Reports, with all those valuable and often humorous auto tests, for just 50¢. And as I was walking out the door, I spotted a laundry basket full of Sports Car Graphics, Motor Trends and Car and Drivers from the mid and late Sixties. I asked the lady in charge how much she wanted for them and she said, "Oh, those old things. Nobody wanted 'em so you can have them for free if you want." She thought I was crazy but I took every one.

Used book sales are also excellent places to find back issues of <u>Time</u>, <u>Life</u> and <u>Look</u>. <u>National</u> <u>Geographic</u> generally runs about \$1 for 12 issues.

So, if you're a collector/researcher on a budget, don't despair. A 25¢ magazine published in 1948 could very well be a more valuable reference than a \$25 marque history written in 1984. And your local library may be a terrific place to spend a rainy Saturday afternoon.





Director's Message

To paraphrase Prairie Home Companion's "It's been a quiet week in Lake Wobegon," not much has happened since my last report to our members, prospective members and guests. The Board of Directors met in Wausau on November 10th, 1984 some 58 minutes before the Schuette No Reserve Auction of Old, Revered, Restored and Restorable Automobiles and Related Mobile Objects; Snow Sleds, Cutters, Covered Wagons, Tractors and a Rolls Royce Aviation Engine Powered Race Car Sans Body.

The total attendance at the BOD meeting was seven, including two regular members and one guest. The highlight of the meeting was Bob Lichty's report on the response to the questionnaire sent along with SPARK 20, the results of which are covered in this issue. Of equal interest was word from treasurer Bob Gary that his inquiries into bank charges for small accounts such as ours resulted in a switch to a more liberal bank, which greatly reduces our maintenance charges.

You may have noted that my office is now referred to as Director/President whereas the office was formerly referred to as President. Here's how this confusion comes about. The State Historical Society (with which we are closely affiliated) uses the term President when referring to its many local satellite bodies. On the other hand, National Headquarters of the Society of Automotive Historians (with which we are equally closely affiliated) insists on calling the head of its local affiliated chapters Director. This can be of considerable importance when you have a quiet week in Lake Wobegon and several alternatives to the eventual solution of this dilemma exist such as: In odd years you will

be called President - even years, Director. Or, refer to the title as Presitor or even Direcident. We feel that this is one of the more important items to be settled and hope we can hear from all of you.

HOLIDAY WISHES to ALL.

Your Resident President or your chapter director,

Bill Cameron



Associate Director's Last Writes

I am sorry to announce that I will have to resign my post as Associate Director of the Wisconsin Chapter of the Society of Automotive Historians due to the fact I will be moving to Carlisle, Pennsylvania around the first of the year. I will be joining Chip and Bill Miller, promoters of the giant Carlisle swap meets. I will be handling advertising, promotions, publications and public relations for the firm. Rather than try to hold my WSAH slot from a distance. I would like to see it turned over to a Wisconsin member. We have many members who could do a good job. I plan to continue my membership in WSAH and want to keep in touch with the many friends I have made here. I am looking forward to living in a part of the country that is a mecca for old car buffs. I will be glad to help any WSAH member with plans when attending Carlisle shows or the big Hershey meet nearby. Thanks for a lot of good times and good car talk. In the future, you can reach me at The Flea Marketeers, 1000 Bryn Mawr Road, Carlisle, PA 17022.

Bob Lichty



Secretary's Report

The Wisconsin Chapter of the Society of Automotive Historians held its Fall Board of Director's meeting November 10th, 1984 in conjunction with The Schuette No-Reserve Auction at the Wausau Homes Transportation Center in Wausau. Those attending the open meeting included Bill Cameron, Bob Gary, Matt Joseph, Bob Lichty, Ken Nimocks, Ken Knauf and prospective member Bob Wink. Ken Nimocks agreed to act as secretary in the absence of Ray Scroggins.

