

# THE PUGET SOUND ROCKET

## Newsletter of the Puget Sound Olds Club

An Official Chapter of the Oldsmobile Club of America

APRIL 2021



### *A look at the 1954 Oldsmobile Cutlass Motorama show car.*

*GM Photographic took many publicity photos of the 1954 dream cars, including the Cutlass, on the beach—probably Key Biscayne—not far from the Dinner Key Auditorium located in the Coconut Grove Section of Miami. This scene shows the Cutlass being unloaded from its enclosed transport trailer painted in General Motors Motorama livery. More than 100 trucks were needed to move all the equipment and cars to the show. The show brought hundreds of thousands to each venue, so lines were long, but attendees evidently felt the GM Motorama was exciting enough to merit the wait. Once inside, visitors got to see new cars for the current model year, and gaze in wonderment at dream cars like the Cadillac Le Mans, Chevrolet Nomad, and Buick Wildcat II, as well as a plethora of others. Many people wanted to buy these special cars but were turned away in disappointment. Still, plenty of visitors were awed enough to place orders for new Chevrolets, Pontiacs, and so on. The GM Motorama proved to be a great sales tool and helped propel General Motors to number one in the industry, with as much as half the car market during this era.*

Cutlass article continues on page 3

Between the Bumpers  
Page 3

MEETING MINUTES  
None in March

CLASSIFIEDS  
Page 9

**Puget Sound Olds Club  
2021  
BOARD OF DIRECTORS**

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253-576-1128 cell

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**Secretary**  
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**Treasurer**  
Kathi Straw  
[ekstraw@comcast.net](mailto:ekstraw@comcast.net)  
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**OCA BOARD MEMBERS  
PNW Zone Directors**

Ed Konsmo  
[ekonsmo@msn.com](mailto:ekonsmo@msn.com)

**Second position open**

**PSOC Website:**  
[www.pugetsoundoldsclub.org](http://www.pugetsoundoldsclub.org)

## **PRESIDENT'S MESSAGE**

Greetings Chapter Members,

### **This newsletter almost did not make it to publication!**

On March 9, our computer froze and when we tried to reboot it a message "*attempting to fix the computer*" came on the screen. We took the computer to the Geek Squad at Best Buy and were told that the hard drive had nothing on it. A virus had deleted everything on the drive. Ten years of files and photos were lost. Evidently a few pdf versions of the Puget Sound Rocket were saved to the Cloud, including the March issue. More files should have been saved to the Cloud. We were able to have the March pdf issue converted to a Word file which then gave us the format for this April issue. The message here is to back up documents that you need on another hard drive separate from your computer.

It appears that the governor is opening more of the state for meetings with up to 400 people allowed at an event. However, Jose at the XXX Root Beer Drive-In is still appearing to recommend that all events be listed as a "Cruise-In" instead of a static car show. Jose does not want to jeopardize his restaurant's license if authorities should check on an event and find more than 400 people on the property. He believes that it would be difficult to control the number of attendees and spectators at an event. We will keep you updated.

Hopefully, we will be able to hold an "in person" chapter meeting in May. The PSOC officers will discuss the possibilities and let you know the decision in the May Puget Sound Rocket.

Our Zone Show is still on the calendar for July. We will be checking with the Frances Anderson Center to make sure that we have permission to hold the show.

*Stay safe and we hope to meet again soon,*

*Ed Konsmo  
Editor*

### **DEADLINE FOR SUBMITTAL TO THE NEWSLETTER:**

Information to be considered for submittal into the newsletter needs to be received by the 25th of the month. Please send your information in an e-mail and attach it in word document form. If you have problems or questions, call Ed at 253-576-1128. Please e-mail your submittal to: [ekonsmo@msn.com](mailto:ekonsmo@msn.com).



