



Rocket Review

Published by **ROLD**S Chapter - Oldsmobile Club of America
Serving Mid-Michigan

May - June
2012

**Harry and Mary Ellen Cotterill's
1975 Delta Royale Convertible – story begins on page 4**



**Also included in this issue a summer of Chapter events
Mark your calendars now and plan to attend**

**2011 R. E. Olds Chapter
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Board members are elected for a one-year period of time at the Annual Banquet Meeting. Officers assume their office beginning January 1st of the subsequent year in which they are elected.

General Club meetings are held on the 1st Tuesday of the month at various locations, but usually at the R. E. Olds Museum in Lansing. Contact Vicki May at the number shown above for more information.

Editor's message.....

The Chapter received this letter from the R. E. Olds Museum.

3-14-2012
R. E. Olds Chapter - Oldsmobile Club of America



Dear Chapter members,

At our March 2012 Board of Trustees meeting I was appointed the position of Executive Director. It is with great pleasure I except the new position and look forward toward a bright and prosperous future for the R. E. Olds Transportation Museum. I bring with me nine years of serving on the Board of Trustees, four of which as Chairman of the Board and President of the Museum. As a life long resident of Lansing and a business owner for over 34 years I can see the Museum with no limits as we go forward. The R E Olds Transportation Museum is your brick and mortar Museum and I look forward to a continued strong relationship. I have personally joined the R E Olds Chapter of OCA today and look forward to having an Oldsmobile back in my garage in the near future.

Sincerely, William S. Adcock
Executive Director, REOTM

**Send newsletter articles, classifieds, etc. to Judy Badgley at
djbadgley@gmail.com or 4631 Doane Hwy., Potterville, MI 48876**

President's message.....

SUMMER - CLASSIC CARS - CAR SHOWS - FRIENDS & FOOD

Thanks to Jerry Garfield and friends, we are all armed with the complete "how to judge a classic car". With all that knowledge, how many are ready to sign up to judge at the Oldsmobile Nationals? It's a great opportunity to learn more about our favorite cars, and help out at the Nationals.

Also on our activity calendar in this issue is the Chapter picnic planned for
Sunday, August 12th.

It will be a potluck with the Chapter providing the meat and beverages. The tentative plan is to have the picnic at the Museum. However, if anyone has a suggestion for another location, let me know as soon as possible and we'll check in to it.

This is always a great opportunity to visit with members we don't get to see very often, share some car stories, and enjoy some good food. As the plan unfolds, we'll keep you posted. All ideas are welcome!

In the meantime, enjoy the journey.....

Vicki



2009 Chapter picnic at the Museum

NEWSWORTHY CHAPTER "STUFF"

R. E. Olds Chapter Calendar of Events

- May-**
1 Chapter Meeting 7 PM
R. E. Olds Museum
Guest Speaker Dick Gratz former tire and wheel engineer with GM
- 28 Memorial Day parade & picnic
Dimondale, MI [article pg. 10](#)
Tom & Jan Hummer 517-646-6633
- June-**
5 Chapter Meeting 7 PM
R. E. Olds Museum
- 15 5 PM Olds Homecoming Set-up
5:30 PM Cruise-in to Dimondale
- 16 9AM-3PM Olds Homecoming
3:30pm Cruise-in to Eaton Rapids
- 20-23 National Antique Olds Club
Annual Car Show & Swap
Columbus, IN
www.antiqueolds.org
- July-**
3 Chapter Meeting 7 PM
R. E. Olds Museum
- 4-7 Olds Club of America
Annual Car Show & Swap
DesMoines, IA
www.oldsclubofiowa.com
- 28 Car Capital Car Show
Lansing, MI [article pg. 10](#)
www.reoldsmuseum.org
- August-**
12 CHAPTER PICNIC
DETAILS TO FOLLOW
- 25 28th Street Cruise Car Show & Cruise
[article pg. 10](#)
Grand Rapids, MI
- September-**
9 Beekman Car Show
Lansing, MI
www.carsandbikesforspecialkids.org
- WELCOME OUR NEW MEMBERS**
Frank & Lola Castle
Brighton, MI
72 442 W30, 2004 Silhouette
- Glen & Tammy Woodby
Fenton, MI
83 Hurst/Olds, 2000 Alero



R.E. Olds Merchandise Order Form

Name _____
Address: _____
City: _____ State: _____ Zip _____

JACKET Specs- MADE IN USA, 100% NYLON TASLA, ZIPPER FRONT, SET-IN SLEEVES, FLEECE-LINED COLLAR, MAROON COLOR W/ LOGO EMBROIDERED ON BACK. \$80 each.
Print Name below exactly how you want it to appear on the jacket front.

