

1904 — 1908

From 1904 through 1906, Jeffery ranked as the third largest U.S. car manufacturer. The factory occupied 15 acres with an additional 33- acre site available for expansion and road testing. In 1905, the company sold 4,000 "Ramblers".

Production was not limited to a single auto body. As early as 1904, Jeffery produced a delivery wagon based upon the "Rambler" chassis. The "1904 Rambler Delivery Truck, Type 1" could carry 500 pounds and featured a detachable delivery top. Jeffery also produced a five-seater that was akin to the modern station wagon. In 1905, Jeffery introduced a "Rambler" camper.

1909 - 1912

In 1909, Jeffery outsold Ford and Cadillac at the Chicago Auto Show. The company had 1,000 employees and worked two 12-hour shifts around the clock. When T.B. Jeffery died on Jan. 21, 1910, he left behind a thriving company. Jeffery was the third largest employer in Kenosha. The factory had grown to 25 acres, with an addition of new buildings to the west and southwest, and a concrete test track oval. Jeffery's widow and sons incorporated the firm as Thomas B. Jeffery Co. and Charles T. Jeffery took the helm.

In May of 1910, Charles Jeffery donated \$3,500 to the City of Kenosha for the purchase of an automobile fire truck constructed with a "Rambler" chassis and outfitted by Pirsch. The Kenosha Evening News reported it the "first of its kind owned by any Wisconsin city, and one of the first cities in the country to have motorized apparatus."

1913 — 1916

On Oct. 11, 1913, the Kenosha Police Department put its first motorized patrol car into action. The car was built by the T.B. Jeffery Company.

On July 29, 1916, the Jeffery heirs sold the company to Charles Nash for \$5 million. The plant covered 101 acres with new construction underway. The plant operated at a capacity output of 35 cars and 15 trucks per day. Some sources attributed the sale of the thriving company to Charles T. Jeffery's near-death experience on the ill-fated "Lusitania."



The Production Line

The "Quad" Truck

The "Quad" played a major part in production between 1913 and 1928 for both Jeffery and Nash. Over 15 years, 41,676 Quads were built for commercial and military use -- the largest selling truck in the world. In 1913, the Army needed an all-terrain vehicle which could carry 1_ tons, with a 20% overload. The Quad had 4-wheel drive, 4-wheel braking, and interchangeable components. The Quad could maneuver up steep grades and through streams with water to the tire tops. Jeffery built 5,578 "Quads" in the first year, selling most overseas to the Russian and French governments. Some saw service as ambulances in Belgium. During the First World War, Quads proved vital in moving troops and heavy equipment to the front lines.

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**"AFTER A SPECIAL MANNER,
REJOICE TOGETHER"**

Every fourth Thursday in November, we follow that advice of Gov. William Bradford to the early Pilgrims.

Thanksgiving was first celebrated in North America by the settlers at Plymouth in Massachusetts Colony in 1621. During their presidencies, George Washington and James Madison each issued a Thanksgiving proclamation. But it wasn't until 1863, in the midst of the terrible Civil War, that a persistent woman magazine editor, Sarah Josepha Hale persuaded President Abraham Lincoln to establish Thanksgiving as a national annual holiday celebration each November.

On October 3, 1863, in a year that saw the Emancipation of African-American slaves and the great Union victories at Gettysburg and Vicksburg, Lincoln, at the urging of Hale in the pages of her magazine, Godey's Ladies' Book, declared the last Thursday of November as a national day of Thanksgiving.

Lincoln's proclamation, after citing the "gracious gifts of the Most High God, who, while dealing with us in anger for our sins, hath nevertheless remembered mercy," goes on to say:

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"It has seemed to me fit and proper that they should solemnly, reverently and gratefully acknowledge as with one heart and voice by the whole American people.

"I do therefore invite my fellow citizens in every part of the United States, and also those who are at sea and those who are sojourning in foreign lands, to set apart and observe the last Thursday of November next, as a day of Thanksgiving and Praise to our beneficent Father who dwelleth in the Heavens."

And although the date was altered in the 20th century to the 4th, rather than the last Thursday in November to provide a longer pre-Christmas shopping window, the Thanksgiving holiday has been celebrated annually ever since.

How was it marked in Kenosha, that Nov. 26, 1863? Certainly with solemnity, at least as reflected in the few pages of the weekly Kenosha Telegraph, which, since it published on Thursdays, came off the presses that morning.

It included the first news Kenoshans received of a brief speech the president had delivered the previous Thursday at the dedication of a battlefield cemetery in Pennsylvania.

"Four score and seven years ago," the printed text began.

The text the local newspaper received by telegraph seven days later differs from the now familiar text of Lincoln's Gettysburg Address.

