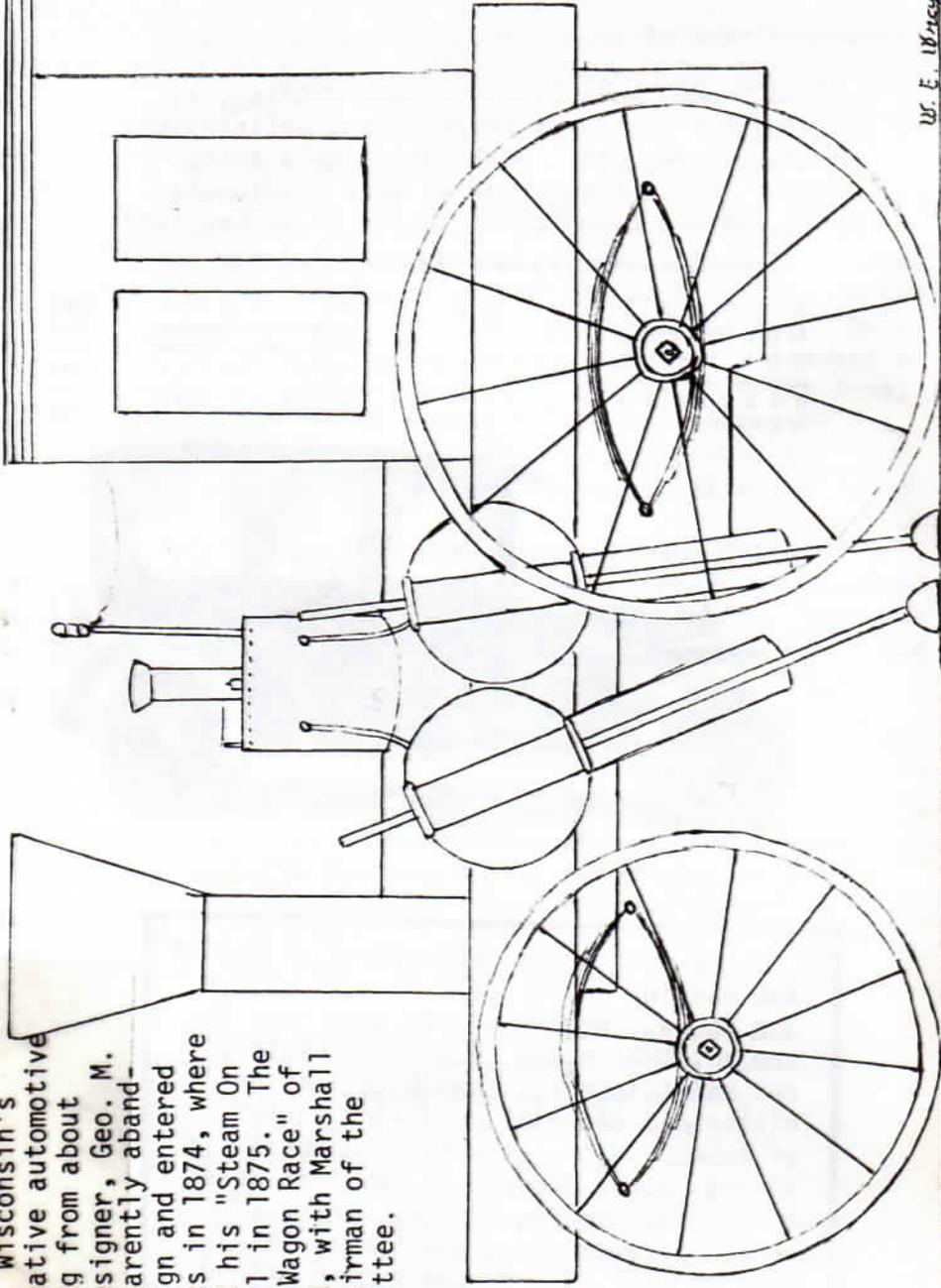
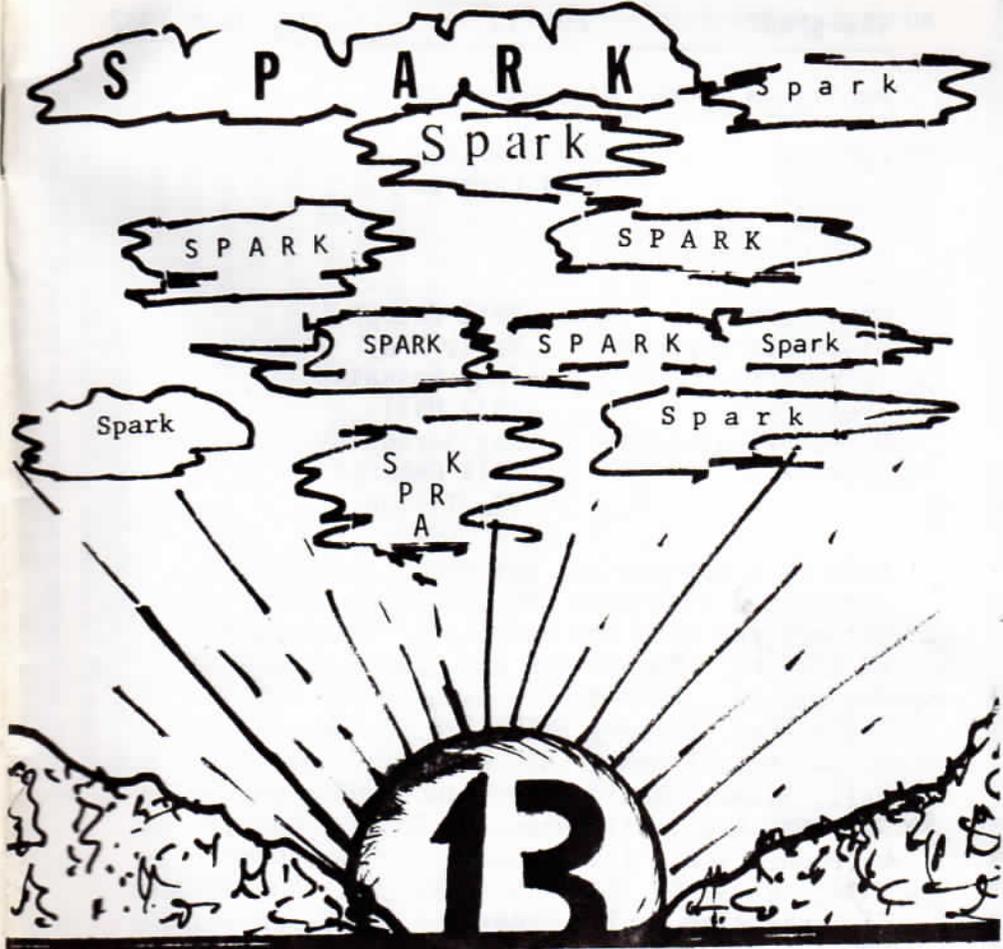


