

SATURDAY & SUNDAY FEBRUARY 10 & 11, 1973

SNO-MADS

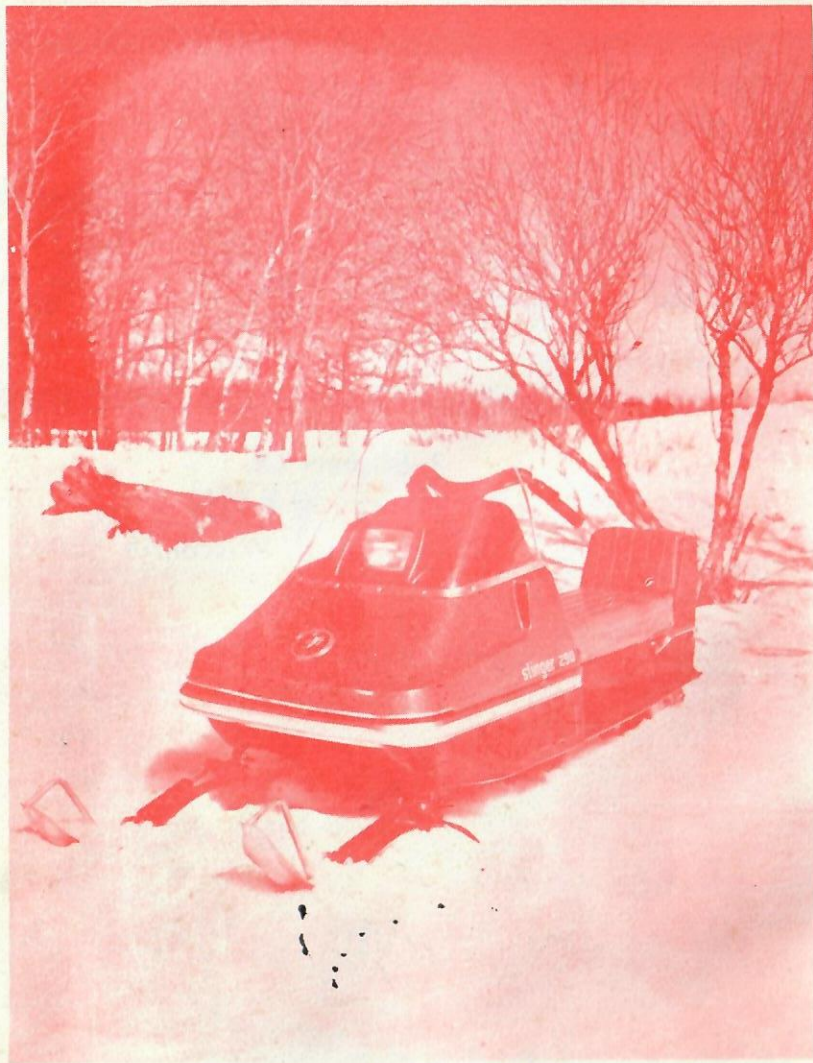
8th Annual



Snowmobile Derby

HAYWARD, WISCONSIN

'HAYWARD AREA SNOWMOBILE CLUB'



scorpion

1973 stinger 290 ET

Drawing to be held at Sunday's Races
Donation 3/1.00

Tickets available from any Sno-Mads
member and at many local businesses

FROM THE PRESIDENT

On behalf of the members of the Sno-Mads Snowmobile Club, it is my sincere pleasure to welcome you to the 8th Annual Sno-Mads Snowmobile Derby.

Rather than single out one individual this year for his contributions to the Sno-Mads Derby, we would like to pay special tribute to supporting businesses and organizations, and to those that founded the Derby eight years ago, and to all the members of the club that have contributed greatly to its growth during those span of years.

The success of the derby, as we know it today, did not come about by chance but was the result of an outstanding effort by many.

The Sno-Mads Club thanks you for attending. A very special thanks goes to the drivers in the races who continue to provide one of the finest winter entertainment events found anywhere in northwest Wisconsin.

Enjoy your day here in Hayward at the Sno-Mads Snowmobile Derby.

Sincerely,
Howard Fay,
President



SNO-MADS TRACK

It all began during the summer of 1970 by a group of energetic and foresighted snowmobile enthusiasts named the SNO-MADS.

It was a group effort. Time, energies, and finances all blended together to create one of the finest and challenging snowmobile racing tracks in northwest Wisconsin.