() Check here if you do NOT want your name embroidered on the jacket front.
Size: check one: _____ S _____ M _____ L _____ XL _____ 2X _____ 3X _____ 4X

SHIRT Specs- JERZEES BRAND, 2-BUTTON, 50/50 POLYCOTTON WITH STAIN-RESISTANT FINISH OFFERED IN MEN'S SIZES. QUALITY POLO SHIRT (WHITE OR MAROON) W/ 3" LOGO EMBROIDERED ON TOP LEFT CHEST. \$25 each.
Size: check one: _____ S _____ M _____ L _____ XL _____ 2X _____ 3X
Specify color for each size M-maroon W-white

NAME BADGE- The standard name badge has a magnetic attachment, which is not recommended for those who have a pacemaker, so we are offering a pin attachment option at no extra charge. If you want the pin attachment, be sure to specify it on the order form below after each name; otherwise you will receive the magnetic attachment. When ordering, don't forget your spouse, family members and significant other. \$5 each.
Print Name below exactly how you want it to appear on badge(s).
1. _____
2. _____
3. _____
4. _____

Please send order form along with check or money order to:
R.E. Olds Chapter () I will pick up at a meeting or
Attn: Judy Badgley () Please mail merchandise to me
4631 Doane Hwy
Potterville, MI 48876-8744

Jacket- Medium weight- lined (\$80) _____
Add \$5 for 2X, 3X, 4X _____
Shirt- (\$25 each) _____
Add \$2 for 2X _____
Add \$3 for 3X _____
Name Badge- (\$5 each) _____
Add shipping-\$5 per jacket/shirt _____
Add shipping \$1.50 for only name badges _____

TOTAL _____

Make Checks Payable to: R.E. Olds Chapter

Bill & Suzi Adcock
Lansing, MI

MY CONVERTIBLE STORY by Harry Cotterill

This is the story of how I have become the longest owner of my 1975 Olds Delta 88 Royale convertible, and how I rescued it back in 1987.



My first car as a youngster was a 1954 Chevy Bel Air 2-door hardtop, 6-stick. My second-ever car was a 1958 Chevy Impala convertible, white with a white top and red interior and a 348 2-speed automatic. It looked like the Impala in the movie American Graffiti, but mine was a convertible. It got so rusty that I eventually traded it in on a 1959 Buick Invicta convertible, white with a light blue top and blue interior and a 401 engine.

At that time the cars I bought were aging, high in miles, driver-cars, lower in price to fit my youngster budget. One by one we parted company, and today, as you might imagine, I wish I had them all back. I would find a place for them. It was the convertibles and those convertible cruise memories that got me hooked.

As I got older, got married and had a family, I began to hope I might be able to someday find the time and money to squeeze a hobby car back into my life, something like that '58 Impala or the '59 Invicta. Finally that time more-or-less arrived and I began to look around. This was the winter of 1987, no Internet, just the newspaper and those car-booklets you still see at some gas stations.

I longed for a big full-size V-8 road-car convertible. It was at a gas station in Battle Creek that I found a booklet that happened to show a 1975 Olds Delta 88 Royale 350 V-8 convertible for sale, in Grand Rapids, at a used car lot. 1975 was the last year of the big convertibles from Olds. I drove up from Kalamazoo to check it out one cold Saturday morning in February. The salesman couldn't remember at first, then said "Oh

yes, it's way out back, in the rear corner of the lot. By the way, the block is cracked because we forgot to put anti-freeze in it. And the top has been slit by vandals". On inspection those things were sadly true, but it had good tires, good upholstery, a good body, and was a pretty burgundy color. There was a new top in the trunk, which would go with the car. Good basics, other than the engine. It was a nice, disabled, driver-convertible with 111,000 miles. We settled on a price of \$750.

The next Saturday morning the used car guys removed the drive shaft, put it in the trunk, and I towed her away from Grand Rapids in a snowstorm, hooked up to my 1978 Olds Delta. No helpers. So here in February of 1987 my trusty old 1978 Delta everyday-driver was towing my new-to-me, disabled, only 3 years older 1975 Olds project-convertible. What a day! I stayed off the freeway, but the remaining roads were less traveled and more slippery. It looked like a two-car parade, and somehow the parade stayed out of the ditch that snowy morning, after a couple of close-calls in the turns.

I towed it to my mechanic near Richland, MI. I didn't have the time or tools or space or skills back then to swap out the engine. Within a couple weeks I located a good used 1975 Olds 350 V-8 with 60,000 miles in Jackson. I rented a trailer and hauled the engine to my mechanic with my trusty 1978 Olds Delta. At that time no one knew that some Olds vehicles had Chevy 350 engines installed at the factory. My used 350 did come out of an Olds, and, later, way-after installation, when the engine issue finally became public, to my relief I

confirmed that my used engine was indeed made by Oldsmobile.

Finally the day arrived to pick up the convert and drive it home. After work my wife and I went to pick it up. It was dark by the time I got in the convertible to head for home in Kalamazoo, 15 miles away, the slit-top was up but flapping in the breeze. All was going well when to my surprise suddenly it just died after about 5 miles on the road. "Omigosh", it could be anything was my thought, after all the work of swapping engines. It cranked but would not start. Dead in the dark! It looked like it had enough gas, but, to this day that gas-gauge does not work right, and, yes, it had run out of gas while looking still ¼ full. Sound familiar? Adding gas was a guess, but to my pleasant surprise it started right up and we had a nice cruise home.

From that day onward the 'ol '78 Delta sat outside in the driveway and the convertible sat inside, next to my wife's car. That first night home, after I pulled into the garage (where it just barely fit), our 13-year-old son looked out from the house and said "What is THAT?" "My convertible!" I replied. "What are you going to do with that thing?" he asked. I could see he thought I had gone crazy. I got out some rags and started cleaning it up, and within a few minutes he was along side, looking it over, then helping, then he wouldn't stop to go to bed. Four years later it was in his high school homecoming parade at football halftime, and a few months later he drove it to his senior prom (with many instructions). Our daughter had driven it to her prom three years earlier, also with many instructions.



