



Gas Gauge Ye Olde Car Club October 2020 Newsletter

The President's Message

YOCC MEETINGS AT STERLINGS

For more than a decade YOCC held breakfast meetings at Sterling's on Queensgate and before that we met at Sterling's in Kennewick. We stopped indoor meetings in March due to the Covid threat but are now allowed to consider meeting indoors again (see below).

From Tri-City Herald, Wednesday, October 7, 2020:

"NEWLY ALLOWED IN TRI-CITIES

Here are the restrictions that have been newly lifted for Benton and Franklin counties, according to the local health district:

Restaurants — along with bars, wineries and breweries — can now have tables with up to six people, rather than the five allowed previously. And groups at the tables are no longer restricted to only household members."

Since mid March we have enjoyed several outdoor meetings thanks to John Hopkins, our creative vice president and events manager. Outdoor breakfast/coffee meetings in Lawrence Scott Park and picnic lunches in Charbonneau Park have been fun but noise is a constant problem and soon winter weather will be a problem. So John Hopkins and I met with Saber Sterling Kingham today to determine what we want to do in the future.

At 7:00 a.m. next Wednesday October 14 we will resume YOCC meetings at Sterlings on Queensgate.

I hope to see you there!

Ye Olde Car Club

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Bits and Pieces

***Fun Fact: Women spend more time wondering what men are thinking than men actually spend thinking.

***Be honest. If people heard what you are thinking half of the time, you would either be in jail or a mental hospital.

***An old woman was sipping on a glass of wine while sitting on the patio with her husband, and she says, "I love you so much. I don't know how I could ever live without you." Her husband asks, "Is that you or the wine talking?" She replies, "It's me...talking to the wine."

***Don't let aging get you down. It's too hard to get up.

***I really think tossing and turning at night should be counted as exercise.

***MY LIVING WILL

Last night my kids and I were sitting in the living room and I said to them, "I never want to live in a vegetative state, dependent on some machine and fluids from a bottle. If that ever happens, just pull the plug." They got up, unplugged the computer and threw out my wine!

***4 out of 3 people struggle with math.

The Remarkable Body

If you eat a polar bears liver, you will die of a vitamin A overdose.

Where in the world.

Germany has officially abolished college tuition fees, even for international students.

Actual Label Instructions

On a bottle of hair dye:
Do not use as Ice Cream topping.

Fun Food Facts

The average hen lays three hundred eggs a year.

Halloween Funnies to tickle your funny bones.

Why do they put fences around graveyards? Because people are dying to get in!
What did the skeleton bring to the potluck. Spare ribs!
What do mummies like listening to on Halloween? Wrap music!
What plants like Halloween the most? Bam-Boo!
Why did the police officer ticket the ghost on Halloween? It didn't have a haunting license!
Why do vampires use mouthwash? They have bat breath!
What do you call a skeleton that refuses to help you clean? Lazy Bones.
What a ghost's favorite ride at the fair? The scary go-round and the roller-ghoster!
Want to know what you'll find on a haunted beach? A Sand-witch!
Why didn't the skeleton like the Halloween candy? He didn't have the stomach for it!
What part of the street do vampires live on? A dead end!
Which ghost is the best dancer? The boogie man!
What do you call a tired skeleton on Halloween? The grim sleeper!
What's a ghost's favorite dessert? Boo-berry pie!
What is a goblin's favorite type of cheese? Monster-ella!
What should you eat at a baseball game on Halloween? A frakenfurter!
Why was the witch late for the party? She lost her witch-watch!
What do you call a vampire that lives in a kitchen? Count Spatula!
How do you mend a jack-o-lantern? With a pumpkin patch!
Why did the ghost go to the bar? To get some boos!
Why did the scarecrow stand-up comedian fail? Because all his jokes were corny!
How do you unlock a door on Halloween? With a spoo-key!

