who are proud to own them. (Don't we all feel that way?) To nominate a car and owner, please contact me at gakiyama@earthlink.net. Thanks. ED: I am always looking for more subscribers. If you know someone who you think would enjoy getting my newsletter, please have them send me an e-mail complete with their name, club affiliation and phone number. I ask for a phone number because when (not if) an e-mail stops working, I can contact that person for an updated e-mail address rather than just stop sending them the newsletter. My e-mail address is: gakiyama@earthlink.net. Thanks.

#### **Collector Car Council of Colorado (CCCC)**

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