



*Wisconsin Society of
Automotive Historians*
WSAH

President: Kenneth E. Nimocks
knimocks@netnet.net
Secretary: Daniel W. Manola
sponge19501924@yahoo.com
Director: James F. Morris
jim@jetfire.com
Director: Donald H. Gullikson
blazer47@tds.net



Vice President: Michael E. Keller
mk612gp@gmail.com
Treasurer: Gary L. Koehnke
gary7140@att.net
Director: Donald E. Chandler
lrchandler@tds.net
News Editor: David G. Tesch
dqtesch49@gmail.com

Carhart Chronicle

Spring 2018



Kissel Motor Car Company [Hartford, Wisconsin] – 1920's

A Few Words from the President

Before I even start writing, I know this is going to be a lot more than a few words. That's because it will be all about me. Yeah, that's pretty egotistical, but I have my reason: In a roundabout way, it is to get to know more about all our members. Some I have known for well over thirty years (70 years for WSAH member and my brother, Randy) and some I have never met. I only have basic information from new members but with others I might know about such things as their job, family, and politics as well as their automotive interests. With that, and because Editor D. Gilbert Tesch reminded me he won't have meeting minutes to publish in this CC, I'll use some space to rattle on.

I grew up in the hill country of southwest Wisconsin, born in Richland Center in 1947. Our father died before I was born and Randy was just over a year old. Our sisters, Donna and Kenda were going on seven and four. On the tenth anniversary of Pearl Harbor, Mom married Loyd Goplin and we moved to a small dairy farm near Blue River, population 360. We gained a great dad as well as two older step-brothers, Roger and Eddie, and in 1956 our younger sister Peggy was born. Besides 10-12 cows, some pigs and chickens, we also raised tobacco and Dad drove school bus, sold seed-corn, was church treasurer and township assessor. He had driven a Model T from age twelve and had bought a new 1930 Model A roadster.

At Blue River High School, Randy's class of 1964 – the first of The Boomers – had about 40 grads, which was the largest ever for the school, which then closed a few years later. My class of 1965 had 29 grads. We were involved in sports (eight-man football, wrestling, and baseball), band, vocal music, drama, forensics, etc. Also drove fast, chased girls, hunted, fished, howled at the moon, and whatever else we could find for entertainment. We somehow managed to save nickels and dimes and had some interesting cars – still do. My first was a modified '57 Chevy, way too much of a hot rod for everyday transportation. We didn't have shop classes and I didn't know much about maintaining a car with 3X2 carburetors, dual-points, etc.

In the summer after high school I went to California in a '36 Chevy with two friends and Randy had a summer job in Idaho. I went to UW-Platteville for three years, kept my grades up but had no serious goals and left without completing (but earned three degrees after I was working full time, married with three sons). I was married and had my first son, Joel, while in college but soon took a position as service manager at a Ford/Mercury dealership in Richland Center. My second son, Todd, was born in RC, and then we moved to Manitowoc where I was service manager at a large Ford/Mercury/Lincoln dealership and son Shea was born. At age 29 I began teaching full-time at Northeast Wisconsin Technical College in Green Bay, first in an automotive-related program, then in the Communication Skills department where I taught a lot of technical/business writing courses. Ten years after my first marriage ended I married Trish and gained two step-sons, Brent and Heath. All my sons have long been on their own with their families and careers, ranging from artist to engineer.

This is getting longer than I want and I have enough stories (such as 1960's adventures with Crazy Don and the like) and details to bore or interest you for hours. Cars and words interest me most, and have for my entire life. I love animals and gave up hunting decades ago, like to work outside and in the shop, am an inactive member of Mensa, and have synaesthesia (words have colors, sounds have shapes, numbers are spatial, and more). And now, back to my roundabout reason for this:

A few years ago we discussed assembling an internal booklet for members with information to share so we could get to know each other. That was a lot more work than anyone could reasonably follow-up on, so another means of accomplishing this is to have members write up a profile to be published in the Carhart Chronicle. Depending on length, one or several could be published in each issue. As always, don't be too concerned about your writing skills – just get the information across and hand-written is even okay, too. I truly believe that everyone's life story could fill a book...and be interesting...no matter how mundane they think their experiences to be.

