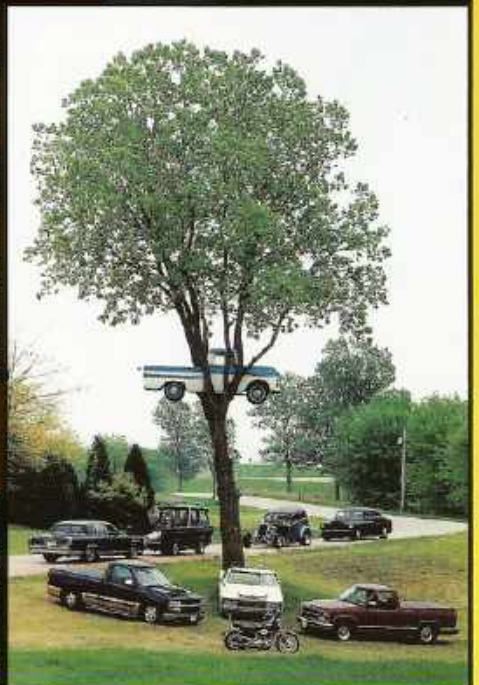
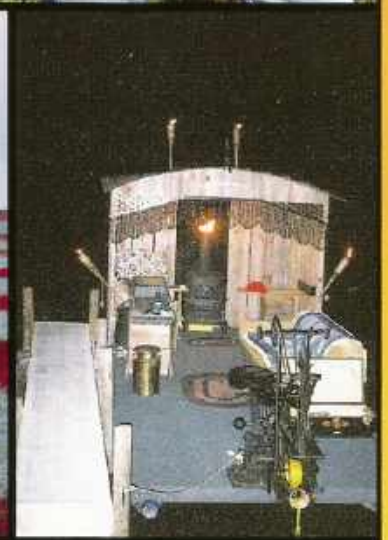
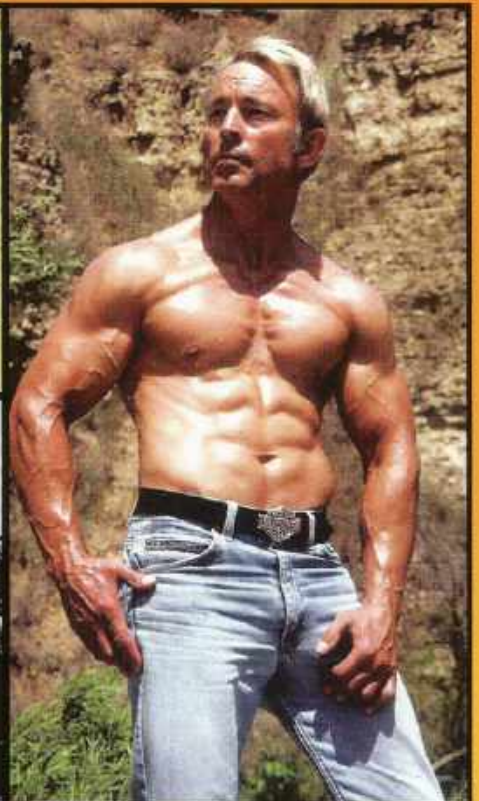


A silhouette of a car is mounted on a tree branch. The background is a sunset or sunrise over a body of water, with a cloudy sky. The car is a dark silhouette, and the tree is also a dark silhouette. The overall scene is in silhouette against a bright, warm background.

Creations

Of The Wisconsin Mad Man

The Mechanical Autobiography Of Mark Madson



The Creations Of The Wisconsin Mad Man

PREFACE POSTFACE

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MISSION STATEMENT

This book really isn't about me and what I have done. It is about "YOU" and every other creatively innovative person that will be reading it! We have all done similar things in our lives, and the important thing is to share them with others. As you read this book, think of the things that you have done in your life and write them down so you can share them and relive them with others. This book is only a reflection of the things that "YOU" have done, and should be sharing with the rest of the world. Our life is determined by what we have left behind. These stories are the legacy that we owe to our children, grandchildren and the rest of our own culture as we know it. My main purpose in writing this book is to inspire you to write your book!

As I'm sure you have already noticed, that this book is written "Upside Down And Backwards" which is actually frontwards!!!! That way you get two books for the price of one!!! These seeming unbelievable stories are true. Although if someone told me these stories, I wouldn't believe all of them either!!! That is why I included "The Proof With The Pudding"... "FULL THROTTLE CREATIONS" lists the yearly high lights as a quick and easy "Preview or Review". "CREATIONS OF THE WISCONSIN MAD MAN" fills in all the details with the actual newspaper and magazine articles, along with in depth information on how it happened.

TELEPHONE COMMENT LINE 608 676 4283
8729 East Little Ln. Clinton, WI. 53525

There are a lot of people that will read this book that are just not into the "Internet Thing" and never will be. Yet, they still want to call me up and give me a piece of their mind, share some of their really cool ideas, or give me suggestions to improve the book. I plan on recording all the comments, saving the most interesting ones, and then having a play back system so other people can hear what you think too. Of course, you could always do that on our new web site <previewcreations.com>. I think it is a lot easier and more fun to leave a phone message, than to type something into the computer. Over the years I have already gotten some "Very Interesting" phone calls, and a lot of them are from women, so this could be good!!!! Most of the calls are from really cool guys like you and me. This isn't just a book about the stuff that I did, it's a book about the stuff that "We" did, you and me, because "We" are the same, because other wise you wouldn't be reading this, and I wouldn't be writing this!!!! One of the people that inspired me to write this was "The Michigan Mad Man" he wrote a really cool book about all the crazy stuff that he did, and I figured if he could do it, so could I, and you could too. Although I will have to warn you, that it is a lot more work than you would think. Of course, you could always just send me some pictures, but be careful, because they just might end up in the next book!!!!

Book Description

This book is a mechanical autobiography of the creations of a "Mad Man" for more than five decades. It started when I took the engine off my lawn mower, put it on my bicycle and left home for a week. The book is written the same way I have lived my life, "Upside-down and backwards, which is actually frontwards". Most people are just "hitching and a hoping" going through life in that direction, that's why I'm going in this direction.

The book has two covers so that it will attract two completely different markets. "Full Throttle Creations" attracts the "Hot Rod" market, and "Creations Of The Wisconsin Mad Man" attracts the rest of the naturally curious and innovative people. The book is laid out and designed so that it can be read from either direction. One way the book starts out as a yearly "Preview" of each project and ends with detailed articles and informational proof of each seemingly unbelievable project. You could also flip the book over so it is "Upside Down and Backwards". Then the book starts out as detailed stories with a yearly "Review" of each project at the end of the book.

A few of the projects are, the painting of the 911 American Flag the size of a football field, a 1959 Chevy Fleetside Pickup Truck that is 30 feet up in a tree, "Super Chevy Magazine's" best mailbox ever built, Pro Street Racing Lawn Mowers, the Big Block Chevy Engine Lawnmower, a 12 Second quarter mile Cadillac, Flame Throwing Hot Rods, the Cruising Cadillac Boat, the Cold Weather Hot Rods and, of course, we could always drop your car from a 130-foot tall crane!!

The book was written for creative people from all walks of life. It can be used as a template and inspiration for other unique individuals to write their own mechanical autobiographies. It is a great "Educational Gift" for people with an open mind and is an inspiration to help all creatively blessed people think outside the box.

The book is comprised of about 50% pictures and 50% text, so that it is easy to read and understand for people of all ages.

Roots In Wisconsin

Wisconsin's roots go deep with one of the world's tallest rock gardens. It is the ever growing and never to be completed "Rock Of Rock County". It is like a giant Red Wood Tree growing out of the top edge of my quarry. Presently it is a 30 foot tall monolithic rock tower made out of giant chunks of limestone from my quarry.

Wisconsin is the home to the original "Cold Weather Hot Rods". Back before people even heard of "Cold Weather Hot Rods" Wisconsinites were making snowmobiles out of model Tees. Of course, that was before my time. My idea is to be able to drive a really cool looking car through Wisconsin's coldest and snowiest winters. So I cut the roof off of my nearly perfect 1978 Cadillac Eldorado Baritz, and drove it all winter long.

Wisconsin is the only state with a "Truck In A Tree". I put it up there back in 1994 as a tree house for my son Luke. At the time everybody thought I was nuts!!!!!! Now they know it!!!!!! There was a time when I even had the "Dukes of Hazzard" General Lee Car up there. That was just before I put the "General Lee" on the roof of the "Boar's Nest" tavern. The General Lee was only up in my tree for about 6 weeks, but it gave me and a lot of other photographers a chance it get some pretty interesting pictures. It also gave me enough time to totally repaint my 1959 Chevy Fleet Side pick up truck before I put it back up in my tree.

Wisconsin is the home of the Harley Davidson Motor Cycle. That is why I thought it should also be the home of the first and only "Harley Heartbeat" Chevy Pick Up Truck. I built it to match my "Heartbeat Harley" motorcycle.

Wisconsin was the site of one of the world's biggest 911 American Flags. Mike Ettner and I painted it on the side of the Kestrel Hawk Landfill in Racine. Most people talked about doing something after 911, we did it!!! It was one of the most difficult projects that I ever tried. Mike had faith in me and kept me focused on the result, not the hardships of the weather and the working conditions. Without Mikes help we would have never completed the project.



"I want to share that wonderful inner feeling that I feel." — MARK MADSON

Patriotism painted large

Clinton man will create giant American flag at Racine site

BY ROB GOLUB
Journal Times

RACINE — A Clinton man plans to paint an American flag the size of a football field at the Kestrel Hawk landfill, 1989 Oakes Road. He hopes people aboard passenger jets will see the flag.

Mark Madson has been thinking about painting something gigantic for years. The Sept. 11 attacks on America picked his portrait — the American flag.

He will paint the flag on the grassy slope that covers the Racine landfill. Weather permitting, he plans to single-

handedly paint the entire flag in one day this week, perhaps as early as today, starting at 8 a.m.

This is not Madson's first brush with big ideas — he's become somewhat famous for putting a pickup truck in a tree — but he said this project is different. Instead of doing something just for fun, this makes a statement.

"It just gives you a great sense of pride when you see the American flag now," he said.

Madson will paint by driving a tractor with a fertilizer sprayer attached. This lifelong tinkerer has modified the fertilizer sprayer to spray red, white

and blue paint. For the 50 white stars, Madson will use a 9-foot wide plywood and steel stencil he created.

Madson means no disrespect, but he will be painting his 270 by 140-foot flag on top of a great deal of garbage. The landfill is essentially 5 million tons of household garbage which has been covered by a layer of dirt and grass. It's the grass that Madson plans to paint, using environmentally-friendly solvents.

The soon-to-be painted landfill is closed to new garbage. But another landfill is still accepting trash nearby. It's all operated by Republic Services, a Florida company that runs more than

50 landfills nationwide.

While Madson is the driving force behind this whole idea, he couldn't have done it without help from many others. Michael C. Ettner is a friend of Madson's who manages the landfill for Republic Services. The firm donated the gigantic grassy easel and the paint for Madson. And a few experts have donated their time, with one creating a computer-generated flag map with coordinates. A surveyor donated his time to mark places to paint in the grass with stakes.

► **More on PATRIOTISM, Page 3C**

From Page 1C

Madson said he expects to use 500 to 600 gallons of paint, with some left over. He's looking for a good location to paint a smaller flag next, maybe on the side of someone's house. Also, he's offering himself as a free flag-painting advisor to anyone who wants to paint their own giant flag.

People will be able to see the flag being painted from Highway 31 or from a nearby parking lot at Sam's Club behind Pick 'N Save, 2406 S. Green Bay Road, Ettner said.

Madson said there's too much negative news lately and he wants to create some positive news. He hopes those on passenger jets circling General Mitchell International Airport will be able to see the flag.

"I don't know what the flight pattern is," he said, but he hopes to bring some comfort to those in the air. "It'll give them a sense of pride and security."

He also hopes it will be seen on television.

Madson is already scheduled to appear on two television shows, "To Tell The Truth" and "Ripley's Believe It or Not!" The television programs invited him on after he permanently set a real pickup truck in a tree. The stunt was reported in *The Journal Times* in

March, and Madson said the resulting publicity has gotten him the TV appearances and more than 50 radio interviews.

"They were from Australia, Ireland, England, I think every state in the union," Madson said.

Madson likes to "ride" in the 2,500-pound truck during severe windstorms. The truck is still in the tree next to Madson's limestone business. It's visible from Interstate 43 at the Clinton-Avalon exit.

Madson claims to have done all this and more: He put a lawn mower engine in his bike and left home for a week in seventh grade; he invented a lawnmower that looks like a dragster in 1991; and he built a hot-rod that shot out 30-foot "jet fuel" flames in 1996.

But his giant flag adventure is different, he said. This is about a renewed love for the flag after the terror of Sept. 11.

"I want to share that wonderful inner feeling that I feel," he said. "I want to share that with other people."

"Everybody can do something in their way to help the cause. This is nothing compared to a lot of the things that firefighters and volunteer people have done. But it's what I can do."



The CLINTON TOPPER

Member

Your Hometown Newspaper serving the greater Clinton Area

Vol. 63 No. 40

Thursday, November 15, 2001

One Section - 16 pages

60 cents per copy

Madson's patriotism takes him to the slopes of a landfill in Racine

Mark Madson of Clinton took 300 gallons of paint, and his creativity, to the slope of the Kestrel Hawk landfill in Racine and went to work.

Using a tractor instead of a paintbrush, Madson painted an American flag the size of a football field to express the patriotism he's feeling following the attacks of September 11.

Says Madson, "After September 11, no one will ever look at the American flag, or say the 'Pledge of Allegiance' the same way again. It is sad that it takes such a tragedy to make people really appreciate all that we have, and how much the American flag means and symbolizes to the American way of life.

I hope this flag will help people appreciate all that the veterans and so many others have sacrificed to maintain our freedom

★ Madson from page 1

coat was necessary and ended up taking two days to complete.

It took a month of planning and coordinating to have everything come together. Then he discovered, with the steep slope of the landfill, the tractor and sprayer he was going to use would need to be re-engineered. So Madson went to work.

and civil liberties. It's a reminder that we need to stay vigilant to combat these terrible threats of future terrorist actions."

The flag can be seen at 1989 Lakes Rd., just behind Sam's Club on Racine's southwest side. It can also be viewed from planes landing at Milwaukee's Mitchell International Airport. Madson says he hopes that, when viewing the flag from a plane, it will bring some comfort to those in the air. He wants it to "give them a sense of pride and security."

To produce a flag of this size he used a tractor with a fertilizer sprayer attached, that was modified to spray red, white and blue paint. For the 50 white stars, he used a nine-foot wide plywood and steel stencil he created. He had thought the actual painting of the flag would take one day, but with winds blowing, a second

★ See Madson page 2

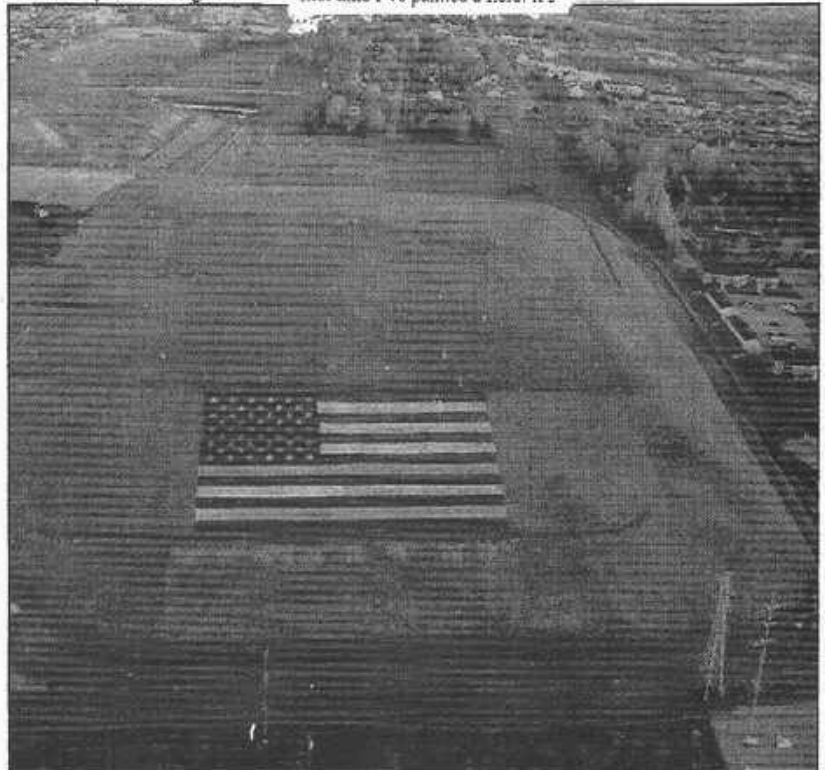
As work began, Madson realized the project was going to be more difficult than anticipated. Halfway through, he didn't know if it would really happen or not. Along with bad weather, equipment that didn't work, and other things along the way, it became "extremely difficult."

Madson had some help along the way, too. Mike Ettner, a friend of Madson, runs the landfill and he offered the field and assistance from employees. Some of the paint and a computerized designed flag to use as a pattern was donated for the project. The fertilizer equipment used to spray the paint was donated by the DeLong Co.

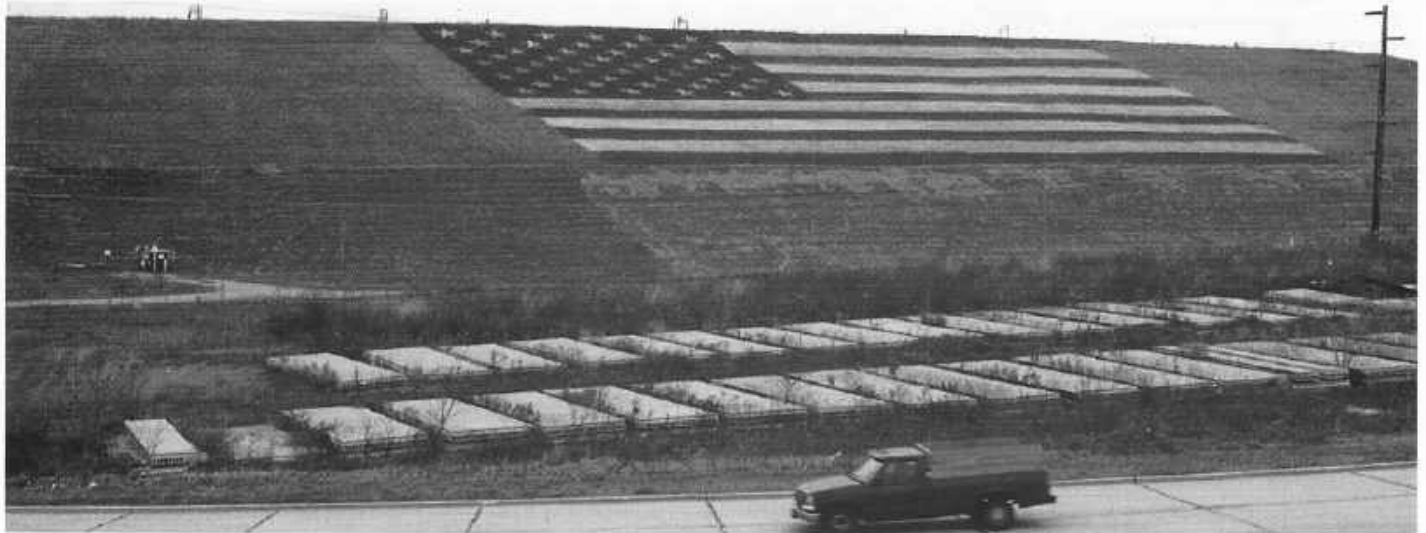
Asked if he ever regretted getting himself into this "patriotic" undertaking, Madson replied, "The harder a project, the more you appreciate it when it's done," and acknowledged that he learned a lot along the way.

As Madson said, "I've painted Cadillacs, Corvettes and expensive street rods, but this is the first time I've painted a field. It's

kind of fun, but it's meaningful to me. I think everybody should do something their way (to show patriotism), and this is what I can do."



With the help of the DeLong Co., the employees of the Kestrel Hawk Landfill, and many others, Mark Madson and Mike Ettner painted the American flag the size of a football field on the slopes of the Kestrel Landfill behind Sam's Club at the intersection of Hwy 11 and 31 in Racine, WI.



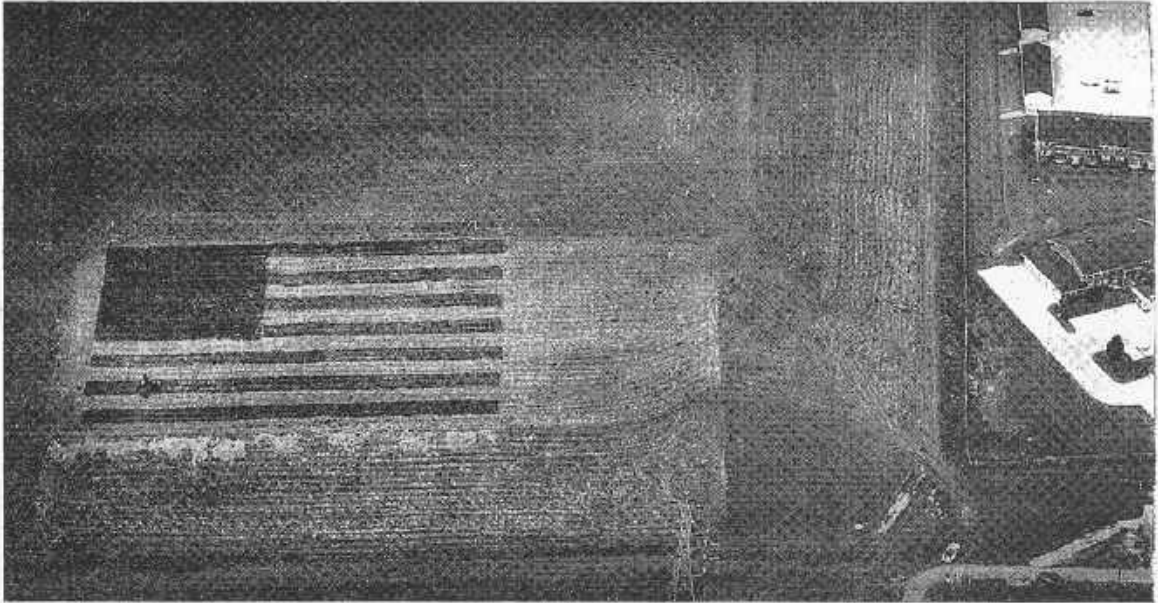
THE 911 AMERICAN FLAG

Yes, it was November, and all I had on was a wife beater and a bad attitude, I was pissed-off and I was pumped!!! I was so mad, wanted to kill Bin Ladin but I couldn't get my hands on him. I did finally throw him a "Bin Ladin Welcome To America Party". I took a watermelon wrapped a towel around the top, put a long black beard on the bottom, and painted his face in the middle. Then I took my sawed-off shotgun and stuck it in his mouth and pulled the trigger!!! End of story....



M I L W A U K E E JOURNAL SENTINEL

STATE EDITION * THURSDAY, NOVEMBER 1, 2001 * WWW.ONWISCONSIN.COM



Apartment complexes provide perspective on the scope of Mark Madson's undertaking Wednesday in this aerial photograph on the southwest side of Racine.

"I've never had so much fun watching paint dry," Madson said.

Hillside gets flag decoration

RACINE, Wis. (AP) — Mark Madson hasn't painted before.

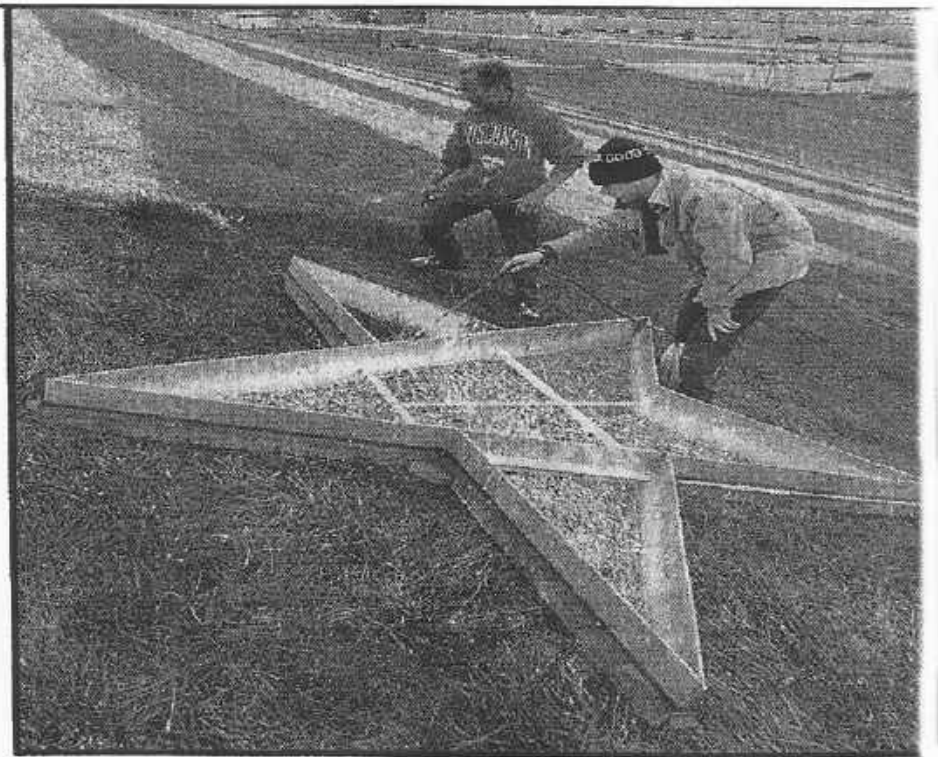
And the Kestrel Hawk landfill wouldn't typically be the best place to start.

But somehow the 49-year-old discounted both ideas Wednesday when he used 300 gallons of paint to design an enormous American flag on a slope of the Racine landfill.

"I want to share the feeling I have when I look at the American flag," said Madson, who runs Little Limestone Co. quarry in Clinton in Rock County.

Madson said he came up with the idea to use the landfill about a month ago while he was having breakfast with his friend, Mike Ettner, at a Delavan cafe.

Ettner's help, along with paint donated by Hallman/Lindsay Paints of Madison, computerized design donated by Beacon Ballfields of Middleton, and fertilizer equipment donated by DeLong Co. of Evansville and Janesville, got Madson on his way.



AP photo

Mark Madson, left, talks to Joseph Finckbone as he uses a wooden frame to paint a star on a football field-sized U.S. flag on a hill at the Kestrel Hawk Park landfill in Racine, Wis. Thursday.

Giant flag painted across Racine field

By JEANETTE HURT
of the Journal Sentinel staff

Racine — Using a tractor as a brush, 300 gallons of paint as a palette and a landfill as his canvas, Mark Madson painted a masterpiece Wednesday.

Madson, 49, usually spends his days running his Little Limestone Co. quarry in Clinton in Rock County, but Wednesday he took a turn playing a patriotic Michelangelo.

With the help of landfill employees, Madson spent the day painting an American flag the size of a football field — more than 100 yards long and about half as wide — on a slope of the Kestrel Hawk landfill, which is off 21st St., just beyond the back parking lot of Sam's Club on the city's southwest side.

"I want to share the feeling I have when I look at the American flag," Madson said, helping Troy Underhill and Francisco Aralleno fill a hand sprayer with extra blue paint.

Madson, whose blond hair and sun-tanned face was dribbled with blue paint, said he originally wanted to paint the flag in a field outside of Clinton to show his patriotism after the terrorist attacks Sept. 11 in New York and Washington, D.C., but the state Department of Natural Resources said no.

"That's just begging for a flag, but the DNR said I couldn't paint over the weeds," Madson said. "They're protected weeds."

Driving an Oliver 550 tractor, Madson painted the blue corner of the flag with Underhill and Aralleno's assistance before working on the stripes.

"It's a good place to have this — there's enough space here," Underhill said, stepping out of the way as Madson drove by with the tractor, spraying streams of left-over blue paint.

Madson said he came up with the idea to use the landfill about a month ago while he was having breakfast with his friend, Mike Ettner, at Elizabeth's Cafe in Delavan. Ettner runs the landfill, and he

offered the field and assistance from employees.

Ettner's help, along with paint donated by Hallman/Lindsay Paints of Madison, computerized design donated by Beacon Ballfields of Middleton, and fertilizer equipment donated by DeLong Co. of Evansville and Janesville, got Madson on his way.

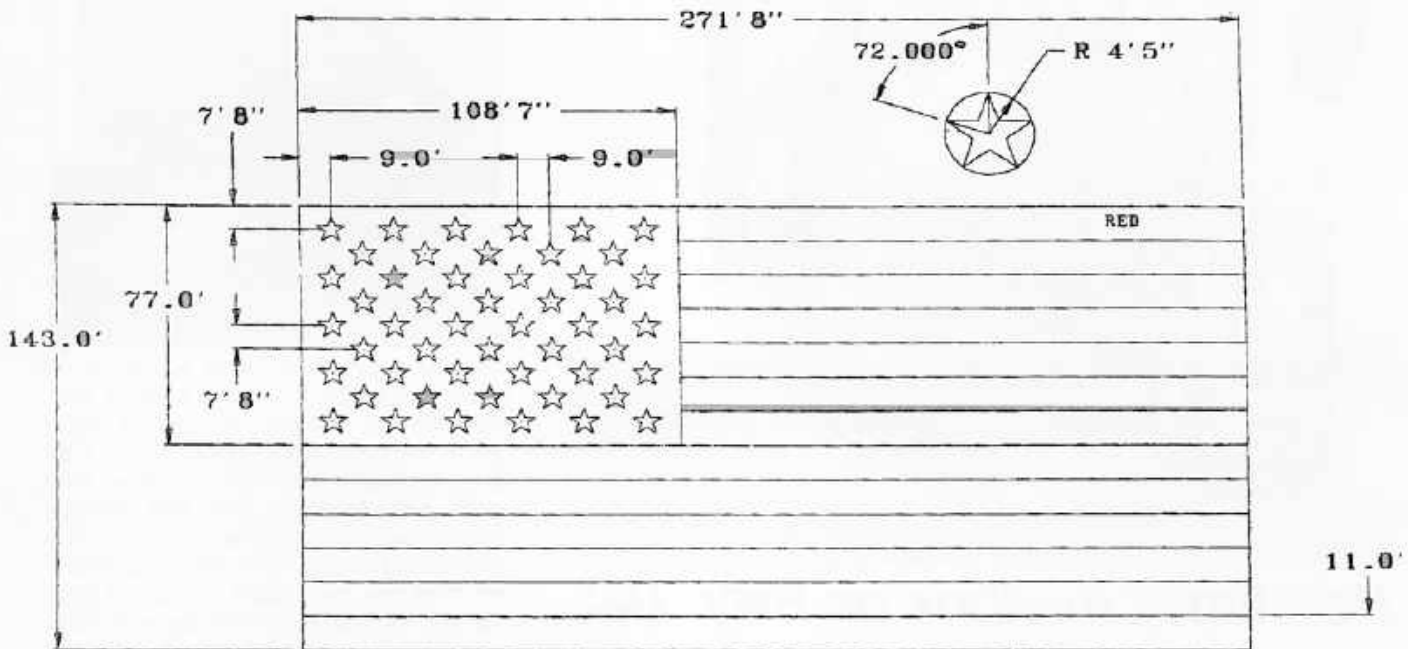
"These people had faith in my idea, that it was a worthwhile project," Madson said.

Madson said he designed the project — and the paint system — the Thomas Edison way.

"I found 87 ways to do it wrong before I came up with the right way," Madson said.

Madson is used to playing with equipment and trying out new ideas. He has a truck suspended in a tree outside of his house near I-43. He has produced a two-hour video, "How to Build a Pro Street Lawn Mower," a guide on souping up riding mowers.

But this is his first foray into painting.



AREAS

RED STRIPS = 16,136 SQFT

BLUE = 8,393 SQFT

WHITE STRIPS = 14,343 SQFT

STARS = 1090 SQFT

TOTAL WHITE = 15,433 SQFT

TOTAL PAINT = 54,305 SQFT

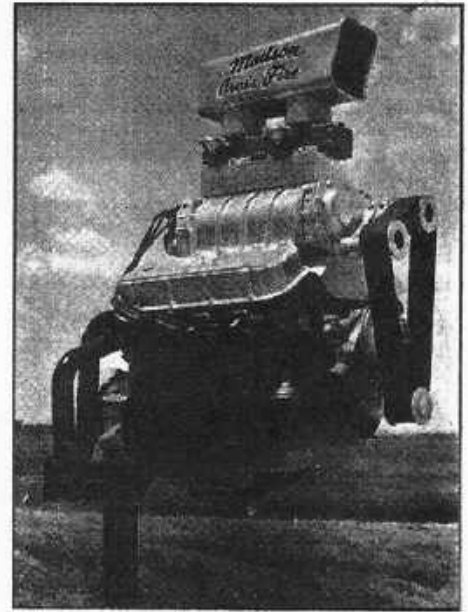
The Madson Mailbox

Bench RACING

JANUARY 1990

SPECIAL DELIVERY

I thought your readers might be interested in a little "High-Performance Mailbox Art." Like most street rodders,



New fancy mailbox on Hwy. 140

Did you ever have a lot of spare "Hi-Performance" engine parts just lying around that you didn't know what to do with? Well, Mark Madson had that problem, so he decided to make the ultimate Hi Performance mail box.

With the help of his two children, Luke and Laura, they redesigned and counter-balanced the oil pan into the mail box.

"My kids really did help. People

would be surprised how smart their children are if they would just take the time to really listen and explain things to them," although he admits he did all the grinding, sandblasting, and painting by himself.

They did it also to make the start of his new business, which is Madson Cross Fire Ignition Distributor Caps which he is now making and marketing nation-wide.

we had a lot of old parts with a lot of good memories just lying around. So, my kids and I decided to make a high-performance mailbox out of them. The best part of it was that, since all the parts were basically junk, and nothing had to be put together "perfect," my kids could really help. We designed it so that the mail goes in the oil pan (which we had to counter-balance with about 200 pounds of iron in the bell-housing).

We decided that since it was to be used daily, it would be more dependable if the blower was 10-percent underdriven. The work of the old-fashioned flag to notify the postman has been taken over by rotating the water pump 180-degrees.

This high-performance mailbox, which also serves as a marker for a new business, Madson Cross-Fire Ignition Distributor Caps, is located one mile north of Clinton, Wisconsin, on Highway 140.

Mark Madson,
Clinton, Wisconsin

Roaddin' at Random

HOT ROD Magazine

P.O. Blox 454

Mark Madson of Madson Enterprises sent us this shot of his super-charged mailbox. Vying for first-place honors in high-performance mailbox art, Mark and his kids built the blown "big-blox" from assorted components that Mark had lying around. The mail goes in the oil pan, which was counter-balanced with 20 pounds of iron in the bellhousing; and because it sees daily service, the blower is 10-percent underdriven for reliability. Located one mile north of Clinton, Wisconsin, on High-



way 140, the high-speed mail drop was built to mark the start-up of Madson Cross Fire Ignition Distributor Caps. For more information, call (608) 676-5166.

When I first decided to build the world's coolest high performance mailbox it was just another crazy project that I wanted to do with my kids to teach them about engines. Then "Super Chevy" magazine decided to run a contest to see who could build "The World's Coolest Chevy Mailbox". After I won the contest I learned that it was really a great way to get some very effective low cost advertising. This one article in "Hot Rod" magazine that told all about my distributor cap business would have cost over \$20,000.00. From the time my "Big Block Mail Box" first appeared in "Popular Hot Rodding" magazine, until it was stolen, then recover, and finally went into "Retirement" in my living room, I figured it received well over \$250,000.00 in efficient low cost advertising. It had appeared in just about every "Hi Performance Auto" magazine at least once, and most of them twice, was in countless newspapers all over the United States, TV news broadcasts, and radio talk shows.

EFFECTIVE JANUARY 1991 ISSUE

CIRCULATION INFORMATION

Member Audit Bureau of Circulations. Rates based on a yearly average circulation of 875,000.

GENERAL ADVERTISING RATES

All orders noncancellable after closing date.

BODY

	1 Time	3 Times	6 Times	9 Times	12 Times
Page	\$22,970	\$22,280	\$21,820	\$21,360	\$20,905
2/3 page	17,455	16,930	16,580	16,235	15,885
1/2 page	13,780	13,365	13,090	12,815	12,540
1/3 page	10,335	10,025	9,820	9,610	9,405
1/4 page	8,040	7,800	7,640	7,475	7,315
1/6 page	5,745	5,575	5,460	5,345	5,230
1/12 page	3,100	3,005	2,945	2,885	2,820
1 inch	1,263	1,225	1,200	1,175	1,149
Agate line	90.22	87.50	85.72	83.93	82.08

Black & One Color

Page	\$28,715	\$27,855	\$27,280	\$26,705	\$26,130
2/3 page	22,400	21,730	21,280	20,830	20,385
1/2 page	17,805	17,270	16,915	16,560	16,205
1/3 page	13,785	13,370	13,095	12,820	12,545

Four-Color

Page	\$36,750	\$35,650	\$34,915	\$34,180	\$33,445
2/3 page	29,400	28,520	27,930	27,340	26,755
1/2 page	23,890	23,175	22,695	22,220	21,740
1/3 page	20,215	19,610	19,205	18,800	18,395

COVERS (Four-color only)

Cover 4	\$44,790	\$43,445	\$42,550	\$41,655	\$40,760
Cover 2	41,345	40,105	39,280	38,450	37,625
Cover 3	37,900	36,765	36,005	35,245	34,490

MAY 1990

REAL MAIL-ORDER PERFORMANCE!

In the January, 1990 issue of *Super Chevy* magazine, we ran a contest to decide once and for all who had the most outrageous mailbox. To prod our readers into sending in a snapshot of your favorite recipient of all those special delivery parcels, we offered a year's subscription to that bastion of stovebolt power, *Super Chevy* magazine.

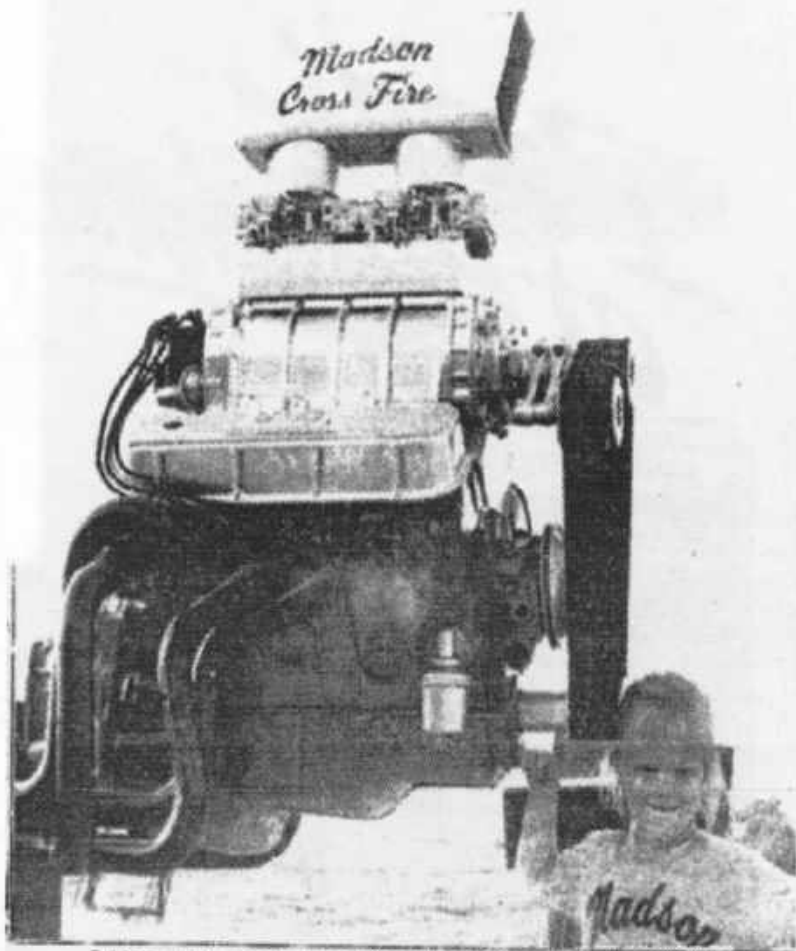
Well, a winner has been selected. Mark Madson, owner of Clinton, Wisconsin-based Madson Enterprises, submitted this entry complete with a counter-balanced oil pan for accepting high-powered letters. In fact, there's more work in this faux motor than under the hoods of most pseudo



street machines. Mark sandblasted the block and all components; ground the block and heads; and painted the block (what else?) Hugger Orange. The mill sports a pair of gold-painted 650cfm Holleys, a real three-inch blower drive belt, HEI distributor (with Madson Cross-Fire cap, of course!), 427 Corvette headers, blue anodized freeze plugs and chrome acorn nuts.

In accepting his award, Mark offered a word of advice to anyone contemplating a Hi-Po mailbox: "Do not underestimate the stupidity of the human race. Last week some 9!- stole our mailbox! They had to break a half-inch block to get it."

Mark Madson (Rte. 2, Box 129-A, Clinton, WI 53525) is offering a \$500 reward for the safe return of his potent performer.



LAURA MADSON STANDS BESIDE MAILBOX/ENGINE

Mailbox/car engine stolen, offer reward

A unique mailbox weighing at least 600 pounds and made from an old 427 Chevrolet engine was reported stolen sometime during the night of Monday, Nov. 20, by Mark Madson of Clinton Rt. 2.

The mailbox was erected last spring after Madson and his children made it out of old junk parts that were laying around. "We had a lot of fun making it and the kids learned the different parts of an engine," said Madson.

Madson valued the mailbox/engine at more than \$1,000, but said the engine is not workable and that no one in the area could use it because everyone in the area knows it is his mailbox.

"It is of no use to anyone," said Madson.

Madson said the mailbox was removed from the stand to which it was attached by breaking two top bolts and a half-inch bolt that connected it to the stand.

He said the theft occurred sometime between 9:30 p.m. and 7 a.m. the night of the 20th, and because of its weight it probably took four persons to remove it.

Pictures of the mailbox have appeared in five national magazines, and Madson said he intends to run ads in magazines regarding the theft.

A reward of \$500 is being offered by Madson for the arrest and conviction of those responsible. He added that charges will not be pressed if those responsible will just return the mailbox/engine in good condition.

THE CLINTON TOPPER

Vol. 54 No. 13

Clinton, Wisconsin

Thursday, March 26, 1992

Mark Madson tracks down missing mailbox in suburb

By Mark Madson

About three years ago my children and I decided to build an "Engine Mailbox" out of some old pieces we had laying around as part of our "Big Block Chevy Art Project".

Well, in less than six months three guys from "the other side of the tracks" made a special trip all the way up here to steal our famous mailbox. It took 2 ½ years of following-up on well meant but inaccurate leads before we got our first good clue.

The informant would not give their name in fear of retaliation from these three guys and told me to be very careful because they all had police records and were pretty bad dudes. The sheriff's department did all they could legally do at that point in time. So it was up to me to launch my own "STING" operation.

By making a series of phone calls to the culprits and becoming their friend, I could do more of a thorough but "slightly illegal" search of their property. First, I had to change my name and appearance which took 2 ½ long hours at the beauty shop. Then I called the biggest, meanest, and most unpredictable friend I had to go with me. Not because I wanted to share the

satisfaction of physically tearing these three guys apart with my bare hands, but because if they did pull a gun I figured they would should the "Big Guy" first.

We were very cautious when we got to their apartment project, which had broken windows and few white residents. We were finally confronted by a tall white male in a black leather jacket that had not shaved for about four days and had two pit bull dogs at his command. We managed to get him to sit in the middle between the two of us.

After checking out his stash and not finding anything. I decided it was time to play a little "Truth or Dare". So I turned down a back street, and he said, "this isn't the way to my house." And I said, "you are going to tell me the truth about my mailbox one way or the other, and you better start talking NOW!"

He could tell by the look in my eyes and the sound of my voice that I meant it! After a full confession he decided he would rather deal with the police than with me. The Hoffman Estates Police did an excellent job of handling

the problem or "Crime" as peacefully and intelligently as possible, which greatly reinforced my faith in the police system.

We managed to apprehend the other two culprits and seize what was left of our mailbox without even getting a search warrant. The 10-hour ordeal ended in three felony arrests.

When the arresting deputy looked at my picture I.D. and I explained my "STING" operation to him, he said I could get a job with their sheriff's department anytime I wanted.

It is sad that some people will damage or destroy other people's lives for no reason. It is good to that the truth will come out in the end!

(EDITOR'S NOTE - Madson says he recovered the supercharger intake system portion of the mailbox, but that the rest of the engine is either lost or stolen.

(Said Madson, "I never lost faith that sometime, somewhere it was going to show up - then all of a sudden one day the phone rang." He credits "luck and persistence" for the find.

(He does not wish to pursue the matter in court, but only wants restitution, preferably the replacement of the missing parts).

Beloit Daily News

50 CENTS

BELOIT, WISCONSIN

WEDNESDAY, APRIL 1, 1992

Clinton man hunts to reclaim 600-pound mailbox he built

By Nancy Armour

Daily News staff writer

A 600-pound mailbox made from a Chevy engine is not exactly the easiest thing to hide.

So when Mark Madson's custom-built mailbox was stolen from his Clinton home Nov. 21, 1989, he knew that some day, some way, he would find it.

Three men arrested

Three Illinois men — Gerald A. Tilber, 24, of Gilberts; Keith E. Hyder, 24, of Hoffman Estates; and Joseph A. Labelle, 24, also of Hoffman Estates — were arrested last week on felony theft charges for stealing Madson's unique mailbox.

The box, which Madson built with his 9-year-old daughter Laura and his 11-year-old son Luke, was a real Chevrolet engine, complete with an engine blower and dual carburetors. Madson had the oil pan rigged so it could be pulled down to put the mail in it, and the water hose was used as a flag.

"We just built it in our spare time," Madson said of the three-month project. "Just kind of a goof-around thing. I wanted to think about something different that no one had. It was kind of a neat thing."

'Best mailbox' in nation

Madson, a self-described car enthusiast, said his mailbox was famous before it was stolen. Pictures of it appeared in magazines throughout the country, and it even won distinction as "Best Mailbox in the United States" from Chevrolet. But with that fame came a price.

Madson had the mailbox secured with four bolts, one of which was welded down. But that did not stop the thieves. They cut through the welded bolt and took the engine-turned-mailbox during the night last Wednesday.

Though he reported the mailbox stolen, police originally told him there was not much they could do. The mailbox was covered by insurance, but money was not the point.

"This is a personal thing," Madson said. "This is an emotional thing. It really bothered me because it was my kid's stuff."

Years of searching

So Madson started his own search. He placed ads in several magazines, offering a \$500 reward. Although he got a lot of tips, none of them panned out until last week.

"Two-and-a-half years later, this guy calls me up and says he knows where my mailbox was," Madson said. "I had people call me from all over, but when I talked to this guy I just knew it was the right one."

Madson called the Rock County sheriff's department, which called the Hoffman Estates police. The Hoffman Estates police searched one of the men's houses on a separate charge, but did not find Madson's mailbox.

"I decided to do it myself," Madson said. "I called (one of them up), told them I was someone who I wasn't, and I told them I wanted to buy some auto parts. I told them I had heard their names at the drag strip. They kind of thought that was funny, but they didn't really care."

The Gazette

Janesville

147th year, Janesville, Wis. Wednesday, April 1, 1992



A mailbox made from a 600-pound Chevrolet engine towers above Mark Madson and his daughter, Laura. The photo was taken several years ago.

Hot pursuit of thieves pays off for creator of 600-pound mailbox

PUBLIC RECORD

Rock County

Arrests

◆ Gerald A. Tillert, 24, Gilberts, Ill., and Keith E. Hyder, 24, and Joseph A. LaBelle, 24, both of Hoffman Estates, Ill., on theft charges Wednesday after they allegedly stole a mailbox on Highway 140 in Clinton Township. The mailbox was a Chevrolet 427 engine weighing 600 pounds and valued at \$1,000.

By Anna Marie Lux
Gazette Staff

CLINTON—Most people would have given up.

But not Mark Madson of Clinton.