Who's the world's best skeleton detective? Sherlock Bones!
What did the ghost bring her girlfriend? A boo-quet!
Who did Dracula take to the school dance? His ghoul friend!
What do you get when you drop a pumpkin? Squash!
Why are skeletons always so calm? Nothing gets under their skin!
What is the skeleton's funniest bone? The humerus!
What do little ghouls and boys study in algebra? Pumpkin pi!
What do skeletons learn about in history class? Napoleon Bone-a-part!
What is zombie Shakespeare's favorite play? Romeo and Ghoullet!
What do you call a haunted chicken? A poultry-geist!
What do you say when you're having dinner with a skeleton? Bone-appetit!
What did the happy pumpkin say? Life is gourd!
What did the vampire say to his spouse? It was love at first bite!
How are witches able to stay so positive? Witch-ful thinking!
Which fruit is a vampire's favorite? A neck-tarine!
Why didn't the scarecrow eat dinner? He was already stuffed!
What's another word for a witch's garage? A broom closet!
Where does a ghost go on vacation? Mali-boo!
Why do spirits have low self-esteem? They have no body to love!
Why do vampires subscribe to The Washington Post? It has great circulation!
What did the zombies say to these jokes? "Haha, these are killing me!"





Ford Edsel

Edsel is an automobile brand that was planned, developed, and manufactured by the Ford Motor Company for model years 1958 to 1960. With the Edsel brand, Ford had expected to make significant inroads into the market share of both General Motors and Chrysler and close the gap between itself and GM in the domestic American automotive market. Ford invested heavily in a yearlong teaser campaign leading consumers to believe that Edsels were the cars of the future – an expectation they failed to meet. After being unveiled to the public, they were considered to be unattractive, overpriced, and overhyped. Edsels never gained popularity with contemporary American car buyers and sold poorly. The Ford Motor Company lost \$250 million on Edsel development, manufacturing, and marketing.

Edsels were introduced amid considerable publicity on "E Day"—September 4, 1957. They were also promoted by a top-rated television special, *The Edsel Show*, on October 13, but the promotional effort was not enough to counter the adverse initial public reaction to Edsel styling and unconventional build. After the launch

date, Edsel was described as a "reborn LaSalle," a General Motors brand that had disappeared in 1940. For months, Ford had been telling the industry press that it "knew" (through its market research) that there would be great demand for the vehicles. Ford also insisted that, in the Edsels, it had built exactly the "entirely new kind of car" that Ford had been leading the buying public to expect through its preintroduction publicity campaign for the cars. In reality, however, Edsels shared their engineering and bodywork with other Ford models, and the similarities were apparent once the vehicles were viewed firsthand.

Edsels offered several features that were considered innovative for the time, including the rolling-dome speedometer; warning lights for such conditions as low oil level, parking brake engaged, and engine overheating; and the push-button Teletouch transmission shifting system in the center of the steering wheel (a conventional column-shift automatic was also available at a reduced price). Other Edsel design innovations include ergonomically designed controls for the driver and self-adjusting brakes (which Ford claimed for Edsel as a first for the industry, even though Studebaker had pioneered them earlier in the decade). Edsels also offered such features, advanced for the time, as seat belts (which were available at extra cost as optional equipment on many other makes) and child-proof rear door locks that could only be unlocked with the key.

Unlike Ford and Mercury, the Edsel division never had any dedicated manufacturing plants. All Edsels were built in Ford or Mercury plants on a contract basis. In the first year, 63,110 Edsels were sold in the United States, and 4,935 were sold in Canada. Though below expectations, this nevertheless represented the second-largest launch for any new car brand to date, exceeded only by the DeSoto introduction in 1929.

The very name "Edsel" became a popular symbol for a commercial failure.

From Wikipedia

LOGOS

Apple

The origin of the Apple logo is shrouded in poignant myths. Legend has it that the ubiquitous Apple logo was designed as a tribute to Alan Turing, an early leader in artificial intelligence research. He deciphered German codes during World War II and was the first man to plant the technological seeds for the contemporary computer. His work went unrecognized, and in the following decade, he bit into an apple, which he laced with cyanide, and died. Recognizing Turing's contributions to the field of computers and technology, Apple founders Steve Jobs and Steve Wozniak used Turing's bitten apple as their logo. As heart-rendering as this story sounds, it is not true.

Another theory is that Apple's logo is a symbol of knowledge taken directly from the Bible. Alternatively, another conjecture is from the story of Sir Isaac Newton's apple falling on his head, which led him to figure out the concept of gravity. These stories are myths as well. The truth is a bit less poetic.

The design comes from a man named Rob Janoff, who denies all claims about the above theories. Steve Jobs could not clearly remember how the outline of the apple was finally decided upon. He did say with certainty that the apple's bite is there for clarity, so that no matter the size of the logo, it always looks like an apple and not a cherry. It is merely a coincidence that computer "bytes" coincide with the bite in the Apple logo.

