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Secretary.....	Ken Knauf (1989)
Treasurer.....	Bob Gary (1989)
Directors-at-Large.....	Matt Joseph (1990) Gene Wendt (1989) Phil Hall (1988)

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EDITORIAL NOTES

CONGRATULATIONS! No less than 100% of WSAH membership failed to comment in any way, shape or form to the list of Wisconsin Built Vehicles printed in the last issue of SPARK. It must have been that summer was just a bit too busy without adding yet one more thing to do. Oh well, maybe now that summer's over you'll have a chance to review the Wisconsin Built list. I hope so. We're all counting on each other to develop as complete and accurate a list as possible. I can't do it alone.

* * *

And CONGRATULATIONS too (more seriously) for being part of an organization that is about to enter its 10th year. Amazing! On February 3, 1988 WSAH will be nine years old. In October of 1978 John Gunnell and your editor set the chapter formation in process at the annual SAH banquet. In the months that followed we sought out the support, advice and opinions of others who might be interested in forming a Wisconsin Chapter. By the end of the year we had generated enough interest to take the next step, and on February 3, 1979 our first organizational meeting was held. That is the point from which we mark the official founding of the Wisconsin Chapter SAH--WSAH.

Beginning with the first 1988 issue of SPARK we will be talking about our brief history, our achievements thus far and reprinting some of the many articles we have run since SPARK #1. In this issue we will run an index of past issues in the hope that you will let us know what you would most like to see repeated or expanded upon.

This would also be a good time to contribute an article, a story, a poem, an opinion. It would be a good time to consider what WSAH should do and where it should be done in the next 10 years. It would be a good time for me and the rest of the old farts who have run this thing from the beginning to be replaced by a new regime of active, caring others; new members as well as old members who have either never taken an active part or were once active but have since dropped out. Personally, I think this is also the time to bring back every "lost" member, secure the support of every auto or auto hobby related business in the state. Wouldn't it be nice to see total membership at 100 or more with at least 50 of those members truly active?

Finally, start thinking now about what you would like to see in our BIG 10th Anniversary SPARK! (I haven't had the BOD's approval yet, and the money is nowhere near in hand, but if we can come up with the right stuff)

Chris Halla

The year 1988 marks, I believe, the beginning of the tenth anniversary of the Wisconsin Chapter of SAH. We've come a long way in these past nine years, made considerable progress in some directions, lost ground in others. Many of our original members have moved away or for some other reason dropped out only to be offset by a very substantial number of enthusiastic new friends.

Through the devotion and ingenuity of our first and now current editor of SPARK, Chris Halla, we've published 30 issues, all of which contain articles of lasting value in the field of automotive history. Through SPARK we've kindled and kept alive a more than passive interest in the contributions made by Wisconsin pioneer manufacturers to the present day success of locomotion by internal combustion. As an organization we've established some ambitious goals--a published history of Wisconsin built automobiles for instance, (which still remains an unreached goal) all the way to plans for establishing a separate automotive archive at Wisconsin's Historical Society Library. Although these latter plans are still pending, our growing collection of archival material is in the safe hands of Matt Joseph.

So let's give ourselves a pat on the back and a kick in the pants as we begin our tenth year and continue our pursuit of desirable goals.

Bill Cameron

WSAH IOLA MEETING

The summer meeting of the WSAH was opened on July 11, 1987, at 2:02 pm by Bill Cameron. The site was our swap space on "manufacturers row" at Iola, Wis., under very threatening skies.

Minutes from the last meeting were read by Ken Nimocks and approved. Bob Gary's Treasurer's report as of July 1, 1987, shows a balance of \$686 with 1987 dues still coming in. Sales of literature at the Iola swap booth amounted to \$50.00. A motion was made by Bob Gary to donate the unsold magazines to the Veterans' Hospital at King: Motion carried. It was noted that the major expense of the WSAH is the \$400 per year cost of the SPARK.

Matt Joseph commented on the Editorial Board; the majority approved his comments.

Bob Gray will head the nominating committee for 1988-1989.

The Osceola Historic Literature Swap Event scheduled for September 12 is enthusiastically supported by the National Society of Automotive Historians. Matt Joseph described the event and the fact that Tom Warth is no longer sole owner of Classic Motorbooks. He felt we could risk a cash loss in 1987. A more intensive mailing within a 300 mile radius should help us to give this a good effort. It is felt the management team at Classic Motorbooks will want this "Wheels and Wings" event to be a good one, or discontinue it. Last year several trips were required to set this up, but sales netted \$105. The \$39 expense for chairs and tables, and only half of the

18 vendors preregistering, were problems WSAH had.

Matt Joseph moved to award a \$50 bonus at this time to Chris Halla because the SPARK runs about \$20 short each issue.

Wally Wray asked if WSAH would meet at the Hartford show this summer. Bill Cameron said we should all support that show, but we have two meetings a year, at Iola and at Brook Stevens. Bob Gary proposed a winter meeting at Hartford, also mentioning FWD and Pierce as meeting places. President Cameron asked for a consensus on Hartford. No objections.