In November 1989, someone stole his novelty mailbox—a 600-pound Chevrolet 427 engine valued at \$1,000.

A month ago, he caught up with the suspected culprits after more than two years of tracking down leads and launching his own sting operation.

For Mark, the mailbox was more than metal and rods. When it turned up missing, he took it personally.

"I wanted to build something with my kids—Luke and Laura. So we put together this mailbox and placed it out on the highway," Mark said.

Mark, an owner of Little Limestone Co., lives on Highway 140, a mile north of Clinton. In his spare time, he customizes old cars into street rods.

The big block Chevy engine, anchored in 12 feet of concrete and mounted on a 24-inch solid titanium rod, caught the mail in its oil pan and the attention of passersby.

Mark's creation, built from non-working engine parts, was featured in national hot rod magazines.

Someone with the wrong intentions spotted it.

Six months after Mark put up the mailbox, thieves came in the night, unscrewed four nuts that held the mailbox to its post and made off with the heavy booty.

The next day, Madson, known as Mad Man Madson in drag strip circles, was whopping mad.

"When you build something from scratch, especially with your children, you become emotionally involved with it," he said. "It's more than just a material object. The stupid thing was that the person who stole it couldn't use any of the parts."

Mark set out on a recovery mission.

He offered \$500 for information leading to the thief's capture.

Mark Madson launched his own sting operation by calling the man suspected of having the mailbox. The man sold auto parts on the side. Mark gave a false name and said he wanted to buy some big engine blocks.

The same hot rod magazines that earlier carried pictures of his mailbox now ran stories about the heist.

People who thought they had seen the mailbox called from around the country.

None of the leads amounted to anything, until the March 1 phone call.

An informant said he had seen the engine a year ago in Hoffman Estates, a Chicago suburb.

Mark launched his own sting operation by calling the man suspected of having the mailbox. The man sold auto parts on the side. Mark gave a false name and said he wanted to buy some big engine blocks.

Because Mark's photo had been widely publicized, the 39-year-old dad changed his appearance.

The night before going to Chicago, he shaved his beard and went to a Beloit salon to have his hair lightened.

"I told the beautician that I just wanted to look different," Mark said.

The next day, he and a bury friend, who did not want to be identified, drove to the Hoffman Estates address where Mark's engine reportedly had been seen.

"I was scared, but not really," Mark said.

The suspect, suspicious about his visitors, was accom-

Turn to MAILBOX/8A

Mailbox/Owner's hot pursuit pays off

Continued from 1A

panied by two leashed pit bulls.

Mark insisted that he was there to buy an engine block. The suspect said his parts were in a garage two miles away. He put away his dogs and climbed into the truck with Mark and friend.

When the trio arrived at the garage, Mark didn't see his big block engine.

"I thought, 'I better get something out of this guy now or I'll go home with nothing,'" Mark said.

So they got back in the truck and turned down a side street. Then, Mark confronted the suspect.

"I told him that I knew he took the mailbox. I reasoned with him and made him see his bad ways. I explained that me and my little girl built this engine, and I wanted it back."

The suspect admitted taking the mailbox, Mark said. Then, they drove to the Hoffman Estates Police Department, where the suspect identified two other men allegedly involved in the theft.

Eventually, the Rock County Sheriff's Department worked with authorities in Kane County, where the stolen property was located, and Hoffman Estates police to arrest three Illinois men:

Gerald A. Tillert, 24, Gilberts, Ill., and Keith E. Hyder, 24, and Joseph A. LaBelle, 24, both of Hoffman Estates, Ill. All are charged with theft, and their court date is May 5.

"This was a pretty unusual case," said Detective Tom Canta of the Hoffman Estates Police Department. "Mark wouldn't give up. He was persistent. He wanted that engine back."

However, going to the suspect's apartment could have been dangerous, Canta said.

"But Mark just went there to talk. Then, he came to the police station. He worked with the authorities. If he would have tried to force it physically, that would have been wrong," Canta said.

"He didn't go too far."

Meanwhile, Mark still doesn't have the mailbox, which was missing some parts when it was recovered.

Police have kept it as evidence, but Mark hopes to bring it home after the court date.

In the meantime, he says, he has the satisfaction of hunting it down.

"That's what really counts," Mark said. "My kids are happy. I'm happy. I felt a great victory surge when I finally caught up with those guys."

"I never gave up."

MYSTERY OF MISSING MAILBOX IS SOLVED

by MAY TURNER

But it took a clever "sting" operation by owner Mark Madson to nail the alleged culprits after previous attempts by police had failed.

"There wasn't much left of it when we finally got it back," says Mark, owner of Madson Cross Fire Ignition in Clinton, Wisconsin.

"What's important, though, is that they didn't get away with it."

Real engine

The marvelous Madson mailbox came into being in 1989, when Mark, his 11-year-old son Mark Jr., and his 9-year-old daughter Laura decided to build a unique mailbox from "some pieces we had lying around."

The hefty mailbox included a real 427 Chevy engine with dual carbs, headers and a blower. The mail went into the oil pan.

"We built it," says Mark. "It was our first project together, and it was a work of art."

The 600-pound box was bolted to a post outside the Madson home. The Madsons figured it was there to stay. But a few months later, it was gone.



Articles

Mark wrote letters to car publications, offering a \$500 reward for the mailbox's return — no questions asked.

The mailbox also prompted several articles in the magazines.

"I know people are thinking this is weird, but it is a very special mailbox," Mark says.

After 2 1/2 years of silence, Mark got a phone call from a man who wants to remain anonymous. "He said he was reading an old car magazine and came across the reward ad," says Mark. "He remembered seeing the mailbox in the living room of some guy outside Chicago."

Mark called Hoffman Estates police, west of Chicago.

They searched the suspect's home as part of an unrelated burglary investigation, but there was no sign of the mailbox.

But Mark had the man's name. He called him and struck up a friendship. They talked cars and car parts and, eventually, Mark coaxed him into agreeing to a meeting.

Confesses

"I took my biggest, meanest friend with me. I figured if they pulled a gun, they'd shoot the 'big guy' first," he jokes.

After some "intense" questioning and a "few threats", the man confessed and implicated two others. Mark called police. Police found the only remaining part of the mailbox — a modified intake valve — in one suspect's garage.

The three men were charged with felony theft.



THE MYSTERY of the missing "engine mailbox" has finally been solved.



JOURNAL

50 CENTS

Souped-up mailbox back, but one piece

By Kathleen Ostrander

Rock County correspondent

CLINTON — When Mark Madson attached his 600-pound mailbox to a post with four bolts in mid-1989, he thought it was there to stay.

But the Clinton man soon learned that others shared his love of a "big block Chevy art project."

The mailbox was a 427 Chevy engine with dual carbs, headers and a blower.

The mail went into the oil pan.

It had a modified Madson intake system and was the pride and joy of his two children, Luke, 11, and Laura, 9.

"We built it," said Madson. "It was our first project."

But the unusual postal receptacle, valued at \$1,000, had drawn gawkers for only a couple of months before it was stolen in November 1989.

That made Madson crazy to get it back. The mailbox had been featured in car magazines, and he advertised a \$500 reward through the publications.

"I know people are thinking this is really weird, but it is a very special mailbox," he said.

Last week, he received an anonymous phone call.

"(The caller) said he was read-

ing an old car magazine, and he came across the reward ad. He remembered seeing the mailbox engine in some guy's living room. The guy lived outside of Chicago."

So Madson talked to the Rock County Sheriff's Department. They talked to police in Hoffman Estates, Ill.

But they didn't turn up the engine. Madson then called the suspect to strike up a friendship.

"He was a car guy; I was a car guy. We talked cars and car parts."

Last week he went to Glenview, Ill., and talked to the suspect, who eventually admitted he had taken the engine. Police found the only remaining part of the mailbox — the Madson modified intake — in the suspect's garage.

"They (the suspect and his friends) had it in their living rooms, and they just started selling the parts off of it."

Madson said the remaining mailbox part will reappear, in some form or another, as a decoration on his property.

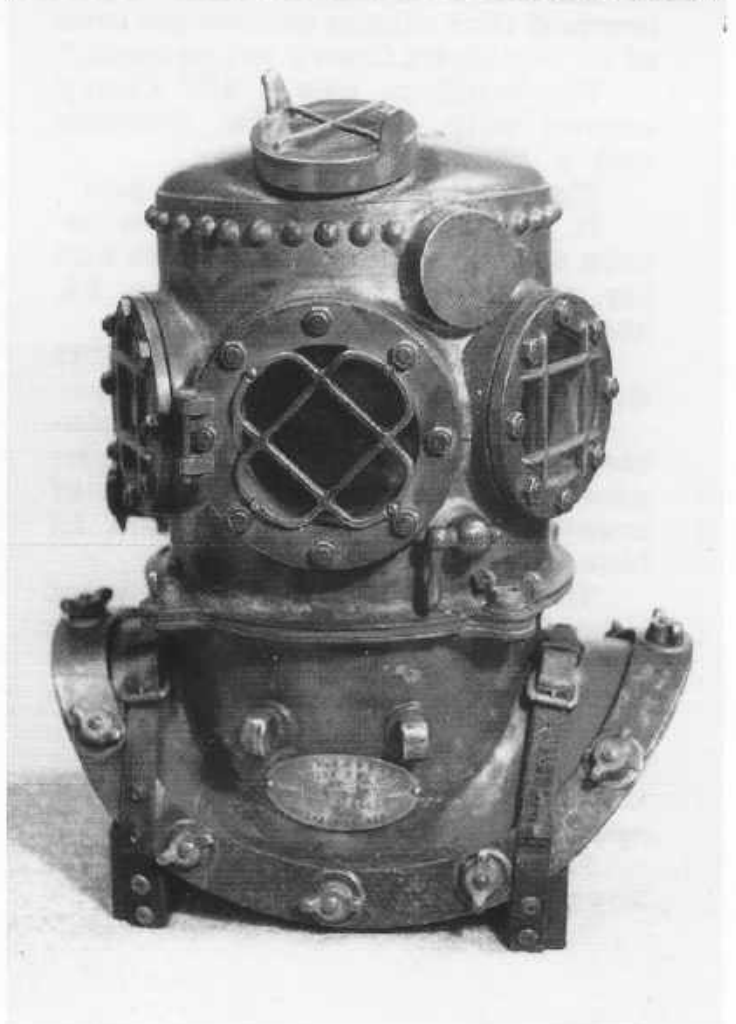
Three men have been tentatively charged with theft in the incident: Keith Hyder, 24, and Joseph LaBelle, 24, both of Hoffman Estates, Ill.; and Gerald Tillert, 24, Gilbert, Ill.

THE MADSON FAMILY TREE

THE BEST OF BOTH WORLDS

I had two Fathers, my "Genetic Father" and my "Physical Father" and I learned a lot from each one of them in different ways. First the story on my "Genetic Father" Jack Madson, and then I will tell you the story about my "Physical Father" Hap Little.

As you can tell from the pictures Jack was pretty cool, and defiantly way ahead of his time. He started diving and built this helmet when he was only 14 years old. He continued diving and working on his helmet during World War II. A General from the Navy saw Jack's helmet and heard that Jack had built it himself. The Navy really needed people like Jack for their special forces under water dive teams. So they sent him to the same naval base as the one in the movie "MEN OF HONOR". He then became one of the top and most innovative divers that they had. After the WAR had ended, Jack turned his talents to building one of the coolest cars of the time, which was 1949. He started with a 1933 Pontiac Roadster that he got from the junkyard. After over 2,000 hours of totally rebuilding and redesigning the car he took it on a trip through New York City with my Mom. That must have been GREAT!!!!!! Jack was a very interesting and innovative "Metal Sculptor", "Abstract Artist" and he loved "Japanese Culture and Art". When I was in the third grade he decided to go to Japan and send for the wife and kids later. Some how he forgot... Go Figure... I was really up set that my Dad had left me, because I felt that there was so much that he could have taught me.

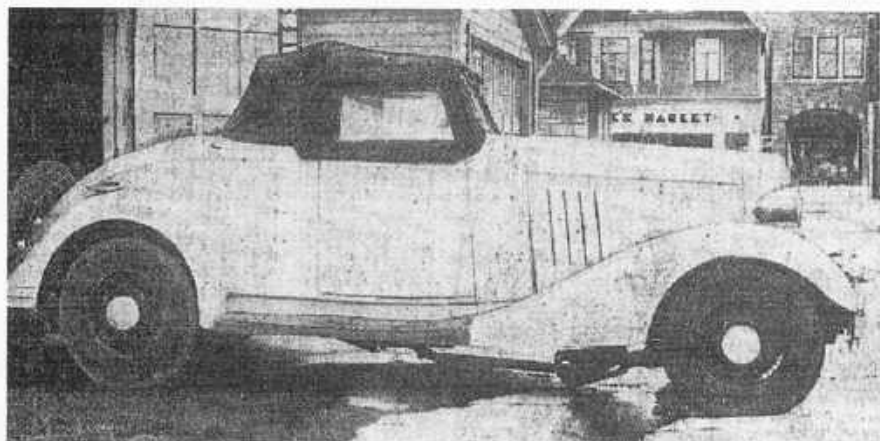


We ended up living in a two room shack with no indoor plumbing, but it was always clean, and it really made me appreciate going to school, especially in the winter time!! When we would run out of toothpaste, I would use a bar of soap and try and make believe it was just as good. Living with Mom was great, because she would believe everything that I would tell her!! and still does!!! Even though she didn't understand all the "CRAZY PROJECTS" that I was building, she always supported me, like only a mother can. I also inherited a lot of good genetic traits, like her personality, and body structure. Mom was a Registered Nurse and I worked on my uncle's farm, so we did ok. My cousin Chester was the "State Collegiate Heavy Weight Wrestling Champ" and my idol. He taught me a lot, and was a GREAT roll model for me to learn from. He helped me build my first motorcycle when I took the motor off my lawn mower, put it on my bicycle and left home for a week. I will admit that I didn't go more that 20 miles from home, but for a kid in seventh grade, I felt like I had traveled around the world!!!! About 6 years later I traveled to Japan to see my Dad, we had a really great time, and there was no doubt that I had inherited a lot of his mechanical and innovative genius. He is now an artist living in California, and we see each other about once a year. Jack has just decided to write his own "Life Story", so you should read that to get both sides of the story. He has done a lot more interesting things than I ever did!



Old Car Plus 2,000 Hours Equals the 'Foreign Job' Jack Madson Built Himself

By BOB GILKA
Of The Journal Staff



Did you ever hear of a Madson special?

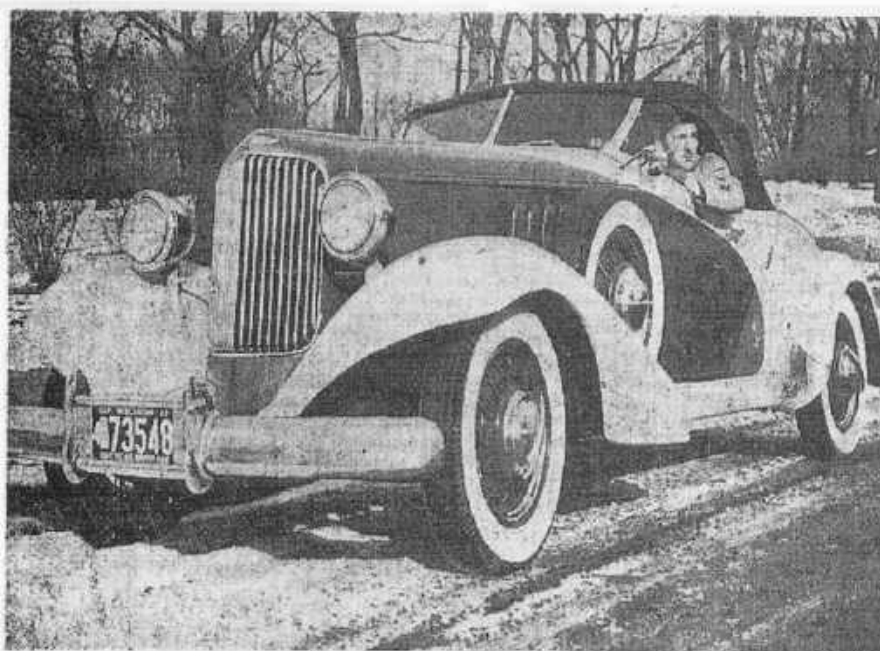
Quite an automobile, the Madson. It is a low, sleek affair patterned after a European sports car. It has a straight eight engine that is as clean as anything seen at the Indianapolis speedway on race day. It has a \$3000 price tag.

But it is not for sale, for it is the only one of its kind.

The Madson special, you see, is a hand remodeled car, built of the parts of half a dozen automobiles and styled to suit its creator, Jack Madson of 2313 N. 41ST ST. Madson is a former navy deep sea diver who makes his living now as a machine assembler. He aspires to be an industrial designer, and while working toward that goal, doubles in pastels and does wood carving.

Jack started on the Madson special last April. The foundation piece was a 1933 Pontiac roadster, one turn of the wheel from a junk heap and chosen because of its "essentially good lines" as Jack says. Some 2000 hours and \$600 later, the special was completed and rolling along the road to New York, carrying Madson on a vacation trip.

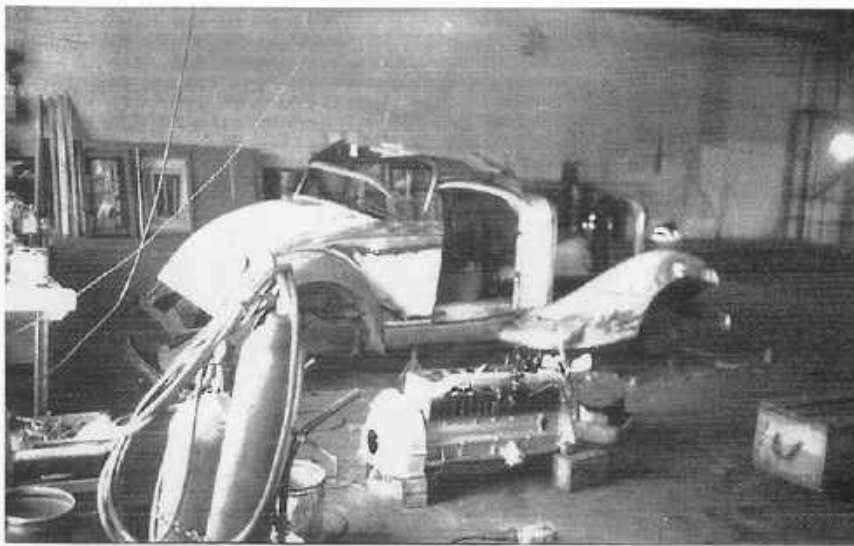
"I finished it, drove it around the block and started off the next day," Madson said.



This is the same car, a 1933 roadster, before and after Jack Madson, 2313 N. 41st st., transformed it. Madson, a former navy deep sea diver, worked 2,000 hours and spent \$600 mak-

ing the change, incorporating his own ideas into the new "foreign" car. It cost him a lot of time, but Jack feels that it is worth it. A friend painted the car for Jack.



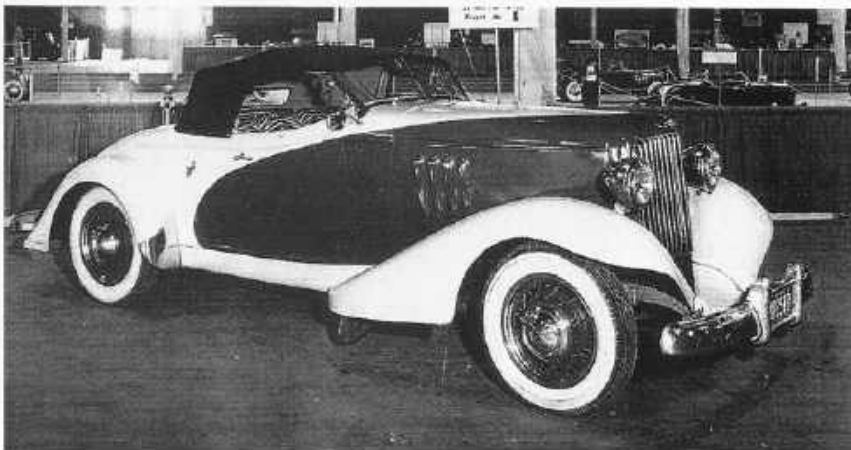
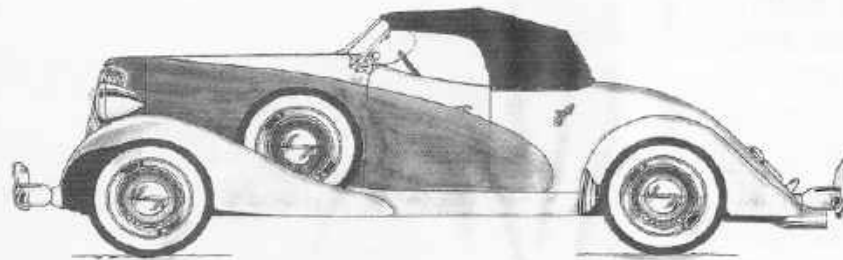
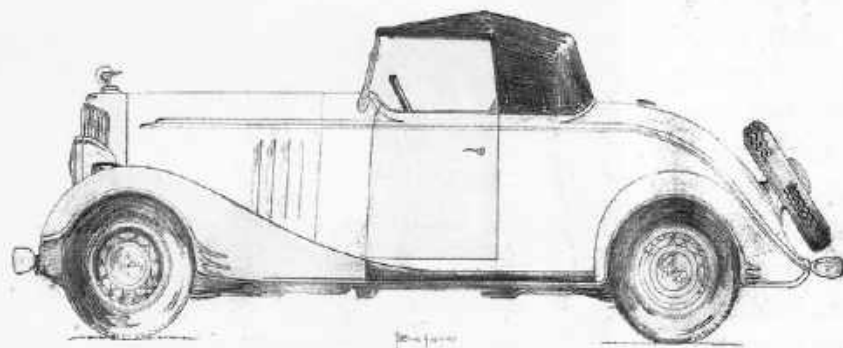


Friend Helps Out

At this point, Madson was stymied. He had soldered, sewed, welded and bolted his car into shape, but he did not think he could do a capable job painting it. He called a friend who finished the project.

The car cost more than time and money. It almost cost Madson his job. He put in hour after hour on the rebuilding. The task became an obsession. He skipped meals and, more than once, slept in the garage where he worked on the automobile.

"It was worth it, though," Madson said. "Designers in the east were impressed with my work. I got a couple of interviews. And several cash offers for the car. I learned a lot about the practical application of design and I am ready to build another car. This time I'll use aluminum for the body and the design will be original from front to back.



Self-Taught Mechanic

Madson is a self-taught mechanic. He started by tearing down and rebuilding the engine. He honed out the cylinder walls, reground the crankshaft, installed new babbit in the bearings, fitted new pistons, rings and valves, then painstakingly reassembled the engine. The ignition system was replaced. Now the engine purrs as sweetly as any on a new car showroom floor.

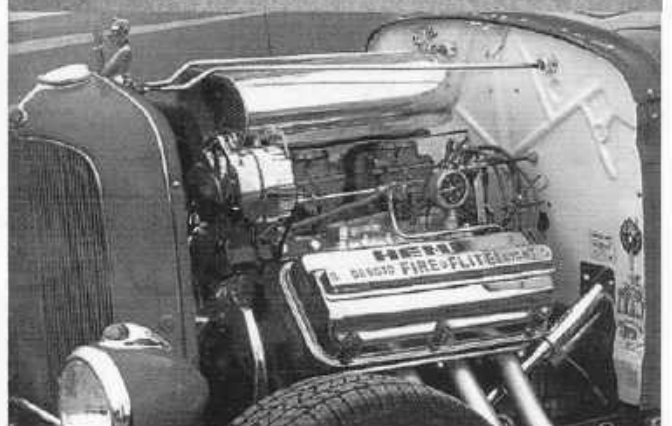
Jack wanted a low car, so he changed the suspension. He added to the sweep of the bodylines by stripping off the running boards, cutting away some parts of the fenders and adding to others. He built a well for the spare wheel into the left fender. He cut three inches off the height of the rear deck by taking a piece out with a cutting torch. Then he rewelded the body so no seam is visible.

Madson revamped the radiator and fitted a new stainless steel grille of his own design and manufacture. Parts from a Buick, Oldsmobile, Chevrolet and Pontiacs of later vintage figured in the transition.

Madson fabricated a graceful, split windshield, then measured, cut and sewed a striking black top. He fitted a mirror from a fighter plane on the driver's side so that he could have a rear view. He cut and mounted wings of Plexiglas. To top it off, Jack designed, made molds for and had cast a name plate and two graceful monogram plates, one for each side of the car.

THE FIRST REAL JUNK YARD WARS

Money was kind of tight after my Dad had left to go to Japan, so if I was a good little boy, my Mom would take me to rummage through the County Dump to see what I could find. For me it was a great adventure, because I never knew what I would find, and for a kid with an imagination like I had, it sure beats shopping at Wal-Mart!! "Which wasn't even on the planet at the time". Most of the time I would take my 20 gage shot gun to shoot all the rats that I would see. Sometimes I would take one of my homemade pistols that I would like to carry whenever I was out on one of my "Adventures"!! Secretly making my own pistols when I was only in 7th grade was kind of dangerous. That's when I learned that "For every action there is an equal and opposite reaction", when the cartridge on my 22 caliber derringer shot out the back just as fast as the bullet went out the front!!! I thought the weight of the hammer would hold the cartridge in. I almost blew my head off!!! I told my Mom the marks on my face were because I slipped on the gravel road. I also learned that compression created heat, and it was that heat that would ignite the gunpowder. I use to take a lot of bullets apart to get the powder to make "things I can't talk about today". That's when I figured out that there was no spark to ignite the powder, and that it was the heat of the compression of the powder in the gap on the rim of the cartridge that ignited the powder. Which is why the bigger and better bullets are center fire so that the powder burns quicker, more evenly and better. A few years later I "connected all the dots" when I saw my first "HEMI" with the spark plugs in the center of the head, instead of on the rim. I was only 14 years old and I must have asked the owner of that engine a thousand different questions. I didn't really know what it was, but I knew it was something special, and I will never forget the day I saw my first "HEMI"!!!!

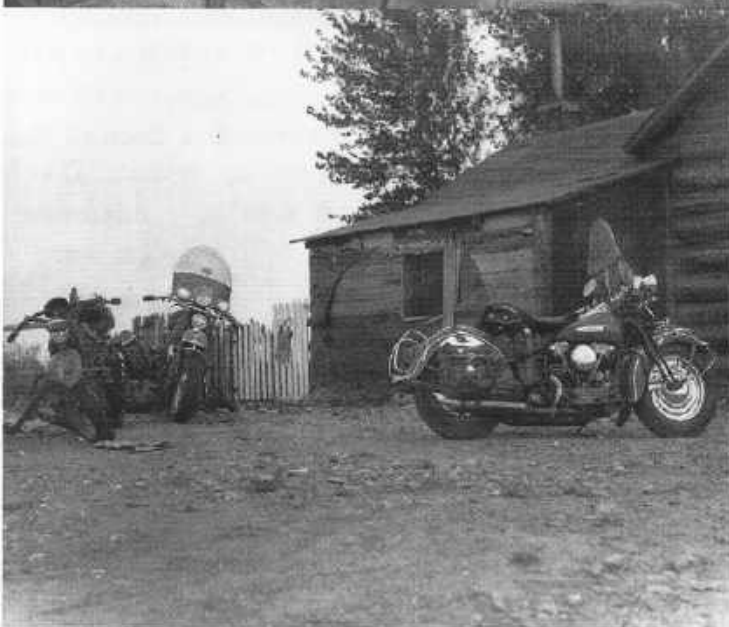
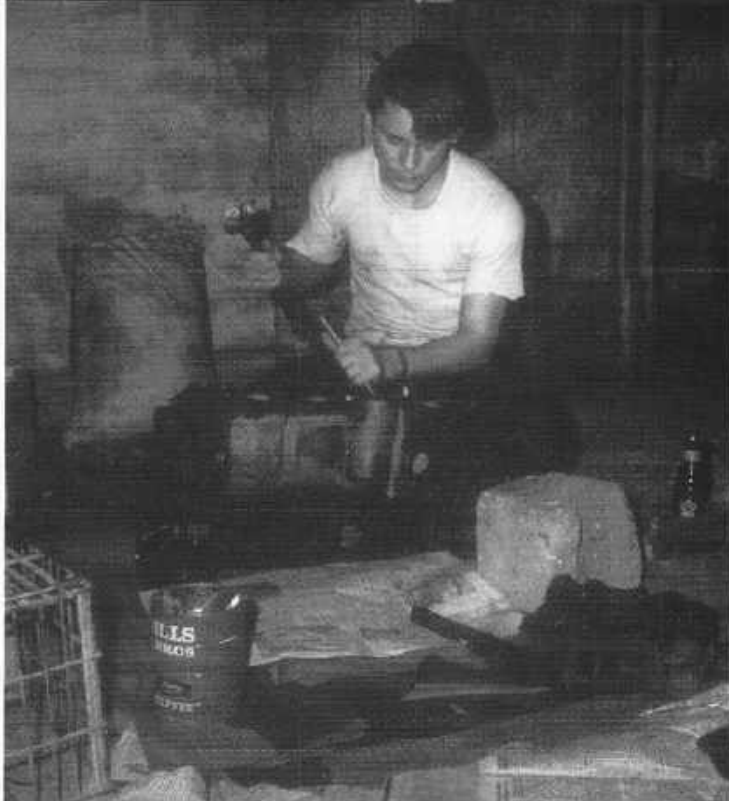


THE TALE OF TWO FATHERS

THE BEST OF BOTH WORLDS

Hap Little is my "PHYSICAL FATHER", he married my Mom in 1966, just when I started high school, so he got a lot more than he expected in the "PACKAGE DEAL"!!! The first thing I remember that he taught me how to use, was a cutting torch... Boy was that a big mistake!!!! The next thing he taught me how to use was a welder!! That really meant a lot to me, because up to that point in time, the only thing I really knew how to use was a HAMMER!!! He let me learn by making my own mistakes even though he knew that what I was doing was not going to work. Although after I put a 16" tire on a 15" rim, he realized my ability to "THINK OUTSIDE OF THE BOX" and that there really was not much that I could not do.

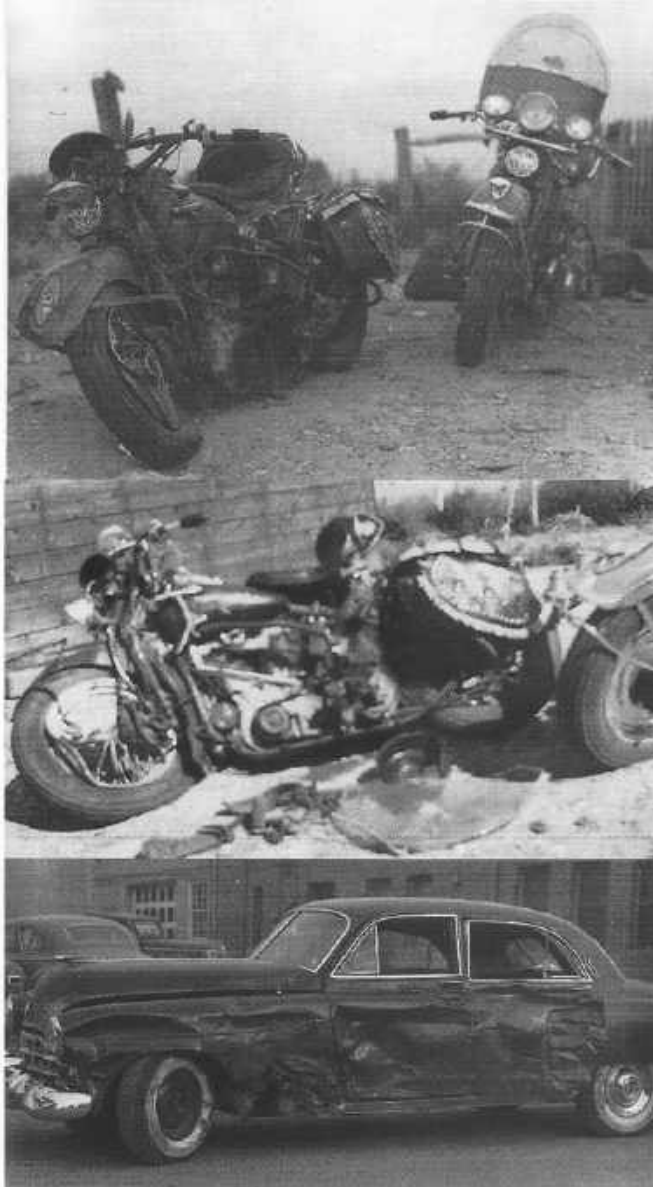
Hap understood my "NEED FOR SPEED" because in 1952 he rebuilt a 1950 74 cubic inch over head valve Harley Davidson Motor Cycle so that it would run on alcohol. He cut down the cylinder head jugs in the lathe and checked the valve and head to piston clearance with some chewing gum!!! When the job was done, he figured they took off about .115 of an inch and raised the compression ratio to about 15 to 1, because it wouldn't run without detonation, even on high octane Aviation Gas. So they made their own "SECRET FORMULA ROCKET FUEL" by adding 40% alcohol, 2% upper lube, 2% ether, and 6% paint thinner. The upper lube kept the valve stems and seats alive, the ether made it easier to kick start, and the paint thinner was the "Secret Ingredient" that enabled the alcohol to mix with the Aviation Gas. Other wise the fuel would separate while it sat in the tank, because we all know that "Pure Alcohol" and gasoline don't mix!!!! It's hard to say how fast it really was, but it would easily bury the speedometer. In 1950 Hap, Donny Krebs, and Don Pope all jumped on their Harley's, got on HWY 14 and headed WEST!! Nowhere special just WEST!



Unfortunately just before they got to Greybull Wyoming, they got hit head on by a "Drunk Driver" in a Cadillac Fleetwood. The accident was really bad and they thought they would have to amputate Hap's left arm. Fortunately, a World War 1 doctor with a lot of experience saved everything except Hap's middle finger. When I asked Hap how many bones were broken he simply said "All of them, I think"... It took Hap almost 2 years to recover. Then he started the "LITTLE LIMESTONE COMPANY". I remember the first time saw Hap, because he had the biggest most muscular forearms of any one I had ever seen, he reminded of "POPEYE THE SAILOR MAN"!!! I often dreamt that I would have forearms like that someday. He got his from long hard days pulling the cable levers on "Heavy Equipment" in the Limestone Quarry. I got mine from the "E.A.S. BODY FOR LIFE PROGRAM" by Bill Phillips.

DON'T DRINK AND DRIVE

And you are reading from the words of a man who sure as hell should know!!! Just about every one of my buddies had already gotten stopped for D.U.I. so I figured I would have to be next!! Besides that, with the kinds of cars that I drive, I'm getting stopped all the time any ways, for "NO REASON"!! Not that I really blame the cops, if I was a cop. I would stop me too!! So using one of my best theories on life, "UP SIDE DOWN AND BACKWARDS, IS REALLY FRONTWARDS", I decided to go to Blackhawk Technical College and take the class on the prevention of D.U.I. SURPRISE!!! You can't even take the class until you are arrested for D.U.I., and people think I do things BACKWARDS. So I did all my own research by contacting the WISCONSIN BAR ASSOCIATION, no pun intended, they represent lawyers, not taverns. I also contacted the top lawyers and doctors that conduct the seminars on how to beat a D.U.I. conviction. Let's just say, it was very interesting, educational, and that I'm still totally against Drinking And Driving!!!! The fact is that you can have just as much fun if you don't drink, and probably even more fun than most. The point that I'm trying to make is that you are going to get stopped!!! So, you better have a plan before it happens!!!! And It Will... The easiest and best plan is simply don't drink!!! Don't get "INTOXICATED" "IN TOXIC ATED"!!! Think of it as an "INTERNAL TOXIC DATE", with "Your Destiny"!!!!!!



*In Memory Of
John Lawrence Perry*



May 23, 1972 - May 23, 2005

33 years

BACK IN THE DAY
WHEN WE WERE KIDS
AND LIFE WAS GREAT!!!!

It seemed like everything that we built had to have an engine on it. We were only in seventh grade, we had no money, and we had no cares. We built everything from motorized skateboards to three wheeled go-karts made out of wood. But the best thing that we ever built was our motorcycles. It gave us the freedom to be like Tom Sawyer and Huckle Berry Finn. My best buddy John Jacupson and I had the best and fastest motorcycles of any one else around, which was mostly his big brother and mine. My brother's motorcycle didn't run as good as ours so he would try to keep up with us by pedaling his bicycle, which might explain why he was one of the fastest kids on the high school track and football teams. The bike that my Mom bought for me to ride to school was just like the one that the old "Wicked Witch Of The West" road in the movie "The Wizard Of Oz". It had a big spring on the front forks, 26 inch balloon tires and a basket on the back!!!!!! I hated it!!!!!! All the kids made fun of me. It was practical, it road nice, I could carry stuff in the basket, you know, kind of like driven around in a minivan...It Sucked...



So I tore off the basket, turned the handlebars up side down, and then I lowered it with a set of 20 inch wheels, which made it look like it had a springer front end. I had the mechanic at the bicycle shop respoke the rear wheel with a three speed hub out of a 26 inch bicycle so I could go faster than my buddy. The mechanic at the shop said that it had never been done before, that was about 40 years ago, and I think he was right. When I finally did get it finished and drove it to school, all the kids thought I was pretty cool. The principal didn't see things that way. First I had no drivers license, the bike wasn't licensed, and it had no brakes, big deal.... I knew I would get taught, but I proved my point. When I got to high school I built another motorcycle, it had a leaf spring out of a 1957 Chevy with some foam rubber rapped around it for a seat. That must have been before I knew that you couldn't weld spring steel, because I did, and it worked. I always thought that my big brother looked like Marlin Bando in "Hells Angels".....

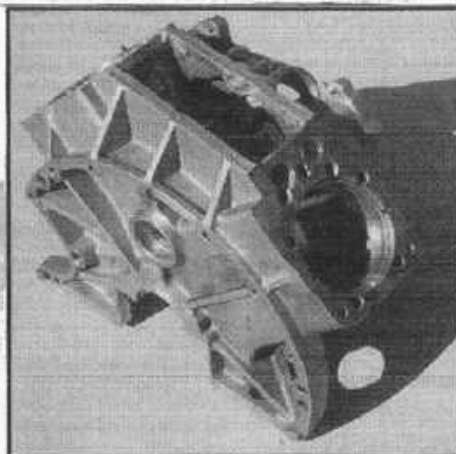


Jewelry from Junk

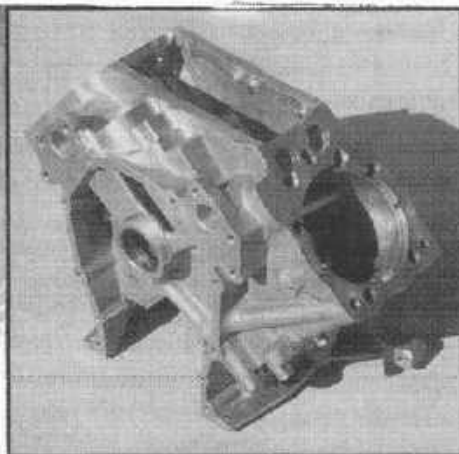
A Blown KB V-Twin for the Salt



Crewmember Jimmy McClean gets after the first task at hand; separating the ends of the block to be welded into one. A closer look reveals the real saw.



Look familiar? Both ends of a ruined Keith Black Stage VII racing block were fused to create this KB V-Twin. Notice that the standard ignition drive remains, as do the cam journals. The same can't be said for the cam!



MAILBOX

We're waiting to hear from you! content and clarity. Send material for Popular Or send your thoughts and comments to us Popular Hot Rodding and McMillen Argus P

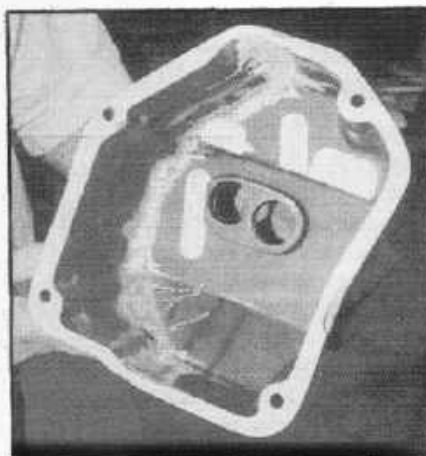
Jewelry from Junk

HACKSAW MADSON

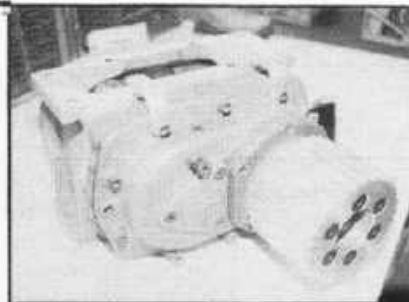
After reading "Jewelry from Junk" [about a V-Twin Keith Black Top Fuel motor for Bonneville], I couldn't help but send this picture of an engine I cut in half back in '68 when I was only 15-years-old. Of course, I didn't set any land-speed records with mine, but then I didn't have as much money or brains as builder John Bjorkman. I did learn a lot about the inside of an engine, and I actually did cut mine in half by hand. You never realize how hard a camshaft is until you try to cut one with a hacksaw.

The point is, for kids to get started, it is not important if it works or not: JUST GET STARTED!

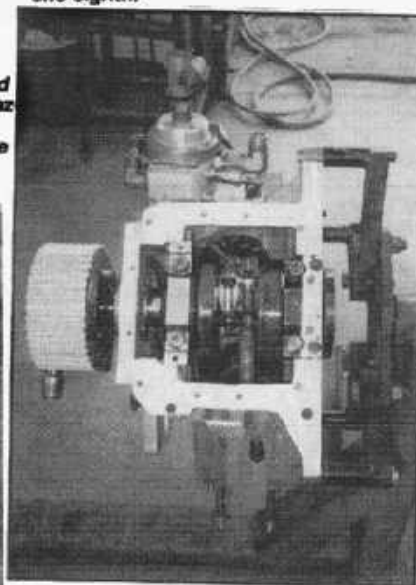
Mark Madson
Clinton, Wisconsin



Bjorkman used the tails of a Keith Black valve cover to create a match for his cylinder head, which was hand crafted from an outdated Brad Anderson design. Most of the parts in this amazing engine project were created from broken Top Fuel parts less than one year old! The price comes down when they are "useless."



This little blower was recently scrapped for a new design that includes separate chambers for each cylinder. A V-8 doesn't have the problems of lost boost associated with this giant twin, considering that half of its pulse escapes rather than one eighth.



Believe it or not, this four-wide chain setup has been the most reliable setup on this four-link suspended lakster.

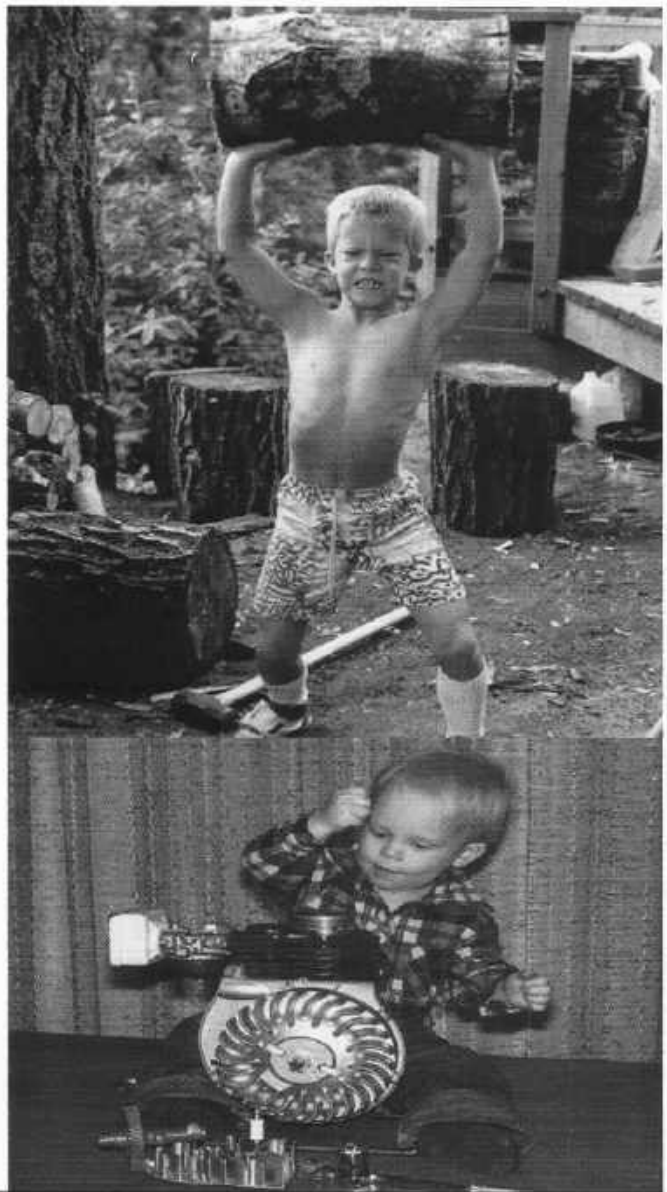
THE LOG CABIN PROJECT

One day I thought it would be cool if we had a log cabin, so I sat down and drew up a "Build Plan". Then I took my little red dump truck up to Menards and bought six tons of lumber for the project. I built it in the shop, picked it up with my loader, and put it in my back yard. Building the "Log Cabin" for the kids was just an excuse to build the "Log Cabin" that I always wanted when I was a kid. The great thing about having kids was that I could then be a kid. Some people think that I should have been a parent instead, but I would have had to grow up in order to do that. The log cabin was more of a state of mind than a reality. It was like we were in our own little world, out in the middle of nowhere, by the campfire and log cabin. Camping out at night under the stars was great with the kids, and when they fell asleep, I would just pick them up and carry them into their nice warm little beds in the house.

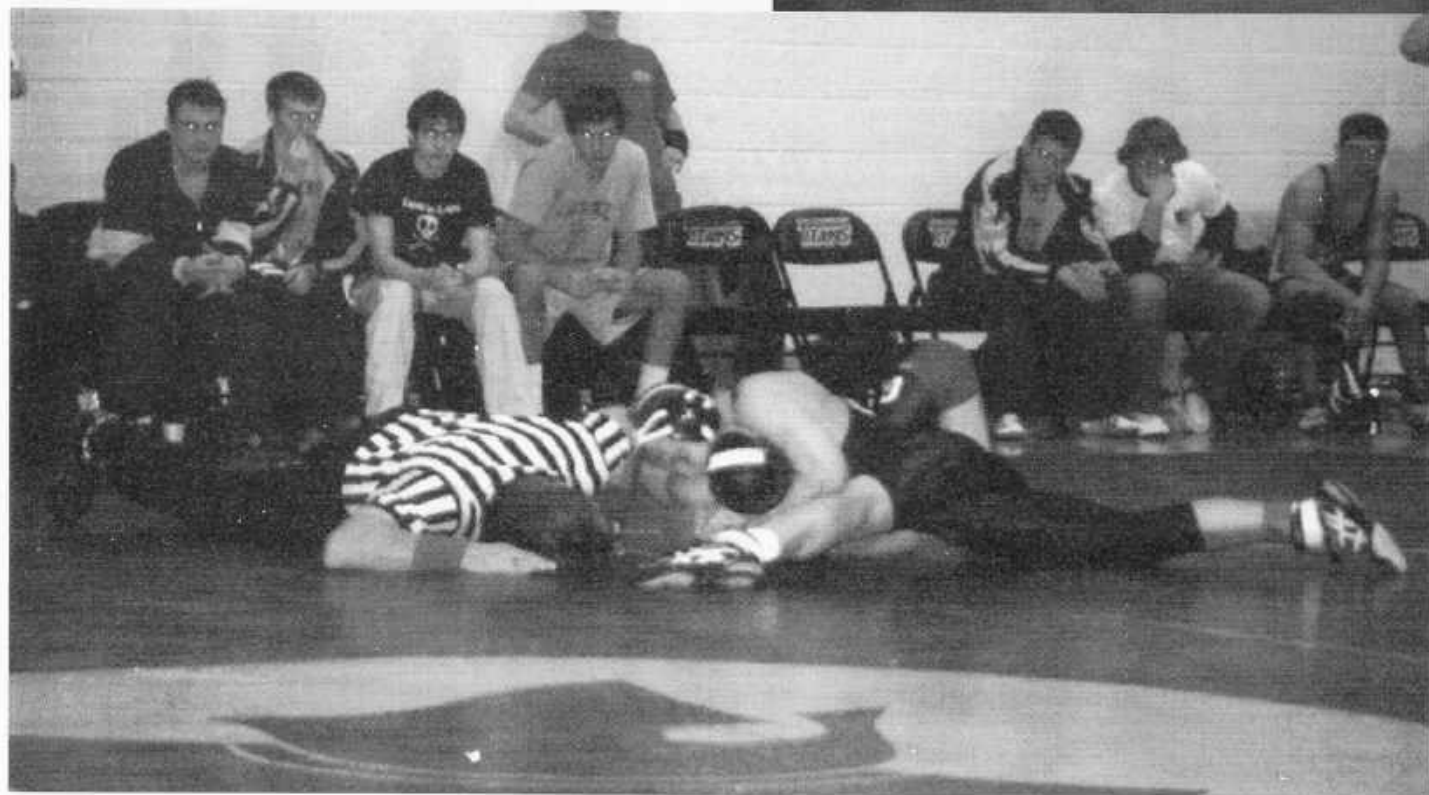


BUILDING A 1980 "MADSON MACHINE" THAT'S "LUKE" OF COURSE...

