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NEWSLETTER  
OF THE  
R.E. OLDS  
TRANSPORTATION  
MUSEUM

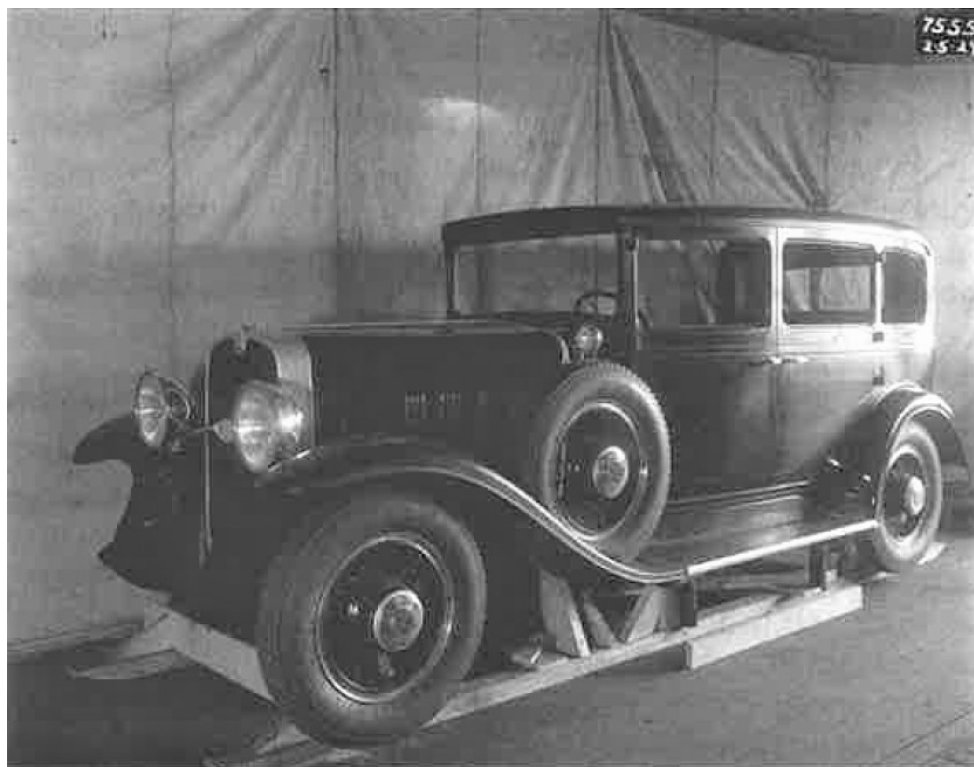
July Aug  
2022

## A Styling Mock-up For The 1930 REO Model 20/25

Submitted by Jay Leonard for the REO Club newsletter — year unknown

Submitted for the Club's consideration are two photos thought to be styling mock-ups, embossed "Edw. G Budd Mfg. Co., Phila. PA" and dated 02/05/29 probably for 1930 REO Model 20/25 Sports Sedans. The thought that immediately comes to mind is whether REO could have been running a design competition between (the Fly Cld A and C Sedan supplier) and Murray. Murray of course ultimately built the Model 20/25 Sedan bodies for REO.

Cont. on page 4



Budd mod 20-25 mockup 1

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: (call for hours)  
Closed major Holidays & Mondays

**Admission**

Adults: \$10, Seniors & Students: \$7  
Members: Free  
Special group rates and tours available

The R.E. Olds Transportation Museum is a 501(c)(3), non profit organization and all donations may be tax deductible.

**Email:**

[autos@reoldsmuseum.org](mailto:autos@reoldsmuseum.org)

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## Director's Corner

Summer has turned into a busy one. We've had two Cars and Coffee events at the Museum this year and our next is on August 20<sup>th</sup> - they are just a fun get together and a nice way to keep local involvement. The Rotary Club and Motor Cities National Heritage Area worked with the Museum to establish a Pollinator Garden. It has grown quite a bit since planted in late May and is looking great. We've had vehicles out to several shows this summer. Our 1974 Cutlass (Raffle Car), 1930 Viking and 1960 Dynamic 88 Convertible were at the All-GM Show at the Gilmore Car Museum. The 1908 REO Runabout and 1925 REO Speedwagon went to Jackson Stadium for REO Night at the Ballpark. We took our 1985 Darth Vader FE3-X to the Oldsmobile Homecoming Show where it was reunited with its sister FE3-X owned by Angelo Valenti. Our 1953 NASCAR Deluxe 88 went to Eyes on Design at the Edsel and Eleanor Ford Estate along with an host of other race cars.