Matt Joseph congratulated our president, Bill Cameron, and a hearty round of applause was given for his year of accomplishment as WSAH president.

Meeting adjourned after torrential rains and gale winds at 3:00 pm.

Ken Knauf
July 1987

WSAH OSCEOLA LITERATURE SWAP

Word sent from Bill Cameron on September 15 has it that the September 12 "Osceola literature swap meet was very successful--good weather, large tent, good crowd, eight literature vendors." According to Bill, "our chapter took in a couple hundred dollars, mostly through the hard work of Bob Gary!"

As members will recall, this is the second year we

have put on the Historic Literature Swap Event in conjunction with the Classic Motorbooks/Motorbooks International Wheels & Wings automotive and aviation meet. Under-tent spaces were available at \$20, with outside spaces going for \$15.

It is our hope to run a complete report on the Osceola event in the next SPARK. At that time we may also be able to report further on the chances of holding a third edition of the event. If you have suggestions or comments on the subject, let's hear them.

THE AUTOMOBILE IN AMERICAN LIFE

(EDITOR'S NOTE: November 6, 1987 will be a memorable day in the preservation--to say nothing of the presentation--of automotive history. On that day Henry Ford Museum will open its new automobile exhibit. While the event is obviously not a Wisconsin oriented one, its importance is clear, and most worthy of mention in these pages. WSAH members who have not had the opportunity to visit Henry Ford Museum and Greenfield Village should find the new exhibit an excellent excuse to do so. A recent news release follows to provide some background on the exhibit. Additional information may be obtained by writing: Henry Ford Museum & Greenfield Village, P.O. Box 1970, Dearborn, MI 48121. CH.)

The impact of the automobile on America, producing some of the most significant changes in the 20th century, is the theme of an expanded, new exhibi-

tion opening in the fall of 1987 at Henry Ford Museum, Dearborn, MI.

"The Automobile In American Life" involves the complete redo of nearly half of the museum, and will show how the car has been the greatest single force in shaping the way we work, play and conduct our daily lives. The \$6 million, 60,000 square foot exhibition will replace the museum's current car exhibit which has remained relatively unchanged since the museum opened. It will be funded through a variety of sources. Although work began almost a year ago, automobiles remained on exhibit throughout the exhibition's construction.

In announcing the plans for the new exhibition, museum president Harold K. Skramstad said, "Our intention is to make the automotive story more interesting and appealing to our visitors. The new exhibition will allow us to fill in key gaps in our collection, and deal with the automotive experience in a much broader context than before. Numerous additions, ranging from full-size buildings to video presentations, will significantly enlarge a collection that is already one of the most comprehensive in the world.

"In addition, we know a lot more about conservation of artifacts than we did when the museum was built. The new exhibition will enable us to correct some deficiencies in our physical plant, and better preserve the auto collection for future generations to enjoy."

After a national search, Albert H. Woods Associates, Inc. of New York City, was chosen to direct the

master planning and exhibition design. Among the firm's projects have been an energy exhibition at EPCOT Center; the American Exhibition at the 1982 World's Fair in Knoxville, TN, and an IBM-sponsored exhibit at the Museum of Science and Industry, Chicago. The exhibition honorary advisory committee is comprised of Bennett E. Bidwell, vice chairman, Chrysler Corporation; W.R.F. Bodack, president, Mercedes-Benz of North America, Inc.; Joseph E. Cappy, president and chief executive officer, American Motors Corporation; Shoichiro Irimajiri, president, Honda of America Manufacturing, Inc.; Hisao Kaide, president, Mazda North America, Inc.; F. James McDonald, president, General Motors Corporation; Donald E. Petersen, chairman, Ford Motor Company; Noel Philips, president, Volkswagen of America, Inc.; Marvin T. Runyon, president and chief executive officer, Nissan Motor Manufacturing Corporation, U.S.A., and Yukiyasu Togo, president, Toyota Motor Sales, U.S.A., Inc. Included among consultants on the exhibition is prominent automotive historian George S. May, who was recently appointed John & Horace Dodge curator of American automotive history. This, the first endowed curatorship in the museum's history, was made possible by a grant from the Matilda R. Wilson Fund.

The exhibition will be organized around six themes: The Automobile as American Symbol; The Automotive Landscape; Getting Away From It All; Evolution of the Automobile and Its Industry; Designing the Automobile; and Advertising and Promoting the Automobile.

To Americans the automobile represents not only a

practical machine but also a cultural symbol--an expression of ambitions, dreams and desires. The Ford Model T--the car that put the nation on wheels--a symbol of individual freedom of mobility; the Stutz Bearcat, the archetype of youth; Walter Chrysler's custom-built Chrysler, symbol of success; the Bugatti Royale, epitome of style; the Pontiac GTO, symbol of power, and a customized car of the early Fifties, the expression of individuality in an automotive culture, will illustrate the automobile's symbolic qualities.

