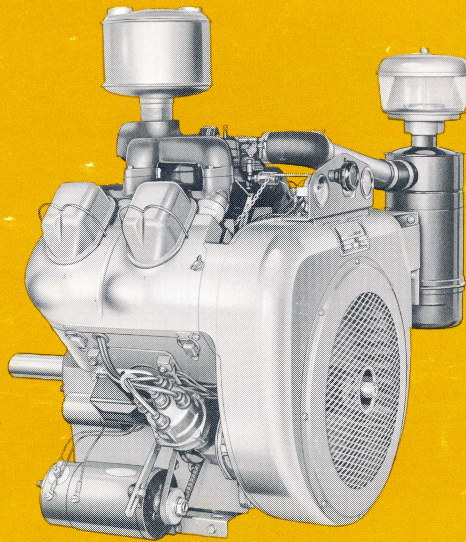


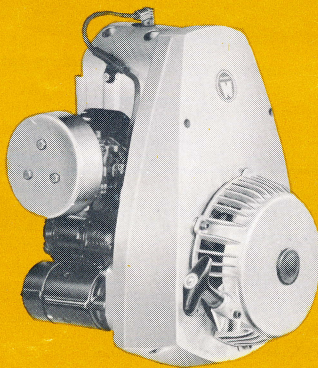


WISCONSIN  
is on the move!

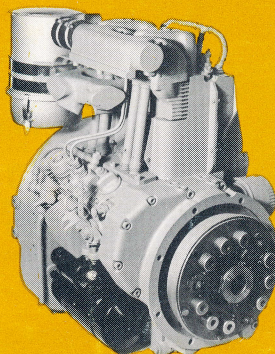
W I S C O N S I N



4-Cycle  
Singles — Twins — and V-4's  
6 to 65.9 hp



2-Cycle  
Singles — Twins — and Three-Cylinder  
for Snowmobiles and Terrain Vehicles  
12.5 to 70 hp  
Industrial Singles  
Horizontal or Vertical Shaft  
1.5 to 10.5



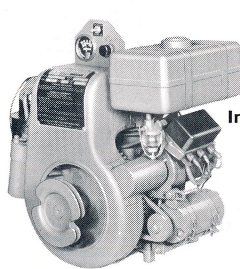
4-Cycle Diesels  
Singles — Twins — Three-  
and Four-Cylinder  
3 to 62 hp

Your  
foremost source  
of heavy-duty,  
air-cooled  
2-cycle,  
4-cycle and  
diesel engines  
— from 1.5 to  
70 hp.



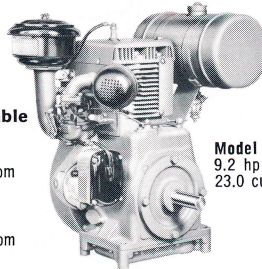
## CHOOSE FROM INDUSTRY'S MOST COMPLETE LINE OF HEAVY-DUTY, AIR-COOLED 4-CYCLE ENGINES

Wisconsin has the right engine for your requirements from 6 to 65.9 hp. All models are built to the same rigid quality standards — to provide the most hp hours of use with minimum wear, upkeep and downtime. They are normally furnished to burn gasoline but can be equipped to burn LPG, natural gas, kerosene or fuel oil of 35 Octane rating or better. Wisconsin also offers you six sets of interchangeable models to upgrade power on your assembly line, or in the field — and to simplify servicing as well as parts and engine inventory. Models shown and characteristics listed are for gasoline engines.

