



July / Aug 2013
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Motor City Rockets

The Rocket Fuel Newsletter

Editor's Notes

Welcome to the July/August issue of the Rocket Fuel newsletter. With summer in full swing, car events are heating up for our club. The 2013 OCA Nationals are in a few weeks, followed by the Woodward Dream cruise and new this year for us, as a club, is the Hines Park cruise. Those going to the Nationals have already been contacted and have been asked to supply certain information like cell numbers, arrival date, hotel name, etc. These details will be compiled by Steve Apking and each of those going will receive a copy. If you have not yet returned your particular info, please do so **ASAP**.

I think you'll find this issue to be informative and interesting. We have another article, part 4 by John Wilcox, recalling his years at Oldsmobile. I've so enjoyed reading these and am glad that he decided to share with us. We also have an article, courtesy of Judy Badgely from the R.E.Olds chapter about the dune mobiles.

Remember, articles are what make this newsletter come alive. So please share some of your own stories with us. We can also use some informative tech tips and we can place an ad if you have anything car related for sale.

Pat and Ken Kress have asked me to inform you that they have moved from their home in Commerce, MI into a condo in Howell, MI. We all know the stress and hard work that comes with a major move and the difficulty in downsizing. I hear they're still trying to find each other among all the boxes and "stuff".

Their new address is:
209 Victoria Park Ct.
Howell, Mi 48843
(517) 376-6432
same e-mail

On a more serious note, I want to ask all of you to keep two fellow members, **Dave Klemm** and **Sharon Tumindanski** in your thoughts and prayers. Both are experiencing major health issues and are either in treatment or will be undergoing treatment. Words of encouragement would be surely welcomed.

Submission deadline for the next newsletter is **Aug. 30**.

Sue Apking

Birthday Greetings

July

6 Eric Drake
11 Dave Tucker
25 Gary Kintz
27 Bob Wheeler
31 Pat Hibbeln

August

6 Suzi Macaluso
8 Doug Width
18 Denise Tucker



Anniversary Wishes

July

1 Steve & Sue ApKing
17 Ron & Ann Wittenbach
20 Pat & Suzi Macaluso

August

24 Ken & Pat Kress

Upcoming Events

2013 OCA Nationals July 23-27

11th annual Clinton Twp. Gratiot Cruise August 4

Woodward Dream Cruise August 17

Hines Park Cruise August 25

July 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 Apking's Anniversary	2	3	4 Independence Day	5	6 Eric Drake
7	8	9	10	11 Dave Tucker	12	13
14	15	16	17 Wittenbach's Anniversary	18	19	20 Macaluso's Anniversary
21	22	23 OCA Nationals	24 OCA Nationals	25 Gary Kintz OCA Nationals	26 OCA Nationals	27 Bob Wheeler OCA Nationals
28	29	30	31 Pat Hilbbeln			

“Be sure to check the **MCR Website** calendar for additional details.”

An asterisk * denotes a “club” activity.

Aug 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4 Gratiot Cruise	5	6 Suzi Macaluso	7	8 Doug Width	9	10
11	12	13	14	15	16	17 * Woodward Dream Cruise
18 Denise Tucker	19	20	21	22	23	24 Kress's Anniversary
25 * Hines Drive Cruise	26	27	28	29	30	31

1956 OLDS 88 DUNEMOBILES

What are they, who has one and a request for help

What is a DuneMobile? By Judy Badgely

On the northwestern shore of Michigan's Lower Peninsula lies the Sleeping Bear Dunes National Lakeshore. The Sleeping Bear is over 50,000 acres along Lake Michigan with hills and forests of birch, pine, beech and maple. The Lakeshore encompasses numerous small lakes and rivers (perfect for fishing), sugar sand beaches and, of course, the massive coastal sand dunes and bluffs.

