

THE PUGET SOUND ROCKET

Newsletter of the Puget Sound Olds Club

An Official Chapter of the Oldsmobile Club of America

May 2016



Longtime friend of Hemmings Motor News Randy Rundle, owner of Fifth Avenue Antique Auto Parts, has recently released a new technical publication about a common problem all vintage car owners have run into at one time or another – a hard starting situation when the engine is hot.

Randy's new 68-page softcover pamphlet explains how to identify the root of the problem and fix it correctly. The book is titled "Help! My Car Won't Start When It's Hot" and contains over 50 color photos and illustrations which guide you through the troubleshooting and repair of several components that could be the culprit in your car.

This new book is just one of several offered by Fifth Avenue Antique Auto Parts, all aimed at assisting enthusiasts with chronic problems preventing them enjoying their investment. Other titles of interest also available from the website include a troubleshooting manual for R-10 and R11 Borg-Warner overdrives, The Official Guide to Cooling Systems, The Official Guide to Modern Gas and Oils in Antique Vehicles and The Official 12-volt Conversion Guide. Fifth Avenue has been a supporter of The Great Race since 1989 and sells alternator conversions, relays, batteries, fuel pumps and cooling fans for vintage and classic vehicles including many of the Great Race cars. All of the publications mentioned retail for \$15.00/each and are available at FifthAveInternetGarage.com, or by contacting Randy directly at Fifth Avenue in Kansas.

Editor's note; we do not usually promote publications but this pamphlet might be worth a try.

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2016
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President's Message

PSOC Members,

The last chapter meeting for the spring at the Plum Delicious restaurant took place on April 12. Including your chapter president, there were a total of four members in attendance. Due to family commitments, the vice president, secretary and treasurer were unable to attend. As a result, no chapter business was conducted. We did have a great dinner!

Pam and I will be on a cruise in May and will not be able to chair the chapter meeting. Ed Straw, will conduct the meeting.

The May meeting will be at the Redmond Library on Sunday May 1 at 1pm. We will be returning to Sunday meetings for the summer and into the fall. The June meeting will be at the Newport Way Library.

At the May and June meetings, arrangements for the July 9 Zone Show will be the main topic. Since car shows can no longer be held at the Country Village location, we are returning to Edmonds. We will need help setting up the show site early on July 9. As many members assisting as possible will be appreciated.

See you at the June meeting.

Ed Konsmo

President

DEADLINE FOR SUBMITTAL TO THE NEWSLETTER:

Information to be considered for submittal in to the newsletter needs to be received by the 25th of the month. Please send your information as an e-mail or attach it to your e-mail in word document form. If you have problems or questions, call Ed or Pam at 253-845-2288. Please e-mail your submittal to: ekonsmo@msn.com



“BETWEEN THE BUMPERS” ... By Ed



Did you ever receive a J.C. Whitney catalog in the mail? If you did, you may appreciate this bit of history.

Some people who enjoy telling the sorts of jokes that make other folks shudder will tell you that 20 years after your passing to the afterlife, a J.C. Whitney catalog will still find its way to the mailbox at your last address of record. A gag, and not a particularly good one, at that. What's more important, we'd say, is that this Chicago-based business institution, sometimes chuckled at for selling hubcaps that somewhat resemble exotic alloy wheels, an illuminated hood ornament showing a jester thumbing his nose or stick-on Jeff Gordon tail lamp graphics, is one of the aftermarket industry's strongest powerhouses, stocking more than 130,000 accessories and about 1.3 million replacement components. So it's pretty clear that those catalogs aren't just going to dead people.

While it was his father that founded the firm during World War I, a brilliant, intensely driven son, Roy Warshawsky, would rename the family business as J.C. Whitney, and turn it into a direct-retail giant that's now edging closer to its 100th birthday. It can only be guessed how many other marketers of goodies for automobiles were inspired by the success that Warshawsky, and his family members, had wrought in the business. No less a luminary than Indianapolis 500 legend Andy Granatelli, of STP fame, has said that Grancor Speed Equipment, the firm he and his brothers Joe and Vince founded in Chicago following World War II, was enabled to succeed partly by marketing its flathead Ford V-8 cylinder heads and other components through the reach that the Warshawskys' company had even then.