Since those early days, over 25 years ago, this 'ol gal has gradually received new upholstery, new carpeting, replacement rear-quarter panels from a used vehicle in California, another new top, new tires, a parade boot, new paint, floor-board repairs, new trunk metal, new radio speakers, and many of the typical operational things like brakes, shocks (air in the rear), mufflers, etc.

Slowly, a little every year, all while being regularly driven.

Parts-cars that were once readily available in local junk yards are no longer there, all crushed long ago. My latest efforts have been to work on the engine compartment, one of the last things needing big help. This car gets driven a couple of thousand miles each summer to a variety of places, up to the bridge, over to Lake Michigan, up to

Traverse City, around town, etc. Now it spends its winters up on blocks in my pole barn, but in the summer it is on the go and turns more heads every passing year. These old cars don't have to be low-in-miles to be fun. With 155,000 miles now on mine, it's just getting warmed up. If it could talk it would say "Come on, get in, start me up, lets go, I don't care where, I can't wait". And, I can't wait either, until our next cruise !

HOMECOMING 2012 A SPECIAL YEAR

June 16, 2012 marks the **20th year** of the Oldsmobile Homecoming Annual Car Show and Swap meet. The R. E. Olds Chapter has sponsored this amazing show since the very first one was held in 1993 in the parking lot across from the Oldsmobile Administration Building in downtown Lansing.

There have been a lot of changes since the first show was held but some things have not changed over the years. Ken and Marsha Nicholas were chairpersons of that first show and have held that position nearly all of the years since. Don and Eva Cooper were involved from the beginning as well and they have been co-chairs for the last 5 years. Ashley Jones has been on the organizing committee continuously since 1993. Abel Anzuldúa was on that original committee and was in charge of the showfield layout for many years. Now that he is retired, he has returned to the committee in that same position.

There were 154 cars registered that first year with 27 swap spaces sold. In 2011, Ed Shand registered 495 Oldsmobiles and 61 vendors on 143 spaces! We have come a long way since 1993 and are now the Largest Oldsmobile Show in the World!

The Oldsmobile Homecoming show offers something for all Oldsmobile lovers and their families.

CARS: Who could ask for anything more than 500 Oldsmobiles to look at! If you haven't already sent in your registration form, now is the time. You don't want to be stuck in that long line for the non-registered.

PARTS: If you need an Oldsmobile part for your car or a neat piece of memorabilia, it will be in our HUGE swap meet. If you have something Oldsmobile to sell, get your swap space now, spaces fill up fast.



CRUISING: If you like to drive your Oldsmobile with others, we now offer 2 choices for driving. Friday night we "cruise" to nearby Dimondale and fill their main street parking areas with our Oldsmobiles. On Saturday after the show you can cruise to Eaton Rapids for a fantastic dinner at the Historic Miller Farm and enjoy all they have to offer.

AUCTION: Our annual auction under the guidance of Steve Zaban is always a lot of fun. Items are donated to the Chapter and he auctions them to the highest bidder. If you have Oldsmobile items you would like to donate to the auction call Steve at 517-655-2421 to make arrangements. This money all goes towards the costs of the show.

FUN: If you have an Oldsmobile, Fisher Body or other auto related tattoo, you won't want to miss out on the "Best

Tattoo" contest. This activity is just plain fun AND you could win a trophy. The audience votes on the choices with their applause.

KIDS: Our show is for everyone. We encourage families to participate by providing activities for kids. Our fearless Chapter President roams the grounds in her clown outfit handing out candy to kids and reminding them of the kid's activities that go on by the Olds balloon. When the time comes, volunteer Jeri Gross provides activities from coloring to blowing bubbles complete with a gift bag for each participant. The younger kids love this time to take a break and just enjoy the games.

This year we are offering a NEW activity for kids from 8-14 years of age. The Hagerty Insurance Company is sponsoring a program to get kids interested in the collector cars. We are pre-selecting 6-8 Chapter member's cars for these kids to "judge" Each participant will receive a t-shirt, hat and instructions along with their own scorecard for each car. The owners of the designated cars are to provide the kids with a brief description of their car. If you would like to offer your car for this program, contact Judy Badgley at djbadgley@gmail.com, 517-645-7438 or 517-256-2336. If you have a child, or grandchild between the ages of 8-14 that would like to participate also let Judy know.

And while you have Judy's contact information close at hand, sign up to help with the show for a couple of hours. We need every one of you to make this show a success.

A FRESHWATER MAN WITH A SALTWATER PLAN

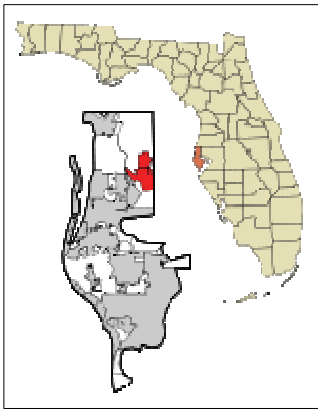
OLDSMAR, FLORIDA by LeRoy Burnett

Originally printed in Michigan History Magazine – January, 2008

Chapter member Ron Reichle came across this article and we have contacted the writer for permission to use the article in our publication. Mr. Burnett was, at the time, a Contributing Editor for the Michigan History Magazine.