Cont. on page 3

Speaking of getting vehicles out, our 29<sup>th</sup> Annual Car Capital Auto Show is right around the corner, on July 30<sup>th</sup>. It is at the Museum this year with show cars in the surrounding properties owned by Impression 5, Lansing Board of Water and Light and the City of Lansing all helping us out with enough space to host over 200 cars, food trucks, BWL's water trailer and a DJ. Besides some great looking cars, we'll be offering vintage car rides, a 50/50 drawing and good music. The Museum will be open and free of charge during the show (donations gladly accepted). We reserved the lot on the north side of Impression 5 for visitor parking and there will be plenty of signs to direct traffic. Please come out to help support the event and chat with the various vehicle owners.

I've had a number of inquiries asking why we are not back in front of the Capitol Building for our car show. There are several reasons, two of which I'll mention. There has been a lot of political unrest the past couple of years and protests, rallies and demonstrations unexpectedly pop up in front of the Capitol Building, frequently on a Saturday. It would be devastating to our show should something coincide with our event, so we chose not to take that risk. Secondly, we are trying to better tie the show back to the Museum and what better way to do that than to have it right here?

In other news, we have had two recent vehicle donations: a 1954 Super 88 Convertible from Scott Yeazell and a 1984 Cutlass Supreme Brougham from James Savnik. We should be picking those cars up in the coming weeks.

Please keep the Museum in mind when considering charitable gifting and estate planning. Your donations have made a significant positive impact over the years and the Board, Staff and Volunteers all appreciate the financial help we get from our supporters.

A handwritten signature in blue ink, appearing to read "John A. Mulgan".

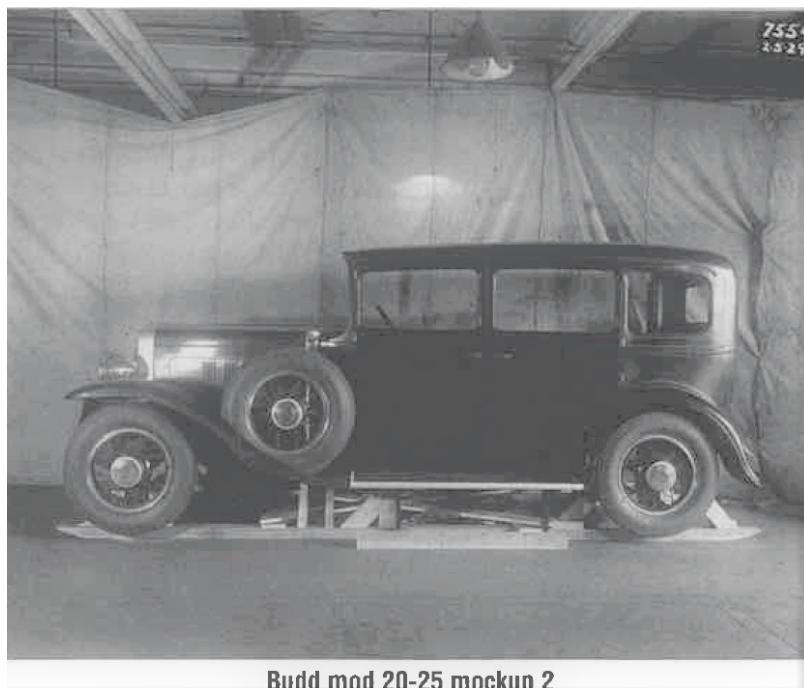
## A Styling Mock-up For The 1930 REO Model 20/25

(continued)

It is interesting to compare features of the Budd design shown in the photos with the production Model 20/25 Sedan:

1. Visorless windshields with curved A-pillar on both designs
2. Raised radiator-to-cowl hood line on both designs
3. 4 sets of 4 louver group on Budd design vs 5 sets on production REO
4. Shovel front fenders (like Buick) on Budd design vs skirted wrap-around on production REO
5. Revised radiator shell and REO badge on Budd design vs updated C-shell on production REO
6. Badge in center of headlight bar vs simple curved bar on production REO
7. V-dip belt panel on LR door on Budd design vs production REO
8. Stretched rear door width (?) on Budd design vs production Mod25
9. Larger appearing wheel diameter and tire size on Budd design vs production REO
10. Apparent absence of cowl ventilators on Budd design

Very likely, the real reason Budd lost the design completion was cost. Rugged all-steel bodies similar to those on Fly Cld A and C Sedans are usually heavier and more costly than the GM-like fail-on-schedule composites Murry furnished to REO for Model 20/25 production. Perhaps a more significant factor is the date on the photos. To be fussing around with styling mock-ups 11 months before Model 20/25 vehicle introduction suggest that Budd was never serious and never going to make it.