I will admit that "conceiving" the project was a lot of fun, and there is no doubt from the outcome that I was the one responsible for this masterpiece. Although, it wasn't as easy as you might think, we stayed awake many long nights working on the project. As the old saying goes it truly was a "labor of love", and all our hard work did pay off in the end. He was no accident, I did have a well thought out "Build Plan" he wasn't just a random shot in the dark, like most kids are today. (Even though I'm kind of a "Big Block Chevy" kind of guy. I think that came from my cousin, "The Crusher" he was the State Collegiate Heavy Weight Wrestling Champ, and was a great "role model" for me at a time when I didn't have a father and lived on his farm between the ages of 10 and 14.) Anyways, due to the structure and design of the donor vehicles "parents" we thought a high revving "Small Block" would be the best choice, kind of like putting a Chevy Engine in a Ford Body, the best of both worlds. Life was Great!! We told each other stories at night before he went to bed, and I built a three-dimensional engine puzzle, so he could learn how an engine worked.

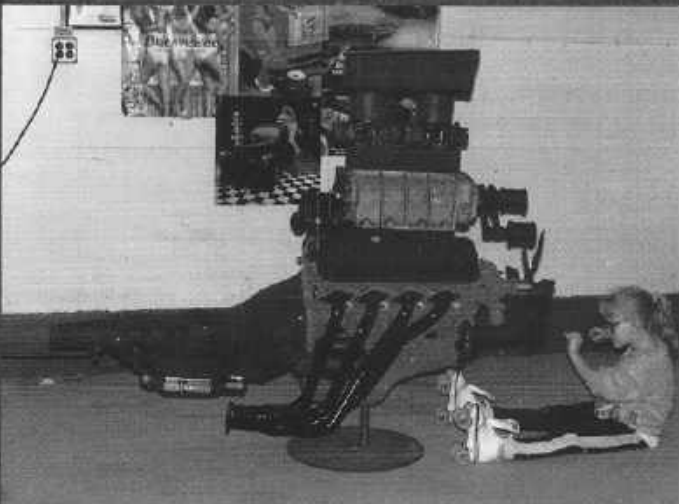


Luke started wrestling the day he was born, and I coached him until he went to college. (Somehow when my wife was out cruising around, in the corvette that I built for her, she got to talking with her “brain dead girlfriend”, and they developed a short in the “ On Board Computer System”, my wife stepped on the gas, tried to power shift into second gear, and she ended up with a few cogs missing off the drive train. I had pretty much “knocked the bottom out” of that ride by then, so I ended up losing half on the “trade in”.) My point is that this little mishap totally screwed up my “Build Plan”, and I didn’t get as much time to teach Luke all the things I wanted to while he was growing up. Despite this, I did get to teach him how to make the best of a bad situation, and the value of a positive attitude. Right now he is trying to teach me how to run this computer, so I can write this book. I greatly appreciate all the help he has given me, it has been a real test of his patients, and it has been a great “Father & Son” learning experience for the both of us. He has become a much better wrestler then I ever was, and I’m sure he will be able to run the “Little Limestone Company” better that I ever did.



MY LITTLE STREET ROD "LAURA"

Well, it was kind of like, when you tell your wife we "Need" another "Street Rod" and that you will build it just for her, anyway she would like it. When really it's just another excuse to build another cool car!!!! I really liked the lines and design of the original body style, "blonde, 5' 2", 110 pounds", fortunately I decided to upgrade the "On Board Computer System" on this model. It was really great working on this "little project" together because we wanted her to be the best of what we each of us had to offer. It truly was another "labor of love" that turned out just the way we wanted her to. She was really my wife's personal "Street Rod", and I will admit that my wife did all the "oil changes" during the "break in period" when we first got her. I was in charge of things like wheel alignment to keep her on the "straight and narrow". Even though I knew Laura would never be a mechanic, we both enjoyed assembling the three-dimensional engine puzzle that I built for the kids. She said she could put it together blind folded, with the stocking hat pulled over her eyes, but I think she was peaking, just a little. Laura also helped me build the "Big Block Chevy Mailbox", the "Blowing In The Wind" weather vane, and our "Big Block Lawn Mower".



The greatest yet unfortunate temptation of having a "Street Rod" that is this nice, is to buy her way too much stuff, that she doesn't really need and spoil her rotten. Fortunately from my conservative upbringing I controlled myself and basically didn't "give" her hardly anything. Somehow she grew up with a great work ethic, and appreciates everything that she has earned. Imagine that!!!! By now she had developed into an extremely good looking and "Hi Performance Street Rod" able to burn rubber on the open road. And the last thing that I wanted was to have some "lose nut behind the wheel" of "My Street Rod"!!!!!! Fortunately since I was the wrestling coach, and every boy in school knew I was Laura's Dad, and that I was somewhat insane to begin with, I weeded most out of the "Lose Nuts" before they got behind the wheel. Then just to make sure, I would gruffly show her perspective dates my sawed off shotgun and switchblade knife collection. My ex-wife thought I was going a little over board, I said that if they weren't willing to risk their life to go out with my daughter, they weren't good enough anyways. Finally, there was one guy that passed the test. Honor student, captain of the football, basketball, and baseball teams, doesn't drink or smoke, he is cool, and his parents aren't even divorced. His only shortcoming is that he doesn't have a very cool car, yet! I'm thinking a red 1965 Chevy No Mad would make a nice family car.



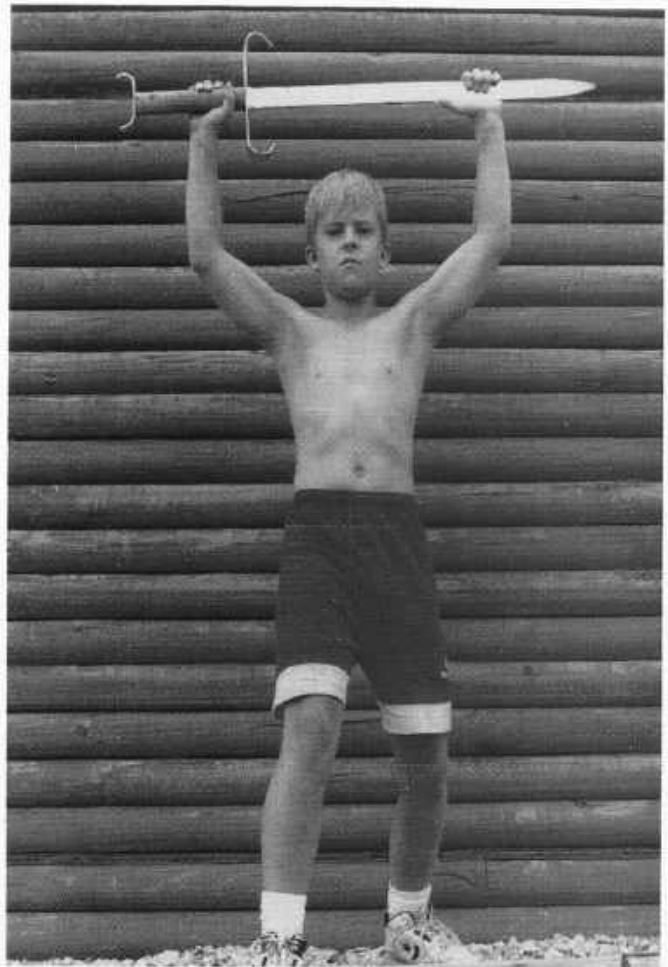
BACK IN THE DAY, WHEN PAIN DIDN'T HURT, AND STUPIDITY WAS CONSIDERED LEARNING.

When I look back at some of the crazy stuff that I did, it really makes me wonder if I had any brains at all and that I'm still alive!!! Some of the dumbest yet educational things I did were. Put a punctured 16-inch front tractor tire on a 15-inch rim, P.S. it is still holding air today!!! I use to make guns and black powered, and almost blew my head off a couple of times. I tried welding white metal to steel, that is still holding today too. I welded a gas tank that blew up on me, apparently it didn't kill me. My very first car was a 1956 Chevy with a 283 and I bought it for only \$25.00 and totally trashed it within a year racing it around our limestone quarry. Then I thought I would cut the engine in half and make a V 4 motor cycle engine, of course it didn't work, but I learned how hard the camshaft was when I tried to cut it with a hacksaw, and how brittle was when I through it against the wall and it broke. I made a plastic squirt gun with a 120 P.S.I. that almost blew my face off!! It shot water over 60 feet!!! When I was 15 and Ma and Pa were gone, Ron Splan and I would raid the dynamite shack and blow up everything. We would drive cars over the edge of our limestone quarry, like "REBEL WITHOUT A CAUSE" only we got out first! We would go "Drinking and Driving" in Splan's 1969 Big Block Chevelle, with a six pack of Pabst throw away bottles on the hood, because we thought it looked like fuel injection. We drank and drove "WAY" too much and almost killed ourselves several times. I quit drinking, and had just as much fun. But that is how I learned a lot of the things I know today.



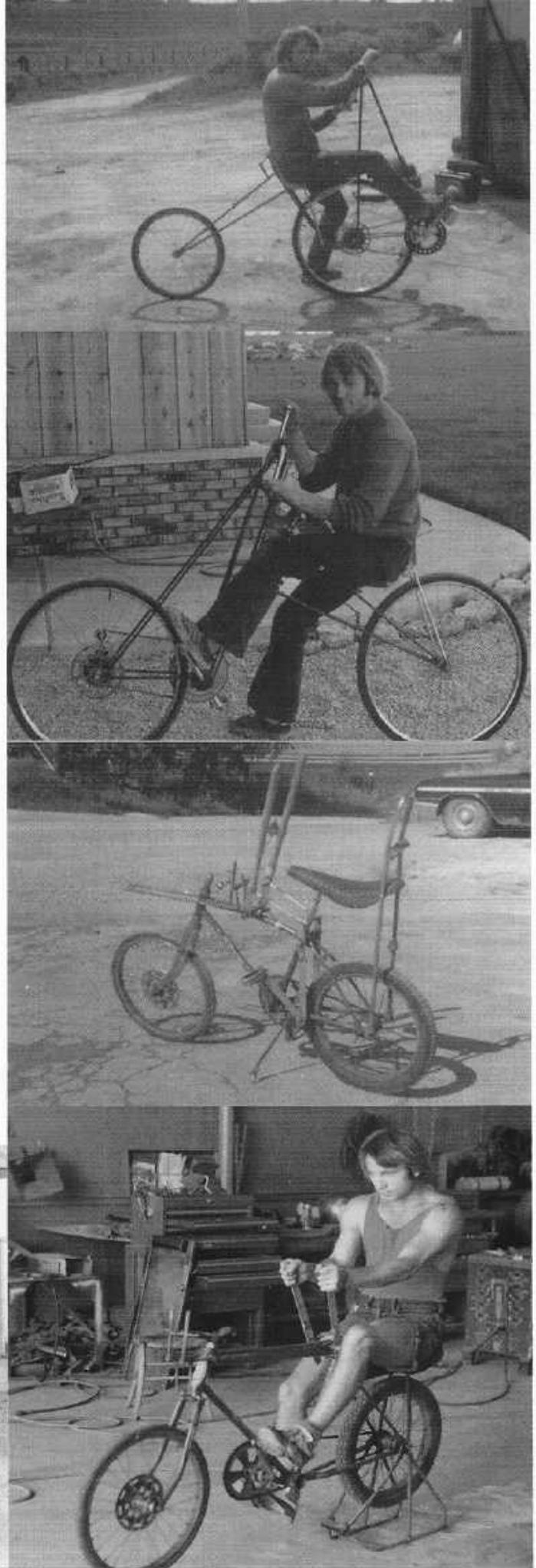
THE ROBIN HOOD SWORD

After watching the movie "Robin Hood" I thought it would be interesting to teach the boys how to make a forged steel sword like they did in the days of Robin Hood. It wasn't exactly the same, but they learned a lot anyways. We heated the steel until it was red hot, then we hammered it into the shape that we wanted. The best part was when we went down to the Scott Forge in Clinton. It was summer and very hot at the time, so before we left the kids put on their shorts. They were amazed when I came dressed in my long insulated heavy underwear. They laughed and said it was pretty hot out side, and that it would be even hotter at the forge, and that they didn't really think that I would need my long underwear to stay warm. I asked them if there was a possibility that I knew something that they didn't know. They didn't think so... To make a long story short, when they opened the door on the heat-treating oven, it burned all the hair off of their legs....



Fore Wheel Drive Bicycles???

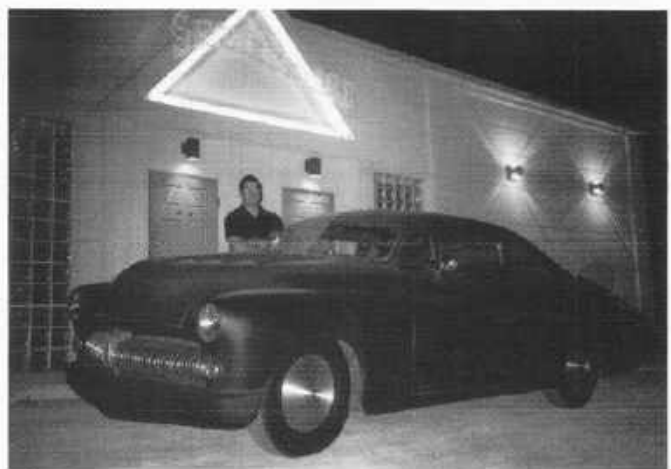
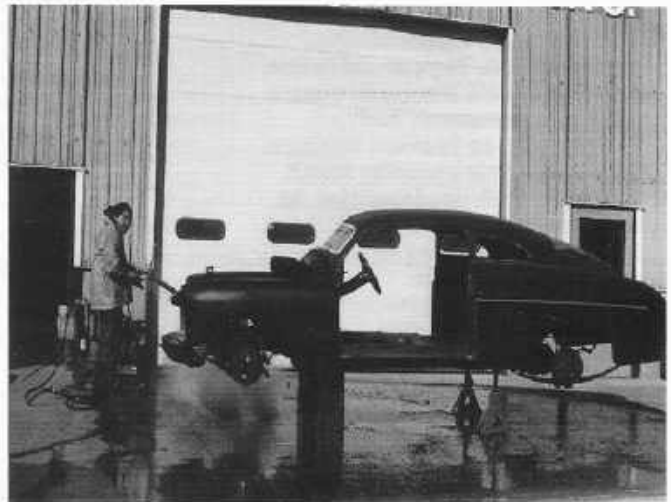
It would have been easier to try and re-invent the Wheel!!! But it was an interesting mechanical challenge so I gave it a shot. I will have to say it was most likely the dumbest idea I tried, ranking along side cutting my perfectly good 283 small block Chevy engine in half to make a V4 motorcycle engine. The idea of a four wheel drive bicycle sounded a lot worse in conversation, which is why I liked it so much. The concept was to drive my bicycle with all four of my limbs. It just happened that I propelled some of them with the fore wheel instead of the aft wheel. This was in 1975 just before the DeLong Company discovered that I was a mechanical genius so I had to create something no matter what it was. Series 1, was like a unicycle with a rear wheel with too much caster. Series 2, was a lot better but was too difficult to steer. Series 3, was rear wheel drive with hand levers connected to the pedals for power and also connected to the front wheel for steering. It actually worked pretty good, but wasn't any better than a regular bike. Series 4, was very close to the popular recumbent bikes of today, which proves that I was on the right track. Due to a lack of money, and the fact that I was about 20 years ahead of my time the project was dropped. 26 years later I built a "LAWN MOWER BICYCLE" for the Darien Corn Fest Parade that was featured on "RIPLEY'S BELIEVE IT OR NOT". Even though these ideas may sound dumb, they really were a fun learning experience for me, and I truly encourage anyone with a different idea to try it.



THE BAD BOY MERC

It all started when I was at the Jefferson Wisconsin Fall Swap Meet. I saw a chopped flat black 1950 Merc, but I didn't have any time to look at it because I was riding back home with one of my buddies. So I grabbed the phone number off the windshield and called the guy the next day. He said he would drive it out to my place if I had \$6,000.00 to buy it. When he got here he was in a big hurry to leave, so he grabbed the cash and left, I soon found out why. The car was the biggest piece of shit I had ever bought!!! For instance, when I called him, I asked him if it had all the windows, he said yes, but he didn't tell me that they were all either broken and rolled down in the doors, or made out of Plexiglas. He said the suspension was great, but he forgot to mention that half of the leaf springs were broke. He said that the floor of the trunk didn't have any rust holes in it, that was because it was made out of plywood!!! It had 2 batteries, a 6 volt and a 12 volt, and totally screwed up electrical system to match. This was just the tip of the iceberg, so I called the guy up and said that if I ever saw him again I would beat the shit out of him, and he knew I meant it!!!! Well, I had the car and it was a chopped flat black 1950 Merc and I am pretty good at fixing shit so I gave it a try. Well, after a month I finally realized that the Merc was even a bigger piece of shit then I first imagined, so I decided I would just have to sell it. So I put an add in the car buyer magazine for \$7,500.00 because I did about \$1,000.00 worth of stuff to it before I gave up. So now we have an "ethical situation" at hand, because I know the Merc is really a piece of shit, but I really need to sell it, so what do I do???? Well, I got a lot of calls and I told the buyers right up front that the Merc was a piece of shit, and I told them everything that I knew was wrong with it. Well, almost everybody except one guy said that I would never sell it with a sales pitch like that, and that I didn't know anything about selling cars, because I should have said that my girlfriend was pregnant or something like that. The guy who bought it, thought it was great, he wanted a piece of shit to fix up over the winter, and he was as happy as a pig in mud. I know because I called him on the phone a week after he bought it just to make sure he didn't think I screwed

him. He was surprised to hear from me and said that he would send me some pictures when he had finished working on the Merc. He was a pretty cool dude and the Merc was really a pretty cool car so we stayed in touch and talked about cool car stuff. One day he said that he wanted to sell the Merc for \$8,500.00 and that he had done over \$3,000.00 worth of work to it and fix every thing on it. So, this was the second time I bought the Merc "Site unseen"!!!! Well, lets just say his standards weren't the same as mine, and I was glad that I brought my car trailer, because it would have never made it home on it's own. But this time it was different, because he honestly thought the car was Great and it was in better shape then when I sold it to him. The main reason I bought the Merc was to use it for our signature vehicle for our annual "Brickendales" show. My nephew Taka Madson and I ended up totally rebuilding the Merc, and now it is part of my permanent collection. We had a great time working on it together and it was a great "Father and Son" learning experience.



The truck in the tree

ROB GOLUB



Rob On The Road

CLINTON — Just for fun, Mark Madson likes to climb 30 feet up a tree, get into his 2,500-pound pickup truck, and "ride" it through severe windstorms.

"I don't go up there every time the wind starts blowing," Madson explains. "But it's kind of fun going up there."

Madson's 1959 Chevrolet pickup was lifted by crane into the tree seven years ago. Since then, his truck-in-a-tree has survived winds of up to 74 mph. Madson has ridden in winds of up to 60 mph.

"It kind of creaks," he says. The truck sways under the press of Mother Nature.

"It's cool 'cause it's kind of rockin' and rollin'."

The truck-in-a-tree is visible from Interstate 43, the highway that links Milwaukee and Beloit. It's at the Clinton-Avalon exit, about 10 miles east of Beloit. Madson and his father, Hap Little, operate the Little Limestone Co.

from offices near the tree.

But the truck is not for promoting business. It's for fun. It's for pizza parties with buddies and for private climbs with the ladies. Madson is very single.

"She's a good climber," he says of a current girlfriend. "A lot of women really like it. There's actually more women that want to go up in the treehouse than guys. Especially college ones."

But Madson says he won't let just anybody up there, even though some I-43 travelers stop to ask for a climb. (Steel bolts screwed into the tree make for a ladder.)

A lot of people who live around Clinton have been in the

A 1959 Chevy pickup truck sits in a tree near Interstate 43.

TRUCK

From Page 1A

tree. About 50 have gone up altogether. Madson once had eight or nine guys in his offbeat treehouse at the same time, for beer and pizza.

"It was some of my buddies. How many guys can we get up there, y'know?"

"I claim no responsibility," says Madson's 74-year-old father, Hap Little, who seems to wear a mask of amusement and detachment, as Madson explains yet more. Little remains silent.

Madson, 48, explains that he feels confident the truck will not fall. He is something of a mechanical inventor, though he has no engineering background. He promises he's taken responsible steps to shore up the tree.

Five tons of extra dirt is at the base. Four half-inch-thick steel bolts run all the way through the main branches of the tree, and are attached to steel brackets welded to the frame. The engine and transmission are gone, to keep the weight centered.

Madson is an adventurer, an auto-lover, and a tinkerer. He's also, in a sense, an entertainer. He's a gregarious man and the tree is his continuous performance.

"I like to make people happy. Everybody that looks at it is happy," he explains. "That's kinda what the world's all about."

But wait. There's more.

Madson's silliness extends beyond a single truck in a tree. In 1997, for a few months, Madson took the truck down and put up the General Lee. Yes, a screaming-orange 1969 Dodge Charger with an "01" on the doors, just as in the "Dukes of Hazzard" TV show, was in the tree.

Madson built the replica General Lee for his tree.

He builds lots of stuff. He

jokes that he has to keep doing things because he has an attention deficit.

Madson claims to have done all this and more: He put a lawn mower engine in his bike and left home for a week in seventh grade; he invented a lawnmower that looks like a dragster in 1991; he built a hot-rod that shot out 30-foot "jet fuel" flames in 1996; he almost invented the world's largest weather vane.

Sadly, no companies wanted to sponsor his idea for the shell of a pickup truck atop a giant crane as a weather vane. So he scrapped the plan in 1998.

You never really know what he'll do next.

Madson performs once a year as a male exotic dancer, while other men are off hunting. He does it at a bar, while he stays home from hunting "to guard the women," he says.

It's just another moment of happy exhibitionism in the topsy-turvy life of Mark Madson. It's all fun for him. It's all fun for everyone, so long as that truck in a tree doesn't come down at the wrong time, in the wrong way, in the wrong spot.



Seen Schweitzer's Journal Times



SUNDAY, MARCH 25, 2001

RACINE COUNTY, WISCONSIN

Shortly after this article appeared in the newspaper it got put on the Internet. It was a website for radio talk show hosts. Well, the phone rang off the hook for about 2.5 days and I did live radio talk shows day and night from England, Australia, Norway and almost every state in the Union. Most of the talk shows were great, but some of the radio stations were what I call "Rip Radio" and they "tried" to make fun of me... They Lost.



NATIONAL
ENQUIRER

June 28, 1994

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LARGEST CIRCULATION OF ANY PAPER IN AMERICA



Reader's photo of the week

This truck must've been flying when it hit this tree! Actually, owner Mark Madson deliberately stuck the 1959 Chevy pickup high off the ground. He used brackets to anchor the half-ton vehicle — and son Luke uses it as a tree house.

Mark snapped this amusing photo and wins \$50 for submitting it in The ENQUIRER's Photo of the Week contest. The Clinton, Wis., man also becomes eligible for our Photo of the Year grand

prize of \$1,000. You too can enter our fun contest. Just follow these simple rules:

1. You must be an amateur photographer, not a professional.
2. Your photos must be natural, not "trick shots" or "staged."
3. Only still pictures are eligible. Color or black and white photos or slides may be entered.
4. Submit as many photos as you like, but write your name, address and phone number on the back of each. We'll make every effort to return your photos provided they're accompanied by a stamped, self-addressed envelope. Please do not send your only copy of a treasured or valuable picture.

Our photo editors will be the contest judges. Send your entries to "Photo of the Week," NATIONAL ENQUIRER, Latana, Pa. 32464.

When Luke Madson told his dad, Mark, he needed some help to build a Tree House, he had no idea what he was in for.

It seems as if the tree was made to hold this truck, because it fits perfectly between the two massive trunks of the tree. It fits so tight in fact that Luke and his buddies have to crawl in through the windows, "Dukes of Hazard" style.

Once they are inside they can drive anywhere their imaginations can take them. With the sounds of Interstate Highway 43 and the sway of the tree in the breeze, its not hard to make believe that you are Peter Pan.

Of course, you have to provide your own engine sounds, with the help of your vibrating lips, and the radio will play any song you like, as long as you know the words. The box provides plenty of room to play, or to just lay back and watch the clouds drift by.

Last summer, Luke's dad got a rare opportunity to buy this 1959 1/2 ton Chevy Fleetside pick-up truck that was in mint condition. At first he planned to sell the truck for 10 times what he paid for it, but then as we worked on it, to get it ready to sell, it just started to grow on us.

"It is one of those neat old trucks that you can't forget. Since we didn't really have the time to restore it right now, we thought we would store it in a safe place that we could enjoy," says Madson.

It seems like Mark Madson, from rural Clinton, likes to come up with at least one KOO KEY PROJECT every year.

In the last five years he has built "The World's Most Famous Automobile Mail Box", "The Answer is Blow'n In The Wind" big block Chevy engine weather vane, "The Make Hay While The Sun Shines" big block lawn mower, "The Low Mower" lawn mower, and "The Tree Truck Tree House."

He has also invented the Madson Crossfire distributor cap, and Madson Power Blasters, the cut-outs that don't leak!



Member

The CLINTON TOPPER

Your Hometown Newspaper serving the greater Clinton Area

Vol. 63 No. 34

Thursday, August 23, 2001

One Section - 12 pages

60 cents per

Sky-high pickup truck soon featured by Ripley

Most drivers passing by Clinton on I-43 do a double-take when they first spot the pickup truck perched high up in a tree on the nearby Mark Madson property.

That's exactly the kind of baffled reaction that Madson sought and expects after placing the 1958 Chevrolet Fleetside pickup there seven years ago to serve as a "treehouse" for his son, Luke.

Soon, even a bigger audience will get to see "Mad Man Madson's" madness when it gains a featured spot on Ripley's "Believe It or Not" cable TV show expected to air next January or February.

An editing director from New York City and a film crew and models from Chicago were out to see Madson and his handiwork Saturday, filming the scene from every angle for about eleven hours. They were assisted by a 42' aerial lift rented from Johnson Tractor in Janesville.

Madson said the popular TV show evidently read about the tree truck in newspapers, such as the National Inquirer and in

Associated Press news accounts and contacted him about a month ago.

Upon arriving, the crew, led by editor Bill Nieves of New York City, got right down to work filming Madson, the truck-in-a-tree, and another Madson oddity, a 1963 Ford Econoline pickup powered by a shiny silver engine located not where you'd expect in the engine compartment, but in the truck bed.

Being from New York City, Nieves says people there usually think they've seen everything and that nothing surprises them. But he admits to being surprised by Madson's ingenuity out here in the "hinterlands."

"It's in a tree, among cornfields, but it looks like it belongs there," stated the director. Nieves says the Ripley show "is one of the highest-rated on cable TV, it's very popular."

The local show will air early in the new season, which starts in January, he says.

Nieves has been in the business for about 25 years, shooting scenes for Entertainment

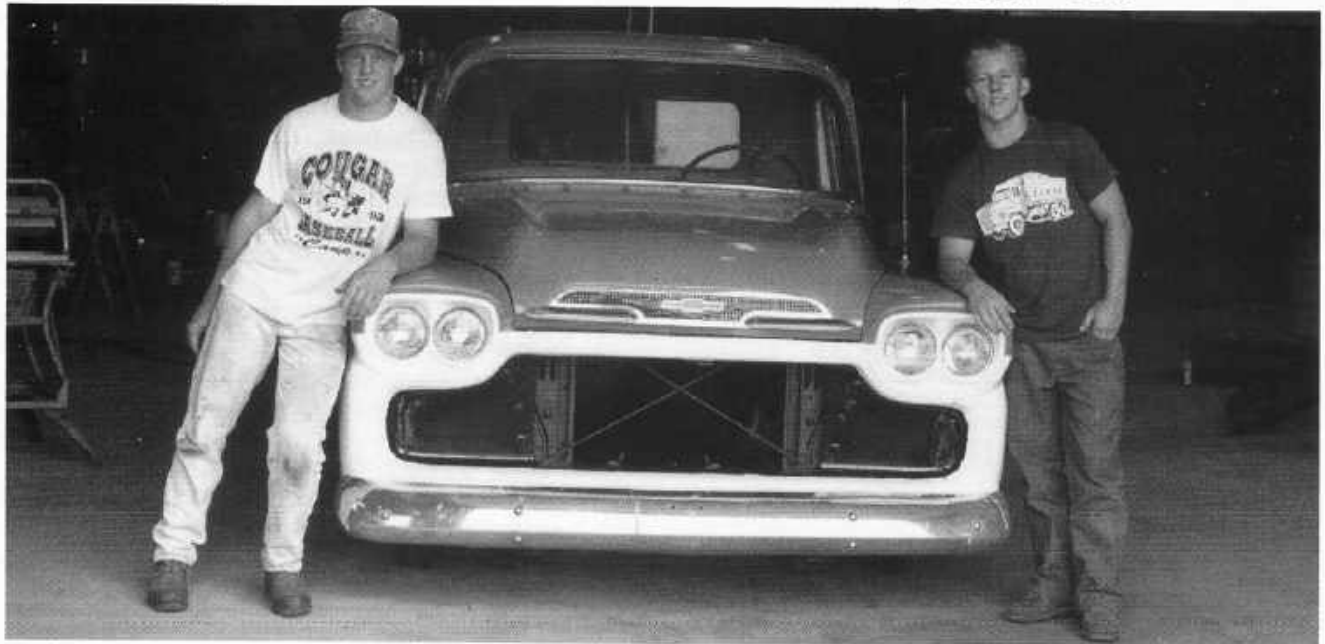
Tonight, the Discovery Channel and the Food Network, before handling Spanish TV, and then working for Dan Rather of CBS News, before joining Ripley.

His crew, besides himself, included a cameraman and an assistant cameraman and a sound man. Arriving from Chicago around noon time were scantily clad models, who climbed the tree to get into the lofty truck, and at one point when it started raining the three women crammed into the truck's passenger compartment with Madson.

"We were snug as a bug in a rug while we waited out the storm," said Madson happily.

These were not the first women, though, to be treated to a sky-high view of the scenery. Madson also has brought his girlfriend, Jean Hacklander, up into the truck saying, "It's a good place to just sit and relax and watch the sunset."

In real life, Madson owns Little Limestone in Clinton, but creates the odd scenes for diversion, stating, "I like to make people happy." - F.W.



Section

B

- Obituaries/2B
- Public record/2B
- State/3B

Saturday, August 18, 2001 1B

Better believe it's true

Treetop truck lands Clinton man on show

By Susan Yanny
Gazette Staff

CLINTON—An unusual treehouse will be the subject of an upcoming cable television show that will air early next year.

A director and crew members from "Ripley's Believe It Or Not" will film a show today about the truck that Clinton resident Mark Madson put in a tree on his property.

"It's pretty exciting and sensational to me," said Madson, who owns Little Limestone in Clinton.

Madson, 49, and his son, Luke, wanted to build a treehouse in 1994.

But instead of building the typical treehouse, they decided to put the blue and white 1958 Chevrolet Fleetside pickup truck in the tree on the front lawn of Little Lime-

ON THE NET

For more information about Clinton resident Mark Madson's unusual treehouse or his other inventions, log onto his Web site at harleyheart-beat.com.

Turn to BELIEVE/2B



Believe/Man's treehouse truck lands Clinton sight on TV show

Continued from 1B

stone where travelers on Interstate 43 can see it.

"It's the perfect treehouse because the cab is like the clubhouse and the box is like the balcony," Mark said.

Mark, whose nickname is "Mad Man Madson," often climbs up the pegs on the tree and into the truck to work on it because he views it as something akin to a vacation home.

He also brings his girlfriend up into it.

"It's a good place to just sit and relax and watch the sunset," he said.

The director is flying in from New York City and the film crew is flying in from Encino, Calif., to film the show for "Ripley's Believe It Or Not," which will air in January or February. Models are coming from

Chicago to appear in it.

The crew will film some of the show from a 42-foot aerial lift rented from Johnson Tractor in Janesville.

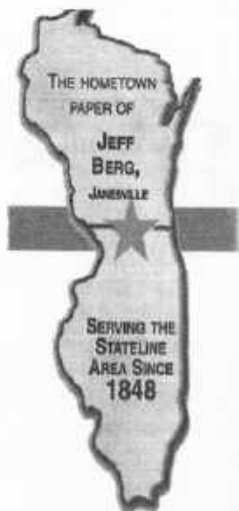
The lift also will be used to transport the models into the pickup truck so they don't have to climb up the tree.

Mark is not only known for his unusual treehouse.

He's also known for inventing Pro Street Lawn Mowers, which are riding lawn mowers that are converted into racing machines that can go up to 40 miles per hour.

He has also restored a half dozen hot rods.

"I like to make people happy," Madson said. "That's why I put the truck in the tree and have all these hot rods. Whenever people look at my stuff, they're smiling. They might be shaking their heads, but they're smiling."



■ **Clinton**
Picture it
 Local man Mark Madson's truck in a tree creation is featured on the cover of a novel.

■ **Quote/Unquote**
 "It's for the public to enjoy."
 Mark Madson,
 Truck in a tree creator

Stateline

Friday, February 4, 2005

Page 3

Novel features local landmark

By **Hillary Wundrow**

Daily News staff writer

One of Clinton's most familiar sights has made its way to the cover of a San Francisco writer's debut novel.

Author Jason Headley selected Mark Madson's truck in the tree overlooking Interstate 43 to illustrate his book entitled "Small Town Odds."

Listed on Barnes and Noble's best of 2004 staff favorites, the novel is about what Headley calls a "lovable screwup."

The main character, 24-year-old Eric Mercer, struggles through life in a small West Virginia town. The scene is set six years after Mercer got a girl pregnant in high school.

Despite Mercer's love for his daughter, he feels trapped in the town and keeps busy with



Submitted photo

The cover of "Small Town Odds," by Jason Headley shows Mark Madson's truck in the tree overlooking Interstate 43 in Clinton, Wis.

bar fights and being a handyman at a local funeral home.

"He made one mistake and decided to make a habit out of it," Headley said.

Set over the period of one week, the book chronicles the growth and transformation of the main character.

"For me the book is about living your life even when it doesn't turn out exactly as it was planned," Headley said.

When it came time to select a cover, Chronicle Publishing Company gave Headley an assortment of art to choose from including small town streets and different illustrations depicting the father-daughter relationship in the story.

In the fourth round of looking at cover ideas Headley was struck with Madson's truck-in-a-tree scene.

"I really liked that one because it was a great image for something being stuck, not being where it's supposed to be. That spoke to the main charac-

ter quite a bit," Headley said.

Submitted by a photographer to the publishing company, the photo's origin was unknown.

One night in a San Francisco bar, Headley met someone who recognized the image. A passer-by driving through California said he had seen the sight.

"I jotted down his name," Headley said. "He mentioned Clinton, Wis."

After an Internet search, Headley found information on Mark Madson and called him.

After a lively phone conversation with Madson earlier in the week, Headley said he plans to travel to Clinton next fall to check out the towering truck for himself.

Madson couldn't be more pleased after receiving the news.

"He's a really cool guy," Madson said. "I think he and I are going to be buddies."

Although Madson doesn't receive any money for use of his creation, he still invites photographers to take pictures of the contraptions adorning the Little Limestone Company at any time.

"It's for the public to enjoy," Madson said.

Not currently at the Clinton or Beloit Public libraries, Madson has ordered a copy of "Small Town Odds" to donate to the Clinton library.

Use of the image makes perfect sense to Madson. He hopes to use a picture of it on the cover of his own life story one day.

"It's also going to have a truck in the tree on it," Madson said.





The CLINTON TOPPER

Member

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What are the odds?

The old saying, "Don't judge a book by its cover" could never be more true than in the case of a novel entitled "Small Town Odds" written by Jason Headley. It's not a book about odd things in small towns, or how to put a truck in a tree. It's a book about life in a small town like Clinton and the odds of getting out of it.

Choosing the cover for the book was a completely different story. After looking at many different ideas for the cover of his book, the image of the "Truck in the tree" just seemed to magically connect to the main character in the story. Headley never knew the origin of the picture until one night in a San Francisco bar when someone said that they saw a truck like that in Clinton, Wisconsin. After searching the Internet, he gave Mark Madson a



long and interesting call. Madson was very impressed with Headley's unique personality, his different ways of thinking, and

his witty sense of humor. Headley plans on coming to the Clinton area this fall and climbing up in the tree himself to create a closer bonding feeling with the main character of his book. He will also personally sign the copies that will be at the Clinton Public Library and the high school. By the time Headley gets here, Madson should have completed the book that he is writing, called "The Creations of a Mad Man". It will feature a different picture of the "Truck in the Tree" on the cover. Madson's book will be an array of virtually unbelievable short stories that he has written about his own innovative and mechanical career. Madson has been working on his book for about two years now and, with Headley's help and encouragement, it should become a reality.



I always thought that the "National Enquirer" just made up these stories! It was pretty interesting when Philip Smith called me to do an interview for this article. First of all he tape recorded the whole interview, and had me make a statement that what I said would be the truth. The catch was that he tried to "coach" me into saying what he wanted to write, instead of what I wanted to say. Then they stretched the limits of what I said, into what they wanted to write anyways. It's really no big deal, it's just entertainment for their readers, but for me it's also got to be the truth. In reality they made less mistakes than most of the other newspapers, and magazines that write articles about me.

HIS '59 CHEVY IS A TREE-MENDOUS CHICK MAGNET

TALK ABOUT seeing the USA in your Chevrolet! Mark Madson views the countryside from a 1959 Chevy pickup truck stuck 30 feet up in a tree.

"People say, 'Are you crazy — putting a pickup in a tree?' But I wanted something a little different than a regular old tree house. And it's certainly different, isn't it?" beams Mark. "It's a real conversation piece."

The 48-year-old divorced dad originally came up with the idea of treeing the truck seven years ago to create a special retreat for his son Luke, then 13. But Mark has since discovered that it's a real "chick magnet."

"Women say they love it up there. They say there's a mystique to it, that it's a really neat place to be. And who am I to argue?" asks Mark.

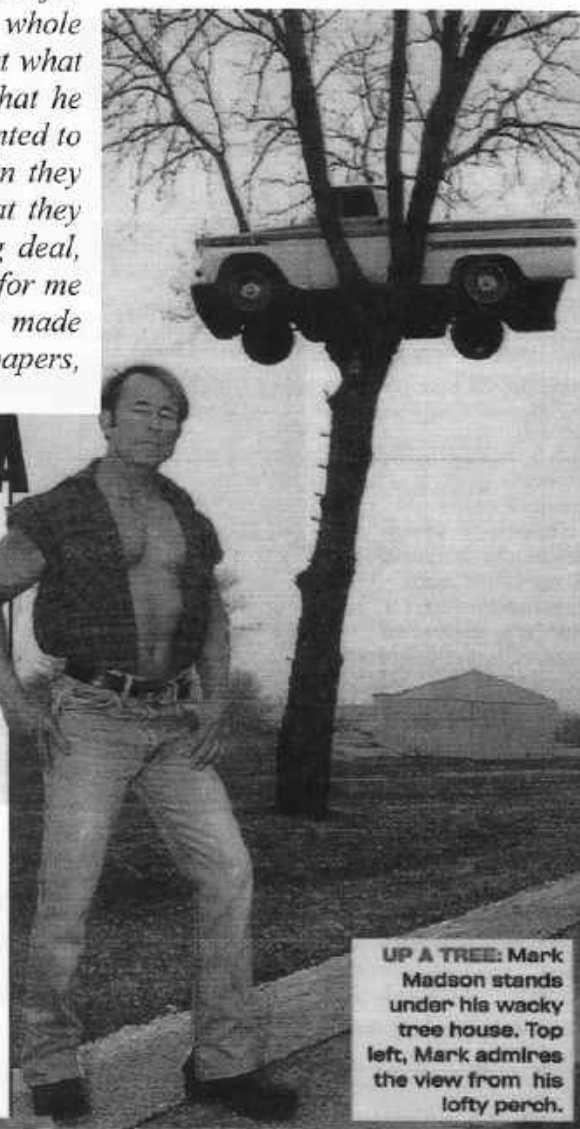
The hot-rod Romeo also discovered that if there's any place better for smooching than the backseat of a car, it's in his high-rise pickup.

"When you're up there, and the wind's blowing, that truck really rocks and rolls. It's fantastic," the creator of the world's most unusual tree house told *The ENQUIRER*.

Mark, whose two children, Luke, now 20, and Laura, 19, are both in college, lives on 100



HIGH-FLYING
Mark climbs up to his love nest.



UP A TREE: Mark Madson stands under his wacky tree house. Top left, Mark admires the view from his lofty perch.

acres in Clinton, Wis., where he and his parents operate a limestone quarry.

He put the old 2,500-pound turquoise-and-white truck, minus its engine and transmission, up in a big basswood tree outside his home in 1994.

"I have a buddy with a crane. For 15 bucks and a case of beer he hoisted it for me.

"It was a little tricky getting it up there. But the tree forks at the base, so there are in effect two tree trunks and then at 30 feet they fork again. The truck, fits in that fork perfectly.

"It's very well-supported. But just to make sure, I put in iron supports between the branches. It sits on those, and then I bolted it into the tree.

"When the wind's blowing,

you get the ride of a lifetime. I've been up there when it was blowing 80 m.p.h.

"I cut off all the branches under the truck, and I put lag bolts in so you climb up to it like a lineman going up a telephone pole."

Since the tree house is near a highway, many people gawk and admire how Mark has gone out on a limb.

"People always want to know, 'Why would you do that?' And, of course, they always want to know how I got it up there."

But isn't he a bit too old for a tree house? "No. I've never really grown up. And besides, it's such an attraction for women I'd be crazy to get rid of it, wouldn't I?"

— PHILIP SMITH

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MAY 22, 2001

ENQUIRER

PHOTAGRAPHER'S DELIGHT

Over the years, many different photographers have captured the images of the "Truck In The Tree" as the seasons have changed. The autumn colors, the snow covered branches of winter, the full foliage of summer, and the famous "Sun Set Silhouette" on the cover of this book. College students have practiced their journalism and photographic skills on this unusual site, because it helps them "Think Out Side Of The Box". Interviews with it's creator have proven to be very interesting and educational for the students. Some have even been permitted to climb up in the tree during their photo shoot. Sunset is the best and easiest time of day to take pictures, but for the more advanced photographers, it's the eclipse of the silver moon at night. Many photographers have tried to sneak in and steal a picture of the "Truck In The Tree" but it's really not necessary, because Mark would be glad to help you. The image of the "Truck In The Tree" has been used to help market books, stereo equipment, greeting cards, newspapers, photo contests, magazines, TV shows, radio programs, and even the Wisconsin Bar Association. Even though Mark doesn't generally receive any money for the photos that are used he understands the situation. That's because "The Money Is In The Marketing" and "The Creative Skills Of The Photographer". All that Mark asks for, is that you let him know where it will be used, so he can put it in his scrapbook. Mark would be glad to help photo clubs plan a photo shoot for their members. You could make "Big Money" if you took a creative photo and marketed it to the right company. There are many sites on the internet that will buy creatively unique photos that marketing agencies will use for their clients advertising campaigns. Gettyimages.com has already sold their image of the "Truck In The Tree" for a book cover, billboards, and stereo equipment ads. The opportunities to make "Big Money" are even better in the video department, one TV commercial, or music video, and you would be rolling in cash. Mark is always available for interviews or to discuss marketing opportunities. The "Truck In The Tree" is really only the tip of the iceberg, when it comes to the creative world of Mark Madson!!!





FIREBIRD SUPER DUTY



LIFE AT THE TOP

Mark Madson is a very clever guy. You may know him as the inventor of the Madson Crossfire Distributor Cap with internal wiring that allows sparkplug wires to exit the distributor at a point closest to their corresponding plugs, defying the nearly braided setup dictated by the engine's firing order. *Good Idea!* You may also know him as the inventor of Madson Power Blasters, the exhaust cutouts that refuse to leak. *Good Idea!* What you may not realize is, the inventive mind marches to an internal drum machine-



gone-haywire. So when Mark got the idea to temporarily shelve his project '89 Chevy Fleetside, he began looking for a shelf that would be well out of the way. What he came up with is worthy of a diploma from the Frank Lloyd Wright School of Architecture. *Berserk Idea!*

You think Mark put his truck on high just as a novelty? Oh no, with Mark, form must follow function. Like a truck in a tree is functional? Ask Mark's son Luke. It's the best tree fort he's ever had! **TR**

USA LIVE

PLUS BARJOT, TU TOMBES

Quand Luke Madson a demandé à son père Mark de lui construire une cabote sur des arbres, il avait prévu d'opter que le Madson réalisait pas être simple. En effet, Mark Madson, un mécanicien-inventeur-bidouilleur de Clinton, dans le Wisconsin, a pour habitude de fabriquer des objets utiles à partir d'éléments de voitures. Il a ainsi construit une table à lettres et une belle et une longue. Une armoire à partir de big-blocks Chevy. Pour la reboue de jardin, ça n'est un peu plus compliqué. Mais avec l'aide d'un ami équipé d'une grue à chenilles de 15 tonnes et d'un pack de billes, Mark a réussi à installer entre ces deux arbres jumeaux un authentique pick-up Chevrolet Fleetside 30 en parfait état. La cabote est de carbone, la benne de béton, et la vue par le pare-bras est impressionnante. Comme les portières ne peuvent plus s'ouvrir à cause des branches, il faut entrer par les fenêtres façon General Lee. Mark a passé le scénario de l'été dans son pick-up, accroché au volant, car les vents de plus de 100 km/h font valser l'habitation dans tous les sens (mais quel rendement...). Le « truck in a tree » est devenu une attraction locale, et de nombreux visiteurs se déplacent pour venir l'admirer.



ENGINE PERFORMANCE TIPS & TRICKS

OFF-ROAD

Strange But True

During a moment of inspiration, Clinton, Wisconsin, resident and high-performance automotive ignition systems builder Mark Madson thought wouldn't a full-size truck make an ideal tree house? Using his power of persuasion — and a case of beer — Madson enlisted the help of a friend who owns a crane, and soon his '89 Chevy Fleetside — sans engine — was up in a tree. Madson told us, "...the cab is like the club house and the bed is like the balcony." Ummm, sure thing, Mark, just watch that first step...

