

Featured Museum: The Pioneer Auto Museum & Prairie Town

Traveling from the east, as I did in 1995, you will find plenty of billboards along Interstate 90 extolling the wonders of the Pioneer Auto & Antique Town in Murdo, South Dakota. One of the "seven wonders" of that state; I actually spent more time in Murdo than in the Badlands, at Mount Rushmore, the Corn Palace, the Crazy Horse Monument, or even the Casinos in Deadwood. Featuring forty-two buildings filled to the brim with nostalgia, vintage vehicles, player pianos, turn-of-the-century fashions (that would be the twentieth century), antique toys, glassware and china, and an old western town with a bank featuring a Diebold safe built in the nineteenth century in my own hometown of Canton, Ohio.

And, it all began when A.J. Geisler was selling gasoline at his Phillips 66 Station in Murdo for thirty cents a gallon in 1956, the year before President Eisenhower signed the bill that created the nation's Interstate Highway system. "The Big Variety Show" as the Pioneer Auto Show was billed, really began in 1954 as a gimmick for stopping travelers on what would become I-90. A.J., known to all as "Dick", came up with an idea to pull motorists into his gas station by parking a few old cars in the parking lot, including a 1913 Ford peddler's wagon (still on display today). Ensnared by the allure of vintage cars, visitors stopped to take a look, and while there, filled up their tanks as well.



A 1952 Plymouth "double header" welcomes visitors to Murdo.

Today, Dick's son Dave Geisler greets visitors as the "friend beside the road". That's how he introduces himself when visitors stop at the Pioneer Auto Show Museum. He introduced himself to me that way back in 1995 and went on to add that the first car I'd see was a real jewel! I think I impressed Dave by saying "Yep, Massillon, Ohio in the early 1900's." Being a Massillon native helped on that one. Murdo, South Dakota is not much more than a blink along I-90, only a few hundred folks call it home, but it certainly has warmth. Dave makes each and every visitor feel special. Many visitors stop for a tank full, a respite from travel, and depart after their museum visit with much, much more after meeting Dave. He delivers each a joke, a wink, and a kind word. These are the exact words of David Samuel of Fort Myers, Florida on his visit:

It was 1989 and my wife and I were on our way to Mt. Rushmore when we blew a transmission about 8 miles east of Murdo. A young lady, we don't remember her name, came to our assistance and with her brother helped us into a little RV park

in Murdo. It was a Saturday and the next morning we walked up the hill to church... Dave was teaching a class. Afterward he drove us to his home and told us to pick any one of several cars in his yard to use while our pickup was repaired. You have no idea how many times I have told this story and mentioned Dave's big heart...

Dave is a man known all over South Dakota for his work on behalf of the state's visitor industry; just this year he received the 2007 South Dakota Retailer of the Year Award. He assumed management of the auto museum in 1979. It has become one of the state's top attractions and includes the auto museum, antique town, a museum store, a diner and motel.

The auto museum includes many true Classics including old cowboy movie star Tom Mix's 1931 Packard and his 1937 Cord, among the 250 vintage cars that Dave displays in the museum. Within the many buildings around this ten-acre spread are countless vintage cars in different states of repair and condition. Many of the cars hail from the Midwest, outside of Michigan, and came to the collection over the years through tips and classified ads. As an example, Dave notes that the 1911 Velie speedster is a consistent successful contender in the Great American Race. The car was built in Illinois by William Velie, grandson of John Deere. Known for its great quality at a low price, in 1922 the U.S. Navy tested foreign and domestic cars for the best features for adaptation to aircraft, and Velie was one of eight chosen. Other Midwestern cars in the collection include a 1929 Auburn from Indiana, a 1921 Moon



Dave stands aside the 1902 Jewell

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...and more!

and a 1929 Windsor from St. Louis, and a 1921 Cole from Racine, Wisconsin (no longer in the collection). Dave noted that Coles are very rare and very much in demand. Dave points out vehicles like the 1919 Apperson Jackrabbit (Indiana), 1914 Henderson cycle car (Indianapolis), 1918 Briggs & Stratton (Milwaukee), 1928 Peerless (Ohio), 1926 Ajax (Wisconsin) and several Studebakers including the 1929 Erskine (South Bend). The Pioneer Auto Show also is home to some Packards (originally built in Warren, Ohio, before relocating to Detroit). But his focus is on cars made outside of Detroit. An early Schachet high wheeler (Cincinnati) in the collection, one of the first rear engine cars, had a high clearance and provided ample power for the old rough pioneer roads in South Dakota.



