



The Criterion

NEWSLETTER of the NORTHEAST CHAPTER of the PROFESSIONAL CAR SOCIETY

www.PCSNortheast.com

First Quarter 2015

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President's Message

Hopefully everyone has made it safely through the crazy winter we had. At the Board Meeting in Flint this past February, The Board discussed Life Membership and how to handle going forward . No decision was made as to how to set up the Life memberships and what they will cost. Life memberships will be discussed further at the next meeting in Houston, Texas in June, 2015.

The web site was also discussed and there is an About Us link there for the purpose of attracting new members. That will help the Membership director. It will cost about \$20.00 a month .There will be no change in the affiliation with Friends of the PCS site.

The next big item for the chapter is the 2016 International Meet. in Gettysburg, Pa. The committee discussed the 2016 Meet while in Flint. The committee would like to have prices for all of the events of the week and a registration form ready for June. Once the International Meet in Houston gets under way, we would like to have our Gettysburg 2016 agenda ready to go. We in no way want to take anything form the people running the Houston Meet.

I am also looking for a place to hold the next chapter meeting at the end of April, or beginning of May If anyone is interested in hosting the meeting please let me know.

Danny McCann

BEAR MOUNTAIN INN LUNCH/BRUNCH MARCH 29, 2015

The Northeast Chapter will gather at the beautiful Bear Mountain Inn for a lunch/ brunch on Sunday March 29, 2015 at 12:00 Noon. We will meet in the lobby and we will proceed to Restaurant 19/15 for a delicious meal. The Bear Mountain inn has recently undergone a facelift, so everything is fresh and vibrant, while retaining it's charm. There is a roaring fireplace to enjoy, gather and socialize in front of, if we so desire.

The prices are not too expensive, but it isn't Wendy's either. We will request separate checks, so that everyone can order as much, or as little as they like. And be prepared, as there is an \$8 charge to enter and park your car.

In addition, for anyone interested, we may either tour the park, if weather permits, it is beautiful and tranquil place. There are trails to walk and exhibits and a zoo to see. We can also go up the road about five miles, to tour The West Point Museum. The museum has some interesting artifacts on display. And in case this is not enough, there is a possible tour of Fort Montgomery, just a few minutes ride from the Bear Mountain Inn.

Please RSVP to bmarcy@optonline.net for purposes of a head count. Should the weather be questionable that day, please call my cell phone at 201 954 3159 after 9:00 AM for a message.

Please plan to join us! It will be a nice way to break the long, cold days of Winter

PUBLISHER NEEDED

After many years of service as the publisher of The Criterion, Ted Collins has requested that we find a new person for the job. As you already know, Ted has done an outstanding job as our publisher and it has been a sincere pleasure working with him on The Criterion. Hopefully you will consider the possibility of taking on this position. It would really be appreciated.

The position requires basic word processing skills for assembling the quarterly newsletter. Most chapter members receive their issue by email and it is necessary to print and mail a few copies each quarter. If there are any questions on the position please contact Ted at collinsfh@aol.com.

Auctions From The Inside Out

by Bill Marcy

This article is meant to educate and inform you. Based on my personal experience attending car auctions, collector car auctions and my experience buying and selling on Ebay. The thoughts, suggestions and opinions are true, at least in my experience and opinion, but your experience might be different. There is a strong possibility that you have attended, or participated in an auction of some kind, whether a live auction, or an internet auction, such as Ebay. The chances are good, that you have an opinion about the auction process, it may be good, but there is a chance that you have formed a negative opinion concerning auctions in general, this is where I believe that some insight could possibly be beneficial.

Let's start with a belief I have, based on my personal years of experience. An auction itself is generally only as good as it's policies and rules and their related enforcement. What I mean by this is simple, the rules and policies should be applied to everyone, buyers and sellers, big, or small, period. An auction that bends the rules for their best customers and friends will generally get a bad reputation and may fail, especially in our day and age, with all of our communication on the internet, but no doubt, there are exceptions.

