



*Wisconsin Society of
Automotive Historians*
WSAH

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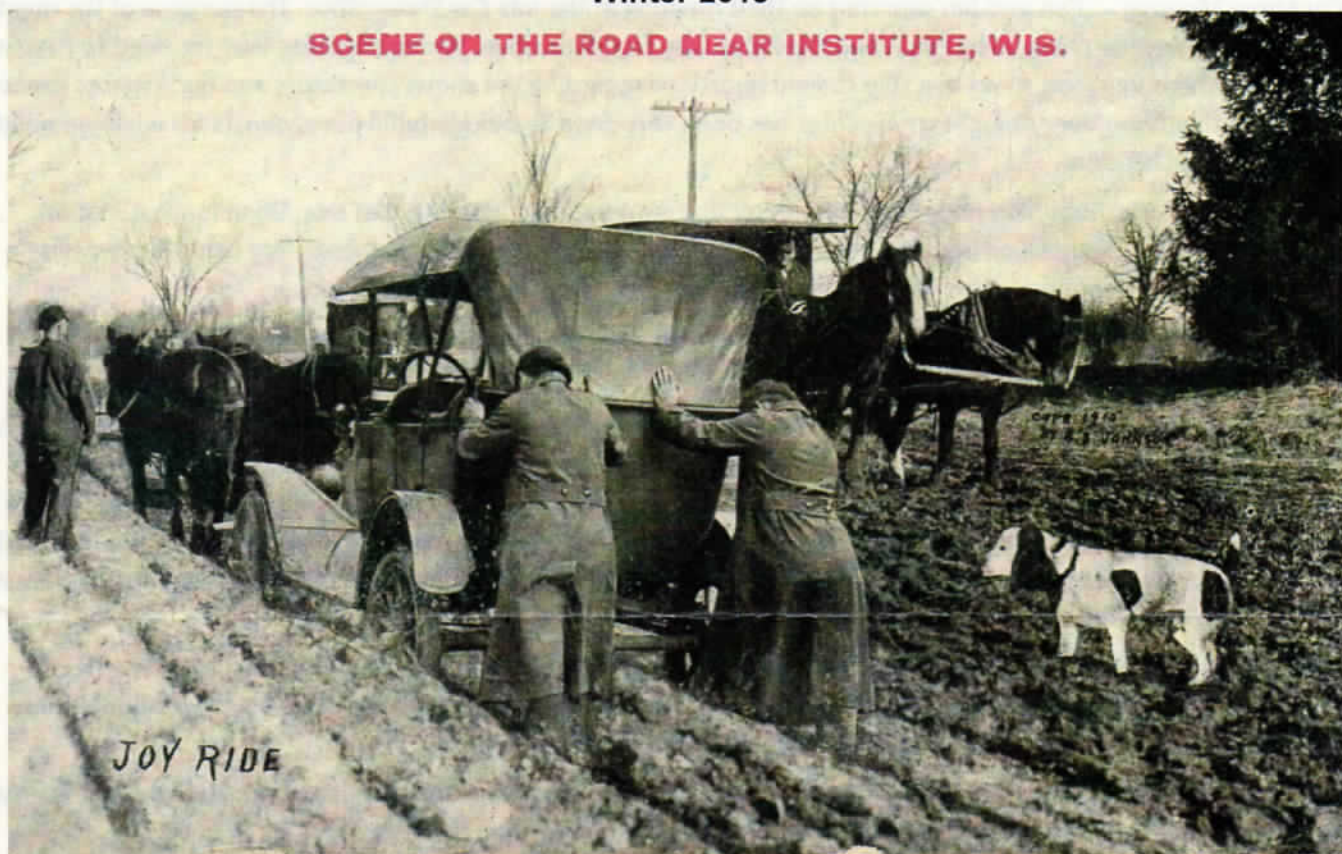
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News/Letter

Winter 2015



Rural Road [Institute, Wisconsin] – 1915

"Dog" hand-painted onto photo [similar to early "insertions" of non-existent streetcars in small communities]

A Few Words from the President

Winter greetings! It's that most wonderful time of the year when I can finally stop whining about it being too hot outside. It sure is great that Dave is putting together this December News/Letter to keep us in contact for the long stretch between our autumn and spring meetings.