It was Roy Warshawsky's father, Israel, who planted the seeds of his vision. Israel Warshawsky arrived in Chicago after fleeing religious persecution in his native Lithuania. In 1915, when Chicago was already a brawling, unruly metropolis of more than 2.5 million souls, automobiles were then all but commonplace. It was nearly as common to see them inert, broken down on Chicago's streets. At some point, Israel Warshawsky got an idea to buy up broken or abandoned cars, strip them of their usable parts, and resell those parts to either repair shops or the body of do-it-yourselfers that then existed. He bought some land at State Street and Archer Avenue, a prime location on the South Side of Chicago, and in 1915, opened The Warshawsky Company, the city's first large-scale auto-salvage operation.

The onset of World War I saw demand for auto parts grow exponentially, to the point where Chicago's normal supply of junked or abandoned vehicles couldn't meet it. Warshawsky then began buying up the assets of defunct auto manufacturers, and with the industry's first great shaking-out, there were plenty to be had. The scope of his salvage yard expanded to include a new retail store. Newly added to the payroll was his son, Roy, an exceptionally bright kid who had just graduated with honors from the University of Chicago.

Roy Warshawsky convinced his dad, who may or may not have been skeptical of the proposal, that the family business could boom if it made auto parts and accessories available nationally through direct mail, not just in Chicagoland to customers who visited the salvage yard and store.

J. C. Whitney article continued on page 4

J. C. Whitney continued.

Around the start of World War II, he bought a \$60 retail ad in Popular Mechanics magazine, and urged readers to mail in a quarter for a "giant auto parts catalog" that he'd compiled and laid out himself. The feedback was overwhelming, and persuaded Roy to implement his next idea, giving the company an identity that was a little friendlier to the tongue than the family surname. As a result, J.C. Whitney was born. By 1947, the firm occupied an entire city block on State Street, and it had adopted the slogan it still uses today, "Everything Automotive."

The transformation and growth of J.C. Whitney was driven, in part, by Roy's aggressive outreach to manufacturers of auto parts, and their representatives, as a source of sellable inventory. One of the people who knew him well was Joe Mittleman, now living on the coast of Southern California, whose father, Maury, became the West Coast representative for the Faith Manufacturing Company of Chicago, which produced chromed hood ornaments, door handles and other add-ons. After leaving the Navy in 1946, Joe Mittleman joined his father's company, and became personally acquainted with Roy Warshawsky on the trade-show circuit.

"Roy was a big man in the industry, and I will always remember in later years the picture of him walking around the show--every single show--very serious, stopping at every booth, and carrying a tape or wire recorder and constantly talking into that recorder, making notes of just about every new innovation showing. He did very little talking to the exhibitors, but a lot to his recorder."

If the pre-war years saw J.C. Whitney as an industry phenomenon, the post-war era would turn it into a household name akin to Frigidaire or Kleenex. The catalog surpassed 100 pages, and J.C. Whitney is believed to be the first automotive retailer to enact 24-hour telephone ordering. Unlike most retailers, Warshawsky would directly commission manufacturers to produce the accessories he was convinced would sell. In 1967, he was named first president of the Automotive Parts & Accessories Association, now known as the Automotive Aftermarket Industry Association.

Roy Warshawsky retired in 1991, and dabbled with a collection of cars that included a 1933 Cadillac V-16 once owned by the king of Denmark. He died in 1997 at age 82, and is one of the few pure retailers to be inducted into the Automotive Hall of Fame in Dearborn, Michigan. His widow, Sarita, has been highly active as a philanthropist, having endowed with her late husband a chair in bioethics at the University of Chicago, and been a major supporter of the Chicago Symphony Orchestra.