In most cases, the auction itself and their auctioneers, do not have first-hand knowledge of the vehicles they offer for sale. Although it is not uncommon for an auctioneer to announce things like; "Numbers Matching" "No Rust" "All Original" or "Actual Miles" it should be understood that they are only repeating what the consignor has told them. In most cases, the auction does not verify this information. It is the responsibility of the consignor to represent their car honestly. In some instances, a false representation by the consignor can result in a voided sale, or even litigation. However, it is generally the responsibility of the buyer to verify the statements and representations as quickly as possible, generally on the day of sale. As a practical matter, it is better to verify and do your homework, prior to bidding. Since almost all of the vehicles sold at a collector car auction are sold AS-IS, WHERE-IS, there is no arbitration, meaning you own it, for better, or worse.

There are many people who will bring a car to sell, without a realistic expectation as to a price, they want too much money for their car, compared to it's market value. This type of consignor almost never sells their car and in some instances will tell you that the auctioneer was terrible, or there were no buyers in the room. More often, than not, the consignor goes home disappointed and may have some unkind words about the auction.

As a bidder, there are many things that are important to know and understand, before you place a bid. Most importantly, look your potential purchase over as thoroughly as possible, verify things like authenticity, verify VIN numbers, mileage, condition, paperwork and ask the consignor questions, if you find him uncooperative, maybe you should pass the car. Know the rules and policies of the auction you are attending, they are not all the same. Only bid, if you fully intend to buy, be sure you have the funds to buy and don't be bashful, if you want to buy, bid. Auctioneers definitely appreciate bidders who bid quickly and passionately. It helps to move things along. Truth is, I have seen auctioneers drop the hammer quicker to people they consider to be "real buyers" but I am not implying anything negative, if you bid, you help the auctioneer, I remember an auctioneer who used to say "I help those that help themselves" referring to bidders who bid fast and with commitment.

As a used car dealer for over thirty years, I have literally attended thousands of auctions. There

were times I attended as many as four auctions per week. As such, I have had many experiences, most of them good, but some lessons are learned the hard way. In my younger, less experienced days, when I assumed every car was good and every consignor was honest and did not fully take time to understand the rules and policies of the particular auction I was at that day, I definitely learned a few lessons the hard way. However, as I honed my skills and understood the rules better, there were times that I came out of a bad situation for me, with a victory. I can't say it enough, know the rules. Like you have often heard, Knowledge is power."

Selling At Auction

Whether you are selling at a live auction, or on an internet site, like Ebay, there are at least a few things that are the same. First of all, research comparable market values for similar vehicles in like condition. Be honest with yourself about the condition, because if you think it is in number one condition, but it is really in number three condition, you most likely will not sell your car, to be sure, the car is not going to sell for more than it is worth, just because it's you, unless you are famous. Represent your vehicle accurately, if it has defects, let everybody know, potential buyers usually appreciate the honesty. There have been times when a consignor announced defects and because of the trust he created, he actually got a higher price. This is especially true with Ebay sales. Show your car in "retail ready" condition, it really pays off.

If you are selling on Ebay, write an accurate description and show as many detailed pictures as possible. I have always started my Ebay auctions at \$200, regardless of my Reserve. It pays to let bidders actually dream the dream of owning your car. It really doesn't matter where the bidding starts, it is where it stops, right? Very important, earn your feedback, if you don't have any, earn some and if you have earned 100% positive feedback, protect it with honesty for as long as possible.

Buying At Auction

In addition to the items I have covered in this article already, there are a few other things you may find interesting. I think you should plan to attend the entire auction, especially if you wish to buy more than one vehicle. Be there for the first car and stay until the last vehicle crosses the auction block. The reasons are simple. In every auction, there are opportunities and you never know when they might occur. At times there are lulls in the action such as; The attention of the crowd is focused on something like a very special car, an altercation, or any situation that causes people to look at something other than the cars being auctioned at that time. Believe me, it happens. Another opportunity is created when at the end of bidding, a consignor decides to sell for less than the car is worth for a reason known only to him, such as; he has found another car he wants to buy, or he had a vision of his wife's smiling face, when he shows her the money. You never know, but if you aren't there, you will not get the opportunity.

One more thing that may seem unimportant, but it doesn't hurt, be nice to the auctioneers, don't be afraid to introduce yourself and talk to them. Most auctioneers are great people that are very passionate about their job. And while auctioneering is a good job, they work hard and long and in many cases, they travel many miles every week to their respective auctions.

