

## Featured Museum: Wisconsin Automotive Museum

In June of 2006, the Wisconsin Automotive Museum of Hartford, Wisconsin celebrated twenty years of operation as well as the 100th year since the birth of the Kissel Motor Car Company in Hartford. The museum opened its doors to the public on July 26, 1986 after remodeling a portion of the former Libby Cannery that had been donated to the Hartford Heritage Auto Museum (now the Wisconsin Automotive Museum). At that first opening, with the museum motto "Showcasing Transportation History" 46 vintage cars were shown on 30,000 square feet of display space. Since that time the display area more than doubled and the collection increased to 100 cars and trucks. In the past seven years many improvements have been made to the building and a second story was added. A new building façade was also added along with a new entrance.



**The Wisconsin Automotive Museum**

Kissel, the local Hartford product for 25 years from 1906 to 1931, is but one of the Wisconsin Automobile companies represented in the museum. Nash, the longest-lived Wisconsin car manufacturer, also occupies a large portion of the museum. Other Wisconsin automobiles include the Excalibur, Briggs and Stratton, Mitchell, Lafayette, and Jeffery, often on display as well. The main level floor continues with its Art Deco style of décor and primarily houses Kissel, Nash, and Hudson cars. The museum features a growing collection of classic and vintage automobiles and artifacts. The Kissel Speedster is the most famous model, some owned by celebrities of the day like Fatty Arbuckle and Amelia Earhart. The car is affectionately known as the "Gold Bug". Other attractions include Nash automobiles made in Kenosha, Hudson-Essex Terraplane, Reo, Pierce Arrow, and Chevrolets, Pontiacs, Fords, and

Studebakers. Railroad buffs are in for a treat, a 250-ton 1913 Steam Locomotive was added to the museum and is on exhibit except for the occasional trips in the Midwest. Lately, it's been part of the Circus Train, the Christmas train, and various local celebrations.



**A favorite museum display is the huge Soo Line 1003 steam locomotive.**

Museum Executive Director, Dale Anderson, a founding member of NAAM, incorporated Hartford Heritage as a non-profit educational organization back in 1982 with a board made of five Hartford Chamber of Commerce

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### ...and more!

directors. After two years of negotiations with the cannery owners, a 165,000 square foot building on 12 or more acres in downtown Hartford was donated by "Quit Claim Deed". Capitalizing on Hartford's long automotive history, the cannery was gradually remodeled and expanded over the next two years and opened with an eye toward Kissel, Nash, and Hudson cars. The museum has received DOT grants totaling \$730,000 for remodeling and replacing old building systems. Various expansions continue to this day. The museum is now the home of the Southeastern Wisconsin Dirt Track Hall of Fame with a special display area for their materials and three or four vintage modified race cars. And, the Performing Arts and Activities Center with a 600-seat theater is housed in the museum and is a major source of income for the museum. The museum recently donated five acres to the city of Hartford for construction of a Recreation/Aquatic Center on the property.



***Dirt Track Hall of Fame race cars.***

The auto museum includes three separate collections of model cars, more than 750 in all plus about 250 classic vehicle whiskey decanters on display. A recent addition to the displays is an \$110,000 collection of new cars brochures dating from 1930 to 1996. Hartford manufactured outboard and industrial engines (made from 1946-1992) are included as well. Period signs, license plates, and even oil cans from the past are on display. Finally a well-stocked museum store is available for the public to purchase mementos of their visit.

The museum is open from May 1 to September 30 for seven days per week. From October 1 to April 30 it is closed Mondays, Tuesdays, and holidays. The museum is located at 147 North Rural Street in Hartford, Wisconsin 53027. For more information visit [www.wisconsinautomuseum.com](http://www.wisconsinautomuseum.com) or phone 262-673-7999.

## president's report



### Laura Brinkman

You're not alone. Sometimes we need to hear that. We all braced our organizations and ourselves for rough roads ahead as the 2008 summer travel season approached. The museums I've spoken to are all experiencing a 10 percent to 20 percent decline in admissions. This is, no doubt, attributed to high gas prices, the economy and tighter than ever school-break schedules. Always looking for the positive side of things, most of these museums are taking this opportunity to reach out to their communities by offering incentives to visitors within a gas tank's radius. They've picked up on the latest trend, the "staycation," as a marketing tool. Incentives such as two for one, or even free admission, are not counterproductive during times like these. This is the perfect opportunity to get those people through your door that are right in your own backyard and have perhaps never visited your museum. Chances are great that once they have visited, they'll return and bring others.