At one of our recent meetings, there was discussion regarding our bylaws and the possibility of sending a copy to each member. The bylaws are a full 10 pages and, in my humble opinion, not very exciting reading. Therefore, it probably makes sense to offer to print and mail to any member who truly wants a copy, rather than to all.

You are likely aware that we, WSAH, made a \$500 donation to the Milwaukee Public Museum for the purpose of helping with the creation of an enclosed display for the Schloemer car.

This is part of the Streets of Old Milwaukee renovation at the museum, which is scheduled to be completed very soon. Shortly after we made our donation, I was asked to give a presentation at the museum on automobile manufacturing in Wisconsin. As it turns out, the timing was simply coincidental and wasn't related to our donation but was arranged by the Auto Dealers Association of Mega Milwaukee (ADAMM).

Readers of Old Cars Weekly can find an article in the December 3 issue, written by member John Gunnell, about The Red Lewis Automobile Gallery in Green Bay. This former Cadillac dealership has been beautifully remodeled and will feature rotating displays of about 50 vehicles along with dining and meeting areas. I was fortunate to be part of a very large group which was invited to the facility last week, although it is not yet ready to be open to the public. I mention this because it is a venue we could consider for a WSAH gathering. I hope to see you all at our spring meeting or sooner.

Wisconsin Society of Automotive Historians Minutes from Autumn Meeting (September 19, 2015)

The autumn meeting of the Wisconsin Society of Automotive Historians was held September 19, 2015 at Baer Park in Cross Plains in conjunction with the 32nd Annual Hill and Valley Antique Auto and Americana Show. The meeting was called to order at 1:30 p.m. by President Ken Nimocks with these members present: Gene Steinfeldt, new member Don Gullikson, News/Letter Editor David Tesch, Treasurer Gary Koehnke, founding member Matt Joseph, Director Jim Morris.

Treasurer's Report -- The Treasurer's report and minutes were approved as presented. A copy of the Treasurer's report is available from Gary or Ken and a copy of the full minutes is available from Ken or Secretary Dan Manola.

Post Car Show Meeting -- Ken and Jim reported on their meeting at the Lola Car Show office. The purpose of the meeting was to discuss the several changes this year and the focus was on the positive. We emphasized that we need to have a better idea of what is going on so we are able to field questions regarding the show; spectators and participants expect we will be able to answer everything! Larry Fechter has been very good to quickly fulfill our requests for what we need to make our area most efficient.

New Business -- After a discussion regarding our banner and suspending it in the tent at Lola, Gene made a motion, second by David, that Ken check on possibly updating our banner and purchase if reasonable. We could likely devise a better way to display the banner without the hassle of suspending it from the top of the tent.

Ken reported that member George Tesar had emailed him with a suggestion that WSAH conduct seminars and/or workshops for members and the interested public.

Jim Morris had emailed Ken about an upgrade to an exhibit at the Milwaukee Public Museum of the 1889 Schloemer car, considered to be the first workable gasoline engine automobile built in the U.S. The museum is seeking donations to cover the expense of enclosing the car, which has been in an open exhibit. Jim has been awaiting more information so that we can decide if we want to donate. (Note: Soon after the meeting, Jim got more information and by email a motion to donate \$500 was made by Jim, seconded by Gary, and unanimously approved by those members with email addresses – more than half our members.)

Some possible links for our website were discussed. We will not add links without approval by officers and some members as previously decided. Basic parameters are that we will not consider commercial sites and we should seek reciprocation, that is, if we link a site then our site should be linked to that one.

Jim and Dave requested a copy of the WSAH bylaws. Matt said the bylaws were somewhat generic and adapted from an existing template. Dave suggested he publish them, but that would depend on the length.

The meeting was adjourned at about the same time as some of the vehicles began leaving the show grounds.

Minutes submitted by
Ken Nimocks, President

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Dues are Due: *Please Note:* Dues for 2016 remain at \$5.00 and should be paid by the end of 2015. Make checks payable to WSAH and mail to Gary Koehnke – WSAH, 931 Beta Street, Neenah, Wisconsin 54956-1357. Please keep your membership active by paying before December 31, 2015.

