

THE SPIRIT

Nov—Dec
2020

NEWSLETTER OF THE
R.E. OLDS TRANSPORTATION MUSEUM

As We Say Goodbye



On October 6th, the Museum volunteers throw a small retirement party for the Museum's Executive Director, Bill Adcock. Wanting to honor Bill for his years of service, they presented him with several gifts and tokens of appreciation. And while they expressed their sadness in this leaving and they also shared their well wishes for his retirement in Florida.

At the same time, the REO Club of America took the opportunity to present Bill with their "Fran Silky Award" for "Extraordinary Service". Bill is one of about only 40 people to have receive this award since the Club first awarded it back in 1980.



At a sperate luncheon Peter and Deb Stephens present Bill with a special gift for his years of service to the Museum.

The Automotive Hall of Fame **Congratulations**

Steve Purdy **So sorry to see you relinquishing the helm at the museum. You've done a masterful job of putting it on a solid footing. Thanks!**

Tom Morefield **Great work Bill... Congratulations**

Raymond E Tadgerson **Congrats Bill, your love for the Museum was and is extraordinary. You will be missed! Enjoy the sunshine!**

James Hornbuckle **Thank you Bill great Job**

Maggie May **Congratulations Bill...you will be missed.**

David Marshall **Thank you Bill, job well done!**

Marsha Towns Nicholas **Thank you Bill!**

Charles Erisman **Bill thank you for your dedication to the museum.**

Vicki and Wayne May **He will definitely be missed!**

Gary Doty **Bill has done an incredible job in transforming the museum into what it is today, which was no surprise to me.**

Peter and Debbie Stephens **Bill certainly will be missed and his legacy will last through the continued momentum of the museum.**

Doug Williams **Thanks Bill for a great job! Best wishes for a happy retirement!**

Andy Dougherty **Thank You form the gang at Aleromod.com. You always treated us with respect when attending Homecoming and visiting the museum. You are a Classy Act.**

JUST A FEW OF THE MANY KIND WORDS THAT HAVE BEEN SENT TO EXPRESS PEOPLES APPRECIATION FOR ALL THE BILL HAS DONE IN HIS YEARS AS EXECUTIVE DIRECTOR.

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

William Adcock
Scott Mrdeza

Operations Manager

Rick Kaiser

Board of Trustees

Donald Baron, Gary Doty, Ron Horowitz,
Dick Roth, Justin King,
Lori Lanspeary, Mike Nila,
Debbie Stephens, Peter Stephens, Duane Wells

Director's Corner

A Short Note from the Operations Manager

This has been an unusual year for the Museum. Despite all that we have been forced to endure we have managed to achieve some things to be proud of.

We were unable to have the Car Capital Car Show and lost the revenue it would have produced. But we had a very successful auction that made up for it.

Raffle ticket sales were down considerable because we were unable to take the car to any car shows. But the Raffle's supporters and all of those who made general donations to the Museum assured us of a solid financial footing.

Being unable to be open to the public and to host events was a major loss of income that was in part replaced by a PPP loan from the government. The loan allowed us to maintain the operational staff needed to keep the Museum functioning. (As of the middle of October that loan was totally forgiven!)

We can be proud of the fact that there has been a reduction in the number of Museum Member who have not renewed their memberships and that we have seen a small increase in new membership. While Gift Shop sales are down our Website Store sale have been better than expected and almost covered those losses.

While we have had to face the loss of Bill Adcock as our Director, we are looking forward to the future under Scott Mrdeza.

Overall, the Museum has weathered this year's struggles and we are in a strong position to face the New Year.

Stay Safe

Rick Kaiser



REO JOE.

“Good morning! Much obliged.”

America, the land of the free, is supposed to hold a chance for everybody. At least many of the brethren in the old country monarchies or oligarchies seem to think so.

Joseph Toba was one of those brethren who back in tax-ridden Syria felt that if he could only get to America, he could find his chance. Toba's best chance so far seems to be with the REO family, where for the past five years he has been afforded steady work and regular pay. And this is some chance at that, when one stops to think of it, for steady work is not always to be had for the asking.

Reo Joe as everybody calls him, is a generator of sunshine. He is 55 years of age and was born in Syria. That

natal fact was somewhat to his disadvantage, so he started handicapped by the fate of having been born under a government which sees in citizens only human beings who are able to earn tax money.

There are two kinds of optimists. There is one kind that sees rosy when everything is breaking right for him. This variety of optimist is the guy who goes about telling everybody to brace up and that everything will come out all right. You see he is smiling at trouble not his own. Then there is the real optimist who can smile and cheer folks up when his own head is bowed down with sorrow and trouble.

Reo Joe is a real optimist, a man who shoulders his daily cross with out complaint and laughs at his own troubles while he throws out encouragement to his fellows. If Reo Joe were not a real optimist and a fellow with a pretty stiff backbone, he would not be burdening others with his troubles and perhaps making them an excuse to meander frequently to Jackson where the stuff that cheers and cusses is still retailed as long as one has the money.