Getting people in our own communities to visit our museums has historically been our most perplexing marketing dilemma; however, the current situation with the economy, gas prices and tight schedules gives us the opportunity to bring this market niche right to our front doors. Establishing a relationship with local community visitors has the potential to create a permanent positive effect. Once we are successful in showing visitors what they have in their own backyards, we can reach out to them and help them establish a sense of pride and ownership. Word of mouth, after all, is our number one marketing tool. The friendliness of your staff and volunteers can go a long way in establishing relationships with visitors that will provide interest and support for your museum for years to come.

Here's wishing great things for you and your museum!

**Laura Brinkman**  
**Executive Director/CEO**  
**Auburn Cord Duesenberg**  
**Automobile Museum**  
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from the  
editor...



**Gary Pelger**

Part of our NAAM premise is to share ideas to benefit individual museums. Plus, I believe that the *Museum Tidbit column* helps fulfill that need. I try to pick and choose tidbits that may spark an idea that each of you might pocket for future use as an event, display, or fundraiser at your location. My experience and that of my predecessor, Bob Lichty, convinced both of us that the tidbits are very popular among individual readers. Enjoy!

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 for helping out. Have your information sent in for the fall 2008 issue by October 15, 2008.

## 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](http://www.naam.museum) to Randall Shinn, 685 Windy Hill, Hamilton, OH 45013-3666 or email Rand at [rhshinn@iac.net](mailto:rhshinn@iac.net).

## MEMBERSHIP NEWS:

### Send Your Email Address

We're continuing to update the NAAM Email Database that is used by NAAM's Marketing Committee Chair to send notices and announcements about upcoming conferences, scholarship opportunities, NAAMY Awards, and more.

Our membership records include old addresses and, in many cases, it does not have an email address recorded. Rather than waiting for your next renewal notice to update your contact info, please take a moment to send your email address. This request applies to all paid members (museums, individuals, etc.). Museums are welcome to provide more than one address, as it may be helpful to have key staff members included.

Send your email address to: [lpanko@automuseum.org](mailto:lpanko@automuseum.org). In the subject line, please type: NAAM Email Address Submission.

Thank you,

**Lisa Panko**  
**NAAM Membership Coordinator**  
**National Automobile Museum**  
**(The Harrah Collection)**  
**(775) 333-9300**  
**[lpanko@automuseum.org](mailto:lpanko@automuseum.org)**

### Address Change? Membership questions?

If your address has changed, please complete this form and mail or email membership coordinator Lisa Panko at the National Automobile Museum (the Harrah Collection) at 10 S. Lake Street, Reno, Nevada 89501-1558. Email: [lpanko@automuseum.org](mailto:lpanko@automuseum.org).

Name: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## marketing & scholarship news

### Marketing News... Jackie Frady



#### Marketing & Emergencies

Marketing plays a role in everything we do as operators of museums...organizations that serve the public and foster public trust. An emergency plan, which includes a good communications plan, is essential during times of crisis and can reinforce your team's reputation with the community, members and donors.

The National Automobile Museum (The Harrah Collection) learned this lesson first-hand with the "1997 New Year's Flood" that devastated northern Nevada. With that incident, addressing public safety was not the primary concern, as the downtown area had been evacuated of visitors; efforts were focused on minimizing the loss of property and keeping staff safe in the process. The emergency communications plan played a key role in providing updates to the county emergency operations center, the media and associates about the status of the museum, and sharing the outcome of the incident with the public.

In the end, the museum received the prestigious "Chubb Insurance Technical Services Safety Award" for demonstrating exceptional planning and action to reduce damage and the museum was credited with having an emergency plan and the leadership to implement the plan before, during and after the flood. When the story was told (an element of the communications plan), the museum received accolades from local and national media, and from its many supporters, from donors to Board members.