Ken (PFL*) Nimocks -- *President For Life

Happy Easter { 1908 }



DVD Promotion/Sales:

Promotion continues for the Gene Grengs Collection DVD project. WSAH members are strongly encouraged to promote this unique/historic WSAH publication/production within their personal communities (libraries, museums, educational institutions, etc).

WISCONSIN AUTOMOTIVE MUSEUM

Remembering - Delye {Del} G. Beyer

WSAH member Delye "Del" G. Beyer of Hartford, Wisconsin passed away September 1, 2017 at age 92. Delye's passion was antique and classic automobiles. In addition to owning and restoring dozens of vehicles, he was a member of several car clubs, and one of the founders of the Wisconsin Automotive Museum in Hartford, Wisconsin. He founded D. G. Beyer Inc. General Contractors (now Beyer Construction) in 1951, as well as Industrial Waste Corp. and Allied Crane Service. Those members who knew him appreciated his knowledge along with sharing countless stories and laughs. Delye will be missed.



Historic-Antique Car Display/Activities Calendar of Events 2018

- | | | |
|-----------|--|---|
| June 22 | Green Bay, Wisconsin | 32 nd Annual International Dodge Brothers Club Meet/Display [Tundra Lodge] |
| | ** for additional information contact: Wally Heil | home (920) 337-0505 cell (920) 664-1920 |
| August 11 | New Brighton, Minnesota | 32 nd Annual New London to New Brighton Antique Car Run [Long Lake Regional Park] |
| | ** limited to 1908/earlier vehicles & 1 or 2 cylinder vehicles up to 1915 including powered bikes, motorcycles, steam, electric cars | |



The Lakeland and The Senator

by

Ken Nimocks

A few 1925 Nash, Kissel, and Rollin cars and a lot of 1930 Nash cars – all new from the factory and never sold. Quite the find! Problem is, they are all on the bottom of Lake Michigan, lost in the shipwrecks of the Lakeland and the Senator.

Have you ever skimmed through a magazine, with no intention of reading any articles, when something grabs your attention and you end up reading the entire piece? I'm one of those who get so many magazines, mostly car related, that I sometimes get months behind on them. Recently I was catching up on an issue of Wisconsin Magazine of History, just flipping pages with abandon, when the word "Kissel" jumped off the page at me. The article was about a shipwreck, which normally would only be of minor interest to me, but I ended up reading it all.



SS Lakeland

On December 3, 1924 the Lakeland, a Great Lakes car carrier, was observed to be in apparent distress by a lookout at the Sturgeon Bay Coast Guard Station, although no distress signal had been received. As the ship went down, parts of the upper cabins and several hatches were blown high in the sky by the force of air pockets, trapped in the vessel as it went down. The entire crew of twenty-seven escaped unharmed and were able to save their luggage and personal items. The sinking of the Lakeland was significant for three reasons: First, several factors raised suspicions that the ship was intentionally scuttled to collect on a sizeable insurance payoff. When divers were eventually able to examine the wreckage, they found a wide-open drain valve

which would flood the hold. Eyewitness reports seemed to indicate the ship's owners and officers conspired to sink the Lakeland. The investigations and trials received international attention but, for the most part, the only negative outcome was that the captain and the chief engineer had their licenses suspended, but continued to draw their salaries. Next, divers were a part of an important breakthrough in deep-water diving: The first use of helium to prevent "the bends." While the use of helium was the right idea, it was the wrong formula. However, after more years of research and experimentation, in 1937 the basic principles were applied and a record dive of 420 feet in Lake Michigan was made with no ill effects. Finally, the cars: About twenty-five 1925 vehicles, including Kenosha-built Nashes, Hartford-built Kissels, and Cleveland, Ohio-built Rollin cars. (Various references show differing numbers of vehicles and model years for this and other shipwrecks.) Rollin cars were only built for a short while, being 1924 and 1925 models. Today there are two in the Crawford museum in Cleveland, but some say the world's largest collection of Rollin cars is under water off Sturgeon Bay. It is believed the cars, in particular the Kissels, were bound for the upcoming Detroit Auto Show.