Tom Mix's dual cowl Sport Phaeton in a special setting.

In addition to vintage vehicles and the old western town, and displays of rocks and gems, lunch pails, cameras, gasoline pumps, clocks and watches, music boxes, and more, there is a unique display of children's' toys. Probably the best example is a unique Cord roadster pedal car about 54-inches long finished in white with red disc wheels and balloon tires. The toy car also has bright metal accessories including external exhaust pipes, bumpers, and windshield. The cars undoubtedly remain the stars, but there's truly stuff you won't find anywhere else, much of it valued more than the cars. You would definitely have to visit this museum in person to get the full experience. If you go, plan to spend at least one day, better yet, stay overnight. And, like the Pioneer Auto Show itself, the website is a work in progress. Visitors to the website (www.pioneerautoshow.com) can follow links to information of every aspect of the collection and the unique Prairie Town. "We just keep adding on" Dave said, "right now there's a lot of interest in the 1950s, in muscle cars, and in pickups. And I may start showing the progression of computers, they get obsolete so fast."



Founder A. J. "Dick" Geisler and the first car he ever drove, restored to prize winning condition in 1963.

The Pioneer Auto Museum is open year round 9 a.m. – 6 p.m. Monday to Saturday and 10 a.m. – 6 p.m. Sunday. Located at Exit 192 on I-90 in the central part of the state, Dave Geisler can be reached at 605-669-2691. Email pas@pioneerautoshow.com. The season kicks off in mid-May each year with a huge swap meet, car show and corral, and collector car auction.

president's report



Laura Brinkman

It's that time of year when most of us are reviewing, revising and creating our plans for the upcoming year through strategic plans, operational plans and budgets. Keeping the museum's mission front and center is essential to ensuring that all of our planning efforts support our individual missions. An upfront and visible mission opens the door for donor participation in the areas of collections as well as direct funding toward operations, capital projects or endowment support.

As you work through your budget process, please remember to include the annual NAAM conference in next year's budget. It will be held April 2 – April 5, 2008 at the Lane Motor Museum in Nashville, Tennessee. The 2008 conference is a joint conference with the Society of Automotive Historians as is the biannual tradition. The NAAM conferences offer you and your staff priceless opportunities to network with your peers and to learn through educational sessions that directly relate to automobile museums. Check out your NAAM website at naam.museum for more details.

I would like to thank Jim Cypher of the Larz Anderson Auto Museum for his very successful efforts in marketing and maintaining the NAAM membership records over the past several years. Jim is moving out of the museum world, but will still be working with the car hobby and plans to remain a member of NAAM. His efforts are greatly appreciated by the NAAM board of directors and its membership.

Management of the membership is a very important function of our organization. With that in mind, it is my pleasure to welcome Lisa Panko, membership manager at the *National Automobile Museum The Harrah Collection*, who has assumed the support position of membership manager for NAAM. Lisa joins others who, along with the board of directors, support our organization in very real ways including newsletter editor Gary Pelger, and Jan Schippers who handles the accounting functions. These are the people that keep the organization running smoothly and we are grateful for their expertise.

Wishing you all the best.

Laura Brinkman
Executive Director/CEO
Auburn Cord Duesenberg Museum
1600 South Wayne Street
P.O. Box 271
Auburn, IN 46706
260-925-1444 X27 Office
laura@acdmuseum.org
www.acdmuseum.org

from the editor...

Gary Pelger



I want to take this opportunity to personally thank our former membership chairman, Jim Cypher, for all his help to me over the past years. You made my job easier, thanks Jimmy! We will miss you in that position as membership chair; you did a fine job of increasing membership in the NAAM organization. I'm glad you are remaining a member of NAAM and look forward to seeing you at future conferences.

I also want to welcome Lisa Panko of the *National Automobile Museum* in Reno. I look forward to working with you Lisa. Thanks for filling Jim's position.