The truck has been in the tree for seven years and has become a must-see for visitors to Clinton. In fact, the tree house is such an attraction that the television show *Ripley's Believe It or Not!* and the tabloid *The National Enquirer* have both done stories on the truck-in-a-tree. Naturally, Madson has a Web site — doesn't everyone? — where more photos and details are available. Check out www.harleyheartbeat.com, if you must... **TR**

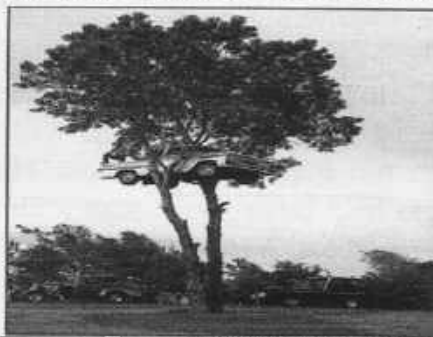


HOT ROD

HUMOR

TRUCK UP

Luke Madson wanted his dad to build him a tree house. By the same token, his dad Mark wanted to keep a '89 Chevy fleetside that he had originally bought for speculation. Best of all, Matthew and John, a pair of big trees in the Madson's backyard, weren't doing anything but growing, dropping leaves and soaking up water. So thanks to Matthew, Mark, Luke and John, the Madsons now have one unique tree house. —Gray Baskerville



SUPER CHEVY

Street Trucks HOT RODDING

BOWTIE BRIEFS
Continued from page 25

TREE TRUCK

Mark Madson, the automotive madman from Clinton, Wisconsin, who has brought the world such things as a 1000hp weather vane and the big-block mailbox, continues to amaze. This is his latest, the Tree Truck Tree House. Mark's son Luke now has a place to play. But Mark failed to tell us how he got that 1989 half-ton Chevy Fleetside pickup up there. Look out below!



TRUCK STUCK UP A TREE - NO REALLY!

In one of the strangest letters we've ever received, we have learned that Mark Madson from Madison Cross Fire Ignition (608)75-5160 in Clinton, Wisconsin, has discovered the perfect post job tree house. It is actually a fairly complete 1989 Chevrolet fleet side pickup that he and a friend (who happens to own a crane) decided to park in a tree. Mark explains that the truck makes the perfect tree house because the cab provides a club house-like environment and the bed is like a balcony. We're pretty sure that the truck would make for a great kid's tree house as well as doing a bang up job of combining pieces of...

Speed READING

TREE TRUCK

Mark Madson, the automotive madman from Clinton, Wisconsin, continues to amaze. This is his latest, the Tree Truck Tree House. Mark's son Luke now has a place to play. But Mark failed to tell us how he got that 1989 half-ton Chevy Fleetside pickup up there. Look out below.



The Cold Weather Hot Rods

IF EVERYBODY ELSE IS GOING THAT WAY, THEN I WANT TO BE GOING THIS WAY!!! THAT IS THE MAIN REASON I PERMANENTLY CUT THE ROOF OFF MY NEARLY PERFECT 1978 CADILLAC ELDORADO BARITZS FOR MY "WINTER CAR"!!!!

Tell me this isn't "FATE"!!! I wake up at 2:30 in the morning and I can't get back to sleep, so I start reading a two year old "ROUND UP" auto buyers magazine. I saw a 1978 Cadillac Eldorado Baritzs with only 50,000 miles on it for \$4,700. So I figured if he still had it after two years he would be willing to sell it for a lot less. I was right, when I called him the next day, I could tell he really wanted to sell that car. Reluctantly, I grabbed a hand full of cash, called one of the craziest fun loving friends of mine "DEUCE BIGELOW" and started a whole new chapter in my life!!!! For a HOT ROD guy like myself, the car looked pretty ugly, it was yellow with a fake spare tire on the back, crappy looking whitewall tires that were too small, and leaky single exhaust system. After taking it for a test drive, I knew that if I bought this car I would have to be out of my mine, I already had 6 other cars and I sure as hell didn't need an other one. But he had 9 other cars, and he wasn't going to let me leave without taking that Caddy with me!!! To make a long story short, \$1,500.00 later I was driving home with an acute case of buyer's remorse!!!! I was trying to get something on the radio, which was difficult because the electric antenna only went up half way!!!! But then as I crested the hill, the sun came out and the radio started to play. As "FATE" would have it, the first song was "THE CADILLAC RANCH" by Bruce Springsteen, followed by "DRIVING MY AUTOMOBILE" by Jefferson Starship. At that instant, I knew I had made the right decision!!!! As soon as I got home, I got out my sawzall and cut the roof off!!! It looked GREAT!!!! For a piece of shit!!!! But it had character, and it was the only one!!!! By the time I was done with it, I had repainted the



lower half and bottom of the car, added new shocks, dual stainless exhaust, big ass radial truck tires, new brakes, a six disk CD changer, and for the final touch, I put a set of TEXAS LONG HORNS on the front with an aerodynamic wing on the back!! The only mistake was putting on new shocks, because it "floated" a lot better with the old shocks!!!

I know when it is winter in Wisconsin, there is snow everywhere and it is only about 10 degrees. But that does not mean we can't be driving around in a really "Hot Topless Car"!!! Anyone can drive around in the summer with the top down, what's that all about??? Dollar for dollar, I have had more fun with this car than any of my other cars, and when "Brenda Lee" sings "Rocking Around The Christmas Tree" it's like I'm in my own little world!!! Then with a flick of a switch "Garth Brooks" comes on with all my "Friends In Low Places". And I'm in the middle of Texas!! As you can see this Caddy is the perfect "CHICK MAGNET" and when her head gets cold, she puts it on my lap! BINGO!!! We really do drive this on campus and pick up college chicks, and it is even easier to pick them up when it is snowing!!!

People think we are nuts, and that we are freezing our asses off, but just maybe, we know something they don't!!!!

We had so much fun with this car last winter, that we just couldn't put it away. So we put a surfboard where the roof used to be, and called it our "Beach Party Car"!



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Cool ideas never end for Clinton's Madson

It seems to most of us around here that Clinton's Mark Madson comes up with one crazy idea after another, and even Mark admits that it's true.

He does things such as placing a pickup truck high in a tree, placing a car on the roof of a business, making a mail box out of a Chevy engine block, and making a "weather vane" out of a supercharged 427 cubic inch Chevy engine.

These are just a few of Madson's ideas; he admits that

he dreams up many of them at night.

"It just happens, it's fate. Most people think a lot about doing these things, but I actually do them."

He adds, "That's what I have to do in life-I have to do those things."

It all started way back in about 1965 when he was in seventh grade. He took an engine from a lawn mower and installed it on his bicycle, then rode off from home for a week to go camping

in northern Wisconsin.

Mark restored the bike in 1995 and it is now on display in his living room next to his Harley.

In his senior year at Clinton High in 1970, with the help of industrial arts instructor Don Jones, he built a Model A using a 430 inch Mercury engine.

In 1971, and just a year out of high school, he purchased a 1935 Graham for \$15 and a case of beer, cut it in half to convert it into a coupe, and later drove it to

★ See Madson on page 12



Mark "Mad Man" Madson is shown with his 1978 Cadillac Eldorado convertible that had been a hardtop until he sawed off the top. The rear seat is filled with Christmas presents and stuffed animals, causing "a lot of people to smile."

The project was so much fun that Mark decided to make a video on "How to Build a Pro Street Lawn Mower" in 1995, which he says is now used as a teaching aid in many high school industrial arts classes nationwide.

In 1997, after a friend of Mark's, Steve Walters, bought a tavern in Allens Grove and named it the "Boar's Nest," he talked Steve into having a "Dukes of Hazzard" car jumping over the roof.

With the help of Scott Leis and Mark's son, Luke, the project was accomplished, but the car was first placed high up in a tree on Mark's property, but now can be seen over the roof of the tavern/restaurant on Highway X.

Nine years ago, a pickup truck was installed high up in tree on his property and can still be seen there, located on the north side of Interstate 43 just west of Highway 140.

His latest project involves converting a yellow 1978 Cadillac two-door hardtop into a convertible by cutting the top off. The car's back seat is loaded with colorful "Christmas presents," while a Christmas wreath and Texas longhorns are attached to the front.

"I really do drive this almost every day in the winter and people think I'm nuts and that I'm freezing, but we manage to make a lot of people smile, and isn't that what it's all about?"

But of all of his crazy projects, he says "the one that was the most meaningful to me and to a lot of others was the '911 American flag' project."

That involved creating a football-field-size American flag in a field in Racine County in the fall of 2001 soon after the 9/11 terrorist attack.

It took Mark 300 gallons of paint, his creativity, and some help from a few others, but the gigantic project was completed in two days, following a month of planning.

★ Madson from page 1

Las Vegas with a friend, Dennis Osterbur.

Madson's inventions and mechanical marvels have been coming thick and fast ever since.

Probably his most unhappy experience came in 1989 when his "Big Block Mail Box," made out of a 427 cubic inch Chevy engine, was stolen from his property by what he calls "some dirt bags from Chicago."

The story received wide-spread publicity.

About 2 1/2 years later, after a lot of undercover work, he learned of the "mailbox's" whereabouts and he and a muscular friend, Brice King, went to Chicago to retrieve it. About half of the parts were missing, but Mark brought it home and reconstructed it, and the "mailbox" now also sits safely in his living room.

Another reconstruction project involved a 1985 Cadillac Fleetwood Brougham with a 500 cubic inch engine. He calls it the 12-second Cadillac because it can go a quarter mile in 12 seconds, which is as fast as a new Corvette.

The car has been featured in both Hot Rod and Popular Hot Rodding magazines.

A project that Mark put together 10 years ago in 1993 was a "pro street lawn mower, which eventually was raced at both the Rockford Speedway and the Rockford Metro Centre.

It came about after he challenged his son, Luke, that he could beat his go kart with his lawn mower. He did it by turning the lawn mower "upside down and backwards" and

installing a 12 HP engine with a four-speed transmission.

Along the way, he had to put up with some adversity, including bad weather, equipment that didn't work, and others, but he knows it was worth it, judging from the many favorable comments he received. It also gained a lot of favorable notoriety from area newspapers, television and radio.

Of all these projects and many others, Mark only says, "It's what my own imagination comes up with. Anybody can dream about it, but I actually do it."

And as a warning to parents who have kids with spare time on their hands, he says: "This is what could happen to your kids if they don't watch TV!"-f.w.

The 12 Second Cadillac, The Ultimate Sleeper

When the 4100 aluminum engine in my mother's 1985 Caddy died I told her that if she paid for the parts, I would build her a REAL Cadillac engine for her Caddy. Of course, I had to "Match Up" the rest of the drive train by adding a turbo 400 tranny with stock a converter, 390 posi rear end, and P285 B.F. Goodrich radial white walls on the back. I lowered the control arm brackets on the 1973 Chevelle rear end that I installed to give the car a better instant center and percentage rise. The car weights 4500 LBS. So I could pre-load the left front and right rear suspension to counter act the awesome torque of the 500 cu. in. Caddy Engine. The motor is "Basically Stock" except it has been balanced and blueprinted, ported and polished, Hi-Perf cam and value train, the carb and distributor were super tuned, and, of course a 250 H.P. Nitrous System.

My mother insisted that HER Caddy would still retain that quite Cadillac ride. So I had to run the complete single exhaust system, except I installed a pair of my "Madson Power Blaster CUT-OUTS" in the Y pipe. My mom is happy because she can listen to her stereo, I am happy because when I asked to barrow her Caddy to go to the "Swap Meet" at Great Lakes Dragway I turned a 12.91 E.T. which is better then GMC Syclone pick-ups, Corvettes, and Dodge Vipers.

The best "Street Race" I ever had was when a I raced a kid that just bought a Firebird. It was his first "Almost Fast" car and he thought it was the fastest thing on the planet. In reality it would only turn about 17 seconds in the quarter mile, but for a stock Firebird that's not bad. The kid knew who I was, so he should have known that he didn't have a chance to beat me in a street race. He just couldn't believe that my big old boat of a Cadillac would beat his sporty Firebird! I even told him everything I did to the Caddy and he still wanted to teach me what "Street Racing" is all about. Well, to make another long and familiar story short \$50 later he was a lot smarter!

The best "Drag Strip" story was when we were waiting in the staging lanes and there was this kid with a really hot looking girlfriend. He had a Big Block Chevelle and they thought that his car was the fastest thing on the planet. So they

walked up to me and asked why was I at the drag strip with a Cadillac??? I said I was just some "Old Guy" that liked to play with cars. So I asked him to tell me about his Chevelle, and he told me everything that he did to it, and that it could turn a low 14-second quarter mile. She looked at her boyfriend as if he was Mr. Cool and then asked how fast my Cadillac was in the quarter mile, I told her that I turned 12 seconds. As her boyfriend tried to explain his way out of that one, I simply said, "That's the difference between boys and men."

I do realize that 12 seconds is by no means fast by today's standards. Although this was "Back in the Day" and I did drive it all year, even in the winter. So this was one of the first real "Cold Weather Hot Rods", and it did get pretty good traction even in the snow.

Just for comparison I checked some other "Street Racer's" "Bragging Rights" direct from the pages of "Hot Rod" magazine. Harley Fat Boy 14.96, 1969 Big Block Chevelle 14.80, 1991 454SS Chevy pick-up 15.49, 1969 Boss 429 Mustang 14.00, Dodge Dream Truck V10 ½ ton 13.5, 1994 Super Charged Z28 Camaro 14.66, 1969 Big Block Camaro 14.70, and last because that's were it belongs is the Porsche 911 at 14.50 seconds.

I also drive my Harley Heartbeat pick-up truck 24-7-365. The number one performance secret that makes that practical and yet retains the "Pro Street" look is the 14"x16" one of a kind blacked out rims and tires. Which is why I put it on the list as a real "Cold Weather Hot Rod". I tried driving my 1950 chop Merc last winter, which would have been the hottest thing on ice, but I just couldn't put it in the salt!



Join The Pro Street Lawn Mower Association And Transform Your Old Lawn Mower Into A Like New "PRO STREET LAWN MOWER!"

Members receive our 2 hour video "How to Build a Pro Street Lawn Mower" and 12 page project guide and the "History of a 'Mad Man' on his way to 'HOT ROD HEAVEN'". This 2 hour video is a fun learning experience for kids and a great way to teach them the basics of mechanics. It's also a fun and hassle-free weekend project for adults.

95% OF ALL PARTS YOU NEED ARE IN YOUR OLD LAWN MOWER!

There are no special parts to buy. The "SECRET" is to learn how to rearrange the parts into a low riding PRO STREET LAWN MOWER that will go 40 M.P.H.! Our Step by Step Video makes it easy, and the 12 page color project guide outlines the video.

BEFORE



AFTER



GREAT LEARNING EXPERIENCE FOR KIDS

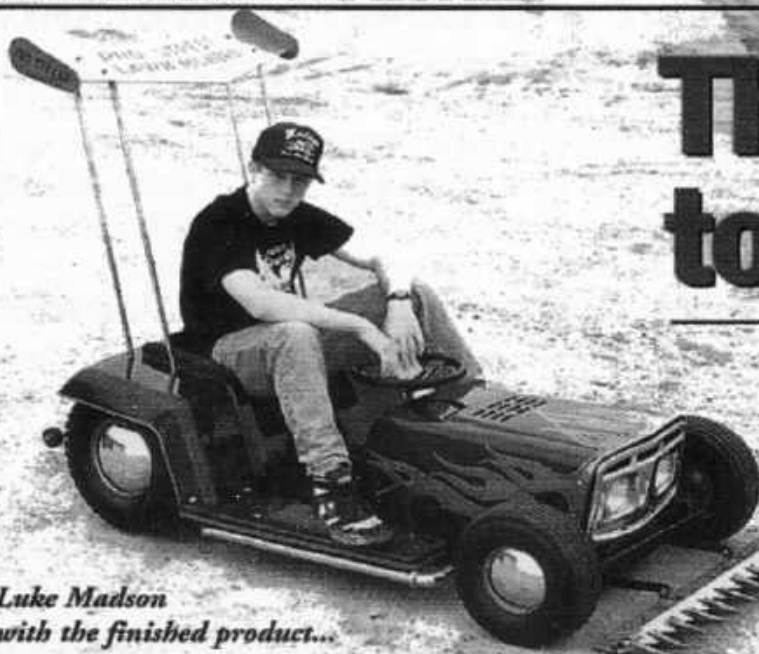
This PRO STREET LAWN MOWER VIDEO has been on TV Channel 15, 17, and 27 news broadcasts. It has been featured in Jul 1993, Sep 1995, and Jun 1996 of Street Rodder Magazine; Jul 1993, Mar 1996, Oct 1996, of Popular Hot Rodding; Feb 1996, of Rod & Custom; Mar 1996, Car Craft; Jan 1996, Hot Rod. It was the number 2 product of the year in Outdoor Power Equipment Magazine for 1996 and the number 1 best response ad of all time for Outdoor Power Equipment Magazine in 1997. It's been used as a teaching aid in high school Industrial Arts Classes all over the United States and in Canada. The Beloit Daily News said, "What started out as a father-son project between Mark Madson and his son Luke has turned into a full-scale educational project at Clinton High School."

MONEY BACK GUARANTEE

I realize that it is hard to completely understand what Pro Street Lawn Mowers are all about. That is why I'm giving you a 30 day No Risk Money Back Guarantee. I am a "Father" like most of you, and I just want to share the joy my kids and I had with this project. So, if you don't think this video was of any value to you, please send it back.

Order online at previewcreations.com

For Immediate Delivery: Call 608-676-4283. We take VISA or MC and ship it the next day by Priority Mail; or for next week delivery send check for \$29.95, plus \$5.00 shipping and handling to: Pro Street, 8705 E. Little Lane, Clinton, WI 53525.



*Luke Madson
with the finished product...*

The Road to Riches

*Making money means
more when you're
having fun doing it—
and teaching
others the secret*

It is a true gift to be able to make money doing something you love; it's even better when that something involves having fun and teaching others.

Just ask Mark Madson who has come upon a very unique way to not only generate some extra income, but spend time with his son.

On a bet, Madson converted an old riding mower into a high performance racing machine. "My son had a pretty fast go-cart," says Madson, "and I told him I could beat him with my lawnmower." So Madson and his son Luke went to work rebuilding the mower into a power-house go cart. The trick he says is to change the drive train between the engine and the transaxle. "Upside down and backwards is really forwards," he laughs. "It's really amazing how all the components fit together better that way."

Madson did win the bet, but it was the project itself that was the success

story. He made it his goal to teach his son and son's friends how to make their own "mow-carts" while building self-confidence and pride. "I wanted to instill a positive attitude in them," he says.

From this, the 40-year-old, who goes by the nickname "Mad Man," put together a two-hour video with the help of his son Luke and some of his friends. The video is a complete "how-to" that shows step-by-step the entire process for converting a mower into a "muscle-machine."

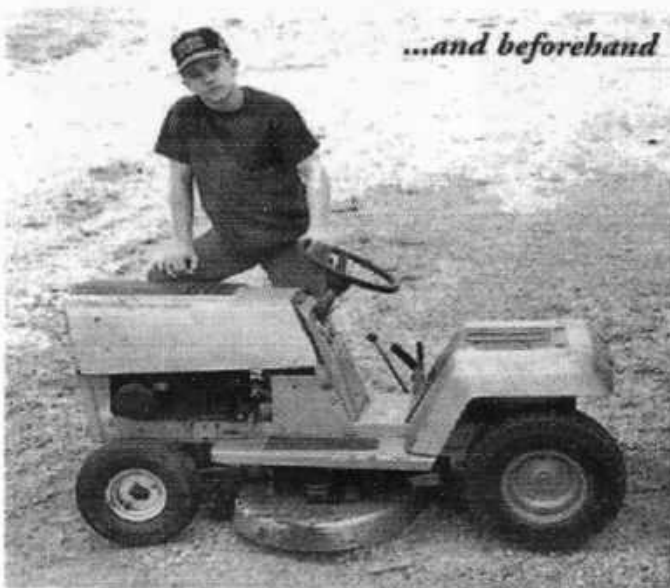
"It's a super summer project because you can do it in two weekends," he says. "Ninety-five percent of the parts are in the lawnmower already," he says. "So you just build it: rough it together and get the bugs out, then paint it and put it back together again."

For the conversion project, Madson usually recommends using a Murray lawnmower for three reasons: it's the most readily available, it's the cheapest, and it's the easiest, mechanically,

to convert. And no, it doesn't cut grass when it's completed, but it does cruise at speeds up to 40 miles per hour. "Most people would rather build it than buy it already done," he says. "It's designed to be a learning project."

Old mowers go for about \$50 dollars and then another \$100 to \$150 should be spent on new tires, battery and paint. The result is a complete Pro-Street Lawn Mower that will be worth about \$1,000 to \$1,500. Not a bad markup at all if you consider selling your finished project.

Which is what caught the attention of two local high school teachers who have since teamed up with Madson. Ray Windhorst, an industrial arts teacher at Clinton High School in Wisconsin, saw Madson's innovation as an opportunity to spice things up in his classroom. "I'm always looking for ways to make the class more fun and interesting for the students," says Windhorst. Windhorst's students watch the video in class and then get some hands-on experience learning the mechanical



...and beforehand

principles of putting it back together.

Teaching the mechanics was just the first half of the equation. The next step was marketing the finished prod-

"Money is a by-product of true success...if you love doing something... the money will follow."

uct, which is where business and marketing teacher Bob Sheets steps in. He and his students then work on ways to market all aspects of Madson's lawn-mower racer—from the instructions to the final model. "There's so many people out there with really good ideas. Then they can't sell [them]," says Madson.

Madson likes to show kids how the situations and applications he's used can be applied to their daily lives. "When they apply for a job, they will know how to sell themselves and turn all the negatives into positives," he says.

Madson has definitely found the ability to have fun and teach others.

"It's kind of about making money, but not totally," he says. "It's really about teaching and learning and fathers and sons spending time together," he says. "Money is a by-product of true success. If you love doing something, you'll become very good at it and the money will follow."

• *To order your own video for just \$29.95 + \$5 postage & handling,*

• *For info write: Mark Madson, 8729 E. Little Lane, Clinton, WI 53525.*

HOW TO MAKE YOUR STREET CAR *REALLY* FAST

POPULAR

HOT-RODDING



"POWER" MOWERS

Think you've seen it all. Thought the Pro Street Toilet or '57 Chevy love seat was the most innovative hot rodding novelty?

Well, think again. Madison Pro Street Lawn Mowers in Clinton, Wisconsin, takes the riding lawnmower a step even further than the Lawn Mower Racing Association. Their new two-hour video can instruct you how to recycle that beat-up, old riding lawnmower in your garage and turn it into a Pro Street pinneak or mini street rod for less than \$200. Besides the neat lawnmower, the Madsons feel the video is a great way to introduce kids to hot rodding and home mechanics in a fun, entertaining format. Besides that, you'll never have to fight with your kids to get them to mow the dang lawn! For more info, contact them at 8729 E. Little Lane, Dept. PHR, Clinton, WI 53525; (608) 679-4283.

SUPER CHEVY

HOME IMPROVEMENT



Mark Madson of Clinton, Wisconsin, must save too much free time and no cable TV. Check out his blown 437-powered original John Deere 56-inch-wide ride sickle and his blown big-block mailbox.

The sickle does the back 40 in under 12 minutes. The mailbox has actually been stolen and recovered after several months in the lost and found. To keep it from falling into the wrong hands, the mailbox now serves as sculpture in Mark's living room. We've got to meet this guy.



15 BEST CHEVY TECH TIPS OF ALL TIME

MARCH 1998

CAR CRAFT

- EXHAUST AND HEADER BUYER'S GUIDE
- ON-BOARD DYNO THAT REALLY WORKS
- STRAIT BRACE INSTALL



Lawn-Mower Men

Let's say you've got an old riding lawn mower and a kid ready to invest all his truckloads of free time in mischief. What do you do? How about turning that mower into a Pro Street machine as a family project? Hey, we didn't say the suggestion isn't bizarre.

The idea springs from the fertile mind of Mark Madson in Clinton, Wisconsin, and reportedly the transformation from lawn care tool into mini Street Rod costs a total of less than \$200. Madson tells you how to do it in a two-hour video he sells for \$29.95 (plus \$3 for shipping and handling). Proof of how effective the small machines are is that an hour before the group (photo above) was shot, that land was a golf course. Well, maybe not.

If you just can't live without watching a video of people wrenching on lawn mowers for two hours, contact Madison Pro Street Lawn Mowers, Dept. CC, 8729 E. Little Ln., Clinton, WI 53525; 608/676-4283.

HOT ROD

YOU JUST NEVER KNOW

We're big on recycling and saving the planet and all that, but Mark Madson of Clinton, Wisconsin might just have pushed the envelope farther than we ever dreamed. Mark came up with a way to recycle old lawn mowers into a Pro Street or Mini Street Rod mowers for less than \$200. It's a great project to do with the kids (apparently Mark has already tested it out on his own family) and now there's a two-hour instructional video to help prospective builders with the projects. For more information contact Mark Madson at 608/676-4283.



TOM'S FUN RUN STREET RODDER

AMERICA'S STREET RODDING AUTHORITY



BIG-BLOCK MOWER GETS A WIDE SWATH IN GO-KART RACING

Mark Madson's 11-year-old son, Luke, has used that big professional go-kart with a rebuilt piece of lawnmower, including a carburetor. Of course, the 10-hp and only a five-horsepower Briggs "small block" and a carburetor didn't make it to any. After a riding mower was up 14-horsepower Briggs "big block" and a four-wheel drive. The mower had a price tag of 50 bucks, and he had it together for another \$400. A few hours of labor, and presto change-o, he had the "Law Mower" lawn mower, a combination mower-go-kart. He had a great time building it. . . and big-block Briggs goes home from the race track. Mike uses the mower to help promote his new Madson Thrive Direct Cal-Draft of

HURST Competition/Flux®. The industry standard for over 30 years, continues its dominance into the 90's. The new generation Competition/Flux® utilizes weight saving materials along with a space-age coating to reduce friction and decrease wear. Rigid mounting configurations help eliminate all handling flex and maintain proper linkage geometry. In addition, an extensive line of aluminum and chrome plated steel bolt-on studs are also available from HURST to custom tailor your installation for driving comfort. Competition tested and proven in NASCAR Winston Cup Series, the NASCAR Busch Grand National Series, as well as Sportsman, and Roadrace vehicles allow the HURST Competition/Flux® will provide you with the ultimate in manual transmission control and durability.



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Clinton mechanic has crazy ideas for cutting grass

Going mad:

By Debra Jensen-DeHart
Special to the Gazette

CLINTON—It could be a lawn mower that races like a go-cart or a go-cart that cuts grass.

Either way, it's "Madman" Mark Madson's latest invention and part of what makes him tick.

Spend time with Madson and you'll see it's hard to distinguish the Clinton mechanic from the inventor and entrepreneur.

You'll also see why he's called the "madman." At 41, he has the energy and intensity of a mad scientist.

He's also a martial arts expert "because they don't pick on the big guys," said Madson, a wiry 5 feet 4 inches.

Madson, however, is never short on ideas or projects.

From souped-up cars and trucks to lawn mower/go-carts, he's always working on something.

His son, Luke, got in on the lawn-mower/go-cart project.

For three months, Madson and Luke worked on how to transfer a John Deere riding lawn mower into a high-powered, low-riding vehicle.

"We turned it upside down and

backwards," Madson said. "We took the motor off the top and put it in the bottom. I can't believe it, but it works."

They also made fenders and the clutch and hooked up the electric starter, lights and generator.

The 11-horse power vehicle with a 3-speed transmission will hit speeds of up to 40 mph, he said.

It has some unique features, like the huge blade in the front—a renovated hay mower—that cuts grass when it's down and looks like a wide-toothed grill flipped up.

"You can cut anything with this baby," he said.

There are wheely bars on the back and eight pipes—four on each side of the engine—that look like headers. Actually, they're sink pipes, Madson said.

He took on the project partly because of the challenge and partly because he wanted "to teach Luke some of the ropes about mechanics, toys and inventions," he said.

"Luke is into sports and mechanics. If you're around the stuff, you naturally absorb it," said his father.

Madson also coaches father-and-son wrestling. He has a padded room for wrestling and gymnastics in his house.

While the go-cart/lawn-mower creation is more for fun than function, it won't just sit in the garage, he said.

"We'll be going to some car shows with it," Madson said.

"It's a challenge. I try to come up with one off-the-wall project per year."

Like his weather vane—a 600 lb., 427 big block Chevy engine perfectly balanced atop a 15-foot pole filled with cement.

Or his 1985 d'Elegance Cadillac. The only clues that the sedate, navy blue luxury car might deviate from the usual are over-sized tires and pink pin-striping.

But Madson has rebuilt the engine.

Then there's the pneumatically operated exhaust. Madson calls it his "007 thing." Once inside the car, he can push a switch and change the normal sounding engine into a roaring beast.

Still, he claims, his tricks have never attracted a speeding ticket.

"I'm crazy, but I'm careful," he said.



Other hot rods, projects from other years, line his property.

But his ideas aren't going to waste. He designed a distributor cap that is being distributed, and he designed the "Madson Power

Blaster," or exhaust cut-outs—the opposite of a muffler.

This year, he even figured out a way to super-charge his furnace, cutting his fuel bills.

And, of course, he already has

another idea gearing up in his head.

"I have another old lawn mower a guy gave me in the shed just waiting to be dissected," he said.

WISCONSIN STATE JOURNAL



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SATURDAY, JUNE 21, 1997

MADISON, WISCONSIN



Associated Press

Mark Madson, 40, a self-described "Mad Man," drives a riding lawn mower that has been converted into a high-performance machine that can reach speeds of 40 mph. He has sold more than 500 copies of a \$29.95 video that shows how to convert the mowers.

Lawn mowers turned street rods make money, fun for father, son

By Jim Leute
The Janesville Gazette

CLINTON — Mark Madson had so much fun converting riding lawn mowers into performance machines that he just had to let others in on his secrets.

So the 40-year-old self-described "Mad Man" tapped his son, Luke, and a couple of his buddies to produce a two-hour video, "How to Build a Pro Street Lawn Mower."

In less than two years on the market, Madson has sold more than 500 copies of the \$29.95 video, primarily through hot-rod and high-performance auto magazines.

The video was chosen as one of the 20 best products of 1996 by Outdoor Power Equipment magazine.

"Let's be honest," Madson said. "It's an impulse buying kind of



INFORMATION: For more information or to get the video showing how to convert lawn mowers to speed machines, call Madson at (608) 676-4283.

thing. A lot of people buy the video with the best intentions but don't get around to building it. But there's a money-back guarantee, and I've never had any returned."

Madson, who owns Pro Street Lawn Mowers, said the lawn mower conversion is a great father-son project: Dad has his muscle machine; son has his matching muscle lawn mower.

"It's a super summer project because you can do it in two weekends," said Madson. "Ninety-five percent of the parts are in the

lawn mower already," he said. "So you just build it, rough it together and get the bugs out and then paint it and put it back together again."

When it's completed, the Pro Street Lawn Mower won't cut grass. But it will cut down the road at speeds up to 40 mph, depending on the pulley ratio between the engine and transaxle.

Murray riding lawn mowers make the best conversions, Madson said. They are the most readily available, the easiest to convert and the cheapest.

The average cost of each project was \$200. "That doesn't include your labor," he said. "When you get done, you have something you could sell for \$1,000."

It's also fun making money, he said.

"It's kind of about making money, but not totally," he said.

The lawn mower



Madson

Thinking up things never done before, or better yet, thinking up ways of doing things that he was told couldn't be done is a daily routine. "I do it just to prove it can be done."

Not many people know how to play anymore, not really. Not only do grown-ups put away all their toys, they seem to lose the ability to play.

Refreshing then, to meet someone who doesn't fit that mold. Someone who has fabricated his own design.

The fact that he prefers to be called by his nickname, "Mad Man Madson" might give away the fact that this cat is different. Mark Madson is his given name and if you're wondering where you might find the Mad Man, I assure you that you've probably already admired, envied, laughed at or just plain wondered at his play-work.

This is the guy responsible for the "truck in the tree" along I-43 near the Highway 140, Clinton exit. Now if you ponder on that a bit—mull it over, consider just what type of guy would stick a 1959 Chevy truck thirty feet up a tree, you just might attach the prefix "mad" to his name too.

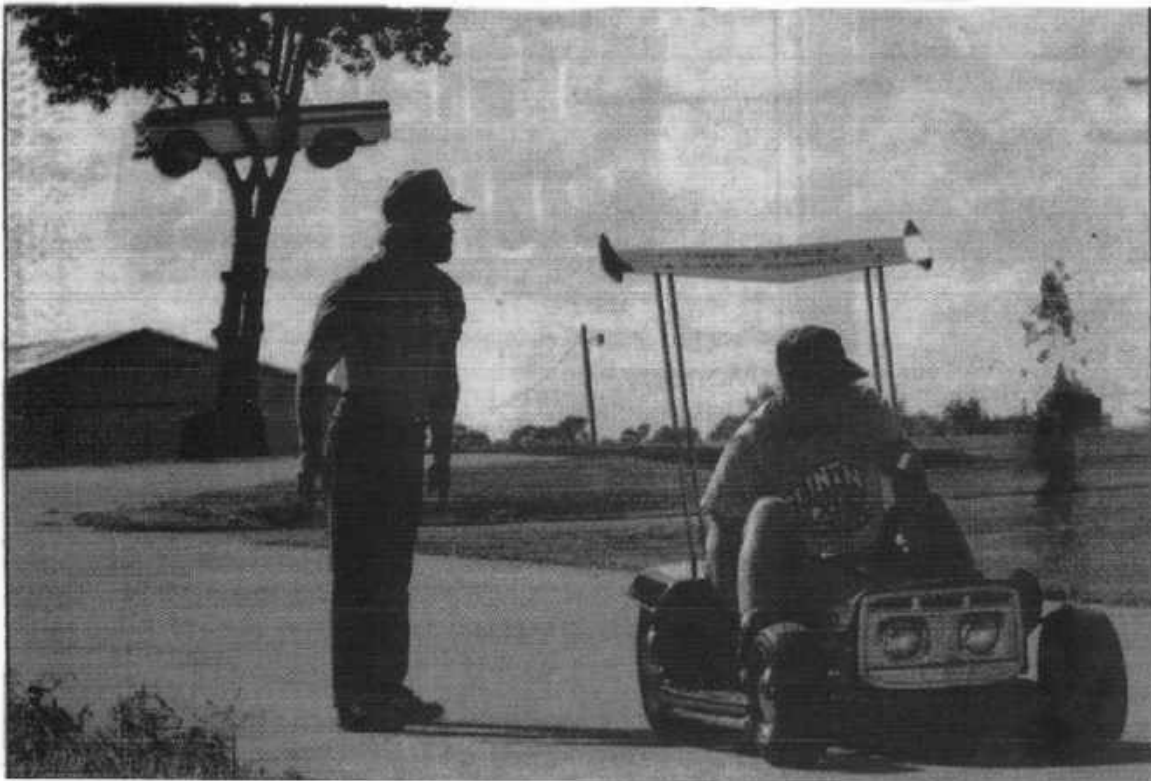
Madson

Pro Street Lawn Mowers

8729 East Little Lane
Clinton, WI 53525

The Cutting Edge of a New Generation!

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Actually, I imagine the title really stuck to him like limestone to a quarry, because he would undertake these missions against all common sense—regardless of the size or temperament of his opponent. Nowadays though, any normal person can talk to this Mad Man with the wiry frame, endless energy and the drop-of-the-hat belly laugh. His intense, smoke blue eyes might give him away, but you quickly dismiss the feeling as soon as you get caught up in a discussion of his latest passion.

That would be the lawn mower.

Oh, yeah. That simple little lawn and garden vehicle we all love for the convenience of it. The riding lawnmower.

Except Madson's mowers are shined up, dressed up, cut down and revved up to go forty miles an hour per a good day in a good machine.

It started out as a brag from father to son. "Luke," I can imagine him saying quite matter of factly, "I can whoop your eleven-year-old-butt and your go-kart with my lawn mower any day." Being a man who backs up his statements, that's just what he did.

"It depends on who you ask," interjects the now sixteen-year-old handsome dude of a son (or son of a dude, I couldn't quite figure out which was more accurate).

"Hey, it's not who wins or loses," says the dad. "We did it together and so it was a good learning experience." Then he adds, "I still won though."

Son, Luke, and his friend, Scott Leis, took all the bantering in good stride though. And I wouldn't say it was just humoring the old man either—no, it was very obvious that this father and son and friend had a strong bond between them.

Indeed, the three of them are as thick as old oil in a drain pan.

Mark has built six of his "Pro Street Lawn Mowers" with the two of them in tow more often than not. He claims the labors of love don't have names, but sure as shootin' they have their own personalities.

"That one," says Mark pointing to a blue, flame painted mower, "matches my street rod." Another simulated the color and feeling of his 1985 Cadillac Fleetwood Brougham (which has a 500 cubic inch engine, 400

tranny, 390 posi rear end, special suspension, 10" slicks, 250 HP nitrous, and does a quarter mile in 12.92 seconds beating out Corvettes, Vipers and Porsches). The red one is a counterpart to his truck, and the green one matches his for-real John Deere painted lawn mower (not for-real, since he applied the paint and decals himself—to a Murray mower).

Listening to them, and watching them zip around the long drive in front of their house I'm not sure which aspect of creating, making, or owning, these Pro Street Lawn Mowers produced the most fun for the threesome.

Maybe creating them. Madson's mind

seems to go a hundred miles a creative hour. Thinking up things never done before, or better yet, thinking up ways of doing things that he was told couldn't be done is a daily routine. "I do it just to prove it can be done," he admits. He's invented quite a lot of gadgets and ways of doing things that are either more practical or more visually appealing than the way they were done before.

Because, don't you forget for one single moment, these are good looking machines. They're so good looking, and accumulate so fast, adding to Madson's stable of toys and machines, that he takes a photo of them all each year. "It takes, like a whole day, to set it up," he admits. He includes everything; his 600 pound, 427 cubic inch Big Block wind gauge, his old Graham cars waiting to be restored, his hot rod, his cars and his lawnmowers.

Well aware of public opinion, Madson explains; "People look at all these things and think I must be really materialistic—it's not that at all, I look at all this stuff and think, this is what I've *built*."

Okay, so maybe it's the building of the souped up lawn mower that was

Continued on **NEXT PAGE**

Madson's mowers are shined up, dressed up, cut down and revved up to go forty miles per hour on a good day in a good machine.

'This is what I've built'

Madson figures it only costs about \$200 to take a junker lawn mower and turn it into a pro street lawn mower, built for speed.

From PREVIOUS PAGE

the most fun. He started having so much fun in the *doing* of the thing, he decided to share his ideas. In order to reach the largest possible number of people, he decided to produce a video. That's right, producing the cutting edge of a new generation of mowers is now on tape.

Son Luke appears in the video along with friends Scott and Brent. "Just about every experience we have is special," says Luke of his dad, "but this one ..."

Well, this one was something else. Madson figures it only costs about \$200 to take a junker lawn mower and turn it into a pro street lawn mower, built for speed. What started out as the Madsons' father and

son project has taken on bigger proportions.

Clinton High School is just one such place where the idea of the thing took off. Industrial arts teacher Ray Winhorst found the idea and video well worth the curriculum investment. He saw it as an opportunity to spice up his classroom. "The kids were more eager to listen to learn the new secrets and principles of the Pro Street Lawn Mowers and they were basically the same as the ones I wanted to teach to begin with," says Winhorst. "Only a lot more fun," he adds.

The program turned out to be a really enjoyable and interesting learning experience for the students and great way to get them started in mechanics.

Madson is a controlled ver-

sion of himself on the video—only tossing the parts of the "before" lawnmower into a box in the corner, after he explains what they are (and the fact that they should be labeled). He goes through the whole process step by step. The gear shift knob, "easy to take off," he says. Toss. The steering wheel comes off next ... toss. It lands with a satisfying clunk. The seat, "you know what to do with that," he says ... toss. And so on.

To get to the fun part of rebuilding the thing, you have to

break down all the parts—sort of like what Madson does to the everyday stereotypes of how a person, or a dad, should be. When I first talked to Madson about the truck in the tree, the 600 pound wind gauge, the lawnmowers that didn't mow lawns, I asked him how he found the time for it all.

"Oh, you gotta' make time for it—that's what's really important." Indeed. Madson's theory on life and living is worth stating clearly: "money is only a by-product of true suc-

cess," he says. "If you do something that you like, you'll make as much money as you can intelligently spend, anyway."

Last year, Madson's pro street lawn mower was chosen as one of Outdoor Power Equipment Magazine's top 20 products of 1996.

Mark Dodge, Director of Sales for the magazines told Madson; "Your product has now beaten the record for the most reader responses to a single item. These are highly commendable achievements, and clearly your product is one with great popular appeal."

Dodge went on to recommend the project as one that "will surely teach kids self respect, and the value of doing a job properly."

But wait a minute.

Whoa.

Slow a down a bit.

We are now making this fun play seem like something altogether different—like something of value.

There you go. Now you've got it. Play is totally invaluable.

If you don't believe me, you've just gotta meet Mad Man Madson.

He'll set you straight.

At about 40 mph.



OPE

OUTDOOR POWER EQUIPMENT

May 1, 1997

Mark Madson
Madson Pro Street Lawn Mowers
8729 East Little Lane
Clinton, WI 53525

Dear Mark,

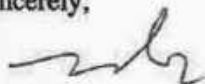
I would like to take this opportunity to congratulate you for being chosen one of Outdoor Power Equipment Magazine's top 20 products of 1996.

The top 20 products are chosen based on the quantity of reader responses to the advertisements and product releases published in the magazine. In 1996, your received the second most responses out of 1,137 items published in the magazine. In addition, reader response is still being tabulated on the January 1997 story highlighting your product, but preliminary results indicate a second notable achievement on your part. Your product as it was featured in the January issue has now beaten the record for the most reader responses to a single item. These are highly commendable achievements, and clearly your product is one with great popular appeal.

I have seen your tape and project guide myself, and I am equally impressed with the ingenuity, creativity, and common sense that brought this product into being. Most importantly, you stand behind the product with a fair price and a money back guarantee. I firmly believe you have just tapped the market with this item, and great success is just steps away.

I would recommend this product to everyone. The economics alone make it a wiser choice than a Kart product, but it's value as an educational tool may well be its greatest achievement. The mechanics it teaches are invaluable, but the product goes a step further by teaching the same ingenuity and common sense that went into creating it originally. This is a project that will surely teach kids self respect, and the value of doing a job properly. Anyone viewing the tape will certainly never look at a riding mower the same again!

Sincerely,

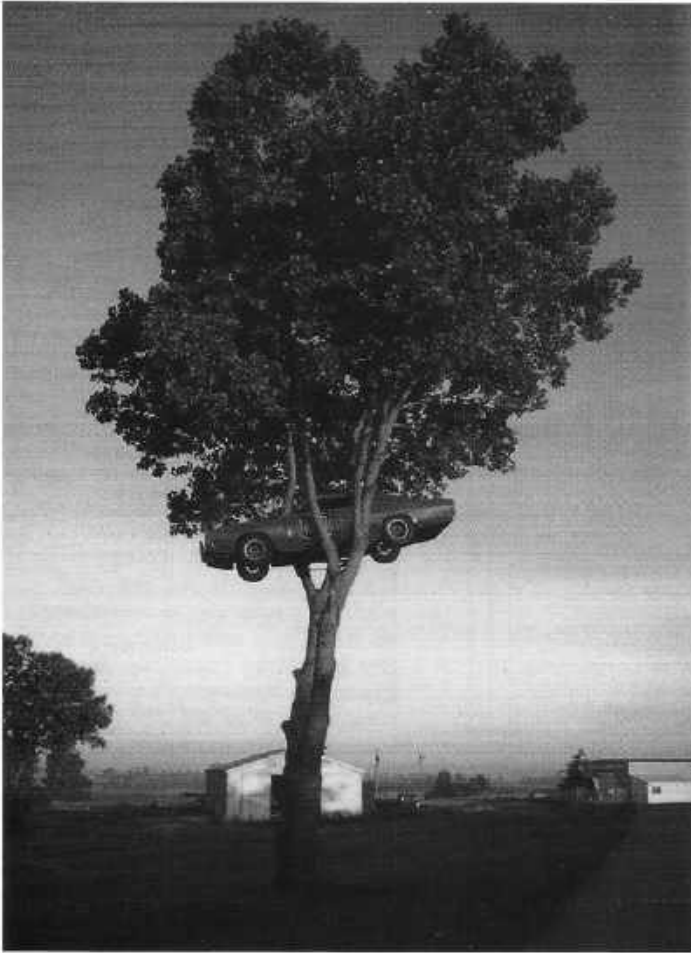


Mark Dodge
Director of Sales
Outdoor Power Equipment Magazine

68860 Perez Road ♦ Suite J ♦ Cathedral City, CA 92260

619-770-4370 ♦ 619-770-8019

General Lee in the Tree



General Lee Rides Again

When I told Mike and Deana Hart, from Newville Auto Salvage about putting the General Lee on the roof of the Boar's Nest, they said that they had the perfect car for the job!!! It was a totally stripped out body, that came from the police impound lot in Chicago. It was a stolen vehicle with a hole in the driver's side of the windshield made by a 12 gauge shot gun. We removed every extra pound of nonessential metal including the front and rear suspension the wheels didn't even rotate. It was so light and ridged that we just picked it up or dragged it wherever we wanted to go. It only weighted 1500 lbs. The guys at Blackhawk Tech, under the direction of Greg Ray did all the paint and body work on the General Lee that we drove on the road. I did all the work for the one on the roof. Somehow, while it was

on its way to the Boar's Nest it ended up in my tree!!! While the truck was out of its tree we decided to repaint it before we put it back.



Beloit Daily

BELOIT, WISCONSIN

Just some good ol' boys



Staff photo by Clint Wolf

A 1969 Dodge Charger reworked to look like the "General Lee" from the television show "The Dukes of Hazard" is hoisted on top of the roof of the Boar's Nest tavern in Allens Grove east of Clinton, Monday. The tavern, owned by Steve Walters, bears the same name as the bar in the television show, so he decided to go 'whole hog' with the Dukes of Hazard theme with the help of Mark Madson and ABC Contractors of Janesville.

by Robert L. Gard

"Yeehaaa!"

That immortal rebel yell was an integral part of every episode of "The Dukes of Hazzard", the hit 1970s television series. Patrons of The Boar's Nest in Allens Grove, which shares its name with a similar tavern in the series, must have recently let out a similar cry when they realized the roof wouldn't drop on them.

Boar's Nest co-owner Steve Walter and Little Limestone owner Mark Madson came up with the wild idea of putting a replica of the General Lee, the featured car on "The Dukes of Hazzard", on the roof of the Allens Grove structure.

"We wanted to do a fun promotion that people would really like and think is cool," says Madson, who also has a road version of the vehicle.

They decided to put the detailed replica on the roof at such an angle, that it would seem as though it were jumping over the building, imitating the way the car in the series jumped over everything it could.

In addition to the car being a great promotion, it was an excellent learning experience for their kids, who worked on everything from stripping to painting the car.

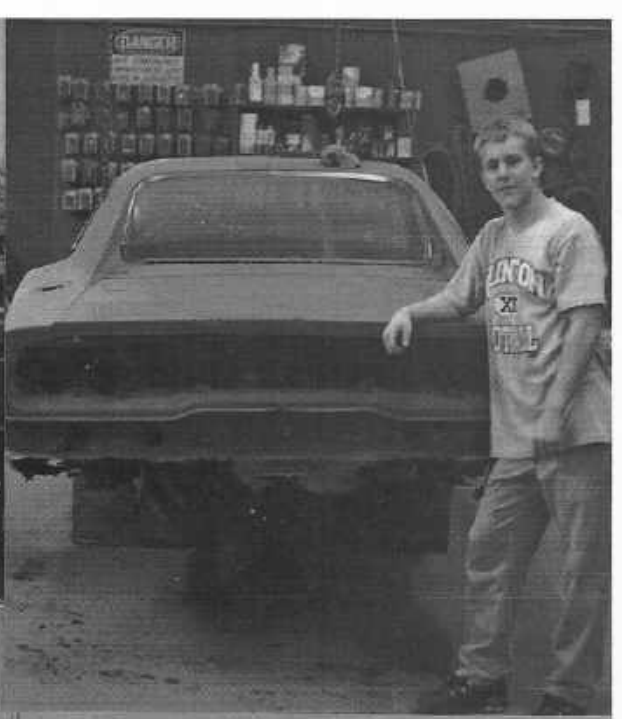
The vehicle itself was donated by Newville Auto Salvage and weighed 4000 pounds, far too much for the roof. Mark and the crew cut out weight everywhere, even putting only five pounds of air in each tire.

