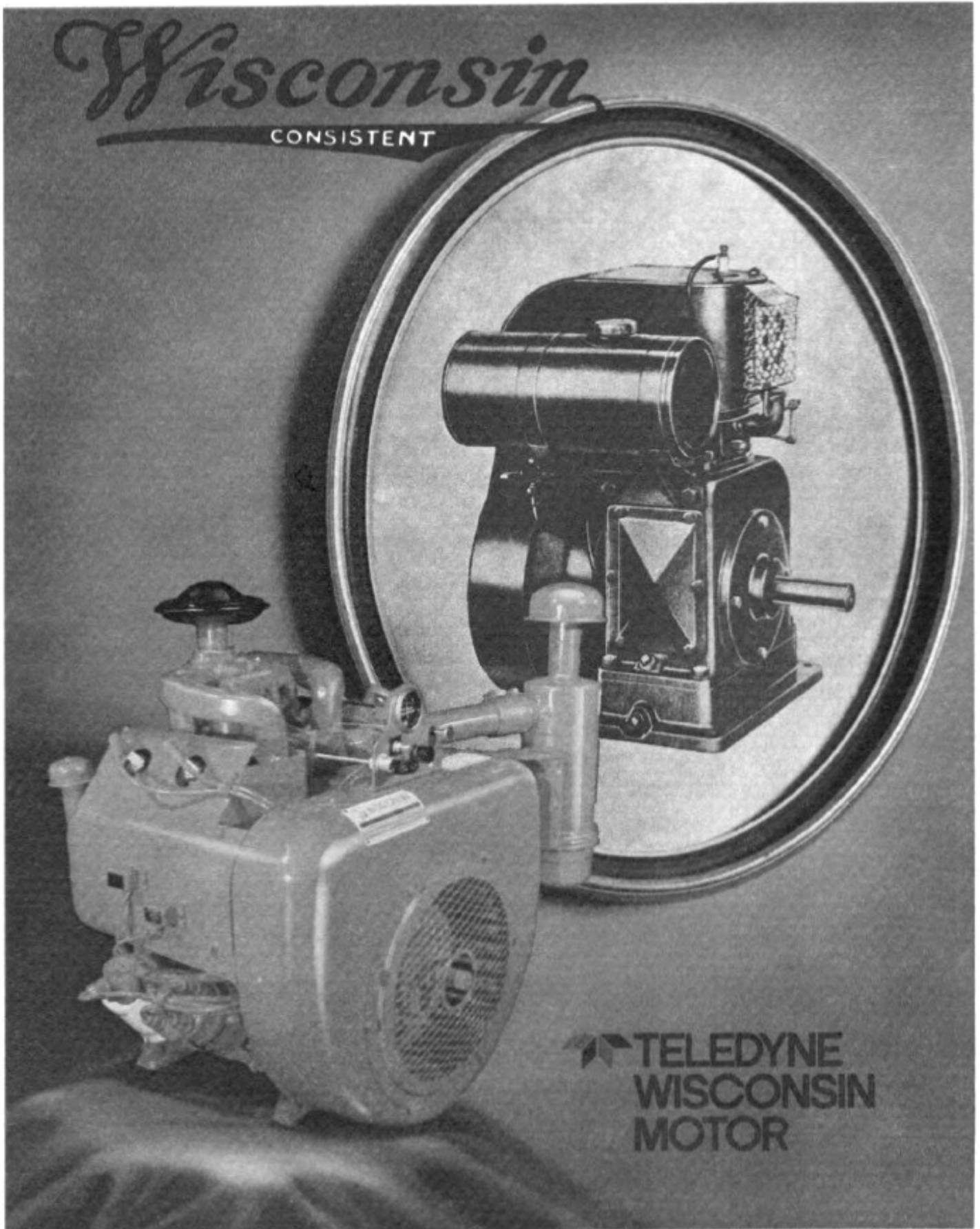


70<sup>th</sup> Anniversary  
1909-1979

TELEDYNE WISCONSIN MOTOR

*Wisconsin*  
CONSISTENT



TELEDYNE  
WISCONSIN  
MOTOR

The Jahrmarket on  
Grove Street (now  
South Fifth).



Jones Island circa 1910.



## It was a time of change...

There are periods in history that yield more change than others and the early 1900's was one of these. American ingenuity, drive and inventiveness were at the boiling point all across the land . . . and Milwaukee was no exception.

The city seethed with excitement. Canoeing on the Milwaukee River was all the rage. Beer gardens were everywhere. The Gentlemen's Driving Club opened a new harness track at Washington Park. And a little pocket change could get you into the Alhambra theatre on Grand Avenue to see a smash stage hit. Maybe even Theda Bara!

But there was more going on than fun and games. Polish and German immigrants were pouring into the city . . . new factory smokestacks were rising all around the skyline . . . motor cars were drowning out the clatter of horse's hooves . . . and a small group of determined men were thinking the time was ripe for a better gasoline engine.