The 'Eureka', Wisconsin's first known native automotive design, dating from about 1870. It's designer, Geo. M. Marshall, apparently abandoned the design and entered state politics in 1874, where he introduced his "Steam On Highways" bill in 1875. The "Great Steam Wagon Race" of 1878 resulted, with Marshall acting as chairman of the judging committee.



W. E. 1875

Redrawn from original drawing.



FIRST CLASS



Robert Gary
 1316 Fourth Ave
 Stevens Point
 Wi 54481

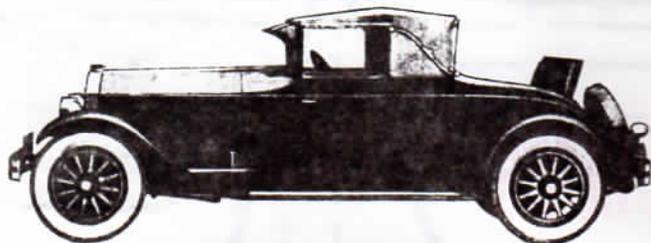
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Bill Cameron

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Director: Matt Joseph
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A LETTER FROM THE NEW EDITOR

Lucky for me that I'm not superstitious, well, not too much anyway! There are a lot of folks who cast a doubtful eye on anything remotely connected with the number 13, a number that, if anything, has always been lucky for me. That's good because, while this is the first issue of SPARK I've had intimate contact with, it's also issue number "13".