Oldsmar's story began in 1905, when automotive magnate R.E. Olds started spending parts of his winters at his Daytona Beach home. Olds soon searched for investment opportunities in the Sunshine State. In 1915, the Michigan Trust Company of Grand Rapids brought to Olds' attention a large estate of more than fifty-eight square miles in Florida that was available for the low price of twelve dollars an acre.

After having appraisers examine the grounds, Olds offered to pay for the 37,541 acres of raw land with \$200,000



in cash, \$75,000 worth of bonds from some Upper Peninsula utilities and a piece of Chicago property valued at \$125,000. The bank accepted the bid and closed the deal on January 8, 1916. At the same time, Olds and a few other token partners formed the Michigan-based "Reo Farms Company" (later changed to "Reolds Farms Company").

Work began immediately. A townsite plat was commissioned and the resulting plan clearly showed a Michigan influence. The community (initially christened "Reolds-on-the-Bay," but changed to "Oldsmar") was centered on the water with roads fanning out from that hub like spokes on a wheel, a pattern reminiscent of the Motor City's central business district. Some of the street names were taken from Detroit, with signboards appearing along the radiating transportation network for Woodward Avenue,

Jefferson Avenue, Oakwood Boulevard, Lafayette Boulevard, State Street, Congress Street and Park Place.

The paper city, reportedly designed to accommodate up to 100,000 people, was strategically situated between Tampa and St. Petersburg. Anyone driving between these two cities would have to drive by or through Oldsmar. The route of the busy Seaboard Air Line Railway also passed through the development.

Olds sent to Tampa Bay teams of large draft horses from his Grosse Ile farm near the Detroit River and hired dozens of local laborers. Lansing architect Eugene B. Phillips designed some of the major buildings. Before long, lots had been laid out, streets were in place and structures erected for dwelling and commerce.

With some of the basic facilities in place, the operating plan changed to include selling the land and turning a profit on the investment. To do this, Olds offered unimproved farmland for \$25 to \$50 per acre, with higher prices assessed for property adjacent to the railroad, the main highway or along the waterfront. Town lots could be had for \$500 to \$2,000, depending on size and location. In all cases, terms allowed for purchasers to acquire Florida soil with a modest deposit and regular monthly payments.

To sell his Florida real estate, Olds made his main pitch to Michiganders. Newspapers carried advertisements that those seeking "Health, Wealth and Happiness" could find it all in Oldsmar. A promotional booklet, freely distributed, showed impressive scenes of what awaited the bold individual who was tired of the cold in Midwest winters. Olds also paid for special excursion trains to take groups of prospective buyers from Detroit to Florida to allay any concerns about a long-distance move. For Michiganders who preferred to drive to Florida for an inspection, Olds prepared and distributed specially printed maps showing in detail the best routes to Oldsmar.

Publicity and Olds' good name led many people to leave the Lower Peninsula for Florida. One author noted

"more than 1,000 residents of Lansing, Michigan, followed Olds to Oldsmar in search of an ideal community."

Another writer claimed Oldsmar was "attracting thousands of people from Michigan cities." Even the Michigan Military Academy near Brighton, in Livingston County, bought sixty acres along the bay near Oldsmar and announced plans to relocate its operations.



But Oldsmar fell well below Olds' expectations. The national distraction of World War I, followed by a postwar business slump, left people cautious about investing in property or moving to unfamiliar environments.

The greatest blow to Olds' ambitions came on October 25, 1921, when a severe hurricane hit Tampa Bay. This storm sent water up to fourteen feet deep into Oldsmar, destroying or seriously damaging much of the community. Residents whose homes were wiped out left; others stayed in damaged quarters, but could no longer pay on the loans they had taken out. Some residents whose homes had survived the storm put the buildings on barges and moved to nearby St. Petersburg. By 1923, only 200 people were left in Oldsmar.

Seeking to extricate himself before the situation worsened, Olds traded much of Oldsmar for the Bellerive Hotel in Kansas City and the Fort Harrison Hotel in Clearwater, Florida. Within five years of the disastrous hurricane, he had sold nearly all his remaining Tampa Bay holdings. When at last the account books were closed on this investment, Olds had

lost \$3 million in the Florida real estate affair.

Oldsmar's new owners did not fare much better than Olds. In 1924, the Gandy Bridge was finished between Tampa and St. Petersburg, diverting traffic away from Oldsmar. About the same time, Florida's land boom ended and real estate prices collapsed. In 1927, Oldsmar's new owners were caught illegally selling submerged lots and the resulting scandal halted most property transactions at the site. In an effort to overcome the bad reputation this incident gave the development, the community's name was changed to "Tampa Shores." That failed and in 1937 the town's original name was restored.

Oldsmar remained a quiet hamlet somewhat frozen in time until the 1980s. As suburban sprawl slowly overtook the community, the town assumed the qualities once envisioned by its original promoter. Today, Oldsmar is a thriving settlement of 13,500 people with a future that looks as bright as the Florida sunshine. For the people who now live and work in Oldsmar, R.E. Olds' promise of "Health, Wealth and Happiness" was never really broken, it just took longer than expected to fulfill.

For more about R. E. Olds and his auto company, you can visit www.michiganhistorymagazine.com and click on "Good For 100,000 Miles."

RELATED ARTICLE:

A Michiganian in Oldsmar.

"The day we moved to Oldsmar, Hurricane Elena was hitting. Having

come from Michigan, we didn't really understand much about hurricanes, so we just kept moving our things during the storm," said Michigan History subscriber and Oldsmar resident Chris Branch. "We got ten inches of rain, but the lake didn't flood, so we figured we were OK."