This article originally appeared in the October 2006 Hemmings Classic

LET'S GET PERSONAL



May Birthdays

<i>Date</i>		<i>Lives in</i>
14	Sherrill Cox	North Saanich, BC
31	Michael Thompson	Bow, WA

Only two birthdays this month??

2016 CHAPTER MEETING HOSTS *

May – Hugh Russell

June – Open

July – Zone Show

August – Robert Kruse @ Rhodes River Ranch

September - Open

October – Open

November – Nina & Jim Rogers

December - Christmas Party

**Host provides refreshments*

MEMBER NOTES & CHAPTER INFO

This page features notes of interest for and about our members. If you have something interesting to report, please send an e-mail to your editor at ekonsmo@msn.com, or call and leave a message, 253-845-2288.

Beginning in this month we will resume meeting at regional libraries on Sundays. **The May meeting will be at the Redmond Library on May 1.**

In Remembrance

A few days ago we sent out a message to our members with the sad news that our long time member Trudy Gamash passed away on April 13. A complete obituary and announcement of her service can be found on page 7 of this newsletter. If you would like to drop a line or a card to Art, we are sure that he will appreciate it. Art's address is; 811 E. Willow St, Sequim, WA 98382. Trudy's smile and gentle spirit will be missed.

If you still have items listed in the classifieds and no longer need to have them listed, please send an e-mail to have the classified ad removed.

The "snack list" for meetings has not been filled for 2016. At this time, the June meeting needs a volunteer. If you are willing to bring the snacks to the June meeting, please call 253-576-1128 and leave a message if no answer. Thanks in advance!



Gertrude Mary Gamash (February 1, 1925 – April 13, 2016)

Trudy Mary Gamash, a 91- year olds resident of Sequim, WA, passed Away on April 13, 2016, due to age-related causes.

She was born February 1, 1925, to Thomas Francis Dwyer and Gertrude Campbell Dwyer in Hanover, New Hampshire.

She attended Sacred Heart School of Nursing.

Trudy worked in a factory in Manchester, NH, assembling submarine switches to support the war effort during World War II. She later worked as a registered nurse in Franklin, NH., Exeter, NH, and Bellevue, WA.

She was married to Arthur Gamash on August 6, 1949 and they remained together until her passing.

Trudy loved gardening, arts and crafts, knitting and sewing. She knitted many hats, gloves and scarves for children. She also won awards at the county fair for her flower arrangements.

She enjoyed touring with car clubs and made sure there was water in the garden for the birds.

She always thought of others before herself. Trudy was a member of St. Louise Church Guild in Bellevue, WA, several car clubs and the Lake Hills Garden Club.

Trudy is survived by her husband, Arthur Gamash of Sequim, daughter Linda (Rich) Bierlein of Renton, WA, sons John (Debra) Gamash of Berkley, MI, Art Gamash of Anchorage, AK, and Dan Gamash of Sequim. Grandchildren Krissy, Kelsey, Rhiannon and Kayla, and great-grandchildren Robert and Gracie.

She was preceded in death by her parents Thomas and Gerturude Dwyer; brothers Thomas Dwyer and John Dwyer and sister Maureen Dwyer Matthes.

Services will be held Wednesday, April 27, 2016 at 8:30 am at St. Joseph's Catholic Church, 121 East Maple St. Sequim, WA.

In lieu of flowers, memorial contributions can be made to Bellevue Botanical Garden at www.bellevuebotanical.org or Catholic Community Services at www.CCSWW.org

Chapter Meeting Minutes

OLDSMOBILE CLUB OF AMERICA PUGET SOUND CHAPTER

MINUTES

April 12, 2016

- **President Ed Konsmo convened the meeting at 7 p.m. 4 members were present.**
- **No treasurer's report**
- **Minutes from the March meeting were accepted.**

Due to having only 3 members present plus the chapter president at the scheduled meeting, any business was postponed to the May 1 meeting.