The Sleeping Bear Dunes took their name from the Ojibway legend to the left and from "the Bear", a tree covered bump in the shape of a bear that was eroded away by wind and water in the middle part of this century. The dunes are a huge tourist attraction in Michigan. Thousands of people every year play on the dunes, climb the dunes, and ride the dunes.

The "Sleeping Bear Dune Rides", in Empire, Michigan, was the successful entertainment business of Mr. and Mrs. Louis and Marion Day Warnes. Beginning with renting



horses to trod over the sand dunes, they evolved into the Ford DuneMobiles in 1935, turning this thrilling picturesque ride into one of the leading tourist attractions in Northern Michigan. They eventually switched from Fords to Oldsmobiles. These 1956 Super 88 red and white convertibles were a sight as they took thrill-seeking tourists bounding over the great sand dunes.

**From R. E. Olds Chapter member
Tom VanPelt**

I purchased my DuneMobile from Chet Swanson Oldsmobile in Traverse City in 1972 when they were sold through that dealership for Sleeping Bear Dunes. The asking price was \$500.00 and I paid \$475.00.

The original signage had been removed and the doors touched up in 1973 but the bears on the sides are the original art work that was painted on when the cars were new and started to be used in 1956.

The top has been replaced and the seats had to be repaired when the stitching gave away in the 1990s. As much as possible the original leather is still in place with only a few small areas done with new leather.



The photo of my car with me in the driver's seat was taken under the wing of a Blue Angel plane.

From the Empire Area Heritage Group

Research Project: Sleeping Bear Dune Ride, Oldsmobile DuneMobiles

The original fleet was four "balloon tire" equipped 1935-36 Ford convertibles. Over the years, the fleet changed. There was a series of Post-WW II 1948 Ford convertibles, later a fleet of ten, red and white, 1956 Oldsmobile Super 88 convertibles, and, we believe one 1957 Oldsmobile 98, 4-door sedan with the top cut off and the frame strengthened by a local Traverse City garage.

The Empire Area Heritage Group (E.A.H.G.) has undertaken a research project to produce a "Heritage Group Monograph". This would be a master listing with photographs, identifying the current owners, location and running/body work condition, etc. of the Oldsmobiles which served as DuneMobiles.

This past year, Mr. Frank Hagerty, of Hagerty Insurance, Traverse City,

Michigan, acquired and restored one of the 1948 Ford convertibles, the 1948 Ford "No. 9 DuneMobile". Mr. Hagerty makes the vehicle available for Empire Area Heritage Group museum events and parades.

It was Mr. Hagerty's acquisition of the "No. 9", 1948 Ford convertible DuneMobile that has caused E.A.H.G. President David Taghon and Treasurer Diane Taghon to recognize the importance to the history of the Empire area, to proceed with the Oldsmobile DuneMobile Research Project previously mentioned.

F. B. "Tom" Plasman, E.A.H.G. -Research Member has undertaken the task of searching for these cars. Tom is reaching out to the Oldsmobile enthusiasts and Olds Club members for their help. Anyone that can help with ANY knowledge of these unique vehicles is asked to submit their information and recommendations for finding and

contacting former or current 1956 Olds Super 8 DuneMobile owners. These cars were sold through Paulos Oldsmobile in Traverse City. These historians would also be interested in a dealer "name badge" either to photograph or to be able to display. In addition, he is seeking the questions, which should be asked of present DuneMobile owners, to create a 'Master Questions List'.

If you have any experiences with these DuneMobiles, or can provide any help with this project, please contact:

Judy Badgley, Editor, "The Rocket Review" Newsletter, 4631 Doane hwy., Potterville, MI 48876, 517-256-2336 or djbadgley@gmail.com

Thank you for the opportunity to make known The Empire Area Heritage Group Research Project in your publication. Members' information will be valuable assistance in our research.

Sincerely,

TomPlasman

REMINDER !!!

The eleventh annual Clinton Twp. **Gratiot Cruise** will be here soon, Sunday Aug 4, 2013. You are again invited to the Baker College event for the day. (COST FREE)

I have a stack of participant entry passes. They get you V.I.P. parking either on the lawn or asphalt lot and a goodie bag.