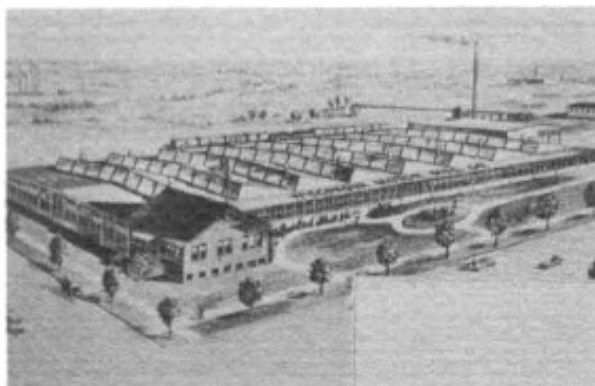
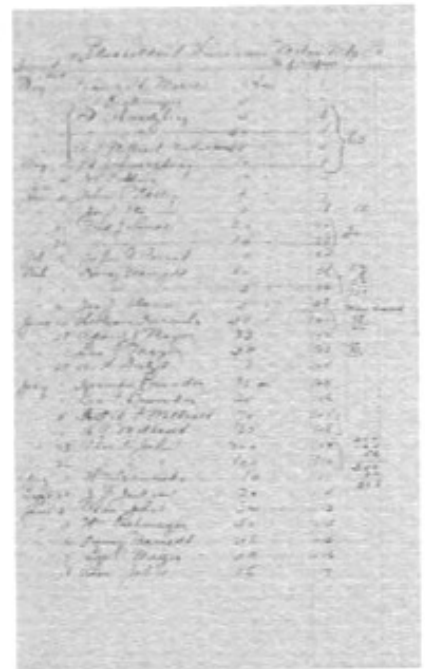
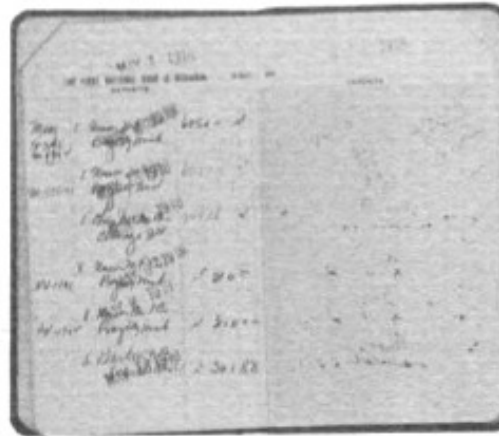
Grand Avenue bridge  
(now Wisconsin Avenue).





A Wisconsin-powered truck pulls a road grader.

Handling corporate funds was a simple matter of a bank book back in 1915.



First plant at  
53rd and Burnham.



Original charter of incorporation.

Informality was the rule in earlier years as this list of original stockholders attests.

## And a time to begin...

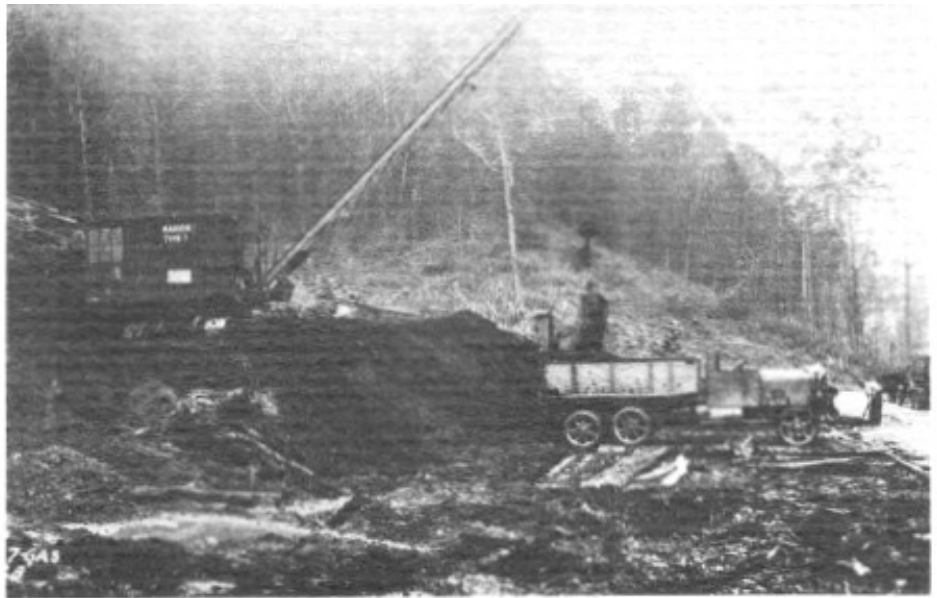
On the morning of March 12, 1909, the headline of the Milwaukee Sentinel read — MAZE OF MACHINERY AND ELABORATE DECORATIONS MARKS MILWAUKEE'S FIRST AUTOMOBILE SHOW. The second most prominent headline read — CUDAHY SEES NO DROP IN MEAT PRICES.

These subjects seemed to be the topic of the day. But there was one more story that day, not covered by the Sentinel, that was of much more importance. At least, it was of more importance to Mr. Charles H. John, President and General Manager of a Company just granted its charter on this date — the Wisconsin Motor Manufacturing Company.

The initial history of Wisconsin Motor is best described in the words of one Reverend J. H. Burbach. In 1912, the Reverend sat down and wrote a history of the City of West Allis entitled "A City of Marvellous Growth." In that book, he described Wisconsin Motor Manufacturing Company's first three years of existence. The following paragraphs are excerpts from his book.

*Wisconsin*  
CONSISTENT

This Marion excavator from the early 1900's was powered by a Wisconsin engine.