The meeting adjourned at 7:20 pm

**Ed Konsmo
Chapter President**

Swap Meets & Shows to attend in May

The swap meets and shows are selected based on convenient locations.

- MAY 3 Bremerton, WA; Cool Car Cruise**
East Bremerton (next to Cloverleaf Bar & Grill), Wheaton Way, Bremerton, WA 98311; 5pm – 8pm; No Adm. Fee; No Reg. Fee; 360-377-3312; rmuhlerman@hotmail.com (If you live on the Peninsula, this might be worth a try. No idea what kind of cars will show for the cruise).
- MAY 6-7 East Wenatchee, WA; Les Schwab Classy Chassis**
Eastmont Community Park, 255 N. Georgia Ave, East Wenatchee, WA 98802
Parade – 6:30, Car Show – 12 noon – 5pm; No Adm. Fee; Reg. Fee \$25, Vendor Fee - \$70; City of East Wenatchee; 509-886-6108; events@east-wenatchee.com; www.east-wenatchee.com
- MAY 7 Tacoma, WA; Caffeine & Gasoline**
Griot's Garage Store & Events Center; 3333 S. 38th St, Tacoma, WA 98409; 8 am; No Adm. Fee; No Reg. Fee; 253-922-2400; info@griotsgarage.com; <http://www.griotsgarage.com>
- MAY 14-15 Monroe, WA; 43rd Annual Seattle Auto Swap Meet**
Evergreen State Fairgrounds, 14405 179th Ave SE, Monroe, WA 98272; 8 am – 5 pm; 9 am – 2 pm; No Adm. Fee; Reg. Fee - \$40; Early Ford V8 Club; info@seattleswapmeet.com; <http://seattleswapmeet.com>
Your editor will be in the Sheep Bldg. 607 – Stop by and shop
- MAY 20 Bremerton, WA; The Cars of Summer Cruise 2016**
Perry Ave Mall, East Bremerton at Perry Ave and Sheridan Rd, Bremerton, WA 98311; 5pm – 8pm; No Adm. Fee; No Reg. Fee; 360-373-3093; argrahamrestaurant@msn.com

OLDSMOBILE CAR SHOW

31st Annual Pacific Northwest Zone Show & Picnic
Hosted by the Puget Sound Chapter, Oldsmobile Club of America