The Kenosha Telegraph account continues: "our fathers established upon this continent a Government conceived in liberty and dedicated to the fundamental principle that all mankind are created equal by a Good God, [applause]."

KENOSHA NEWS

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The later line: "The brave men lying dead, who struggled here, have consecrated it far above our poor power to add or to detract. [Great applause].

"The world will little heed, nor long remember, what we say here; but it will not forget what they did here. [Immense applause]."

The weekly Telegraph also published the lyrics of an anthem written by a prominent Philadelphia clergyman, Dr. William Augustus Muhlenberg, titled, with Lincoln's permission, "The Presidential Hymn." It was, while surely heartfelt, a good deal less applause-worthy than the Gettysburg Address. It began:

"Give thanks, all ye people, give thanks to the Lord,
Allelulas of freedom, with joyful accord.
Let the East and the West, North and South roll
along,
Sea, Mountain and Prairie, one Thanksgivings song."

Closer to home, the newspaper reported the arrival home that week of Captain, acting Major Donald C. McVean, called the first man in Wisconsin to respond to Lincoln's 1861 call for 75,000 volunteer soldiers to quash the secession of the Confederacy. McVean's Park City Grays, which soon became Co. G, 1st Wisconsin Volunteer Infantry was the first unit in the state to step forward.

McVean was home on convalescent furlough after losing a leg at the Battle of Chickamauga. He was accompanied by the 1st Wisconsin's chaplain, the Rev. J. McNamara, who brought with him, the newspaper reported, money donated by the regimental officers to pay for a "suitable artificial leg. . . so when this cruel war is over. . . he shall be able to stand in the ranks of his Country's Defenders. . ."

But that first Thanksgiving in 1863 was not completely without celebration and good food.

Don't forget, the weekly Telegraph urged, the Thanksgiving "Oyster Supper and Fest" sponsored as a fund raiser by "the Ladies of Kenosha."

"Go, therefore, to Simmons Hall, this evening, and take a dish of Oysters, ice cream or anything else your appetite craves. . . receive the worth of your money and help the Ladies in their praiseworthy enterprise."

Money raised was to go toward "Park Improvements," by which was meant attempting, somehow, to turn a swampy frog-filled eyesore into an attractive public green. Eventually, years later, they succeeded. Today we know it as Library Park.

By Don Jensen

Volunteers Wanted

Lighthouse Demolition

We are looking for volunteers to help with the Keeper's House restoration. We would like to begin interior demolition of non-historic walls, bathrooms etc. this fall. If interested please call Tom Schleif at 262-654-5770 ext. 102.

Outreach Volunteers

We at the History Center love to brag about ourselves and seek volunteers to brag with us.

If you enjoy public speaking, writing, planning events, distributing posters, talking with business persons, surfing the Internet, doing graphic design, e-mailing people, taking lakefront walks to hand out flyers, etc. -- please join us!

We'll have even more to brag about together. For more information, call 654-5770.

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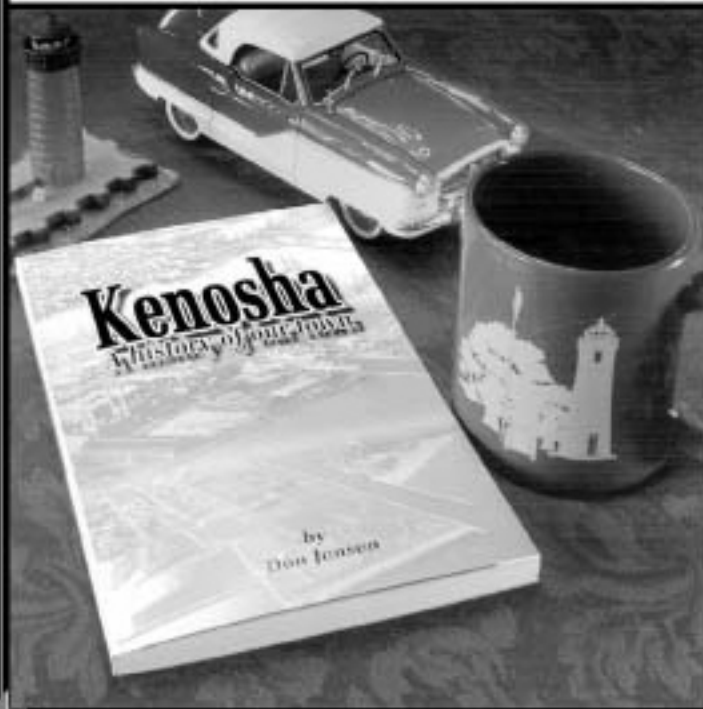
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