I should also thank all the member museums who keep me informed of activities in automobile museums around the country with mailings and emails. I especially need extensive help in writing the feature articles for upcoming issues. If your museum has yet to be the feature museum, please contact me with the information you would like to share with members. Please continue to keep in touch. If your museum isn't being represented here, make sure you keep this editor informed by sending your latest news (and photos) to:

Gary Pelger
NAAM News Editor
7981 Windward Trace Circle NW
Massillon, OH 44646-1176
Ph: (330) 837-5069
E-mail: gpelger@sssnet.com

Thanks again for helping out. Have your information sent in for the winter 2008 issue by January 15, 2007.

Address Change?

Contact Lisa Panko at lpanko@automuseum.org or call her at 775-333-9300.

naam website

Attention Members...Randall (Rand) Shinn, our website developer, would like members, new and old, to provide any information required to be included on the NAAM website www.naam.museum to:

Randall Shinn,
685 Windy Hill,
Hamilton, OH 45013-3666

or email Rand at rhshinn@iac.net.

marketing & scholarship news



Marketing News...
Jackie Frady

Tools & Approaches for Working with the Media

The media exert enormous influence on the public's perception of issues and events. The news is instrumental in focusing public attention, and media exposure is a great way to raise public awareness.

Effectively using the media takes effort, but doing so can help broaden understanding of community-based approaches and influence dialogue at the policy-maker level. There are always risks associated with "going public," so it's important to recognize potential pitfalls and weigh the benefits against the problems. This quick guide presents tools and approaches for working with the media and is designed to help individuals and groups reach a wider audience.

Getting Started

Determine Your Message

Describe the problem.

Describe solutions you have developed or support.

Identify Your "Intended Audience"

This is a step we frequently overlook.

What type of people do you want to reach? Make a list of characteristics. Starts with a simple brainstorming process:

- What types of people would identify with your issue? Why?
- What types of media would your audience be likely to use?
- What message do you want to convey?
- What type of information do groups with similar issues give the public?
- Which newspapers or magazines cover similar issues?

Identify the Most Effective Media Tools for Your Audience

Reach your audience by one or more methods: news advisories and releases, a letter to the editor, an opinion editorial, a press conference, public service announcement, a paid advertisement and more.

Identify Newsworthy Events

The media look for certain types of information to determine whether something is “newsworthy.”

New information that affects the public interest, Local leaders’ or government officials’ involvement in projects.

Material that deals with a current event or issue, offers a distinct perspective, or features a unique solution.

Events connected to a nationally recognized day or week such as, National Museum Week.

Events with good photo opportunities. This is especially important in attracting television coverage. (For example, projects showing children interacting with older community members. Action is critical to TV coverage).

Newsworthy Activities

- A situation that deals with conflict and methods of solution. Journalists love stories with conflict and complexity so they can paint a vivid picture.
- Human interest.
- New technology or techniques.
- Announcement or “launch” of a project in the community.
- Unique agreements between unusual allies (public-private partnerships, conflicting interest groups, local and national interests).
- Research studies you or others conducted for you in your community.

Tools

News Advisories and Releases

A news advisory or release is a short piece (1 to 2 pages) that informs the media of an important event or announcement. Both news advisories and releases should answer the questions of who, what, when, where, why and how. These tools attract free publicity and provide instant credibility when used in a story. An advisory should never give the full story because your goal is to get reporters to attend your event or to call you for more information. However, a news release should provide enough information to write a story, even if the reporter cannot attend or interview you. Reporters commonly reproduce or rewrite content from news releases in articles.

News Advisories

- Announce an upcoming activity you are sponsoring or in which you are involved.

News Releases

- Describe recognition you or your organization received for your efforts.
- Provide important supplemental information on a current issue.
- Announce the addition of people to your organization, or organizations with which you are forming a partnership or association.

- State your position on a particular issue, framed in response to some news event.

Guidelines for Writing a News Advisory or News Release

- Include your name, organization, contact information, and release date at the top of the page.
- Keep to one page, double-spaced as a rule.
- Be concise, clear, and informative.
- Use an attention-grabbing headline in bold print to draw in your audience.
- In the first few sentences, outline your story and tell the reporters everything they need to know, without having to read the entire release. Try to begin with a catchy lead sentence.
- Provide a brief explanation of the event and present a news angle.
- Include a quote explaining the event’s importance to your group followed by credentials demonstrating the person’s expertise.
- At the end, include a brief background of your organization and message.
- End with the symbol -30-, or #####.

To increase their chances of being read, news advisories and news releases should be distributed by fax and email (html format). Do not send email releases as an attachment or with an attachment unless the news media organization will accept them.