Fred Steik- My Fathers' Oldsmobile 1978 Cutlass Supreme

Saturday July 9, 2016

9:00am-3:00pm

*****Frances Anderson Center*****

***** 700 Main St Edmonds WA 98020 *****

Dash Plaques Trophies People's Choice Awards Raffle Prize

Entry Fee \$15.00, pre-registered - \$20.00 Day of Show

Please make check payable to: Puget Sound Chapter OCA

P.O. Box 82042 Kenmore WA 98028

Name _____

Address _____ Phone _____

City _____ State _____ Zip _____

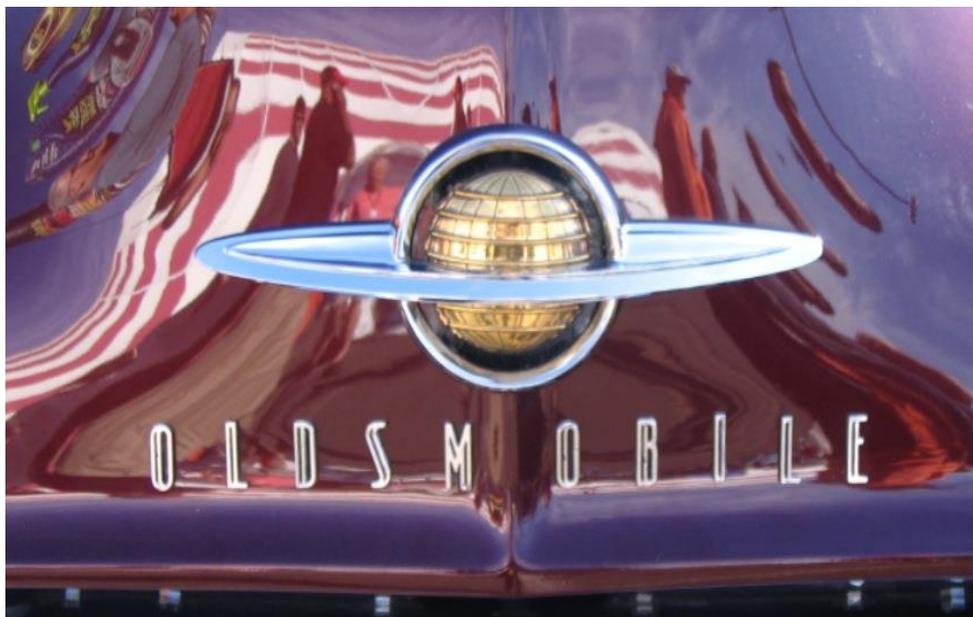
Car: Year _____ Body & Model _____

For further information, contact Ed or Kathi Straw **425-485-3093** ekstraw@comcast.net

FIRE EXTINGUISHER IS REQUIRED WITH YOUR CAR

Future Oldsmobile National Meets and OCA News

- 2016 July 19-24; Kingsport, TN; Meadow View Resort and Convention Center – Hosted by the Olds Club of America.**
- 2017 July 18-23; Albuquerque, NM; Hosted by the OCA**
- 2018 No site selected**



******* OCA News *******

Zone Director Jamie Cox sent to us the link to the new OCA Merchandise site.

Copy and paste the link below into your browser

<https://gm-photo-gifts-com.myshopify.com/collections/oldsmobile-club-of-america-collection>

BUICK OLDSMOBILE PONTIAC

3rd ANNUAL CAR SHOW

Hosted by the Puget Sound Chapter, Oldsmobile Club of America



September 4, 2016 9:00 AM-3:00PM

XXX ROOTBEER DRIVE-IN

98 Gilman Blvd Issaquah, WA 98027

For further information, contact Ed Konsmo 253-576-1128



OLDSMOBILE CLUB OF AMERICA
PUGET SOUND CHAPTER
2016 MEMBERSHIP RENEWAL

NAME: _____

SPOUSE'S NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP CODE: _____

___ Check here if this is an address change

HOME PHONE: (_____) _____

E-MAIL ADDRESS: _____

BIRTHDAY MONTH _____ DAY _____

SPOUSE MONTH _____ DAY _____

\$15.00 annual dues. Make checks payable to Puget Sound Chapter and mail to:

Kathi Straw
PSOC Membership Chairperson
P.O. Box 82042
Kenmore, WA 98028

Please assist us in updating our roster by listing your current Oldsmobile(s) below:

1) YEAR _____ MODEL _____ COLOR _____

2) YEAR _____ MODEL _____ COLOR _____

3) YEAR _____ MODEL _____ COLOR _____

4) YEAR _____ MODEL _____ COLOR _____

Please print this form and mail to Kathi

CLASSIFIED – For Sale/Leads & Needs

Classified ads are free, unlimited words, within reason. **Ads will ONLY run for three consecutive months unless renewal is requested.** Please submit your classified advertisement in electronic format by the 20th of the month to ekonsmo@msn.com.