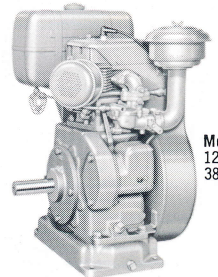


**Interchangeable**

**Model ACN**  
6 hp 3600 rpm  
14.9 cu. in.  
and  
**Model BKN**  
7 hp 3600 rpm  
17.8 cu. in.

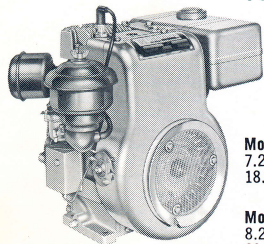


**Model AENL**  
9.2 hp 3600 rpm  
23.0 cu. in.



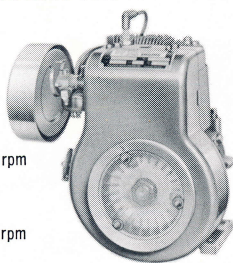
**Model AGND**  
12.5 hp 3200 rpm  
38.5 cu. in.

**Four Small Frame Cast Iron Interchangeables**



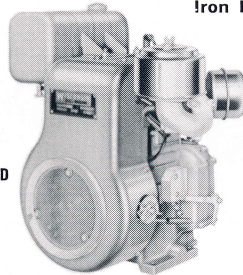
**Model S-7D**  
7.25 hp 3600 rpm  
18.6 cu. in.

**Model S-8D**  
8.25 hp 3600 rpm  
20.2 cu. in.



**Model TRA-10D**  
10.1 hp 3600 rpm  
22.05 cu. in.

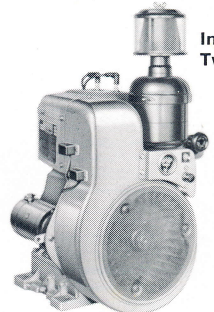
**NEW Model TRA-12D**  
12 hp 3600 rpm  
27.66 cu. in.  
with solid state  
ignition standard.



**Model S-10D**  
10.5 hp 3600 rpm  
24.89 cu. in.

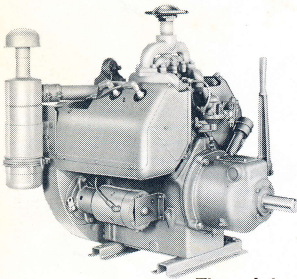
**Model S-12D**  
12.5 hp 3600 rpm  
28.86 cu. in.

**Model S-14D  
and Balanced  
Model CB-14D**  
14.1 hp 3600 rpm  
33.1 cu. in.

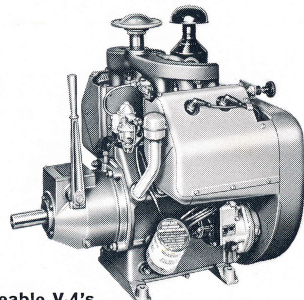


**Interchangeable  
Twins**

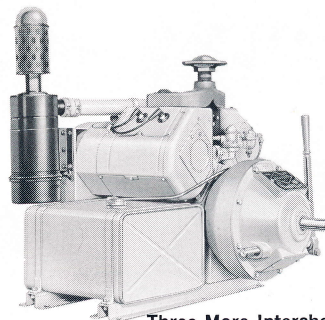
**Model THD  
and Balanced  
Model TJD**  
18 hp 3600 rpm  
53.9 cu. in.



**Model VF4D**  
25 hp 2400 rpm  
107 cu. in.

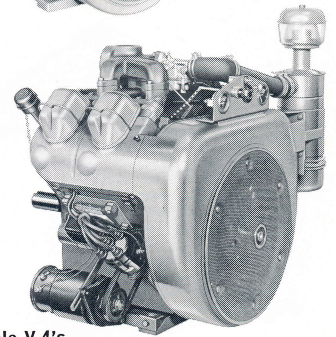


**Model VH4D**  
30 hp 2800 rpm  
107 cu. in.



**Model VG4D**  
37 hp 2400 rpm  
154 cu. in.

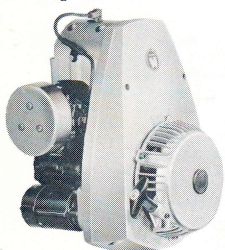
**Three More Interchangeable V-4's**



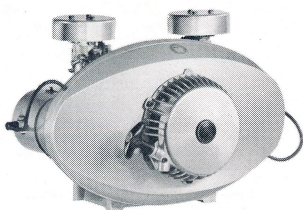
**Model V-461D** — 60.5 hp 3000 rpm  
154 cu. in. and  
**Model V-465D** — 65.9 hp 3000 rpm  
177 cu. in.