The orange vehicle with confederate flags all over it, was placed on a special bracket so that it would seem as though there were no visible support. In addition to the bracket, Mark and Steve reinforced the roof to make sure patrons wouldn't be surprised one evening by the General Lee dropping on them.

Future plans include lighting the car at night and also making greeting cards of The Boar's Nest with the car featured prominently on it.

"Who else is going to do this around here?" comments Mark, who is well-known for his truck in the tree along Hwy 140 and for the Little Limestone truck shell that appears to get stuck in fields all around the area.

Boar's Nest manager Sarah Walter, Steve's sister, is just glad the deed is done and that the car, and roof, are still standing.







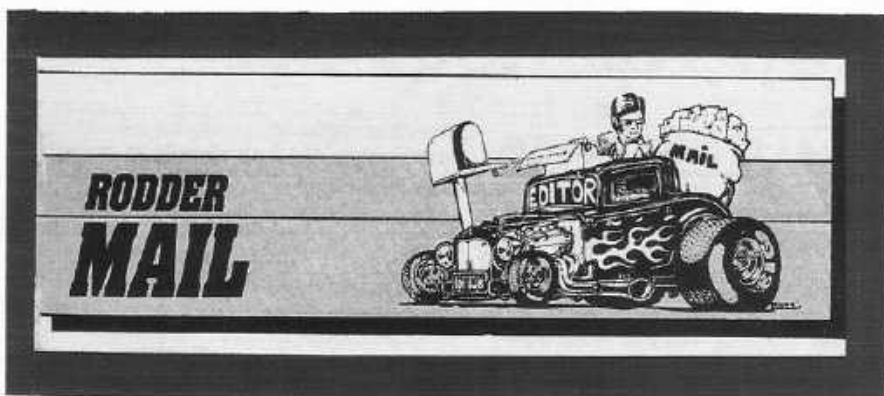
The guys at Berkhiemer Crane service really helped us out with the use of their crane as the local media watched to see if the roof would hold, or let the car come crashing through. As the old saying goes "It's great to have friends in high places."



The "General Lee" is definitely a "real chic magnet" whether it is the one on the roof, or the one on the road! The "General Lee" is still put back in service every year to help judge the "Daisy Duke Contest". The challenge is to see who can get in and out of the General Lee as sexy as possible by going right through the open window! Guess who thought of that idea.

MADSON CROSSFIRE DISTRIBUTOR CAP

**STREET
RODDER**



RODDER MAIL

(Continued from Page 14)



RODDER'S DREAM COME TRUE

For many years I, like most of you, have been working on new and innovative ideas and inventions for our street rods. Most of us are hoping that in some small way, one of our little ideas would make a lasting impression in the street rod industry. But it isn't easy. How is one guy going to come up with the big money to mass produce and market his little idea? The big guys will not even talk to you until you have created the market and sold thousands of them. You can do it because you're a street rodder. We go against the grain. Just because GM decided to put the spark plug wires on the distributor cap the wrong way for the last 30 years doesn't mean we have to accept it. I'm just one street rodder, who, with the volunteer help of my friends, Ron Tanjore, Ken, Faye and my family, came up with the tooling, know how, and encouragement, to make dreams a reality. We make Madson Cross Fire Ignition distributor caps in the back of my dad's garage, reprogramming each one by hand.

(Continued on Page 17)

Now comes along the good old American competition, some guys from California, put out over \$100,000.00 and started making their version, "The Wire Wizard", 10,000 at a time. They came up with their own way and are protected by their patent rights, and I do it my way and I'm protected by my patent rights. That's good honest competition. It makes the product better and the price lower.

Face it, competition is good, it makes people try harder. Besides, I talked to these guys personally, and they seem like great guys, and I wish them the best of luck.

So, for all you rodders out there that have good little ideas, keep trying, you can make it.

I would like to thank the New Product section (Window Shopper) of your magazine for help in getting the little guys started. After all, that is how most of the street rod business got started.

Mark Madson
Clinton, Wisconsin

We always welcome the large and small manufacturers as long as they have a good product. — Ed.

(Continued on Page 190)

Caps off to inventor

Clinton man sells 'good-looking' distributor cap for hot rods

By Kristin Copa
For The State Journal

CLINTON — Mark Madson's first mechanical invention came in sixth grade: a motorcycle he made by rigging his bicycle with a lawnmower engine.

The invention was a sign of things to come. Now the Clinton resident is working to turn a hobby into a bonafide business by making and selling distributor caps for street rods — souped-up cars used for racing and show.

Madson, 38, works full time with his brother Craig and his stepfather, Hap Little, at a family-owned quarrying business, Little Limestone, in Clinton, Rock County. In his spare time, Madson keeps busy with his inventions.

"Some people are born football players, like Walter Payton," Madson says. "I was a born mechanic."

Hap Little encouraged his son to learn for himself, and Madson did. In high school he developed an in-

SMALL BUSINESS

terest in high-performance engines, although understanding them was trial-and-error at first. He once sawed a V8 engine in half attempting to make it a V4.

Now Madson runs a mail-order business out of his shop and has sold more than 500 of his distributor caps, some to clients in Germany and Australia. With business going well, Madson plans to get a FAX machine.

All this may seem ambitious for a small-town tinkerer, but not for someone nicknamed "Madman" Madson at Clinton High. Even though he was only 5½ feet tall and 130 pounds, he played right tackle for the football team.

"I used to smash people a lot," Madson says. "Anyone who would do that would have to be a little mad."

More and more, however, Mad-

son channeled his energies into auto mechanics. He built his first street rod from a 1929 Model A that a farmer had converted into a two-door tractor. Madson got it for \$15 and a case of beer and rebuilt it with his friend, Ron Splan. He recalls outracing a challenger driving a new Camaro Z28.

"I blew his doors off," Madson says. "He had a new Camaro and I beat him in a piece of junk. He had more money in his two rear tires than I had in my whole car."

The police caught up with the two, but let them off with a warning. Madson says he has only received two tickets in his life — one for speeding, one for a bad muffler.

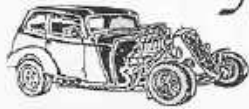
Since his high school adventures, Madson has built another street rod and a street machine, which differ according to when they were built. Street rods are made from cars manufactured before 1949; street

Please turn to Page 2F, Col. 1



Madson noses in his garage with the 1963 Ford Econoline he rebuilt.

State Journal photo/CHRIS COORSMEIER



Street Rods

Madson Cross Fire Ignition

R.2 Box 205, Clinton, WI 53525

608-676-4283



Street Machines

For many years I, like most of you, have been working on new innovative ideas and inventions for our street rods. Finally I came up with an idea that just might have some marketability.

After spending many days trying to get the spark plug wires on top of the G.M. High Energy or point type distributors to look decent, I decided that the only way would be to reprogram the distributor cap so that the four wires for the right side of the engine come out of the right side of the cap, and the four wires for the left side of the engine come out of the left side of the cap. This obviously was not an easy task.

Most of the people that saw it thought it was a good product and that I should sell the patent rights to some company and make a million dollars! But in reality since this is such a specialized product no company can afford to invest the amount of money it takes to mass produce them, mainly because of the limited number of caps that would actually be sold and the specialized advertising to sell them. After all, who would pay an extra \$20.00 just to have the wires come out of the distributor the right way. It cost me well over \$200.00 to do mine, but everybody knows I'm nuts.

So I decided to do it myself, I buy high quality U.S.A. made distributor caps with brass contacts and reprogram them personally and sell them direct to you for \$39.95, tax plus \$5 shipping. There is a quantity discount for dealers and clubs.

I am a lifetime N.S.R.A. member and have been in Street Rodding for 20 years. I would greatly appreciate your help so that this product and my dream doesn't die.

His sizzling street machine isn't for sale

By Mike DuPre
Gazette Staff

When Mark Madson customizes an old car into a street rod, it becomes more to him than metal and machine.

"I'll never sell another one," he said Thursday. "When you build something from scratch, it's not a material possession. It's an emotional thing."

Madson was explaining his philosophy after the second person in 20 minutes had asked if he wanted to sell the 1963 Ford Econoline truck that he outfitted with a 437-cubic-inch Chevrolet engine; twin gold-plated, four-barrel carburetors; Hurst four-speed floor shifter; and chrome blower, head covers, air-cleaner covers, roll-bar, bumper and eight chrome exhaust pipes slanted skyward.

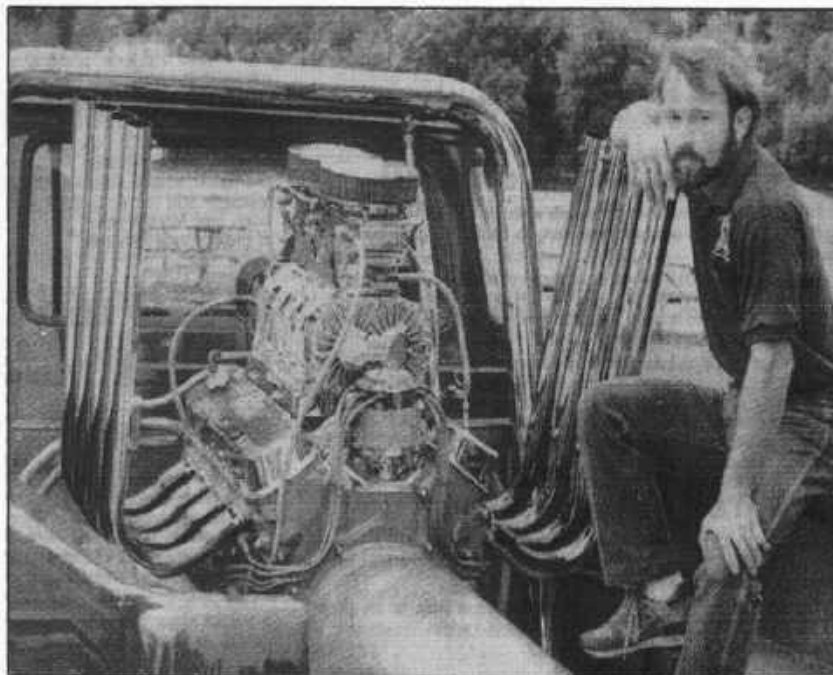
A lifelong Clinton resident, Madson, 36, had driven the street machine—street rods are pre-1949, street machines post-'49—to Janesville for a dual purpose: to promote both his specially designed distributor caps and the Beloit Autorama this Sunday.

As he explained the finer points of his sizzling Econoline outside The Janesville Gazette office, four men stopped to look and ask questions. One asked if the truck was for sale.

Madson drove the Ford to Traxler Park for a photo, and a mother-son team in a souped-up 1967 Pontiac GTO followed him there to check out the truck.

"I don't believe it," the woman gushed. "I just love it."

"Is it for sale?" the son asked.



Mike DuPre/Gazette Staff

Mark Madson of Clinton shows off the street machine he customized.

Madson makes and markets distributor caps for eight-cylinder engines that he reprograms so the sparkplug wires for the right cylinders come out the cap's right side and the wires for the left cylinders are on the left.

That may not sound like much for the average driver who cares only that his or her sparkplug wires work, but to the street customizer who spends hundreds of

hours and thousands of dollars re-designing and reworking his or her car, how good the engine looks is as important as how well it runs.

Madson's "crossfire ignition" distributor caps eliminate the spaghetti tangle of wire that result from conventional caps. He reprograms the distributor caps' firing order and sells them for \$39.95 through word of mouth and

new product ads in hot rod magazines.

"Basically all I did was reprogram the 1 and 6 (cylinder firing points)," he said. "I'm surprised nobody did it before. It sounds easy, but the trick is do it so it doesn't short out."

Madson has had a longtime love affair with internal combustion and matters automotive.

"In seventh grade, I took the engine off my lawn mower and put it on my bicycle," he said, adding that in high school he built his first street rod—a 1929 Model A Ford running a hotrod Lincoln engine with four "deuces," four two-barrel carburetors.

He said that car and said it still hurts a little when he sees someone else driving it.

"I do everything," he said of auto customizing. "Designing, engineering, painting, interiors, mechanicals."

Madson leaves the machining of new parts to Ron Spian's shop in Clinton.

Madson also has a 1935 Graham that he bought for "15 bucks and a case of beer." He turned it into a \$20,000 showpiece that won a parts manufacturer award for best engine at the Street Rod Nationals in St. Paul, Minn.

Asked how many ponies his ultra-high performance engines pack, Madson said the 437 Chevys produced 500 horsepower and speeds up to 140 mph.

"I'm not into going too much over the speed limit, though," he said. "I'd rather be working on them, really, than driving them."

Madson will show off his Graham and a customized 1968 Chevrolet pickup truck at the Beloit Autorama from 8 a.m. to 4 p.m. Sunday at Beloit Corp. Park on the Rock River four miles north of the city on Highway 61.

He also will sell the "crossfire ignition" distributor caps.

More than 1,200 vehicles will be on display, and the metal and the machines will be sure to evoke emotions.

Beloit Daily News

New distributor cap a cross-fire winner

By SID SCHWARTZ
Daily News staff writer

CLINTON — Because builders of souped up, jacked up, high-gloss street machines care as much about how their car engines look as how they perform, Mark Madson's Cross Fire Ignition system is almost a sure-fire hit.

Hot rodders gold plate carburetors, paint and polish engine blocks, wrap hoses in shiny metal braid and chrome plate everything else. Wires are neatly clipped into position around the engine with color-coordinated brackets. But at the distributor cap, where the eight spark plug wires converge, order becomes disarray.

"You can have everything on the engine perfect, but when you get to the distributor cap, it kind of turns to spaghetti," said Madson, of Route 2 Clinton.

One day last summer Madson worked for three hours trying to untangle the pasta-like appearance of his ignition wires.

"Then a friend came over and asked when I was going to fix my wires. I decided that was it," Madson recalled.

He decided that the only way to remedy the problem was to make a new kind of distributor cap. Six months later he was finished. The result was Madson Cross Fire Ignition.

Cross Fire distributor caps look like off-the-shelf models, but inside they're different.

With some creative rewiring and

a little dielectric epoxy resin, Madson reroutes the electrical current from No. 1 terminal to No. 6 terminal and vice versa. Consequently, wires attached to the outside of the cap are switched so wires from the left side of the cap go to the left bank of engine cylinders and wires from right side serve the right bank.

"It's so simple it's hard to believe," Madson said. "The hardest part was properly insulating it so the current wouldn't short through onto it's designed route."

Making one Cross Fire cap for his Mad Man Madson street rod was only the first step. Altering the design so the caps could be mass produced took another half year.

To date Madson has sold about 200 of his caps and his idea has been featured in national magazines like "Street Rodder," "Hot Rod," "Streetscene" and "Street Rodder." Now he's working on getting it patented and hopes to produce the caps under contract.

Madson sold 33 caps at the Street Rod Nationals in Louisville, Ky., last month and will have some on hand when he goes to Autorama at Beloit Corp. Park on Sunday.

Although he sells the invention for \$40 each, which is \$20 more than what parts stores charge for standard caps, he said the higher price doesn't matter.

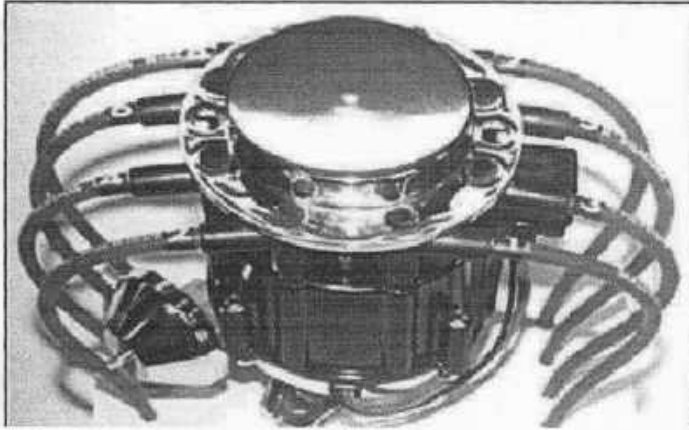
"There aren't many poor street rodders," he said. "The average street rod has \$20,000 stuck into it. What's another 40 bucks?"



BDN

Mark Madson invented a new kind of distributor cap that untangles the spaghetti mess of spark plug wires and is popular among show car enthusiasts. He designed the first Cross Fire Ignition cap for this rear-engine pickup called Mad Man Madson.

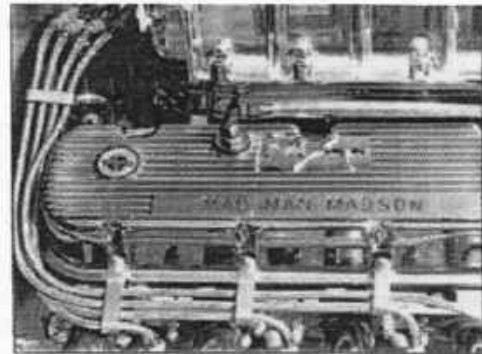
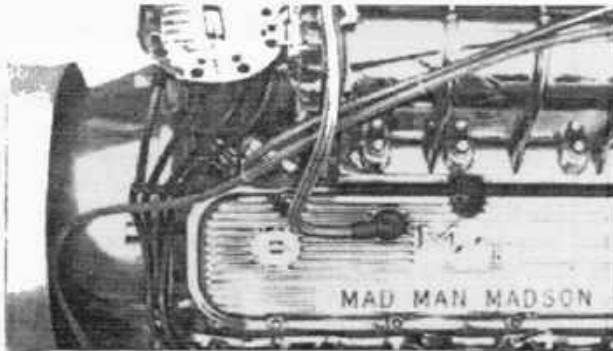
MADSON
CROSS FIRE™
HEI SUPERCAPS



MADE
IN THE
USA

The original Madson crossfire distributor cap is now available at:

*Queen's Automotive Inc.
5629 Buckeye Rd.
Macungie, PA 18062
610-966-4310*



Why spend a lot of money on fancy plug wires and looms when you still have a tangled mess on top of your distributor? My caps are reprogrammed so that the four wires for the right side of the engine come out of the right side of the distributor cap and the four for the left side come out of the left side of the cap.

Now that the trend for High Tech super detailed engine compartments is here, you can put on the finishing touch with the MADSON CROSS FIRE IGNITION. This is truly a new and innovative product designed and built for the most meticulous engine detailer.

We buy the finest quality distributor caps with brass contact points. It's very simple. We just cross two wires inside the cap that are 180° apart. They are double insulated and fit and look exactly like a stock cap. Each cap is reprogrammed personally by myself, so if you have any questions you can call me, and I'll take care of it.

Madson Manufacturing

8729 East Little Lane, Clinton, WI 53525
608-676-4283

The Madson Mechanic

Bushing Remover and Installation Tool

Don't Be a "Hammer Mechanic" Be a "Madson Mechanic"!



Before

Before I bought the Madson Mechanic Bushing Remover and Installation Tool, I was just the typical Hammer Mechanic, beating my head against a brick wall and going nowhere on the one way dragstrip of life. I thought a slip fit was one pound hammer and a press fit was a five pound hammer. Women were only in my dreams, I was 42 pounds over weight and my fingers were always black and blue. My car had that terrible wheel hop problem, women use to laugh at me everytime I would break my driveshaft, and only the Fat, the Bad, and the Ugly, would offer me a ride home. Then I heard of Graphite Impregnated bushings that totally eliminate wheel hop, and can be easily removed and installed without the use of a hammer! Well, this changed my entire outlook on life. I realized that it was easier and cheaper to do the job right the first time. So I made the best investment of my life and bought the Madson Mechanic Bushing Remover and Installation Tool.



After

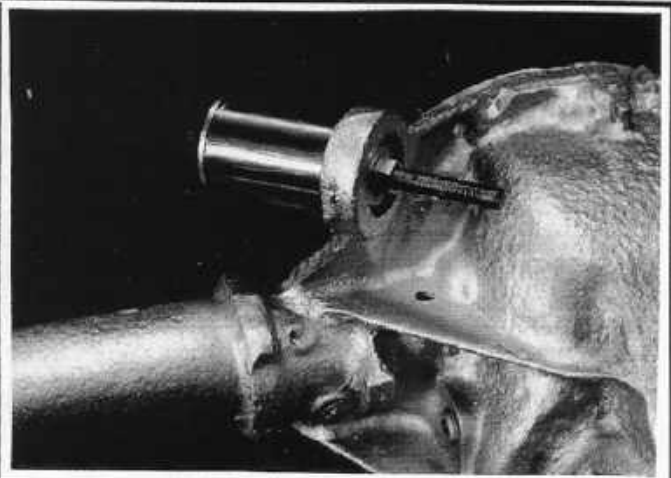
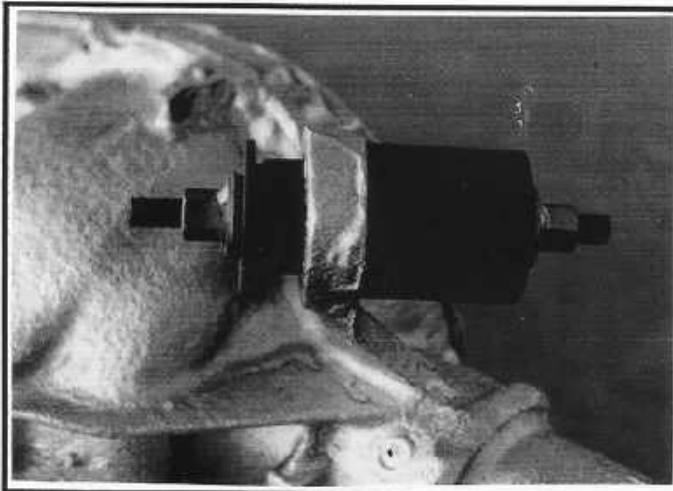
Well, it's only been six months since I bought The Madson Mechanic Bushing Remover and Installation Tool. I have saved enough money in broken driveshafts and trannys to build a real car. I lowered my E.T. by .6 of a second and have won every street race I have been in! Working on my car is a lot more fun with the right tool for the job and good friends for conversation. Women are no longer just in my dreams, they are in my car, they are in my house, they are even in my shop! All this late-night exercise has caused me to lose my excess weight and my new out-look on life has enabled me to become "Totally Successful". I know it is hard to believe that all this happened to me just from buying a Madson Mechanic Bushing Remover and Installation Tool, but it is true, and it could happen to you!

Madson Manufacturing

8729 East Little Lane, Clinton, WI 53525

608-676-4283

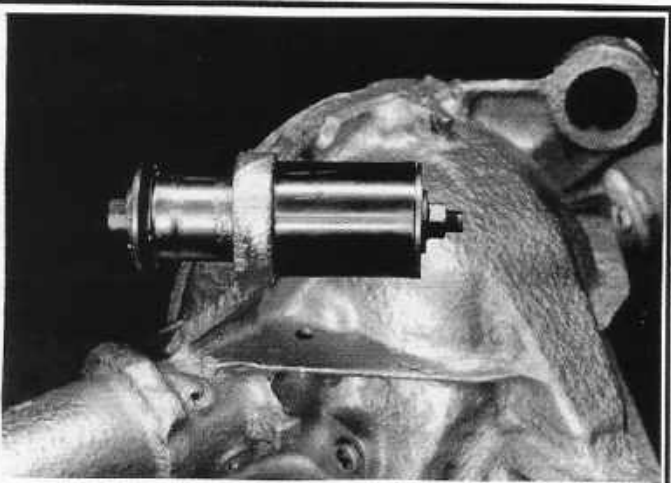
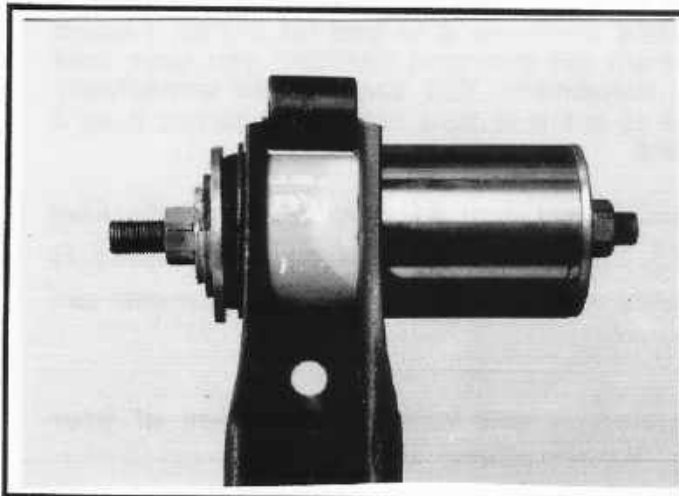
**Don't Read These Instructions!
It Would Only Make The Job Easier To Do!**



Bushing Removal

Give yourself a break, and spray some W.D. 40 on the bushings the night before you plan this operation. It wouldn't hurt to knock some of the rust off with a wire brush either. Put a liberal amount of grease on the threaded rod. Then put the cup over the big end of the bushing, then run the threaded puller rod with the thrust nut on the cup and through cup and bushing, then put the red starter washer on, followed by the thrust nut. Tighten the thrust nuts until the red starter washer is flush with the housing, then take off the starter washer and pull the bushing through the rest of the way with the thrust nut.

Follow the same steps to remove the bushings from the trailing arms, but you should use a spacer to keep the sides of the trailing arm from collapsing.



Bushing Installation

Use the red starter washer to pull the bushing into the housing until it touches the shoulder and the same for the trailing arms.

Believe it or Not! I sent this in to these Bushing sales companies and they turned down this offer??? So please call Kanter's at 800-526 1096 and Polygraphite at 800-247-2288 to get a set of bushings for a 1968 Chevelle and ask for the "Madson Mechanic Bushing remover and installation tool" and when they don't have it cancel your order.

New Product Department:

Here is the information you requested on my "Madson Mechanic" Bushing Remover and Installation Tool. I regret that it took so long to get you this information, but it took a while to do our patent work and make sure the product liability was right. There is a similar tool like this on the market, that is only sold to professionals, it is very expensive and made for heavy duty production work. Our unique patenting position is that this is a "light duty, low cost tool" that is made to install one or two sets of bushings and that is why it is constructed different from the rest and why this patent is different from the rest. So far all the patent information looks good.

This tool is so simple to make that some people will try to copy it. We can not stop the individual that wants to copy it for his own personal use, but we can stop anyone else from producing it and marketing it with our patent. We can almost eliminate the individuals from copying it by not showing a real descriptive picture of it in your catalog. My Marketing Plan will be to sell the "FEELING" of an "EASY INSTALLATION" and emphasize the "Don't Be a Hammer Mechanic" logo, be a "Madson Mechanic."

Your company and mine should be able to make a good honest profit from this "EASY TO SELL" or "ADD ON" tool. I have enclosed a free sample of the tool, although the actual production model might vary a little. It will basically be the same, most likely better! I would like your opinion on my Marketing Plan, and your estimated volume per month.


We could also make this same tool in different sizes for different applications. I would like you to retail it for \$24.95 and I would wholesale it to you for \$17.00. I would also be willing to stock your warehouse and not bill you until "AFTER" you have sold them, so that you have basically no capital investment. You can start to immediately test the market before you even spend a dime to put it in your catalog by selling it as a "BUMP" or a "ADD ON" to your bushing orders.

'By the way,' would you be interested in our new Madson Mechanic Bushing Remover and Installation tool. It's only \$24.95, and let me tell you, it is really worth it. It will make the job easier, and if you accidentally break one of the ears off your rear end housing with a hammer, you're screwed!

Then after you put this in your catalog, it will increase the sales of your bushings, because people will no longer be "AFRAID" of the job.

I also included a couple interesting news stories about myself. If you have any questions about me or my business, feel free to call me now. I will be calling you in a few days to hear what you think.

Sincerely,

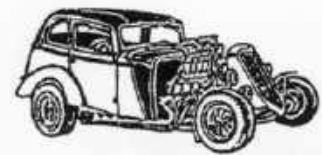

Mark Madson



Street Machines

Pro Street

Madson



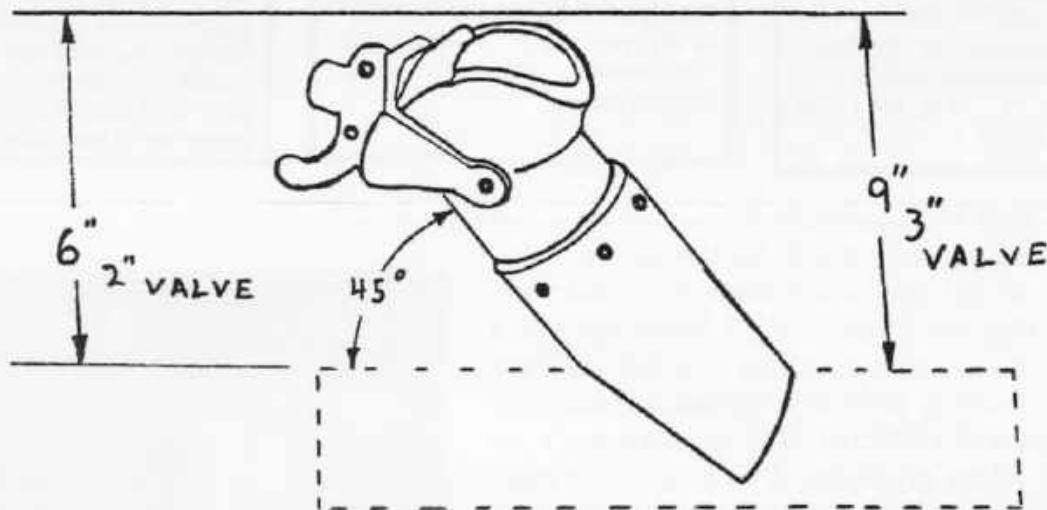
Street Rods

Power Blasters

8729 East Little Lane, Clinton, WI 53525

608-676-4283

For the ultimate in true performance, MADSON POWER BLASTERS are the answer for street-strip applications.

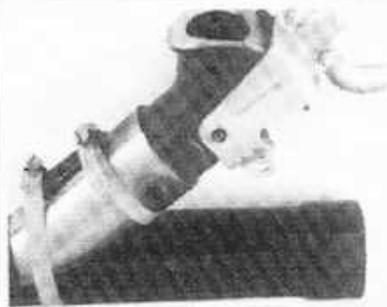


Now you can have the best of both worlds, quiet legal sounding exhaust so you can appreciate your stereo and in an instant you can have the performance of open headers with your **MADSON POWER BLASTERS.**

They work great for street-strip applications, because they are fast, easy to open, there are no gaskets to replace, and best of all, they don't LEAK!! They are made from precision ground brass gate valves that have been specially modified for this High Temperature and Performance application. They can be mounted on 2 inch to 2-1/2 inch exhaust pipe for easy installation. They are only \$50.00 each plus \$5.00 shipping and handling each.

3" valve fits 3" to 4" pipe and cost only \$80.00.

I no longer make cut-outs. If you want to start a business manufacturing Madson Power Blaster Cut-Outs, please give me a call, and I'm sure we can work something out that will benefit the both of us.



**CLAMPING KIT
FOR WELD ON CUT-OUTS**

This simple clamping method makes it easy to temporarily mount your Power Blasters to determine exactly where to cut your pipe. Just make two simple straight cuts with a sawsall, then tach weld in place. The weld on CUT-OUTS are our best dollar per horse power value. They are permanently press fitted and welded to our stainless steel adapters for easy installation, and a life time of trouble free operation. The only maintenance is a little anti-seize compound on the face of the valve.

**IF YOU ARE STILL READING
THIS INFORMATION YOU ARE
ONE OF THE VERY FEW PEOPLE
THAT TAKES THIS HOBBY AS
SERIOUS AS I DO!**

I have always wanted a quality exhaust Cut-Out system, but could never find a quality unit that I could depend on and afford. That is why I took the time and money to design and build my own. You could do the same thing, but it is a lot easier to buy them from me.

**ONE MORE THING,
I THINK IT IS IMPORTANT!**

Most people enjoy their Madson Power Blasters so much they can't turn them off! So unless you are experienced on riding on the edge, and can convince your Mother, Wife, and Girlfriend that it is NOT really your fault, I would not recommend Madson Power Blasters for you!



CABLE-READY Y-STYLE CUT-OUT

**CABLE KIT FOR WELD-ON
CUT-OUTS**

With the many different application for these CUT-OUTS it is impossible to weld the cable lever and bracket on it the right place for everyone. Here is a picture of a typical Cable-Ready Y-Style set up to give you an idea of how you could attach your cable to your weld-on CUT-OUT. If you change your mind after purchasing a cable kit and decide to operate your CUT-OUTS by hand, I will gladly refund your money.

Due to the "Bull Shit" government regulations, I can no longer make cut-outs to sell for use on the street. Although I can tell you how I made mine and there isn't a thing they can do about it!!! I started out with a 2" or 3" oil barrel gate valve that you can get from your local oil supply company, or call the company that makes them at 1 800 581 5555, but they don't sell less than 12 valves per order. I took the valve apart and cut one ring off of the spring so that it would open and close easier. Then I press fit the pipe treaded end into a piece of stainless steel exhaust pipe and plug welded them together. Then I used a 12 volt gear motor that I got from Graingers, part number 21006. I made a 1 1/2 inch bell crank that went on the output shaft of the gear motor. Then I connected it to a lever I made on the gate valve so that it could run continuously open and close without a limit switch, and just one "on off" switch for each cut-out. The cops told me that it was illegal to put any kind of a cut-out device on my exhaust system to make it louder. I said that cut-outs actually make my cars quieter, because other wise I would be driving around with my headers open "all" the time!!! Case in point, my 1935 Super Charged Graham and my 12 second Cadillac have cut-outs, my Wheel Stander, the Merc, and the Harley Heartbeat Pick Up Truck have open exhaust, the Totally Topless Caddy has dual stainless steel glass packs, and both of my Harleys have open drag pipes.



WHY SHOULD YOU BE CONTENT WITH ONLY 75% TO 90% OF YOUR ENGINE'S POTENTIAL POWER!

I can honestly promise you impressive gains in horsepower, with a better low end and high end torque, with less stress on your engine. Cut-Outs only release the power you already developed. Your engine will run cooler and your exhaust system will last long.

LET'S COMPARE MUFFLED EXHAUST TO UNCAPPED EXHAUST

It is simple, you and I both know there is no comparison. I could run a dyno test to prove it, and some big muffler company could run a dyno test to prove just the opposite. The real proof is in the seat of your pants, when you feel the power when you unleash your Power Blasters.

MADSON POWER BLASTERS ARE TO YOUR EXHAUST SYSTEM, LIKE NITROUS OXIDE IS TO YOUR INTAKE SYSTEM

Unleash the full potential of your Nitrous fueled intake system by instantly releasing your exhaust through your new Madson Power Blaster Cut-Outs. It only makes sense, why would any one increase their intake system without increasing their exhaust? Until now you didn't have selection of over 8 different styles of exhaust Cut-Outs from the world's largest manufacturer of exhaust Cut-Outs.

YOU MAY NOT WANT TO HAVE CUT-OUTS ON YOUR ENGINE

You may not want to blow the doors off the competition. You may not want to have that instant surge of power when you pass someone or go under a bridge. You may not need all that extra horsepower that is trapped in your present exhaust system. But why spend all kinds of money on other Hi performance products to put power into your engine and actually create more stress, when you can install Madson Power Blasters and release the power you already have, with less stress on your engine?



MY PERSONAL NO RISK GUARANTEE

I realize that over the years CUT-OUTS have gotten a bad name as leaky sounding pieces of crap and there is no real reason for you to think that the MADSON POWER BLASTERS are any different, except that they have my name on them. So if for any reason, what so ever, you don't think they will work or you don't like the looks of them, just send them back for an immediate refund. I'm a hot rodder just like you and I want to produce the best product that I can, so if you have any suggestions I would greatly appreciate them.

Remember, this is a complete No Risk Guarantee. I'm so confident that you will like your new MADSON POWER BLASTERS that I will not even wait for your check to clear the bank! Which means you should have your CUT-OUTS before you get your check back! Does anyone else have enough confidence in their product to do that? Does anyone else have enough confidence in their "Customers" to do that? I hope that as time goes by I will personally get to meet and talk to all my customers.

RACING YOUR CAR WITH A CLOSED EXHAUST IS LIKE TRYING TO RUN A 100 YARD DASH WITH A CORK UP YOUR ASS!

Not only will you feel better when you uncork your exhaust, but your engine will run cooler and produce more power. It is simple, the faster you put it in, and the faster it comes out, the more horsepower you are going to make!

POWER BLASTERS HAVE THE BEST DOLLAR PER HORSEPOWER RATIO, NEXT TO NITROUS OXIDE!

If you figure the total cost and ease of installation there is not much that will even come close to Power Blasters! Everybody knows Nitrous is the best, but why spend money to instantly put more power into your engine unless you have already installed Cut-Outs to release 100% of that energy?

CUT-OUTS VS. HEADERS

Everybody knows that capped up headers are not much better than stock exhaust. With Cut-Outs you can instantly hear and feel the power. If you are smart with your money and actually figure the "Total Time and Cost" of installing headers, compare to Cut-Outs, you will find that you are money ahead with a high quality "Easy To Install" set of Cut-Outs.

CUT-OUTS AND HEADERS THE BEST COMBINATION

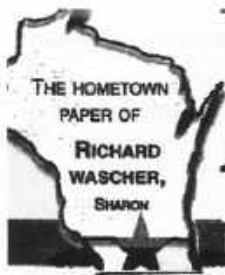
Utilize all the potential power of your headers with an easy to install, easy to open, set of Cut-Outs. Nothing sounds better or runs better than a good set of uncapped headers.

DIRECTIONS AND PERFORMANCE OPTIONS

We suggest the use of some anti-seize compound on the face of the valve. If you want the valve to open and close easier you can take the valve apart and cut the spring off about one and a half coils at the most. There is a very slight chance that the valve might leak with this less tension, that is up to you. You should always check the bolts to make sure they are tight on a regular basis. You can also change the stops on the valve so that the valve opens more.

CLINICAL PROOF!

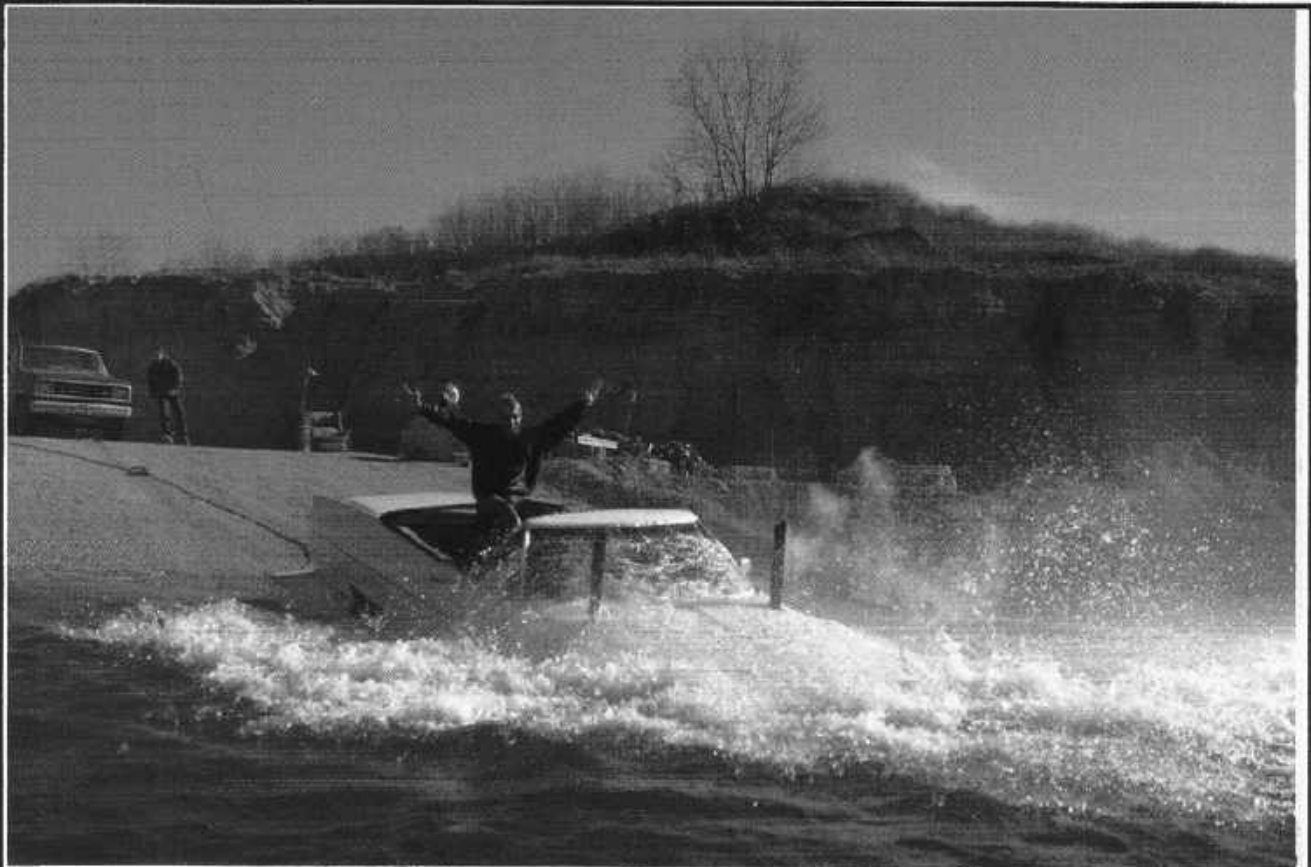
Doctors say increased heart rate is good for your body! And 4 out of 5 doctors "We Selected" recommend "Madson Power Blasters".



Beloit Daily

NOVEMBER 8, 2004

beloitdailynews.com



Staff photo by Kyle R. Morris

Mark Madson rides his customized 1974 Cadillac boat into the chilly water of Little Limestone Quarry.

Converted Caddy makes big splash

By Hillary Wundrow

Daily News staff writer

CLINTON - With another television appearance scheduled, Mark Madson has added more flames and fun to his Cruising Cadillac Boat.

The fire-shooting and wave-romping boat will air on the Discovery Channel's Monster Nation at 7 p.m. Nov. 23. Madson also invites the public to a television airing at Dane's Place, the former Colonial Club in Darien.

Madson began converting the 1974 Cadillac Coup Deville into a boat for the television series Junkyard Wars. Although the show later decided to use locals in California, Madson kept fine tuning Clinton's most beastly boat.

"Once they gave me the seed for the idea, I couldn't stop myself," Madson said.

Madson then sawed off the roof of the automobile before flipping it over and fill-

ing it with foam.

To seal it, Madson used 75 cubic feet of Coast Guard grade industrial styrofoam and about 40 cubic feet of industrial grade spray foam.

He removed the engine and drive train, replacing it with a 45 horsepower out-board motor.

Once finished, Monster Nation agreed to tape footage of Madson's convertible back in May.

"It's kind of like the field of dreams - build it and they will come," Madson said.

Before the show's taping, the Cadillac debuted the first time for Madson's son Luke's graduation party. After the boat's initial dip in Little Limestone Quarry, Madson said he decided to improve the flame-throwing exhaust.

Madson said flames now shoot out through three inch diameter exhaust stacks which go out the hood.

"It throws better and bigger flames,"

Madson said.

Madson just hopes the fire won't go out when the boat touches the water.

The most significant addition to the boat has been the dual engines.

Madson installed them to make the boat more maneuverable on land and in water.

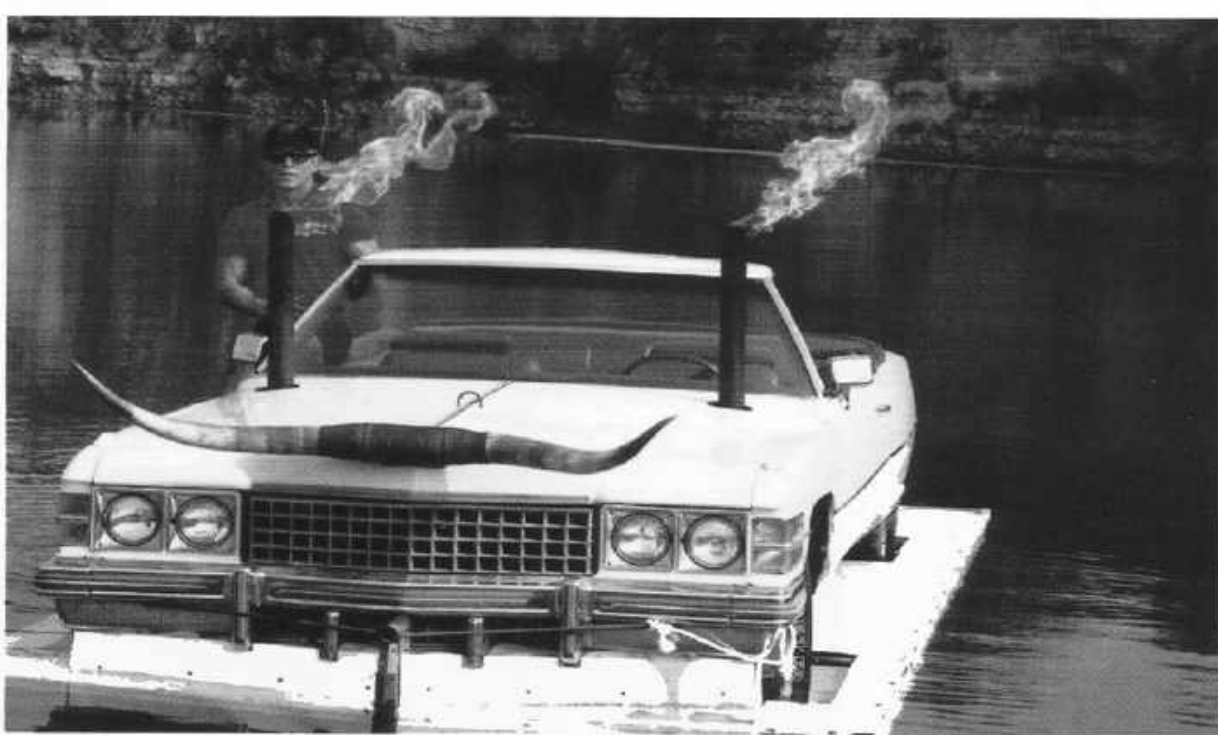
In order to make a splash, Madson either rolls the boat down a hill or uses a pickup truck to shove it in the Little Limestone Quarry.

"The fun part about the Cadillac is launching the boat. You can start at the top of a hill and ride in it down to the lake," Madson said.

When it hits the water, Madson said a 20 foot wave will shoot into the air along with the flames.

"You have this great big fireball. It could be somewhat dangerous but that's

Please see CADILLAC P. 2



Wisconsin State Journal

LOCAL

Sunday, May 16, 2004 • D7

Mechanic to meet his 'Monster'

Madson is best known for parking a pickup in a tree along Interstate 43.

By Hillary Wundrow
Beloit Daily News

CLINTON — Mark Madson has a wild summer in store for himself.

The Clinton man best known for propping a pickup truck in a tree overlooking Interstate 43, will appear on "Monster Nation" with an array of new mechanical contraptions.

"Monster Nation," the road show for "Monster Garage," recently contacted Madson, asking him to appear on one of their episodes featuring Wisconsin's many attractions ranging from the House on the Rock to the Union Grove Dragway.

The show films in May with Madson's segment to air six months later on the Discovery Channel and The Learning Channel.

As the summer heats up, the mechanical guru plans to unveil some of his new projects, ranging from a Jimmy Buffett boat to an overflowing volcano for his son's college graduation party.

Madson, who operates The Littlest Limestone Company in Clinton, considers his grandest project of the summer to be a

1974 Cadillac Coupe DeVille. He is converting it into a boat to celebrate his son's graduation from UW-Oshkosh.

At the party, Madson plans to set the car sailing in Little Devil's Lake in the limestone quarry. With the roof cut off, the car will have flames shooting out the exhaust.

Sealed with 75 cubic feet of foam, Madson used solid chunks of Coast Guard approved Styrofoam as well as liquid foam to ensure flotation. Although the car has a 45-horsepower electric start inboard-outboard engine, Madson said it was not designed to be a speed boat.

"It's more of a cruiser," he added.

During the filming of "Monster Nation," Madson will unleash what he calls his Jimmy Buffett boat. The floatable craft includes a stove, couch, grill and bicycle hanging off the back.

During romantic evenings, Madson said, he likes to grill steaks while watching the stars and moon from the pontoon. If pirates come by, however, the feisty Madson is prepared with a hook and saw contraption in the front of the boat.