According to fellow countrymen better versed in English than the subject of this sketch, Joseph Toba was once a prosperous merchant in the town of Beruit, Syria. Toba dealt in what we Americans are pleased to call “Notions.” Toba, who is very well educated in his own tongue, had a nice trade and was accumulating a bit of competence. Officials of the sultan discovered a possibility of revenue in Toba and soon the notion store was taxed and taxed until it could no longer withstand the drain.

Toba and other friends who had been thus mistreated by the government decided to migrate to America with what little means they had left. All of his neighbors, once prosperous, had families and these they were compelled to leave behind since they had not the wherewith to bring them over at the same time.

Toba landed in America practically penniless, it is said that was about eight years ago. Unskilled in anything but commercial pursuits, Toba was compelled to take what his hands could do, since his lack of English prevented him from getting a clerical position or engaging with some American merchants. Five years ago Toba applied at the Reo Company's windows for work and got it. He smiled and was glad at the chance, for it meant, his countrymen told him, steady work, and that meant bringing his wife and children closer to him.

When he had money enough saved Toba sent for his family. Owing to a disease of the eyes Mrs. Toba was turned back by the American immigration inspectors. Unscrupulous agents had made the cost of transporting the Toba family over here twice as much as it should have been legally. So the mother and her brood went back. The mother's eye affection has been remedied and she will pass the examination, but the war now separates the husband and wife, since the sea highways are unsafe in these fighting times.

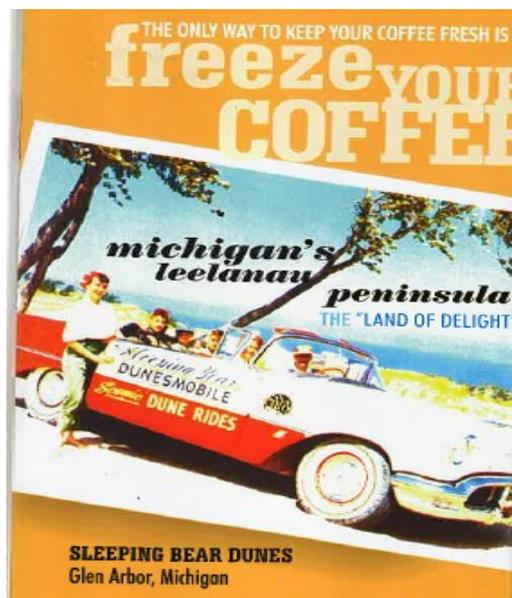
Ruined in business and separated from his wife and family nine long years!

Think of this, ye with the dinky troubles, and then ponder how big a man Reo Joe really is because he hides his heartaches with a smile.

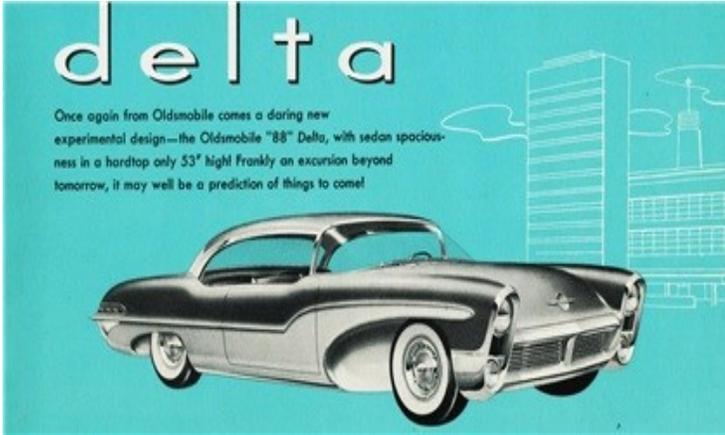
This is from the February 1916 issue of the REO Spirit, author unknown.



Interesting where you might see an Oldsmobile. The Dune Car has been displayed in our Museum, and it might just show up again.



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



Once again from Oldsmobile comes a daring new experimental design—the Oldsmobile "88" Delta, with sedan spaciousness in a hardtop only 53" high! Frankly an excursion beyond tomorrow, it may well be a prediction of things to come!

1955 88 Delta



Only 53" high and stretched over a 120" wheelbase - powered by a 324 cubic inch V8. Featuring a two-tone blue paint schema with blue tinted glass along with a brushed aluminum roof. Seating for 4 in individual bucket seats (the front seats swiveled and folded for easy rear access). Check out the deep teardrop wheel openings and stainless steel front inner fender liners!





New Charitable Donation change for tax year 2020!

The Cares Act created a new charitable deduction available to taxpayers who do not itemize their deductions in 2020. This new benefit known as a universal deduction, allows for an above the line charitable deduction of up to \$300 per individual (\$600 for married filing jointly). To qualify, the charitable gift must be cash (or cash equivalent) made to a qualified charity (501 (c)(3)). This contribution must be made on or before 12/31/2020.



Instagram



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! While we try to support buying locally, there are times when Amazon is the only place you can find what you are looking for. AND.... 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)!

3rd Quarter 2020 Donors

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