The emergency communications plan served us well again this year when excessive seismic activity occurred in our county over an extended period, with some days registering more than 100 earthquakes. The emergency plan went into effect and, in this instance, the safety of visitors and staff was the key objective. Fortunately, damage wasn't sustained, but preparations were implemented, reassuring those associated with

the museum that the organization was mindful of its responsibilities.

Your emergency plans will address many elements, from fires to floods and earthquakes, from preparation to salvage. However, be sure to include guidelines for addressing internal communications—your own internal public relations plan.

Everyone is stressed, everyone has many jobs to do and there is tremendous pressure on those in positions of responsibility. A plan will help prevent tempers from flaring, rumors from spreading and anxieties from rising; plus it will help keep morale and productivity up. Workers will feel they are part of an important project and appreciated team.

### Management of Personnel

The following are examples of team assignments for the internal communications plan.

#### **Identify Who is In Charge**

In most cases this will be the executive director, but if an incident will carry on for days, the responsibility will need to be shared. The primary responsibilities of this position include:

- Planning
- Scheduling
- Supervision
- Management decisions
- Keeping appropriate people informed of issues and recommended actions (team leaders, Board of Trustees)

#### **Identify Who will Gather Information**

This person is in charge of gathering information from a variety of sources, such as:

- Weather and news reports
- Emergency operation centers
- Neighboring businesses

#### **Identify Who will Answer the Telephones**

This person will be answering inquiries from the public, off-site staff, volunteers, Board members and the media, and will help schedule interviews between the media and the assigned spokesperson, such as the executive director or public relations specialist.

## **Identify Who will Keep Records**

This person will keep a log of all pertinent activities, which are date and time specific.

## **Identify Who will Take Photos**

This person will take photos of emergency preparation, the incident (flood, storm), damage and clean-up. Select photos may be used later for news releases, the museum's publication, internal documentation and insurance claims.

## **Identify Who will Communicate with Off-Site Staff**

In most emergency situations, there will be an assigned on-site team implementing the emergency plan, and an off-site team of concerned employees and volunteers not assigned to the project. The person in charge of this area can be located on- or off-site, and will have telephone numbers and emails readily available. This person will ensure staff and volunteers are informed to remain off-site for safety and management of the incident will give periodic updates as the incident progresses, any may be asked to call for additional help.

## **Keep the Team Informed**

Once the on-site team is in place, one of the most important aspects of the communication plan is keeping everybody informed and up-to-date.

- Hold meetings  
Meetings may be pre-scheduled and held in a convenient gathering place, such as a conference room, or may be impromptu at a work site, such as where staff is preparing sand bags.
- Post updates on the staff bulletin board or on a white board in an area frequented by the team

Not only should these updates include the latest information about the incident and the status of assignments, but words of encouragement and appreciation about the work of the team.

## **Training**

Without proper training in advance of an emergency, the communication plan has a limited opportunity for success. It is important to hold periodic training sessions, such as quarterly, to ensure staff is prepared before their services are needed. The more experienced staff may be assigned to more difficult tasks and the least experienced may be assigned to be a general assistant to the executive

director or the on-site team, or may be the one asked to keep the record of the incident. When possible, cross-train and try to rotate duties to provide diversity and enhance experience of the team.

The keys to a smooth operation are training, preplanning, organization and careful management of talents, skills and personalities of the individuals involved in the communications team. Also, important is the selection of team members who exhibit good judgment, quick thinking and compatibility, and who rise to challenges and are concerned about the success of the overall operation.

*(Source: Public Relations and Communications for Natural Resource Managers, James R. Fazio and Douglas L. Gilbert.)*

## **Scholarship News**

Three Scholarships Available for 2009 Annual Conference

Once again, NAAM will be offering up to three scholarships for the 2009 annual conference hosted by the Reynolds-Alberta Museum in Wetaskiwin, Alberta, Canada, April 15-18.

Be sure to mark your calendars with a reminder to apply. You can automatically apply on line beginning in the last quarter of 2008 and up to the scholarship application deadline. Visit [www.naam.museum](http://www.naam.museum) under "Conferences" to review the scholarship criteria and application.

Each scholarship includes complimentary registration and up to \$500 in expenses for travel and accommodations.

Feel free to contact me if you have any questions.