Actually, the infamous number has already claimed it's victim. Tim Tilton, my predecessor at the Editor's desk, had his share of troubles during his tenure, including a change of occupational endeavor and address, as did Chris Halla before him. I fervently hope the job isn't cursed as I have no desire to endure a major shakeup in my lifestyle as they have!

In spite of these and other difficulties, Tim was able to put together a file of material for several issues, but due to circumstances beyond his or anybody's control, I'm the one who gets the break. You, of course, benefit in the long run.

I know you've seen apologies before in this column about irregularity of SPARK and promises to do better. What can I say? I repeat the message herewith and sincerely hope it doesn't take on too much of the character of a cliché'. Time will tell. Meanwhile, remember that while I currently have material on hand for the next issue or two, I don't have a magician's hat to pull future material out of.

As anyone who has previously contributed to SPARK knows, we don't pay well. All we offer is seeing your name and prose in print and the knowledge that your contribution broadens fellow member's automotive horizons. That said, this seems like a good place to again issue an appeal to the membership - to you - for contributions.

Please bear in mind that you don't have to be a 'professional writer' to serve up your automotive history knowledge. Unlike writers of fiction, historians can only serve as 'middlemen', and are helpless without facts. While we are naturally primarily concerned in this journal with Wisconsin-built cars, we are all interested in others as well, and within reason will print anything submitted. If you don't feel qualified or don't have time to do the writing, we'll be glad to do that part for you (you'll still get credit), but we NEED the information that only YOU can provide!! This is YOUR organization, YOUR publication, and it can only be as good as YOU make it!! We'll try to do our part, but we can't do it all.

Sorry to drag you through all the same old weeds again, but I felt it needed repeating. We've been lucky to have had the knowledgeable professionalism throughout the first dozen issues. Now that we no longer have that, it's high time we all take the initiative. The same old faces will still be here, to be sure, but there is plenty of room for more. Wish me luck - and help me be lucky - in this new job!



WALLY WRAY

DIRECTOR'S MESSAGE

We're back. We had a bit of a "production problem" with the SPARK for a while--that's why you didn't get it. One editor resigned and his replacement didn't edit. Then Wally Wray and Bill Cameron stepped into the breach and got the job done. Voila, you have a new SPARK before you. We hope that there will be no more gaps in the orderly production of the SPARK.

This issue will reach you in late June, or just before our summer meeting in Iola. At about this time you should also receive a ballot for our 1982 election. Tony Hossain, John Barth and _____ consented to act as a nominating committee and I think that they will do a very good job. Please take some time and make careful selection. This isn't our first election, but since five of the eight Board members are up for election, it is an important one in determining the direction of WSAH in the future. One change that I can guarantee is in the position of WSAH President. I have informed Tony that I will not run for reelection to this office and it is my opinion that no one should hold it for more than one term. Besides, after only a year, a person runs out of excuses for the lateness of the SPARK.

It has been an interesting two years as WSAH President. I think that there have been some real accomplishments and I am proud of these. There have also obviously been some rather serious failings and I worry about these.

The most important accomplishment is that we were able to get together and form an organization that will be around for a long time. Our numbers are sufficient if not impressive and there is a potential for them to grow. We have held regular meetings and have gotten to know each other and I think that we have formed the basis for a vital and effective working group of historians. All of this is good.

On the darker side we have been plagued by problems in keeping some key offices filled. Our recent failure to keep the SPARK coming out on schedule demonstrated that we are still, in some respects, a fragile organization. It also demonstrated the main weakness and main strength of a volunteer society. Such a society will be as good as the commitment of its members--the members will receive from the society in proportion to their

contributions to it. In the case of WSAH there have been a few very dedicated people who have made tremendous efforts to help us succeed. There have also been too many members who have viewed the whole thing as a spectator sport. The reason for the failure of many members to engage in active membership is difficult to determine and it may, in some ultimate sense, be the fault of the officers and Board for failing to motivate these people. In either case, it is not too late for those who have not contributed their efforts to our group. The new President and the new Board will need everyone's contributions as much or more than in the past. Please make their jobs easier and your society better by contributing in any way that you can. Contributions to the SPARK come to mind as particularly needed and important.