Timing is important. If you send your news release too soon, it may be forgotten or lost in a sea of paper on an editor’s desk. Send your news release about three days ahead of the event; send an advisory about the event the afternoon before the event or the next morning. Follow-up with phone calls to the assignment editor or beat reporter.

News Conference or Event

The media can help broadcast important happenings within your organization (for example, the “launch” of a new project or release of research findings, etc.). Steps to planning your news conference or news event should include:

- Write a news advisory with bare bones information: who, what, when, where, why, who you are, and directions.
- Call the newsrooms and determine the extent of interest in your news conference.
- Write invitations to reporters, detailing the reasons for your news conference and why they should attend.
- Call reporters a couple of weeks before your event, and the day before, to determine whether they will cover your news conference.

Some Good Rules for News Conferences

- Hold your news conference in locations convenient for reporters.
- Hold news conferences at “slow” times of the year

(4th of July, right before Christmas or Thanksgiving, end of August, Labor Day weekend) to increase media attendance.

- Research other events that could cause news or time conflicts for reporters.
- Find a location that will provide good photo opportunities (good background views) and draw attention to your message.
- Choose a time of day that does not conflict with reporters' deadlines (mid-late morning often works well).
- Create media kits with information about your issue and organization.
- Provide a contact person for follow-up inquiries.

When working with television sources, focus on the visual aspects of your event. For print media, look first for an interesting news angle and information for depth reporting.

Letters to the Editor

The letter page of a newspaper is a forum for readers' comments and thoughts. Brief, concise, and informative letters are more likely to be printed. Individuals or organizations can submit letters to the editor that:

- React to news articles or editorials.
- React to policy announcements or new legislation.
- Clarify specific points in an article.
- Correct misinformation.
- Present position statements.
- Inform readers about your efforts and urge them to get involved.

Remember that you want your message to reach the broadest audience possible. For this reason, you should submit the letter to all daily and weekly newspapers whose readers you are targeting. However, try not to submit the same letter to more than one competing daily newspaper in the same area. Submit an original, signed copy of your letter with all relevant contact information, including your address and telephone number. Many newspapers now allow submissions online as well.

Opinion Editorials (Op-Eds)

Unlike editorials, which express the views and opinions of the editor, op-eds allow you to express your own views and opinions. Good op-eds usually provide the following information:

- A clear focus on a single issue.
- A clear premise presented in the first few sentences.
- A back up of the premise with specific examples, especially from within your community.
- A forecast of potential scenarios that expand upon your premise.
- A conclusion with proposed solutions and suggestions for readers who want to help.

Because writing op-eds can take a good deal of time and effort, check with the newspaper for written guidelines

on submissions such as procedures, word limit, etc.

Public Service Advertisements (PSAs)

When news publications and radio and television stations have empty space, often they choose advertisements from organizations to run for free. Since ads can be costly, PSA's are a great, inexpensive way for you to broadcast your message to a wide audience.

PSA Action Plan

Choose organizations from your media list and send your PSA to the advertising sales manager who places ads, or the PSA manager if there is one. Contact the publication or station to determine requirements for PSA submissions.

- Include a cover letter with the PSA. Use a visual, creative format for the PSA that clearly states your message and the benefits of becoming involved. Provide contact information.
- Call the top five people on your media list under each category and tell them you are sending a PSA. Use this call to gauge interest for your PSA, update contact information, build personal relationships with journalists, and answer preliminary questions.
- Make follow-up calls to the top organizations from each category to make sure they received your PSA and to find out if they will run it. During these calls emphasize why running the PSA will benefit the publication. Ask yourself:
 - Will your PSA help the publication attract a wider readership? Why?
 - Is your cause something the publication has covered in the past?
 - Is the media currently discussing your issue? Is it in legislation?
- Inform the contact person of any confirmed publications or stations running your PSA. This information provides credibility and shows support for your cause.

Above all, be confident, polite, and enthusiastic on the phone, and, no matter what the outcome, thank them for their consideration.

The next issue of Marketing News will address Targeting Your Media Audience and Building Relationships with Reports and Editors. As always, I wish you great success with getting your message out.

Jackie Frady
Marketing Committee Chair
775-333-9300
jfrady@automuseum.org

museum member tidbits...

all the news that's fit to print!

Let us know what's happening at your museum. Call, write, or email Gary Pelger with your latest news.