Wisdom,  
The Ability To Leave Unsaid  
The Wrong Thing  
At The Tempting Moment



Reo Easter Cantata Group, 1923. April 10.

Top row, left to right:

Miss Mildred Porter, Miss Gladys Porter, Mrs. Beck, Miss Neva Vance,  
Mrs. Stanley Allen, Miss Hazel Martin, Mrs. Barney Engleberger,

Second row:

Roy Davis, (pianist) Wm. Halpin, Edwin Stearns, Wm. Harwood, Kenneth  
Buckingham, Lester French, Sam Barker.

Third row:

Henry Scheffer, Lee Morgan, John Butler, Allen Purchase, Glen Eddy,  
Arthur Sinclair, (Social Director)

Front row:

Mrs. Henry Scheffer, Miss Mae Hiar, Mrs. Roy Davis, (Director)  
Mrs. Mary Gifford, Mrs. Glen Eddy, Miss Clara Weiland.

Several other singers worked with this group but were unable to  
be present at the taking of the picture.

It's believed that these are all REO Employees.

# **If They Build It— Will You Buy It?**

## *2024 Cadillac (?) Camaro*



Slated to be an all electric sedan - but what will it be when production time rolls around? Will it be a Cadillac or a Buick? Will they really call it a Camaro?





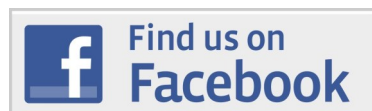
Al Atkins



Al Atkins started working for REO July, 1910 as a painter. He started his carrier stripping gears and later moving on to stripping hoods and bodies. His claim to fame was painting 'the big, attractive gold emblem of the department on the sides of the "Blue Mary." ' (*no idea of what the Blue Mary was*). His most interesting job was painting on a special order REO pleasure car intended for Queen Lill of the Hawaiian Island. It was her request that her engraved letter head be painted as a 6 inch high coat of arms on the sides of her car.



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)!



# AUTO ADOPTION PROGRAM

We have several vintage automobiles that need help with providing for their care. You can help by taking part in our **Auto Adoption Program**. Your tax-deductible support will aid the Museum in its mission to preserve examples of automotive history for future generations.

The Program offer three levels of support, each with its own set of rewards.

## Become a Foster Parent –

For a \$60 gift you can meet the needs of an automobile of your choice for six months. In return a small sign will be placed in the window of the car announcing your “Foster Parent” status. You will also receive two FREE passes that will allow you and a friend to visit your fostered vehicle. Foster care is renewable at a rate of \$50 for a six-month period.

## Adopt a Car of Your Own –

For a one-time \$100 donation you can select a car to become part of you extended family for a period of one year. A sign will be placed near the car that will explain how you have taken it in and are providing for its care. Your chosen vehicle and its adoption will get special coverage in the Museum newsletter as well as on our website. You will receive 4 FREE passes so you can spend time together. A 10% off coupon will allow you to pick up a memento of your visit from our gift shop. Yearly extensions are only \$90.

## Be a Long Term Benefactor –

\$300 will allow you to provide for a favorite automobile for 4 years. When you become a Benefactor your gift will be commemorated with a plaque. Additionally, 4 FREE passes will be issued to you. A list of all Benefactors will be published in every newsletter and on the website. Your long term generosity will also be recognized at the Annual Membership meeting. You can use your 10% gift shop discount whenever you visit. Renewals and longer term support options can be arranged.

For more information or to sign up to be part of our **Auto Adoption Program** contact the Museum office at 517-372-0529 or email [autos@reoldsmuseum.org](mailto:autos@reoldsmuseum.org)

## Current Auto Adoption Benefactors

Don Barron—1950 Oldsmobile Coupe

Olds Club of Florida— 1906 “Baby” REO

Olds Club of Florida—1921 Olds 46T

Chuck and Judy Wooderson—1938 Firetruck —1999 Alero Pace Car

And 1950 Woody Wagon

Aaron & Nichole Toth —1966 Toronado

John and Jan Boyle—1951 Olds Super 88 2dr.

