

## Reds Parts Attic & Chrome Plating Service 2019 Newsletter Volume 2 Issue 16

Customer Service & Communication and Quality of work are important to us.  
We stand by every job we do! Read what our customers have to say  
At | [redspartsattic.com/customer-testimonials](http://redspartsattic.com/customer-testimonials)



OLDSMOBILE



Original comment when they received finished trim:

Hi Joe, We received the chrome you refinished and took it to our car rebuilder. He was very impressed with how they turned out. He can't wait to get paint on and install them. He thinks the car will really "POP" when finished.

Follow up comment after finished trim installed:

Hi Joe, Last year you rebuilt the pot metal chrome trim for our car. We finally completed the work and thought you might like to see the final results. Your work certainly makes a great impression on the car. We've had lots of pictures taken and interest from other folks. Thank you again for doing such a great job!  
Roger and Donna Volden (Wisconsin)



**Feature:** In this edition, we are featuring a beautiful 1965 Oldsmobile 98 Convertible. Roger

and Donna Volden from Wisconsin are the proud owners of this awesome classic. They purchased the car 47 years ago and are the second owners and it's safe to say, there won't be a third. They plan on keeping this beauty for many years to come. In 1972, they purchased it to be the daily car to drive. Roger drove the car for the first 8 years. He then passed the keys to Donna and it was her turn to tack on additional miles. Donna drove the car for the next 6 years. Eventually, the car turned from their everyday driver to a car to be driven only on special occasions and weekends.

In 2017, Roger and Donna decided to do some restoring to their beloved '65 Olds. It was impossible to find replacement trim for this car. They were in need of a chrome shop to help with the side trim. They contacted three local chrome shops and were told trim was beyond repair and to scrap them. Volden's continued their search to find a chrome shop that could help Thankfully their search led them to US!

**Customer Testimony** ([Original comment when they received finished trim](#)):

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([Follow up comment after finished trim was installed](#)):

Hi Joe. Last year you rebuilt the pot metal chrome trim for our car. We finally completed the work and thought you might like to see the final results. Your work certainly makes a great impression on the car. We've had lots of pictures taken and interest from other folks. Thank you again for doing such a great job! Roger and Donna Volden (Wisconsin)

**Red's Comment:** Roger and Donna, thank you for taking the time to share your comment about your experience with our chrome services. It was great to see the photos of your car completed. Your '65 Olds turned out amazing! I'm glad we could help save your trim because it truly adds to the overall, original look of the car. We greatly appreciate the opportunity to be part of your restoration. We are honored to have our chrome showcased on such a beautiful classic. Thank you for your business and support!

**Oldsmobile History:** Ransom E. Olds started the Olds Motor Vehicle Company in 1897. The company would soon be bought out by Samuel L. Smith in 1899. Samuel Smith moved the company to Lansing, Michigan. Ransom continued to work with the company and became vice president / general manager. In 1901 Olds built 11 prototypes using different types of engines. They designed electric, steam and gasoline powered automobiles. On March 9th 1901 the factory caught fire and burned to the ground. Only 1 of the 11 prototypes survived. Two factory workers were able to push the car to safety while escaping the fire. This was the deciding factor of what prototype Olds would bring to mass production. By 1902 Oldsmobile became the highest producing, gasoline powered automobile manufacturer in the US. Before that there were a higher volume of electric and steam powered cars being produced and sold. Oldsmobile became the first to mass produce

automobiles on an assembly line. Henry Ford would mistakenly receive credit for being the first, but it was in fact Oldsmobile. Henry Ford was the first to use a “moving” assembly line. The assembly line helped Oldsmobile to increase production. They went from manufacturing 600 cars in 1901 to 3,000 cars in 1902 to then 4,000 cars in 1904. Oldsmobile would be the first to mass produce, lower priced automobiles in the United States. Once again, this would later be credited to Henry Ford and the Model T but truth is it was Oldsmobile. In 1904 Oldsmobile's sold for \$650, which is equivalent \$20,000 today. Olds Motor Works was purchased by General Motors in 1908. GM would continue to produce and sell Oldsmobile's until 2004. Throughout Oldsmobile's 107 year history there were 35 million of them built. From the beginning, Oldsmobile led the way in developing new ideas that helped shape the automotive industry in the United States.

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**REDS PARTS ATTIC & CHROME PLATING:** We specialize in restoring vintage and classic auto parts. Our crew has over 100+ years combined experience. Every part we restore is Triple Plated using Copper, Nickel & Chrome. This is the best way to restore old parts to a deep mirror, chrome finish that will last. Every day we are helping our customers restore parts to complete their restoration projects. Spring time and warm weather are just around the corner. Are you ready? Contact us today for a quote and delivery time estimate!

**NEED HELP DECIDING? CHROME OR POLISH?** Our staff of experts will evaluate your parts and suggest the best option finish for your parts

**BIKERS:** We can help with your motorcycles plating & polishing needs!

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