**Jackie Frady**  
**Scholarship Committee Chair**  
**(775) 333-9300**  
**[jfrady@automuseum.org](mailto:jfrady@automuseum.org)**  
**Executive Director**  
**National Automobile Museum**  
**(The Harrah Collection)**

## 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.

**NATIONAL PACKARD MUSEUM** (*Warren, Ohio*) Mary Ann Porinchak, Executive Director announced in the museum newsletter *The Time Machine* that the Ceremonial Groundbreaking for the long anticipated expansion project was held on Sunday, July 20, 2008. The 10:00 AM ceremony was followed by an elegant breakfast buffet served in the Hospitality Tent. The Most Reverend George V. Murray, S.J. PhD, and Bishop of Youngstown gave the Invocation. The museum Board of Directors and Advisory Board members welcomed special guests including founders, benefactors, and dignitaries, including U.S. Representative Timothy J. Ryan to commemorate the historic occasion. The event marked an important milestone in the growth and development of the museum.

**AMERICA ON WHEELS** (*Allentown, Pennsylvania*) Director, Linda Merkel described the April 12, 2008 grand opening as follows: "The lobby was packed tighter than the family station wagon headed for the Jersey shore. The line of people anxiously waiting to enter extended to the parking lot! The excitement was palpable as we prepared to cut the ribbon and let our visitors feast their eyes on the history and beauty that inhabits the galleries of our unique institution. Once the ribbon was cut, our visitors were treated to not only an ocular feast, but a culinary one as well. Fruit and cake, donated by Edible Arrangements and Haika's Kitchen were served up; hot dogs sizzled on the grill in the parking lot as visitors strolled amongst the scores of classic and antique vehicles that had roared in that day. Upstairs in 'The Long Haul,' our special event room, visitors slurped fizzlin' coke floats invoking memories of hot summer nights of cruising, listening to Elvis, Buddy Holly, and Johnny Cash... Early numbers indicate over 2800 guests came through our doors."



***Visitors lined up through the lobby and out onto the parking lot.***

**THE WILLIAM E. SWIGART JR. AUTOMOBILE MUSEUM** (*Huntingdon, Pennsylvania*) Museum is the beneficiary of two vehicles, thanks to the generosity of Steve and Blanche Gordon, charter members and longtime friends of the museum. Now displayed in the museum are a 1915 Ford Model T Depot Hack and a 1939 Simplex Servi-Cycle motorcycle. Both in excellent condition have made a fine addition to the museum. The Gordons of Thomasville, Georgia have supported the museum in many ways over the years and, when learning of the vehicle gifting program, quickly made arrangement to donate the vehicles from their private collection. The Servi-Cycle, manufactured in Baton

Rouge from 1935 to 1960, was used extensively by Western Union deliverers. During WWII, they were often parachuted to ground troops. The museum is open from May 24 through October 31 from 9 a.m. to 5 p.m. daily.

**NORTHWEST VINTAGE CAR & MOTORCYCLE MUSEUM** (*Salem, Oregon*) Al Lake, newsletter editor, reports the museum finished another spectacular High School Car Show, the best so far. The event is sponsored yearly to encourage and educate students. This car show is unique because it's the only show in the northwest entirely dedicated to high school students and their vehicles. It's fun and wonderful because so many students attend. Next year's show is planned for May 30, 2009. Schools represented included Perrydale, Sprague, McKay, Silverton, Century, McNary, Parrish South, Echo, West Salem, Cascade, Jefferson, and Rex Putnam. "A great bunch of kids" in Al's own words.



***2008 High School Car Show Students, June 1<sup>st</sup>.***

**AUBURN CORD DUESENBERG AUTOMOBILE MUSEUM** (*Auburn, Indiana*) Gran Roberts, Marketing Director, reports the 1952 Chevrolet Styleline Two-Door Sedan featured in the classic basketball movie "Hoosiers" has been added to the Third Annual A-C-D Benefit Extravaganza. The event will take place at the museum on Thursday, August 28, 2008 at 8:00 p.m. This special Chevy is offered at NO RESERVE and is the second of eight cars to be offered at the benefit event. The car was driven in the film by Academy Award-winning actor Gene Hackman. His character, Coach Normal Dale can be seen driving along Indiana cornfields in this Chevrolet many times throughout the film. The evening will feature a Speakeasy theme and you will be given the password to get in! Glad rags of the 1920s and 1930s are optional. Jackets are required for the gents. A limited number of tickets are available at \$125 per person. Call Jan Schippers at 260-925-1444 to reserve tickets.

