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ACM eNewsletter

March 23, 2012

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THE COUNTDOWN BEGINS...



Follow us!



The wait is nearly over, and we're excited to show you our home! We have a weekend full of grand opening activities here at LeMay - America's Car Museum for you and your friends to celebrate and experience our beautiful new museum!

FRIDAY, JUNE 1

The celebration will actually begin on Friday evening with parties inside the museum walls, providing a variety of fun experiences that will include cars from the collection, interactive exhibits, live music, dancing and much, much more!

[Club Auto Kirkland](#)

Thursdays:
3 p.m. - 6 p.m.

Saturdays:
11 p.m. - 1 p.m.

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Stay Informed:**[Check out Our Blog!](#)[Become a Member!](#)[Volunteer](#)[Upcoming ACM
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Tickets for our Friday preview parties go on sale March 27, and can be purchased from our website at www.lemaymuseum.org.

Partygoers have their choice of three dinner party themes:

"Great Gatsby" - This grand affair will take place in the Showcase Gallery, with a beautiful view of downtown Tacoma for guests who will be dressed in black tie or 1920s-era attire. Guests will enjoy a sit-down dinner and jazz surrounded by Deusebergs, Lincolns, and other Gatsby-esque cars! (Members: \$225 per person; Non-members: \$250)

"Start Your Engines" - If you're a fan of Formula One, NASCAR, LeMans or Indy cars, this is the party for you! Guests are encouraged to come dressed as their favorite driver, team member or crew chief to party in the "LeMay-burg-ring" on the museum's 2nd floor. You'll fuel up at the "Pit Row Buffet" and a DJ will entertain this high-octane party! (Members: \$150 per person; Non-members: \$170)

"Sock Hop" - Like crazy, like wow! If you love the curves of a 1950 Mercury or a '57 Chevy, get out your black leather jackets and poodle skirts and let the good times roll! When you're not being entertained by Elvis, the jukebox will crank out the hits in Club Auto as revelers hang out after a delicious buffet dinner. Let's go Daddy-o! (Members: \$75 per person; Non-members: \$90)

"Afterglow" - While the night begins with three separate dinner parties, all partygoers will be able to enjoy the entire museum after dinner, and are invited to the "Rev it up" Club to mix, mingle and continue the celebration. Coffee and dessert will be available and a cigar tent will be set up outside. There are plenty of surprises and delights in store - this is a night you won't want to miss - there's only going to be one grand opening. Get in on the fun!

SATURDAY, JUNE 2

The long-awaited grand opening of the museum will be filled with more fun and festivities for all. The day starts with a free outdoor car show at 9 a.m., which will fill the Haub Family Field with hot cars and cool rides. At 10 a.m., we'll hold our official grand opening ceremonies, also on the Haub Family Field.

SUNDAY, JUNE 3

Day two at ACM will see another free car show on Haub Family Field, go-karts in the parking lot and another opportunity to show the



museum and its exhibits to friends and family.

[Continue to visit our website for more information on grand opening festivities.](#)



ACM IN THE NEWS

The countdown to ACM's June 2 grand opening has begun and media attention is continuing to mount.

Below is a sample of media outlets that featured ACM stories over the past month.



AutoWeek previewed ACM's grand opening [here](#).



Tacoma's *News Tribune* published a save-the-date letting their readers know the museum opens in less than three months. Read the story [here](#).



South Sound Magazine toured ACM this past week. Click [here](#) to read *South Sound's* feature story on the museum.



KXL Radio, one of Portland's top news stations, received a sneak peek inside ACM this past month. Read more [here](#).

THE BRITISH ARE COMING TO ACM! THE BRITISH ARE COMING TO ACM!





MICHAEL CRAFT
PHOTOGRAPHY



"British Invasion" exhibit at ACM's grand opening will feature cars and motorcycles from across the pond

From the Beatles to Bond, "swinging '60s London" was a time when British fashion, music and automobiles swept across American society. ACM has developed an exhibit to commemorate this cultural revolution, which will debut at the museum's grand opening on Saturday, June 2.