The site that was selected by the Sno-Mads for their track lies underneath one of the beautiful tree-fringed hills that encircles the city of Hayward. Directly below the hill, members of the club erected a club house that serves as their racing headquarters. To the rear of the building stands the stately birch and maple along with a northern spruce, reflecting the honest beauty of a wilderness setting.

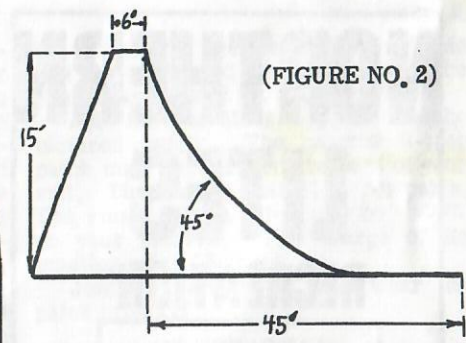
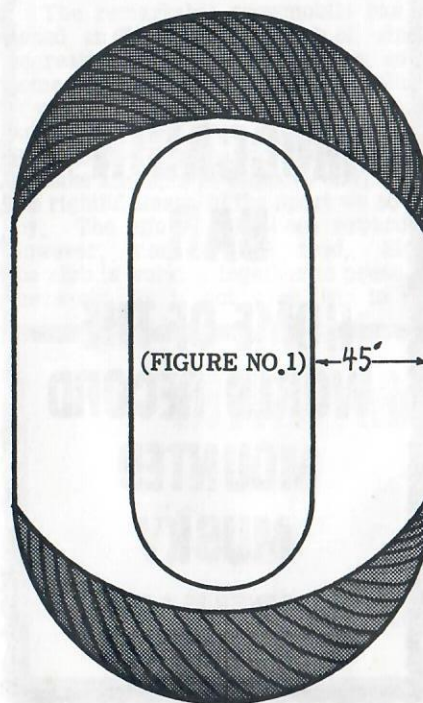
Inside, rows of counters, refreshment and lunch stands, registration tables and warming areas. The upper story is reserved for radio and public address booths.

The Sno-Mads track, located 1-mile northeast of Hayward is a quarter mile around the outside. The straight-aways are 45 feet in width. The straight-aways are relatively level. The areas on the curves, marked with hash marks (Figure No. 1) are banked approximately as shown. The banks are not a level 45 degrees but rather increases in pitch as it rises. The slope of the bank remains the same around the entire curves. The top of the curve is a minimum of 15 feet from the bottom (Figure No. 2). A minimum of six feet of width has been provided at the top of the curve.

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The track itself is not one that will condone the tremendous speeds capable of, by many machines. It is rather, designed to test the skills and the adaptability of both the racer and the machine. Speeds in excess of 70 miles per hour however have been attained.

Despite the skilled maneuvering required over certain treacherous areas of the track, not a single fracture has ever been sustained by a racer.

The Sno-Mads track has been designed for the spectator and for this reason, it is the most popular track in the northwest.

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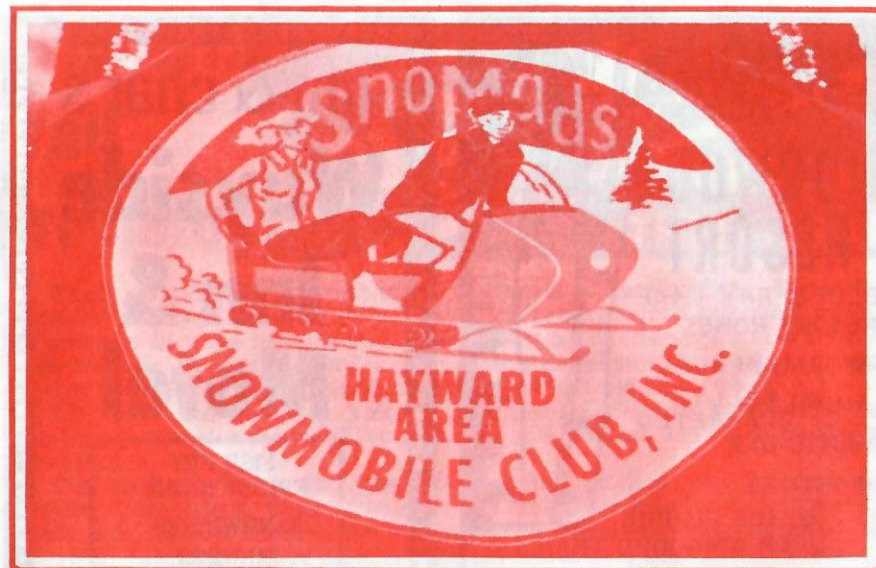
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**Become a Sno-Mad and wear
this Patch**