## "BETWEEN THE BUMPERS" ... By Ed



### Cutlass history continued...

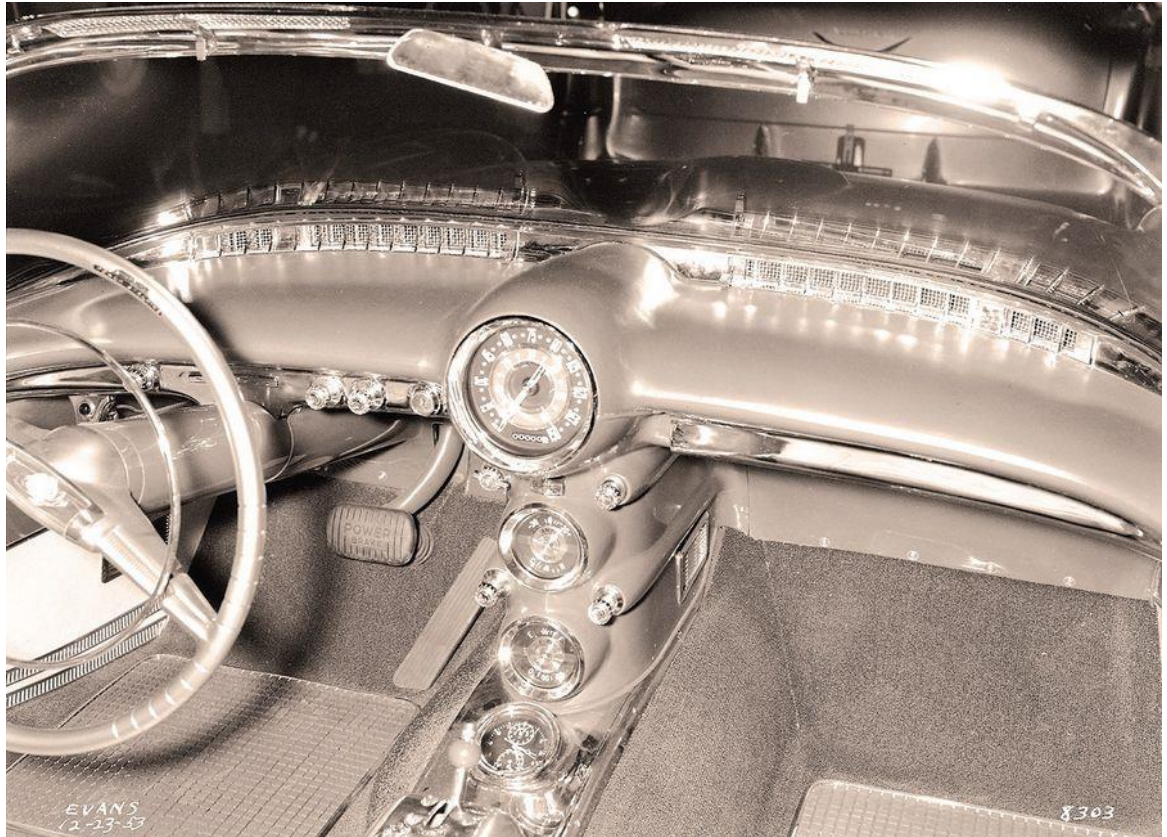
One of the dream cars on exhibit at the 1954 GM Motorama, and other venues, was the two-passenger, iridescent copper 1954 Oldsmobile Cutlass. It was one of the more unusual dream cars to be designed by GM Styling. Fittingly, it was named to honor the U.S. Navy's rather unconventional F7U Cutlass jet fighter plane. Indeed, one can see a resemblance between the rear styling of the Cutlass and the rear view of the fighter plane. Surprisingly, the only place Cutlass script appeared on the car was on its steering wheel hub as well as a rear license plate plaque when the car was on display. Among the styling characteristics of the Cutlass were its aircraft canopy-like roof and louvered rear window. Neither of these features was adopted for production, but the car's combination bumper-grille design was used for the 1956 Oldsmobile line. Additional styling ideas appearing on the Cutlass included twin, hood-mounted scoops to funnel air into the dream car's heater system; teardrop-shaped wheel openings; polished stainless-steel inner fenders and engine compartment heat vents in front; modest tailfins atop bladelike quarter panels outfitted with small "88" numerals; flattened dual-exhaust outlets, each simulating four outlets to give the appearance of one exhaust per cylinder; and deeply recessed split taillamps set into the chrome-plated quarter-panel extensions. Furthermore, the Cutlass' lower quarter panels were either detachable or hinged to swing upward like those of another dream car, the 1951 Buick XP-300, to allow easy removal of the rear wheels. A formed-in body side wind split fitted with a narrow bright molding almost completely concealed the seam of the liftoff or lift-up panel. The 13-inch wheels of the Cutlass were fitted with turbo-prop jet engine-inspired wheel covers (like those of the 1953 Olds Fiesta) and black sidewall tires.