## PRIME 2-CYCLE POWER FOR SNOWMOBILES AND TERRAIN VEHICLES

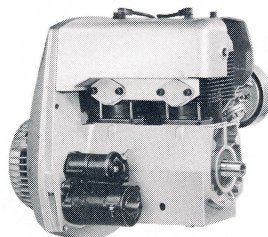
Wisconsin Motor has exclusive sales and service rights to the world-famous line of Hirth 2-cycle engines — single-, two- and three-cylinder models, 12.5 hp to 70 hp, 246 cc to 793 cc. Prized by snowmobilers, the aircraft-quality engines hold most of the world records for speed and endurance.



**Five Singles**  
12.5 hp to 23 hp  
246 cc to 372 cc



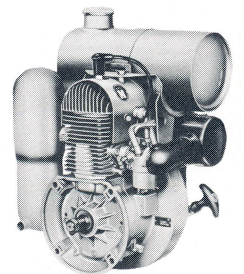
**Opposed Twin**  
24 hp 493 cc



**Three In-Line Twins**  
21.5 hp to 36 hp  
399 cc to 634 cc



**New  
Three-Cylinder  
Model  
70 hp  
793 cc**



**2-Cycle Industrial Engines**

**Seven Models — Single-Cylinder**  
1.5 hp to 10.5 hp 60 cc to 300 cc  
Horizontal and Vertical Shaft

# WISCONSIN MOTOR AWARDED EXCLUSIVE REPRESENTATION IN NORTH AMERICA

FOR **HATZ**

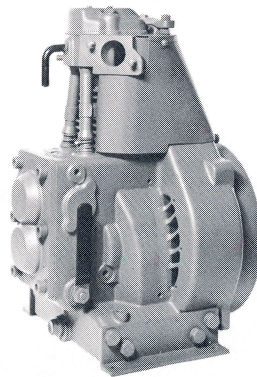
## 4-CYCLE DIESELS 3 TO 62 HP

Wisconsin Motor Corporation was assigned the exclusive sales, service and manufacturing rights to the full line of air-cooled diesels produced by Motorenfabrik Hatz GMBH, of Ruhstorf, West Germany. Both companies have completed 60 years of experience in pioneering design and manufacture of heavy-duty, air-cooled engines for a wide range of industrial applications.

Hatz diesels, particularly in the lower horsepower range, have been extensively redesigned and improved to meet changing trends. Innovations comply with the demand for smoother, long-lived dependability — lightweight compactness — flexibility and adaptability — as well as economy.

Hatz engines utilize both a pre-combustion chamber combustion as well as direct injection systems, depending on specific engine model or family. The smaller engines incorporate a specially designed centrifugal lube oil splash lubrication and centrifugal filtration systems. Larger engines use a conventional positive gear type pressurized oil pump lube oil system. One of the most recent and notable developments is the introduction of several "denoised" models in the 3 to 12 horsepower range. The Hatz diesel engines are competitively priced and cost slightly more than gasoline engines. They are available in several engine families.