The remarkable snowmobile has opened an entire new world of winter recreation. As the sport grows, so do some critics in numbers and in volume of voice. The thousands of clubs throughout the snowbelt along with the Hayward Snowmobile Club, the Sno-Mads, continue to make attempts to improve and protect the rightful image of the sport we so enjoy. The efforts have been rewarded. However, more are required. Since the club is working together to preserve the sport, is it not wise then to join

the Sno-Mads and become an affiliate that is dedicated with improving the overall aspects of snowmobiling?

Join the Sno-Mads and purchase the pictured patch. The colorful 8-inch patch may be worn on the back of your suit. The charge just \$1.50 per patch. The small 4-inch patch may be sown on your sleeves. The charge of the smaller patch 75¢ each.

Join the Sno-Mads and wear the patch proudly!

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THE SNO-MAD HAYWARD, WISCONSIN

GROOM THEIR TRAILS

Trails are vitally important to the enjoyment of snowmobiling. The thousands of machines traveling on a single trail leaves the trail extremely rough. In order to improve this condition, the Sno-Mads are offering for sale a four-inch metallic decal that denotes your assistance in providing funds to groom the trails through the purchase of the attractive black and silver decal.

The decal and grooming program is a project within the structure of the Sno-Mads. The club appointed two members, Jim Mahoney and Butch Wardenga as chairmen.

The photo attached to this item shows the first donation given the grooming project. Gene Nelson, owner and operator of the Golden Rule Resort on the left, hands over the \$100 check to Jim Mahoney in the center and Butch Wardenga on the right. Since then, other donations and purchases have been given. However, trail-grooming is an expensive task--considerably more funds are required to groom all the trails properly.

Purchase one or as many as you wish and place them on your machine so that all may be aware of your efforts to improve the trails with grooming. The charge is just \$1.00 per decal. Both the patches and the decals are available through any member of the club and are on sale in the main building at the race track throughout the course of the derby.

FOR FULL COVER SNOWMOBILE INSURANCE CONTACT



RICHARD A. WARDER
TELEPHONE 715-634-4737 HAYWARD, WISCONSIN

G & R AUTO PARTS, INC.

HAYWARD, WIS.

Gene Nelson, owner and operator of the Golden Rule Resort on the left, hands over the first \$100.00 check donation to Jim Mahoney in the center and Butch Wardenga on the right.



HISTORY OF THE SNO-MADS

"To promote the purpose, potential and use of the snowmobile in a safe and sane way as a winter sports vehicle for family fun as well as a work vehicle:"

These are the words that some enterprising area business people thought would fit the feeling's of past and present members of the Hayward Area Snowmobile Club, Inc. the SNO-MADS.

We got our start on Nov. 10th, 1965 when the first organizational meeting was held at the Dick-Sy Manor and attended by Dick Dickson, Judge Alvin Kelsey, Dan Hampen and Gary Ruid. A guest speaker enlightened them with the problems and benefits of a snowmobile organization. The first name suggested, being close to our own present one was: The Hayward Nomad's Snowmobile Club.

Growing pains have been normal. The projects undertaken in seven years have been many and much work. Our voices have gone from the farm field of Mrotek's Riding Stable to our present racing and trail facilities just North of Hayward, this being provided by the efforts of our officers and a lease given us by the Chamber of Commerce of Hayward.

Our trail system has come from unknown, scattered, unmarked and unkept to a system which will be 100 to 150 miles of well-marked and well-groomed trails made possible through industrious members of our Club. Local business people, The Sawyer County Board and especially by Mr. Robert Kinney, the Sawyer County Agent, and the monies returned from snowmobile registration.

Our history is not one that will go down in the book's as glorious but we feel our undertakings have proven out and our future projects will be worthwhile and rewarding.

We hope that what we have done will be our contribution to these communities coming of an age—the snowmobiling age. This Club's goal is to make Sawyer County and the Hayward Area, the best snowmobile trails in the Snow Belt Country.