"This is my private boat. If others come in on the lake and I don't want them there, I'm the pirate. I can winch them in and when they get up close I can saw their boats in half with

a rotary saw," Madson said jokingly.

For the culmination of "Monster Nation," Madson plans to drop a few cars from a crane with the help of his buddy Bruce Wellnitz.

In addition to his many new inventions, Madson is celebrating the 10-year anniversary of his famous truck in the tree. After noticing a tree near his quarry with twin branches splayed out, Madson used a crane to hoist the truck.

"The tree was made for a truck. It said put a truck here. The tree is actually healthier with the truck in it," Madson added.

Madson got his start in mechanics in the seventh grade by taking the engine off his lawn mower and installing it on his bicycle. After years of twisting and turning planes, trains and automobile engines, Madson isn't ready to stop yet.

He will culminate his summer activities with creating a "rear-engine, wheel-standing, flame-throwing PT Cruiser."

Madson hopes to build it for "Monster Garage," although he said they hadn't discovered his genius just yet.

"Dark blue would be a nice color for it," he added.

Planning to install a large engine in the back seat, Madson said he hopes to send flames shooting out the roof of the retro-style vehicle.

The Janesville Gazette

Janesville, Wisconsin

Saturday, May 15, 2004 75¢

Our 159th Year

'Monster' makes a stop in Clinton

Show to highlight man's contraptions

Associated Press

CLINTON—Mark Madson has a wild summer in store for himself.

The Clinton man best known for propping a pick-up truck in a tree overlooking Interstate 43, will appear on "Monster Nation" with an array of new mechanical contraptions.

"Monster Nation," the road show for "Monster Garage," recently contacted Madson asking him to appear on one of their episodes featuring Wisconsin's many attractions ranging from the House on the Rock to the Union Grove Drag Strip. The show will film Madson in May and will air the segment on Discovery Channel and The Learning Channel six months later.



Dan Lassiter/Gazette Staff

Mark Madson of Clinton is filmed by cameraman Justin Bomberg of Madison talking about his two story garage and the 1935 Graham that he has customized. Madson will be featured in an upcoming episode of the show 'Monster Nation.'

The film crew was at his garage on Friday, and Madson was having a good time.

"We dropped a car from a crane," Madson said cheerfully. "We actually made a cube out of it. Later, I'm going to show them the volcano."

Madson designed and built the volcano with the help of Clinton friend Larry Cornellier. Composed of a pile of quarry limestone, fireworks will shoot out

the top.

Madson also unleashed what he calls his Jimmy Buffet boat. The floatable craft includes a stove, couch, grill and bicycle hanging off the back.

During romantic evenings, Madson noted he likes to grill steaks while watching the stars and moon on the pontoón. If pirates come by, however, the feisty Madson is prepared with a hook

Turn to MONSTER/5A

Monster/Show features Clinton man

Continued from 1A
and saw contraption in the front of the boat.

"This is my private boat. If others come in on the lake and I don't want them there, I'm the pirate. I can winch them in and when they get up close I can saw their boats in half with a rotary saw," Madson joked.

During a phone interview Friday, it sounded as though a party was going on in the background.

"They're on the boat now," Madson said.

How long would the film crew stay?

"Till the beer runs out, I think," Madson said.

Madson, who operates The Littlest Limestone Company in Clinton, considers his grandest project of the summer to be the 1974 Cadillac Coupe DeVille. He is converting it into a boat to celebrate his son's graduation from the University of Wisconsin-Oshkosh.

At the party, Madson plans to set the car sailing in Little Devil's Lake in the limestone quarry. With the roof cut off, the car will have flames shooting out the exhaust which will go through the hood of the car.

The vehicle is similar to the one Boss Hog from the "Dukes of Hazard" drove.

Sealed with 75 cubic feet of foam, Madson used solid chunks of coast guard approved Styrofoam as well as liquid foam to en-

sure flotation. Although the car has a 45 horsepower electric start inboard-outboard engine, Madson said it was not designed to be a speedboat.

"It's more of a cruiser," he added.

In addition to his many new inventions, Madson is celebrating the 10-year anniversary of his famous truck in the tree. After noticing a tree near his quarry with twin branches splayed out, Madson used a crane to hoist the truck.

"The tree was made for a truck. It said put a truck here. The tree is actually healthier with the truck in it," Madson added.

Starting in seventh grade, Madson got his start in mechanics by taking the engine off his lawn

mower and installing it on his bicycle. After years of twisting and turning planes, trains and automobile engines, Madson isn't ready to stop yet.

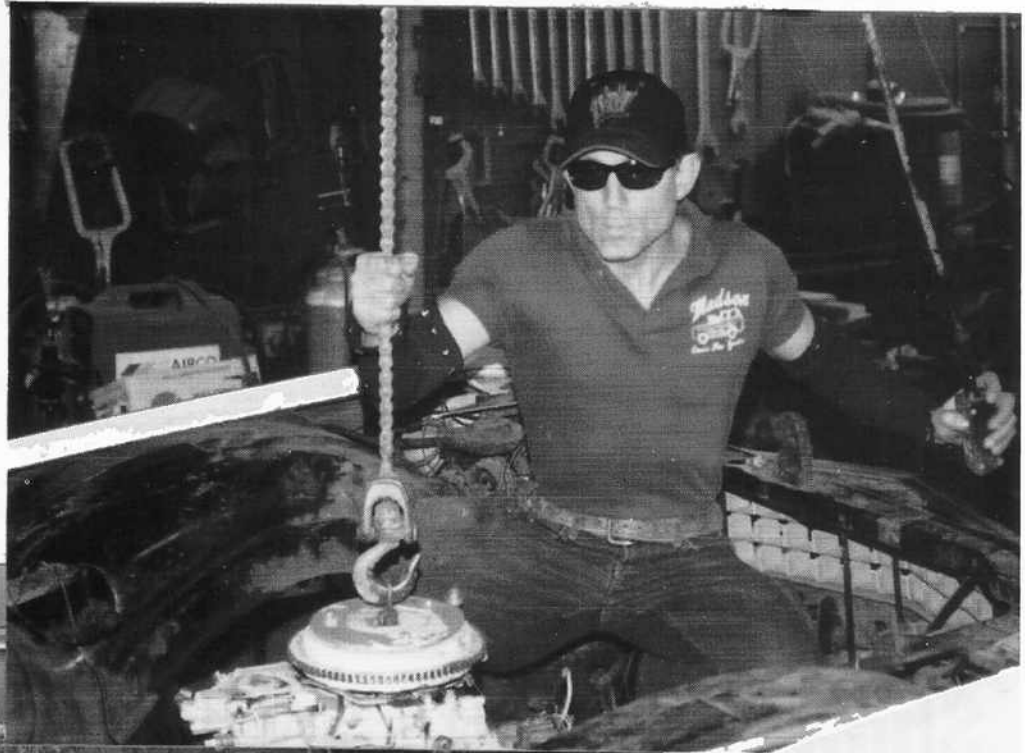
He will culminate his summer activities with creating a "rear-engine, wheel-standing, flame-throwing PT Cruiser."

Madson hopes to build it for "Monster Garage," although he said they hadn't discovered his genius just yet.

"Dark blue would be a nice color for it," he added.

Planning to install a large engine in the back seat, Madson said he hopes to send flames shooting out the roof of the retro-style vehicle.

—Gazette staff contributed to this story



Saturday, November 20, 2004

Clinton man part of TV show

By Sue Yanny

syanny@gazetteextra.com

CLINTON

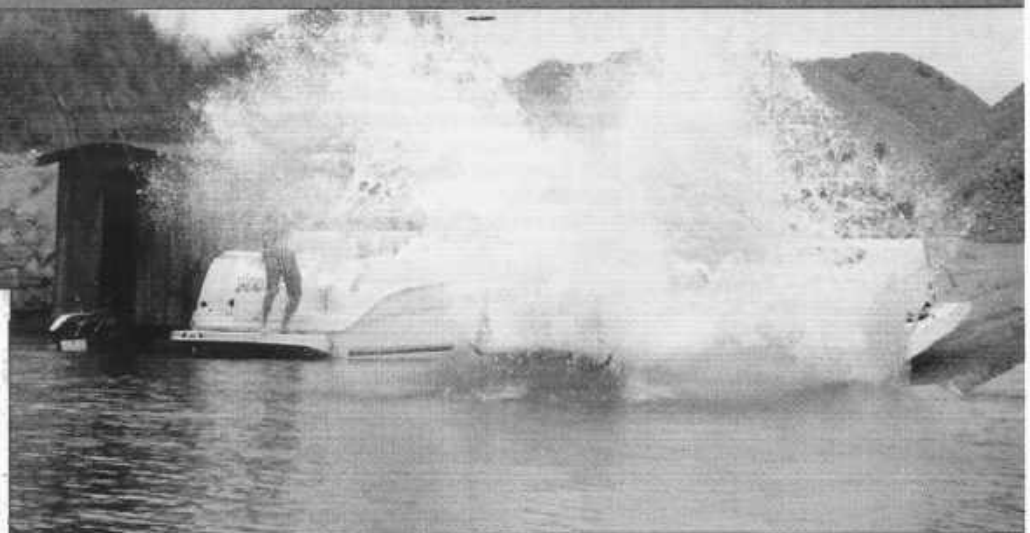
Mark Madson says he's excited he and some of his inventions will be featured on cable TV show "Monster Nation" next week.

But he's more excited about watching the show with the friends who helped him and with other members of the community.

The show is scheduled to air Tuesday night on the Discovery Channel.

"That's going to be the most fun—watching it together," said Madson of Clinton, who owns and operates Little Limestone in Clinton.

Madson and his friends will watch the show at Dane's Place in Darien.



Show/Man best known for truck in tree

Continued from 1B

Madson said representatives of "Monster Nation" first contacted him to find out if he'd be interested in appearing in one of their episodes featuring Wisconsin attractions. They filmed him in May.

One of Madson's inventions is the Cruisin' Cadillac boat—a 1974 Cadillac Coup DeVille that sports a 45-horsepower electric-start, in-board-outboard engine.

Another creation is the Jimmy Buffet boat, which is a pontoon boat that's been converted into a houseboat/party boat complete with a couch and a grill.

Yet another creation is a volcano Madson designed and built with

WHEN TO WATCH

The show is scheduled to air at 6 p.m. Tuesday on the Discovery Channel. People who don't have cable or who simply want to hang out with Mark Madson and his friends are invited to watch at Dane's Place, the former Colonial Club, at the intersection of Highway 14 and County X in Darien.

the help of his friend Larry Cornelier of Beloit. The pair converted a pile of quarry limestone into a volcano that shoots fireworks out the top.

Madson said he created his inventions to celebrate his son's grad-

uation from UW-Oshkosh. He said he couldn't have made them a reality without the help of his friends: Cornelier, Bob Clapper of Janesville, Bruce Wellnitz of Clinton and Ron Bigelow of Darien.

The four men will appear on the show with him.

Madson previously appeared on the TV show "Ripley's Believe it or Not" and the cable TV show "Junkyard Wars." He also has appeared on numerous local TV news broadcasts.

Madson might be best known for putting a pickup truck in a tree on his property overlooking Interstate 43.

It's still there after 10 years.

'Monster Nation' features creations of Clinton man

By Hillary Wundrow

Daily News staff writer

CLINTON — Mark Madson has a wild summer in store for himself.

The Clinton man best known for propping a pick-up truck in a tree overlooking Interstate 43, will appear on "Monster Nation" with an array of new mechanical contraptions.

"Monster Nation," the road show for "Monster Garage," recently contacted Madson asking him to appear on one of their episodes featuring Wisconsin's many attractions ranging from the House on the Rock to the Union Grove Drag Strip. The show will film Madson on May 14 and will air the segment on the Discovery/The Learning Channel six months later.

As the summer heats up the mechanical guru plans to unveil some of his new projects, ranging from a Jimmy Buffet boat to an overflowing volcano on the show and for his son Luke's college graduation party.

Madson, who operates The

Littlest Limestone Company in Clinton, considers his grandest project of the summer to be the 1974 Cadillac Coup Deville. He is converting it into a boat to celebrate his son's graduation from the University of Wisconsin-Oshkosh.

At the party, Madson plans to set the car sailing in Little Devil's Lake in the limestone quarry. With the roof cut off, the car will have flames shooting out the exhaust which will go through the hood of the car.

The vehicle is similar to the one Boss Hog from the "Dukes of Hazard" drove.

Sealed with 75 cubic feet of foam, Madson used solid chunks of coast guard approved styrofoam as well as liquid foam to ensure flotation. Although the car has a 45 horsepower electric start inboard/outboard engine, Madson said it was not designed to be a speed boat.

"It's more of a cruiser," he added.

For the party, Madson also plans to feature a man-made volcano, designed with the help of Clinton friend Larry

Cornellier. Composed of a pile of quarry limestone, fireworks will shoot out the top.

During the filming of "Monster Nation," Madson will unleash what he calls his Jimmy Buffet boat. The floatable craft includes a stove, couch, grill and bicycle hanging off the back.

During romantic evenings, Madson noted he likes to grill steaks while watching the stars and moon on the pontoon. If pirates come by, however, the feisty Madson is prepared with a hook and saw contraption in the front of the boat.

"This is my private boat. If others come in on the lake and I don't want them there, I'm the pirate. I can winch them in and when they get up close I can saw their boats in half with a rotary saw," Madson said jokingly.

For the culmination of "Monster Nation," Madson plans to drop a few cars from a crane with the help of his buddy, Bruce Wellnitz.

In addition to his many new

Please see MADSON P. 2.



Madson — Continued from page 1.

inventions, Madson is celebrating the 10-year anniversary of his famous truck in the tree. After noticing a tree near his quarry with twin branches splayed out, Madson used a crane to hoist the truck up in it.

"The tree was made for a truck. It said put a truck here. The tree is actually healthier with the truck in it," Madson added.

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planes, trains and automobile engines, Madson isn't ready to stop yet.

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"Dark blue would be a nice color for it," he added.

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Sharon Reporter

60¢

Sharon, Wisconsin 53585

Thursday, December 9, 2004

Vol. 126 • No. 49

By Thom Aiello
EDITOR

In the 1970s, Dan Aykroyd and Steve Martin played Georg and Yortuk Festrunk - two wild and crazy guys - on Saturday Night Live.

This area's version of wild and crazy guys is Ron Bigelow of Darien and Mark Madson of Clinton.

The two, joined by Bob Clapper of Janesville, were on the Monster Nation show. That show is a spin-off of the cable television show Monster Garage. You could say Monster Nation is a travel road show that looks for unusual things.

Bigelow and Madson pride themselves on being a bit different. Ever see the truck up in a tree off Highway 43 near Beloit? That would be Madson's.

So, what got them this TV gig? Well, they're not Czechoslovakian brothers, but they did convert a 1974 Cadillac Coup Deville into a boat and launched it into Madson's Little Limestone Quarry.

Madson sawed off the roof of the Caddy to make it a convertible. He filled the doors and fenders with 40 cubic feet of industrial-grade grate material and 75 cubic feet of Coast Guard-approved Styrofoam. He added dual three-inch flame-throwing exhausts. Then the men

- or are they overgrown boys? - took the S.S. Cruising Cadillac for a cool, wave-smacking drive into what they call Little Devils Lake.

"I was just looking for a place to cool off, since I wasn't feeling very well," said Bigelow, noting that the event took place on a Sunday, after a long Saturday night.

Bigelow, a landscaper by trade and a graduate of Delavan-Darien High School, enjoys coming up with crazy ideas with his pals. Madson, who graduated from Clinton High School (as did Clapper) and owns the Little Limestone Company quarry, said the three guys have been friends since high school. Madson said he buys all of his cars and trucks from Clapper, who is an owner of the Fagen Chevrolet-Cadillac, Inc., dealership in Janesville.

Madson also had a vehicle dropped 120 feet from a crane, which was provided by another area friend, Bruce Wellnitz.

The Cadillac was first being converted into a boat for a TV series called Junkyard Wars, but the show decided to film in California instead. Madson removed the engine and drive train and replaced them with a 45-horsepower outboard motor. The Monster Nation filming was agreed upon in May.

"It's kind of like the Field of

Dreams; build it and they will come," said Madson.

With flames shooting until the water puts them out, the Caddy can create waves of 20 feet as it hits the water after being rolled down a hill or getting pushed by a pickup truck into the quarry.

Madson's son, Luke, joined the Caddy crew for the TV show. Luke recently joined the compa-

ny as vice president.

The Festrunks liked to consider themselves "swinging guys," and Bigelow, 42, and Madson, 52, like to think of themselves the same way. They enjoy having a good time, in a variety of ways.

More of Madson's work can be seen on his Web site harleyheart-beat.com.

SHHHH! IT'S A SURPRISE!



Community



Bob Clapper, Ron Bigelow, and Mark Madson launched the Cruising Cadillac Boat which was featured on "Monster Nation" Tuesday, Nov. 23, at 7 p.m. on the Discovery Channel. photo submitted

National television discovers area's wild and crazy guys

The CLINTON TOPPER

Your Hometown Newspaper serving the greater Clinton Area

Thursday, May 27, 2004

One Section - 20 pages

60 cents per



Monster Garage comes to Clinton to film Mark Madson's latest creation, a flame throwing 1974 Cadillac that Madson transformed into a boat. (photo by Slack Larson)

Hollywood comes to Clinton

Last year in April, Mark Madson went to Hollywood to compete in a cable TV show called "Junk Yard Wars". The premiere showing of that segment was at "Boxcars" last fall. This year, the traveling road show for "Monster Garage" called "Monster Nation" came to Clinton and it will start its premiere season on the Discovery channel this fall. Their mission was to capture the imagination of Madson and share it with the rest of the world. So, they filmed the "pre-enactment" of the party that Madson is going to have to celebrate his son Luke's college graduation and Mark's golden birthday. The party featured Bruce Wellnitz's Crane Service dropping a Ford Taurus that was donated by Bob Clapper from Fagan Chevrolet Cadillac in Janesville. Wellnitz said "we dropped the car three times from well over 100 feet, and it was "good to the last drop". Then they filmed the maiden voyage of Madson's latest project, a flame throwing

1974 Cadillac convertible that he transformed into a boat called the "Bossnessmonster". You may even get a chance to see it on the public water ways if he can nightshade a peace treaty with the local DNR authorities. Sounds like Beloit Riverfest would be a good place to start. The grand finale of the night was when Larry Cornellier transformed one of the huge piles of limestone at the Little Limestone Quarry into a totally awesome volcano!

The meaningful part of the experience was all the help and encouragement Madson received from his friends to help meet the filming deadline. Most people in Clinton have already realized that he lives in his own "little" world, the police and other local authorities have listed him as unclassifiable, yet harmless. After a long day of filming, the producer summed it up best by saying that "Mark is definitely the guy with the coolest back yard!"



The CLINTON TOPPER

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Thursday, May 27, 2004

One Section - 20 pages

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Monster Nation features the adventures of local area businessmen

"Monster Nation" is the traveling road show for the world famous cable TV called "Monster Garage" featuring Jesse James. When they contacted the Wisconsin Board of Tourism for interesting and unusual places to see, "The

of Little's limestone piles into a flame throwing fire belching volcano! Bruce Wellnitz used his crane to help park cars. Bob Clapper donated several cars for all our transportation needs. Ron Bigelow stole the show with his great personality and organiza-

The show will feature some of the unusual creations that Mark Madson has built over the years. The latest project, a 1974 Cadillac that he converted into a boat, a Totally Topless Cadillac that is driven all winter, his world famous Truck in the Tree,



Bob Clapper, Ron Bigelow, and Mark Madson launched the Cruising Cadillac Boat which will be featured on "Monster Nation" Tuesday, Nov. 23, at 7 p.m. on the Discovery Channel.

Truck in the Tree" and "Little Devils Lake" in the bottom of "Little Limestone Quarry" were listed as two of the top five sites in Wisconsin. The other three were "The House on the Rock", "Union Grove Drag Strip", and "Dr. Evermore", with his "Time Travel Space Machine".

With the help of several local area businessmen namely Larry Cornellier, Bruce Wellnitz, Bob Clapper, Ron Bigelow, Brian Ayre, Stack Larson, and many others, they were able to put together quite a show! It will air Tuesday, Nov. 23, at 7 p.m. on the Discovery Channel, and the public is invited to the premiere television airing at "Dane's

tional skills when we launched the "Cruising Cadillac Boat" in "Little's Devils Lake". Brian Ayre and Stack Larson helped with all the behind the scenes preparations.

the Jimmy Buffet Boat, the Wheelstanding Econoline Truck, and the "Rock" of Rock County. When people ask Mark why he does this, he said, "I like to make people smile, laugh and think."



Local man films TLC show

By Andrea Schultz

Most people never get the chance to be on television, but TLC makes that dream an attainable possibility. Mark Madson, a Clinton resident and owner of Little Limestone Co., will have a brush with fame when an episode he appeared in for TLC's *Junkyard Mega-Wars* launches the show's 11th season Wednesday night at 9 pm on the Discovery Channel.

The show pits two teams of mechanically inclined individuals against each other to build from junkyard parts, in ten hours, a machine to meet the episode's challenge. This particular episode had the teams build boats they could use to go out in a lake and sink a replica battleship made of 55 gallon barrels. The team to complete the task and get back to shore first won.

If you don't have cable, or want to enjoy the show with friends, Box Cars Pub and Grub in Clinton will be airing the show on its big screen TV.

"None of the team members get to preview the show, so no one really knows how it will turn out," Madson said. "It is going to be very interesting to see the difference between what 'really happened' and how they edited it for TV."

Madson, who is no stranger to building and inventing—his first project was installing the engine from his lawn mower onto his bicycle in the seventh grade, said the process to get on the show is relatively easy.

"In February I contacted the show via email," he said. "There was an extensive interview for



Andrea Schultz/staff

Mark Madson of Clinton, a recent participant in TLC's *Junkyard Mega-Wars*, stands inside his Jimmy Buffet Boat, which he built this year for his annual project and calls his "outdoor living room."

one hour on the phone, and then in April I went out [to Los Angeles, to do the show.]

The first day in California was spent going over the rules and regulations of the show, mostly for safety purposes, according to Keesha Bullock at Discovery Channel. Then the two team captains for the show chose their teams from among Madson and the five other participants chosen for the episode.

The second day consisted of a 10-12 hour day filming both the building and the challenge.

Madson said there were 6-8 cameras filming constantly, out of which only 47 minutes of footage could be chosen for the show.

What was the best part of getting to be on the show? For Madson, not the chance at fame.

"The challenge was the most exciting part, and trying to sink the boat," he said.

To view some of Madson's other projects, visit the Machine Shed restaurant in Rockford, where his Big Block and Pro Street Lawn Mowers are on display.



Mad Man Madson Makes Wisconsin Swiss Cheese Of "Junk Yard Wars"

Did you ever wonder what really happened????

Well, I really can't tell you.... It was in the 25-page contract that I signed to get on the show. There was a \$20,000.00 fine, or "Nonfulfilment Of Contract Clause" if you walked off the show, or revealed what really happened. So you will just have to read between the lines. First of all, we all had a really great time.... And T.L.C. "The Learning Channel" was totally first class, they catered in lunch and dinners, gave each of us \$500.00 spending money, and were very well organized.

They pretty much had the "Story Line" written before we got there, of course, they didn't tell us what it was. I was the "Mad Man", which was easy for me because I didn't have to act, to do that. They tried to push me to the edge of my patients just to see what I would do so that they could get some interesting footage. They really started to worry after I built my "Weapons Of Mass Destruction" because they thought that I might make "Wisconsin Swiss Cheese" out of "Captain Crash". My weapons didn't really look like something you would use to sink a boat!!!! "Captain Crash" told me later that he was afraid of what I might do.

The reason we lost, was because someone didn't unhook the grappling hook so that the boat could sink after we filled it full of holes???

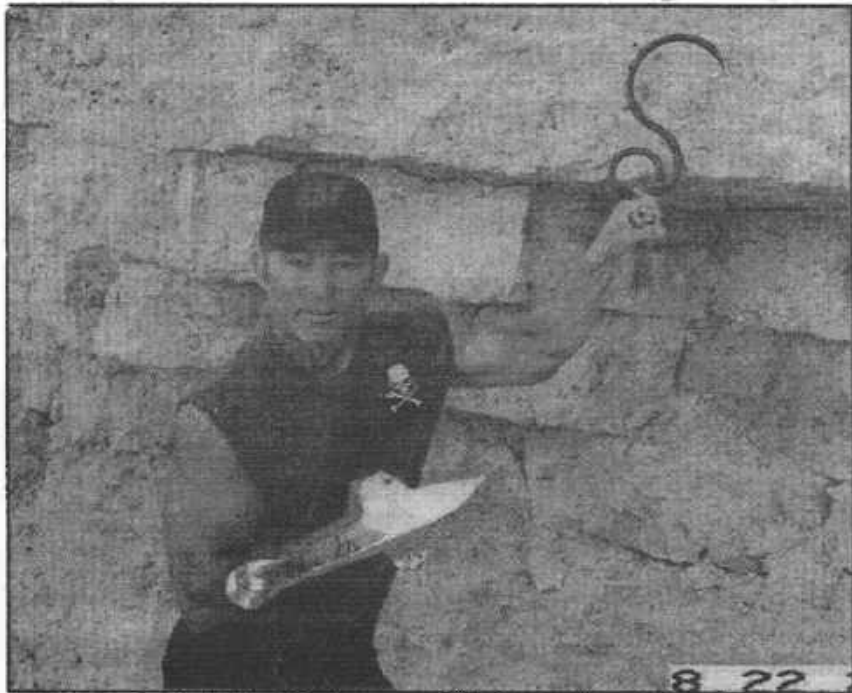
It is easy to see if you watch the DVD again. Anyways, I didn't have the time to stay and do another show if we would have won anyhow. At least I can honestly say the ending wasn't "Staged" or "Rigged" we just lost. But we didn't "Fail" because we made you laugh, and that is one of the greatest gifts that you can give to anyone.

I have done a lot of "Different" things in my life, some people laugh with me, and some people laugh at me. As long as I made you smile, I'm happy.

The "Mad Man" goes to Hollywood!

by Mark Madson

In April, I went to California to do a cable TV show called "Junkyard Wars" and you could do it, too! The TV industry is continually searching for interesting and unique people to be on reality based programs. Everyone has special skills and abilities that Hollywood just might be looking for. Unfortunately, they don't have a local talent office in Clinton, so they depend on people to send in their own resume describing their special talents, things they have done, or things they have built. There are so many other people in the Clinton area that could share their knowledge and skills of things they have learned in their life with the rest of the world. One of the best and most fun ways to share your knowledge is on "T.L.C. The Learning Channel". Many local people have skills with giant agricultural equipment, forging steel, cutting steel with liquid abrasives, nuclear code welders, electricians, race car builders, coaching a team, and they are desperately looking for women with mechanical abilities. Learning can actually be fun, and we are never too old, or too young, to learn! One of the best "Junkyard Wars Teams" was a bunch of farmers from Pennsylvania. All you have to do is e-mail the shows that you want to be on. In April, I was scheduled to be on four different shows including "Monster Garage", "Drive Shaft", and "Made In America", but so far I have only been able to do



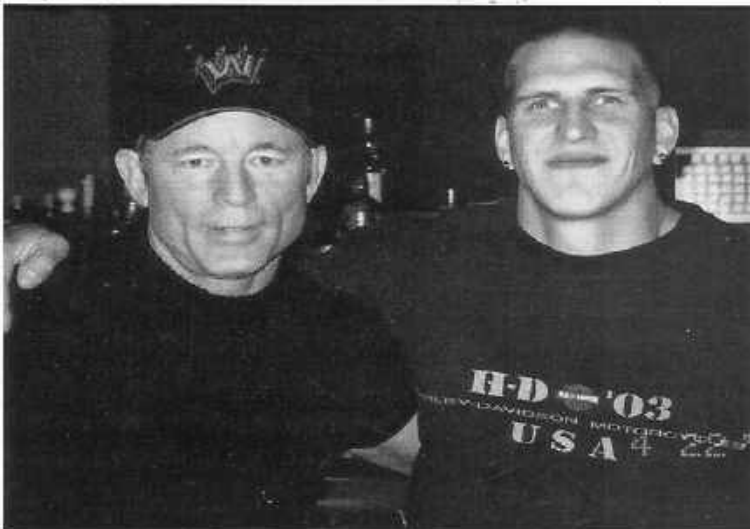
Mark Madson and his "Weapons of Mass Destruction" that he built as one of the "Junkyard Warriors" for the cable TV show called "Junkyard Wars". It will be shown on the Discovery Channel Wednesday, Sept. 3, at 9 p.m. You can see it at Box Cars Pub and Grub on the big screen TV.

"Junkyard Wars".

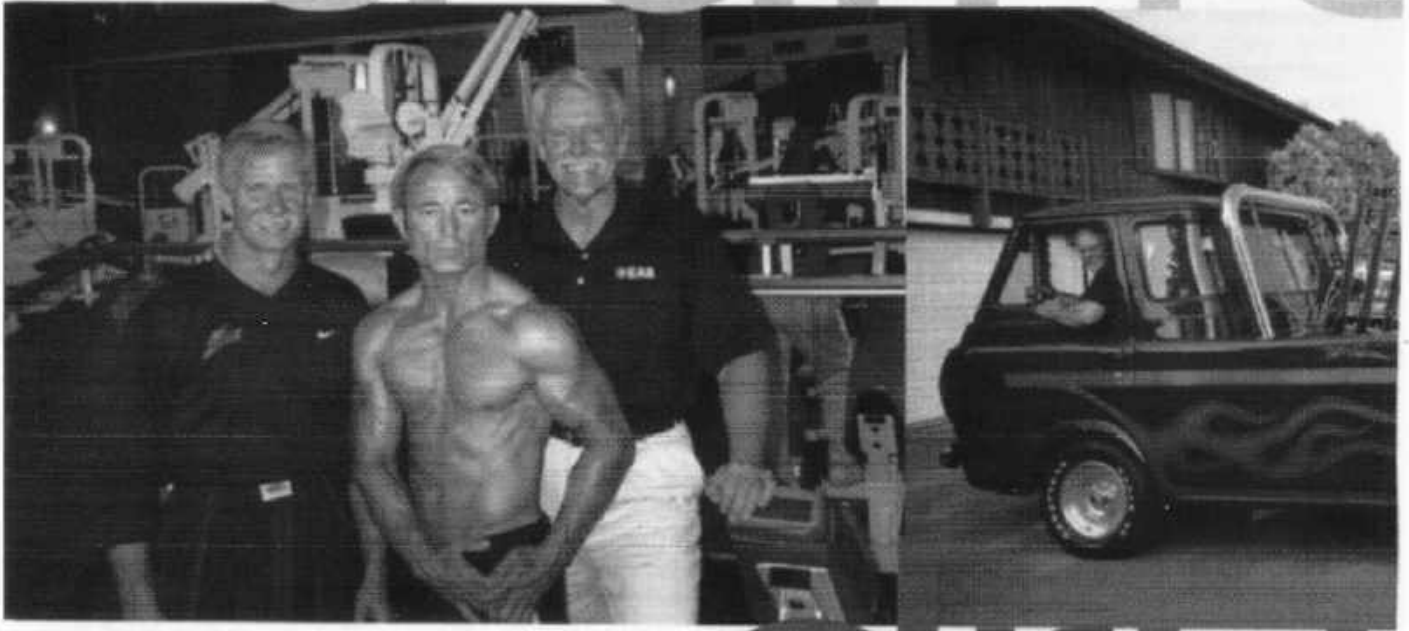
Participating on one of these programs is a very fun, interesting, and enjoyable learning experience where you can meet and work with other cool people from different parts of the world. The coolest and smartest friend I met was "Gus", a stock car builder, and he was on the other team! The best guy on our team was a totally tattooed man from Los Angeles that reminded me of Frankenstein. The only person I had a problem with was the team captain named "Crash" who is described as a "pedantic and

cerebral - no work is commenced until this academic's calculations are completed."

None of the team members get to preview the show, so no one really knows how it will turn out. It is going to be very interesting to see the difference between what really happened and how they edited it for TV. The best way to get the inside scoop will be to watch it at Box Cars Pub and Grub on September 3, Wednesday night, at 9 p.m., because it will be on the big screen TV.



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HOW MARK
MADSON
LOST 130
POUNDS
IN ONE DAY

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94 MUSCLE MEDIA February 2003



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summer

By Porter Freeman
Director, Body-for-LIFE

Throughout the year we get quite a bit of mail here at *Muscle Media*. The Mail Services Department

does a world-class job handling hundreds of letters a day. The majority of this mail is business related, but once in a while, a personal letter makes its way to my desk. Let me share this particular one with you.

A couple of years ago I wrote an article about getting healthy and mentioned in it, if someone in your life is holding you back or trying to keep you down, you should find out what that person weighs. Because

that is exactly how much weight you should lose first thing tomorrow morning. A few weeks went by and this letter I am talking about came to my desk.

I opened it and found a single photo in the envelope. There was a picture of a beautiful young lady with long blond hair and big blue eyes. She was dressed like a cowgirl and fit real well in her blue jeans. I turned the photo over and written on the back was this note:

"Porter, you are absolutely right, you do have to get bad influences out of your life ... but this was the hardest 130 pounds I ever had to lose. Thanks for the advice, Mark Madson."



That was the beginning of a long and interesting friendship. Let me introduce Mark Madson from Clinton, Wisconsin. Mark not only lost 130 pounds in one night, but the next morning he got up and accepted the 2000 Body-for-LIFE Challenge and began rebuilding his entire life. On May 20, 1992, Mark turned 40 years old. That year he began a personal "Birthday Challenge." He did 40 pull-ups, 80 push-ups, 40 dips and one, one-armed pull-up with each hand. The following year he did the same routine and added one rep to each exercise. By 1999, Mark was 47 years old and still doing his Birthday Challenge but had added a 16-foot pegboard to the wall of his garage. He was climbing it floor to ceiling twice on his 47th birthday.

By the year 2000, he had added David Kennedy's Guerrilla Cardio routine of 20-second sprints and 10-second walks. He did this for four full minutes—not bad for a guy 48 years old. Then it happened.

In 2000 Mark had every intention of entering and completing the Body-for-LIFE Challenge but life got in the way. Late-night diners combined with a few too many nights out on the town, along with a few too many missed workouts and what do you get? You already know what you get, another day older and deeper in debt! The same thing happened to Mark that can happen to all of us. He jumped feet first into a wide and inviting rut. Something had to give, and for Mark, it was 130 pounds.

We spent two days in Clinton, Wisconsin. Everybody there knows Mark, and he is something of a hometown celebrity. Not only does he have a noticeable physique and coaches at the local high school, but Mark is known nationwide for taking per-

fectly normal cars and turning them into abnormal monster cars. Let me share a few examples. He has a mom and pop 1963 Ford Econoline that houses a 500-horsepower blueprinted engine. I had the misfortune to ride in it. On the whole, I would have rather the front tires stayed on the ground but, that's just Mark for you.

He owns a riding John Deere side cycle lawnmower and is contemplating hooking up a big block 427 Chevy motor to it. It will be the only 80-mile-an-hour lawnmower around those parts. There is a 1935 Graham Automobile that turns heads at every stoplight. The list of cars goes on and on but the most eye-catching vehicle Mark has is a plain old Chevy truck. It doesn't have a big powerful motor in it, and it doesn't have a lot of fancy body on it. It is just a regular working man's truck. It does happen to be parked about 30 feet up in a tree in Mark's front yard, though. It seemed like a perfectly normal place to park to me. Of course, I hear a different drummer every now and then myself. If you happen to be driving Hwy 43 in Wisconsin, and you are anywhere near Exit 6, look for the truck buried halfway deep in a field or the hotrod doing a wheel stand or the truck parked in the tree. They are all in Mark's 140-acre front yard. You can't miss them.

In Madison, we worked out in Heroes Gym. This is a wonderful facility and they were most gracious. It didn't take long for people to notice Mark. He maintains a 6.9 percent body fat level. To watch someone knock out 50 wide-grip pull-ups and dips and push-ups and then do a one-handed pull-up is pretty impressive. We had quite an audience. One of the workout partners Mark trains with is our very own



"I WANT THE
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TANT PEOPLE
IN MY LIFE."

Jeff Kundert. Jeff was a runner up in the Inspirational category in the 2000 *Body-for-LIFE* Challenge. He continues to look great and continues to inspire a lot of people, including me. This *Body-for-LIFE* is something. To be able to stand back and watch two people who didn't know each other but now help and push and motivate one another is very rewarding. These two guys bring out the best in each other.

It would have been so easy to stay a few more days and laugh and talk and visit, but I couldn't. There are so many great stories out there and although the spirit is willing, the timetable is a tad weak. I had to leave. Tuesday morning Mark picked me up to head for the airport and finally brought a nice, normal car. He showed up in a 1985 Cadillac. It had four doors and was clean as a whistle. No pipes sticking out the

side and regular whitewall tires all the way around. I did notice the tag had 12-SEC on it. I thought maybe he liked southern football but this was Wisconsin, and like a fool, I asked what was with the tag. Big mistake. He said it would turn the quarter mile in 12 seconds and proceeded to show me. We got to the airport in a hurry! In parting I asked Mark on as serious a note as possible what he wanted to tell our good readers at *Muscle Media*. He thought for a minute or two and replied, "I want the world to know that my children are the most important people in my life. There was a time not long ago that I couldn't keep up with my son, but now he has trouble keeping up his old Dad. I want to be here for them as long as possible."

His son Luke and his daughter Laura are proud of him. They have followed his lead and stay in excellent health. Luke is a varsity letterman at the University of Oshkosh and Laura is studying to be an elementary school teacher. They are both good-looking children and they are evidently smart—while I was there, neither one rode anywhere with Mark. A special thank you to Mark, his beautiful family, Jeff and everyone in Madison and Clinton, Wisconsin—it was simply more proof that anyone *anywhere*, no matter what their education, background, occupation or what kind of drummer they hear, can regain control of their life and health.

For years Mark repaired and restored and improved automobiles. In the last few years he has repaired, restored and improved himself. He is always willing to share his knowledge and experience and like so many other *Body-for-LIFE*s, asks nothing in return. Just another example of a Champion. ◀—▶



Member

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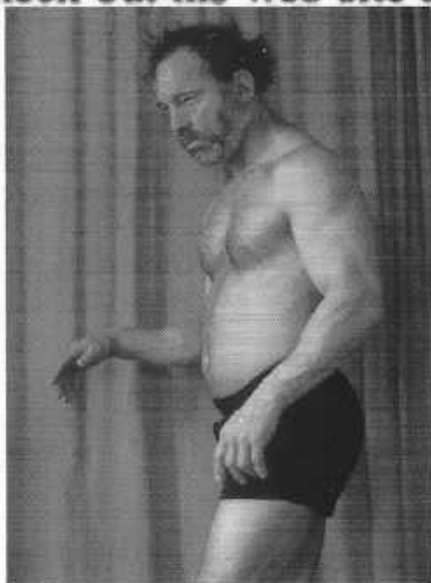
Attitude is ninety percent of reality

"Being in 'Muscle Media Magazine' on my 50th birthday, and having the opportunity to meet Porter Freeman, who is one of the original 'Body for Life Champions' and their feature story writer, was the best birthday present I ever had," said Mark. "Porter even climbed up in my truck in the tree!"

After decades of restoring old cars into high performance vehicles with powerful engines, beefed up suspensions, and new paint jobs, Madson decided to restore a "1952 Madson". So now he has the experience of a 50 year old, the body of a 25 year old, and the imagination of an 18 year old, that hasn't realized the boundaries of reality! OK, after you get done laughing, you can check out his web site at harley-

heartbeat.com.

Why spend all that time and money on your "Hot Rod" or other hobbies, if you are not healthy enough to enjoy it? Madson spent the first half of his life tearing his body apart with football, wrestling, and work. Now he is going to be spending the second half, putting it back together again! It actually took less time and money to restore himself than it did to restore his chopped 1950 mercury lead sled. He decided to take the "E.A.S. Body for Life Challenge". He took hi-performance supplements, ate "Hi-Octane Food", and went to the drag strip, "The Gym", on a regular basis. After all, cars are made to be "driven", and so are "people"!



TALKBACK

BRAGGING RIGHTS

After years of restoring old cars into high-performance vehicles with powerful engines, beefed-up suspensions and new paint jobs, I decided to restore a 1952 Madson — that's me. It actually took less time and money to restore myself than it did to restore a chopped 1950 Mercury lead-sled. So now I have the experiences of a 50-year-old, the body of a 25-year-old and the imagination of an 18-year-old. When I say that, people usually laugh! So you make the call. I have created the Madson Birthday Club Challenge for the FLEX staff and all its readers. I have done radio interviews and contacted athletes across the nation, but I have not found anyone who can do the challenge yet! I have been doing my Birthday Club Challenge for the last five years, and it is a great way to turn back the hands of time.

The Birthday Club Challenge came about because I wanted to develop a challenge that would be equal for all dedicated athletes that are the optimum weight

for their height and give the younger athletes a chance to compete against us "old guys."

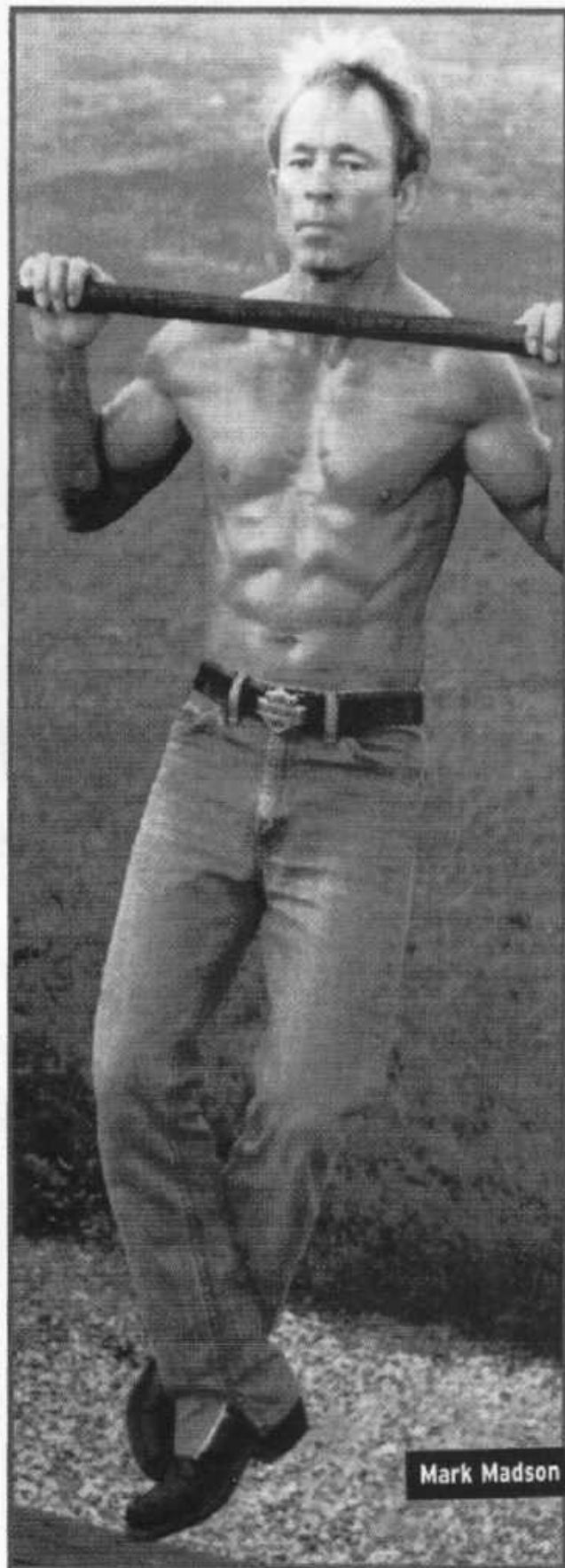
It is based on your age and five exercises.

1. Your age in pullups. I'm 50.
2. Your age in dips. I'm still 50.
3. Twice your age in pushups. That's 100 for me.
4. Climb up a 16' pegboard, twice in a row.
5. A true one-handed pullup — with each hand.
6. Do all five exercises in 25 minutes.

Don't believe it?

Check out my Web site, www.harleyheartbeat.com, and let me know if you succeed!

Mark Madson
Clinton, WI



Mark Madson



Auto, Body Restoration

After years of restoring old cars into high-performance vehicles with powerful engines, beefed-up suspensions, and new paint jobs, I decided to restore a "1952 Madson." That's me, of course! So now I have the experiences of a 50-year-old, the body of a 25-year-old, and the imagination of an 18-year-old that hasn't realized the boundaries of reality.

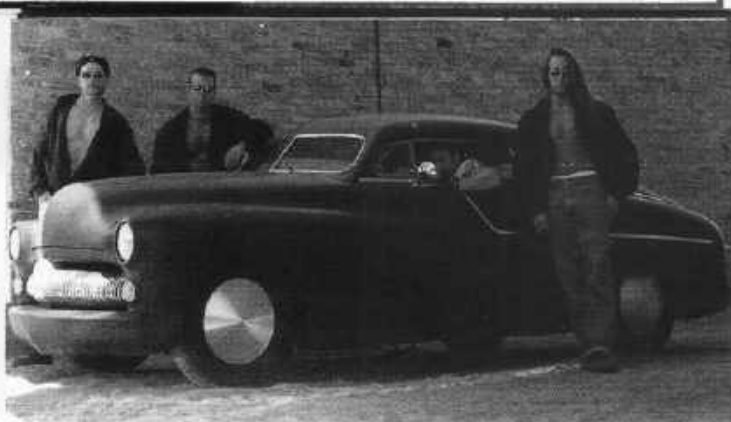
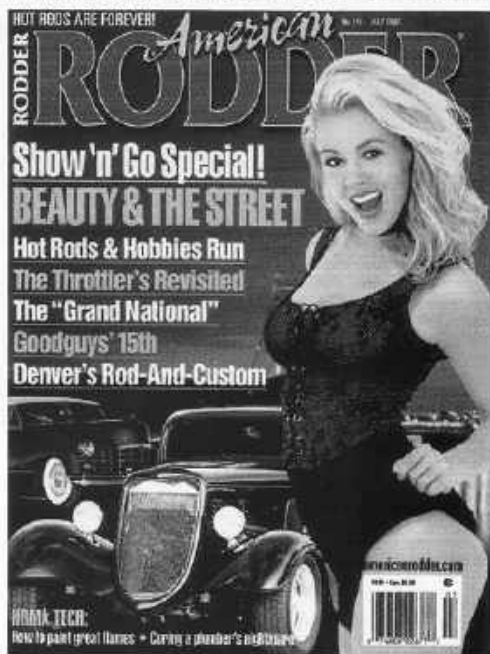
Okay, after you get done laughing, you can check out my web site at harleyheartbeat.com. Click on B-Day challenge. Why spend all that time and money on your "hot rod" if you're not healthy enough, or alive, to enjoy it? It actually took less time and money to restore

myself than it did to restore this chopped 1950 Mercury lead sled.

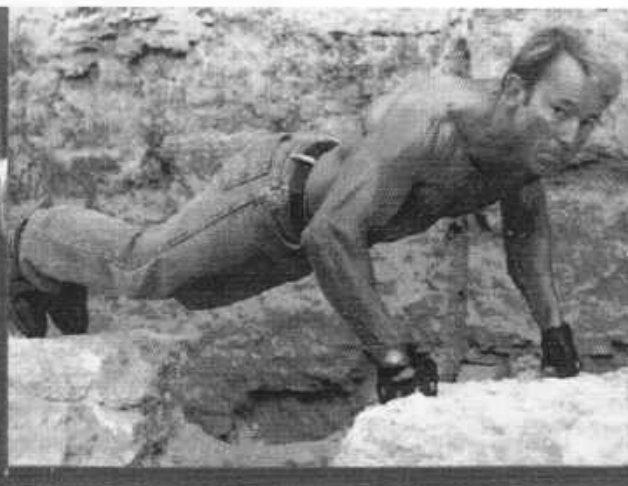
I decided to take the "E.A.S Body For Life Challenge" and took "hi-performance supplements," ate "hi-octane food," and went to the drag strip ("the gym") on a regular basis. After all, cars are made to be driven, and so are people.