E 571/671  
governor side

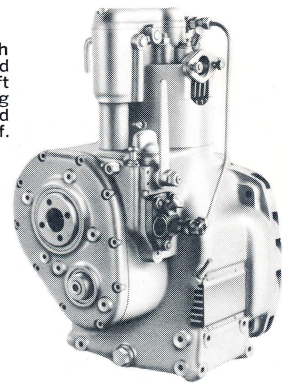


### The 571-671 Range

The lightest, most compact models in the line are the E571 and E671 single-cylinder diesels, 3 to 5 hp. Both engines have the same bore of 2.8" with a stroke of 2.24" for the E571 and 2.64" for the E671. Cylinder displacement is 13.7 and 16.2 cu. in. respectively. Engines operate at up to 3600 rpm, with 1340 to 1575 ft/min. piston speed at 3600 rpm. Models weigh only about 75 lbs. due to extensive use of aluminum in the crankcase.

Both models are direct injection types, with the fuel pump mounted in the crankcase. The air-cooling blower is also mounted within the flywheel. Both utilize the centrifugal lubrication and filtration system. Engines require no belt drive for accessories. Other features include direction of cooling air flow from either side of the engine to match application requirements.

E71/75/79 with  
crankshaft and  
camshaft  
protruding  
for starting and  
power take-off.



### The 70-Range

This range consists of two series. The first includes models E71, E75 and E79 shown above. They are single-cylinder engines with the precombustion chamber combustion system and range from 3 to 8 hp. The 5-hp E71 has a 2.8" bore, 3.15" stroke and a displacement of 19.3 cu. in. It weighs 105 lbs.

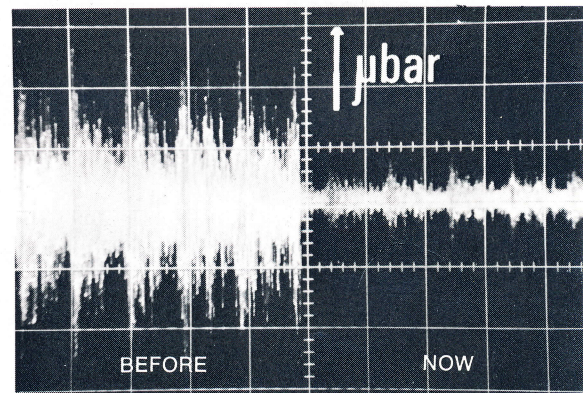
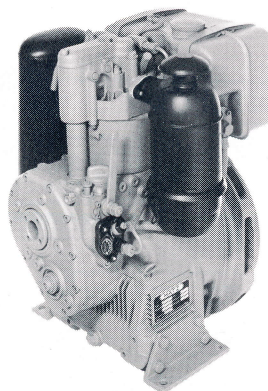
Models E75 and E79 are rated 6 hp and 8 hp respectively. Both have a stroke of 3.15" and bores of 2.95" and 3.15" respectively. Model E75 has a displacement of 21.5 cu. in., weighs 108 lbs. Model E79 has a displacement of 24.5 cu. in. and weighs 117 lbs.

Maximum operating speed for the three models is 3000 rpm. Engines incorporate centrifugal lubrication and filtration system; air-cooling with flywheel fan and oil cooler in the crankcase; manual or electric starting with the aid of a glow plug. Engines can be equipped with a wide range of optional equipment.

## New Quiet Diesels—3 to 12 hp

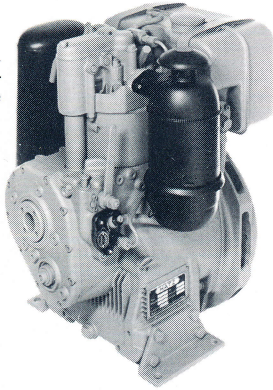
One of the major developments of the year has been the introduction of seven "quiet" diesels, ranging from 4 to 12 hp. The "denoised" models are the E71, 75 and 79; E780 and 785, and the E80, 85 and 89 series of single-cylinder engines.

The "denoising" was a major acoustic and mechanical redesign, not merely a matter of muffling or enclosing the engines. Noise levels at 20 points of origin were charted and analyzed. Noisy components were improved or completely replaced to substantially reduce noise. For example, the noise level of the valve gear train alone was reduced by 67%. The noise reduction program covered such areas as fuel injection, valve gear train, accessory drives, and radiated noise from cylinder barrels, crankcase and cylinder head. A similar "denoising" program is underway for the complete line.