Director/President Bill Cameron called the meeting to order shortly after 10:00 am. The minutes from the July meeting were approved as written in SPARK 20. Copies of the Treasurer's Report were distributed and explained by Treasurer Bob Gary. Bob commended his predecessor, Phil Hall, for his effort in structuring the Chapter's treasury. A high point of the report was the considerable savings in maintenance fees realized by changing banks. The need for adding more corporate members was discussed and suggestions were made for specific contacts. A current balance of \$82.55 and a paid membership of 30 individuals and two corporations were reported and a motion was carried to accept the Treasurer's Report.

Most of the new business conducted was in the form of suggestions, questions, and discussion. It was suggested that there be more lead time for meeting notices and that a reminder be published regarding the membership dues cut-off date of July 31st. Bob Gary responded to a question of the Chapter's obligation to report

to the IRS by producing a letter stating exemption from both state and federal taxes, while Matt Joseph responded to a question of the obligation to attend the Wisconsin Historical Society meeting by stating that the Chapter needs only to file an annual report form.

Bill Cameron noted that no report was received from the Editorial Board, however several letters were received from members unable to attend the meeting and these were shared with those present. Bill also reported the death of member Jim Goulding.

Bob Lichty told of the good response he has had to his survey included with SPARK 20, then led a discussion on fund raising activities suggested in a letter from Chris Halla. The pros and cons of those ideas—a mail auction, a swap booth at Iola, and an auction at Iola—as well as Matt's idea for low cost classified ads in SPARK for literature and memorabilia were hashed over, with the result that the ideas be tabled for consideration at the next board meeting.

Matt Joseph reported on the National SAH meeting and noted that the Wisconsin Chapter is viewed as very successful by the National. He also told of a suggestion by Ray Scroggins to create a resource directory to the automotive hobby in Wisconsin to be sold for fund raising. Following Matt's lead, those present unanimously agreed to give a special thanks to Chris Halla for his excellent effort on SPARK 20 and to Bob Gary for his very impressive work with the treasury.

The meeting was adjourned shortly before 11:00 am, just in time for the start of the auction. The wind was violent and cold (yes, it was held inside), the

exhaust fumes were choking (when the cold, violent wind wasn't blowing through an open door!), and the Rolls-Royce aircraft engine was ear-splitting, but the cars were great and the auctioneers entertaining.

Respectfully submitted
Ken Nimocks



Notes on the Survey

Following this note you will find the results from the first ever WSAH membership survey. The results are not surprising, but help define who and what we are. We had an excellent response, including many out-of-state replies.

Our average/median member is a 54 year old male whose interest is in automotive literature and has done some professional writing (if only as a hobby). He has 1.9 collector cars of 1938 vintage. His favorite car is a Ford and he reads Old Cars Weekly and Cars & Parts.

The primary reason he belongs to WSAH is for the contact and intellectual exchange between people of like interests. His second reason is to receive the SPARK. What he expects and receives from WSAH is more of the same. When asked what our goals should be, persuit of Wisconsin Automotive History heads his list.

Why does he belong to the national SAH? Well, pretty much the same reason he would belong to WSAH, except that it has a broader scope.

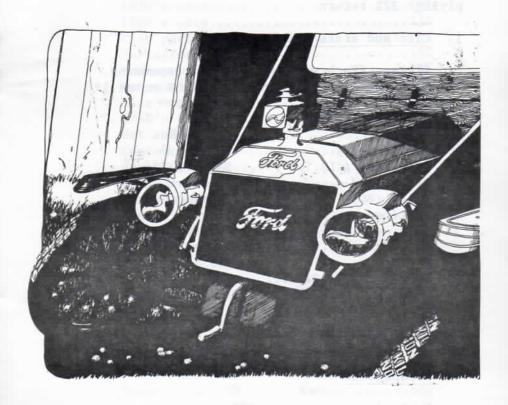
Here's a controversial area that is surprisingly not controversial. The majority of members think dues, both national and local, are just right. WSAH dues are even considered too low by many.