Lakeland Sinking

On October 31, 1929 – only a few days after the stock market crash – the SS Senator sank in nearly 450 feet of water off Port Washington, with a cargo of 268 Nash automobiles on board. Unlike the Lakeland sinking, ten men (numbers vary) lost their lives and there was no question as to the cause: The Senator and the 420 foot Marquette collided in the heavy fog and both were traveling at unsafe speeds. That same week, two other ships sank in Lake Michigan, the SS Milwaukee with all 52 hands aboard lost and the SS Wisconsin with about 18 lost. The Senator left Kenosha with \$251,000 worth of brand new Nash cars. Some accounts say there may have been both 1929 and 1930 models. Nash had just



SS Senator



Nashes on Senator Deck

begun offering a new 8-cylinder model and the 1930 models had the longest wheelbase to date at 133 inches. Between this loss and the stock market crash, a less well-managed company would likely have folded.

There is so much information available that what you read here is a very brief overview. An internet search for "Lakeland shipwreck" or "Senator shipwreck" or "Wisconsin shipwrecks" will lead you to all kinds of articles, including newspaper accounts, as well as photos and videos. Soon after reading the Wisconsin Magazine of History article I was in the hospital, wide awake at 5:00 a.m. with a vampire taking blood from my arm. I switched on the television and there was a (usually dry and boring) UW-Madison lecture series. I would have moved on to check other channels, but the lecturer was Tamara Thompsen, a diver and maritime archeologist with the Wisconsin Historical Society and one of the authors of the article I had recently read. Her presentation was on the Lakeland shipwreck, complete with videos. Seeing these videos and reading some of the underwater exploits of the divers – getting tangled in old ropes, partially stuck in small spaces, losing their air supply and experimenting with helium – I was reminded of when I was young and watching "Sea Hunt" with Lloyd Bridges as Mike Nelson. It seemed that I would hold my breath for the entire half-hour show!

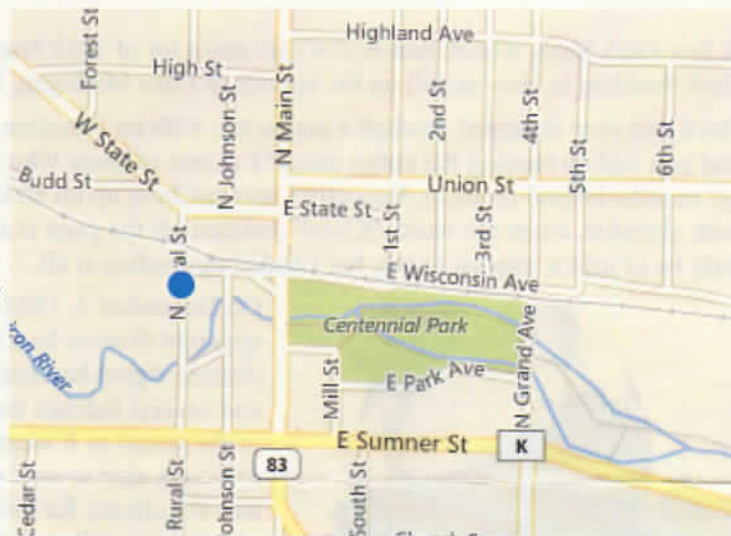
WSAH Annual Spring Meeting:

The next meeting of the **Wisconsin Society of Automotive Historians** will be held **Saturday April 14, 2018** at the **Wisconsin Automotive Museum** (147 North Rural Street, Hartford, Wisconsin). Located approximately ¼ mile north of E. Sumner Street. Telephone: (262) 673-7999. Check the website at www.wisconsinautomuseum.com for additional information/directions. The museum opens at 10:00 AM and



has two floors of displays. Tell the person at the ticket window that you are with the Wisconsin Auto Historians to be admitted at no charge. Feel free to bring an interested guest. **The meeting will be at 2:00 PM** in the back meeting room. After the meeting, those who wish to will gather at **Hank's Restaurant & Eatery** for food/conversation.