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WSAH Website: <http://wisconsin-auto-historians.org>

DVD Promotion/Sales: Promotion continues for the Gene Grengs Collection DVD project. A number have been individually requested/sold. David Tesch previously promoted them to local libraries within his region. He plans on contacting local history museums/technical colleges promoting these DVDs in the coming months. WSAH members are strongly encouraged to promote this unique/historic WSAH publication/production within their personal communities {libraries, museums, educational institutions, etc} as well.



CROSS PLAINS WISCONSIN 2015



During a 'Group Staring Contest' Wisconsin Society of Automotive Historians inadvertently devised strategies to disseminate Automotive History
(photography courtesy of Jim (Paparazzi) Morris)

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In Memory - Penni Hall

Penni Hall, wife of long-time WSAH member and former Treasurer and News/Letter editor Phil, died September 23, 2015 at 64 years of age due to complications of Alzheimer's Disease. Penni was born in Michigan and moved to the Milwaukee area with her family when she was young. She worked in the accounting field prior to the beginnings of the early-onset Alzheimer's more than eight years ago. Phil said that they met when they both worked at the racing office and were together since 1975. Although Penni had no interest in cars or history, she was with Phil at all the automotive and WSAH events he attended. Many WSAH members knew Penni and remember her, as Dan Manola said, "as a friendly and bubbly companion of Phil's."

Ken Nimocks, President



1910

What happened 'On Christmas Day' in Automotive History?

December 25th

1878 **Louis-Joseph Chevrolet was Born**

Louis-Joseph Chevrolet was born on this date in La Chaux-de-Fonds, Canton of Neuchâtel, Switzerland.

He was a racing driver and the founder of the Chevrolet Motor Car Company, which was acquired by General Motors. In 1886 Chevrolet's family left Switzerland to live in Beaune in the Côte-d'Or département of France. There as a young man that Louis Chevrolet developed his mechanical skills and interest in auto racing. He worked for the Roblin mechanics shop from 1895 to 1899. He then went to Paris where he worked for a short time before migrating to Montreal, Quebec in Canada in 1900. The following year, he moved to New York City there he was hired by FIAT. While working for the Buick motor company, Louis Chevrolet learned car design and started designing his own engine for a new car in 1909. Shortly thereafter, he partnered with William C. Durant to start the Chevrolet Motor Car Company in Detroit, Michigan. Chevrolet had differences with Durant over the design of the Chevrolet automobiles and in 1915 sold Durant his share in the company. The next year, the company was folded into Durant's General Motors. After his ill fated partnership, Chevrolet went into the racing car industry. He partnered with Howard E. Blood of Allegan, Michigan to create the Cornelian, a state of the art racing car which he used to place 20th in the 1915 Indy 500. In 1916, he and his brother Gaston started Frontenac Motor Corporation, designing and producing another line of racing cars. Louis Chevrolet proved to be a natural mechanical genius. He had little in the way of a formal education. Louis was the older brother of Gaston Chevrolet (1892-1920), who won the 1920 Indianapolis 500 in a car he had built. Louis also competed in the race four times, with a best finish of 7th in 1919, and his brother Arthur also competed twice.



Internet Informational Source

Another extremely interesting/historic/intriguing website that warrants in-depth exploring is the home-page to items



wish] with detailed photos of 'every' turn for travel between Chicago and Milwaukee. In addition it has period advertisements such as on Page 42 is a

the U.S. Library of Congress currently has available for digital download. For instance you will find "The Rand McNally Photo=Auto Guide Chicago to Milwaukee/Milwaukee to Chicago {Kilbourn Route}" in addition to alternative Wisconsin based routes. This is a 1909 (116 page) **Automotive Road-Map Book** [in Adobe PDF if you



"Rambler Garage Company of Milwaukee" (i.e.: Thomas B. Jeffery & Company) {the precursor to Nash} advertisement. If you desire to explore this fascinating site but need assistance please contact me.

If interested in pursuing an adventure this Highly Historical Wisconsin Based Brass Automotive Era Travel Site is:

<http://catalog.loc.gov/>

in the "LC Online Catalog Quick Search" box enter

The Rand McNally Photo=Auto Guide Chicago to Milwaukee/Milwaukee to Chicago {Kilbourn Route}

in **Remove Initial Article?** box check either "Yes or No"

first under **Full Record** then under **Links**

open in PDF for vols or Page view for vols format



Please Note: as this is an extremely large file having high speed internet service would be very time beneficial