1220 EXHIBITS (*Nashville, Tennessee*) Matt Carden, President/CEO relates that for more than 30 years 1220 Exhibits has brought to life the imagination of great designers. We create exhibits for state-of-the-art museum environments, and have completed several automobile museums such as the Unser Family Racing Museum, 57 Heaven, The Patch Collection, and the Mercedes Benz Visitor Center. Conveniently located in Nashville, TN, our team serves museums and halls of fame throughout the United States. We invite you to experience how 1220 can help you bring imagination to life for your automobile museum. Contact Matt Carden, President/CEO at (615) 425-5144 or visit www.1220.com.



57 Heaven: The Patch Collection

AMERICA ON WHEELS (*Allentown, Pennsylvania*) New director Linda Merkel reports:

I'm ecstatic to be the Executive Director of America On Wheels' Museum and to join our President, Jack Curcio, and a dedicated Board of Directors and staff. Together this wonderful team of committed people will open a transportation museum. We will open our doors April 7, 2008 and present a wide variety of educational programs to visitors of all ages. Individuals who wish to enjoy the museum at their own pace, can read or listen to the history of American transportation on screens located on the reader rail which weaves the museum's storyline. For adult groups, such as tourists or hobbyists, docents will interpret the story of the museum, highlight various points of interests and answer questions. Our museum is dedicated to depicting the history of all kinds of over-the-road transportation within the United States. Through a combination of permanent, long-term exhibits and a shorter, changing exhibit, the museum hopes to serve as a diverse example of all forms of transportation. You will see cars, trucks, motorcycles and bicycles.

We are gearing up to share two very important regional stories - the history of Mack Trucks, Inc. and the early development of the automobile industry in Pennsylvania. We are a 43,000 square foot museum. The concourse and main gallery will tell the story of the development of transportation. A smaller gallery will house a long-term education exhibit on alternative fuels and propulsion systems focusing on hybrid vehicles and the development of the hydrogen fuel cell powered vehicle. The third gallery will be used for changing exhibits and the rest of the galleries, well.....you must come and visit us... at 5 North Front Street in Allentown, PA as we educate, entertain and offer new ways of looking at the history of transportation technology! It's a great feeling steering into the Lehigh Valley for thousands to enjoy. Feel free to visit www.americaonwheels.org for a wealth of information.

Treasure the day,
Linda Merkel, Executive Director
Ph 610-432-4200

OWLS HEAD TRANSPORTATION MUSEUM (*Owls Head, Maine*) Ethan Yankura reported in the membership publication "Strut & Axle" that the museum received a unique and documented donation with photographs and history from Duane and Mary Douglass. The Douglass's presented the museum with a circa 1890s children's high-wheel bicycle belonging

to Duane's grandfather and a circa 1925 Irish Mail Cart belonging to his father. His father, Roscoe Douglass Jr. is wearing the white hat in the 1925 photo of the Mail Cart. The second photo shows Roscoe Jr. in 1990 astride the Cart. As the pictures show, some boys (along with their toys) just never grow up. For information about the Owls Head Museum phone (207) 594-4418 or visit their website at www.owlsheat.org.



Unique toys donated to the Owls Head Transportation Museum

NORTHWEST VINTAGE CAR & MOTORCYCLE MUSEUM (*Brooks, Oregon*) Al Lake, web master and newsletter editor reports in the October-December issue that he's looking for a name for the new newsletter. It represents the Northwest Vintage Car and Motorcycle Museum that is composed of people interested in vintage cars, trucks, and motorcycle. The museum is an entirely volunteer, membership-owned educational museum open to people of all ages, with or without a vehicle. A 501c (3) non-profit, the museum volunteers are dedicated to providing educational opportunities for vintage vehicles. Al reported that the All High School Car Show they sponsored had 19 enthusiastic students show their cars. Plans are already underway for next year's show scheduled for Sunday June 1. The entire newsletter is available online at <http://www.nwcarandcycle.org/newsletter2007-4.pdf>. The museum is on the web at www.nwcarandcycle.org.