Also shared with the F-88 were the instrumentation layout and bucket-type seats. A set of competition-style instruments were arranged in an upside-down "L" layout across the driver's position then extended vertically to the transmission tunnel. The vertical stack of instruments, fabricated from the 1953 Oldsmobile parts bin, was mounted within three round housings. At the top was an odometer combined with a 150-mph speedometer and a 6,000-rpm tachometer laid out concentrically; the center one was divided into the amp (above) and temperature gauges; the bottom housing contained the fuel gauge in the top half and the oil pressure gauge occupied the lower half. Copper and white leather upholstery covered the seats that swiveled to facilitate entry/exit. Fore and aft adjustment was allowed via cutouts in the bulkhead behind the seats. A console between the bucket seats carried a radio/telephone—a very forward-thinking innovation. Conventional rearview mirrors were not installed, but instead rearward vision was via dual, wide-angle mirrors mounted on the central control panel.

*Auto Age* offered an interesting comparison between the 1955 Starfire and the experimental Cutlass in its February 1955 issue. **The report presented speculation on the contribution the Cutlass might make on the future of styling from GM:** "...while the Cutlass in its present form, is for the most part an entirely impractical vehicle, it does furnish us with the basis for an interesting comparison.

This article was written by Greg Fink of *Automobile*





Cutlass Motorama Instrument Panel



Cutlass Convertible and Coupe leading a group of 1955 Starfires

## 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](mailto:ekonsmo@msn.com), or call 253-576-1128.

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### ANOTHER EVENT CANCELLATION!

It was just announced that the Ford V8 Club is cancelling the 2021 Spring Monroe Swap Meet in May. All fees paid will be moved to 2022, if desired.

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### IMPORTANT ANNOUNCEMENT!

In a conversation with Peter DuPre, publisher of the **“Yellow Book”** listing car shows and swap meets in the Pacific Northwest, we were informed that there will not be a 2021 edition of the book published. There were not enough listings of events submitted for the year. It became obvious that there is still a fear of being able to host an event with the current restrictions in place.

For updates during the year, you can go to [www.nwcareventscalendar.com](http://www.nwcareventscalendar.com).

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Please note that on page 11 of this newsletter, there is the Chapter Membership Application for the payment of 2021 dues. Please complete and send to Kathi.

There is still a large number of chapter members who have not renewed their dues for 2021. Please let us know if you are not planning to maintain chapter membership. Hopefully, you will decide stay with us as a member.

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See important announcement on page 14



***Happy Birthday  
to our Chapter Members  
and Their Spouses  
in April***

<b>2</b>	Larry Moore	Mill Creek, WA
<b>10</b>	John Vipond	Lakewood, WA
<b>12</b>	Bob Gaunt	Fife, WA
<b>21</b>	Deniece Edwards	Seattle, WA
<b>23</b>	Dan Gadbois	Arlington, WA



# Swap Meets and Shows in April

**No swap meets or shows are scheduled.**

**Scenes from the March 6 swap meet at Pacific Raceways in Kent**

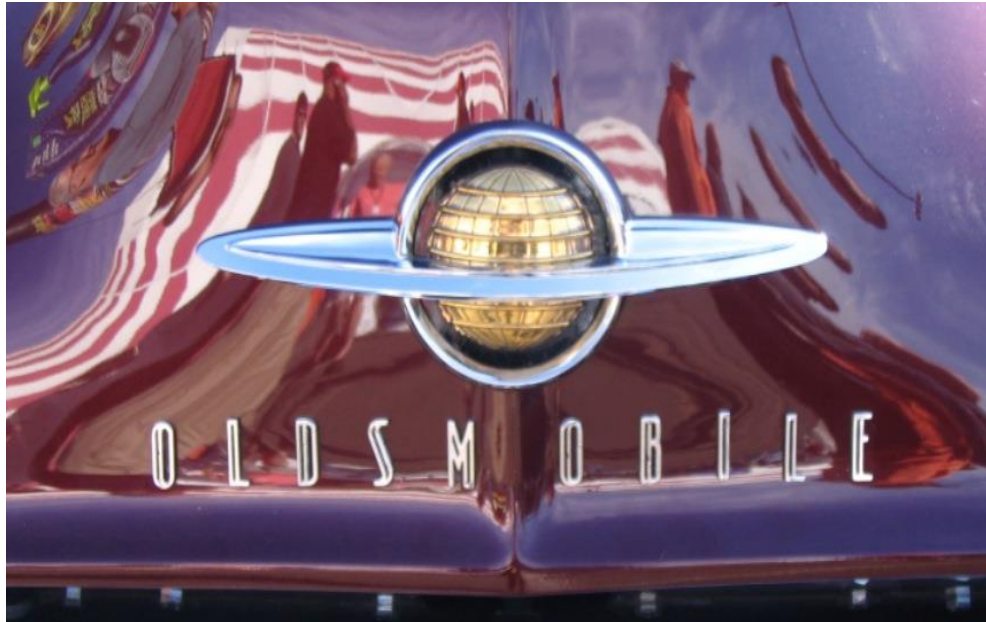


Editors 1992 Cutlass Supreme Conv. "For Sale" at the Pacific Raceways Swap Meet



# Future Oldsmobile National Meets

**2021     August 3-8   Murfreesboro, TN**  
**Hosted by the OCA at the Embassy Suites**



**\*\*\*\*\* OCA News \*\*\*\*\***

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**Good news! The OCA will be holding the 2021 National Meet in Murfreesboro, TN as planned! In a Zoom meeting of the OCA Board of Directors on March 3, the logistics of the Nationals were discussed. The State of Tennessee is open for business, but mask wearing is still required.**