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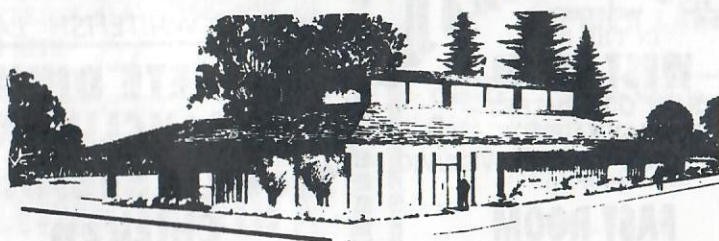
Racers Compete From Throughout The Midwest

Each year, the Sno-Mads Derby draws snowmobile racers from all sections of the midwest. Because of the challenge of the track, the more experienced racer takes advantage of the opportunity of vieing for the trophies.

The photo taken last year shows the drivers in the pit area preparing their speed-machines for the many events. This photo represents just a portion of the sleds available for the modified class.

Each driver wears a large vest with his numbers. Consequently, it is not difficult to cheer for your favorite driver as he streaks around the track.

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RACING-A BOON TO RESEARCH

Speeds of over 70-miles an hour have been clocked on the track. These tremendous speeds result in harsh punishment for both the driver and the machine. The time and the effort and the funds required in keeping the engines in perfect racing condition is a task that consumes countless hours. Stiffer competition is encountered at each race. Win or lose, racing is an essential part of the overall snowmobile research programs. It is on the track that the machines and the ideas of the manufacturer is put to the test. Against the competition and under the toughest possible conditions, results the creation of greater snowmobile dependability, better performance and more advanced engineering along with finer styling. Through this maze of results arrives snow-machines that perform better--for the racer and for the rider of trails.

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Racing Safety-A Major Factor

The faster a snowmobile goes, the stronger it needs to be. But the stronger you make it, the heavier it gets and the slower it goes. At this year's Sno-Mads Snowmobile Derby, you'll see every type and model of machine on the market. You'll see the experienced racer, the non-experienced. Snowmobiling racing has emerged as one of the greatest winter sport spectacle in the north. Despite the thrills and the seemingly dangerous positions the racers find themselves in--all practice fair-play. All drivers wear the crash-proof helmet, shatter-proof goggles. Many wear protective chin and knee guards. The experienced driver has the ability of knowing how to leave and fall with the machine if that possibility arises. The Sno-Mads have employed the services of an experienced flagman, Lew Carpenter of Rice Lake, Wisconsin, to call the race and enforce all the rules and regulations.

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SATURDAY EVENTS

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|------------------------|-----------------------|---------|-----------------|
| KIDS RACES | 12 to 13 years | 000-300 | 301-340 |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| | 14 to 16 years | 000-300 | 301-340 341-400 |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| POWDERPUFF | 000-340 | 341-400 | |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| STOCK | 000-300 | 301-350 | 351-400 401-450 |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| ENDURANCE-STOCK | 000-450 | | |
| 1 _____ | 2 _____ | 3 _____ | |

SUNDAY EVENTS

| | | | |
|---------------------------|---------|------------|---------|
| MODIFIED | 000-300 | 301-350 | 351-440 |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| COUPLES RACE | 000-300 | | |
| 1 _____ | 2 _____ | 3 _____ | |
| MODIFIED | 451-650 | 651 and up | |
| 1 _____ | 2 _____ | 3 _____ | |
| 1 _____ | 2 _____ | 3 _____ | |
| ENDURANCE-MODIFIED | 000-450 | | |
| 1 _____ | 2 _____ | 3 _____ | |

