

THE SPIRIT

NEWSLETTER OF THE
R.E. OLDS TRANSPORTATION MUSEUM

March April
2021

Out of the Past by Helen Earley

In 1916 The Federal Road Aid Act was passed. This act, signed by President Woodrow Wilson on July 11, was the first federal law aimed at the established of a nationwide system of Interstate of a nationwide system of interstate highways. The act provided for the construction of “rural public roads” and defined them as “any public road over which the United States mails now or may hereafter be transported.” Federal contributions would not exceed 50 percent of the total cost of each project, and the matching portion would be furnished by the states. The act also put more emphasis upon the organization of a state highway department before a state could receive federal highway aid.

1916 was also the year of the 16th National Automobile Show held in New York. New models displayed generally featured lower prices and more powerful engines, and Oldsmobile competed with a V-8 engine.

However, the car that took the publics fancy was the Model 43 with its 4 - cylinder 192.4 CID valve in head engine and 120-inch wheelbase. Integral with the motor, the transmission was the selective type with a center control- three forward speeds and reverse, with the transmission shaft mounted on bearings.

The Model 43 was available in two body styles: The Roadster and the Five Passenger Touring Sedan. The Roadster was advertised as overcoming one of the objections to owning a roadster, for when there were more guests than seats, the rear baggage compartment could be opened, thus creating in less time than it takes you to read these words, a comfortable seat for two extra passengers. Eureka! The rumble seat.

240 Museum Drive
Lansing, MI 48933
(517)372-0529

Mission Statement

The purpose of the R.E. Olds Transportation Museum is to collect, preserve, study, and exhibit those objects that will serve to illustrate the part Lansing played in the development of transportation with emphasis on the automobile and its effect on this community and its people.

Museum Hours of Operation

Tuesday through Saturday: 10 a.m. — 5 p.m.
Sundays: 12 noon — 5 p.m. (April — Oct.)
Closed major Holidays & Mondays

Admission

Adults: \$7, Seniors & Students: \$5
Families: \$15
Members: Free
Special group rates and tours available

The R.E. Olds Transportation Museum is a 501(c)(3), non profit organization

Email:

autos@reoldsmuseum.org

Website:

www.reoldsmuseum.org

Executive Director

Scott Mrdeza

Operations Manager

Rick Kaiser

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Director's Corner

Greetings to all,

After officially retiring from General Motors, I am now two months into this exciting new adventure at the RE Olds Transportation Museum where we have been open and accepting visitors since the beginning of January. As you can imagine, the pandemic continues to affect the level of foot traffic into the Museum so, our admissions and sales are quite low compared to previous years. We have also lost out on the rental income of the Board Room and Museum. Last year was a particularly difficult one and would have resulted in significant financial losses had it not been for the generous donations of our supporters along with the Paycheck Protection Program (PPP) which provided much needed funds. In 2021 we applied for, and have been granted, another loan from the PPP which will help offset our income losses this year also.

So, what's been happening here the last couple of months? We have taken advantage of the low visitor count by doing some maintenance and upgrades to the museum building. With the help of the Lansing Board of Water and Light's Hometown Energy Savers Program we were able to replace over 200 of our fluorescent lights with LED lights which should greatly improve our electric costs. Our volunteers have been doing a great job identifying and eliminating many of the extension cords used in our displays. We fared well through the winter with only a couple of minor roof leaks resulting from frozen roof conductors, which is something we will address for next winter. We used Doty Mechanical to perform a full inspection of all of our unit heaters and they will be replacing one of those in the coming months. Our excellent staff of volunteers have been making a number of small changes to the exhibits to better showcase artifacts and help eliminate some of the floor space congestion. Our Annex building is being fully utilized with our collection not currently on display along with a large number of rentals.

With regard to our great collection of vehicles, I have placed added emphasis on artifact preservation and have instituted the use of No-Rosion products in our cooling systems and have switched to the use of aviation gasoline for our running vehicles (not on-road use) as it is very stable and will not sour nor varnish. We are working on a number of the vehicles to support the following events that the Museum plans to host or attend, so add them to your calendar. You will notice that we are planning to hold our Car Capital Auto Show and have added a couple of "Cars and Coffee" events.

7591

For attention of _____

Note: Applicant should read over this blank before starting to fill it out.

