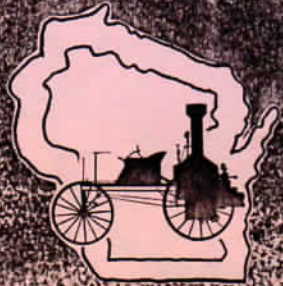
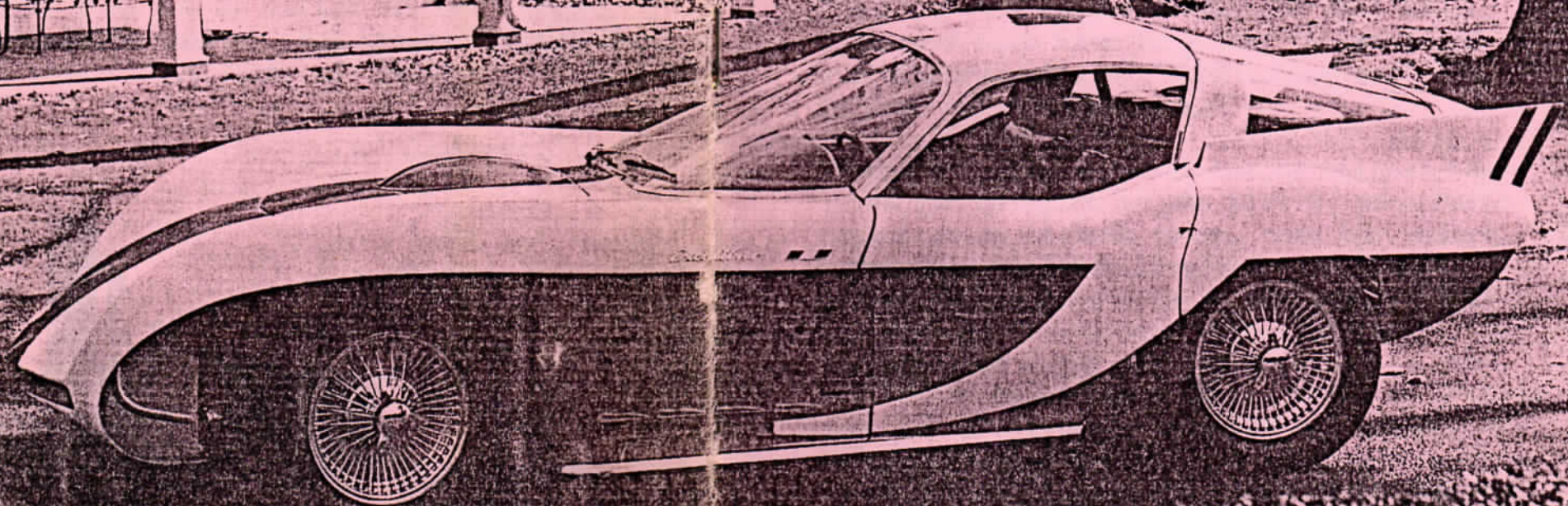
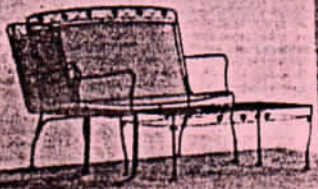




THE SPARK



SAH-Wisconsin Chapter Newsletter No. 2

A letter from the editor

A couple of weeks back I received a letter from one of our members expressing some concern that he hadn't heard anything from the chapter since our last newsletter. He said he was disappointed. We can't blame him. All of us want the organizations we belong to, to be active. And we have every right to expect our directors, and more specifically, our newsletter, to keep us posted on what's happening. The bad news is that my professional obligations have kept me too busy over the past couple months to get a newsletter out. The good news is that here, finally, is a second SPARK, and that your directors have been very busy on behalf of our chapter. See my "What's Happened" further on in this issue.

Before I finish up here, let me suggest that if we are going to be the active, democratic organization we want to be, then the entire membership must get involved. You can't depend on the directors to do it all. What can you do? Correspond with each other. Get to know each other. Write a letter to the newsletter about our chapter. Write an article for the newsletter. When you get the membership applications I will be sending out, show them to your friends and other clubs you belong to. Help us get more members. There's a lot each of us can do. So let's get it on!