WISCONSIN MOTOR MANUFACTURING COMPANY  
STOCKHOLDERS LIST - 1914

No.	Name	Address	No. of Shares
1.	Wm. H. Allen	1114 State St.	100
2.	Geo. F. Moore	Kemper St. & 1st St.	100
3.	Henry Marshall	1012 Broadway St.	100
4.	Jos. Marlowe	1001 W. 1st St.	100
5.	Robert Marshall	1001 W. 1st St.	100
6.	As. W. Williams	1001 W. 1st St.	100
7.	Mr. George Meyer	1001 W. 1st St.	100
8.	Mr. A. J. Thompson	1001 W. 1st St.	100
9.	Mr. Thompson	1001 W. 1st St.	100
10.	Mr. Thompson	1001 W. 1st St.	100
11.	Mr. Thompson	1001 W. 1st St.	100
12.	Mr. Thompson	1001 W. 1st St.	100
13.	Mr. Thompson	1001 W. 1st St.	100
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98.	Mr. Thompson	1001 W. 1st St.	100
99.	Mr. Thompson	1001 W. 1st St.	100
100.	Mr. Thompson	1001 W. 1st St.	100

This stockholder list from 1914 carries the names of 10 women.

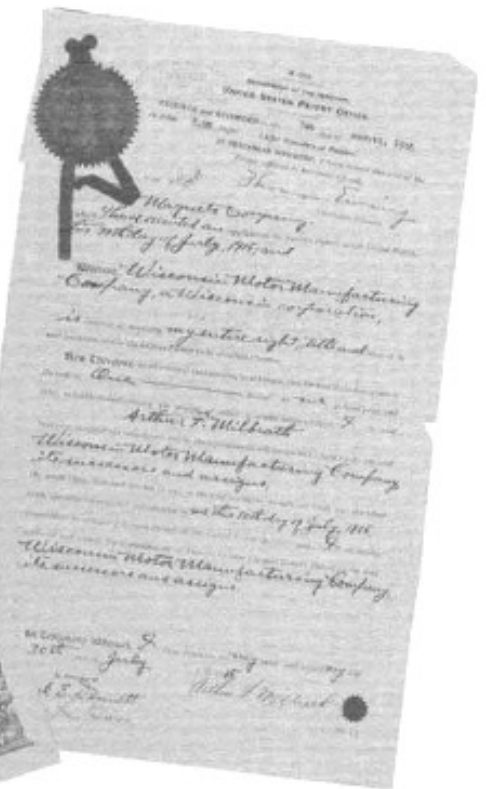
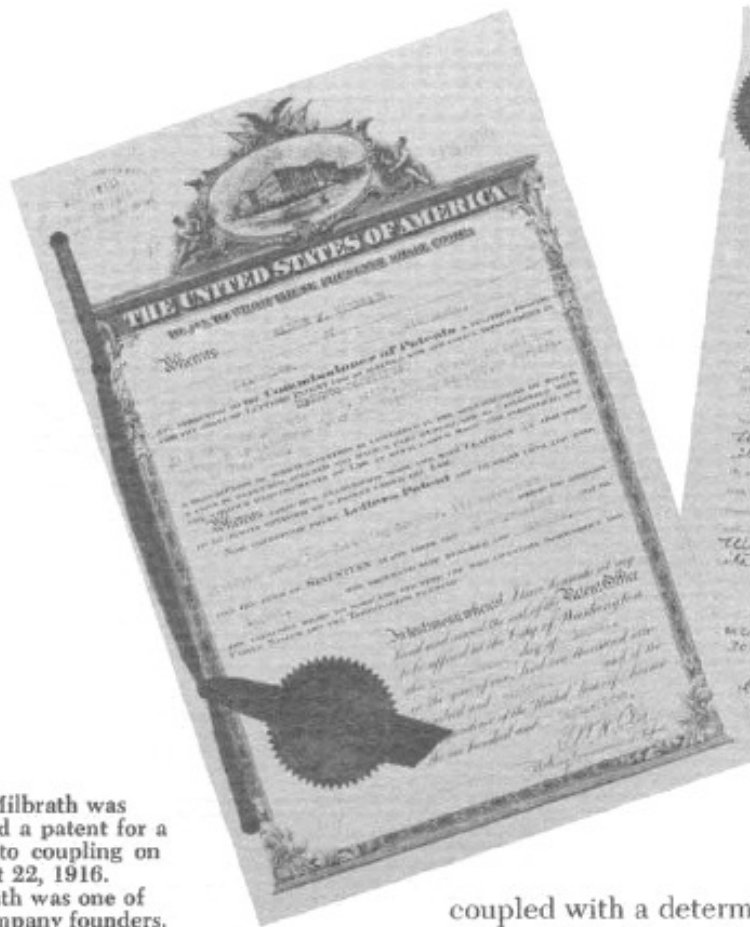
"There are but few manufacturers that can parallel the record of the Wisconsin Motor Manufacturing Company, makers of the famous Wisconsin Motors. The remarkable and rapid progress made by that concern during the brief time that has elapsed since it entered the motor making industry is a contradiction to the theory that there are too many motor manufacturers already in the field. This theory probably would have applied to an ordinarily organized company producing an average type of engine and lacking the other important essential to success — scientific management.

"The success the Wisconsin Motor Manufacturing Company has achieved in this strongly competitive field seems remarkable, but an analysis brings out the fact that this is simply another case of where an unusually high-grade motor has quickly found a market amongst the makers of first-class automobiles. Other reasons contributing to the success of the Wisconsin Motor Manufacturing Company are the skillful and experienced management it has had from the very start,

In 1921, this Wisconsin Special set a world speed record of 180 miles per hour.