OLDS MOTOR WORKS

Lansing, Michigan

Application for Employment

(Should be filled out with pen and ink.)

Date July 2, 1922

Applicant's name in full Miss Lucille C. Dankenbring

Present address 1512 Sunset Ave. Lansing Michigan
(Street and Number) (City) (State)

Permanent address Same as above
(Street and Number) (City) (State)

Birthplace Chicago, Ill. Nationality American

Age 18 years. Height 5 1/4 feet 3 inches. Weight 128 lbs.

Married or single Single If married, state how long _____

Number of children _____ Other dependents, if any _____

Are you employed at the present time? No

How and where? _____

For what reasons are you leaving? _____

When would your services be available? _____

What salary would you expect to start with? _____

Have you other income aside from your salary? _____ How much? \$ _____

Do you own any real estate? _____ Value? \$ _____

Have you any preference as to where you are located? _____

She got the job!



Naming the Automobile.

The new vehicle which is propelled by gas, electricity, oil, or something else, is generally called the automobile. Which means "self-moving". Everybody calls it that now, and knows what it means, but there are uneasy spirits who thirst for a change, and they suggest that it should be called something else.

"Auto-wain" has been suggested. Which would mean "self-wagon" and is obviously ridiculous. The idea comes from England and also the names of "self-propeller" and "autocar". In this country autocarriage, motor carriage and motor vehicle have been suggested. A Boston paper thinks "mobe" would be an appropriate name and a Philadelphia paper has already shortened it into "0" - that is, "aught". This is a play on the word auto. And the paper does not seem to know that a cipher stands for naught and not "aught".

In Chicago, a man proposes "glide". A New Yorker wants to use "rumbler", others want "whizzer" or "buzzer." Of course everybody is entitled to call it anything he pleases, but the machine is now known as the automobile and it will remain so. A locomotive might be called a "loco" for short, but it isn't.

Olds Has Interest in Metal Blimps

Local Financier, as Director of Detroit Firm, Meeting with Board Thursday

Recent Flight Success

Dirigible Company's Field Obtained through Lansing Man's Efforts

Ransom E. Olds left Lansing Wednesday morning for Detroit where he will meet with the board of directors for the Detroit Aircraft Corporation Thursday morning at 10 o'clock. Mr. Olds is a director and one of the largest stockholders in the company, which on Thursday launched the ZMC-2 the first all-metal dirigible to leave the ground. The flight was made in the early evening and the ship remained in the air for 40 minutes. It landed at the Grosse Isle field at 7:38 p.m. It was through Mr. Olds that the corporation acquired the landing field. The ship on its first flight attained an altitude of 1,000 feet. It differs from other lighter than air ships, chiefly in the following characteristics:

1. It is of all metal construction. Made of an alloy of copper and aluminum, strong enough to maintain its rigidity and light enough to permit the helium gas it holds to lift it.
2. Its shape is of unusually low "fineness". That is its diameter of 52 feet has a ratio of one to three of its length of 149 feet 5 inches.
3. Its control system, instead of using stabilizers with rudders and fins attached to it, has eight fins set 30 feet from the tail. The lower and upper fins on each side act as rudders. While the two middle fins take of elevation.

Uses Whirlwind Motors

The two motors of the Whirlwind 3-5 type of 225 Horsepower each and the ship is capable of 62 miles per hour with a cruising distance of 606 miles. The metal bag has a capacity of 200,000 cubic feet. Air compartments by which the pressure on the skins is registered, occupy 55,000 feet, while the rest of the capacity is given over to Helium. The ship is estimated to have a lifting power of 3,000 to 4,000 pounds.

From Detroit Mr. Olds will go directly to New York city, arriving there Friday morning. While there he will go over with architects the final plans for the Olds Tower to be erected at the Northeast corner of Capital Avenue and Allegan Street here. It was said that his offices here Wednesday morning that no radical changes have been made in the plans for the 22-story tower and that work will be started on the building will be started within a few weeks.

While in New York Mr. Olds will meet with Mrs. Olds and Mr. and Mrs. Bruce E. Anderson and children who will arrive there August 27 from Europe. Whether Mr. and Mrs. Olds will return to Lansing with Mr. and Mrs. Anderson immediately is uncertain, it was said at Mr. Olds office Wednesday.

