



HISTORICAL ACHIEVEMENTS

## VALLEY OF THE GIANTS



**CALVIN J. WERNER**

Calvin J. Werner was born in Dayton, Ohio, in 1907, the son of a cabinet maker. At the age of 8, he started earning his way by selling newspapers, and in 1923, he joined the Dayton Engineering Laboratories (Delco) as a Co-op at Parker (Patterson), and in 1925 as a co-op student at University of Cincinnati (from which he obtained his BSEE degree in 1930).

As a boy, he was an amateur radio enthusiast and operated his own station, WSAS, from 1924 to 1933. From 1930, he became a prolific development engineer, being credited

with some 64 patents in motor controls and switching devices. In 1940, he was advanced to Assistant Chief Engineer, and in 1945, to Chief Engineer at Delco. In 1951, he became manager of manufacturing, transferring in 1955 to the Moraine Products Division as General Manager.

He married Margaret Matthews in 1930, to whom was born 3 children, Nancy, Charles and Robert. He became a member of the Engineers Club in 1940, and served as Club President, 1954-55. He was active in other organizations, including Institute of Electrical Engineers, Society of Automotive Engineers, Army Ordnance Assn., Dayton Kiwanis and Chamber of Commerce.

On December 1, 1959, he was elected Vice-President of General Motors and General Manager of the Truck and Coach Division, where he served until being appointed General Manager of the Cadillac Motor Car Division in September 1966.

In June of 1968, Cadillac sales hit a record high for any one year, also, with all time total sales reaching 3 million. President Calvin Werner stated "The heart of the performance-durability story for the 1968 models is Cadillac's completely new V-8 - the biggest, smoothest engine ever put into a motor car - it's almost like having two engines!"

Mr. Werner retired from General Motors in 1969, after

46 years of service. Looking back to the days of Charles Kettering and William Chryst, he stated a few years ago - "Those were the days when an individual led. Today, the opportunity for the individual is less, because everything is so much more sophisticated. No one man can lead a technical revolution as in those days; the innovations, then, were really very simple. The self-starter was a major innovation, but the technology needed for a break-through was simply tying a fractional horsepower motor to a crank. Something like that today, just doesn't happen!"

Calvin J. Werner is a splendid example of the successful leaders in science and industry who have made this Miami Valley what it is today - "THE VALLEY OF THE GIANTS!"



L to R: Cadillac Presidents and General Managers James M. Roche 1957-1960; Calvin J. Werner 1966-1969 Harold G. Warner 1960-1966; Don E. Ahrens 1950-1956 In GM's 3-Millionth Cadillac, June 10, 1963

**We apologize for the following omissions in the March "Index of Valley of the Giants, Fellow and Deeds/Kettering Awardees:"**

"Valley of the Giants" story of August, 1989, featured Kenton W. Zahrt.

Recipient of the 1975 Deeds/Kettering award was Harold W. Campbell.

*Please Note: If anyone knows of any other names missing in our "Index of FELLOWS, DEEDS/KETTERING, or other Awardees, please call Dennis, so we can continue to make such listings accurate and available to our membership.*

**Thank you!**