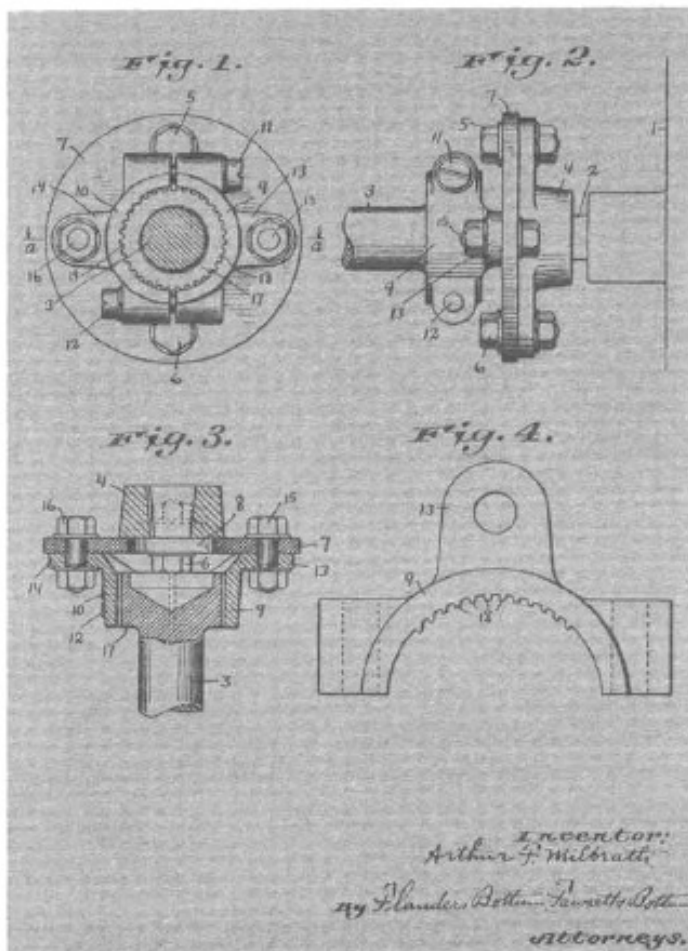




coupled with a determination to employ the highest skill obtainable in the designing and engineering departments and require the employment of only the most competent and skilled workers in the building of their product.

"For this policy and carrying it out to a successful issue, much credit is due to the business management of Mr. Charles H. John, President and General Manager of the Company, and to the assistance rendered him by Mr. A. F. Milbrath, Secretary and Mechanical Engineer. The latter is designer of the different types of Wisconsin Motors, and is considered an authority on all matters pertaining to motor construction.

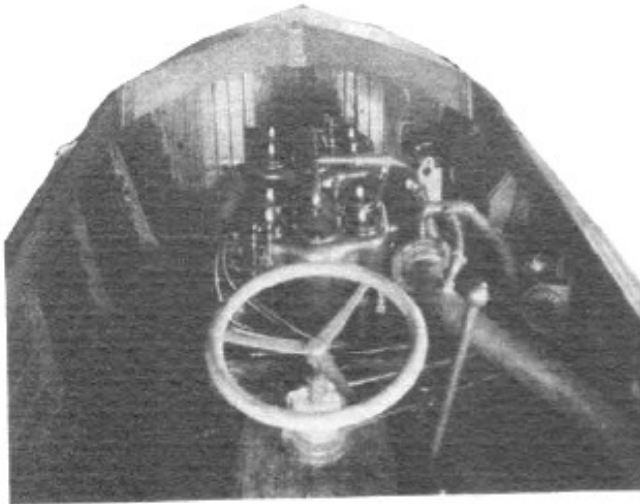
"The Wisconsin Motor Manufacturing Company started two years ago in a small wooden shop at North Milwaukee without an order on its books, but fortified with strong determination and ambition of President John to build an exceptional high-grade motor. There never was any doubt of the Company's growth after the first few specimen motors went out. Orders began to pile up and the shop force expanded until the original factory was of insufficient size. Six and one-half acres were purchased at 53rd and Burnham St. in the city of West Allis and this ground was covered with one of the most modern and up-to-date motor manufacturing plants in the United States, which now employs on an average 300 shopmen, running day and night shifts.



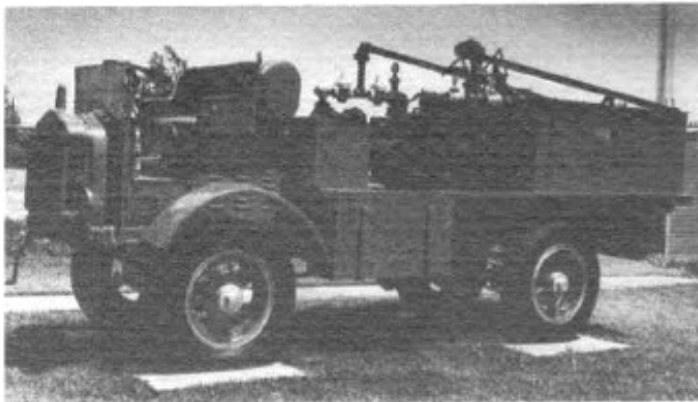
A celebration  
ensued with the  
production of the  
company's  
3,000,000 engine  
in 1959.