One persistent problem that I will bequeath to the next President of the society is that of the Wisconsin Automotive History Project. This project was begun with the best of intentions shortly after the WSAH was organized. It was begun with the optimistic expectation that there would be broad member participation in it. While a few members made enormous efforts to fulfill their commitments to this project, it never really caught on with the majority of members. There followed a period of talking the project to death while ignoring its obvious inability to generate the kind of participation needed for it to succeed. For the last year or so I have felt that this project is like a huge weight on the society because it seems unlikely that it can be successfully completed in the near future. All attempts to schedule it in the past failed and we are now without any deadlines or expectations of completion.

Therefore, while I bequeath the Wisconsin Automotive History Project to the next President of WSAH, I do so with the strong recommendation that it be dealt with in an effective manner. If it really can be completed, I suggest that a schedule be set up for doing so and that this schedule be rigorously adhered to. If it does not look realistically possible to do the job in a reasonable time, I would suggest euthanasia before the project kills the society. There are, after all, many

other worthwhile projects that we could pursue and there is always the possibility of putting the Wisconsin Automotive History Project on a very extended time table for completion at some unspecified date in the future.

While I'm bequeathing things, I should point out that we have a few things that were donated for WSAH for an archive and that need a home. Negotiations with the Wisconsin State Historical Society to provide an archival home never amounted to much, so we are still looking. Present plans call for our archive to be kept in Iola at Krause Publications. If you have any other suggestions please make them known to the new Board.

Well that sums up the odds and ends of the last couple of years. I have alternately enjoyed and regretted being director of the WSAH. At its best it is a congenial society of talented and interesting people and I have looked forward to this best with relish. At its worst, it is a blizzard of paperwork and singed egos and I have looked forward to this with the anticipation reserved for such delights as root canal work. I want to thank the members of the original Board and their replacements for making this thing go. Thanks too to those members who participated and to those who didn't but will shortly. We have spent two years in the process of becoming. I hope that we are and that we will, as a group, triumph and even prevail. Enjoy.

MATT JOSEPH

ASSOCIATE DIRECTOR'S MESSAGE

I guess that it's no great secret that WSAH has had its problems over the last little while. It may be a secret - unintentional - that we have also had some good moments, and definitely have some strengths and victories in our corner. Part

of the problem is that all of the work done by our members is gratis. Sure, you say that sounds fine, but didn't those guys we elected know what they were getting into, and didn't they accept the responsibilities of office before they allowed their names to go on the ballot?

Well, yes, it's all true. Unfortunately, other things must come first - stuff like bringing home the bread every so often! Most of your officers have recently gone through major shakeups in their lifestyle - occupational and otherwise. In my case, the last two-plus months have been sheer hell as I lost my Mother in a tragic accident last March. Since then I've been occupied with all the legal hassles, closing up the house, finding tenants, etc.

I know you've heard the same old rhetoric time after time, but please don't blame any one person too much for WSAH's troubles. You have a fine bunch of people representing you and if the turn-around in my personal luck is representative and can be carried over, then WSAH's future will be looking much brighter in the very near future! We all realize that good intentions pave the road...and can only hope that actions will speak louder than the proverbial words in the coming months. There should be some visible differences in the organization from here on out, and we will value your comments, whether positive or negative.

Actually, there have already been some changes - compare the current list of officers with that of a couple of issues back. Those names not appearing are most definitely NOT in the doghouse - they did a fine job while they held their offices, but circumstances precipitate change. Their replacements are maintaining the same high standards of excellence in service to the chapter.

All of which brings me to the subject of the upcoming elections. I know you've heard this before too, but this year's elections are very important and WSAH needs your vote. Matt Joseph, recognizing the wisdom of the 2-term tradition in politics, has

stated that he will not be a candidate for Director this year. There are other choices to be made as well, and your Board hopes that you will take the time to express yourself in the only way that really counts. While we cannot drive you to the polls, we urge you to cast your ballot.