MOTORCAR PORTFOLIO (*Canton, Ohio*) Megan Boyd, Marketing Director reports that sales representative Ray Olivera received a long distance call one Saturday from Sidek Jamil of Malaysia who had been searching for a 1951 Nash Rambler Custom convertible since 2003 to cap the country's 50th anniversary of independence in August of 2007. Mr. Jamil is the National Archive director-general of Malaysia and had spent many sleepless nights during his painstaking search for the 'Merdeka Car' as it is known in his country, before it was delivered by air to the MASCargo terminal in Kuala Lumpur. As planned on August 17, 2007 the famed 'Merdeka Car' (Motorcar Portfolio's 1951 Nash Rambler) glided gracefully into national attention at the great launch of Merdeka celebrations. It was the same model that the first Prime Minister Tunku Abdul Rahman Putra rode in on February 20, 1956 to Padang Bandar Hilir in Malacca where he announced the date of the country's independence upon his return from London. Before the parade reenacting this historic event, the little green Rambler was stripped of its color and repainted in black to represent the original car. It even bore the original license plate during the festivities. The car is now destined to become a national treasure to be displayed in a Madagascar museum.



All geared up: The car has been repainted black and is all set for its part in the festivities.

NATIONAL PACKARD MUSEUM (*Warren, Ohio*) Executive Director Mary Ann Porincek sent the following:

Museum and Railroad Club Present "Golden Memories" Train Show
Warren, Ohio- National Packard Museum and the Western Reserve Modular Railroad Club proudly present "Golden Memories", a model railroad exhibit. This exciting show opened October 2, and runs through December 25, 2007. "Golden Memories" features four working tracks of O-gauge model trains set against a background depicting the golden age of transportation.

museum member tidbits...

The Western Reserve Modular Railroad Club consisting of modeler's from Columbiana, Mahoning, Summit and Trumbull Counties and the National Packard Museum have teamed up to recreate railroad transportation during the 20th century. This delightful 20 by 34 foot display with its attention to detail includes four working O-gauge tracks that pass through intricately designed small towns and businesses, across a bridge and through a mountain tunnel. With the on-board miniature camera and monitor it sets the stage for a realistic railway trip back in time. The trains will be operated on Saturday and Sunday, by club members and will be a stationary exhibit throughout the week during the fall and into the holiday season. Bring the whole family for a show that is sure to bring smiles to every face, and create some new 'Golden Memories'!

The National Packard Museum is open Tues. – Sat. 12:00-5:00 pm and Sun. 1-5 pm. Admission is \$5 for adults, \$3 for seniors (65 and older) and \$3 for children (7 – 12) under 7 are free...
For more information visit www.packardmuseum.org or PHONE: 330-394-1899.

VOLO AUTO MUSEUM (*Volo, Illinois*) Cyndi Wyss, Director, reports that from May through August, the museum played host to nearly 20 car club and charity events. In mid-summer, local television station WGN broadcast a portion of its morning news segment from the Volo Auto Museum, letting viewers know about the tremendous Hollywood, vintage and collector cars on view, as well as the museum's military exhibit. Events that captured media and auto enthusiasts' attention included the Fourth Annual George Barris Collector Car and Cobra Show July 1; the Mr. Norm's Midwest Mopar Showdown Aug. 5; and a Tribute to Princess Diana in August that marked the opening of one of the museum's newest exhibits. Museum Founder Greg Grams recently bought the 1996 Rolls Royce Silver Spur used to transport Princess Diana when she visited Chicago in June 1996. The Rolls now rests in a regal display surrounded by large photographs taken of the statuesque, globally popular royal during her visit to the Midwest. Most of the photos show Her Royal Highness with the car. This is the first time in 11 years that the Rolls has been on public display. For more information contact Cyndi at Cyndi@volocars.com or phone (815) 385-3644 ext. 25.



Volo's new Princess Diana Rolls Royce exhibit, unveiled in August, will be on view through this holiday season.

AUBURN CORD DUESENBERG MUSEUM (*Auburn, Indiana*) Gran Roberts, Marketing Director jointly reports with Andy Beckman, archivist at the **STUDEBAKER NATIONAL MUSEUM** (*South Bend, Indiana*) that the Studebaker National Museum in South Bend presented "Avanti: Drawing Boards to Driveways" during a Curatorial Spotlight at the Auburn Cord Duesenberg Museum. This free, entertaining program opened to the public Thursday, October 11 in Willennar Hall. "Avanti: Drawing Boards to Driveways" focused on the development of the Studebaker Avanti, from the conception to the process of engineering, producing, and selling the cars. Studebaker produced over 4,500 Avantis in South Bend. The Avanti automobile eventually outlived Studebaker, being produced by the Avanti Motor Corporation, as the Avanti II, in Studebaker's former production facilities from 1965 to 1987. The museum exhibited a 1963 Studebaker Avanti in the "Lincoln Financial Group Foundation, the Cars of Indiana Gallery" on Level III of the museum. The car was on exhibit courtesy of Auburn Cord Duesenberg Museum's director of education and archives, Jon Bill. The Auburn Cord Duesenberg Museum exhibits 120 classic, antique, vintage and special interest cars in eight galleries of the restored 1930 art deco national headquarters of the former Auburn Automobile Company. The museum, accredited by the American Association of Museums, is