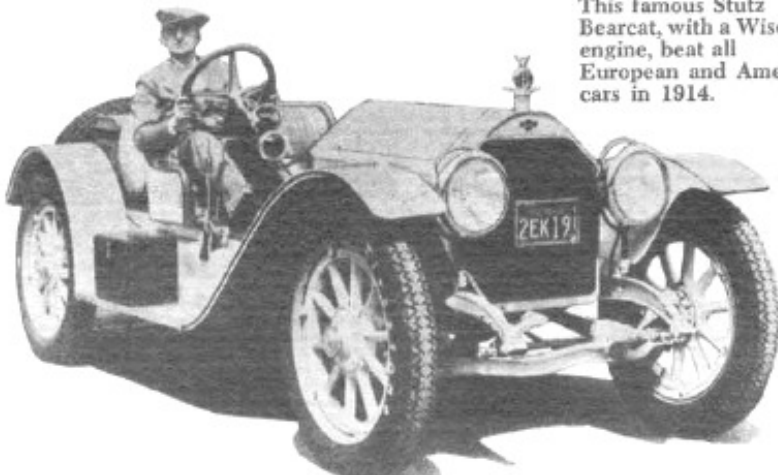
Pleasureboats  
were a major  
market for  
Wisconsin  
engines in  
1920's.



Many fire  
engines  
were  
equipped  
with  
Wisconsin  
engines.



This famous Stutz  
Bearcat, with a Wisconsin  
engine, beat all  
European and American  
cars in 1914.



"The main factory building is considered by experts to be the best lighted and best ventilated plant in the country. The State Factory Inspector on a recent tour of inspection unreservedly pronounced the plant the very finest in the State.

"The equipment, tools, etc., are the latest approved types. Jigs are used for every operation and a most thorough and rigid Inspection Bureau is constantly maintained. When a motor gets this Bureau's O.K. it can be relied upon to be 100% right."

Whether or not the Reverend doubled as a PR man, or whether he was a PR man doubling as a Reverend is not known. But thanks can be given to him for his kind words and historical account of Wisconsin Motor's first three years.

During those years, Wisconsin's first water-cooled engines were developed and sold to such prominent automobile manufacturers as Stutz, Case and Kissel.

Beyond that, earlier Wisconsin engines found favor on the race car circuit. Drivers like Ralph de Palma, Bill Endicott and Sig Haugdaul had a marked preference for the power that Wisconsin engines delivered. In fact, Sig Haugdaul was the first man ever to go three miles a minute. He did it in the Wisconsin Special which was powered, of course, by a big Wisconsin engine. That was in 1922. His top speed was 180 mph.

As far as racing goes, old Sig was the one who made the most of Wisconsin power. Yet, there were others. In 1915, two Stutz Bearcats, using Wisconsin engines, came screaming across the finish line first and second at the Sheepshead Bay, Long Island Raceway. At the time, that was quite a feat.

This payroll department of 1952 is a far cry from the computerized system of today.



A Wisconsin-powered crawler tractor pulls a road grader, circa 1920.



The engines used for the famous Stutz automobiles were the Wisconsin Motor type "A" — a 4¾ inch bore by 5½ inch stroke, four cylinder "T" head engine. It was a tough, durable engine — a forerunner of all the other engines that would ultimately give Wisconsin the reputation for toughness and durability. That type "A" packed a lot of wallop.

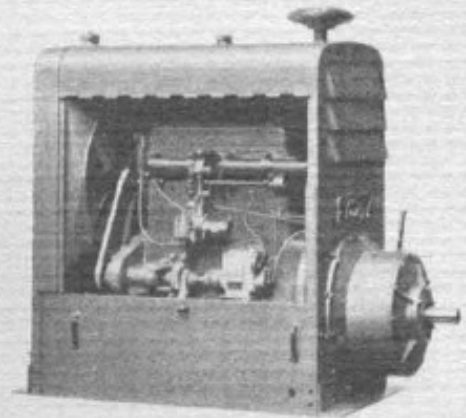
This same engine, the type "A", was also used in the famed Clintonville Four Wheel Drive Trucks. Soon after, however, the company began to introduce other engines. All different kinds of four and six cylinder engines were added to the line that eventually boasted a range in horsepower from 20 to 200. All of these engines were water cooled.

While the auto industry was without question a growth industry during this period, it was also the case that many of the smaller auto manufacturers were starting to fall by the wayside. Unfortunately for Wisconsin, many of these manufacturers turned out to be Wisconsin customers. Stutz, Case and Kissel all faltered.



*Wisconsin*  
CONSISTENT

## ENGINES AND POWER UNITS For Every Type of Industrial Equipment



Model "SU" 4x5-4 Cyl. Power Unit

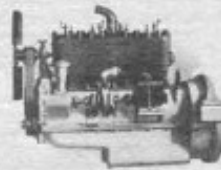
### Wisconsin Motor Mfg. Company Milwaukee Wisconsin

*Wisconsin*

#### Four Cylinder Passenger Car Motors



TYPE "D-A-C" MOTOR  
Bore: 4" Stroke: 5"  
Weight of motor: 110 lbs.  
Mounting base: S. & S. casting: 25.4



TYPE "D-A-C" MOTOR  
Bore: 4" Stroke: 5"  
Weight of motor: 110 lbs.  
Mounting base: S. & S. casting: 25.4

TYPE "D-A-C" MOTOR  
Bore: 4" Stroke: 5"  
Weight of motor: 110 lbs.  
Mounting base: S. & S. casting: 25.4