THEY ALL RACE FOR THE CHALLENGE AND THE CHECKERED FLAG

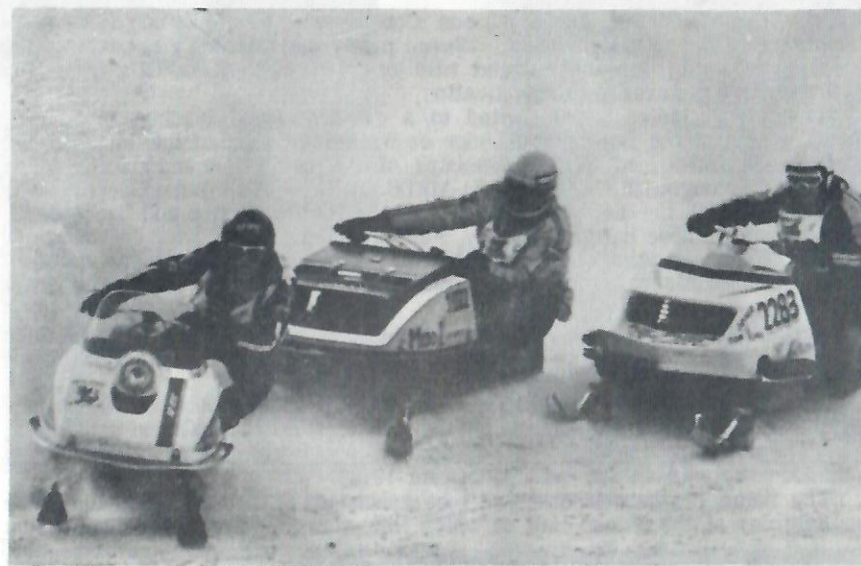


ABOVE

The starting line---whether it's a stock or a modified machine is an exciting experience. The starting flag goes down---then the deafening roar of

the machines as they head for the first turn.

The sudden surge of power at the line oft-times forces the machine to rear back with skis off the raceway surface.



ABOVE RIGHT

The corners of any oval track are dangerous. At this point in the race, few drivers attempt to pass another due to the sharp banks and the sliding and skidding of the machines. Often large groups of racers bunch up---many of them touching each other. More spills too, occur on the turns.

LEFT

Many of our snowmobile racing fans are able to distinguish drivers just by the method or course the driver uses while racing. Some use the high rough curves---other remain low. Driver-racers study and carry a 'book' on his rivals. He is aware of his opponent's weakness. There are professional racing teams that act as such by protecting and guarding his teammates.

RIGHT

The 'Pit-Areas' are interesting before and after each heat or race. Some just wait with seemingly unnatural confidence. Other feverishly adjust and check their machines. The proper fuel mixture is essential. Belts, plugs, clutches and other points of stress are constantly watched.



1973 Sno Mads Queen Contest

The Sno-Mads 8th Annual Queen Contest will again be one of the main highlights of the two-day event. Seven pretty and talented girls entered the contest by vying for the coveted title of "1973 SNO-MADS QUEEN". You will find their pictures in this publication.

The young ladies were invited to a get-acquainted luncheon on Friday, January 19th at the Beechmoor Lodge on Whitefish Lake. At the luncheon, the girls were introduced to the members of the committee and also the other candidates along with the 1972 SNO-MADS QUEEN, Miss Janet Gregory, who will reign until the new queen is crowned at the Coronation and Dance ceremonies at the Moose Hall on Saturday, February 10th.

The girls competing in the contest were judged by seven individual citizens from this area on Monday, February 5th, at the Sawyer County Court House.

The attractive girls were judged on poise, personalty, an impromptu speech on snowmobiling, and also on the number of snowmobile raffle tickets they were able to sell.

In addition to the seven judges, there were two men, their names not publicized, who tallied up the total points the judges gave to each Queen Contestant. The two men are the only two persons who are aware of which girl has been selected to rule as the Sno-Mads Queen for 1973.

The name of the new queen will be announced at the coronation and dance on Saturday at the Moose Hall at which time she will receive her crown from

Queen Janet Gregory. All the contestants will receive gifts, with the new Queen receiving a handsome trophy donated by the Hayward Lakes Resort Association.

The members of the queen committee are Chairman, Carol Holcomb, Arlene Warder, Kathy Aubart, Janet Brandt, and Kathy Miller.

Janet Gregory, the 1972 Sno-Mads Queen has been an able and energetic representative of the organization. She has appeared at many special events and functions throughout the northwest ---- always furthering the efforts of the club and the entire area. The Sno-Mads membership and the entire area is grateful for gracious reign as Sno-Mads Queen and wishes her the best of luck.



1973 Sno-Mads Queen Contestant



HELEN F. BUCHEGER:

Employed at the Peoples National Bank. She resides in Hayward and is 20-years of age.





KRISTINE KUNKEL:

A student of Hayward High School. She resides on Route 5, Hayward, and is 17-years of age.

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KAREN SCAMFER:
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is 17 years of age.

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PATTY KIEFFER:
A student at Hayward High School.
Makes her home on Route 1, Hay-
ward. She is 16 years of age.



VIVIAN WEISHAUP:
A student at Hayward High School.
Resides on Route 5, Hayward. She
is 17 years of age.

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COLETTE WOLF:

A student at Hayward High School. Her home is one Route, 2, Stone Lake, Wisconsin. She is 16 years of age.



MARY MAHONEY:

A student at Hayward High School. Resides on Route 1, Hayward. She is 16 years of age.