"The British Invasion" display will feature some of England's most notable vehicles, including Mini, MG, Austin-Healy, Triumph, Jaguar and 007's iconic Aston Martin.

"This exhibit celebrates that magical time when British culture exploded onto the American scene." says Scot Keller. "And just for fun, there will be a nod to the Mods and Rockers and their café bikes that buzzed around the streets of London in the '60s."

Even the English race cars had flair, as evidenced by ACM's 1965 British Racing Green Lotus, symbolic of the period's open-wheel racing. Donated by John and Marilyn Dimmer, this classic racer, of which only 22 were made, will be front and center in the display.





ACM's 1965 British Racing Green Lotus

"We've enjoyed competing with this car for many years, but it's time to let others enjoy it," said John Dimmer, whose family has driven the Lotus in numerous vintage racing events, including the Tasman Revival in Australia and the Goodwood Circuit Revival Meeting in England. "This car is a beautiful representation of 1960s racing. I'm delighted it has found a home at ACM."

For more information, visit www.lemaymuseum.org.

CARS ARE THE STARS

Uncovering ACM's 1917 Crane Simplex's Past Proves to be Difficult



By Renee Crist, ACM collection manager

Researching the cars here at ACM often reminds me of genealogy research, where you look at people's ancestry, birth date, marital status, immigration, residence, military and professional background, fame/infamy and, finally, death records. Similarly, vehicles have very comparable records - a birth date, place they were created, licensing history and, perhaps, histories of being moved from state to state (or country!). There are records showing ownership changes and whether the car has been restored. The titles are just like our own birth records and can tell us volumes concerning past owners and, hopefully, the vehicle's "family" pedigree.

While researching the records for ACM's 1917 Crane Simplex Chassis No. 2358, I found a small reference noting that the car had possibly been owned by the J.D. Rockefeller Family. John D. Rockefeller founded and built the Standard Oil Company empire in the late 19th century, eventually becoming one of the most prominent and wealthiest men in the country, so it was likely this fine luxury automobile built in New York might have been in his stable.



I went looking for concrete evidence to make sure this claim was true. Through the assistance of Mr. William Bell, a member of the Society of Automotive Historians, we were able to assuredly link our 1917 Crane Simplex to one of the most prominent American families in history.

Mr. Bell meticulously researched and catalogued all of the vehicles that were manufactured by the Simplex (later known as Crane Simplex) Automobile Company headquartered in New York City. By sharing information regarding our Crane Simplex's engine number and comparing with his records, Mr. Bell discovered that our car was once owned by either John D. Rockefeller, Jr., or Rockefeller, Sr...

Read the rest of Renee's article [here](#).

CALLING ALL MUSEUM DOCENTS

ACM is actively seeking qualified candidates

Museum docents are volunteers who will be positioned throughout the gallery and collection areas of the museum to provide visitors with information and directions. They must be very knowledgeable about ACM history (including the building itself), current exhibits and attractions and be prepared to direct visitors to information about the vehicles, displays and membership. Docents will also act as collection monitors to protect the cars, trucks and other displayed items.

Docent interviews and classes are already underway and will continue into April. If you are interested in becoming a museum docent, contact Danella Donlan, ACM volunteer coordinator, at danella.donlan@lemayMuseum.org.



Docents help bring the museum's collection to life.

While docents will be expected to be well-versed on the nature of current displays, they will not need detailed knowledge of each vehicle. Instead, they will direct visitors to the placards, storyboards, website and other resources that contain extensive vehicle information.

Candidates should have excellent communications skills, be comfortable interacting with the public and help foster a friendly, fun environment. They must be willing to learn required information and have the personal initiative to keep updating their ACM knowledge, specifically pertaining to changing exhibits and events.

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