Still pumping and burning rubber,
Mark Madson
Clinton, WI

Do we smell a challenge here? At the very least a chiding to get the hell out of those lawn chairs, get up, and do something other than lounge around commenting on the perception of performance?



COLUMNS & DEPARTMENTS



JOIN THE MADSON BIRTHDAY CLUB

I WANTED TO DEVELOP A CHALLENGE THAT WOULD BE EQUAL FOR ALL DEDICATED ATHLETES THAT ARE THE OPTIMUM WEIGHT FOR THEIR HEIGHT, AND STILL GIVE THE YOUNGER ATHLETES A CHANCE TO COMPETE AGAINST US "OLD GUYS". I CALL IT "THE MADSON BIRTHDAY CLUB". IT IS BASED ON YOUR AGE AND FIVE "BODY WEIGHT" RELATED EXERCISES THAT MUST BE COMPLETED WITH IN 25 MINUTES.

- 1. YOUR AGE IN PULL-UPS. I'M 50.**
- 2. YOUR AGE IN DIPS. I'M STILL 50.**
- 3. TWICE YOUR AGE IN PUSH UPS, THAT'S 100 FOR ME.**
- 4. CLIMB UP A 16' PEG BOARD, TWICE, IN A ROW.**
- 5. A TRUE "ONE HANDED" PULL-UP, WITH EACH HAND.**
- 6. DO ALL FIVE, IN 25 MINUTES.**



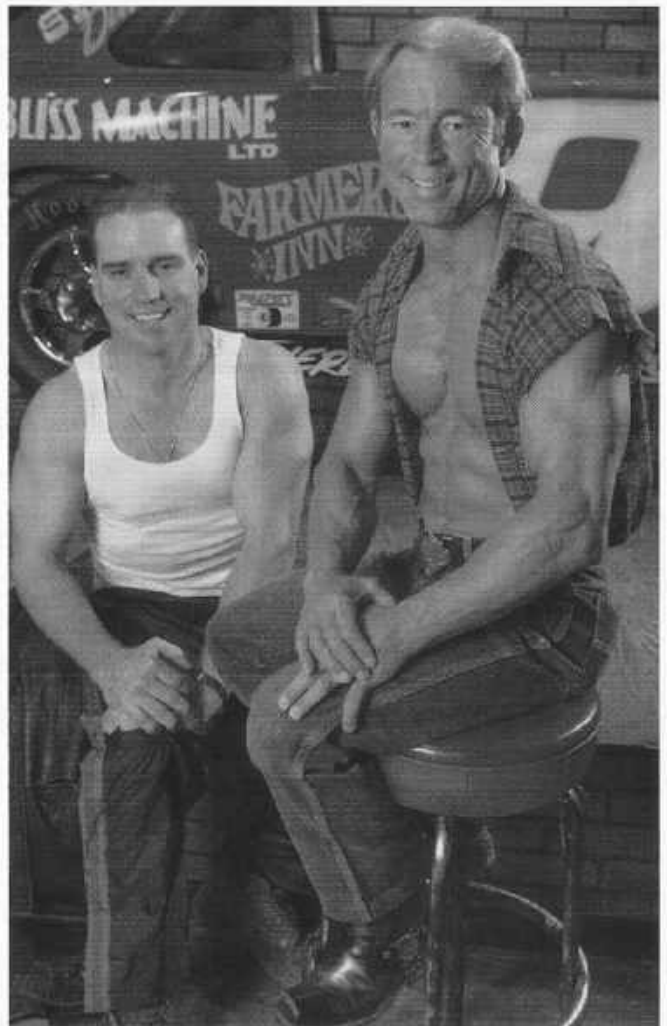
IRON MAN READERS WRITE:

P.S. PRE SCRIPT After reading April's "Over 40 Issue" I had to write this, although it has not been published yet.

"THE OLD BULL AND THE YOUNG BULL"
I'm sure you have all heard the story of the "OLD BULL" and the "YOUNG BULL" standing on the hill looking at all the young heifers down in the valley. Well, maybe the same thing applies to body building. My son is a college wrestler and is in extremely good shape, we are the same height and weight and I'm very proud of him. He trains a lot more and harder then I do, yet I still think I have a better body then he has. He says I'm just an "OLD BULL" with bad eye site and a vivid imagination. So here are the pictures and "YOU" be the judge!!!! Then "YOU" take the "Birthday Challenge", it is age compensated so you "YOUNG BULLS" have a chance, I'm 53. Just go to my web site at, harleyheartbeat.com and give it a try. I don't want to beat you, I want to inspire you, I'm a coach, and I want you to be the best that you can be. I think the secret is to do "all" 4 elements of training, consistently at the same time and you will transform your body at a geometric rate. Once you incorporate Cardio, weight lifting, supplementation, and nutrition as a balanced part of your lifestyle, us "OLD BULLS" will be able to turn back the hands of time, and you "YOUNG BULLS" might even be able to keep up with us "OLD BULLS"!!!! Still Pumping & Burning Rubber Since 1952.

FRONT PAGE NEWS

One day after weight lifting we were talking about our annual "Brickendale Body Building" show. I thought it would be kind of cool if "Duece Bigelow" and I could get our body building pictures in the Janesville Gazette. All the guys laughed and said that the Janesville Gazette would never do a Body Building story about us. Even when I called the Janesville Gazette she said that they just don't do stories about two characters like us. I agreed that the Janesville Gazette was a very good newspaper and that they really shouldn't do a story about two wild and crazy character like us. Although just for the fun of it, she said she would listen to my story. Well, to make a long story short, she ended up doing a four color front page story about us, and she even came to the show!



THE PAUL SULLIVAN STORY

Paul is truly a very remarkable person that has accomplished more in his lifetime by just being here than I ever did. Let's just say he had some "Bad Luck" if you call being stabbed in a robbery, being shot at the county fair, and then having the doctors make a few mistakes so that he could never walk again, any kind of "Luck" at all. Even after all that, he retained the most important thing of all, and that is a "Positive Attitude" on life. He became one of the "Body For Life" champions and a role model for everyone who has had the pleasure of meeting him. I met Paul through the E.A. S. "Body For Life" challenge, so he said that he would stop in to see me while he was traveling through Wisconsin. So I thought it would be cool if I made my "Truck In The Tree" handicap accessible so Paul could go for a ride.... Of course, I think it helped that he had 17 inch diameter arms. I just put a 2 inch diameter by 35 foot long climbing rope along side the box of the truck. I tried it several times myself without the use of my legs, and it gave me a lot more respect for Paul and the challenges that he has had to live with in his life. It didn't work quite as well for Paul, but it was the thought that counts. Then we got the chance to workout with an other "Body For Life" champion Jeff Kundert. He is an expert in physical therapy and a truly great friend. Jeff was able to help Paul with some new techniques and we all had a great time. The E.A.S. "Body For Life" challenge has made so many positive changes in people's lives and it is a great way to "Restore Yourself". Why spend all that money "Restoring Your Car" if you are not healthy enough to enjoy it?????????



TWINS ?

It's great having my own "BODY GUARD" and "PERSONAL TRAINER" especially since Gary is one of my best friends. In reality, when we are on the road, I'm actually Gary's "BODY GUARD". Imagine that!!!

Gary's Mom is so great!!! She is just like my Mom watching over her two little boys. Sometimes when we are on the road, we will be lifting late at night, so "Mom" will call to check on us to make sure Gary will be ready for church the next day. It's great... She loves us... My Mom is always there to feed us the low fat highly nutritional meals that we need to maintain our bodies because of our intense workouts. Mom also helps with our outfits, because it's hard to get things to match when there is such a difference in our size. Moms are great because they realize that we are just a couple of big kids that are out having fun, and they just want to help their boys have a good time, as long as we don't get in too much trouble. It's pretty interesting when we are dressed like "Twins" and out in the general public, or at a gym. I mean, it's not like we need the attention, and when we are in one of my theme cars, it is totally insane to see!!! Since we are professional entertainers, we feel it's our duty to entertain people, wherever we go, whether we get paid or not. It is really good practice for us, because we are learning new things everyday. It seems like the more "Happiness" we give out, the more we get in return. Wherever we go, the people love us, so it's a real "Win Win" situation!!!!!!

Whenever we are in "Twin Time" it's pretty unforgettable. Gary has got such a warm and friendly smile, with a perfectly natural personality to match. He is 27 years old and 280 pounds, and I am 54 years old and 140 pounds.

Our "MISSION" is to make it to Hollywood and enjoy the journey along the way. We are mainly focusing on personal appearances, and product endorsements at this present time. If you have ever watched the movie "PUMPING IRON" we are kind of like "Arnold and Columbo", of course I would have to have a better imagination than Gary in that situation.



"HOT ROD RADIO"

THIS IS A RE-ENACTMENT OF ONE OF THE MY LIVE RADIO INTERVIEWS

DJ. Good evening, and welcome to HOT ROD RADIO!!!! WKYX Saint Paul, Minnesota, 50,000 watts of pure fuel injected power!!!! Tonight we have an exclusive interview with a man that is literally "OUT OF HIS TREE". Yes, Mark Madson took a perfectly good 1959 Chevy Fleetside Pick Up Truck and put it 30 feet up in a tree!! Mark why did you do this???

MM. Well, Bob its was like this, I'm standing in my front yard, I look at my truck then I look at my tree. It's a twin tree, it splits at the bottom, and two massive trunks rise 30 feet into the air and then split again in the opposite direction, leaving the perfect little spot for my 1959 Chevy Fleetside pickup truck. It wasn't my fault!!! It was fate!!! I just had to do it!!!

DJ. I don't know Mark, when the wind starts to blowing, and thing starts rocking and a knocking, that thing just can't be safe, I don't want to be anywheres around!!!

MM. No Bob you got it all wrong, when that things rocking, that's when you want to go knocking!!! And it's one hell of a ride!! I mean last spring, when the tornado came through town and blew the roof off my shed, I was up in my tree man!!! And it was cool!!! I will admit when I was climbing up there I got a little scared when the wind almost blew me out of the tree. But once I got in the cab, I think I was pretty safe. I mean even if it would have come crashing down, I don't think it would have killed me anyways!!!

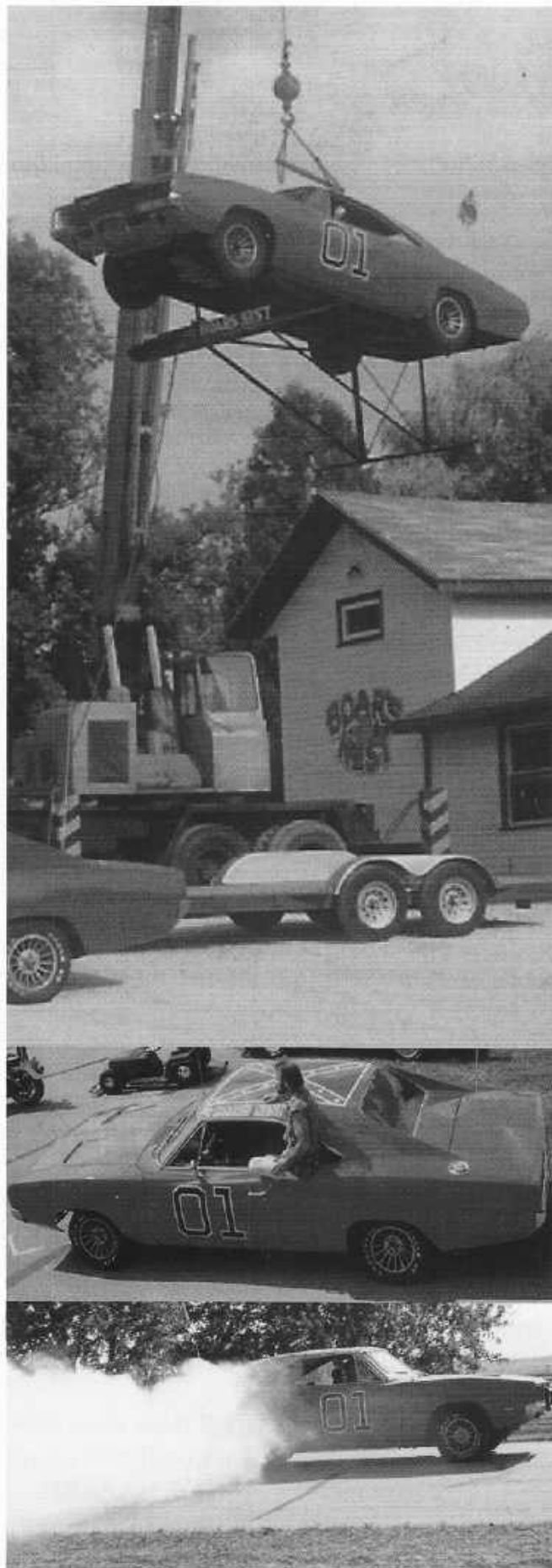
DJ. I don't know Mark. I think there might be a family of squires in that tree!!! And what's this I hear about this DUKES OF HAZARD CAR, I mean I have seen pictures of it in your tree, I've heard stories of it like flying around the country up there. And now I hear it is like jumping over some tavern up there, what's the story on that one???



MM. Well, it's like this, I got this friend and his name is "PIG PEN". And he owns this tavern, so naturally he calls it the "BOARS NEST" and that's the same tavern that was on the TV show "THE DUKES OF HAZARD". So I told him that he should have a "DUKES OF HAZARD GENERAL LEE CAR" jumping over the roof of the "BOARS NEST". So, he makes me build it!!! And some how in the process, it ends up in my tree. But now I got my truck back up in my tree, I got the "GENERAL LEE" jumping over he roof of the "BOARS NEST". And then we had to make one for the road, you know, so we got one on the roof, one on the road, it's kind of like a tavern thing.

DJ. Oh man, Madson I can just imagine this one you got on the road, I mean it's probably got a 440 Magnum engine in it, headers, cut-outs, I mean, your jumping in and out of the windows all the time. When your driving that thing, are you just asking the cops to be giving you a ticket or what????

MM. Well, Bob it is kind of like a kid in a candy store. I mean the other day when I was driving through the High School parking lot after football practice, I did this big ass power burnout for the guys on the football team. And the cop gave me a ticket!!! A \$175.00 fine and three points, and on top of that, the cop is one of my buddies. I said Brian, come on give me a break!!! And he says, "Mark it is my job to be writing tickets" I said "Brian come on" He said "MARK you just can't be doing burn-outs in the High School parking lot when it is full of kids". I said, "Why would I be doing burn-outs in the High School parking lot, unless it was full of kids? I was doing it for them not for me. I'm 40 years old, I have been doing this since I was 13, what do you think? I need the practice???" So Brain says, "Well, now Mark don't get to excited now, knowing you, you will probably take it to court and beat it anyways." And I did!!!! "What did you do Mark??? plead insanity???" "No. I reasoned with the judge, I mean sometimes kids do really bad things like kill people and stuff. So the judge waves them into adult court. So I said, Since I did a really childish thing, couldn't you just wave me into children's court???? And it worked!!!! We plea bargained it down to a noise ordinance, \$50.00 and no points. Now I don't know about you, but me and any other lawyer would call that a win!!!



DJ. O'man Madson they should make a movie about you!!!

MM. Well, You know they kind of already did. And it was called "AMERICAN GRAFFITI".

DJ. O'man that's a classic

MM. Yeh I know, if I didn't know any better, I would think it was my life story. I mean in the end, when John Milner was racing this cowboy in a 1955 Chevy, and he crashes and burns.

DJ. O'man that was really cool!!!

MM. I know, almost the exact same thing happened to me!!! I'm racing Darrel Cosgrove in his 1968 Nova with a "SMALL BLOCK". I have my "LITTLE DEUCE COUPE" with a "BIG BLOCK 427" in it. We are in Northern Illinois, on hi way 76 racing into Wisconsin across the state line at ten o'clock at night. It is suppose to be the Boone County Cops shift change. Well, the flag goes down, Cosgrove just sits there burning rubber like you would not believe. My "LITTLE DEUCE COUPE" just grabs the pavement, does a wheel stand and disappears into the night!! Then Cosgrove hits second gear, starts burning rubber and fish tailing like crazy, and ends up in the ditch. Mean while, the cop that was sitting behind us, turns on his flashing red lights. By now I'm in third gear looking back, wondering were Cosgrove is at. All I see is the cop and his flashing red lights, so I did a big power shift into fourth gear, and just let it rip!!!

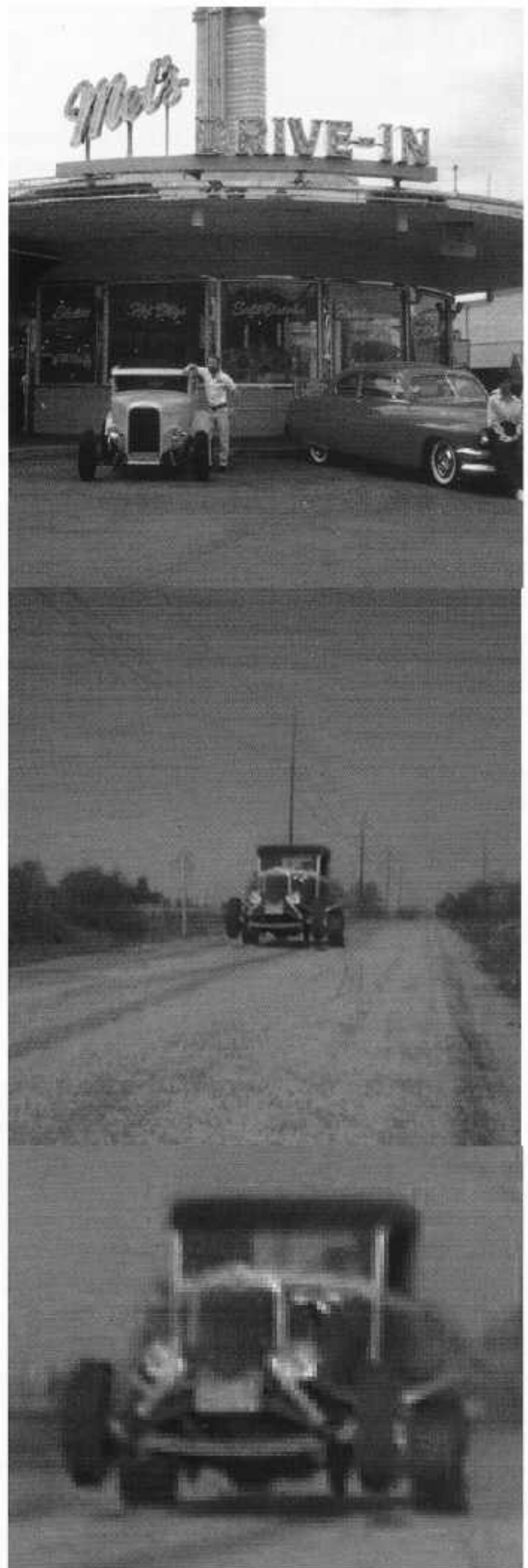
DJ. Mark, you mean you tried to out run the cop??

MM. No, I wasn't trying to out run the cop!!! I was just trying to get out of his way!!!!

DJ. O'Madson come on, give me a break!!!, did you ever think of like, pulling over????

MM. Pulling over, at a hundred miles an hour, that would be dangerous!! Besides, I managed to stay out of his way all night long.

DJ. O'Madson, you are kind of pushing the limits there. Well we are going to have to break with a little musical interlude, that I think was written just for you by "Jan & Dean" called "DEAD MAN'S CURVE"!!!



YOU'RE NEXT!!!!

Hey, I know just what you're thinking
Because I thought the same thing too, when I read the "Life Story" of the "Michigan Mad Man"... I know that you have built better and crazier stuff then I ever did. You probably got a car that should have been featured in "Hot Rod" or have built a project that should have been on "Monster Garage". Besides, it is a lot better to be featured in a book that will last a lifetime than a magazine that will be gone in a month. You probably have done enough stuff that you could have written your own book by now. The reason is that, building cool stuff isn't the same as writing about it, and publishing it. Just taking the "Before and After" photos, is generally more than most guys will do when they are on a mission to finish a project....I hope after reading this book you will write down more of the details about your projects, so you can share them with others. If you want to write a book about your mechanical adventures, please let me know, I would be glad to help you avoid the mistakes that I made. If you want one of your projects to be featured in my next book, please send it in, because the next book is going to be about "YOU"!!!!!!

The Gary & Kirby Pasota Story

Now this is a "Father & Son" team, actually it's the whole family!!!! They're all crazy!!!! In a great way!!!! They have done more cool and crazy things then I have ever done, or will ever do. I can't even begin to tell you all the great stories, interesting projects, and unusual adventures that Gary has told me about. The problem is that guys like us are so busy "Doing" the next crazy project, so that we don't have time to record the last one. Gary and Kirby were the first to build a really cool "Big Block Engine" mailbox, and the first to build a "Big Block Engine" helicopter. As you can see from these pictures they were also the first to design and build the first "Chevy Avalanche Pick Up" truck. Kirby spent over a year touring the nation on the drag racing circuit with guys like John Force. They have been building fast cars and drag racing since before they can remember. And that is my point exactly!!!! They should be writing their own book and sharing their lifetime of experiences with the rest of the world. And

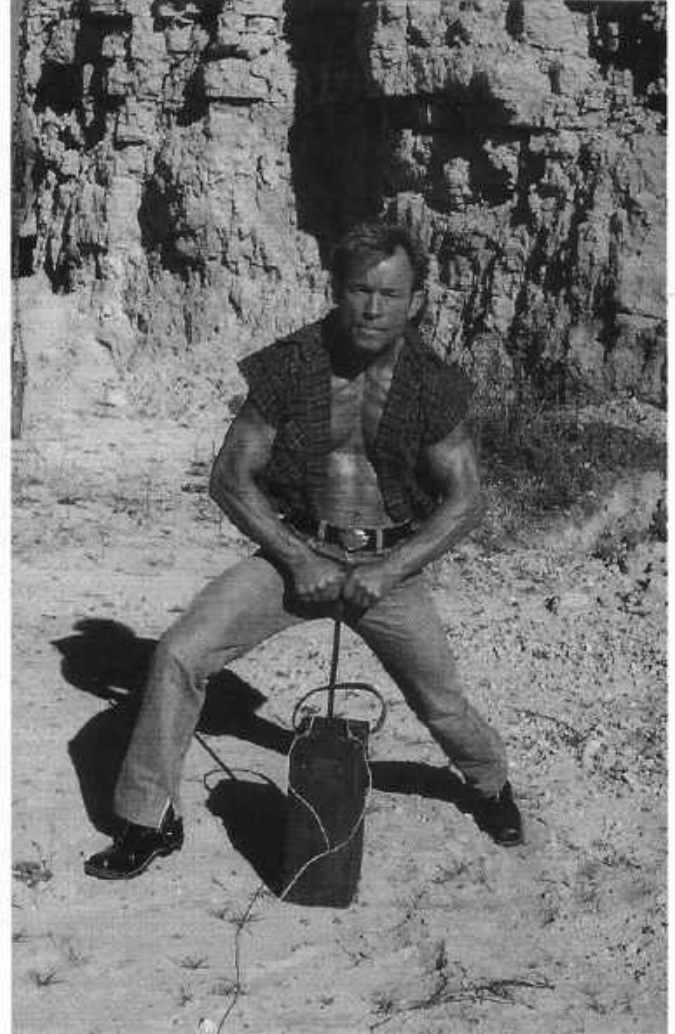


THE LITTLEST LIMESTONE COMPANY IN THE WORLD !!!!!!!

Perhaps my biggest accomplishment has been “The Little Limestone Company”, of course, everybody knows that “Hap” did most of the work before I got here. Hap started his first quarry with Bill Dunn in 1952 and then moved to the Milner farm in 1965. Crushing limestone “Back In The Day” was a lot more work then it is now. They use to feed the crusher with an old “Steam Shovel” looking piece of equipment that had an old flat head six banger gas engine. Well, as soon as I became in charge of the machinery, I tore out the six banger, and put in a “Small Block Chevy”, the governor never worked very well, but it had so much power it really didn’t need one. Hap always wanted to make the best ag-lime which is why he bought a “Hammer Mill” instead of a “Jaw” like everyone else did. Actually Hap taught me how to do everything pretty much the opposite of what every one else in the limestone business was doing. Maybe that is how I learned that “Upside Down And Backwards, Is Actually Frontwards”. Most quarries primarily try to make “Road Rock” with a “Jaw” and screen off the ag-lime as a by product. Hap used a high speed “Hammer Mill” to make the best ag-lime and screened off the “Road Rock”. I converted our old “Hammer Mill” into a combination “Impact Hammer Mill” (the only one ever built that I know of) so that we could efficiently make 6 inch base rock, 3 inch base rock, 1 inch clear stone, ½ inch finish grade stone, and high quality ag-lime all at once. We also use it to make Hap’s “Fluffy Sweet Screened Black Dirt”. You would have to be in the quarry business to really know how impossible this is to do, and get the production quantities to match the sales quantities. Every one else uses a “Hydraulic” vibrating screen to separate the ag-lime from the road rock, we have the only “Electro Magnetic” vibrating screen. “Electro Magnetic” screens have a “Sharper” vibration, so that we can use a finer screen, and make better ag-lime without having the screen plug up. Most other quarries use a very expensive telescoping stacking conveyor to pile their road rock so that it doesn’t segregate in the pile and all the road rock is the same. We put an extra screen on the end of our road rock conveyor that way we can pile three different



products with one stacking conveyor. Most other companies are trying to expand and get more quarries and more customers. We only have one quarry and that is all we will ever have, and plan to keep the customers that we do have, happy. And the "Best Part" is that we are having more "Fun"! The best part for me was that we had a really great shop with lots of tools and an overhead crane. Hap would let me built just about anything that I would think of. He laughed a lot the day I tried to cut a camshaft in half with a hand held hacksaw. I used up a lot of his hacksaw blades, but he thought it was worth a laugh. Another great part of owning a quarry is that we got to blow stuff up!!!! It's a pretty great feeling when you push the handle down on the "Boom Box" and see 15,000 tons of solid rock instantly move in just a few seconds. Of course, when Ma and Pa were gone for the weekend, some of the "Boys" and I would go raid the dynamite shack. It was great blowing stuff up. I just thought that is what kids normally did. It seemed perfectly natural to take a car, lift the back wheels off the ground with the loader, start the engine, wire the gas pedal to the metal, let it back down again, and watch it go flying over the lime stone quarry wall. After all, that is the kind of stuff Pa did back when he was younger too. Having a shop with tools was the most important thing to me. It gave me the opportunity to build my first car, completely from the ground up, before I graduated from high school. I figured that I learned more doing that then I did in all the dumb classes I had to take at high school. I did have some good classes like shop, drafting, electronics, and woodworking. That reminds me, we were the first ones to start "Electric Sander Races" and that was over 35 years ago!!!! Ron Splan and I would lock the triggers in the on position, put the sander away, and then wait for the next kid to use it, and watch it go flying across the room. Now that my son Luke is back from college, he is going to start the third generation at the Little Limestone Company. We are getting rid of all that of our older Ford Louisville trucks, and replacing them with the new "Sterling" trucks. And the "Best Part" now is that I can let Luke take over, just like Pa did with me...



The DeLong Company

Working for the DeLong Company was one of the greatest mechanical experiences of my life!!! I still remember the first day that I fixed the fertilizer pump on the big mixer for Bo DeLong. We were in front of the bank and we were looking at my 1935 Graham Street Rod and I was telling him how I had built it from the ground up. He figured if I could do that, then I could fix his big mixer. The main pump had a hole in the cast iron housing about the size of a dime, so he asked me how much it would cost to fix it. I asked him if he had a nickel, and then I welded the nickel over the hole. There was never a dull moment at the DeLong Company, Bo saw to that!!!! What ever they would wreck I would fix. It was Great!!! I was like the Hero!!!! I loved it!!! Bo and I made a great team, Bo was the "Idea Man" and I was the "Mechanical Genius".

I could write a whole book on the great times and the many things I learned while I worked at the DeLong Company for those ten years. It all ended when Judi and I got divorced, but that is another story.

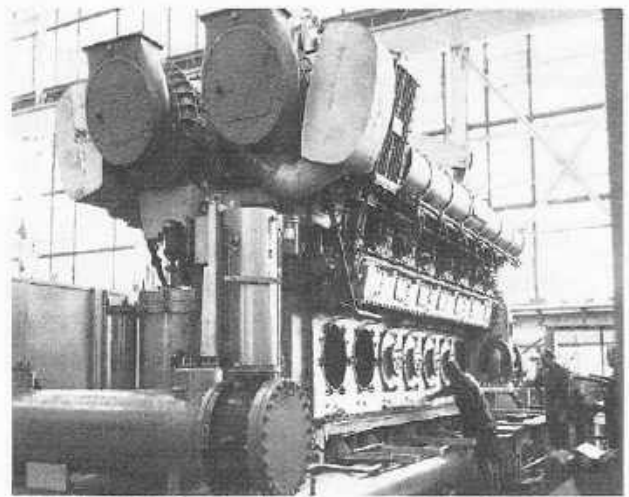
I really do miss working there, all of the DeLong's are truly great people and I really loved watching Matt DeLong develop through the years, and watching Ray DeLong build his own business completely from nothing driving around the country in a totally trashed out Ford Escort that he left along side the road, now he flies around the country in a 200 mile an hour Beach Craft.



NUCLEAR CODE WELDER AT FAIRBANKS MORSE

Another one of my great learning experiences was working as a "Nuclear Code Welder" at Fairbanks Morse in Beloit Wis. It was a very old industrial plant that use to build giant ship engines during World War Two. Now they built the same basic "COLT-PIELSTICK" engine as a nuclear code standby unit for the "Marble Hill" nuclear plant in Indiana. Most people didn't like working in this old factory because they felt like they were on a life sentence. I knew that I would only be working there through the winter, so I loved it, and tried to learn everything I could. It was a union shop, so it was hard for the foremen to get anything out of the ordinary, done on time. So I went around to all the foremen and told them that I would work on what ever they wanted me to, because I was there to work, not just do "MY JOB". They must have liked that idea, because I got 4 labor grade raises in 3 months, in a union shop. Which I think is unheard of!!!! The job that put me over the top, was the week that they were going to have to shut down all the work on our 14 cylinder Pielstick engine, because some one broke a pipe plug off flush in the bottom of the giant oil filter. The problem was that in order to get the filter off, they had to take off the turbos and all kinds of other stuff, and document everything, because it had to meet nuclear code requirements. This was really a big deal!!!! I told the Vice President, in my normal smart ass voice, that since everything was shut down and I wasn't doing anything anyways, that I could fix it. Non of the other foremen or the V.P. thought it could be done, but my foreman Denny Longmyer backed me up, so they gave me the OK. I had to weld a nut on the end of the pipe plug, but in order to do that, I had to crawl through a maze of pipes, tape a welding lens to one of them, because there was no room for a helmet. Then I had to tape a mirror to one of the other pipes to even be able to see the plug that I was suppose to be welding, then I had to weld it "up side down and backwards" in the mirror. By the time I got done welding it, the plug had elongated, and when it cooled down and shrank, I unscrewed the plug with my fingers. Needless to say I was the "HERO" of the day!!!!

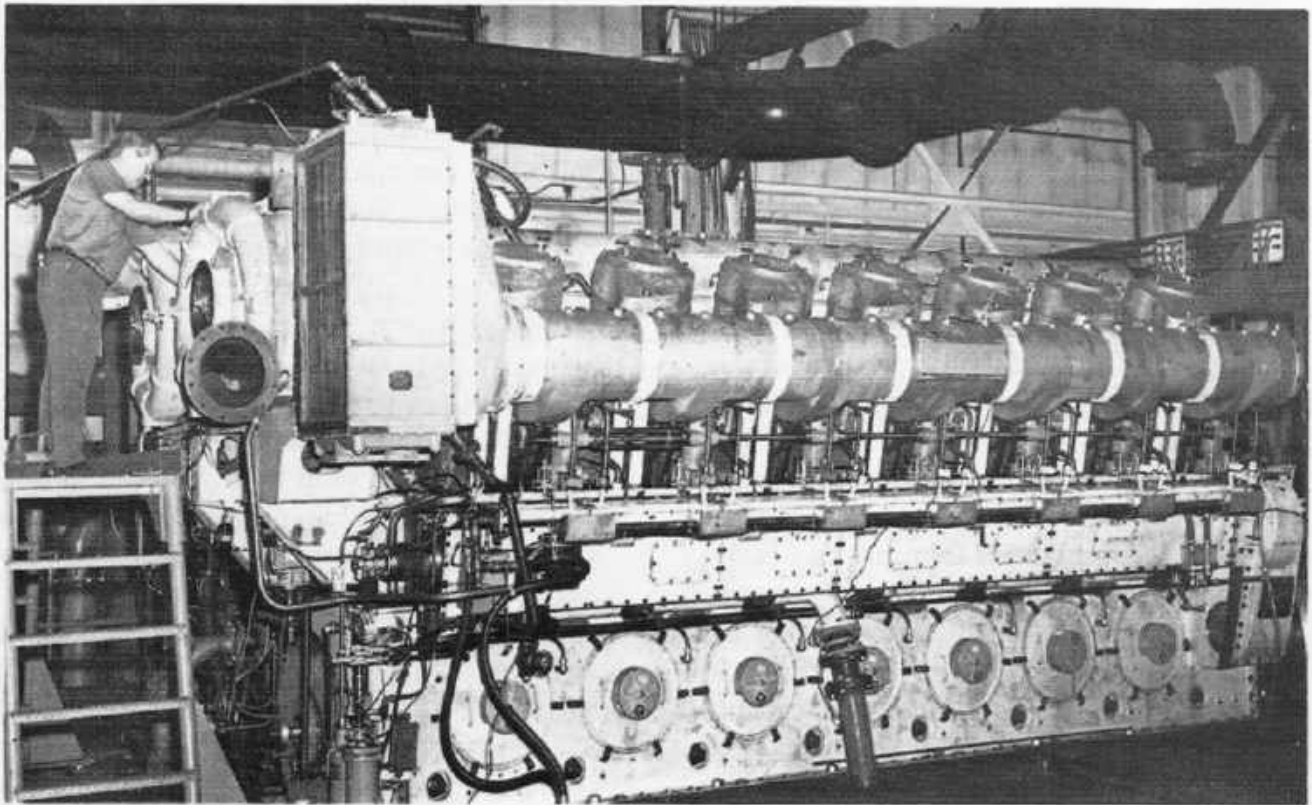
An other thing my "Best Buddy" Ron Splan told me to do, if I wanted to learn something, was to put on some nice close, get a clipboard and a stop watch, and go through the whole plant and do "Time Studies" on people. I had already made a fake I.D. so that I could park my Corvette in the salaried foreman's parking lot, of course, if they would have caught me, they would have fired me, but I didn't care, because I was leaving in the spring anyways. I talked to a lot of people about their jobs, gave them some helpful suggestions, and they said that I was one of the nicest and most helpful "Time Study" people that they had met.



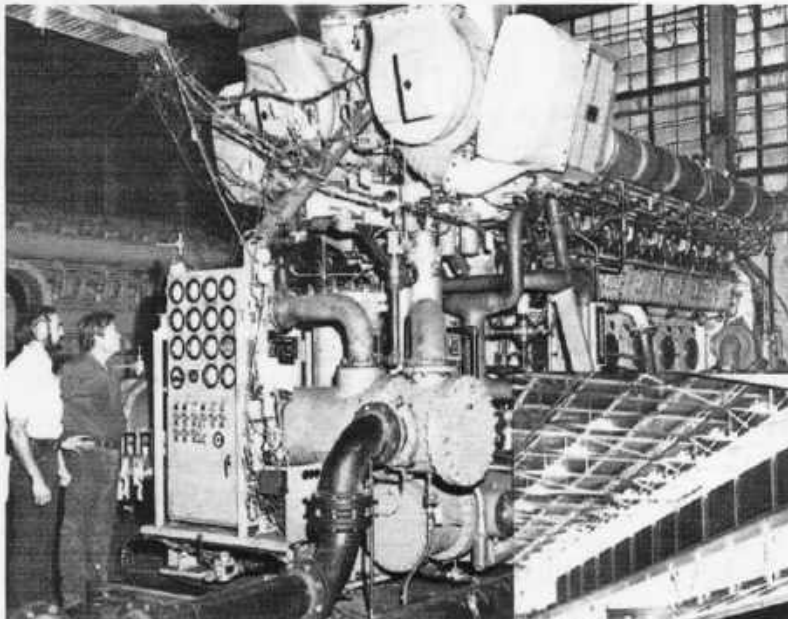
This Colt-Pielstick engine shown on our assembly floor is similar to the nuclear standby engines ordered for the Marble Hill plant in Indiana.

EPILOGUE

Have you really finished reading this book, or are you just getting started??? Is this the middle, or is this the end??? Where you inspired and did it make you think of the things that you could have done, or should have done? If it did, that's good because I wrote this book for you, in many ways, this is your story. Even though we may have never met, we are creative kindred spirits. If you are still reading this book, it means that you are one of the few people in the world, with a truly open and creative mind. Don't let it go to waste, and don't let anyone tell you "IT" can't be done!!!



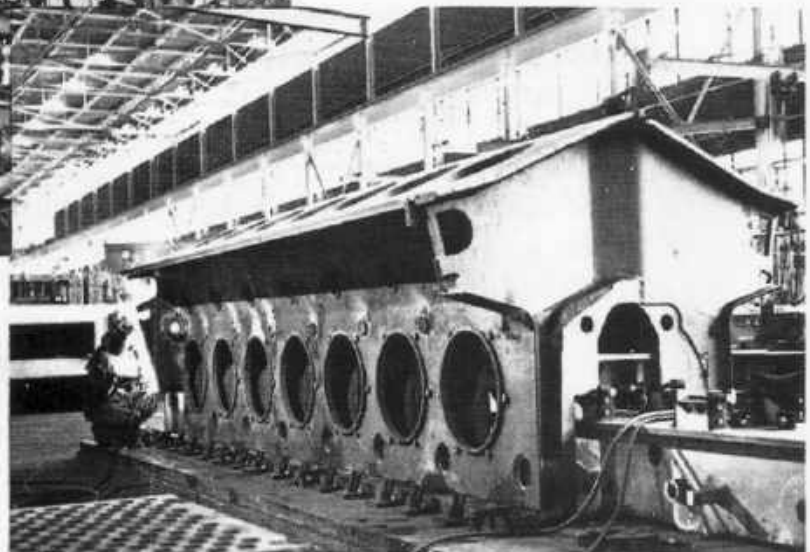
This 14 cylinder Colt-Pielstick diesel engine is readied for testing by technician Art Ostrum. This unit is rated at 9,036 H.P. and will be shipped to a midwest municipal power plant for electric power generation.



Mike Salinas, shop supervisor, left, and technician Ron Smith, check the performance of this 12 cylinder Colt-Pielstick engine on the test stand. This skid mounted engine and generator will serve as a standby unit in a nuclear power plant.

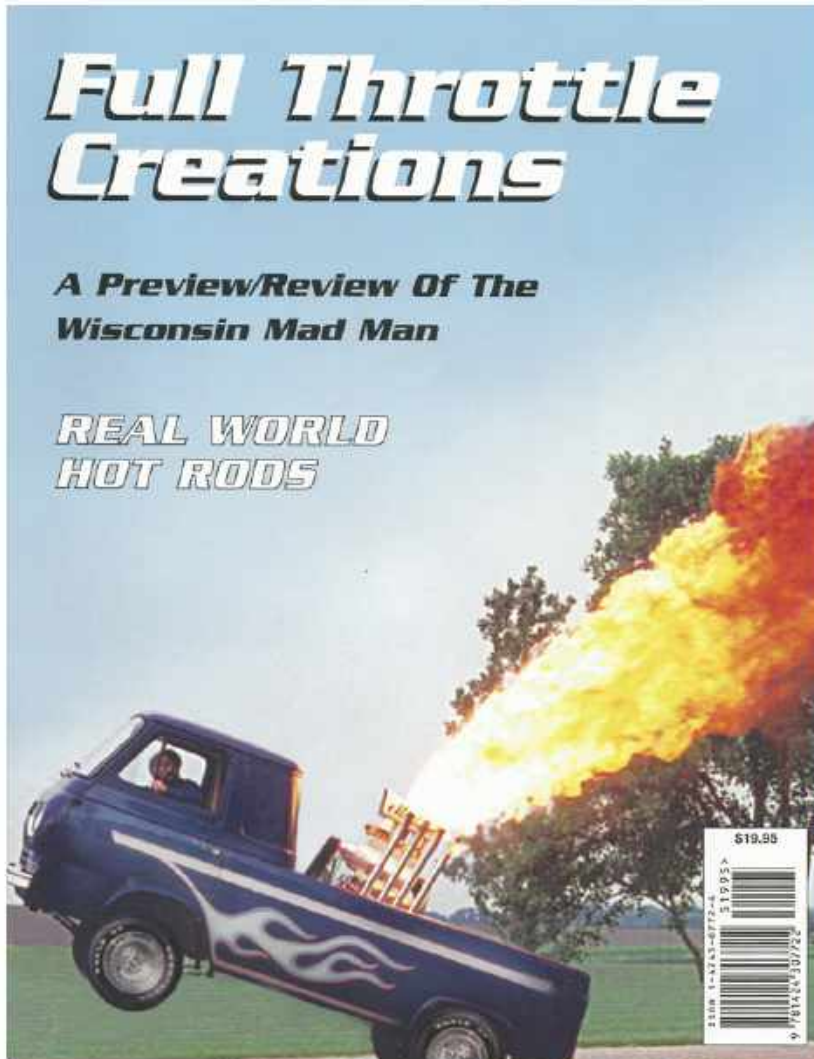


THIS IS THE ENGINE THAT I FIXED.
THE OIL PRESSURE TANK ON, IT SAVED
THE COMPANY ABOUT \$20,000.00



Lyle Wicks is dwarfed by the Colt-Pielstick PC2.5 block as he performs his welding operations in our large engine shop. This block will eventually become an electric power generating unit.

And now, Another View!



Full Throttle Creations

*A Preview/Review Of The
Wisconsin Mad Man*

*REAL WORLD
HOT RODS*

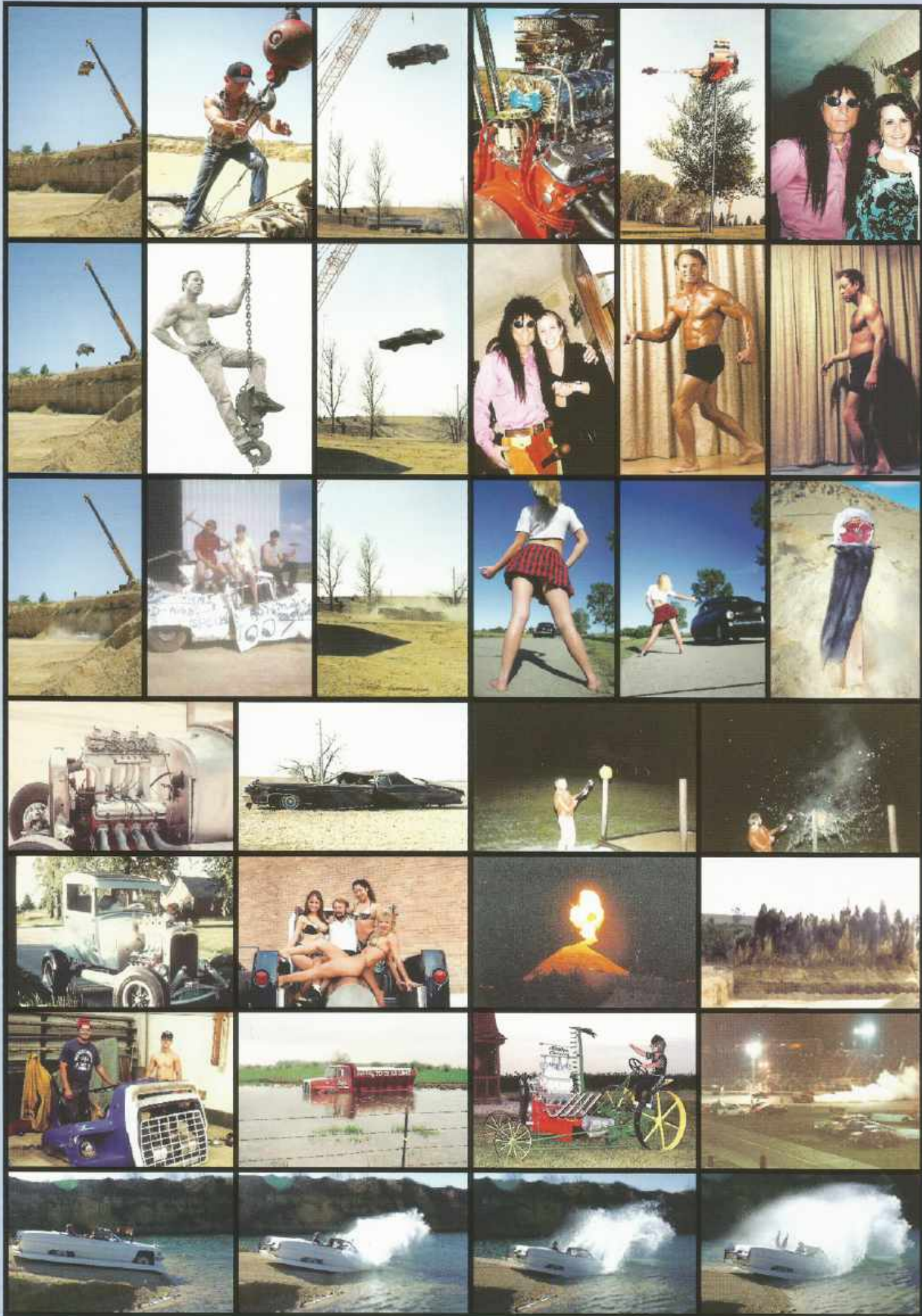


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Full Throttle Creations

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UP SIDE DOWN AND BACKWARDS IS REALLY FRONTWARDS

Follow your passion, and it will lead you to success...

Most people are going through life in "That Direction" that is why we are going in "This Direction". People that think like us, have done more than just step outside of the box, or said why not???? I will bet that now that you are thinking about it, most of the advancements and creative successes that you have accomplished in your life have been when you were "Running Against The Wind". The whole concept of building a "Hot Rod" is to go against the grain and create something new. That internal spark that keeps burning inside you is just dieing to breakthrough the walls that the rest of the world has built for us to live inside. That is why "Flames" are such an attractions for people like us. Weather they are on your car, or in a huge "BURNING MAN" bonfire, we see it as energy and passion that are trying to escape.

ONLINE COMMENTS AND PREVIEWS ABOUT THIS BOOK AT previewcreations.com

The world of the internet is unlimited. People all over the world will be able to read what you have to say about this book, different ways that it has helped you, interesting projects that it has inspired you to build, and ways that it has helped you "Think Outside The Box". The world will also be able to see the different projects and ideas that you send in to our website. The world wants to see the projects you have done, not just the things that I have accomplished. This is "Your" part of the book, and the world would like to see what you have to offer. If you want to write your own book I would be glad to help you avoid the same mistakes that I made. If you want to get noticed for what you have created, this is the place to be.

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ACKNOWLEDGEMENT

I want to THANK my MOM and both my FATHERS for all the encouragement, guidance, patients, and their genetic traits. They set a fine example of what to do in my life, and taught me a strong work ethic. I hope I can do the same with my children, and share with them the knowledge and inspiration that my parents taught to me. We are all judged in life for what we do and what we leave behind for others that will follow our lead. The most important legacy that we can share with the rest of the world is our children! Our children and what they do and what they become are the true measure of what we have done on this planet...

CREATION OF DREAMS

Dreams are the seeds of "Creation", but they must be planted with paper and pen. Anyone can sit back and simply dream. It takes some kind of action in a positive direction to start the creation of a dream. Even something as easy as buying this book, is a step in the right direction. That one little step could motivate you through the creation of your dream. Only then can you focus and train your mind to concentrate on the final result. Your internal passion will create the enthusiasm and energy it will take to fulfill your dreams. Success is easy if you like hard work and perseverance. The responsibility you will learn from this will influence and motivate others to help you and help others to follow in your footsteps. Your life will become a self-fulfilling prophecy built on teamwork and leadership, as you gain the respect and loyalty of your peers. In the end, only you will know and feel the true satisfaction in what you have created!!!!