The majority are willing to work to make WSAH a better place to hob nob and pursue historical interests. However, many of those responding are already officers.

So what can we conclude from this? Just keep going

at what we do, pitch in for the group effort, and let's all give Chris a hand with the SPARK.

Bob Lichty



Survey Results

This survey was inserted into the Fall edition of the SPARK to profile members on the direction the organization should take.

Approx. 50 SPARKS were mailed with 16 members replying: 32% return.

1. City and state represented:

Cities (Each with one member responding.
All are Wisconsin unless noted.):

Ann Arbor (MI) Oconto Appleton Oshkosh Addison (IL) Minocqua Belvedere (IL) River Hills Brookfield Rockford (IL) Delta (BC) Stevens Point Hartford Sparta Iola Yardley (PA)

- 2. Average Age: 54
- 3. All respondents were male.

4. Occupations:

Retired	٠.			.25%
Education				.19%
Writing/Publish	in	g		.19%
Miscellaneous				.36%

5. Common areas or interest:

Li	itera	tur	ce.														. 2	5%
	ito R																	
19	950's	ca	ırs														.1	9%
Ot	scur	e n	nak	es													.1	.8%
19	20's	ca	ırs														.1	.3%
19	30's	Ca	irs														.1	3%
19	960's	ca	ırs				٠.										.1	3%
	igh p																	
	ords/																	
	ndust																	
	itomo																	
	ire e																	
19	940's	ca	ars															6%
	ot ro																	
	ston																	
	ickup																	
	erced																	
	iscor																	
	dsel.																	
	uto a																	
S	ocial	i	mpa	ct	0	fa	ut	0.										6%
T	001	:01	lec	ti	ng												•	6%
	ritir																	
	intag																	
	rucks																	
Pı	ublis	she	d w	or	ks													
N	one			. 2	5%				В	00	ks	3.					6	68%
I	n the	e f	011	.ow	in	g I	oul	1:	ic	at	ic	n	s:					
_	ld Ca	ars	We	ek	1у												:	25%
0			200						1	11	-		CT					109
C	lub p	oub.	lic	at	io	ns	iı	nc.	Lu	a1	,112	5	51	Al	KK.	•		19%
C	lub p ar Ex																	

	Cars & Parts13%			Car Review13%	
				Hot Rod13%	
	Other publications members have had articles			Model T Times13%	
	appear in:			Vintage Ford	
	Minutes stocks and the second second			Car Collector13%	
	Car Review Rod Action				
	Rod & Custom Trade Journals				
	Hot Rod Automobile Quarterly		9.	Why do you belong to WSAH?	
	Collectible Automobile				
	COTTECTIBLE AUCOMOBILE	*		To have contact and interaction with	
				others who have similar automotive,	
7	Callantan ann ann 1	1		writing and historical interests	56 25%
7.	Collector cars owned:			willing and mistorical interests	30.23%
	None19%	-		To receive SPARK	25.00%
	Mindle-Frankers business beautiful http://www.mindle-frankers.com/			topic first Landle	
	Average age car owned1938			Specific interest in Wisconsin auto	10 750
	Number of collector cars owned 1.9			history	18.75%
	Makes of cars owned:			Charter member	12.50%
	Ford44%			To gain automotive knowledge	12.50%
	Packard38%				
	Lincoln31%			Don't know	12.50%
	Edsel19%				
	Cameron, Chevrolet, Citroen, Dodge, Kissel,				
	Marmon, Mazda, MG, Plymouth, Shelby and Smith		10.	What do you expect from WSAH?	
	Flyer each got one vote.				
	rijer eden got one vote.			Comradeship	37.50%
				Exchange of information	
8.	Publications you receive:			A quality newsletter	
0.	rubilcations you receive.			Additional automotive knowledge	
	014 Come World-1-			Help in developing writing skills	10.75%
	Old Cars Weekly81%			and career	12 50%
	Cars & Parts62%			and career	12.50%
	Hemmings50%	4			
	Special Interest Autos38%		11	What should the seals of MOAN 1-0	
	Antique Automobile		11.	What should the goals of WSAH be?	
	Collectible Automobile19%				
	Automobile Quarterly19%			Pursue Wisconsin automotive	
	Road & Track19%			history	25.00%