The car also is a key agent for change in our environment. It has caused us to change our landscapes and cityscapes; taken us off farms, out of cities and into the suburbs; changed how we earn and spend money, and entertain and feed ourselves. Visitors will move into the exhibition by way of a broad avenue fronting actual examples of roadside architecture. For example, they will be able to enter a 1946 diner, listen to the jukebox, read the menu and marvel at the prices. Parked outside will be cars of the period.

Pulled up at the pumps of a Forties Texaco service station, moved to the museum from Massachusetts, will be autos of that period. A 1939 Texaco tank truck will be delivering fuel. Inside the station, there will be displays of many car products and memorabilia, from fan belts and maps to a cigarette machine and car polish. Nearby, a filling station from the Twenties will serve as a reminder of the day when every driver had to be an intrepid mechanic.

Next door a sign will beckon the passing visitor to

see an early tourist cottage offering steam heat and other "modern" amenities. A Holiday Inn motel room from the early Sixties will bring the story of roadside lodging up to the present era. Across the street will stand a drive-in theater where visitors can sit in automobile seats and watch film clips and newsreels that document the changing ways in which the car has been presented by the media. Interspersed with the architectural artifacts will be an array of signs, photographs and other original graphics materials, dramatically showing the way the automobile has transformed the American landscape.

The automobile has opened up new realms of experience for Americans, allowing them the mobility to discover new places and do new things with their leisure time. In the exhibition a side road will lead away from the main exhibit thoroughfare and wind back into a grove of trees. Visitors moving along a boardwalk into a camping area will see a variety of vehicles, spanning several decades, parked with camping gear set up. Included will be a VW Westfalia camper, an Airstream trailer and an early camp truck, complete with the equipment used. Also included in this section will be an unusual collection of travel diaries, books, magazines, catalogs, letters, postcards and motion picture clips that show how people have used their cars. A montage of large-scale tourism scenes will serve as a backdrop for a collection of snapshots presenting a nostalgic album of automobile travel experiences from the past.

Nearby will be a number of vehicles that have one thing in common: fun. They will include a late

Forties British sports car of the type WWII servicemen brought home; a 1955 Corvette, America's pioneering modern production sports car; a 1929 Packard roadster, the sporty car of the decade; a 1951 Crosley Hot Shot, built as an inexpensive American fun car; a Fifties hot rod, an important symbol of motorized youth; and an early Soap Box Derby racer. There will even be a pair of motorized roller skates and an early snowmobile. The spirit of fun associated with these and other vehicles in this section will be highlighted through the use of still and motion picture images showing them in action.

Next in the exhibition visitors will see the evolution of the automobile as presented in the context of the industry it created. It will be apparent that cars emerged from the bicycle and carriage industries, and that there were basic forms that evolved into the automobile we know today. How the industry changed from individual custom production of a few cars for the wealthy, to the proliferation of high-volume production companies, to the eventual emergence of a few large manufacturers also will be shown, as will the recent globalization of the industry resulting in the dramatic rise of imported cars from Europe and Japan.

The earliest horseless carriages evolved from an existing horse drawn buggy form. This proved unworkable, and soon the automobile took on its own logical form--developed out of available technology, in response to consumer demand. A group of cars will illustrate the basic body types: open car, touring car and convertible.

The exhibition will go on to explain the emergence

of a self-conscious design of the American automobile, which resulted from major car companies taking the lead from custom body builders and entrusting the look of cars to professional designers. Visitors will be able to select videos in which designers describe their work.

There will also be examples of special tools and techniques used by the automotive designer. Sketches and renderings, full-size illustrations and models will explore the three-dimensional form of the car. Present day, state-of-the-art automobile design, from computer applications to the use of wind tunnels to test aerodynamics, also will be shown.

Throughout its history the automobile has been the subject of a variety of advertising and promotional appeals. A series of billboards will call attention to the evolution of advertising techniques used to sell cars. Between the billboards mini-theaters will present film and radio advertisements, and modern television ads.

The durability, demonstrations, premiums and giveaways, auto shows, world's fairs, and company sponsored races that promoted automobiles will be explored using cars that participated in promotional events, a collection of trophies, premiums and giveaways, and documentary films of early races and stunts, such as the Vanderbilt Cup race, the race up Mount Washington, and the Glidden Tours.

"The Automobile In American Life" exhibition is Phase I of a two-phase redo of the museum's world renowned transportation collection. Phase II,

which will begin as funds become available, will involve the aviation, rail and commercial vehicle collections, and will address the themes of "Moving People and Goods" and "Breaking Barriers of Time and Space."

Henry Ford Museum & Greenfield Village is an independent, nonprofit, educational institution that is supported primarily by admissions, revenues from visitor services, and contributions, and is not connected with the Ford Motor Company or the Ford Foundation.

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