Jerry Garfield— 2004 Final 500 Alero

Randy & Leigh Ann Thayer—1925 REO Dumptruck



# 1974 OLDSMOBILE CUTLASS



License# R63758

**Tickets: \$20 each or 3 for \$50**

MAXIMUM OF 2500/ MINIMUM OF 1500 or this will be a 60/40 raffle

Drawing Date: November 14, 2022 7-7:30 \* Need **NOT** be present to win

Raffle proceeds to benefit the R.E. Olds Transportation Museum

For more information: please visit [www.reoldsmuseum.org](http://www.reoldsmuseum.org) or call 517-372-0529



(For Office Use Only)  
Ticket Number(s):

Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Select payment method: CASH \_\_\_ CHECK \_\_\_ CHARGE \_\_\_ Check #: \_\_\_\_\_

Visa/ M.C./ Discover Charge #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Email \_\_\_\_\_

**\*\*Sorry but the Museum cannot accept money orders or foreign checks (including Canadian)**



# 29<sup>th</sup> Annual R.E. Olds Museum Car Capital Auto Show



100 % of the Registration Fee goes directly to  
the R. E. Olds Transportation Museum Preservation Fund

**Location: 240 Museum Dr. Lansing Michigan**  
**Saturday, July 30, 2022. Show held rain or shine.**  
*Chief Judges Scott Tiemann of Supercar Specialties & Dan Jensen of Hi Output Tech*

## Group: 1

### **All Makes Stock Classes:**

\*ALL Stock Oldsmobiles must be registered in classes 36 to 45\*

\*ALL Stock Corvettes must be registered in classes 16 or 17\*

1. Original / Unrestored 1900 - 1980
2. Years 1900 - 1949
3. Years 1950 - 1957
4. Years 1958 - 1966
5. Years 1967 - 1980
6. Years 1981 - 1990
7. Years 1991 - 2009
8. Years 2010 - Present
9. Modern Muscle 2005 - Present
10. GM Performance 1960 - 1975
11. Ford Performance 1960 - 1975
12. Mopar Performance 1960 - 1975
13. AMC Performance 1960 - 1975
14. Trucks 1900 - 1969
15. Trucks 1970 - Present
16. Corvettes 1953 - 1996
17. Corvettes 1997 - Present
18. Foreign Pre - 1970
19. Foreign 1971 - Present
20. Tri Five Chevy

## Group: 2

### **Modified Classes:**

21. Years 1900 - 1948
22. Years 1949 - 1963
23. Years 1964 - 1975
24. Years 1976 - 1999
25. Years 2000 - Present
26. Tri Five Chevy
27. Ford 1960 - 1975
28. GM 1960 - 1967
29. GM 1968 - 1975
30. Mopar 1960 - 1975
31. Trucks 1900 - 1960
32. Trucks 1961 - 1985
33. Trucks 1986 - Present
34. Fast & Furious/Tuner
35. Special Interest

## Group: 3

### **Oldsmobile Stock Classes:**

(Note: Performance cars include: 442, W30, W31, W32, W41, Rallye 350.)

36. Years 1897 - 1960
37. Full Size Models 1961 - 1976
38. Full Size Models 1977 - 1989
39. Non Full Size/Non Performance 1961 - 1969
40. Non Full Size/Non Performance 1970 - 1976
41. Non Full Size/Non Performance 1977 - 1989
42. Years 1990 - 2004
43. Toronado All Years
44. Performance 1964 - 1972
45. Performance 1973 - 1987

**Limited to 200 Entrants**  
**Register early to ensure you get into the show.**

One preregistered entrant will win a great tool chest.  
Must be present to win.

Public Invited: No Spectator Charge  
Trailer Parking Close By

**Registration Information:**  
Limited to 200 total entrants!

Pre-registration: \$25

*(Pre-registration must be received by July 23)*

Day of Registration (if spots open): \$30

Note: \*\*Registration and the show field closes at 10:15 a.m. SHARP regardless of number of entrants. No exceptions can be made\*\*

Information: R.E. Olds Museum 517-372-0529

Show Website:

[www.reoldsmuseum.org/events/auto-show/](http://www.reoldsmuseum.org/events/auto-show/)

Like Us on Facebook:

<https://www.facebook.com/CarCapitalAutoShow>

Examples of Awards can be found at:  
<https://www.reoldsmuseum.org/awards/>

2:15 Award Presentation Time!  
Over \$4,000.00 in Awards!  
More Than 100 Possible Awards!  
45 Different Classes!

### **Concours Awards:**

The top two vehicles in each Group will be brought to the center of the show by 1:30 pm to compete for top honors, either a best of show globe or a Chairman's crystal tower award. Third place will each receive a premium Board of Directors' bowl.