**OWLS HEAD TRANSPORTATION MUSEUM** (*Owls Head, Maine*) Paul Morrison, Managing Editor of the *Strut & Axle*, announced the museum store has been expanded and redesigned to nearly triple the previous store size to over 1700 square feet. The redesign allows admissions and store checkout to become separate stations. As a result, visitor flow was vastly improved. More space means several improvements to displays and a greater variety of items for sale. An expanded book section is a major highlight. There will also be more exhibit-related merchandise, a designated children's department and a larger selection of diecast models. In addition, restrooms have received a major upgrade to include new fixtures, tile work, paint, and lighting. For further information about the museum call 207-594-4418 or email [info@owlshead.org](mailto:info@owlshead.org).

## museum member tidbits...

**PETERSEN AUTOMOTIVE MUSEUM** (*Los Angeles, California*) [cdrescher@petersen.org](mailto:cdrescher@petersen.org) writes: The Petersen Automotive Museum collection contains one of the most diverse samplings of important vehicles ever assembled. Thanks to the vision and generosity of our founding benefactors, Margie and Robert E. Petersen, we have been able to acquire a number of important vehicles that we have not yet had the pleasure to present to the public. "Treasures of the Vault" will highlight a selection of these important acquisitions for a special exhibition that speaks to our mission and helps visitors understand and appreciate our rich automotive heritage. Docent-led tours of the special exhibition "Treasures of the Vault" are offered through the run of the exhibit. Come spend half an hour with one of our Pit Crew docents exploring the stories behind the fantastic vehicles on display in our newest feature exhibition in the Gordon R. Howard Gallery. Offered the first Saturday and Sunday of each month from May through the end of the exhibit starting at 11:30 a.m. Reservations strongly recommended. Call 323-964-6358 for more information.

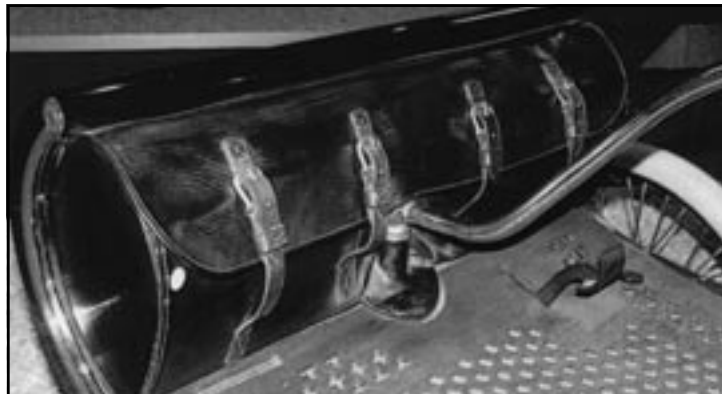


**LEMAY – AMERICA'S CAR MUSEUM** (*Tacoma, Washington*) Holly Wood, Marketing and Communications Assistant, reports the museum was pleased to announce that the new Hotel Murano in downtown Tacoma (formerly the Tacoma Sheraton), has become the most recent \$100,000 sponsor and has joined the growing list of official museum providers. The multi-year commitment entails a generous cash contribution and active participation by the Hotel Murano in museum activities such as providing rooms and meeting space for member and board of director events. The hotel is located nearby to the museum and it features artwork from forty different world-renowned artists. For more information contact Holly at 253-779-8490 or email her at [Hollywood@lemaymuseum.org](mailto:Hollywood@lemaymuseum.org).

**TOWE AUTO MUSEM** (*Sacramento, California*) Kaela Nelson, Marketing and Education Coordinator writes that the museum is proud to announce its newest quarterly exhibit, "Right Time, Wrong Car: The Edsel – Detroit's Belly Flop." Though the Edsel did not have a strong reputation in the world of autos, this exhibit seeks to illustrate the very unique design and styling that made this car, if not a success, at least a very memorable endeavor. The exhibit will be on display during the months of July and August and three rare and unique Edsels will be displayed. For more information visit [www.toweautomuseum.org](http://www.toweautomuseum.org).

