

**Title:** Automobile Collection

**Reference Code:** Mss-1959

**Inclusive Dates:** 1906 – ongoing

**Quantity:** 0.5 cu. ft.

**Location:** BV, Sh. 243  
MV, F12

**Scope and Content:** This collection contains general information about automobiles by Wisconsin authors (i.e., Wisconsin Department of Motor Vehicles) and other more nationally known entities (i.e., Sears, Roebuck and Co., The Travelers Insurance Company). It also includes information on specific types of cars and trucks. In addition, there is a file devoted to various travel clubs which have existed or do exist in Milwaukee.

**Access and Use:** No restrictions

**Language:** English

**Notes:** The collection was processed by Jeewon Schally, March 30, 1993, and added to multiple times by Kevin Abing and Steve Schaffer.

**Arrangement:**

Folder Heading	Box #	File #
<b>Wisconsin</b> <ul style="list-style-type: none"><li>– Official Bulletin of Wisconsin's New Safety Responsibility Law, 1946</li><li>– State of Wisconsin's Manual for Motorists</li><li>– Articles of Incorporation and By-Laws of the Wisconsin State Automobile Association, 1907</li><li>– Motor Vehicle Laws of Wisconsin, 1933 and 1937</li><li>– Automobile Accident Check List</li><li>– "Automobile &amp; Truck License Plates of Wisconsin" by Leslie Roy, 1939</li><li>– Motor Vehicle Driver's Guide and Oral Questionnaire, 1938</li><li>– "The Right to Occupy the Public Highway" by Adolph Kanneburg, 1924</li><li>– Articles on Old Automobiles from the <i>Milwaukee Journal</i>, 1963</li><li>– "Rolling Into History" by Mark Savage, <i>Milwaukee Journal Sentinel</i>, June 23, 1996.</li><li>– Pamphlet, Chrysler Corporation Motorcade of American Cities, Salute to Milwaukee, 1941</li><li>– <i>Wisconsin AAA Motor News</i>, Sept. 1977</li></ul>	1	1

<ul style="list-style-type: none"> <li>– Wisconsin Automobile Laws, 1929-1930</li> <li>– “Wisconsin Was Once the Automobile Capital,” <i>Milwaukee Journal</i>, Jan. 9, 1949</li> <li>– Newsletter from State Historical Society with article on <i>Wisconsin Motorist</i> Magazine</li> <li>– “The Care of Your Automobile,” by George Lindbloom, 1928</li> <li>– “The Making of an Excalibur” Corporate Report, Wisconsin, 1985</li> <li>– Official Directory of Emergency Road Service Stations, 1925</li> <li>– State of Wisconsin Automobile Registration cards from Neil Millard, 1912-1913</li> </ul>		
<b>National</b> <ul style="list-style-type: none"> <li>– Automobiles Appraisals, 1916, 1921, and 1975</li> <li>– Automobiles manufactured by Sear, Roebuck and Co., 1910</li> <li>– Facts and Figures of the Automobile Industry, 1925 and 1927</li> <li>– The Automobile Buyer's Guide, 1934</li> <li>– Pamphlet advertising <i>Berry's Automobile Law</i> by C.P. Berry, 1909</li> <li>– "Automobile Manufacturing", 1939</li> <li>– "We Drivers" by General Motors, 1939</li> <li>– Buyer's Digest of New Car Facts, 1960</li> <li>– Magazine containing information about automobile accidents in the U.S. by The Travelers Insurance Company, 1932, 1933 and 1953</li> <li>– Pictures of License Plates, 1941</li> <li>– "The Flying Red Horse", Winter 1951</li> <li>– Reference Pamphlet for AAA members</li> <li>– "The Transmission Tells the Story" by The Cartercar Co.</li> <li>– <i>Motor Age</i>, April 1920</li> <li>– “Chemistry and Wheels,” by General Motors, 1934</li> <li>– “Hear Today, Gone Tomorrow” 1941</li> </ul>	1	2
<b>Automobile Pamphlets</b>		
Buick (1920-1968)	1	3
Cadillac (1917-1968)	1	4
Chalmers Motor Co. (1916)	1	5
Dodge (1916-1967)	1	6
Dort (1916-1917)	1	7
Elgin Six (1916-1917)	1	8
Empire (1917)	1	9
Ford (1917-1964)	1	10
KisselKar (1916-1918)	1	11
Maxwell (1917)	1	12
Nash (1909-1931)	1	13
Packard (circa 1920)	1	13A
Studebaker (1916)	1	14
Trucks (1915-1917)	1	15

<ul style="list-style-type: none"> <li>– War Trucks</li> <li>– Mack Trucks</li> <li>– Smith Form-A-Tractor</li> <li>– Vim Delivery Cars</li> <li>– Federal Trucks</li> </ul>		
Traveling Clubs (1916-1968) <ul style="list-style-type: none"> <li>– Automobile Boosters</li> <li>– National Travel Club</li> <li>– Gran Touring Club</li> <li>– United Commercial Travelers of America</li> <li>– Milwaukee Motorcycle Club</li> </ul>	1	16
Miscellaneous (1906-ongoing) <ul style="list-style-type: none"> <li>– Baker Brougham</li> <li>– Bantam</li> <li>– Camaro</li> <li>– Chevrolet</li> <li>– De Soto</li> <li>– General Motors Corporation</li> <li>– Jeep</li> <li>– Kaiser</li> <li>– Lincoln-Mercury</li> <li>– Locomobile</li> <li>– Mercedes-Benz</li> <li>– Rambler</li> <li>– Jaeger Oldsmobile Inc Invoice and Title envelope</li> <li>– Thomas B. Jeffrey &amp; Company</li> <li>– Willys Knight Motor Cars</li> <li>– Articles and programs</li> <li>– Twenty-First Annual Auto Show Program</li> <li>– The Pathfinder Company</li> <li>– Twenty-First Annual Auto Show: Guide and Program, Undated</li> <li>– Floyd Clymer’s Historical Motor Scrapbook, 1944</li> <li>– Milwaukee Traffic Club booklet, 1957</li> <li>– The Wisconsin Auto Exchange &amp; Supply Company business card</li> </ul>	1	17
<b>OVERSIZE ITEMS</b>	<b>LOCATION</b>	
<i>Leslie’s Illustrated Weekly</i> (Automobile Number), Jan. 1911	MV, F12	
“1951 Auto Show” section, <i>Milwaukee Journal</i> , Feb. 28, 1951	MV, F12	