Chris; her husband, Russ Otterbine; their son, Mike; and daughter, Kathy, moved to Oldsmar in 1985 when Russ semi-retired and the children were in middle school. "We chose Oldsmar because Russ's uncle and mother lived in this area and we'd vacation here often," said Chris. "We were already familiar, so that's where we chose to live."

A lot has changed in the twenty-two years since the family moved to Oldsmar. "Hillsboro Road (that runs east-west between Oldsmar and Tampa) was just a two-lane road with nothing on it. It was surrounded by farmland. And it was the only way to get [the twenty miles] to Tampa," said Chris. Now, Hillsboro Road is a six-lane highway that stretches through subdivisions, industrial districts and shopping areas.

The Oldsmobile influence on Oldsmar is still obvious after all these years. "Every December, Santa rides in on the 1901 Runabout. Tampa Electric Company brings in a load of snow and that's how Christmas comes to Oldsmar."

During their free time the family enjoys boating--and not just in the many lakes surrounding their home. In April 2007, Chris and Russ cruised all the way from Oldsmar to their second home in Boyne City, Michigan. In the fall, they went past Chicago, down through the

Mississippi River and returned to Florida. "And we were still talking to each at the end of the trip," Chris joked.

Kathy stayed in Florida, became a nurse, got married and has twin girls--who spend a lot of time enjoying the water parks, ball fields, horseback riding and fishing in Oldsmar with their grandparents. Mike moved back to Mt. Pleasant, Michigan, and has a son.

Chris and Russ enjoy living in Oldsmar because "despite Pinellas County being the most highly populated, we still feel like we're out in the woods. There is still a hometown feel."--Kristin M. Phillips



The settlement has a public recreational area called "R. E. Olds Park" that includes a tall, marble monument honoring the famous Michigan industrialist. Inside city hall, there stands a working replica of a 1901 curved-dash Olds Runabout. The town also has in its possession one of the last Oldsmobiles ever manufactured in America.

AN OPPORTUNITY FOR ALL CHAPTER MEMBERS

From Membership Coordinator Don Cooper

ATTENTION ALL MEMBERS:

Please look at your address label on the back of this newsletter. If it says "EXP JUNE 2012", then your dues are due by June 1st. Please use the renewal form in this newsletter to renew and please fill in all blanks that are possible. It would be most helpful if you would add your OCA number and expiration date. If this is not a year for you to renew, share the enclosed form with another Oldsmobile enthusiast.

Chapter dues are \$12.00 for one year and \$30.00 for 3 years.

With the cost of postage frequently on the rise lately, I thought this might be a good time to remind the membership of two options.

1. The first would be to continue on getting your newsletter via USPS. The current rate to send a newsletter is 64 cents each. It used to be said that there was only two sure things, death and taxes. It looks like increasing postal rates might be added to the list. Due to printing costs, newsletters received by USPS contain black and white pictures only.
2. The second method would be to receive via e-mail. The big benefit here is no postage cost. The newsletter would contain full color pictures that you would view on your computer.

Currently there is a little over 19% of the membership using the electronic delivery. It's your choice. If you would like to try the electronic method contact Don Cooper at coopsledg@aol.com If you try it and decide it's not for you contact me and it only takes a minute change back. See - Ya.....Don

OLDSMOBILE MYSTERY

Originally printed in the Lansing State Journal April 6, 2011

INFORMATION BELOW PRINTED WITH PREMISSION FROM THE LANSING STATE JOURNAL



Old photo: Donna McCoy of Owosso is trying to find out any information she can about this picture, which features two Oldsmobiles. The car in the foreground says "Oldsmobile Stillman" on the rear of the car.

OWOSSO - The two cars in the photograph are Oldsmobiles. That's about the only thing that Donna McCoy knows for certain about a photo she's owned for nearly 30 years. She doesn't know how old the photograph is, though it could be 100 years old or more. She believes it was taken in Lansing, though where, exactly, isn't clear. She doesn't know why there is a cluster of people gathered around the cars, or what event the photo was meant to commemorate.

"The photo was found in a (Haslett-area) landfill and given to us," the Owosso-area resident said. "That's really the only information I have on it." The 81-year-old former Oldsmobile employee and retired nurse is seeking answers. So is Mike Gaylord, host of the Flint-based Everything Classic Antique and Collectible Show on the Radio. The show is broadcast in Lansing from 1 p.m. to 2 p.m. Sunday on WLCM-AM 1390.

Mike Gaylord took a look at the photo at a recent live broadcast at Young Buick GMC Cadillac in Owosso. Though the image is in good condition, it's impossible to set its worth without knowing more information about the photograph, Gaylord said. "It appears to be in front of a hotel in Lansing," he said, adding that the picture may have been snapped outside the Downey House hotel, which burned down in February 1912. "I thought they were either preparing for a race or they are showing off new models of Oldsmobile."

Gaylord and McCoy are hoping that others viewing the photo might be able to identify who is in the picture and what the people are doing. Any answers would help solve a riddle McCoy has had stashed on a shelf for decades. Since being given the photograph approximately 30 years ago, McCoy has puzzled over it. "I just never got around to finding out anything about it," she said. Oldsmobile holds a special meaning to McCoy because she worked at the Oldsmobile plant in Lansing from 1953 to 1977.