As I said at the beginning of this message, we've had some problems. I'd like to think that we have learned from the past, surely an attribute of all historians. Yes, we have lost a few members, but we have also gained a few, and the future of WSAH looks bright from my vantage point. I would like to issue an invitation to those who have dropped their membership to rejoin and to take part in what can be our best year yet. Much of the difficult part is over now and we are on very firm ground. Thanks to the excellent leadership we have enjoyed, we have a firmly established association with both the Wisconsin Historical Society and SAH, we have a solid legal base, goals and an ambitious but attainable project well along. It would be a shame if anyone missed out on any of the benefits of WSAH membership.

One of the leading benefits of membership is the excuse - if one is really needed - to attend the annual Krause Pub./Iola Lions car show and chicken feed. WSAH will only claim an hour or two of your time, and we hope you will be there. There is perhaps a special reason to attend this year as several SAH BOD's will be there to talk with us. Your Board believes that WSAH members will find this a most interesting and valuable get-together, and we look forward to seeing you July 10 and 11.

WALLY WRAY

AFTER THE MID-WINTER MEET
FOR SPARK

W. E. WRAY

It's probably a safe bet that when the WSAH winter meet adjourned Saturday afternoon, most members

headed for home. Not so for two of our number, however, as Bill Cameron and Wally Wray headed south to Chicago and the Auto Show.

Arriving at the gates nearly an hour before opening time, we gave our press credentials a try and found ourselves magically transported into a car lovers heaven! Neither one of us had been to a Chicago Auto Show in quite a few years and we quickly noted that they haven't forgotten how to stage a successful event in our absence.

These shows are steeped in the history of the automobile in the U.S. Since the first one in 1901 they have attracted a wide variety of automotive offerings from around the country and, indeed, the world. Except for the WWII years, they have been an annual event and have been repeated successes. The '82 version was no exception.

Automotive historians as a group seem to overlook the present when dealing with automobiles, preferring to look into the dim past. While this is understandable, it is a mistake to be too myopic in our approach to the history of man's most fascinating creation and we, therefore, spent some time observing what the collector of the future will treasure.

Not surprisingly, the emphasis is still solidly on the smaller economy cars, but a glimmer of the old performance image can be detected coming back into the market place. This new generation wear the small car image but with the new, efficient engines and lighter construction, plus a return to unboxy styling, the new breed will be able to hold their own with the old-time muscle car. New approaches to the auto-manufacturing game assure a car in just about any size, performance, economy, and price category that the buyer could hope for.

While the greatest variety of types from single manufacturers is to be found in the domestics, there is plenty of choice for the import buyer too. I was surprised to note the differences in display and marketing strategy evident between the domestics and imports. The foreign makes seemed to opt for maximum crowd exposure, placing a higher percentage of their cars up on elevated ramps, while American cars appeared somewhat lost down at floor level. This placement made them much more accessible for close study, however, and accompanying separate component displays, many animated for illustrative purposes, were also an almost exclusive feature of the American displays.

Companies on both sides of the pond have abandoned much of the razzle-dazzle approach, replacing it with knowledgeable company reps eager to answer questions of an increasingly car-wise public. Such institutions as turntables, spotlights, beautiful models and the glitter and glamour expected by regular show goers remain in profusion, however.

While many spectators are examining the car they hope some day to own, the really popular displays continue to be the unattainably priced antiques and classics, low production specialty replicars, and the show cars. Of these, the specialty and replica type appeared at this year's show in numbers far exceeding their share of the market. Gone is the flashy show car of the past, with Ford the only company to field a variety of concept cars. Without exception, these were all of the econo-box type, and included a 3-wheeler and methane-powered commuter car.