Conclusion

Whether buying, or selling at any kind of an auction, there are risks involved. Sometimes you can sell for a much higher price than you ever imagined. Or, as a buyer, you might get the deal of the year. Usually, the prices realized at an auction will reflect market value, at least at that auction on that day. If you are going to an auction, do your homework, be prepared and buy the car of your dreams.

Member Spotlight

by Bill Marcy

In an ongoing series, which is intended to let you know our Northeast Chapter members a little better, our spotlight falls on long time members Fred and Tracy Goerlitz.

Fred Goerlitz has had a long fascination with car-style ambulances. Starting in 1984, Fred joined the Mansfield Emergency Medical Service in Mansfield, New Jersey, as a volunteer EMT. You see, Fred grew up in Mansfield, so he felt a strong desire to give back to his home town.

In 1987, Fred found out about the PCS International Meet held in Lambertville, New Jersey and New Hope, Pennsylvania where he saw for the first time, a 1976 Superior Cadillac high top ambulance being displayed as an “in service” ambulance by the St Johns First Aid Squad of Fords, New Jersey. At that time, Fred had no idea that he would soon become the owner of this special ambulance.

On December 27, 1987, Fred purchased this ambulance from Northeast Chapter member and at that time ambulance dealer Paul Vickery. Unfortunately, the years of service had been a bit hard on the body in the form of rust, not uncommon in our area. Just in time for the PCS International Meet back in 2008, held in Mt Laurel, New Jersey, the 1976 Superior Cadillac showed off it's new coat of paint and rust repair and looked great!

In 1998, Fred married the love of his life, Tracy. Fred and Tracy live in a beautiful home in Hackettstown, New Jersey. They are planning to build an additional two, or three car garage in their backyard, to house a growing collection of cars. Fred told me that he would really like to have three 1976 Cadillac ambulances, to include his Superior, an S&S and a Miller Meteor. Fred, as you may have guessed, is a huge admirer of 1976 Cadillac ambulances.

Fred has served for many years on the Hackettstown Ambulance Squad, but as of January 2015, he has returned to his roots, to serve once again with the Mansfield Emergency Medical Service.

In addition to his career, his wife and volunteering with the squads, Fred has been our Northeast Chapter Vice President for the past six, or seven years. I have had the pleasure of working with Fred and participating in numerous shows and events with him and I must say that he is a true gentleman and a fabulous PCS role model.



Fred and Tracy Goerlitz's lovely 1976 Superior Cadillac high top ambulance, as it appears today after it's restoration. Photo courtesy of Fred Goerlitz.



As seen on the New Hope Car Show field, this 1976 Superior Cadillac high top ambulance was displayed as an “in service” ambulance by the St Johns First Aid Squad of Fords, New Jersey at the 1987 PCS International Meet. This ambulance would be purchased by Fred Goerlitz on December 27, 1987.

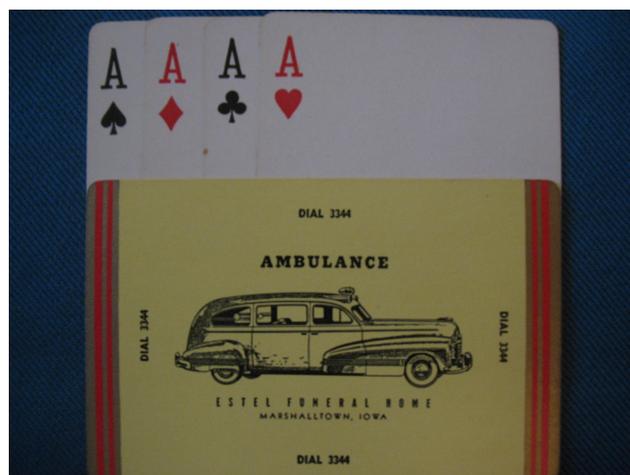
Photograph courtesy of Fred Goerlitz.