Lansing State Journal Wed. Aug 21, 1929

<https://www.youtube.com/watch?v=IDRNY-COYxs>



REOLDS TRANSPORTATION MUSEUM



**If They Had Built
It—Would You
Have Bought It?**



2001 Oldsmobile Zebra Show Cars

Built by GM's Special Vehicle Division (SVD) for the 2001 North American Auto Show. All featured ghosted tiger or zebra stripes on the front fenders and rear quarters. Lowered bodies, custom rear body panels and 18 inch Budnik CNC aluminum wheels set these one-offs from their production cousins.





The Official Carrier of the R E Olds Transportation Museum



Did you know that you can also help support the Museum when you make purchases on Amazon? Go to [Smile.Amazon.com](https://www.smile.amazon.com) and select **Re Olds Museum Assoc Inc** as your charity of choice; .5% of every purchase you make on [Smile.Amazon.com](https://www.smile.amazon.com) will be donated back to the Museum! Don't worry! Item prices are exactly the same in [Smile.Amazon.com](https://www.smile.amazon.com) as on normal Amazon (but make sure to sign in through Amazon Smile)!





OLDSMOBILE JETFIRE ROCKET V-8 TAKES TO THE AIR!

**So powerful...so reliable...so lightweight
it powered a private airplane with ease!**

Oldsmobile chalked up another record in Rocket Engine history when its new 330-cubic-inch Jetfire Rocket V-8 successfully powered a full-size airplane at Capital City Airport, Lansing, Mich., recently.

Another "First" for Olds!

Modified slightly to meet FAA requirements, this lightweight cast iron V-8 — newest Olds Rocket — actually put a plane into flight. In five hours of air tests, the Jetfire Rocket V-8 powered the husky aircraft in an amazing exhibition of performance and built-in reliability, attaining a rate-of-climb of 1,000 feet a minute!

While Olds has no intention of adapting automotive engines to aircraft use, the flight proves the Jetfire Rocket's superiority under the most demanding conditions.

New Engine Powers Jetstar 88s, F-85s

Available in Jetstar 88 and F-85 models (with up to 290 h.p.), the new Jetfire Rocket V-8

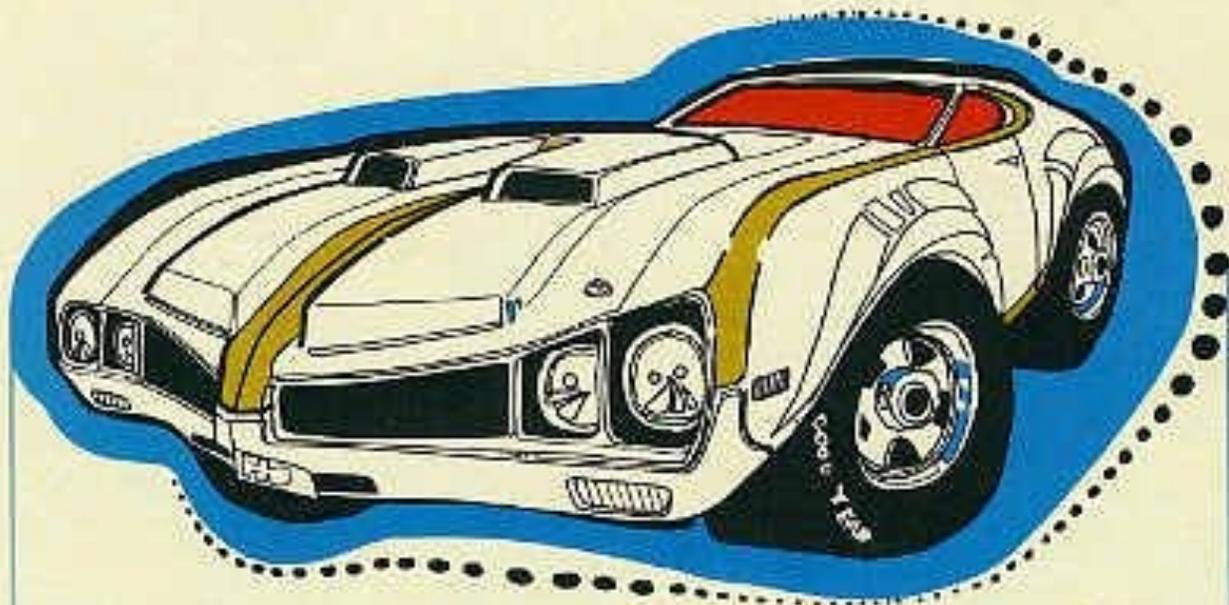
promises you the smooth, heads-up performance you expect from an Olds! See your Dealer today for a test-flight in a '64 Oldsmobile!