See Map >>>>>>>>>>>>>>>>



What happened

'On the Same Day as the Wisconsin Society of Automotive Historians Meeting' in Automotive History?

April 14th

1927 The first production Volvo left the assembly line in Goteborg, Sweden



Gustaf Larson & Assar Gabrielsson

The first regular production Volvo, nicknamed "Jakob," left the assembly line in Goteborg, Sweden. Volvo was the result of a collaboration between Assar Gabrielsson and Gustaf Larson. Gabrielsson was an economist and a businessman who began his career at SKF Manufacturing in Goteborg. As head of SKF's subsidiary in France, he discovered that, due to the comparative labor costs, it was possible to sell Swedish ball bearings in France more cheaply than American ones. The realization planted the seed that it



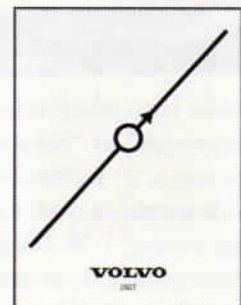
Volvo ÖV 4 a.k.a. 'Jakob'

was also possible to supply cars to continental Europe at a lower cost than American car companies could. Enter Gustaf Larson, engineer and designer. He had been a trainee at White & Poppe in Coventry, England, where he had helped design engines for Morris. The two men met in 1923, and by the next year they already had plans to build cars. Larson gathered a team of engineers, and began work on a car design in his spare time. By July of 1926, the chassis drawings were complete. Meanwhile Gabrielsson had aroused the interest of SKF in his project, and he obtained guarantees and credit from the parent company to build 1,000 vehicles, 500 open and 500 covered. SKF provided the name, AB Volvo. Volvo is Latin for "I



'Jakob' leaving Volvo factory

Roll." It wasn't until the 1930s that Volvo made a mark on the international automotive world. Volvo purchased its engine supplier, Pentaverken, and began production on a variety of car models, including the PV651 that enjoyed great success in the taxicab market. After weathering the lean years of the early '30s, Volvo released its first "streamlined car" the PV36, or Carioca, a car heavily influenced by American designs, in 1936. Also in line with American marketing strategies was Volvo's decision to release new car models in the autumn, a tradition it began in 1938. Volvo's fortunes would mirror those of the American car



companies after the war. Because of Sweden's neutrality during the war its production facilities were left undamaged, allowing Volvo to meet the demand for cars in Sweden and Europe after the war.

Strange But True

Concepts/Ingenuity/Design/Creativity/Inventiveness in the Automotive Field



The Octo-Auto & Sexto-Auto

In 1911, Milton Othello Reeves founded the Reeves Sexto-Octo Company in Columbus, Indiana. He modified a 1910 model Overland by adding four extra wheels and calling it the Reeves Octo-Auto based on the idea of a Pullman rail car. He added a

new axle to each end with both sets of front wheels turning for steering, while the first rear axle drove the car. In ads, Reeves claimed the vehicle was safer and less likely to wear down tires. At this time the Octo-Auto was hailed by writer and editor Elbert

Hubbard for its comfort and durability. It had a 40-horsepower engine, was over 20 feet long, sat 4 passengers, and retailed for \$3200.00. Reeves took the Octo-Auto on a barnstorming tour of the Midwest, including a visit to the inaugural Indianapolis 500, to crowds that found the \$3,200 sticker (\$80,000 in 2018 terms) rather unattractive. The Octo-Auto failed to sell and in 1912 Reeves scaled back his creation and developed the Sexto-Auto, a six-wheel version.



Milton Othello Reeves



The first version was a modification of the Octo-Auto. The second attempt was built on a modified Stutz Motor Company chassis and was no more successful than the first attempt. It was a luxury car, had variable speed transmission and reportedly made several cross-country jaunts. With a price of \$4,500 (\$111,000 in 2018 terms) it too never caught on with the American public. Although his vehicles were not very successful Reeves is credited with the invention/creation/development of the variable speed transmission in addition to the muffler.