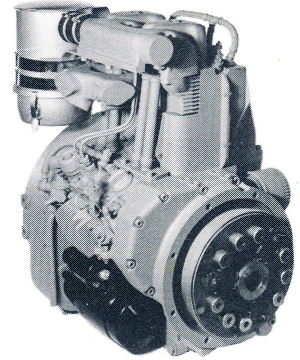
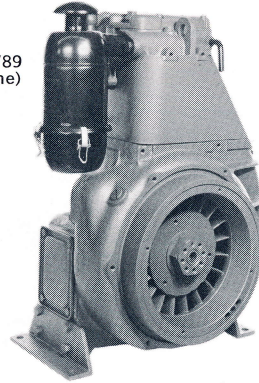


Before and after noise level graph for valve gear train.

E 780, ready for service governor side



E 80/85/89 FG (flange engine)



## The 70-Range

The 8 to 12-hp range of the series is covered by the 10-hp E780 and 12-hp E785 single-cylinder engines. Both are pre-combustion chamber engines and incorporate the flywheel air-cooling blower arrangement as well as the efficient and maintenance-free centrifugal lubrication and filtration system. The E780 has a 3.15" bore, 3.94" stroke, 30.6 cu. in. displacement, and weighs 148 lbs. The E785 has a 3.35" bore, 4.33" stroke, 38.1 cu. in. displacement, and weighs 192 lbs. Both engines operate at speeds up to 3000 rpm, with piston speeds of 1968 and 2165 ft./min. at 3000 rpm.

## The 80-Range

Somewhat heavier than the 70-range series, Models E80, E85 and E89 single-cylinder air-cooled diesels cover the range of 7 to 12 hp. The E80 and E85 have a common stroke of 3.94"; bore of 3.15" and 3.35", 30.6 and 34.6 cu. in. displacement, and weigh 264 and 277 lbs. respectively. The E89 has a bore of 3.50", 4.15" stroke, 40.8 cu. in. displacement, and weighs 273 lbs. They are precombustion chamber engines and have a maximum operating speed of 2500 rpm. All three incorporate flywheel mounted air-cooling blower and gear pump lubrication with a filtration system.

## New 20-hp Two-Cylinder Diesel

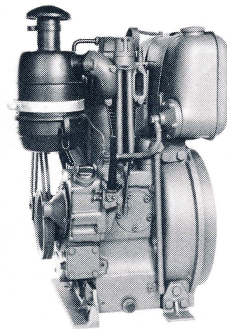
The new two-cylinder model Z782 delivers 20 hp at 3000 rpm. It has a bore of 3.23", stroke of 3.93", displacement of 62.5 cu in., and weighs 325 lbs. It is designed with SAE take-offs at both ends of the crankshaft and permits direct connection as well as support of driven equipment such as hydraulic pumps and generators. Design eliminates the need for extra housings for flange mounting and support. Belt drives are not needed for accessories and all service points are located on one side of the engine for fast, easy servicing.

## The 95-Range—15 to 62 hp

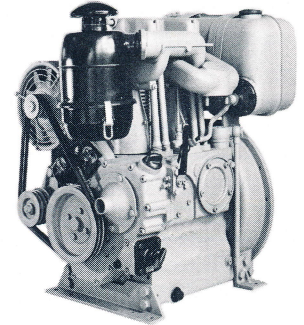
The 95 series of heavy-duty, air-cooled diesels consists of single-, two-, three- and four-cylinder models, ranging from 15 to 62 hp. They are designed and built like conventional larger air-cooled diesels with belt-driven axial blower for air-cooling and shrouded cooling enclosures around cylinders. All four models have a common bore of 3.9" and stroke of 4.3". Displacements range from 52.7 cu. in. for the single-cylinder engine to 210.5 cu. in. for the four-cylinder model. Their operating speed ranges from 1000 to a maximum of 3000 rpm.