Test pilot Dick Marsh (right) and "Oz" Nelson, chief mechanic, check Jetfire Rocket V-8 Engine installation before historic flight.

'64 OLDS — 
WHERE THE ACTION IS!

SNARLS SOFTLY AND CARRIES A BIG STICK...



Awesome is the word for it.
You roll up to the light next to the cocky-looking guy
in the supercar.
He gives it a couple of blips... then looks you over.
And you watch the creeping horror of realization hit
him.
"That's more than a 4-4-2... it's a '69 Hurst/Olds!"
Guys do funny things then.
Some start looking for something under the seat.
Some blow their nose 'til the light changes.
Most just look out the other window and try to pretend
they never really blipped at all.
That's half the fun of owning a '69 Hurst/Olds.
The other half is the solid joy of punching that big Hurst

Dual/Gate Shifter up through the gears... feeling
those 455 cubic inches grab you... all to the gantool
accompaniment of the silkiest snarl you ever heard.
That, sir, is awesome!

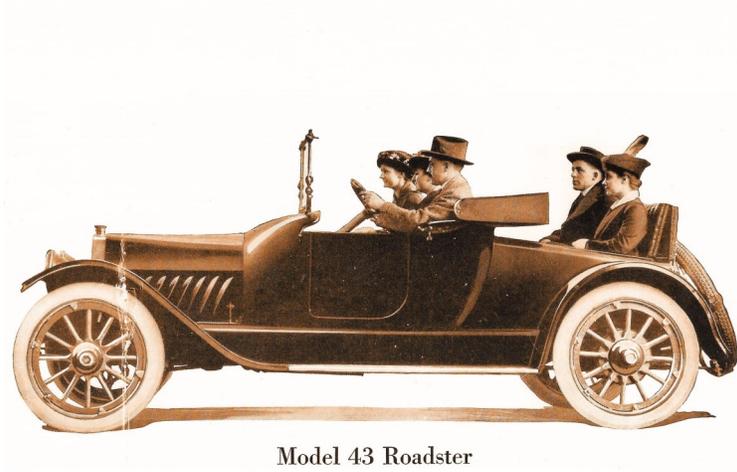
SPECIFICATIONS—'69 HURST/OLDS

455 Cu. In. modified Rocket V-8. Special heads, cam
and distributor. Performance-modified Turbo Hydro-
matic. Hurst Dual/Gate Shifter and Console. Force
Air Induction. Power Front Disc Brakes. Goodyear
GOC-15 Polyglas™ tires on special 7 inch wheels. Custom
hood scoop, racing mirrors and rear deck spoiler.
 Custom paint, striping and H-O emblems. Air
Conditioning, optional.

See your Olds dealer soon. This is a limited-pro-
duction custom special from Hurst.



Hurst
Performance
Research, Inc.
Subsidiary of Hurst Performance, Inc.
Ferndale, Michigan 48220



Quoting from the touring sedan advertisement “The depth of its luster, the richness and permanence of its color, its trim appearance and its expensive fittings distinguish it as the only car in its class.” Colors were Orriford Lake (a dark blue) and Brewster Green (dark green).