Drawing about equally on the crowd's attention were the competition types, including $\frac{1}{4}$ mile dragsters and circuit racers, and the truly old cars. A trio of 'classic' Thunderbirds, '55-'57 nicely complimented such treasures as '34 Auburn Phaeton, '41 Lincoln Continental Club Coupe, '31 Duesenberg Roadster, '29 Packard and a nice '49

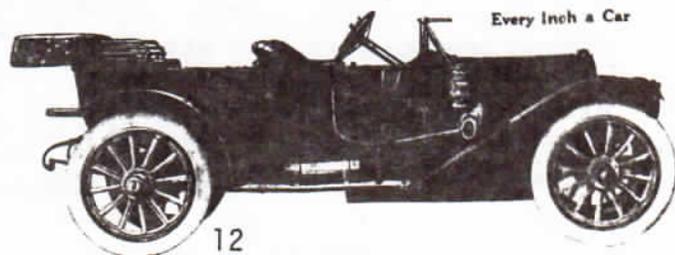
Fraser Manhattan. These last were packed so closely together, however, as to make viewing a bit less than desirable, and the milling crowds struggling for a glimpse precluded taking photos with any real chance of success.

Leaving the Auto Show, we decided to make a side trip to the Museum of Science and Industry to view the collection of antique cars on display. To say we were disappointed is to make an understatement. The laws of preservation have demanded that the cars be hidden behind glass walls which make photography a virtual impossibility. There is much evidence that the move was not taken a moment too soon, however, as in most cases evidence of vandalism is obvious. It is also evident that no expense is being wasted on maintenance - they were all filthy, brass unpolished in ages, etc.

The old street setting does have a couple of non-descript, battered relics available to be climbed over by hordes of children. Craig Breedlove's 'Spirit of America', the jet-powered land speed record car is nicely displayed behind a fence and is accompanied by a thrilling movie of it's record run and subsequent accident.

One car we were very much looking forward to examining was the famed Dymaxion #2 of Buckminster Fuller. This car, the sole survivor of three of it's type, was discovered in the 1960's in Arizona and partially restored. Up until a few years ago it was on semi-permanent display at the Museum of Science and Industry but has vanished. None of the personnel I spoke to could give a clue as to it's whereabouts today.

And so ended a most interesting and rewarding weekend.



Mohs - 1947 present
Mohs Seaplane Corporation
Madison, Wisconsin

By - W. E. WRAY

Bruce Baldwin Mohs is an unusual man, and it can be fairly said that everything he touches reflects, more or less, his flair for the abnormal. That he is a success doing what he does is obvious - he owns a restaurant, a motel, seaplane flying service, an automobile factory and museum, is a licensed automobile and motorcycle manufacturer and is the holder of numerous patents.

It is hard to separate the man and his various enterprises. This is especially true with the automobiles he creates, for much of himself is to be found in each of the models he has built since the age of twelve. He freely admits that the automobiles are, for the most part, an outward expression of several of his patents, and that in building them, he is not afraid to stretch a point to make a point. That customers have not exactly beaten a path to his door is not surprising, nor apparently terribly upsetting to him. Indeed, of the handful of cars he has built to date, very few have found homes away from their place of birth.

Actually, Mohs has been building vehicles since the mid-forties, but his factory in the Madison suburb of Riley did not go into production of 'consumer' cars until the debut of his Ostentatiene Opera Sedan in 1967. By an standards, this one-of-a-kind is one of the most unusual vehicles ever built.

Constructed around an International Travelall chassis and drive train, the three ton, four passenger luxury car is an eye-stopper. Four of Mohs patented pivoting, safety bucket seats adorn the interior, and for added creature comfort, such niceties as deep pile shag carpets, refrigerator and cooking stove are thoughtfully provided. Also included are the necessities of motoring - CB, 24k Gold inlaid walnut dash and stereo AM/FM radio.

Body design is what really sets it apart, though. The slab-sided body panels run unbroken from nose to tail, windshield panels and side windows sweep nearly uninterrupted, providing nearly unbroken 270° vision. A huge pseudo-Classic grille fronts the whole thing. One would be hard pressed to name the single most unusual design concept, but one might well choose the fully cantilevered roof and the swing-up single rear door it provides for. When this is opened, steps slide into place and the effect is totally UFO-like. Of these, only the prototype was built, and can be seen in Mohs' museum, although they are still available on special order.

The second Mohs vehicle offered to the public was the SafariKar. A hard-top convertible, this vehicle is scarcely less iconoclastic, though not so esthetically pleasing. Three of these padded-naugahyde covered vehicles were build and sold - the last bought from Mohs Seaplane Corporation by Bruce B. Mohs himself. Like it's forerunner, SafariKar was based on International chassis and carries out the same general styling themes. Triple safety bucket front seats and rear seats that fold out into beds compliment the interior of these two-door cars.