The 95 series are precombustion chamber engines. All of them incorporate a highly efficient and dependable pressurized lubrication system with a gear pump and externally cleanable permanent element lube oil filters. Oil is filtered by a suction strainer and disc-type filter in the main channel. Oil is distributed through channels in the crankcase walls, thus eliminating lubricating oil lines and possible breakage. The Bosch injection pump is installed inside the crankcase and is operated by the camshaft.

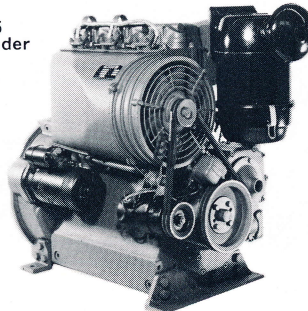
Model E95  
Single-cylinder  
15 hp  
52.7 cu. in.  
313 lbs.



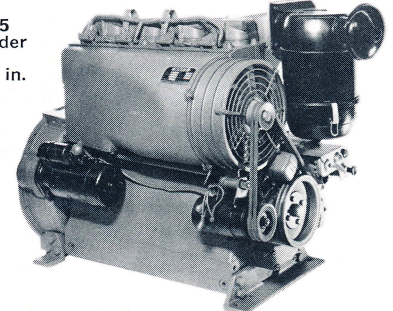
Model Z95  
Two-cylinder  
30 hp  
105.3 cu. in.  
463 lbs.



Model D95  
Three-cylinder  
46 hp  
158 cu. in.  
684 lbs.



Model V95  
Four-cylinder  
62 hp  
210.5 cu. in.  
816 lbs.



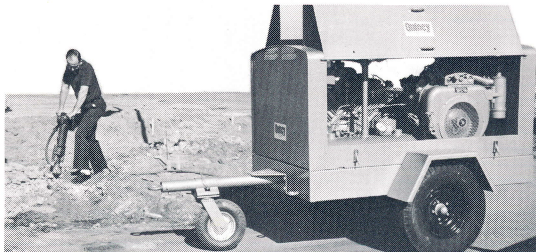
## WISCONSIN POWER FOR PROGRESS AND PROFIT

# 60 years of growth in power

Wisconsin Motor built their first engine in 1909 — a water-cooled model that provided a powerful catalyst for the automotive age. Wisconsin's powered early "mile-a-minute" pioneers like the Kissel, Cutting, Case and Stutz Bearcat — were first choice of Oldfield, de Palma, Haugdahl and other legendary race drivers. Wisconsin's broke the 100-mph barrier in 1914 and three-miles-a-minute, in 1920.

When the automotive giants began to manufacture their own engines in the early 1930's Wisconsin pioneered the design and manufacture of heavy-duty, air-cooled engines. Today, Wisconsin is a synonym for dependable power on heavy-duty applications in agriculture, construction, defense, industry as well as on recreational equipment.

Now, Wisconsin can match your requirements with 4-cycle heavy-duty, air-cooled engines — singles, twins and V-4's, from 6 to 65.9 hp . . . world-famous Hirth 2-cycle air-cooled engines for snowmobiles and terrain vehicles, from 12.5 to 70 hp, and seven single-cylinder models for industrial applications, from 1.5 to 10.5 hp . . . and Hatz 4-cycle air-cooled diesels, single and multi-cylinder, 3 to 62 hp. All are available with a wide range of options for job-engineered applications.