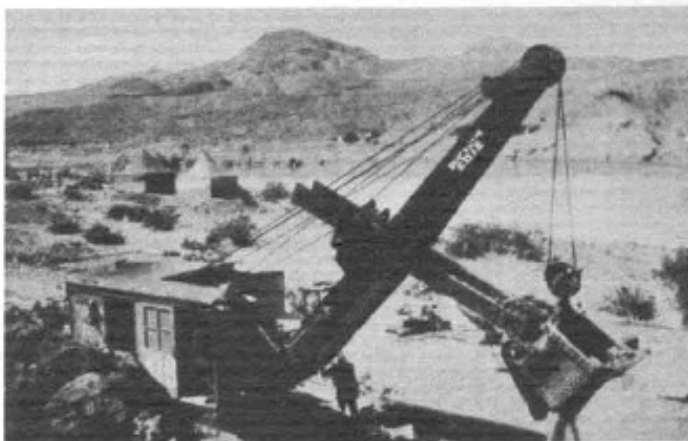
GENERAL DIMENSIONS  
Crankshaft: Chrome Nickel Steel 3" x 4"  
Belt pulley: 4" x 4" x 1/2"  
Flywheel: 10" x 10" x 1/2"  
Connecting rod: 10" x 10" x 1/2"  
Piston: 4" x 4" x 1/2"  
Crank pin: 1 1/2" x 1 1/2" x 1/2"  
Supporting: 10" x 10" x 1/2"  
Bolt: 1/2" x 1 1/2" x 1/2"  
Nut: 1/2" x 1 1/2" x 1/2"

Other prospective automobile manufacturers had also begun to build their own engines, so Wisconsin had to turn to other markets in order to service. These markets were quickly found. The large, government financed WPA and CCC programs required farm, industrial and construction machinery — and all of these required power, power that Wisconsin Motor Manufacturing was only too happy to supply. It was this sort of diversification that allowed Wisconsin to weather the stormy changes going on in the auto industry.

But there was another change taking place at Wisconsin too. During the 20's, all their engines had been of the water cooled variety. But in 1929, attention was turned to the air-cooled engine. First, a number of single cylinder engines were introduced. In 1935, a four cylinder engine was added to this new line. It was this engine that proved to be one of the most remarkable successes in the history of engine building and manufacturing. It was used for every conceivable type of equipment. Demand for these engines rose so rapidly that by the year 1941 the air-cooled engine line had entirely displaced the water-cooled line so that only air-cooled were being built.

During WWII, Wisconsin Motor provided the government and armed forces with these superbly powerful air-cooled engines. They became remarkable performers in the war effort and their reputation as one of the most dependable engines built anywhere resulted.

This Bucyrus-Erie shovel, Wisconsin powered, helped dig the Panama Canal.







A sales brochure,  
circa 1940.



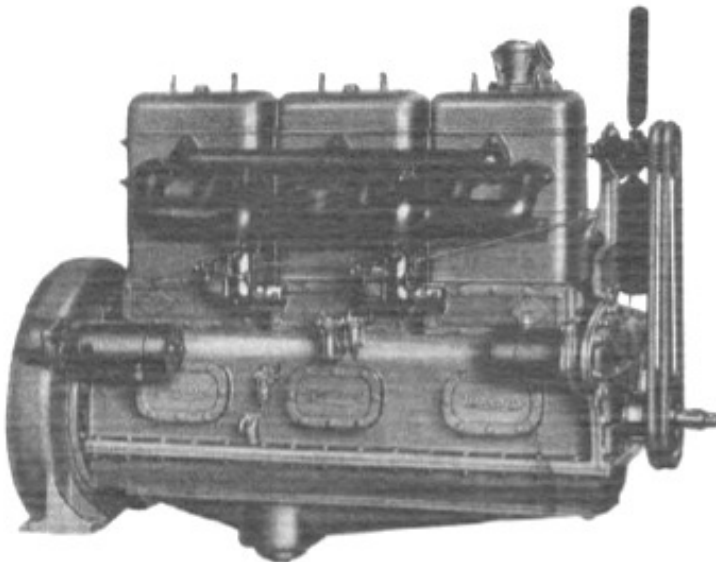
An early sales  
brochure for  
the Latin  
American  
market, circa  
1925.

Before the war, and for a brief period, Wisconsin Motor manufactured a very famous line of marine engines. These were called Wisconsin Whitecaps, and had their heyday in the Prohibition era. These powerplants were water cooled and were the standard power source for the Coast Guard patrol boats that ran up and down the coastlines looking for rumrunners. These engines could get those patrol boats moving in a hurry, and gave the Coast Guard quite an edge — for a while. Soon, the rumrunners got the idea to install Wisconsin Whitecaps in their boats too. The odds quickly evened.

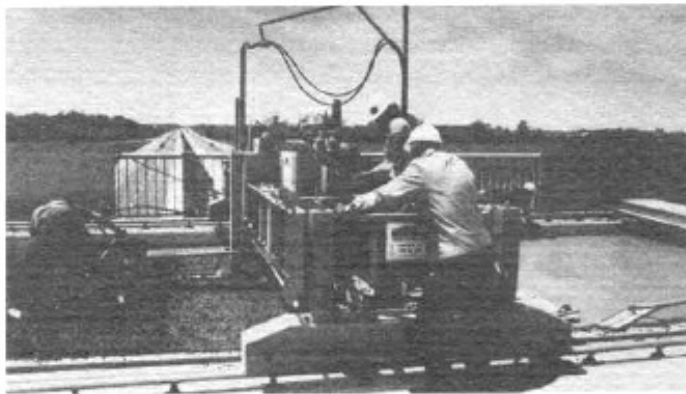
Today, Wisconsin Motor Manufacturing Company is now Teledyne Wisconsin Motor. The engines are known for their toughness and dependability. In agriculture, they supply the power for swathers, balers, irrigation pumps, auxiliary power and more. For construction, they power ditchdiggers, backhoes, concrete saws, cement mixers and more here too. For industry the applications are diverse — welders, generators, pumps, sweepers, air compressors just to name a few.