**NATIONAL AUTOMOBILE MUSEUM The Harrah Collection** (*Reno, Nevada*) Denise Sims wrote in *Precious Metal* a bit of history on the first glove box (British) or glove compartment (American). It was built into the 1900 Packard and was a locked box built into the front of the dashboard to keep gloves, gauntlets, and goggles safe and dry. The box was quite large and could adequately hold

both men's and women's driving accessories and even hats and other small articles of clothing. Subsequent storage of maps and auto identification papers led to the name "title box." In the northwestern states, the glove compartment was known as the "Jockey box," a relic of the now obsolete sense of "jockey" meaning a "carriage or wagon driver." The 1902 curved-dash Oldsmobile had a leather satchel nestled into the curved dash that was secured by four buckles. From the early days to the 1940s glove boxes were used in some cars and not in others. Sometime in the late '30s and early '40s the glove boxes became fairly standard on most vehicles. But into the 1970's they were not included on some cheaper models; the Ford Maverick for example.



**1902 curved-dash Oldsmobile's leather glove compartment.**

**KEMP AUTO MUSEUM** (*Chesterfield, Missouri*) Allison Hershberger, general manager, reports the museum presented "Discover America: The Lewis & Clark Commemorative Paintings" series featuring the full collection of the Lewis & Clark commemorative paintings by local St. Louis artist and explorer Stuart Morse. The "Discover America" series of paintings is one of the highlights of the exhibition "On the Road in America: The Great American Family Roadtrip" that opened at the Kemp Auto Museum on May 27 and runs through August 31, 2008. For the first time ever, the Kemp Auto Museum will display Morse's entire collection of monumental landscape paintings. The ten large-scale paintings in the "Discover America" series, measuring 10 feet wide by 5 feet tall, have been on display individually or in small groups throughout the United States over the past several years, including Capitol Hill in Washington, D.C. The "Discover America" series and the "On the Road in America" Exhibition was unveiled during a gala event at the Kemp Auto Museum on Saturday, May 31, 2008. Morse's painting series is the result of a three year re-exploration of the Lewis and Clark National Historic trail by the painter and his family, as a way to reconnect to the history, people and landscapes of America. The Morse family traveled by motorized vehicle over 3,000 miles - from Missouri to the Pacific Ocean - and documented their journey with over 9,000 photographs. These photographs served as the inspiration for the creation of the paintings. According to Morse, the family was "On the Road in America", and the family refers to their odyssey as "The Great American Family Roadtrip" inspired by the legacy of Lewis & Clark. For additional information please contact Museum General Manager and Director of Special Events Allison Hershberger at (636) 537-1718 or [Allison@kempautomuseum.org](mailto:Allison@kempautomuseum.org).

## museum member tidbits...

**NATIONAL CORVETTE MUSEUM** (*Bowling Green, Kentucky*) Bobbie Jo Lee reported the museum acquired 70 plus acres to be used for the development of an Educational Motorplex Park. The property is located across the interstate from the museum at Exit 28 and brings the total campus including a natural outdoor amphitheater to over 120 acres. The museum will release the conceptual plans for the park in August when a fundraising campaign is kicked off. The success of this campaign will determine when the Motorplex Park will be completed. The park compliments the educational aspect of our mission as we strive to provide instruction to all age groups on the proper handling of their vehicles. Wendell Strode commented "We are thrilled that our long term vision of offering quality driver training and safety instruction is coming to fruition."

The Motorplex Park will offer a ¼ mile drag strip, a 1.5 mile road track and an autocross/skid pad area. A certified instructor on staff has been providing driving instruction classes for several years at various locations around the country. On completion of the park we will be able to offer the instructions on site. For more information contact the Development Office at 800-53-VETTE ext. 165.

**THE STUDEBAKER NATIONAL MUSEUM** (*South Bend, Indiana*) Peggy Soderberg sends the following: On May 16<sup>th</sup>, the museum opened a new special exhibit entitled "What Might Have Been: Prototypes." Displayed until September 15, 2008, seldom seen vehicles featuring alternative designs, radical styling and experimental engineering can be seen. These unique vehicles offer an insight into Studebaker's secretive product design and engineering department. Featured are design proposals and prototypes from the 1950s and 1960s that possibly could have been the Studebakers of the future.