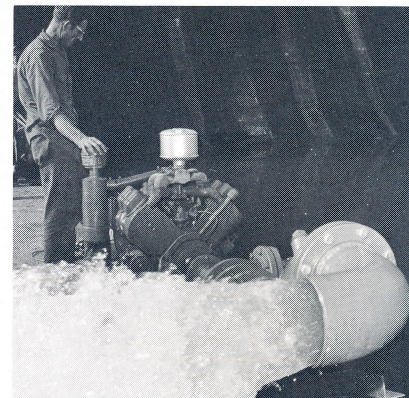
60.5-hp V-4 on air-compressor



60.5-hp V-461D on trencher-blader



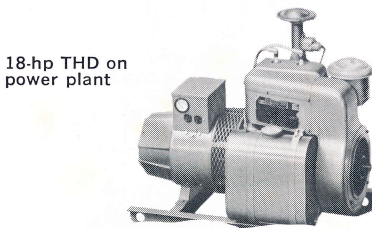
25-hp VF4D powering front-end loader



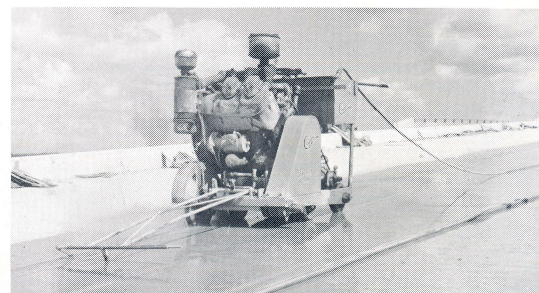
60.5-hp V-4 on 3000 gpm pump



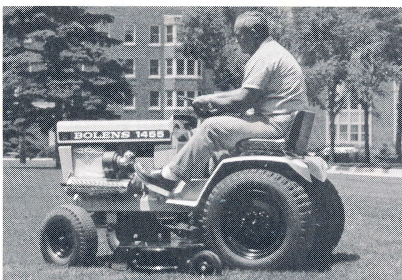
65.9-hp V-4 on swather



18-hp THD on power plant



60.5-hp V-461D on concrete saw



14-hp S-14D on garden tractor



7-hp BKN on concrete buggy



*Wisconsin is on the move—to serve you better*

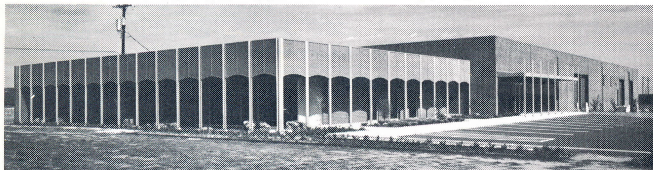
## EXPANDING FACILITIES

Our new executive office building reflects the new spirit and growth at Wisconsin. We have expanded and modernized our manufacturing facilities in our four plants at Milwaukee, Wisconsin. We've computerized order processing and inventory control. Our enlarged and modernized affiliate in Australia has increased production of Wisconsin engines from 6 to 30 hp. Wisconsin engines are also produced under license in Brazil, Colombia and Thailand. Our recently added lines of Hirth two-cycle snowmobile and terrain vehicle engines and four-cycle Hatz diesels are backed by full-scale, progressive production facilities in West Germany.

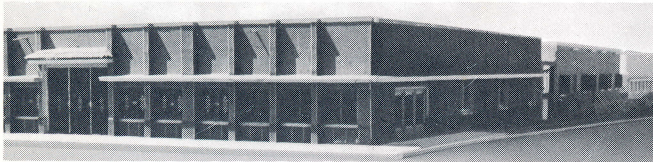


## WORLD-WIDE SALES AND SERVICE

Wisconsin backs you with 2,000 Authorized Wisconsin Engine Service Centers in 92 countries. All stock replacement engines and Wisconsin-engineered parts — and provide factory-approved service.



**A DOMESTIC DISTRIBUTOR** occupies this new 26,000 sq. ft. center. Firm also maintains complete sales-service branches in three other cities.



**DISTRIBUTOR IN NEAR EAST** recently moved into this new sales-service complex which complements sales-service branches in three other key market centers.