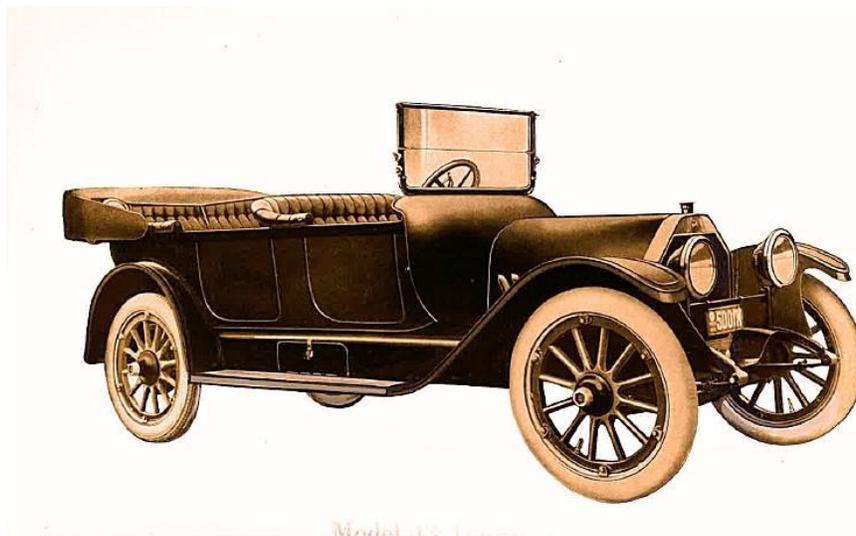
Upholstery was genuine long grain leather, and the windshield was heavy plate glass with bottom ventilation. Wheels were seasoned hickory in natural finish.

Running boards were cast aluminum with mud scrapers and the Model 43 was equipped with Collins quick -adjustable curtains.

1916 also was the year the National Automobile Chamber of Commerce passed a resolution branding the advertisement of deferred payments as unethical.

Prices of gasoline and automobiles advanced during the year, and economy tests of stock cars became so numerous that the Society of Automobile Engineers published requirements for such tests if they were to be recognized.

Total 1916 production of Models 42,43,44, and 45 was 10,507 with 3,600 employees. The Model 43 sold for \$1,295 and weighed 2,755 pounds complete with extra tire, tools (including tire pump), gasoline and water.





Cars and Coffee at REOTM (5/1 and 6/5) – 1903 CDO, 1911 REO Depot Hack, 1953 NASCAR, 1959 Super 88 Conv

Motor Muster at Greenfield Village (6/19-6/20) – 1953 NASCAR

Eyes on Design in Grosse Pointe (6/20) – 1959 Super 88 Conv

Congress of Motor Cars at Gilmore (6/25-6/26) – 1909 REO Touring or 1926 Olds Roadster

*HCCA/Celebration of Brass at Gilmore (7/16-7/17) – 1906 Mama and Baby REO**

Car Capital Auto Show in Lansing (7/24) – 1903 CDO, 1911 REO Depot Hack for rides

Old Car Festival at Greenfield Village (9/11-9/12) – 1906 Mama and Baby REO

Muscle Car and Corvette Nationals in Chicago (11/20-11/21) – 1966 Olds 442 W-30

* This will be the first time in 115 years that a fully functioning full-size Model A Mama and the Baby will both run and drive using their gasoline engines as they were originally intended by their designer and genius marketer, Mr. RE Olds. I hope it's a sunny day and he is smiling down!

In other news....in late December we decided to utilize Reliable Carriers, out of Canton, MI, as our exclusive transport company. They did a great job transporting the 4 newest additions to the Museum's collection. Through a very generous donation from Jay and Amy Leonard we received a 1929 REO Flying Cloud Model C Roadster, a 1929 Flying Cloud Model C Sedan and a 1930 Flying Model 20 Cloud Coupe. Jim Neal and Ted Graham drove out to New Jersey to get these three cars prepped and loaded and we can't thank them enough for that help. Shortly after receiving these three vehicles, we were informed that Jay Leonard passed away. Our continued appreciation and, now, condolences go out to his wife, Amy. The fourth vehicle received was a generous donation of a 1919 Olds Touring car with a 6 cylinder Northway engine from Craig King in Connecticut.

We have continued our Lecture Series (via Zoom) and appreciate the help from John Beck (Associate Professor at MSU) to organize the event and recruit speakers. The past lecture on the Flint Sit-Down Strike was quite interesting and we thank Ted McClelland (journalist and author) for donating his time. Keep an eye out for future lectures on our Facebook Page.....I encourage you to join as they are free.

We greatly appreciate all the support and donations we have received to keep the REOTM viable and rated as one of the top 5 destinations in Lansing. Please continue to keep the museum in mind when estate planning and giving.

Best Regards,