Chris

This issue's cover car is Brooks Stevens' Wisconsin built, Excalibur Hawk sports car.

Director's message

Those of you who have been with us through the birthing of the Wisconsin Chapter of the SAH will be glad to hear that we are almost established. We are presently an affiliate of the national Society of Automotive Historians and, as Chris Halla reports elsewhere in this SPARK, we are well down the road to being an affiliate of the Wisconsin State Historical Society.

We all own Chris and John Gunnell of Krause Publications a special vote of thanks for having the idea to form a Wisconsin Chapter of the SAH and for doing a tremendous amount of work to get things started. Chris presently serves as our Secretary and edits the SPARK. The content and design of the SPARK is the work of Chris, and Walter Wray of Argyle and Bob Lichty of Iola.

As with any new organization, we will have to take stock of ourselves and see where our interests and strenghts lie. The list of 189 Wisconsin manufacturers of automobiles was a great start in the area of research. Chris tells me many members had a hand in this, but special thanks is due to Wally Wray, who had already developed an outstanding (and almost complete) list. Many have suggested that we might follow this up with a book on Wisconsin automobiles. Each member should consider what contribution he or she might make to such an effort. If we do a book, one of our biggest problems is going to be

getting pictures, so let Chris know if you have any.

We have tentatively set Friday, February 28, 1980 as the first day of our two-day, mid-winter meeting in Madison. The program will probably include presentations by the staff of the Wisconsin State Historical Society and seminars on historical research and writing, etc. If there is anything that you would like to contribute, or that you think we should include in the program, please let me know about it as soon as possible.

Right now, it is important that we make our existence known to those who share our interests. Each member should be contacting individuals whom he or she thinks may want to join us. If you belong to related organizations, like local car clubs, how about spreading the word there too? Chris will be sending you all a packet of membership applications before too long.

I am sure that we will continue to build on the excellent base that we have and that we will have an organization that is vital in every respect. This means that we will have a depth of membership and a variety of programs that will allow us to make some really significant contributions to the field of automotive history. Its an exciting prospect and I am sure that we are all delighted to be a part of it.



Research column

We don't have anything to put in this column right now, but hopefully the membership will fill it in future issues. The purpose of the research column is to give Wisconsin Chapter members the chance to let other members know what their current research projects are and what areas they could use help in from other members. All you have to do is drop a line to the editor stating what you need. And just for convenience, include your complete name and address at the end of your request. One of the advantages to having our own chapter is the availability of the resources of other members in the same area. Use it. We will run one listing or 100, whatever we get.

What's happened

THE ANNUAL FALL MEETING of the Hershey Region AACA was held on Oct. 6. A number of Wisconsin chapter members attended both the AACA meet and the Society of Automotive Historians annual dinner meeting held the evening of Friday, Oct. 5...Wisconsin Chapter member, Chris Halla, was asked (and accepted) to serve on the Nominations Committee for the next year. He continues to serve on the Bylaws Committee. Wisconsin chapter members who would like to discuss either or both of these committees with Chris are invited to write him...An auction of books and other

objects was held after the SAH dinner to raise money for the organization. Some of us from the Wisconsin Chapter thought this was a pretty good idea and one which we could use ourselves. In the next six weeks or so, we will put together an auction of our own which will be run by mail through the SPARK. If you have something you would like to donate to the Wisconsin Chapter auction, don't send it now, but do send a descriptive note to Chris at the SPARK. (Thanks to Howard Applegate of the SAH for coming up with a super idea and to Matt Joseph for being the first Wisconsin Chapter member to suggest that we use the idea.).....

AS MANY OF YOU know, Krause Publications of Iola recently introduced the publication of The Complete Encyclopedia of Commercial Vehi- cals (available from Krause Publications, 700 E. State St., Iola, WI 54945 for \$29.95 post-paid). The book looks like it's going to be a big success. What many of you will be interested in hearing though is that chapter member, Chet Krause, has not dropped his interest now in such scholarly projects and that he has suggested that the SAH Wisconsin Chapter publish a Complete Encyclopedia of Wisconsin Vehicles. Furthermore, he has generously offered the complete cooperation of KP facilities in producing this volume. What this means is possibly being able to put out a book in the next year that might have otherwise taken who knows how many years to produce...The hardest part of this whole project now is going to be finding the pictures to illustrate the book with. If any

of you have pictures which we could use for the book, please send them to Chris. This will be a not for profit project, so it seems unlikely that we'll be able to pay for contributions, but the personal pride involved in being part of a project like this is worth more than green dollars.....