a National Historic Landmark. It is open to visitors seven days a week from 9 a.m.-5 p.m. Phone 260-925-1444 ext. 30 or email [Gran at granr@acdmuseum.org](mailto:Gran@granr@acdmuseum.org).



1963 Studebaker Avanti displayed at the Auburn Cord Duesenberg Museum on level III. Andrew Beckman, archivist at the Studebaker National Museum in South Bend, was at the Auburn Cord Duesenberg Museum to talk about this car's production, starting as an idea and ending as the buyer pulls the car into the drive way.

TOWE AUTO MUSEUM (*Sacramento, California*) Kaela Nelson, Marketing and Education Coordinator for the museum reports that on display November 2007 through February 2008 the Towe Museum will showcase wooden boats, including the 17-foot Chris Kraft Racing Runabout that will be featured on the United States Postal Service's newest stamp. From sailing in style to racing with flair, these wooden boats illustrate the design and detail used to manufacture these masterpieces. The exhibit will also include a 30-foot yacht and period automobiles. The museum is located on 2200 Front Street in Sacramento; for further information call (916) 442-6802 or visit the website at www.toweautomuseum.org.

MOTTS MILITARY MUSEUM (*Groveport, Ohio*) Warren E. Motts, Executive Director and Editor of "From the Trenches" has added a 1925 Rickenbacker automobile to the historical vehicle collection. One of approximately 125 known to exist, the car was purchased from the collection of Wilbert and Mary Margaret Rasely of Pennsylvania. Currently in the process of paying for the car, the museum has asked members with an interest in this particular project to come to their aid with additional donations to cover the balance. A plaque will be located with the vehicle listing donors that contribute to this piece of history. The museum is located at 5075 South Hamilton Road in Groveport. For information call (614) 836-1500 or visit www.mottsmilitarymuseum.org.

NORTHEAST CLASSIC CAR MUSEUM (*Norwich, New York*) With the current popularity of alternative fuel vehicles, Executive Director Kay Zaia points to the museum's new exhibit the 1910 Waverley Electric and reminds us there were several companies in that era manufacturing electric cars. Electrics did not require the manual effort of a hand crank, no wrestling with gear changing, no vibration, smell, and noise associated with gasoline cars. And, for these reasons, the electrics were considered "ladies' cars" with advertisements of the day showing only women inside. Interiors were lavish; exteriors were perfection. The Waverley required 16 coats of paint and 12 weeks to paint the exterior. By 1913 events began to spell the demise of the electric car; first the invention of the electric starter, the general availability of gas stations, growing interest in longer drives, and the difficulty in getting a vehicle recharged, many homes still did not have electric power. The Northeast Classic Car Museum, founded just ten years ago, can be reached at (607) 334-AUTO (2886) or email info@classiccarmuseum.org.



1910 Waverley Electric

museum member tidbits...

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THE HAROLD E. LEMAY MUSEUM (*Tacoma, Washington*) Alan Grant, Project Architect and contributing writer to "Open Road", the museum magazine explored some interesting interactive display concepts for the new museum. One concept under review, actually an old idea with a new twist, is to slice an entire 1956 Chevrolet to allow the observer to view the entire integrated form as well as individual slices. Employing a rack system similar to those used to display posters will hopefully allow viewers to see every aspect of a vehicle and trace components from the front grill to the rear bumper. A similar exhibit being explored is that of an X-ray machine. Actually an "E-ray" that simulates an X-ray view of the car. In reality it's a computer program designed to look like the car is being X-ray scanned. As the screen is moved from left to right, the transparent television screen projects a predetermined image in a 3-dimensional, layered manner. It's convincing yet, unlike those unfortunate devices once used to check the fit of children's shoes, perfectly safe. America's Car Museum's progress can be followed on their website at www.lemaymuseum.org.