"THE REEVES" OCTO-AUTO



THIS TYPE AND GRADE 40 H. P. FOUR-PASSENGER. \$3,200
THE EASIEST RIDING CAR IN THE WORLD

Built on the principle of a Pullman Palace Car. A track is over a track in the rear. An old and accepted principle to accomplish easy riding applied to the automobile. The Octo-Auto runs like a train on an automobile. (Eliminate the expense of repairs) Here they are had according to the advertiser, when time-to-use principle is employed. Safety no quarters greatly increased. The Octo-Auto has been shown more than 1,000 times, including a trip to Toledo, Detroit, Cleveland, Akron, Canton and Columbus, Ohio. Has been seen by and demonstrated to thousands of persons. It will in certain use and can be seen and ridden at 40 miles an hour in Indiana.

I claim the Octo-Auto rides with less shock and vibration and is more safe than any car of any make or price, and I stand ready to prove these claims by competitive demonstration in Indianapolis, Indiana, bearing all expenses thereof of competitors if found within. The only wheel also is applied to any kind of automobile, and principle to use same way to lead. Therefore, it is covered, with great advantage manufacturer of wheels.

FOR FURTHER INFORMATION OR CIRCULAR, ADDRESS **M. O. REEVES, Columbus, Ind.** Rees-Pepper Garage & Tires Co. V. P. Rees-Pepper Company

In writing to advertisers please mention THE HORIZON AIR.

The Reeves "Sextoauto" 1912

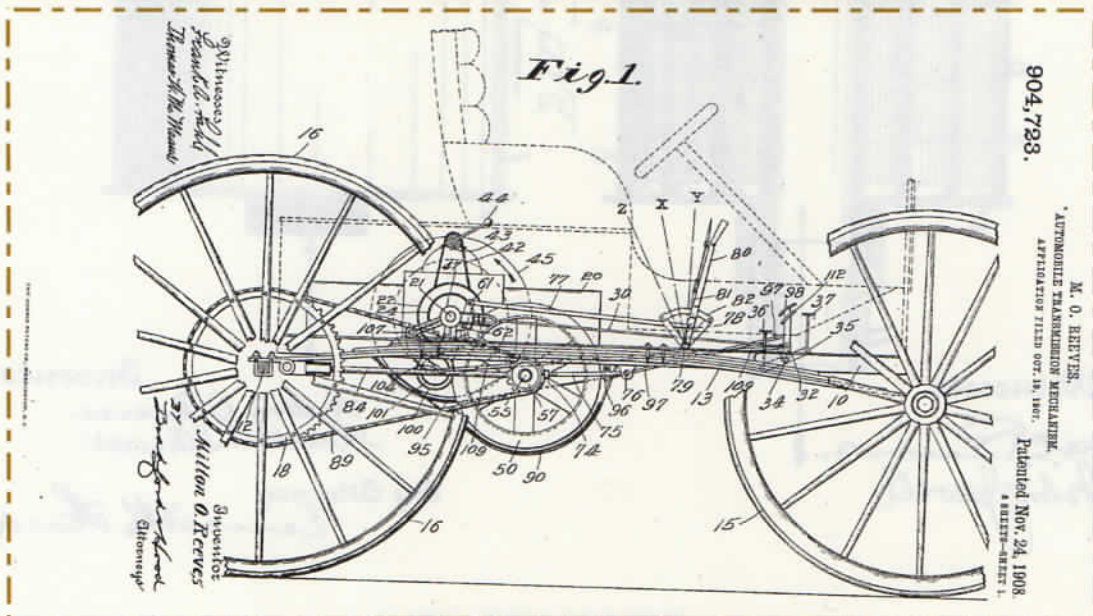


The Octoauto's Sister

Rides like a Pullman Palace Car.
No shock, no jolt, no bounce, no rebound.
An old and accepted principle to accomplish easy riding applied to the automobile.
Not a single experiment embodied in the whole car.