IMMEDIATELY PRIOR TO THE July meeting of our chapter, the Board of Directors met with Dr. Shelton Stromquist of the Office of Local History, of the Wisconsin State Historical Society and resolved unanimously to propose to the membership a dual affiliation with the WSHS and the SAH. The members were equally unanimous in their acceptance of this resolve. That decision reflects a feeling in the group that we can benefit from affiliation with both groups and make a contribution in helping to write the history of an important industry in Wisconsin...In mid-August there was a Director's meeting in Madison to discuss our progress and to meet again with Shel Stromquist concerning WSHS affiliation. The main emphasis of that meeting was to go over our by-laws with Shel to see that they were compatible with both the SAH and WSHS by-laws... At a recent meeting of the WSHS Board of Curators, we were accepted as a recognized affiliate of the WSHS. The next step is to file papers of Incorporation to the Secretary of State, Division of Corporations, at which we file for non-profit corporation status. Once non-profit status is granted, we will be able to seek out contributions and apply for grants. You will be kept posted on all future developments. Members who would like to see a

copy of our by-laws may obtain one by writing Matt Joseph.....

OUR ARCHIVES COMMITTEE WILL be meeting soon to begin preliminary work in setting up an automotive collection.....

ANOTHER ACTIVITY COMING UP for us soon will be a membership drive. We will begin by sending out news releases to daily and weekly newspapers around the state, as well as club magazines and the hobby press. Matt Joseph has also prepared two radio spots which will run over public radio. Finally, membership applications will be sent out to all members for distribution as they see fit. Obviously, everyone can do their part. So talk it up!...

AS OF JULY 31, 1980, all memberships will become due. From that point on, dues will be due on or before July 31 of each succeeding year...Prior to our meeting in July, 1980 a mail ballot will be taken to elect four directors and three Directors at Large. The four Directors (Director, Associate Director, Secretary and Treasurer) will be elected for a two-year term. Directors at Large will be elected for one, two and three-year terms; thereafter--beginning in 1981--they will all be elected for three-year terms. While it may seem just a bit confusing right now, this rotation will allow for both new blood and continuity in our chapter.....

YOUR BOARD OF DIRECTORS have put their heads together and come up with a tentative time and schedule for our first winter meeting.....

The main activities at the winter meeting will take place in Madison on Friday, February 29 and March 1, 1980. George Tesar has graciously offered to host a cocktail reception at his home for early arrivals on the evening of Thursday, February 28.... Friday, we will begin around 9:30 a.m. with a brief breakfast session at the Wisconsin Center on the campus of the University of Wisconsin. That will be followed by a presentation and discussion with research personnel from the Wisconsin State Historical Society. An informal lunch will be held somewhere on or near the campus. During the afternoon there will be a general session and individual presentations. Friday evening dinner plans are still underway, and we will advise you on those in the next newsletter... Saturday activities will begin with an informal breakfast in the Student Union on campus. From 10 a.m. until noon or thereabouts, small group discussions will be held in the following areas: Automotive History in Wisconsin; Conducting Research on Your Own; and Foreign Makes...Any member who has other suggestions about the meeting or comments on other discussions we might hold, contact Matt Joseph... Plan now to attend this meeting, it might be the most important we will ever have. Housing is available at three different spots on or very near campus where most of our activities will be held. They are: The Madison Inn, 601 Langdon St. (phone: 608-257-4391) with rates ranging from \$22 to \$27 for a single and \$27-\$32 for a double; Town Campus Motel, 441 North Frances (phone: 608-257-4881) where a single is \$19, and a double is \$22; and

Lowell Hall (check with Matt on this one) with single rates of \$18.50 and doubles for \$22. The Concourse is also nearby at slightly higher rates (get their telephone number from Madison information or from Matt). Make your reservations early...An issue of the SPARK prior to the meeting will include complete information on the event as well as a map of Madison and a Madison visitor's guide for night owls and members bringing their families along.....