Starbucks

Terry Heckler's original sketch for the Starbucks logo was a collaborative effort between Heckler and Seattle journalist Gordon Bowker, one of Starbucks' founders. Bowker wanted his artisan coffee to demonstrate a sense of adventure associated with Seattle's maritime history. Scoping out how to market the coffee led them to Herman Melville's classic piece of literature, "Moby Dick". Mister Starbuck is the first mate of Captain Ahab, the novel's protagonist. The name Starbucks was used in lieu of some of the other names as a linguistic decision. Both Hecklet and Bowker were concerned with how to create a successful product name, and the "s" sound gave them something they considered most memorable.

Once they had the name, Heckler's sketch was fashioned after old illustrations of sirens and mermaids. The 1970s logo was a mermaid, complete with some rather realistic anatomical details on her chest and a forked tail, set upon a brown background. It was not until 1992 that the logo mellowed out a bit. The brown turned to a bright green, and the mermaid's hair covered up her more private bits. Her tail lost its fork and instead wrapped around the mermaid's body. More recently, in 2011, Starbucks removed its name from the logo altogether, so all that remains is the green mermaid.

McDonald's

McDonald's is the largest fast-food chain in the world, and it is not just the hamburgers and fries that make it famous. The McDonald's logo is one of the most recognized symbols across the globe. Today, everyone thinks of the McDonald's logo as the "Golden Arches," but those arches are actually the letter "M." That "M" is also ingeniously round in shape to imitate a pair of breasts. Yes, a Freudian symbol that represents our

attraction to primal nourishment. As unbelievable as it may sound, the psychology behind this is about figuring out people's unconscious desires and using them as a form of manipulation. Clearly, in the case of McDonald's, it worked."

Did you know?

Separated mother and daughter elephants have remembered each other after twenty-three years apart.

Grocery Shopping

Many Modern Aspects Of Grocery Shopping Were Pioneered By Piggly Wiggly.

Think about the modern experience of shopping in a big grocery store. If you reduce it to the simplest components, what are they? You have items on shelves that you can pick yourself. Those items are individually tagged with prices. You put those items in a cart that you wheel around with you. Finally, you take the items in the cart up to a checkout lane and a clerk collects them and rings up your order.

Every single one of those core elements of the modern grocery shopping experience was introduced in the Piggly Wiggly chain of grocery stores in the early 20th century. In fact, the success of the first store (opened in 1916) and the subsequent locations was so great that other stores quickly copied the model used at Piggly Wiggly. The 1920s and 1930s saw a complete overhaul in the entire industry thanks to the pioneering designs found in Piggly Wiggly stores.

Although there are only a little over 600 locations now (down from the prime of the franchise in the early 1930s when they had 2,660), the impact the franchise and its founder Clarence Saunders had on the industry is enormous.

From howtogeek.com

Some Canadian Humor

Several Americans have been seen sneaking into Canada.
Canada's Prime Minister has made the decision to build a wall.



Auto facts from 1935

- **Lower priced "affordable" cars are the primary trend at this year's Automobile Show; models with fewer features or less power are announced by Chrysler, DeSoto, Graham, Hudson, Hupmobile, Packard, Pontiac and Reo.
- **General Motors cars begin the switch to Fisher all steel "Turret-Top" roofs, eliminating the customary fabric inserts.
- **Sedan bodies, particularly "trunkback" versions, grow in popularity; open cars slip slowly into obscurity.
- **Chevrolet introduces the Suburban Carryall, the first all steel station wagon on its panel delivery light truck chassis.
- **Nash offers a new "sealed-in" engine with the manifold cast inside the block.
- **The stunning Auburn Speedster, destined to spawn replicas decades later, has the 150-bhp Super-Charged engine.
- **A \$925 convertible is added to Buick's low priced Series 40 lineup.
- **Ford gets an all new look and front hinged front doors; the convertible sedan is revived.
- **Six-cylinder engines return to Pontiac after running only straight eights or two years.
- **Packard launches its lower priced One Twenty line, which starts at \$980.
- **A more streamlined Plymouth features new "Chair-Height" seats and carryover 82-horsepower "economy" six.
- **Looking for loose change, Oklahoma City installs the first parking meters.