People who believe they can identify who the picture depicts or where and when it was taken may call Mike Gaylord at (810) 730-4900.

Looking for information: Donna McCoy of Owosso holds the photograph she is trying to learn more about. Behind is Young Buick/GMC General Manager Josh Galardi. McCoy took the picture to an event at the dealership to try to get more information. / Rod Sanford/Lansing State Journal



RESPONSES FROM SENDING THE EMAIL TO MEMBERS OF THE R. E. Olds Chapter of the OLDSMOBILE CLUB OF AMERICA-

From Eva Cooper: I looked in the "Setting the Pace" book and on page 65 is the same picture but cropped down. It says "Parked in front of the Lansing Hotel Downey are two 1911 Autocrat racers."

Eva Cooper, R. E. Olds Chapter- OCA Representative

From Dan Evans: Ok, well here's what I have so far. I was looking through an old automobile book that I was given back in 1973, it is titled "Treasury of EARLY AMERICAN AUTOMOBILES 1877-1925" by Floyd Clymer and has a 1950 copyright. There are many Olds cars in it and gives some very interesting details, from folks that would remember that era, about the first automobiles as well as those built up to 1925.

In the book I found several articles and mentions about the "Vanderbilt Cup Races" and decided to further research this on line. Since the cars pictured looked to be 1910 Oldsmobile's; I started with that. The following is a result of my search:

In the 1910 Vanderbilt Cup Race there were 2 Oldsmobile's, the first is listed as being driven by Harry Stillman and carried the number 20 on it. This car completed 21 of 22 laps of the race and was "Flagged When Race Was Finished" which is the terminology that was used back then. The second Oldsmobile was driven by Joe Wilson and carried the number 5, this car would not start and therefore did not race.

As for the scene in the picture; I am not certain. I would have to check out some photographs from 1910 of Lansing, and possibly New York. As for the Cars, Drivers and people around the cars; I would think that they were honoring the RaceCar Drivers as Heroes back then.

Dan Evans, R.E. Olds Chapter, Motor City Rockets

4-8-11 LANSING STATE JOURNAL FOLLOW-UP

Two days ago, Donna McCoy had questions about an old photo of an antique Oldsmobile that had been lying around her house for decades. Now, she has answers.

McCoy, a former Oldsmobile worker and retired nurse who lives near Owosso, had held onto the photograph found in a dump near Haslett for about 30 years. She never knew much about the photograph other than it depicted Oldsmobiles. Her search for answers brought her to an antiques show held at Young Chevrolet Cadillac Buick GMC in Owosso last month. There, it caught the attention of antiques appraiser and radio show host Mike Gaylord, and the two turned to the Lansing State Journal to find some answers. Readers came through in a way they never expected. "My phone has been ringing since 8 a.m.," said Gaylord, who hosts the Flint-based Everything Classic Antique and Collectible Show. The show is broadcast in Lansing from 1 p.m. to 2 p.m. Sundays on WLCM-AM 1390.

The car has been identified as Oldsmobile's entry into the 1910 Vanderbilt Cup race on Long Island, N.Y. The car, driven by Harry Stillman, placed 11th in a field of 30. The photo was taken in front of Lansing's Downey House hotel. The Vanderbilt Cup race was a popular series of races, drawing as many as 250,000 spectators in 1910. The race was started by motor car enthusiast William K. Vanderbilt Jr., a member of the tycoon Vanderbilt family. "These races were like the Super Bowl of its day," said historian Howard Kroplick, who has written a book about the races.

Marketing tool- Automakers used the race as a way to market their brand, said **Harry Emmons a Lansing automotive and labor historian and R. E. Olds Chapter member.** "It was promotional. All of the major car companies did it," he said. Kroplick became aware of the mystery Oldsmobile photo when his website received more than 400 hits from people in the Lansing area Wednesday morning. He contacted Gaylord to identify the car and driver in the photo.

Owens winner- Kroplick owns the winning car of the 1910 race, a vehicle known as the "Black Beast" made by now defunct automaker Alco. "That's one of the reasons I have such an interest in (the races)," Kroplick said.

That interest led Kroplick to purchase a copy of the same photograph owned by McCoy. Kroplick said he paid \$650 for it last year. McCoy would love it if her picture fetched a similar price.

"If I can find someone, who wants to pay close to that, it's up for sale," she said.

CHAPTER MEMBERS ARE INVITED

MEMORIAL DAY PARADE & PICNIC Dimondale, Michigan May 28, 2012

The small town of Dimondale celebrates in a BIG way and you and you Oldsmobile are invited to participate. The Dimondale Memorial Day Parade will be on Monday, May 28th. The parade begins at 11:00 am, so we need to meet in the parking lot at Carl's Supermarket, 142 East Rd. in Dimondale by 10:30 am to get in position for the parade. We use this opportunity to remind the residents that the Oldsmobiles will be coming to their town again the night before the Homecoming show when over 40 Oldsmobiles descend on their town from all over the country.

Following the parade, we will be having a picnic at Tom & Jan Hummer's house at 10379 Dimondale Hwy., Dimondale. Please bring a dish to pass and lawn chairs. Sloppy joes, paper products, pop and iced tea will be furnished.

If you can attend the picnic, please RSVP to the Hummer's at: 517-646-6633 or thehummersnest@sbcglobal.net.