Other common applications include oil rigs, railroad equipment, boat hoists, construction elevators, garden tractors, heavy-duty lawn mowers, stump removers, leaf mulchers, snow blowers and more.

Teledyne Wisconsin Motor manufactures 12 standard Wisconsin air cooled gas engine models ranging from 2.5 to 65.9 horsepower and from 1 to 4 cylinders.



Wisconsin engines are sold and serviced in over 90 countries throughout the Free World. This Wisconsin distributorship is in Istanbul, Turkey.



Another heavy duty application for Wisconsin engines is this finishing paver.



Many popular small construction machines are powered with heavy duty Wisconsin engines.

In addition, there is always a vigorous research and development effort, on the part of the company, that is always going on. The aim is to constantly improve the performance standards of the entire line of Wisconsin engines so that we can maintain our strong position in the marketplace. The effort is not only toward improvement, especially with regard to changing emission standards, but to the development of entirely new engines as well. Teledyne was founded on the idea of offering high quality engines. In order to maintain that tradition this research and development effort must be continuous.

The plant is also under constant upgrading. Facilities are being expanded in some cases. New tools and machines to help the manufacture of the engines are always being added.

Ever since Wisconsin Motor Manufacturing Company got its start it has marketed engines to a large marketplace. But the marketplace has grown



Harold A. Todd  
President, 1937 to 1967

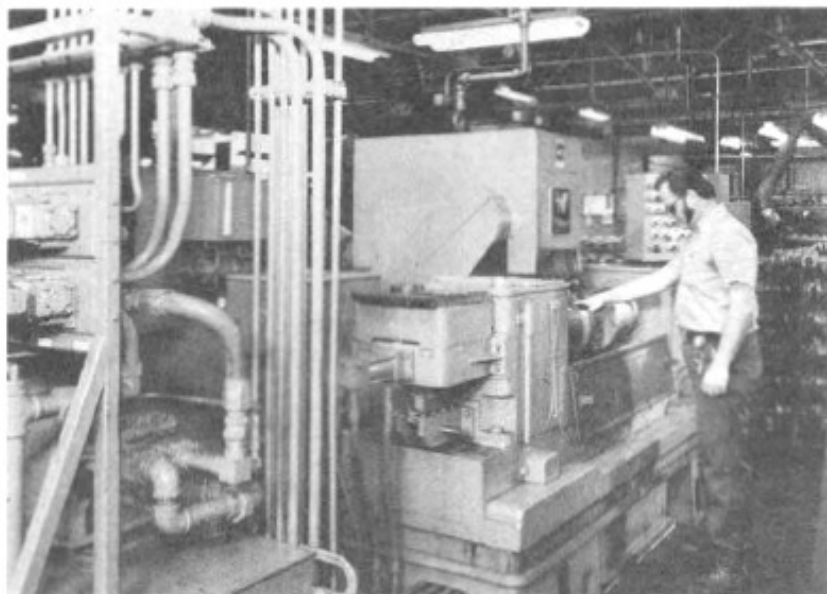
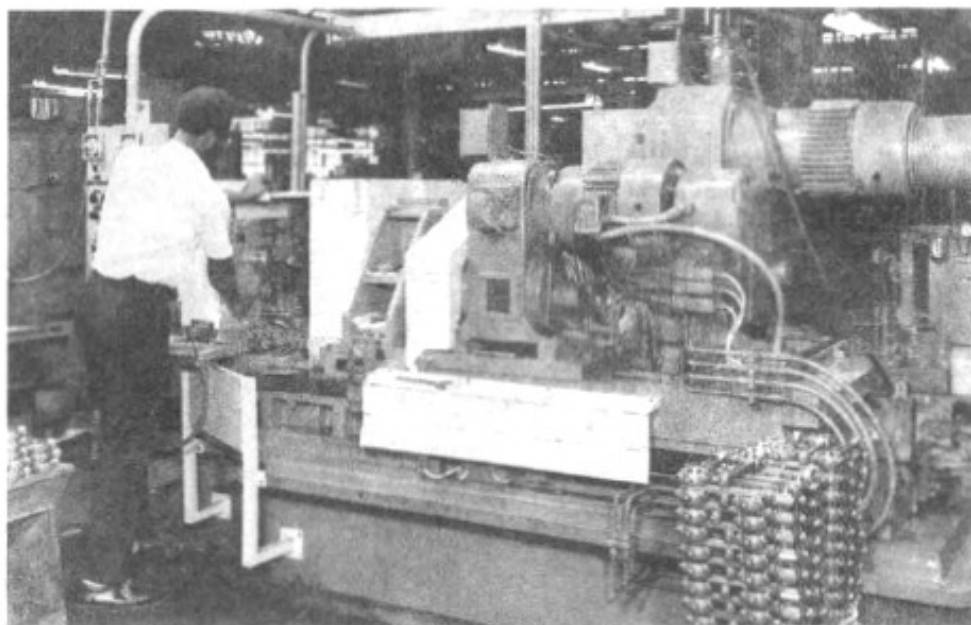


Phil A. Norton  
President, 1967 to 1969



A. A. Erlinger  
President since 1969

Crankpins and wristpins are finish-bored to extremely close tolerances on this machine.