FOR SALE:

- **1957 Olds Super 88 2 Dr Ht**; solid no rust car ready to restore. \$7500 Steve Sutton 604-535-7477. (2)

1957 Super 88 Fiesta Wagon; The car was purchased in Arizona and is truly a RUST FREE car. I've started the restoration about a year ago and haven't gotten very far. The motor and tranny are out of the car and also have \$6K in NOS parts that go with the car. The price is \$40K. I'm in Bremerton-call 360-479-9896 Thanks for all your help, Willie #044413

- **1960 Dynamic 88 Bubble Top**; New Motor and Transmission - \$28,000 OBO
Call Jim or Nina; 360-651-6246 (1)
- **1963 Cutlass Convertible**; Red with white interior; 215 V8, Automatic, PS, PB, Very good condition; Owned by Mary Lindholm; \$15,000 Contact Ed Straw 425-485-3093; ekstraw@comcast.net (3)
- 1963 F85; 20,000 miles on the odometer; Call Jim at 206-618-7641 for price and information.
- **1963 conv** Robert Banks 425-454-2289 (3)
- **1964 442**. Excellent condition! \$52,900; Call Ned Peterson 425-316-3200 (1)
- **1969 350 Block**, Looking to sell or trade for an Oldsmobile diesel 350 block: 1969 Olds 350 long-block. Oil pan and original cast iron 4-barrel intake manifold included. Partially disassembled. Will consider any offer. It's just collecting dust in my garage and I'd like to see it go to a good home. Contact: samandw@gmail.com or 425-210-7040 (1)
- **1973 Olds Hardtop Parts Car** – Call Hugh Russell – 206-524-2785 (2)
- **1982 Toronado** – Need engine, body good. \$300 - Call Mick Preston, Cell 425-622-8294 (1)
- **1985 Oldsmobile Cutlass Supreme Brougham** 5.0L V8 4BBL Coupe 2D 49,444 ORIGINAL miles - runs great! Car has always been in the same family. Free AutoCheck Vehicle History Report Interested? Please email oldsmobilecutlass85@gmail.com Car located in Indianola, WA (2)
- **Intake Manifold** for 4 barrel 394 motor. Call Jim Long 360-893-8293 (2)

- **1959 Fiesta Wagon** 4 doors and a hood for sale. Contact at Kathleen Gamble at snohomishironinc@hotmail.com (1)

NEEDS:

- **Radiator shroud for '57, '58 or '59.** Call Erik (425) 433-6480 (1)
- **Fender skirts, driver's door latch and ash trays for 1973 98;** Hugh Russell 206-524-2785 (1)
- **Bumper jack, Driver's door handle w/key;** For 1950 Olds; Call Ken at 206-930-1741 (3)
- **Power Antenna and the name of a Wonder Bar radio repair person.** Call Ed Booth; 253-752-6158 (1)
- **Gravel guard for 1949 88 Coupe;** Call Brian McAdams – Cell, 206-618-8647 (3)
- **425 Engine for Delta 88** – Call John Woolworth; 206-524-6142 or woolworthart@yahoo.com (1)

LEADS:

Bumper jacks; Call Hugh Russell; 206-524-2785 (2)

IMPORTANT NOTICE REGARDING ADS: A number at the end of each listing indicates how many issues of the newsletter that the ad has already run. The ad will run for three months. If you have a **THREE** after your ad, you need to contact us if you wish to renew the ad for following issue.



Parting shot...

**The more you want
on a car, the more the
mark of excellence means.**

Three reasons:
1) We have more kinds of options to choose from. (You know that famous Detroit parts bin everyone talks about? We invented the idea.)
2) We charge less for them. That gets more obvious the more options you tack on.
3) Some of Detroit's most exciting options are available only from us. Like a Ram Air package. A CD ignition. And climatic combustion control.
Of course, what makes our options story particularly fascinating this year are the cars that come with the options.

A straight-off-the-showroom GTO, SS 396, 4-4-2, or GS 400, for instance, is an awfully tough machine to beat. (Just ask our competitors.) Heavy-duty underpinnings, warmed and chromed engines, and dozens of engineering improvements are all standard equipment. Yet their base prices are lower than most cars this year.

So whether you're after a car optioned all the way or one just the opposite, our statement still stands. The more you want on a car ...



Look to the General Motors mark of excellence



CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • GMC • CADILLAC

Remember years ago when you could order EXACTLY what you wanted on your new car, instead of a factory package?