CAR CAPITAL CELEBRATION Lansing, Michigan July 28, 2012

The R. E. Olds Museum is hosting their 20th Annual Car Capital Celebration in downtown Lansing at the Adado Riverfront Park, West Side, on the corner of Grand Ave. and Shiawassee, Lansing, MI.

This show is a longtime tradition for the Museum and is a major fundraising event that helps the Museum and celebrates the heritage of Lansing. All vehicles are welcome. There will be dash plaques, river cruises, food and entertainment for the whole family. Pre-Registration \$10.00; at the gate \$12.00. (NO REFUNDS) Registration forms will be available early spring at the museum.

Last year there was an award presented to the car club with the most club member cars at the show. The R. E. Olds Chapter missed winning this award by 1 car. How about we correct that this year and bring home that trophy! All you have to do is sign on the "Club Board" on show day!

28th STREET METRO CRUISE Grand Rapids, Michigan August 25, 2012

Hello R.E.Olds Chapter Members:

Put this date on your calendars, Saturday August 25, 2012.

We will gather at McDonald's Restaurant on M-100 just off I-96, north of Grand Ledge at 8:00a.m. You can enjoy breakfast with the group or just show up and be ready to roll!

We will motorcade to Harvey Cadillac on 28th St. at 8:50a.m. We need to be into the dealership by no later than 10:00a.m. Here we will be given front row display area to show off our cars and watch the cruising. Food vendors are available all day. Bring your chairs and your camera and be prepared for an outstanding day.

If you have a relative or friend that has a GM Vehicle other than an Oldsmobile they may come with us. However they will park in another area at Harvey Cadillac.

Contact Mike Ross at 517-676-5630 or email: ret369lpd@sbcglobal.net if you are going to attend. Mike has to give Mr. Leese a car count.

Happy Birthday To you....



May-

2 Janet Weglarz
6 Gary Armitage
Diane Grist
7 Dick Harrington
8 Juanita Gonzales
Stacy Taft
9 Sharon Silcox
14 Sherrill Cox
18 Floyd Meerman
Jim Showen
21 Norm Witte
31 Bruce Ballard

June-

1 Vicki May
Mary Shoe
3 Scott Whittaker
9 Valerie Reichle
14 Sue Whittaker
18 Nancy Nelson
21 Peg Lehnen
22 Ken Brochu
23 Don Cooper
24 Anne Irvine
26 Rudy Anzuldua
Darlene Drozdowski
John Gross
Arlene Jones
Sandy Salerno
27 Sharon Severence
29 Jeff Klein
30 Lisa Anzuldua
Linda Kimball

ROCKET CLASSIFIEDS

FOR SALE: 1965 Cutlass two-door post, Olds color Laurel Mist (light green metallic) with a original dark green interior. The sheet metal is also original as is the 330 C.I. 4V motor and trans. 65,000 miles. 2-time Oldsmobile National Meet winner receiving 900 plus points out of possible 1000. It took 1st place awards in Bowling Green, Ky. 2007 and in Seven Springs, PA. 2009. Options/details of the car: Power Steering, Power Brakes, Posi Traction, A/C (changed over to the new 520R with new hoses this past summer, Bucket Seats, New springs and shocks 2009, Repaint in 2006 factory color. Asking \$14,000. If interested I will forward pictures and more details. Dan Mrocza, 241 Bradley Dr., Jackson, Mi. 49201 dem442@yahoo.com or 517-782-2602

FOR SALE: Man's thirty-year Oldsmobile service ring. Very good condition. Three diamonds and shows no wear on the edges or letters. Not sure of the size, but could be re-sized to fit. \$575.00. Don Cooper - coopsledg@aol.com or 517-290-7455



**R. E. Olds Chapter
General Session
Meeting
February 7, 2012**

President, Vicki
May called the
meeting to order at

7:00 PM.

There were 32 present at the meeting.

Presidents Report: Vicki welcomed and thanked the members and guests for attending. Some members had items of Oldsmobile memorabilia to share with the group.

Museum update: Museum update Bill Adcock reports that the Board has completed a detailed job description for the Exec Director position, and has established a chart of accounts for operations; the Exec Directors job was posted on the Michigan Talent Bank. They received 14 resumes; they will start the interview process next week and narrow down to the 3 top candidates (keeping the others in reserve). They anticipate filling the position by the first of April. The Board has budgeted \$600 towards participating in Homecoming (tent, raffle car, 2 other Oldsmobiles to display, membership table, museum store, all staffed by Board members and/or volunteers. Raffle Car/Tripp's Auto Body: Tripp's has volunteered to repaint the raffle car (1967 Cutlass convertible) and to sponsor the advertising of the raffle on behalf of the museum. They will spend \$15-\$30,000 on advertising. The Board will complete the "State of the Museum" letter this month to be sent out to the various Chapters and car clubs. Bill is very excited about the progress the Board has made, and the future of the museum **Board Meeting Items:** None

Vice Presidents Report: Chris Heminger: No new information to report.

Secretaries Report: Ed Shand, the minutes of the general session meeting for January 2012 were presented to the membership and opened for discussion. Harry Emmons motioned to accept the minutes as read. Judy Badgley seconded the motion. The membership approved the motion.

Newsletter Report: Judy Badgley is compiling the next newsletter and it will be released soon. If you have any information to be added please send it to Judy quickly.