NON-PROFESSIONAL CAR INTERESTS

In a way, the title is a bit misleading, because this item is surely, a professional car related item, isn't it? However, since it is ephemera, I suppose we could say it is not a professional car. Anyway, in our series which begun with the last edition of The Criterion, we are showcasing other interests, or non professional car interests, enjoyed by our Northeast Chapter members.

This very interesting piece of funeral home ambulance service advertising belongs to Jeff and Mary Hookway. It is well known that funeral homes provided ambulance service for many years, ending in the decades of the Sixties and Seventies, due to new government regulations taking effect. Although most of us are familiar with the history and the demise of such ambulance service provided by funeral homes, just try explaining this to anyone under forty years old and see how they react.

Please email a picture of your hobby and a description to bmarcy@optonline.net and we will put it in an upcoming edition of The Criterion.



These photos depict some of the miniature professional cars that were displayed at the recent Flint Micro Meet, held in Flint, Michigan this past February. Photos courtesy of Fred Goerlitz.



A Few Good Car Shows

Please let me say, that I am well aware that there are many excellent events and car shows which we can all attend. However, I thought I would tell you about several shows that we have attended and enjoyed, shows you too may like to attend. In no way, shape, or form am I attempting to detract from any of the other car shows and events taking place". If you would like to tell the rest of us about an upcoming car show, or event that you enjoy, please feel free to let me know and I will include it in the next edition of The Criterion.

On **Sunday April 26, 2015**, with a rain date of May 3, 2015, there will be an ALL Cadillac show sponsored by the Cadillac Club of North Jersey. This event is open to all Cadillac and LaSalle automobiles ONLY. Professional cars built on Cadillac, or LaSalle chassis are welcome. This show is held at a spectacular location on The Palisades, overlooking the Hudson River and New York City. There is a constant flow of spectators, because this is a rest area and a place to eat, just off of the Palisades Interstate Parkway.

There is a possibility that the Northeast Chapter may consider hosting a future carshow at this location. It would be a wonderful opportunity to experience this location, with a car show in progress. Please attend with, or without a Cadillac, if you can. Location; Stateline Park, Alpine NJ Palisades Interstate Parkway. Time; 9:00 AM to 3:00 PM Show Registration Form call 201 888 8727 Pre-registration \$15 and Day of Show Registration \$20

Sunday May 17, 2015 "Rain, or Shine" Held at the former Pearson Education Building in Upper Saddle River, NJ and is sponsored by the Restored Rusty Relics Antique Auto Club and the Upper Saddle River Fire Department, the proceeds of this show go to a few charity organizations in the metropolitan area.

The show used to be known as the Mahwah Show for many years, but was forced to relocate to the Upper Saddle River location about ten, or fifteen years ago. Open to ALL cars and trucks 1990 and older and all professional cars 1990 and older are welcome. This is a great show, with hundreds of beautiful antique cars and trucks and a large flea market area, plus it benefits deserving charities! Location; 1 Lake Street Upper Saddle River, NJ just off of Rte 17 at "the former Pearson Education Building. Time; Opens 8:00 AM to 2:30 PM Pre-registration \$15 Day of show registration \$20. Show Flyer email bmarcy@optonline.net

Sunday June 7, 2015 "rain, or shine" is the 48TH Annual Newark Fire Apparatus Muster and Parade, sponsored by the Newark Fire Department. This event features all types of fire apparatus, both vintage and modern and it also features ambulances, both modern and vintage. Vehicles may be privately owned, or department owned, even "in service" apparatus.

In years past, we have had a number of PCS owned ambulances at this event and the show promoters really seem to appreciate us. In addition, there is plenty of food and beverage available. You can tour the Newark Museum at the same time. And at the finale, there is a Code 3 Parade we can be a part of. This has always been an enjoyable event.

Location; Washington Park in Newark, NJ, near the Newark Museum. Time; 10:30 AM to 3:00 PM FREE Registration begins at 9:00 AM

In listing these events, it is my hope that we can use the opportunity to show our cars to as many people as possible and spread the word about the PCS and the professional cars we are proud of and enjoy.

THE PROFESSIONAL CAR SOCIETY

Northeast Chapter

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One of the many miniature professional cars shown at this year's Micro Meet held in Flint, Michigan. Photo courtesy of Fred Goerlitz.