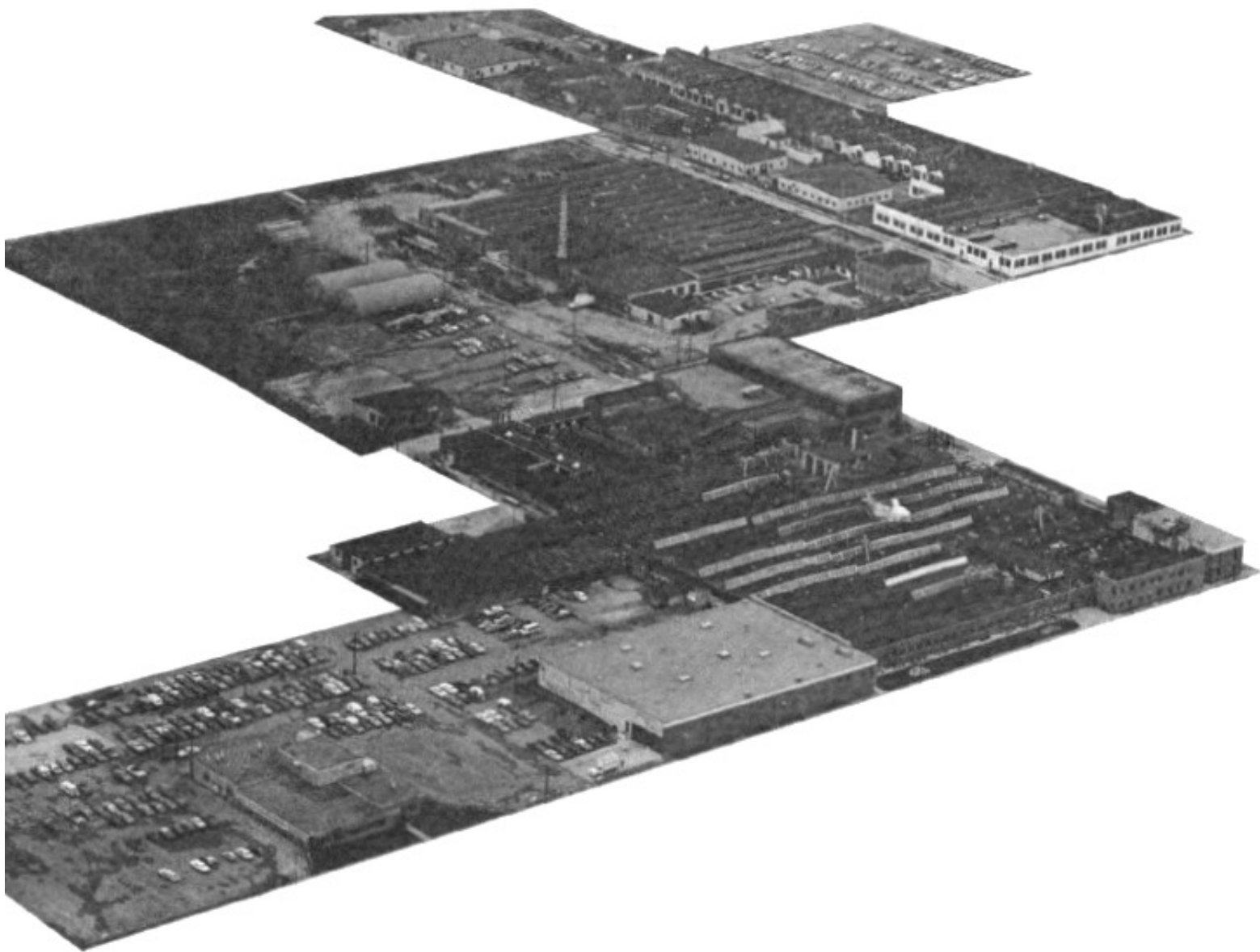
A continuing program of modernization throughout the plant keeps Wisconsin engine quality to traditionally high standards. This machine turns crankpin diameters to close tolerance.



by leaps and bounds and become worldwide. The International marketing effort is stronger than ever before. Growing and developing nations abroad need power and, as is consistent with the company's history, Wisconsin Motor is there to supply it.

Over the years, Teledyne Wisconsin Motor has developed a worldwide chain of distributors and service centers. Now, the company is involved in strengthening our training programs all over the world, and accelerating our communications and promotions programs. Right now, Teledyne has over 2500 service centers worldwide, but they're working for more so that complete back up for our engines can be found in every little corner of the world.

All this talk about the world . . . that's not bad for a place that started in a little wooden shop in North Milwaukee. The history of Teledyne Wisconsin Motor is quite a story. But the most comfortable, and exciting, thought is this — there's more to the story of the future than there was to the past.



Your Foremost Source of Dependable, air-cooled 4 cycle diesel and gasoline engines 3 to 65 hp.

 **TELEDYNE WISCONSIN MOTOR**

1910 S. 53rd Street, Milwaukee, Wisconsin 53219