Auto facts from 1936

- **The front drive "coffin-nose" Cord 810 debuts three years after the last L-29. Many consider it one of the most beautiful auto designs of all time.
- **After building 3026 cars in 1936, Reo abandons the car business to concentrate exclusively on trucks.
- **The American Bantam minicar tries to take up where the American Austin left off; prices start at a miser-appealing \$295.
- **Cord 810s have disappearing headlights, Lycoming V-8, and "Electric Hand" shifting with a supercharger optional in 1937.
- **Many new models have repositioned the handbrake to the driver's left allowing for a roomier front seat.
- **Advancing the causes of style and convenience, many cars now have sloping side windows and built-in defrosters.
- **The U.S. Department of Commerce finds that 54% of American families own cars.
- **The entire Chevrolet car line now benefits from hydraulic brakes, but loses roadster and phaeton variants.
- **Hupmobile shuts down its assembly plant; it remains closed for 18 months.
- **Hudsons feature all new, all steel bodies.
- **Studebaker drops the Commander.
- **Reo drops Self Shifter, offers overdrive.

Auto facts from 1937

- **Chrysler products move to all steel roofs and all around standard safety glass.
- **Oldsmobile introduces the Automatic Safety Transmission, a "semiautomatic" system that still requires clutching to engage first gear.
- **With 77,000 cars produced, Nash enjoys its best year of the decade.
- **Chrysler shows off a safety-padded adjustable seat that moves up and down as well as forward and aft.
- **Unionized Autoworkers win their first major labor contracts.
- **Hudsons break 40 official performance records; one of them was for 24 hours, covering 2104.22 miles at 87.67 mph.
- **Willys, offering slightly enlarged cars with a full restyle and a bulging nose, increases production to 63,467 units.
- **Buick claims its steering wheel horn ring is "first" in the auto industry.
- **A Ford V-8 powered racer wins the prestigious Monte Carlo Rally.
- **All Packards now have independent front suspension; a lower cost six-cylinder model is added to the lineup.

Taken from 100 Years, The American Auto

WOMEN'S CORNER

Paul Harvey once said:

For my grandchildren, I'd really like for them to know about hand-me down clothes and homemade ice cream and leftover meat loaf sandwiches. I really would.

I hope you learn humility by being humiliated, and that you learn honesty by being cheated.

I hope you learn to make your bed and mow the lawn and wash the car.

And I really hope nobody gives you a brand new car when you are sixteen.

It will be good if at least one time you can see puppies born and your old dog put to sleep.

I hope you get a black eye fighting for something you believe in.

I hope you have to share a bedroom with your younger brother. And it's all right if you have to draw a line down the middle of the room, but when he wants to crawl under the covers with you because he's scared, I hope you let him.

When you want to see a movie and your little sister wants to tag along, I hope you'll let her.

I hope you have to walk uphill to school with your friends and that you live in a town where you can do it safely.

On rainy days when you have to catch a ride, I hope you don't ask your "driver" to drop you two blocks away so you won't be seen riding with someone as uncool as your Mom.

If you want a slingshot, I hope your Dad teaches you how to make one instead of buying one.

I hope you learn to dig in the dirt and read books.

When you learn to use computers, I hope you also learn to add and subtract in your head.

I hope you get teased by your friends when you have your first crush on a girl (boy), and when you talk back to your mother that you learn what Ivory soap tastes like.

May you skin your knee climbing a mountain, burn your hand on a stove and stick your tongue on a frozen flagpole.

I don't care if you try a beer once, but I hope you don't like it.

And if a friend offers you dope or a joint, I hope you realize he is not your friend.

I sure hope you make time to sit on a porch with your Grandma and go fishing with your Uncle.

May you feel sorrow at a funeral and joy during the holidays.

I hope your Mother punishes you when you throw a baseball through a neighbor's window and that she hugs and kisses you at Christmas time when you give her a mold of your hand.

These things I wish for you--tough times and disappointment, hard work and happiness. To me, it's the only way to appreciate life.

"We secure our friends not by accepting favors but by doing them."

Birthdays and Anniversaries in October



Birthdays

Rick Ball	October 14	Lottie Blackburn	October 9
Jean Bunch	October 15	Larry Campbell	October 20
Barb Fecht	October 31 (Boo!)	Sharon Gress	October 20
Kristi Harless	October 29	LeRoy Jackson	October 7
Frances McGillis	October 4	Myrtle Nesbitt	October 2
Kurt Recknagle	October 11	Jim Wagner	October 20
Sharon Wells	October 28	Frances Wyland	October 31 (Boo!)



Anniversaries

Dodd & Fran Coutts	October 14	Jack & Judy Herrick	October 8
Robbin & Carolyn Johanson	October 3	David & Marva Randall	October 6

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