Mohs' most recent project is a more practical appearing 3-wheel commuter car utilizing aluminum frames, 16 HP Fuji-built Wisconsin engines, and variable speed Salisbury transmissions. Speed and gas mileage are both given as being in the 45-50 range. With today's uncertain fuel situation, it may yet be possible for something to come of this design on a fair sized scale.

One may well question the wisdom of creating such avant garde vehicles in a hard-line business as today's automobile industry. Why does Mohs do it? Besides using the vehicles as a showcase for his patents, he admits it's largely for fun. Apparently the combination of business and pleasure have achieved a happy marriage, for Mohs seems a happy and satisfied man. Few other

automobile manufacturers today can claim as much!

WHAT'S HAPPENING

Believe it or not, WSAH has most definitely NOT rolled up its tent and stolen away. As noted earlier, Tim Tilton had more than his share of problems with SPARK. Your BOD has been busily attacking unglamorous matters in the meantime - stuff that reads with all the majestic beauty of the phone book - but necessary all the same.

Since the last official update, your BOD have met twice; on February 27th at the annual mid-winter meet in Madison and on May 8th in Milwaukee.

Members attending the mid-winter meet took part in open discussion of Chapter business with all seven Board Members. Tony Hossain took a seat as Secretary, replacing Chris Halla, whose obligations elsewhere forced his resignation from office as well as SPARK Editor. Chris assures us that his loyalties to the organization have not diminished, and he will continue to remain an active member.

Matters discussed and acted upon included: formation of a Membership Policy and Philosophy Committee - big words meaning Committee members Phil Hall, Bill Cameron and O. J. Thompto will look into methods of recruiting new members. Phil volunteered to put together an information package for distribution to interested parties. Another Committee composed of John Barth, Bill Cameron and Wally Wray, was formed to look into the how's, where's and when's of the Wisconsin Automotive History Project - our projected encyclopeda.

Further discussion of possible by-laws changes resulted again in agreement with the validity of their content. Tony Hossain, John Barth and Ray Scroggins became the new Nomination Committee, as

it was felt unfair to 'type-cast' previous members. The discount book program has been temporarily shelved, the Education Committee promised to meet before the Iola meeting, and Matt announced that the WSAH Archives will accept donations. Future WSAH BOD meeting dates were set as: Saturday, May 8th - Milwaukee; Saturday, July 10th - Iola; Saturday, October 30th - Madison and Saturday, February 25-26 - Kenosha (1983). Membership participation, as always, is welcome.

Fun aspects of the mid-winter meet included a tour of Les Helgesen's antique car museum in Janesville, several automobile related films and a number of excellent meals. WSAH Archives grew with the generous donation by Joe Hosey of several Thomas B. Jeffery Co. letters, one signed by the well-known and respected Ned Jordan. The high point for many was an informative and entertaining talk by Bill Cameron based on his experiences researching the Cameron automobile. Many of the methods he has used are pertinent to any automotive research effort and members came away enriched by his narrative.

Six Board Members met in Milwaukee on May 8th. Business conducted included approval of WSAH promotional material put together by Phil Hall, plans adopted for the Education Committee to meet prior to Iola, and an encouraging Treasurer's Report (we're \$376.92 to the good). Discussion of the upcoming elections, and a unanimous vote to present proposed by-laws amendments for membership vote on the same ballot were agreed upon. In other action, BOD members approved a motion to remove an unrealistic target date for completion of the History Project. This project is still very much alive, however.

The WSAH booth will once again provide a hand-out at Iola '82 and we hope to have both

a more suitable location on the grounds and an eye-catching attraction to draw the interest of passers-by. A contest is also being initiated - a year free WSAH membership to anyone who adds a new name to the list of Wisconsin-built vehicles and is able to provide documentation.

Greatest visible change was made in the SPARK editorship. Replacing Tim Tilton at the head desk is the infamous duo - Bill Cameron on Graphics and general expertise and Wally Wray pushing the pencil.