	Research and publish automotive
	history 18.75%
	Don't know 18.75%
	Intellectual exchange 12.50%
	Build membership
	Help each other's interests 12.50%
12.	WSAH dues:
	Too low32% Just right75%
	Too high 0%
13.	National SAH dues:
	Too low 6.25% Just right 62.50% Too high25%
14.	Why do you belong to National SAH?
	For the exchange of historical informa-
	tion 31.25%
	To receive publications from SAH 25.00%
	Because it is required as part of WSAH
	membership 12.50%
	Comradeship 12.50%
	To develop automotive historical
	interests
15.	Are you willing to assume a role in making

the club more ac	tive?	
Yes68.75%	No25%	Maybe6.25%
If so, what woul	d you be will	ing to do?
Hold an officers		
Host a meeting		18.75%
Contribute to th	e SPARK	12.50%
Do research for projects		



AUTOMOTIVE HISTORY

IT'S ALL AROUND US

by Tony Hossain

We don't have to live next door to the Detroit Public Library or travel to every automotive flea market with a wallet full of cash to pursue our hobby. We don't have to write ho-hum histories when the facts we need to make our writing sparkle may be as close as the nearest library. My own area of special interest is the post-war American auto industry, and I'd like to share some sources that I've found valuable. Sources that are too often overlooked.

Remember those big green books in the reference section of your local library? Those dusty volumes are The Reader's Guide to Periodical Literature. Pick your era, look up "Automobiles," and you'll find a goldmine of magazine and newspaper story listings. Many car related articles have appeared in places I'd never thought to look, and most libraries carry a good selection of popular magazines, in bound volumes or on microfilm. Many libraries also carry bound indexes for The Wall Street Journal and The New York Times. And if you're lucky, they'll have back issues on microfilm. Both of these daily newspapers have covered the auto industry extensively through the years, and they make good sources. For example, Corvair buffs may be interested in knowing that the safety of the rear engined car was a subject of lively debate in the fall of 1959, six years before Ralph Nader's book hit the best seller list.

Most city libraries will keep bound copies of Business Week, Time, Newsweek and U.S. News and World Report. Cover stories have featured Lee Iacocca and his Mustang, Ed Cole and the 1960 Corvair, the 1953 Studebaker and the Edsel, just to name a few. Harlow Curtice, GM's colorful president in the Fifties, was Time's Man of the Year for 1955. Fortune, a particularly lavish business monthly in the Thirties and Forties, offered in-depth coverage of the auto industry. Reaching out to a well-heeled readership, it also carried advertising for all the great American classic cars. Any library worth its salt stocks Life and Look, and both these magazines ran new car issues each fall. And almost every issue was loaded with auto ads. Saturday Evening Post also carried many, many pages of auto advertising through the years. Along with the adventures of Alexander Botts. they were probably the magazine's only redeeming value.

Libraries are fun, but the magazines aren't for sale. If you want to add to your literature collection, the easy way is to contact swap meet vendors and dealers who advertise in nationally circulated hobby publications, but you'll pay dearly for the materials you need. There will be times when you'll have no choice, but it's no fun paying \$1 or \$2 for a single ad. So do what the dealers do: Read the local newspaper, ask around, and find out when libraries and civic organizations have their used book sales. I've been frequenting these for the past few years, and I've found some terrific bargains along the way. Within the last two months, I've purchased a complete set of Fortune, from 1930 to 1942 ... for \$50. I also acquired a box of Sixties era Consumer