There will be food vendors on the campus. As usual the early bird gets the worm (select parking choices).

- The cruise officially begins at 12:00 noon.
- Baker parking starts at 9:00am.
- The Baker College Campus is on west Gratiot just south of 15 mile road.
- The address is 34401 S. Gratiot.

Please send or email me your mailing address so I can get you your passes. (I must use U.S. mail to get them to you) If you need more than one pass, or if you have any additional questions, let me know.

Regards, Cliff Carson

53olds@comcast.net

Working for Oldsmobile 1949-1990

Part IV

By John Wilcox

I started my new job in Sales Analysis & Distribution in the latter part of November, 1963 - the week that President Kennedy was assassinated. My new position was called "Junior Distribution Specialist". My job was to help forecast options so the assembly line would be able to keep running. We based our forecasts on three weeks' worth of orders combined, seeing whether options were trending upward or downward or staying the same. We worked quite closely with Data Processing in this endeavor. In fact, we had several programmers assigned to handle our problems. We also forecasted the interior and exterior colors, which would also forecast all associated items. We had a set of interiors to match every set of exteriors (blue, green, red, etc.) It was amazing to see how many car parts were colored. Our group also scheduled body styles within the various car lines. Another group in our department brought in orders from the 27 zone offices once a week. Everything was done at that time using punch cards. As we got closer to the last orders for the model year, we had to tighten down on the way the orders were brought in, so we would not have a lot of surplus material. When we brought the last orders for the model year in, each zone was limited to the types and colors that could be sent in. This sometimes resulted in some problems, like the time the Dallas zone had to take a lot of anti-slip differentials, which were mainly used in snow country. I slowly took on more responsibilities, until I was supervising the option forecast group. In 1966, we moved into the new Administration Building (Building 70). It was so much better than the old Bldg. 60, we couldn't believe it. At the time I was in a bullpen with about 6 other people in it. Not much privacy for a supervisor.

In 1970, I was given a new job title - now I was a senior distribution specialist. Not much change in job title, but a nice raise in pay. I should tell you that we had very little contact with the dealers, but worked almost exclusively with the 27 zone offices. These were the good times, when we were outselling Chevy in some areas, and were the number 3 carmaker in the U.S. We also made a lot of enemies at Chevrolet, and it came back to haunt us later on. Meanwhile, I had added body style scheduling to my responsibilities, and in 1976, I was promoted again with a new job title of Supervisor- Distribution. Going back to options, we would set up planning volumes for the upcoming model year. We would work all day Saturday to get this done, and we were paid overtime for it. Everything went smoothly until Roger Smith became CEO, but that's a story for another day.

2013 MCR Dust-Off

The Motor City Rockets held our annual spring Dust-Off on Saturday, May 18. For many of us, it was the first time our Oldsmobiles had seen the light of day since last fall. Our hosts, Pat & Suzi Macaluso again stepped up and provided their farm for our event. It's an ideal setting for a display of good looking classics. As members arrived, the farm soon took on the look of an Oldsmobile car lot. However none of the 39 Olds beauties that were there had any "FOR SALE" signs in their windows.

The weather cooperated beautifully and allowed the 65 members who attended to mingle and to talk cars. After lunch, a short meeting was held where future MCR events were discussed. We also held a raffle and the proceeds went to the Autism Alliance of Michigan. Thanks to Pat & Suzi and all who attended. It was quite possibly the best Dust-Off ever!!



Meeting Minutes May 18, 2013

The meeting was called to order at 3:15 P.M. by President Dan Evans. There were approximately 65 members, 2 new members and several guests in attendance.

President: He welcomed all members and guest to our annual Dust Off. He thanked Suzie and Pat Macaluso for all the work they did to make the Dust Off a success. There were 39 Oldsmobiles and 6 non-Oldsmobile cars. The oldest car was a 1949 Olds owned by John Wilcox. He was presented with a framed picture of his car that was used for the dash plaque.