# CLASSIFIEDS

**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 20<sup>th</sup> of the month to [ekonsmo@msn.com](mailto:ekonsmo@msn.com).**

## FOR SALE:



**1950 88 Convertible - 1500 miles!** This car has been in a museum for most of its life. It is currently. In England. Please call Ed at 253-576-1128 for contact information and additional photos.

**1963 Cutlass Conv. –** Okay condition, runs great. **PRICE REDUCED!** \$12,000 – Call Bruce Lyle 360-799-1717(2)

**1966 Toronado –** Great condition, \$3,000. Call Jim Long 360-893-8293. Jim also has two 1970 Toronados, \$4300 for both! (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 Auto Check Vehicle History Report. Interested? Please email [oldsmobilecutlass85@gmail.com](mailto:oldsmobilecutlass85@gmail.com) Car located in Indianola, WA (2)



**1992 Cutlass Supreme Conv. –** 62,800 miles  
New top! New battery. AC re-charged. LOF just completed. \$8,995. Call Ed at 253-576-1128 (2)



**1965 Olds, V-8 425 engine Dynamic 88 Convertible**, Good engine, and Transmission. Needs power brake booster and convertible top. Good body. Best offer. Contact Bill Moore at (425) 821-4771. Redmond, WA.

## NEEDS and LEADS:

**NEED – 1936 – 6 Cylinder engine parts** – 213 Cl; Frank Geyer 206-949-9087 (2)

**LEAD – 1955 88 – Fender skirts** – E-mail Russ at [m13rj@hotmail.com](mailto:m13rj@hotmail.com) if interested (2)

**LEAD – Olds shirts for sale. Your choice - \$2.00 each. Call Ed Booth. 253-752-6158 (2)**

**LEAD – 1973 442** – This is a car that was used as a donor car for another restoration. Still has rust free body panels. Interior panels and dash are excellent. \$500. Call Gus at 206-571-3804. (2)

**NEED - 1970-1972 442, W30, W31, SX conv. or hardtop** – OCA and PSOC club member looking for true collector car. The more original and documented the better. Prefer numbers matching. Any condition – from restorable car to showroom condition.

Also looking for NOS or used parts for these cars.

John Bumb, St. Louis, Mo. (314) 713-3444 or email me at [jbc3735@gmail.com](mailto:jbc3735@gmail.com) (2)

OCA and PSOC club member looking for NOS or used parts for 1970-1972 442, W30, W31, SX conv. or hardtop.

John Bumb, St. Louis, Mo. (314) 713-3444 or email me at [jbc3735@gmail.com](mailto:jbc3735@gmail.com) (2)

Call my ++++++

**We will gladly include a photo of your car in your ad in the classifieds. Simply e-mail a photo to [ekonsmo@msn.com](mailto:ekonsmo@msn.com) and we will include the photo with your ad. If you still have your car for sale in this issue, send us a photo and we will include it with the ad next month.**

# OLDSMOBILE CLUB OF AMERICA

## **PUGET SOUND CHAPTER**

### 2021 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 \_\_\_\_\_

**\$20.00 annual dues payable. 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**





# THE PARTING SHOT

**NEW**  
**AUTO AGE**  
THE CAR-OWNER'S COMPLETE MAGAZINE

ATLAS  
25c  
FEB.

**STARFIRE or CUTLASS:**  
WHICH STYLE-LINE WILL  
OLDSMOBILE FOLLOW?

MIKE AND BUFF  
WITH THE STARFIRE  
AND CUTLASS

**YOUR SUPER CAR OF THE FUTURE IS  
IN THE ARMY NOW** — PAGE 11

ROAD TEST  
**SUPERCHARGED KAISER MANHATTAN**  
— PAGE 18

# **LeMay - America's Car Museum**

**Will reopen their doors on Friday, April 2nd!**

**Hours of operation will be Friday, Saturday and Sunday 10AM - 5PM**