Queens Highlight Sno-Mads Winter Events



1966 SNO-MADS QUEEN:

Charlene Jerome: Queen Charlene holds the unique distinction of being the very first Sno-Mads Queen. She enjoys all the winter sports, particularly snowmobiling. Charlene resides in Hayward with her husband, Robert Murdock and one child.



1967 SNO-MADS QUEEN:

Karen Kuczynski: Queen Karen not only represented the Sno-Mads as Queen, but also competed in many racing events throughout Wisconsin. Karen is married to Earl Huff and resides with her two daughters in Florida.



1968 SNO-MADS QUEEN:

Mary Kuschel: Mary has been a tremendous asset to the sport of snowmobiling in northern Wisconsin. She not only enjoys trail riding but is an accomplished and daring snowmobile racer. Mary resides in Hayward, Wis.



1969 SNO-MADS QUEEN

Dianne Korthof: Queen Dianne reigned as Sno-Mads queen by attending and participating in scores of parades and special events publicizing the snow club and the community. She is presently employed at the People's National Bank in Hayward.

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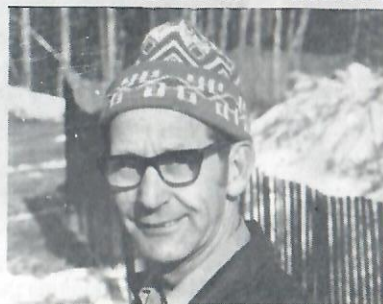


1970 SNO-MADS QUEEN:
 Penny Ingbretson: Queen Penny has always been a tremendous snowmobile fan. She enjoys the sport and served as queen in 1970. Penny resides in Hayward.



1971 SNO-MADS QUEEN:
 Alice Long: Attractive Queen Alice served as the Sno-Mads Queen throughout the 1971 season. Although she has never competed in the racing events, she enjoys trail-riding. Queen Alice is employed in Eau Claire, Wisconsin.

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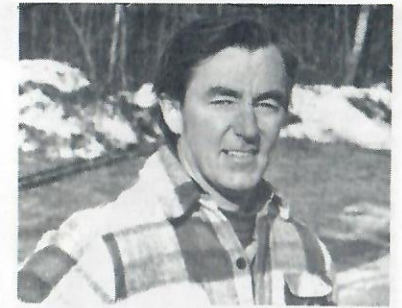
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It is impossible for us to overlook the valuable contributions required and to pay tribute to the many that have labored together to bring to this great northern vacationland one of the finest snowmobile events of the north.

Space does not permit a listing of all workers and contributors. However below you will find the names of the various chairmen who have been so instrumental in making this the major winter sports spectacle that it is.



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mary kuschel



The midwest has been the source of many women snowmobile racers. None however, reached the goals achieved by Hayward's own Mary Kuschel. Nation wide acclaim was bestowed upon Mary in 1970 when she captured the title of "World's Powder Puff Champion" at the event in Merrill, Wisconsin. She guided her sleek Ski-Doo 400cc to number one despite near crashes on a fast track.

In 1971, the attractive speedster, competing in the "World's Series for Women" in Boonesville, New York, raced to number five position in the women's class (4) while competing with a total field of 20 racers. In addition, Mary reached the tantalizing recognition of being Number Six in total point standing in the nation with the rugged United States Snowmobile Association (USSA) in women's class (4) in 1971.

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keith holly



The Sno-Mads wish at this time to offer their gratitude and appreciation to this able snowmobile racer. Keith Holly has consistently fared well in the many races he has competed in during the past seven years. The driving skills attained and displayed by Keith has thrilled the thousands of fans that have watched him as he darted up high into the sharp curves, down--and then with blazing speeds guided his Yamaha sled to victory. Holly raced under the banner of the Skille North Sports Yamaha Racing Team, Stone Lake, Wisconsin.

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★ jerry friermood ★



The huge numerialed "5000 King Cat", driven by Jerry Friermood of Barnes, Wisconsin has been a familiar sight at all Sno-Mads racing events. He has contributed immeasurably to the success of the Sno-Mads racing events. The thrilling exploits of Jerry on his "King Cat", as he rounds the high-banked curves--dips low and into the straight-away. Jerry's snowmobile racing skills and his ability to challenge the track and the racers as he thunders past the spectators lined around the track leaves all in his wake a distant number two. Jerry flies the racing banner of his own and his brother's, Friermood's Arctic Cat Racing Team.



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