It's a phenomenal car, and bound to revolutionize automobile construction where comfort in riding is a consideration.
Tire trouble and expense actually reduced.
For full information, description and price, address

REEVES SEXTO-OCTO COMPANY, Columbus, Indiana

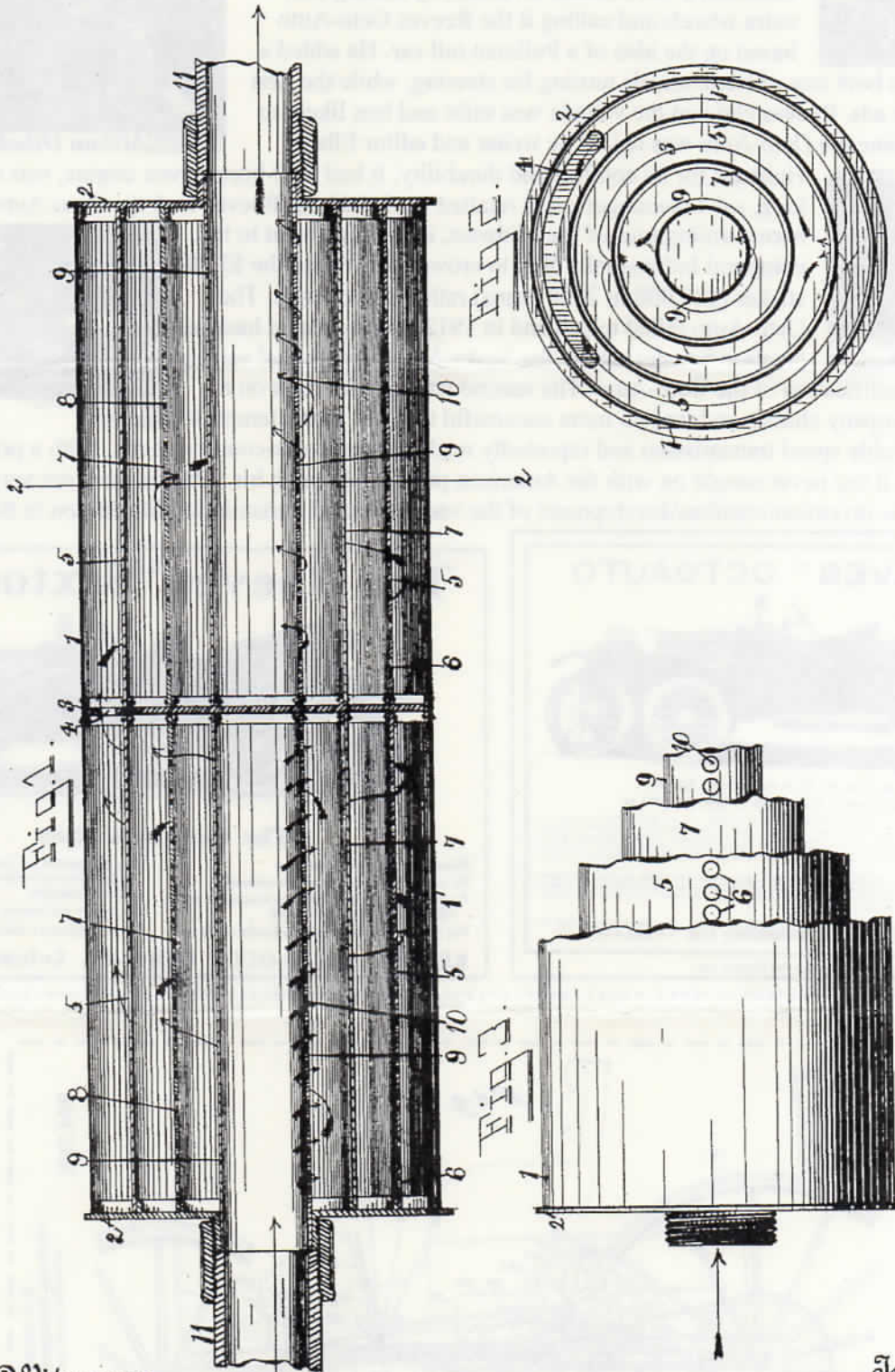


(No Model.)

M. O. & M. T. REEVES.
EXHAUST MUFFLER FOR ENGINES.

No. 582,485.

Patented May 11, 1897.



Witnesses

M. O. Reeves
John Jewell

Inventors
Milton O. Reeves
Marshal T. Reeves
By Attorney
Ernest K. Hood