THE HITCHING POST

A new feature this issue, and depending on response, a continuing column, The Hitching Post is where you can brag about what you've been up to, what you plan to do, ask for help, information, etc.

Over the nine day run of the Chicago Auto Show, several members put in an appearance. Among those stalking the hallowed halls of McCormick Place were the John Barths, Bill Cameron, Tony Hossain and Wally Wray. Cameron and Wray also stopped in at Chicago's Museum of Science and Industry where they discovered that Dymaxion #2, Buckminster Fuller's dream car of the thirties is no longer in residence. Does anyone know it's present whereabouts?

Wally Wray continues his steam car book project, and still requires photos and literature on a donor or loaner basis. He has also begun construction of a Briggs & Stratton Flyer reproduction and requires the services of someone able to steam bend the wooden seat backs. Never satisfied with two projects when one will do, he is also hot on the trail of any photos, literature, articles, etc., of the Davis 3-wheel car of the late forties. He was recently elected Technical Director of the Davis 3-wheel Club of America and more recently was able to purchase 'Baby', the 1947 Davis prototype. Any

leads will be most appreciated on anything Davis, including the accessory Kimmont disc brakes used on 'Baby'.

Bill Cameron reports that restoration of his 1908 Cameron car is nearing completion, as is the book he is writing on the subject. He can still use any information that can be unearthed though. A recent trip East netted him more insight on the above, as well as a 1915 A. O. Smith Flyer. He's another busy member, having recently presented a talk on automotive history research to his local 'Friends of the Library'. He was also seen shadowing the flea market at the 'April in Rockford' auction in Pecatonica, Illinois.

Other notables attending the same event included Bob Lichty and Ken Buttolph, representing Krause Pub., Wally Wray and John Conde. Wray was in company with Dorothy Legler, Assoc. Editor for the United Telequipment Corporation's weekly magazine, GOING PLACES, and was quoted several times in her article appearing in the May 14 '82 issue.

Earl Tramburg reports that his recently restored '26 Pontiac landau coupe started easily in the cold weather this past winter and is being driven regularly. Let's hope it runs as well now that the warm weather is here!

Rumors from Bear Creek have it that Don Leubke is working on several of his favorite research projects, but is experiencing difficulties obtaining info on Germany's Karmann Coachworks, and is also seeking records of VW's development of the water-cooled front drive cars. Anything that finds it's way to Bear Creek, Wisconsin 54922, will be most appreciated.

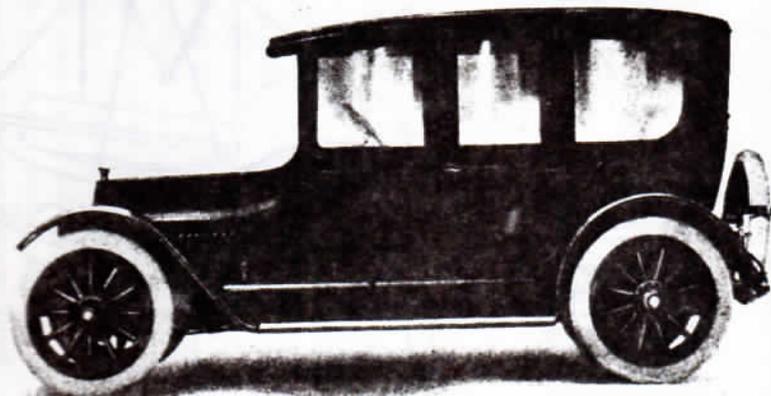
Our Director is always looking for information on the relationship between Henry Ford and the Lelands. Matt would appreciate any leads in

this direction.

John Conde, well known to many WSAHers, is looking for photos of celebrities, politicians, manufacturers, etc., with cars. He's doing another book and requires as many previously published and unpublished photos as he can find.

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It is with great sorrow that we report the passing on May 29th of WSAH member, Joe Hosey. He had a life-long love for the automobile and automotive history and maintained a sizeable collection of historical material on a wide variety of makes. With retirement on April 1st, he had looked forward to devoting more time to automotive history, and was recently researching the Staver-Chicago cars of 1907-14. He was a good friend to many in WSAH and will be greatly missed.