-50/50 Raffle

- DJ with improved sound system
- Raffle Car tickets will be available
- Food Trucks on site
- Near to Downtown businesses
- The Museum will be open

-----**Pre-Registration Form - R.E. Olds Museum Car Capital Auto Show**-----

Pre-Registration: \$25.00 per entry. **Pre-registration is not refundable for any reason and are not accepted after July 23**

Please pay at the gate: \$30.00. All pre-registered entries are entered into drawing for one tool chest.

**Make Checks Payable to: R.E. Olds Transportation Museum**

Name: _____	<b>Vehicle Information</b>
Address: _____	Year _____
City: _____ State: _____ Zip: _____	Make _____
Phone: _____ Amount Enclosed: _____	Model _____
Email Address: _____	Show Class _____

**Mail to: R.E. Olds Transportation Museum, 240 Museum Dr., Lansing, MI 48933.**

Website: [carcapitalautoshow.org](http://carcapitalautoshow.org) Email: [autos@reoldsmuseum.org](mailto:autos@reoldsmuseum.org)

Phone: 517 372 0529. \*Pre-registration fees are non-refundable. You're our insurance policy against rain. ☺



July 1949

On the left is the all-steel "Michigan Noiseless" hand mower  
Centered is the famous "REO Royal" low-priced power mower  
Featured on the right is the larger "Trimalawn" mower



**10/19/2011**

**Late last fall my son Dashiell asked to see “old cars”. With luck, Google search of antique cars & Lansing we found the R E Olds Museum.**

**Dash was one year old at the time and as we entered the Museum he was instantly drawn to the statue of Mr Olds. I could not get him past the statue. After a three min. conversation Dash and Mr Olds parted ways and we entered the Museum. And there it was, The Fire Truck. It was love at first sight.**

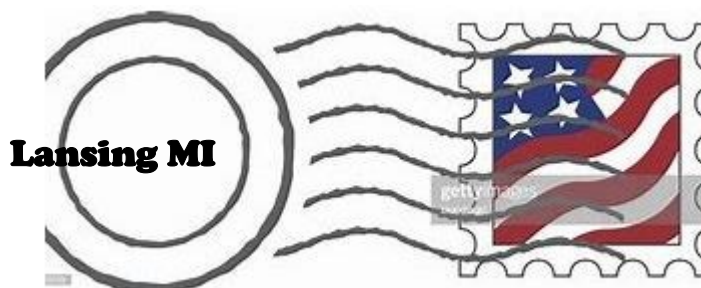
**About two weeks passed and I was asked by Dash to “go see Mr Olds”. Not only did we have to go see him, but we had to take him a penny. I was not sure quit what this meant. It became clear when Dash asked me to pick him up so he could place the penny in Mr Olds’ hat.**

**A year plus has gone by & we still stop && chat with Mr Olds before visiting the Fire Truck. Now Dash is 2 ½ years old and the ritual is to place the penny or nickel in the hat & Dashiell says, “Thank you for the Museum Mr Olds.”**

**He loves this place & I love exploring it with him. Usually about every two weeks.**

**Thank you to the staff of the R E Olds Museum**

**Matt & Dashiell Jackman**



Did you know Lansing Public Library used to have a small branch inside the REO Club-house on South Washington Avenue? This photograph was taken in 1946 and shows the Head of LPL's Extension Department, John Banister, standing at the stacks.



## *Horseless Age Magazine*

*Jan. 1897*

P. F. Olds & Son, Lansing Mich., state that owing to pressure of business in their gas engine department, they have been unable to build any motor carriages for market. They intend to do soon , however.



Our Firebox—number 1334 is shown as being located at the corner of Marion and Mt Hope. It can be seen in the photo that was taken about 1973. Of interest is that Vicki Kaiser, volunteer and wife of our Operations Manager, remembers this box well. Her father owned the business at that corner and she would often play at the base of the box as a little girl.



R E and Metta around 1920 at the Olds Estate at Grosse Ile Michigan

# REGOLDS TRANSPORTATION MUSEUM

## **Second Quarter Donors**



Olds Club of America Members    Kevin Benterman

Mid-Ohio Chapter OCA        Penny & Erik Sathers

Mr. & Mrs John Nowak        Olds Club of Florida

Toronado & Aurora Chapter OCA in honor of Ralph Braun

### **In-Kind Donors**

Hedlund Plumbing

Jerry Garfield        K&H Concrete

**Thank you for your support!**

**We also wish to thank the many people who donated items in support of the  
Archives and to the Museum's car collection .**