**TRAVELING SERVICE CLINICS** are open to you and your mechanics, as well as service personnel of your customers. Periodically held in your area, clinics are conducted by factory specialists to show and review new models, developments and the latest factory-approved servicing techniques.



# WISCONSIN

MOTOR CORPORATION  
MILWAUKEE, WIS. 53246 U. S. A.

*World's Largest Source of  
Heavy-Duty, Air-Cooled 2-Cycle,  
4-Cycle and Diesel Engines  
— 1.5 to 70 hp*

*Distributed by:*

WISCONSIN AUTHORIZED SERVICE STATIONS

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<u>NEW YORK</u>			
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AUBURN	Wayne Auto Electric	26 E.Genessee St.	315-OV.5-7314
ADAMS CENTER	Talcott Falls Tractor Sales, Inc.	Rte. #11	315-AD.3-4443
EAST AVON	Mark J. Davin	Rte. #20	315-WA.4-3838
BATAVIA	Devener Auto Supply	238 W.Main St.	716-FI.3-2300
BINGHAMTON	Norton's Service, Inc.	359 Court St.	607-RA.3-6356
BOLIVAR	Bolivar Magneto Co.	65 Wellsville St.	Bolivar-217
BUFFALO	Fox Equipment Co.	2018 Seneca St.	716-TA.2-4713
CANANDAIGUA	Donald Howard	Hopewell Center Rd.	716-399-3413
CANTON	Canton Auto Parts	Riverside Ave.	315-386-8241
EAST WILLIAMSTON	Ralph Verbridge	Rt. #104	516-589-6651
ELMIRA	Ritters Automotive Electric Service	307 Railroad Ave.	607-RE.3-4639
FREDONIA	P.J.ZeBrasky & Son	East Main St.	716-OS.9-4396
GLOVERSVILLE	McCue's Auto Parts, Inc.	70 North St.	518-GL.4-7144
GOSHEN	Gor-Dun's Inc.	RD.2 Finnegan's Corners	914-AX.4-5522
GOVERNEUR	Gouverneur Auto Parts	16 Park St.	315-287-1602
HUDSON	Pitcher Accessories, Inc.	732 Columbia St.	518-828-3375
HUNTINGTON STATION	Island Engine & Parts	995 New York Ave.	516-HA.7-7330
JAMESTOWN	Jamestown Unit Parts	208 W. 4th St.	716-JA.7-1195
KINGSTON	Ulster Foundry & Machine Smith Equipment	20-30 James St.	914-338-4433
LAKE GEORGE	Charles E.Lennon & Son	Rte. #9 South Revonah Park	518-792-0910
LIBERTY	Ralph C.Herman Co., Inc.	Route 9W	914-292-7605
MARLBORO	Geo.Smith & Sons, Inc.	4736 Sunrise H'way.	914-562-3000
MASSAPEQUA PARK	V.S.Jerry & Sons Corp.	East Orvis St. Road	516-PY.9-4601
MASSENA	Dickenson Equipment Co.	East Orvis St. Road	315-RO.9-9951
MIDDLEPORT (Johnson Creek)		R.D. Rte. #104	716-RE.5-5701
NEW YORK(Jamaica)	John Reiner & Co., Inc.	94-15 150th St.	212-AX.1-7800
NORWICH	Grannis & Stratton	White Shore Rd.	607-334-4310
OLEAN	Bolivar Magneto	E.State Road	716-372-8350
ONEONTA	Oneonta Tire & Auto Parts	20 River St.	607-GE.2-3600
PLATTSBURGH	Vincent S.Jerry & Sons	5 MacDonough St.	518-JO.3-0600
POUGHKEEPSIE	Waelde the Welder	6 No.Clinton St.	914-454-1320
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RIVERHEAD	Tryac Truck & Eqpt. Co.	Pulaski St.	516-PARK 7-3100
ROCHESTER	Keystone Builders Supply	85 Palm St.	716-GL.8-5442
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