SEVERAL OF YOU HAVE expressed an interest in the art on the cover of SPARK number 1. Sorry, we forgot to mention who the artist is. Thanks for asking though. His name is Bill Weitenbeck. Bill hails from Oshkosh, but is about to make the move to Denver where he will work, go to school and continue to paint and draw in his own very distinctive style. The drawing we used is from an automotive series Bill is working on called "Event". Future covers will include other work by Wisconsin artists, so if any of you know someone who would like to do a cover for us, put them in touch with Chris. We would be especially interested in art of Wisconsin built vehicles.....

NEW MEMBER, GARY BUSHA has offered to help with the typing and layout of the newsletter. Help is always welcome, so as of the next issue, Gary will be joining Chris in the production of the newsletter. Thanks Gary.....

BOB LICHTY IS CURRENTLY designing Wisconsin Chapter SAH stationary and membership cards.

We will get the cards out as soon as possible and let you know about the availability of stationery. Many of you know Bob and of his accomplishments in the automotive field, but how many of you knew that Bob is also a darn good artist?.....

Some comments on research

During February of this year, I had the pleasure of attending the annual AACA meeting in Philadelphia, but what I found to be of most interest was a seminar on automotive history, put on at the same time as the AACA meeting by the Society of Automotive Historians. The seminar was conducted by SAH President, Frank Robinson, Henry Austin Clark, Dave Brownell, Lou Halverson of the Philadelphia Free Library, Charles Betts, Howard Applegate and the well known automotive artist, John Peckham.

It's been a long time since February, so we aren't going to try to recount the seminar completely. There are, however, a number of items which we thought Wisconsin Chapter members could put to use in their own research. For your information, we list them here.

In the area of researching an old car, Austie Clark suggests we check out Branham's, the ALAM and NACCA handbooks, Heasley's Production Figure Book, Brigham's Serial Number Book, NADA red books, original parts and service

catalogs and Dykes Auto Encyclopedia.

Howard Applegate talked about corporate archives. This is an area all of us can use more information in. When writing to corporate archives, make sure to include your complete name and address, as well as professional affiliations you have. Tell the archivist what you're working on before you ask the question. Archives have rules, know them. Know before hand what services are available from the archives and what the charges are. To help you get the information you need, give the archivist all the data you already have to use as a guide. Don't ignore any part of the archives; corporate minute books, correspondence files, annual reports, labor negotiation files, stock sales and transfers, production records, vehicle pricing files, purchasing records and the records of subsidiary corporations.

John Peckham spoke on government records. He too had a long list of places for the researcher to check; deeds, wills, patents, village clerks, the town hall, county courthouse, maps, family records, inventories, tax records, surveys, incorporation papers, judicial records, patents, trade marks, copyrights and even transcripts of court cases.

Lou Halverson offered several bits of information on dealing with libraries. First of all, have a specific question prepared before you get in touch with the librarian. When you do approach him or her, give them the

whole question at once. Don't give them a little piece of it at a time. Don't beat around the bush. Make it very clear what your problem is. Finally, go to the library prepared.

In addition to those things already mentioned, local newspapers are a good source, so are old magazines. In searching out periodicals and books, ask your local librarian about interlibrary loans. It's a terrific program. Use university libraries and historical societies. Don't overlook the Society of Automotive Engineers.

David Gess of Milwaukee has come up with his own list of automotive history resources in Wisconsin. Check a book titled Historical Resources in Milwaukee Area Archives. There are also a number of State Historical Society guides. Don't ignore local and county historical societies and the local history collections in libraries. The Milwaukee Public Museum has some racing and other old auto pictures, but they are not referenced in any way. The Milwaukee County Historical Society has some old racing pictures from the Vanderbilt Cup races, as well as some from State Fair park.

One last thing, if you call somebody for information, don't reverse the charges. If you're going to visit, make an appointment. If you write, include an SASE.

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Chet Krause	Terry Boyce
John Kress	Bob Lichty

Membership in the Society of Automotive Historians-Wisconsin Chapter is open to all members of the SAH. Memberships are as follows: Individual-\$5; Associate-information and facilities exchange (museums, libraries and other societies only); and Corporate-\$25. You must be a member of the SAH to join the Wisconsin Chapter. Memberships in the national organization are: Individual-\$10; and Corporate-\$20. Dues may be mailed to: Bob Lichty, SAH-Wisconsin Chapter, c/o Krause Publications, 700 E. State St., Iola, WI 54945.