Treasurer: A motion by Alan Wilcox, seconded by Dave Tucker was made to send \$500.00 for a memorial for Jim Walkinshaw. Motion passed unanimously.

Activities: **Nationals:** all who are going should be registered by now.
 Homecoming: June 15 meeting at Tangier Outlet in Howell.
 Hines Drive Cruise: Alan Wilcox is following up.

The meeting was adjourned at 3:40 P.M.

Respectfully Submitted,

Barbara Cook



2013 Lansing Homecoming

On June 15, thirty two Motor City Rockets with 14 cars attended the 21st annual Lansing Homecoming. Sponsored by the R.E. Olds chapter, Homecoming is the largest one day display of Oldsmobiles. The featured cars this year were Olds station wagons and commercial vehicles. In all there were over 535 cars on the field. There was no judging at this show. There was the ever popular swap meet and an auction and raffle were held at the end of the day. With rain threatening, some of those attending quickly packed up and headed for home while others traveled into Lansing to tour the R.E. Olds museum. This show is lots of fun and so well run and it's all due to the talent and hard work of the R.E. Olds chapter.



Members' Spotlight

Greater Rochester Heritage Days Festival

Doug & Paulette Width recently attended the Greater Rochester Heritage Days Festival held over the Memorial Day weekend. This festival celebrates the shared history of the communities of Rochester and Rochester Hills, Michigan.

Events included the following: historical displays; craft shows and food vendors; a Civil War encampment; lumberjack show; two car shows. Saturday was the rod and custom show and Sunday was the vintage car show.

Doug came away with two awards from the Sunday show. One was for Best of Show, voted on by the festival attendees and the other was Best of Class. This award came from the judges' vote. It's no surprise to us that the car garnered the attention of so many and was honored accordingly. But Paulette was not to be left out. She also came away a winner. She won the grand door prize which was a large basket of Michigan products.

Remember this festival next year when the Memorial Day weekend rolls around. Sounds like a lot of fun and a great way to welcome the summer. **Pictures will be shared in the next newsletter.**

2013 Motor Muster

The 2013 Motor Muster, a two day event at Greenfield Village was held Father's Day weekend. There were more than 900 cars ranging from vintage to classic. This year's show featured cars from 1933-1976.

Several of our members including Greg Carriere, Jerry Skinner, Carl Vincentini, Pat Hibbeln and Ed & Sue Pashukewich attended. Greg Carriere won 1st place in his class (70-76) with his '72 442.

In addition to the cars on display, there were other events such as hands on displays, musical revues and dramatic presentations.

Congratulations Greg!! You said you were surprised by the win? Well we weren't.



Interesting Finds



Town of Olds



The Town of Olds, population 8,235 is a town of opportunity with a lifestyle to match. Centrally located along the busy QEII corridor, Olds is a major service centre and regional market for over 40,000 people in Mountain View County.



<http://www.olds.ca/default.htm>

submitted by Dave Tucker

King Oldsmobile-Cadillac-GMC Trucks dealership pictures are courtesy of Phil & Jill Woodward. They discovered this on their way to Maine to visit their son and his family.





MCR SERVICE TEAM

President	Dan Evans	president@motorcityrockets.com
Vice President	Phil Woodward	vicepresident@motorcityrockets.com
Treasurer	Alan Wilcox	treasurer@motorcityrockets.com
Secretary	Barbara Cook	secretary@motorcityrockets.com
Newsletter	Sue & Steve Apking	editor@motorcityrockets.com.
Activities	Jeff Pregler	events@motorcityrockets.com
Merchandise	Cindy Klemm	merchandise@motorcityrockets.com
Historian	Dorothy Maseles	historian@motorcityrockets.com
Webmaster	Brian Lorway	webmaster@motorcityrockets.com