Three Brook Stevens prototypes will be featured: the 1964 Wagonaire proposal, a 1965 Sedan and the 1966 Sceptre. The Sceptre was expected to usher in a new generation of Studebakers with its impressive, futuristic design. It would have been the most modern car on the road in 1966. Other prototypes on display include the 1956 Packard Predictor, a 1954 styling proposal from Robert Bourke, a 1964 Avanti 4-door proposal and a behind the scenes look at the 1947 Studebaker Woody Wagon prototype restoration. The exhibit also examines some of Studebaker's design failures including the one-of-a-kind 1959 Lark Porsche. The vehicle was built by Curtis-Wright, and features a rear-mounted Porsche engine. It is a great example of American ingenuity and resourcefulness.

Studebaker National Museum is located at 201 S. Chapin Street in downtown South Bend. It is open Monday-Saturday, 10:00 a.m.-5:00 p.m., and Sunday 12:00 p.m.-5:00 p.m. Admission is \$8.00 for adults, \$6.50 for seniors over 60, and \$5.00 for youth ages 6-18. For more information call the museum at (574) 235-9714 or toll free at 1-888-391-5600 or visit our web site at [www.studebakermuseum.org](http://www.studebakermuseum.org).



**Robert Bourke Styling Proposal from 1954**

**GILMORE CAR MUSUEM** (*Hickory Corners, Michigan*) Jay Follis, Director of Marketing, announced the museum offered Model T driving courses to the public. In celebration of the 100<sup>th</sup> anniversary of the car that put Americans on the road, the museum held three separate classes, with the first two offered last Father's day weekend. The final class is scheduled for July 20, while this newsletter is being printed. While the cars seem very simplistic by today's standards, they offer a bit of a challenge for drivers of modern cars. First, the throttle is controlled by a lever on the steering wheel, and two forward speeds and one reverse are controlled by three pedals on the floor marked "C" for clutch, "R" for reverse, and "B" for brake. And, don't forget, the crank and choke pull out in front of the radiator for startups! The Gilmore took the rare step of allowing any licensed driver, sixteen or older, the opportunity to drive one of these authentic vehicles normally only on exhibit. Each half-day session included a bit of history on Henry Ford, the early Ford Motor Company, classroom instruction, up close inspections of Model T Fords, and practice drives. Cost of the classes was just \$95, \$75 for members. After completing a successful road test, each student was presented with a Certificate of Completion and allowed to drive a genuine Model T leisurely around the museum's three miles of paved roadway. To learn more about the museum visit [www.GilmoreCarMuseum.org](http://www.GilmoreCarMuseum.org).

**FORT LAUDERDALE ANTIQUE CAR MUSEUM** (*Fort Lauderdale, Florida*) , Arthur O. Stone truly believes "It's the great American love story! Americans have had an incredible love affair with their cars." And Arthur Stone, truly a lover of the automobile, particularly Packards, has built a 28,000 square foot museum facility for everyone to visit and revisit. His museum is a reproduction of a Packard showroom from the 1930s and includes thirty-two vehicles in top-notch condition and full working order. The building is also stocked with thousands of pieces of memorabilia including hundreds of dash clocks that must be wound by hand, hood ornaments, rare carburetors, period side lamps, custom shift knobs, bronze models, gas and oil pumps and more. The museum is open Monday through Friday from 10:00 a.m. to 4:00 p.m. and available for corporate functions, fundraisers, private parties, weddings, and other events. It is located at 1527 SW 1<sup>st</sup> Avenue in Ft. Lauderdale. For more information phone 954-779-7300 or visit [www.anticquecarmuseum.org](http://www.anticquecarmuseum.org).



## classifieds

NAAM News Classifieds are a free benefit to paid NAAM member museums (photo free). Non-members ad rate is \$1.25 per word (\$10 per photo). Display advertising rates: Full page \$ 250, 1/2 page \$135. 1/4 page \$ 75, business card size \$ 35. To place and ad contact: Gary Pelger, Editor. 7981 Windward Trace Circle NW, Massillon, OH 44646, PH: (330) 837-5069 Email: [gpelger@ssnet.com](mailto:gpelger@ssnet.com).

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