Membership Chairman Report: Don Cooper reported: New Applications: One new member Mike Salerno 71 Southview Drive Concord, Ontario L4k2K8 Canada

OCA Chapter Representative Report: Eva Cooper reported: Compliance Report: Sent in report in December and still

waiting for a reply from OCA. The reply was expected January 15th

Old Business: Homecoming: Judy Badgley showed the logo for the blanket which is the Homecoming gift for 2012. There is a kids judging event this year. Hagerty Insurance has a program where 15 kids will be provided hats etc. and they select their favorite cars. We will use Chapter cars for the kids judging. February 21st is the next Homecoming meeting at the Ramada Inn in Lansing.

New Business: 1. Car Capital car show is, July 28th. Troy Collins provided the proposed Bylaws changes to the membership. The changes were provided to members in the December Newsletter. 3. Troy asked if there was a discussion regarding the proposed changes? None 4. A vote was taken by the membership: For 32 against 5. The 2012 budget has been approved by the Board and will be shared with the membership at the March meeting. 6. Dennis Casteel has a book that is for sale book in the museum the sale price is \$50.00. 7. There are Chapter business cards available and please pick some up and sign your name and the amount of cards you take. 8. Envelope stuffing stamping and sealed. Was conducted and completed for 2012 Homecoming. The letters will be mailed on February 8, 2012.

Motion to Adjourn: A motion to adjourn the meeting was made by Ed Shand and supported by Chris Heminger. The motion was carried.

Respectfully submitted: Ed. Shand,
Secretary.

**R.E. Olds Chapter General Session
Meeting March 6, 2012**

Vice President, Chris Heminger called the meeting to order in Vicki's absence at 7:00 PM.

There were 24 present at the meeting. There were no guests present.

Presidents Report: Chris welcomed and thanked the members present and we all introduced ourselves. Some members showed some Olds memorabilia and passed the items around to the group.

Board Meeting Items: There were no items to bring to the membership attention.

Vice Presidents Report: Chris Heminger: Next month Jerry Garfield will present to the membership "Judging" a classic car at Car show.

Secretaries Report: Ed Shand, the minutes of the general session meeting for February 2012 were presented to the membership and opened for discussion.

There was a correction with the date of the R. E. Olds Museum car show. This was corrected in the February minutes... Willis Dennis motioned to accept the minutes as corrected. Max Hineman seconded the motion. The membership approved the motion.

Newsletter Report: Tom and Jan Hummer will host the Memorial Day Chapter event in Dimondale. There is a parade in Dimondale and then a potluck picnic at the Hummers after the parade. The date is May 28, 2012. The Museum is planning to develop a 2013 Oldsmobile calendar. They will feature Chapter member's cars. If you want your car included in the calendar, send pictures to the Museum staff. Chris thanked Judy for doing the newsletter. Judy requested news articles.

Membership Chairman Report: Don Cooper reported: New Applications: There are two new members this month. Glen Woodby Fenton, MI has a 1983 Hurst Olds and a 2002 Alero. Frank Castle Brighton, MI has a 1972 442 W30 Convertible and a 2004 Silhouette.

OCA Chapter Representative Report: Eva Cooper reported: Compliance Report: We received the compliance letter from OCA and we are in compliance at this time.

Old Business: Homecoming: As of March 6, 2012 there are 108 show cars registered, one for sale car registered. There are 17 Vendors registering 44 spaces. There are 121 shirts ordered. For the Friday evening show in Dimondale 33 cars are registered and 74 individuals. For Saturday evening there are 31 cars and 71 people indicating attending. The poster is completed and at printers. Hagerty Kids judging event. Hagerty to give shirts, hats etc., need some helpers to run the program.

The Museum's raffle car is painted and will have some trim work completed before being returned.

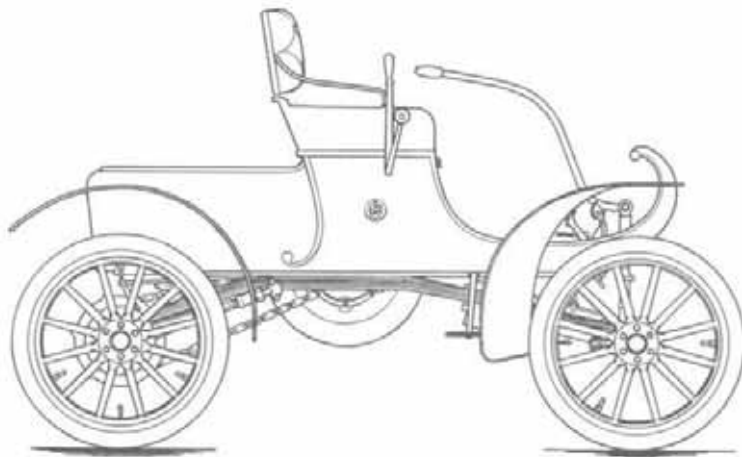
New Business: 1. Back to the Bricks event in Flint. August 2012 information can be found at www.wildaboutcars.com Signup on the sight if you wish to attend. 2. Bakers in Milford show starts on May 6th. 3. Judy requested to sign up early for the Homecoming show help schedule.

Motion to Adjourn: A motion to adjourn the meeting was made by Troy Collins and supported by Jim Harsant. The motion was carried.

Respectfully submitted: Ed. Shand,
Secretary.

R. E. OLDS CHAPTER
OLDSMOBILE CLUB OF AMERICA
P.O. BOX 80101
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Rocket Review

May - June 2012

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