GILMORE CAR MUSEUM (*Hickory Corners, Michigan*) Jay Follis, Marketing Director, announced the appointment of three new members to the foundation's Board of Trustees; Keith Crain, Robert Grooters, and William D. Johnston. Each oversees successful businesses, has strong ties to the local community, and is actively involved with the antique car hobby. Keith Crain is the chairman of Crain Communications Inc. that publishes nearly 30 publications including AUTOWEEK and AUTOMOTIVE NEWS. Robert Grooters is founder and President of Robert Grooters Development Company in Grand Rapids. He is an avid car collector and is President of the Bay

Harbor Homeowners Association. William D. Johnston is President of Greenleaf Companies that includes four firms dedicated to wealth management, estate administration, and employee benefits; real estate holdings and commercial development; venture capital; and the hospitality industry. He is also a passionate collector of fine antique automobiles.

Located in the heart of west Michigan, the Gilmore Car Museum is open seasonally from May 1 through October 31. Visit the website at www.GilmoreCarMuseum.org or call the museum at 269-671-5089.

THE HENRY FORD (*Dearborn, Michigan*) Benson Ford Research Center Director Judy Endelman asks each of us to write our senators and U.S. Rep in support of the Model T Commemorative Coin targeted for 2010. That year is the centennial of the opening of the Ford Highland Park plant in Michigan where the moving assembly line was introduced and more than 14 million Model T's were produced. Net proceeds from the sale of the coins to collectors would be divided equally by MotorCities National Heritage Area and The Henry Ford and used to establish an endowment at each institution to fund educational programs associated with the Model T. Please check the following website for full details: www.motorcities.org/modeltcoin/.

KEMP AUTO MUSEUM (*Chesterfield, Missouri*) Allison Hershberger, Museum General Manager reports the museum's rare, vintage 1931 370S Mannheim model Mercedes-Benz took "best in class" honors at the recent inaugural Rocky Mountain Concours in Colorado Springs, Colorado over the Labor Day weekend. Over 100 cars and 30 vintage motorcycles from around the country were present at the show. The featured marquee was Mercedes-Benz. The 370S Mannheim was built from 1930 to 1933 and was one of the first cars to be developed by the newly formed Mercedes-Benz company. Chief design engineers Hans Nibel from Benz and Ferdinand Porsche from Daimler worked jointly to develop the all-new mid-range cabriolet. Only 183 cars were built and it is estimated that as few as ten survive today. To learn more about the Kemp Auto Museum contact Curator Tom Savage at 636-537-1718 or visit the website at KempAutoMuseum.org.



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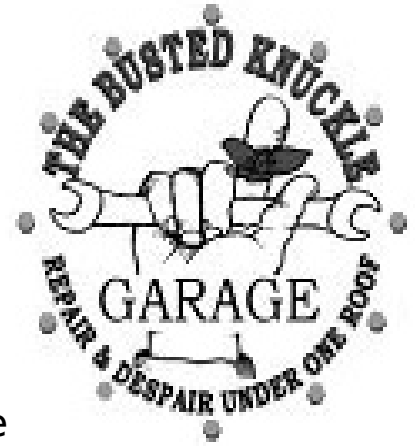
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MAIL TO: NATIONAL ASSOCIATION OF AUTOMOBILE MUSEUMS

P.O. Box 271, Auburn, Indiana 46706
(260) 925-1444 Fax (260) 925-6266

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NAAM NEWS EDITOR: Gary Pelger
7981 Windward Trace Circle NW,
Massillon, OH 44646.
Phone 330-837-5069.
Email: gpelger@sssnet.com.

PRESIDENT: Laura Brinkman
c/o Auburn, Cord, Duesenberg Museum,
P.O. Box 271, 1600 South Wayne St.,
Auburn, IN 46706.
Phone 260-925-1444.

VICE PRESIDENT: Michael Spezia
c/o Gilmore Car Museum, 6865 Hickory Road,
Hickory Corners, MI 49060.
Phone 269-671-5089

TREASURER: Susan Sanborn
c/o Toyota USA Automobile Museum,
190001 S. Western Avenue,
Mail Drop A404, Torrance, CA 90501
Phone 310-468-4728.

SECRETARY: Susan Lane
c/o Lane Motor Museum,
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