PASSION

Some people have it and some people don't... Fortunately, if you are still reading this, it means that you are one of the few that have it. "Passion is like energy, it can not be created or destroyed it can only be fulfilled or denied"!!!! Don't waste, share it!!!!

The "Big Question", "Print or Publish"?

The biggest and most important question that a writer will ever have is, should he "Print" it himself, or try and sell the copyright to a "Publisher"? So I did my homework. I contacted all the best publishers that sell this kind of book. They all liked my creative ideas and the things that I have done. "BUT" this whole idea of "Upside Down And Backwards" just had to go, along with the "Preview Review", and "Two Titles for one Book". They said that the photos on the cover weren't good enough, because they weren't taken by a "Professional". I said, that it would be better to have the "Real" photo taken when it happened, instead of some staged photo taken by a "Professional". They said it didn't matter if it was real or not, and that if I used my photos on the cover it would never sell. And, of course, they would have to change the title. They said that "Publishing Books" is a "Bussiness" and that I probably didn't even know how to spell the word. They said I had no experience in marketing, and that I would lose all the money that I would spend printing my book. Even after all that, they still said that they liked my creative ideas and the things that I have done. "BUT" they would still have to have it reviewed by about five different committees, and that would take at least a year, and then they "Might" consider it, and that I should just "Sit Tight" until they got back to me. As you could guess, I'm not that good at "Sitting Tight".

Well, when I left his office I almost felt depressed. For about a minute. After that meeting, I had nowhere to go, but up.... So I decided to "Print" and "Market" it myself with the help of my friends and the people that buy the book and tell their friends. After all, I'm not doing this because I need the money, I'm donating most of the money to charity anyways. It's my "Passion" and "My Dream" and I just want to share my stories with the rest of the world. I'm not like most of the people in the world, but I am, in some ways, like most of the people that will be reading this book.

History of a "Mad Man" on his way to **"HOT ROD HEAVEN"**

1964 PLANTING THE SEED

When I was in 7th grade I took the engine off my lawnmower, put it on my bicycle, and left home for a week. In 1995 I restored that bike, and it is now on display in my living room, next to my Harley. My buddy John Jacobson took his uncle's chain saw apart, and put the engine on his bicycle. We were like Tom Sawyer and Huckle Berry Finn on motorcycles. We camped out under the stars, cooked fish that we caught in the creek, scrambled eggs that we found at a farmhouse at night, and did things we knew that we shouldn't have done. In reality we didn't travel more than twenty miles away from home, but we felt like we had traveled around the world.



1966 TO 1970 HIGHSCHOOL WAS GREAT

I majored in shop class with a close second in sports. I was starting right tackle on the football team at 135 pounds, and lead the wrestling team in takedowns. With the help of my best friend Ron Splan we completely rebuilt my "Model A Coupe" with a 430 cubic inch Mercury Super Murader Engine, with my home made tuned tunnel ram manifold and tuned exhaust headers that we built in shop class. The first week we got it running we blew first and second gear out of the tranny. It had so much horsepower for what it weighted that we drove it to Graduation in third gear. It was like the song "HOT ROD LINCLON"



I DON'T FAIL, I JUST HAVE
EXPENSIVE LEARNING
EXPERIENCES.

1971 TO 1976 AFTER GRADUATION

It was just like in the movie "AMERICAN GRAFITTI" and I was "John Milner" and Darrel Cosgrove was "FALFA". I had my completely home made "Model A Deuce Coupe" with a 427 L88 Chevy Big Block, and Darrel Cosgrove had his 1968 Nova with a 383 Small Block. Of course, we each thought we had the fastest car in town. So finally we had the big grudge race south of town on HWY 76 racing north across the State Line. The race ended up just like the one in the movie, only Cosgrove didn't "Crash and Burn" he just crashed.

I bought my 1935 Graham four door for \$15.00 and a case of beer from an old horse trader. Tom Collins, and Dennis Osturbur helped me tow it back from Stevens Point. It was one of the craziest and most unforgettable weekends of my life! I cut it half, making a new frame and suspension, with a Big Block 427 Chevy Engine. A month after the 2-year complete transformation, Dennis Osturbur and I test-drove it to Las Vegas. It was like the song, "Little Deuce Coupe" The Graham has been wrecked twice, but I still have it today, and will never sell it.



1977 TO 1987 THE GOOD OLD DAYS

I sold my "Model A" with the 427 L88 in it to Jim Farrel then I sold all my motorcycles, custom vans, and everything else I had, except my 1935 Graham, to get enough money to buy a house and get married????????? What was I thinking????? No, in reality it was really great, while it lasted. I had two REALLY GREAT KIDS, Luke and Laura, and was very happily married for 9 years. I worked very hard until I was this area's highest paid welder-mechanic. I became the President of the "Little Limestone Company". I also received 4 labor grade raises as a nuclear code welder in only 3 months at Fairbanks Morse. I made \$10,000.00 in 5 weeks at the De Long Co. as their ACE MECHANIC. I bought a damaged 1973 Corvette and totally rebuilt it for my wife. Then I built some really cool custom vans, won the Aeroquip Best Engine Award at the 1986 N.S.R.A. Nationals with my Big Block 1935 Graham. Then we built my Big Block 1963 Ford Econoline Wheelstander for the street. It has a 427 cubic inch engine with a 6-71 blower, gold plated carburetors, 4-speed tranny, and the rear end is in "UPSIDE DOWN AND BACKWARDS" which is actually frontwards.



SHOW OFF

WITH AEROQUIP PERFORMANCE PRODUCTS

On award winning street machines, the engine is as polished as the fenders. When your engine is polished with Aeroquip hose and fittings for fuel, brake, oil cooler, oil filter, air conditioning and exhaust lines it's cleaner too!

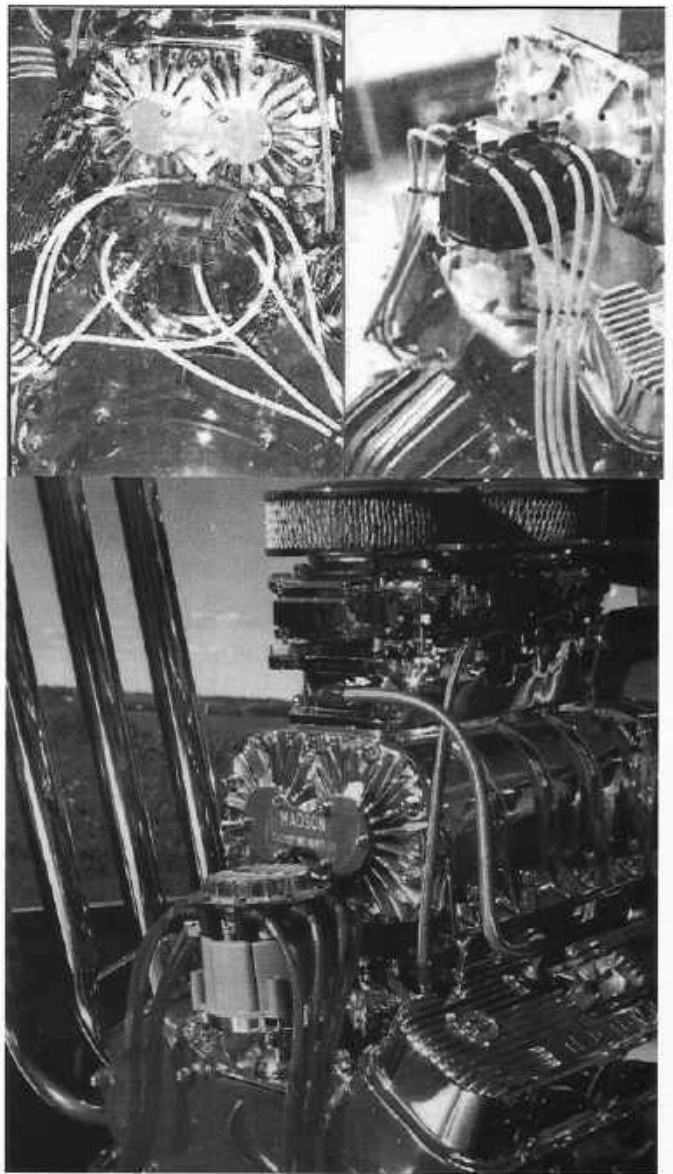
The top pros use Aeroquip products on their cars and you can too. B.E. make no mistake. Only original Aeroquip components are specified by the pros. Don't let anyone else tell you otherwise. Ask for Aeroquip and look for the "Three A's". It's your guarantee of quality. So outfit your machine with Aeroquip performance hose lines and fittings and it will be so good to award winning status that you'll have to place it in the 1986 Aeroquip engine award of excellence contest.

PROB: Write for Bulletin #782
Aeroquip Corporation
Industrial Division, Jackson, Michigan 49203, a subsidiary of
Edwards-Clower-Pull Corporation



1988 INVENTING THE MADSON CROSS FIRE DISTRIBUTOR CAP

I started "MADSON CROSSFIRE IGNITION" by building the first distributor cap for my Mid Engine 1963 Wheelstander pickup. Then I remanufactured eight different styles of "Madson Cross Fire Distributor Caps" for my business and marketed them all over the United States with a start up cost and advertising budget of less then \$1,000.00 "Moroso" and "Wire Wizard" also made a similar style cap for only one application, their startup costs were over \$175,000 each, the "Wire Wizard" is out of business and "Moroso" still only makes one style cap. In 1996 G.M. started making their own style of the "MADSON CROSSFIRE DISTRIBUTOR CAP. In 1990 I sold the business to Ed Winslow and now the distributor cap, which I invented can be seen on the finest cars all over the world. Ed sold the business to Queens Automotive and the caps can be bought by calling (610) 966-4310 and asking for the "MADSON CROSSFIRE CAP".



1989 THE BIG BLOCK MAIL BOX



*IT PAYS TO THINK OUTSIDE
OF THE BOX.*

My kids and I built our 427 BIG BLOCK MAIL BOX, which won the "Super Chevy Best Mail Box Contest" and was pictured in just about every Hi-Perf Car Magazine. Unfortunately, some "DIRT BAGS" stole it about three months later. Then I put ads in different auto magazines asking for help to locate my mailbox. Two and a half years later, after a lot of undercover work, I got my first good lead. Then I called the biggest, meanest, and most unpredictable friend I had, Brice King, to go with me to recover it and have them arrested on felony charges. Not because I wanted to share the satisfaction of physically tearing these three guys apart with my bare hands, but because if they did pull a gun, I figured they would shoot the "Big Guy" first. It is now located in my living room, next to my Harley.

1990

THE ANSWER IS BLOWN IN THE WIND

With my MAIL Box gone and the need to see some "BIG BLOCK ART" we built "THE ANSWER IS BLOWN IN THE WIND" weather vane. A 600 lb 427 cubic inch Big Block mounted on a throw out bearing with a long Bow Tie Tail. I removed the water pump seal and put the fan on backwards, so it would rotate easily so I could determine the wind speed and direction. Many people have asked me how I got that long skinny pole to hold that engine up there for so long. I simply say, "The pole isn't holding the engine "UP" the engine is holding the pole "DOWN"!



1991 THE BIG BLOCK LAWNMOWER

This was another Big Block Art Project, which I used to help promote my distributor caps and my pro street lawn mower businesses. My 11-year-old son, Luke, "thought he wanted me to help him get into the lawn mowing business. "Boy was he in for a surprise!" So we built our "BIG BLOCK LAWNMOWER" from an old John Deere 56" side sickle. It featured Air Ride Seat, Rack and Pinion Steering, and the large diameter TURF SAVER TIRES. That and my first "Pro Street Lawn Mower" are now on display at the Wayne Lensing Historic Auto Attractions, north of Rockton Rd between I90 and Hwy 251 on Metric Drive.



1992 THE 12 SECOND CADILAC

I built my 12 second Cadillac Fleetwood Brougham, which has a 500 cubic inch engine, 400 tranny, 390 posi rear end, special suspension, 10" Slicks, 250 Hp nitrous, weighs 4500 lbs, has air and is driven daily. It was also featured in "Hot Rod" and "Popular Hot Rodding" magazines. The caddy needed some good CUT-OUTS so I started my "MADSON POWER BLASTER CUT-OUT BUSINESS" for less then \$1000 and now they are sold all over the United States, priced from \$50 to \$300. Unfortunately do to increased government regulations, I quit making them in 1995.

GREAT LAKES DRAGWAY			
SHEPARD RACING ENTERPRISES			
OCTOBER 8TH, 1992		1992	
LEFT LANE		RIGHT LANE	
234		249	
Dist-1W : .90		Dist-1W : .90	
Reaction : .108		Reaction : .115	
60 FT : 1.717		60 FT : 2.186	
300 FT : 8.287		300 FT : 9.308	
400 FT : 7.924		400 FT : 8.200	
500 FT : 8.724		500 FT : 15.014	
600 FT : 9.724		600 FT : 1.000	
E.T. : 12.397		E.T. : 12.921	
MPH : 112.059		MPH : 105.055	
Over/Under :		Over/Under :	
WIN (1st)			
FULL BR-N TW-T 80-N		FULL BR-N TW-T 80-N	



1993

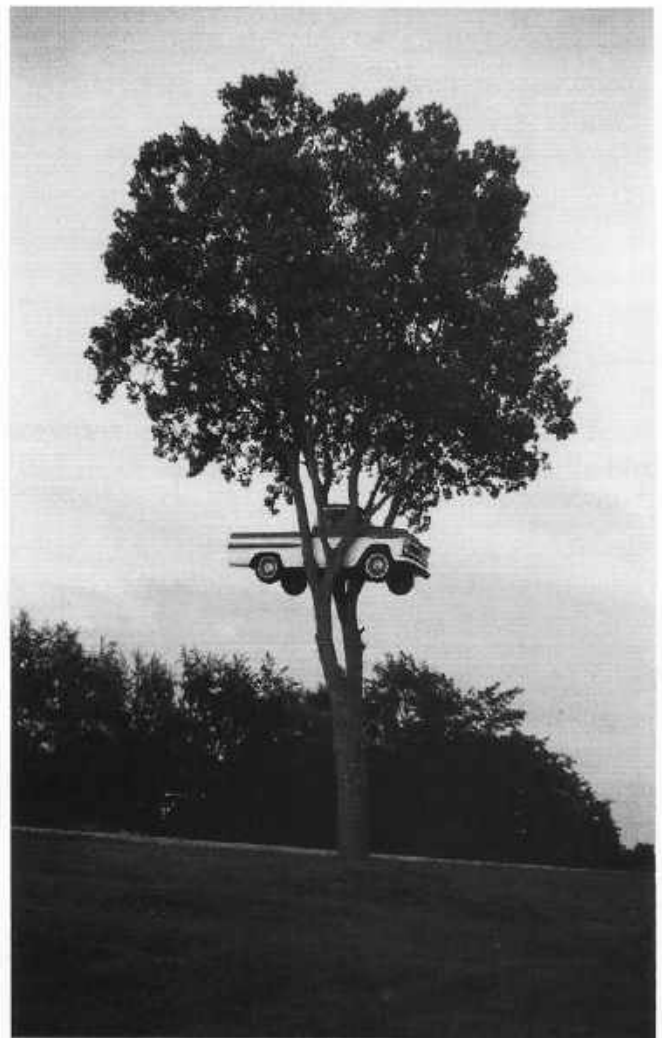
THE FIRST PRO STREET LAWN MOWERS

I told my son, Luke that I could beat his Go Kart with my Lawn Mower, so I built my first Pro Street Lawn Mower by turning it "upside down and backwards". I had a heavier 12 horse power Briggs engine "BIG BLOCK" with a "4 speed tranny", he had a lighter 5 horse power Briggs "SMALL BLOCK" with a centrifugal clutch "Automatic Tranny". Guess who won! Then we went on to race in the "United States Lawn Mower Racing Association" at the Rockford Speedway and Rockford Metro Center. Due to our superior design, handling and horsepower capabilities, they band us from the final competition to prevent us from "officially" beating them.



1994 HOT ROD HEAVEN'S TREE HOUSE

When I converted my 1959 Chevy Fleetside Pick Up Truck into a tree house I had no idea that it would be this popular and get over a million dollars in low cost advertising. If you doubt my figures, you haven't checked any of the multi media advertising rates lately. The best part is that most of the people don't even know what they have bought. It's been featured on T.V., radio, magazines, and newspapers all over the world! People stop everyday to take pictures and tell their friends. It has now become our symbol of "HOT ROD HEAVEN". In 1996 when the tornado came through Clinton with 60 mph winds and blew the roof off our shed, I was up in my tree truck house, and it was one hell of a ride! That old truck was really "Rocking and Rolling", even if it would of came crashing down, I don't think it would have killed me anyways. I can still remember the day when I was walking to work and I looked at my truck and at my tree at the same time. It was like a "Light From Heaven", it was a "Perfect Fit". They were just meant to be together in "HOT ROD HEAVEN".



1995

THE PRO STREET LAWN MOWER VIDEO

We had so much fun with our first PRO STREET LAWN MOWER and wanted to share it with others, so we decided to make a video on "HOW TO BUILD A PRO STREET LAWN MOWER". We built 5 more before we were done filming the video. The video is now being used as a teaching aid in many Industrial Arts classes in high schools all over the United States. The video "HOW TO BUILD A PRO STREET LAWN MOWER" and the 12 page "Project Guide" has been viewed by thousands of people all over the United States and Canada, and can be purchased for \$29.95 plus \$5.00 for shipping, at: Pro Street, 8729 E. Little Lane, Clinton, WI 53525, or by calling 608-676-4283.

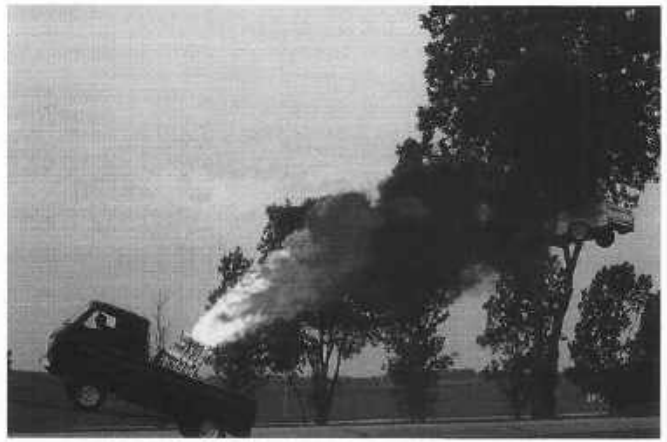
*MONEY IS ONLY A BY
PRODUCT OF TRUE
SUCCESS.*



1996

THAT'S WHAT I CALL A REAL HOT ROD

I always wanted flames to come out the exhaust of my Wheelstander, so I built this replica to practice on. First I did the Model T coil with a spark plug in the end of the exhaust pipe trick, but the flames were only about a foot long. Then I injected liquid propane gas into the exhaust system and the flames went up about 6 feet, but the flames didn't have as much color as I wanted. So I injected "Jet Fuel" into the Exhaust system at 120 P.S.I. this was extremely dangerous, and I don't plan on doing it again, but it was worth it!



1997 THE GENERAL LEE IN THE TREE

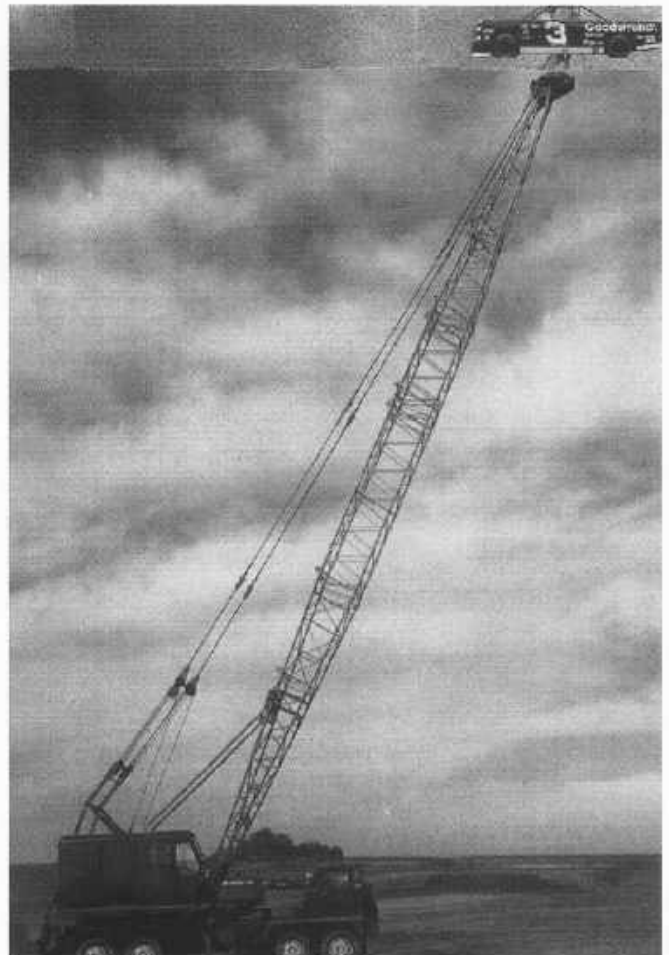
When my buddy "Pig Pen" bought a tavern and named it "The Boar's Nest" I told him that he just had to have a "General Lee" Dukes of Hazard car jumping over the roof! So he made me build it! And of course, naturally it ended up in my tree for a couple of months while Luke, Scott, and I repainted the "Tree Truck". Since we had "One for the roof" we needed "One for the road", with a 440magnum engine, headers, and cut-outs. We were jumping in and out of the windows all of the time, it was just like a couple of kids in a candy store.



1998

THE WORLD'S COOLEST WEATHER VANE

Originally I was going to mount a Nascar racing pick up truck body with the sponsor's name on the side, on top of the boom, as a weather vane. Apparently, this idea was a couple of decades ahead of its time. I would think that with 28,000 people driving by on HWY 43 everyday, articles in just about every hot rod magazine and newspaper, that I would have sponsors begging me to use their name. Unfortunately they didn't see the answer that was blowing in the wind. So I made my famous "CUBICAL CAR", by dropping it 5 times from my crane. Then I sold the crane to the world famous artist named Peter Lundberg in New York City that builds "Heavy Metal Structural Steel Sculptors" with a 35-ton crane! Then I went to New York City and stayed with Peter at his place on the East River, IT WAS GREAT!!!!



1999 THE GOLDEN CHARIOT

It might be hard to believe, but the late John F. Milner donated all the parts to make the "Golden Chariot" for the high school play "Joseph And The Amazing Technicolor Dreamcoat", over a decade ago. One day John and I were walking through his many acres of treasures when he started telling me a story about this old cultivator, and how I could make something really unique out of it. I told John that I couldn't think of anything at the moment. Then John started telling me another story about how someday, if I kept it long enough, I would make something from all the pieces and I would find just the right spot for that old cultivator. It was fate!!! It was like it was always meant to be. I took it all apart and reassembled it "UPSIDE DOWN AND BACKWARDS" and all the pieces fit perfectly into place as though it was always meant to be Joseph's Golden Chariot. "THANK YOU" John for this and all your wonderful stories.



THE BRICKENDALE'S "BAD BOY MERC"

I drive my different kinds of cars like most people wear different kinds of clothes. So, when I needed a new image for "Brickendale's 1999" My nephew Taka Madson and I decided to do a "Father And Son" project and build this chopped and lowered flat black "Bad Boy Merc", which seems to be just the right outfit for the night. It is a no frills "Hot Rodder's" "Hot Rod" that is a cross between the "James Dean" of the fifties and the "Mad Man" of the nineties. My highlight of the night came when I did my, now famous, "Madson Power Slide!" I think of my cars as a lot more than just material possessions because of all the great memories, and all the fun that my friends and family have had with them.



1999 LITTLE LIMESTONE STUCK TRUCK

For years we tried spreading lime when it was too wet, and we would always end up getting stuck. So finally we decided it would be a lot easier to just stay home. But we didn't want all our customers to think that we weren't even trying to get the job done, so we built the "Little Limestone Stuck Truck" so people would think we were still working. We cut one of our lime trucks in half horizontally and mounted it on a unique trailering system so that we could easily haul it around the county and get "Stuck" anywhere we wanted to. Friends with big tractors and tow trucks would call and offer to help us pull it out. In reality, it was the best portable sign ever built.



2000 THE FIRST ANNUAL DAISY DUKE

LOOK-A-LIKE CONTEST

AT THE BOAR'S NEST

They still have a "DAISY DUKE LOOK-A-LIKE" contest every year in the third week of September as an anniversary celebration for the Boar's Nest, with "Female Oil Wrestling" and some really great bands. But "BACK IN THE DAY" it was Mike McFarlin, Ron Bigelow and I who were really the ones that got it all started!!!! After talking Steve Walters into putting the "Dukes Of Hazard General Lee Car" on the roof of the BOARS NEST when he owned it. Ron Bigelow and I decided that we should talk Mike McFarlin into having a "DAISY DUKE LOOK-A-LIKE CONTEST" when he owned it. And, of course, we would be the judges!!! The only problem was getting enough prize money to attract some really great looking women!!! So we rounded up ten sponsors at a hundred bucks apiece, and told them we would let them help us judge the contest. Most of the girls were strippers from the local clubs, and we also had some professional models that entered the contest. Although I will admit, my favorites were the sweet and almost innocent, home town girls. The girls were judged on their looks, personality, and their ability to get in and out of the "GENERAL LEE" as sexy as possible! Of course, that was my idea!!!! The judging was totally crazy. Of course, we were all trying to do our own "PERSONAL INTERVIEWS" ahead of time!!!! We actually did have a ballot for systematically judging the girls, although we didn't use it. In the end, the super model from "GALLERY MAGAZINE" won it with two hometown girls coming in close behind. As the grand finally we had the "DAISY DUKE PHOTO SHOOT" with the "GENERAL LEE" on the roof of the "BOARS NEST"!!!! Now, does life ever really get any better than this????? ONLY AT BRICKENDALES!!!!

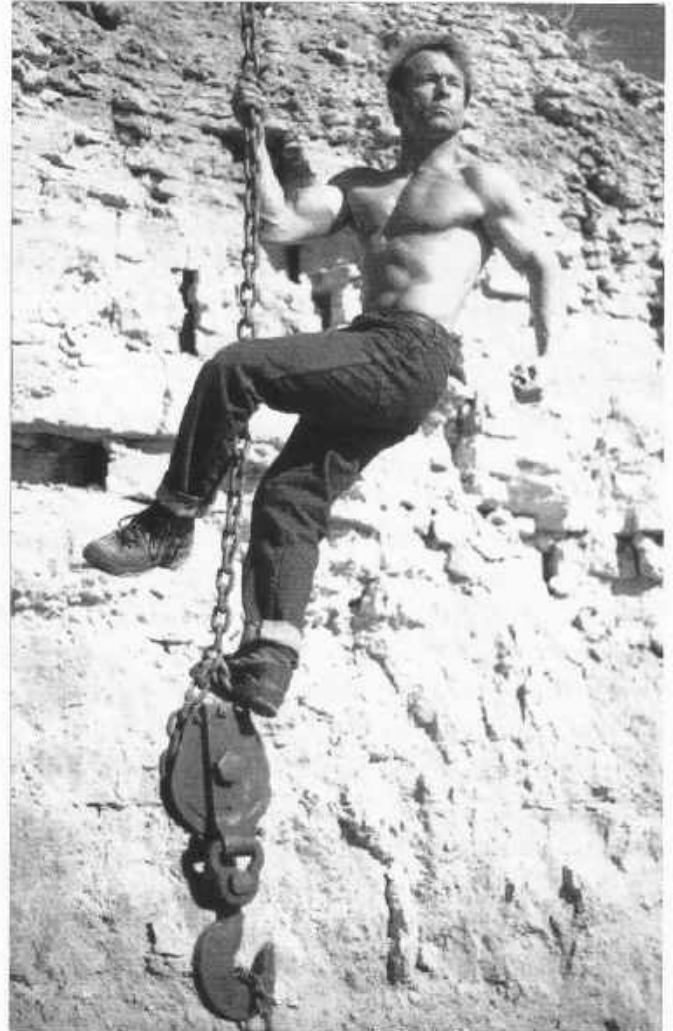


THE RESTORATION OF A 1952 MADSON THAT'S ME, OF COURSE!!

I used to restore old cars into high performance vehicles for about \$30,000.00 by putting in a bigger engine, beefing up the suspension, and giving it a new paint job. So this year I decided to restore myself. I read the "BODY FOR LIFE" book, and did the 12 "Week Transformation". I wrote down a plan, and then I actually followed that well-balanced plan of "Proper Nutrition", "Supplementation", and "Challenging Workout". The "Secret" is to consistently follow the workout and to change your eating habits. As you can see in the untouched photos at the right my body changed at a geometric rate!!!! And so will your's!!!! So now I have the experiences of a 48 year-old, the body of a 24 year-old, and the imagination of a 16 year-old that hasn't realized the boundaries of reality!!!

I developed the "MADSON BIRTHDAY CHALLENGE" to give the younger athletes a chance to compete with us "OLD GUYS". It is based on your age, and five "body weight" related exercises that must be completed within 25 minutes. They are; your age in pull-ups, I'm 48. Your age in dips, I'm still 48. Twice your age in push-ups, that's 96 for me. Climb a 16-foot pegboard twice in a row, and a true one-handed pull-up, with each hand. I also developed the 20-minute workout that consists of simply doing as many pull-ups, push-ups, and dips as you can in 20 minutes. I did 190 pull-ups, 190 dips, and 380 push-ups. I do them in sets of 10 pull-ups, 10 dips, and 20 push-ups almost every minute. If you have the guts to actually try this, you will think it is impossible... it's not!!!!!! And Yes, I do have the video!!!!!! And No, I won't believe you have done it either, unless you put it on video too!!!!

I'm thinking of starting an organization called "AUTO BODY RESTORATION". It would be a club of people that have "COOL CARS" and "HOT BODS"!!!!!! It would target mostly the "MUSCLE CAR" people, but would be open to anyone. It would have a monthly NEWS LETTER with tips on Body Building and car events. Car Shows would also be a great place to sell my book. If you are interested, please E-mail me at harleyheartbeat@yahoo.com



THE HARLEY HEARTBEAT PICK UP TRUCK AND

THE HEARTBEAT HARLEY MOTORCYCLE

When I bought my new Chevy pick up truck in late 2000. I tried to control myself, but it wasn't long before I got the torch out, cut the frame and suspension, and slammed it to the ground! Then I decided to make a matching set, by making the "Heartbeat Harley" motorcycle and the "Harley Heartbeat" pick up truck. The truck has the biggest rear tires that I could possibly stuff into the wheel wells and my exclusive 14" by 16" blacked out rims for that Pro-Street look. The front frame rails have been fitted with my one of a kind skid bars to protect my lowered front end from any damage. The truck features my keyless security system so I never have to carry or lose my keys and a custom Cadillac Northstar security tracking system. That way, if someone did manage to steal my vehicle, my Harley buddies and I could deal with them on a more "Personal Level" before the cops get there to pick up the pieces! The Harley Heartbeat pick up has a true dual exhaust system. One system is as quiet as my 12 second Cadillac, for long trips and pleasant conversations with friends. Then, with a flick of a switch, I can activate my exclusive "Madson Power Blaster Exhaust Cut-outs", and have that deep rolling rumble of open headers. As the old saying goes, "If I'm going to blow my brains out, I need a set of big guns"!



*I'M PLANNING ON LIVING TO
BE 100 YEARS OLD AND
DYING TOMORROW.*

THERE IS A TRUCK IN THAT TREE

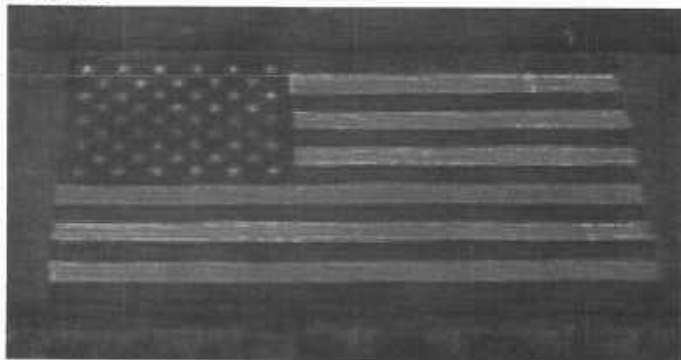
After millions and millions of people have seen and read about the world famous "Truck In The Tree" in just about every "Hot Rod Type" magazine and numerous news papers, the producers at "RIPLEY'S BELIEVE IT OR NOT" thought they better get it on their show!!! "RIPLEY'S" is one of the highest rated cable TV shows, because they are continually looking for that "One Of A Kind" type of creation that Mark likes to build. Even the film crew from "RIPLEY'S" was totally amazed, and they have seen just about everything. Although the segments that air on "RIPLEY'S" are less than five minutes long it took over ten hours to film at a total cost of over \$50,000.00. That's a lot of money to be laying on the line in hopes that the viewers will like "The Truck In The Tree"!!! Then when you add up all air time and "FREE" press that I got over the years it would easily be well over a million dollars and most people haven't even realized what they have bought, and isn't that really the best kind of advertising in the world? That may seem hard to believe at first, until you figure out the costs of flying in the producers from New York, film crew from Chicago, editing it California, and the promotional air time dedicated for that specific segment of the show. After it was all said and done, they said it was still one of the best segments that they have ever done, and has been replayed many times over the years. The "Truck In The Tree" segment was promoted as the "Romantic Get-A-Way" and "Chick Magnet" with the premier showing just before Valentine's Day, and ended in a "Sunset Kiss" with Mark and his girlfriend Jean.



This was definitely the most meaningful project that I have ever done, and in many ways the most difficult. Mainly because I had never done anything like this before and I had to make all the equipment to do it myself. I didn't know "how" to do it, I just knew I "had" to do it. Fortunately, I had help and encouragement from my best friend and mentor Mike Ettner, without his faith, confidences, and resources we could never have done it. This was the beginning of our most famous "Father And Son" project. So we took 400 gallons of paint, and a lot of creativity, to the slopes of the "Kestrel Hawk Landfill" that Mike Ettner manages, in Racine, Wisconsin, and went to work! Using a tractor instead of a paintbrush, we painted "The 911 American Flag" the size of a football field, to express the patriotism we were feeling following the attacks of 9/11. After September 11 2001 no one will ever look at the American Flag or say the "Pledge of Allegiance" the same way again. It is sad that it takes such a tragedy to make people truly appreciate all that we have, and how much the American Flag means and symbolizes to the American way of life. We hope this flag will help people appreciate all that the veterans and so many others have sacrificed to maintain our freedom and civil liberties.

"Build Plan" I had to build a folding 11 foot spray boom, calculate the gallons per square foot of paint, figure hydraulic pressures and volumes. The slope is a lot steeper than it appears!!! I also had to make a star stencil, and spray the stars by hand.

*THE MEMORIES YOU SHARE
WILL DETERMINE THE
SIGNIFIGANCE OF YOUR
LIFE.*



So now the only thing I had to wait for was a little cold weather and a lot of snow!!! Well, the first trip I had was quite educational, because I froze my ass off!!! All the cold air that went over the windshield came back in under the back of the front seat because of the low pressure area created by the windshield. So, I filled the back seat with Christmas presents, and stuffed animals, which totally changed the aerodynamics of the car. Then I put an electric blanket on the front seat that was powered by an inverter. The ride was Great. I was driving around with a red Santa Hat on my head and a big warm smile on my face. The best part was when I would drive it up to Oshkosh to watch my son Luke at his wrestling matches. His college buddies would all pile in and we would go for a crazy ride in the "Topless Caddy". The most memorable ride was when I gave two of the hottest looking, and nicest, college chicks in the whole auditorium a ride in the snowstorm. It was after Luke's last home meet that year and he totally annihilated his opponent!!! I went to almost everyone of Luke's wrestling meets and I was pretty well known around campus as "Luke's Dad". I did challenge almost every college wrestler my weight to do the "Madson Birthday Challenge" or the "Twenty Minute Workout" they all "respectfully" declined. Then they challenged me to go 7 minutes with them on the mat, and I "intelligently" declined. Just for the record, I checked the Stevens Point Wrestling Media Guide, and the most pull-ups that anyone on the team could do was 43 by Jason Malchow, 25 by John Homa and 21 by Corey Bauer, and they only weighted 118 #. I did 65, but then I was twice as old as they were so I should do twice as many.

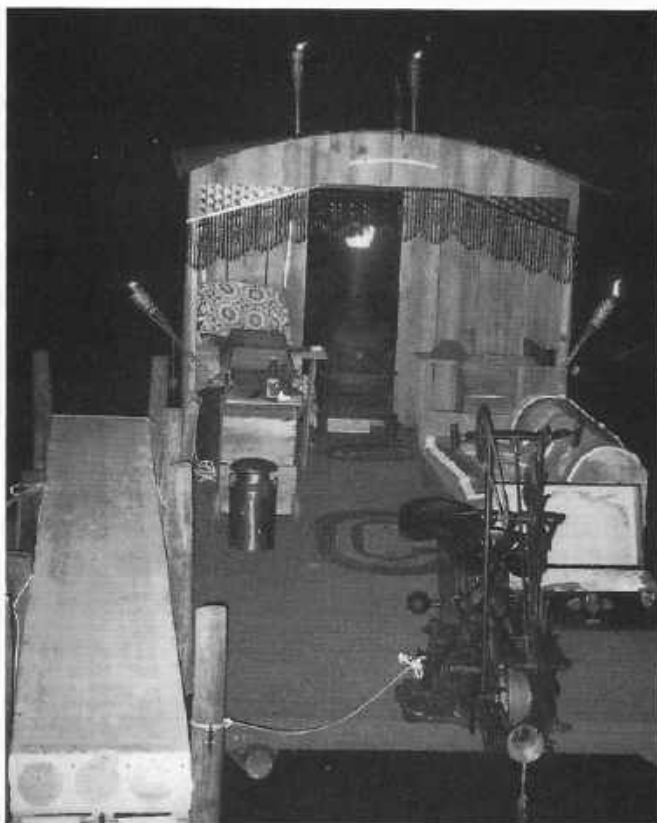


“PARADISE ISLAND, IT’S NOT JUST A PLACE, IT’S A WHOLE NEW CONCEPT!!”

Limestone quarries aren’t usually what most people think of as paradise! Of course, since I own what is considered to be “The Littlest Limestone Quarry in the World” things are different. You can let your imagination take you to a whole new world full of mountains, geysers, and volcanoes! Just before the sun starts to set on a warm summers day “Old Faithful” erupts on command!!! The smell of steaks on the open grill is enhanced by the sounds of music and the laughter of friends and family that have entered into the lost world of “Paradise Island”. At night as we cut through a 2 foot layer of dense fog that has settled on the warm waters around “Paradise Island” we set sail for “Pirates Cove” as we drift past “Monteigo Bay”, and “The Tunnel of Love”. The stars and the moonlight shimmy off the warm waters that surround “Paradise Island”. The still of the night is broken as the volcano erupts with all its smoke and fire as the light reflects off the west bank of a 50-foot limestone cliff. During the day, one can get lost in the warm sun and changing winds of the mysterious “Bermuda Triangle”, then escape her wondrous clutches and sail over the “Lost City of Atlantis” as you pear down and try to imagine what life was like in that great city.

Even though I have traveled three quarters of the way around the world, there is still no place like home and family.

P.S. The geyser is made with a charge of under water explosives, and the 120 foot tall volcano is made with a combination of black powder, dry coffee creamer, an old tire, gasoline, and electrical igniter.



The Illinois Machine Shed Restaurant in Rockford has long been known for all its interesting and unusual displays of old and unique farm equipment. So it just seemed natural that I should have my "BIG BLOCK LAWN MOWER" on display by the front door, along with my Pro Street Lawn Mower, and stories of my other creations in the dining area. It was a "WIN WIN" situation for everyone. More customers got to come in, to see and enjoy some of my "CRAZY" projects, and then tell their friends. The restaurant got more new happy customers. I got to eat for free and have a great place to display my new creations.

The Illinois Machine Shed has also been known as the pillar of the community for charities and community events that they have helped sponsor. So when the "Cumulus Broadcasting" radio station WKMQ 96.7 named them "The Rock Of Rockford" they needed a "ROCK" to symbolize that they were the "CORNERSTONE OF THE COMMUNITY". Unfortunately, that proved to be a lot more difficult than they first expected! After weeks of trying to find someone in the Rockford area to help with the project, they contacted Brian Ayre of Ayre Excavating and Mark Madson of Little Limestone to complete the task. Brian said, "This is absolutely the biggest rock that I can lift with my Bob Cat loader." The rock actually weighed over a ton and a half, and was very difficult to transport and place in the desired location. The "ROCK OF ROCKFORD" is now a permanent symbol and can be seen at the entrance of the restaurant on State Street.

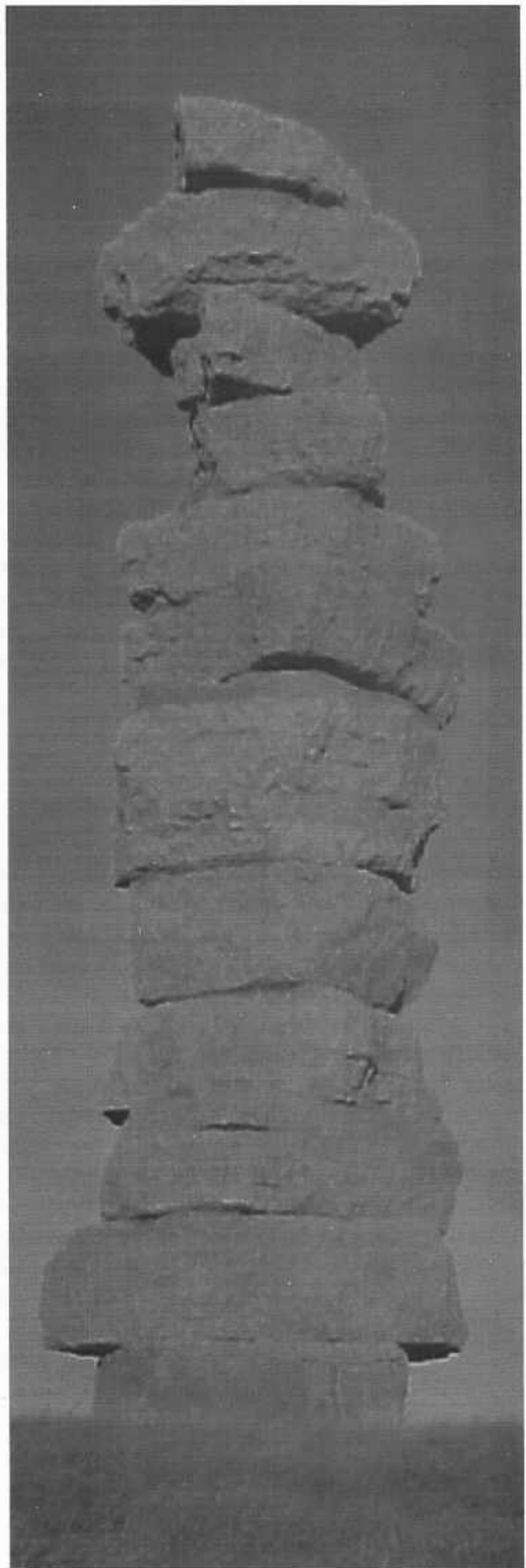


The most important achievement of my "Body For Life" experience was when Porter Freeman came here to write "My Story" called "A DIFFERENT DRUMMER" for Muscle Media Magazine Feb. 2003. The "HOOK" of the story was "HOW MARK MADSON LOST 130 POUNDS IN ONE DAY". The great part was that it was the same way that Porter lost more than 150 pounds in one night!!! As soon as we met, we were like old friends, because our lives were so parallel in many ways. That was the beginning of a long and interesting friendship. It was so great to listen to all the inspirational stories that Porter would tell about many of the other "BODY FOR LIFE CHAMPIONS" like Paul Sullivan. He is a paraplegic, but he didn't let that stop him from becoming a "BODY FOR LIFE CHAMPION" and marrying the girl of his dreams!! When Paul came here to visit me, I put a two-inch diameter climbing rope going up to my TRUCK TREE HOUSE so that he would be able to climb up in my tree house. I think that made mine the first "Handicap Accessible" Tree House in the world, of course, I think it helped that Paul had 17 inch arms!!! I also got to workout with another "BODY FOR LIFE CHAMPION" Jeff Kundert who received a PURPLE HEART in VIET NAM and over came many other obstacles to become a B.F.L. CHAMPION. Since I was 50 years old I also thought it was pretty cool that I was featured in two other body building magazines, "FLEX" and "IRON MAN". I received a ton of e-mails, but the best was a phone call from a Marine Core Medic on the fourth of July!!! His name is Josh Bruehl and we have been great friends ever since his first call, which lasted over an hour. He is now training to become a NAVY SEAL, and I will be very honored to be at his graduation.



2004 PUTTING THE ROCK IN ROCK COUNTY

After putting the "ROCK IN ROCKFORD" I figured the "ROCK OF ROCK COUNTY" would be an instant success!!! Unfortunately I must have been a few years ahead of my time. Most people don't even know how Rock County got it's name, and it doesn't matter. What does matter, is that this could be the new symbol throughout Rock County and around the world!!!! What better symbol could you ever have than a 35 foot tall 69 ton "Monolithic Rock Tower" located directly on HWY 43 on the north side by the number 6 Clinton exit??? The public exposure of a site like this would be priceless!!! More than 31,000 people drive by every day on HWY 43 and people are still stopping almost every day to take pictures of the "TRUCK IN THE TREE"!!!! With the right kind of lighted display it would be the perfect silhouette against the totally black country background at night. Day time might even be better with a beautiful blue sky background as the "ROCK" sits on top of the hill at the edge of the "LITTLEST LIMESTONE QUARRY IN THE WORLD". The only question is. What are we going to put on the top of the "ROCK OF ROCK COUNTY" that millions and millions of people are going to see and tell their friends about??? Personally, I like "FLAMES" and lots of them!! What could be better than continuous burning flames behind the silhouette of a "Giant Black Steel" structure perched on the very top of the "ROCK"!!! Then try to imagine how many cars would be stopping on HWY 43 ever night at 10:00 O'clock to watch it, because I would have it timed to shoot a "GIGANTIC MUSHROOM TYPE FIRE BALL" up into the sky, just like "OLD FAITHFUL" every night!!! I'm thinking of the best high-energy drink that goes "FULL THROTTLE" through life and through the night!!!! I can easily imagine the major part it would play on an exciting rock climbing music video. Just close your eyes and try to visualize the dangerous climb to the top of the ROCK to reach the "FULL THROTTLE" cooler and the refreshing taste and excitement as the camera captures the images of the "GIGANTIC MUSHROOM FIRE BALL" as it ignites in the background as the climber takes his first taste of his "FULL THROTTLE" energy drink!! Sounds like a SUPER BOWL commercial to me!!!!!!!



Originally the "CRUISING CADILLAC BOAT" was just going to be a quick weekend project for a cable TV show that we were suppose to be on called "JUNK YARD WARS". When we didn't make the final cut for the casting call, we decided to build it anyways just to prove to ourselves that we could have done it better. First we tried to bust out the windows with my fist, which proved to be a very painful yet educational experience!!! Then we decided to blast out the windows with my shotgun, but that was kind of hard on the interior. Of course, we had to cut the roof off with my saws-all and weld the doors shut. We also welded pivot points into the bumpers so that we could rotate the car up-side-down so that it would be easier to work on. Do to the length, weight, and age of the car we had to greatly reinforce the body and framework to keep it from breaking in half when we rotated it up-side-down. After a lengthy debate, we decided to remove the complete drivetrain and replace it with a 45-horse power outboard motor that we installed in the old engine compartment up front. We filled the doors, fenders, and the bottom side of the floor pan with industrial grade GREAT STUFF foam insulation that was donated after calling everyone in the business until I finally found a guy named Dave that gave me all I needed just because he liked my "TRUCK IN THE TREE" and thought that I was COOL. The next step was to make a 16 by 8 foot deck 6 inches thick to go under the car that would be 4 inches above the ground and below the water line. That was a tight fit!!! In the end we had so much flotation that we had fill the trunk with bricks. The launching of the boat has become quite an exciting experience with the flame throwing exhaust, and twenty-foot high title wave when it hits the water. This boat was a whole lot more work then we had expected, but it was kind of like the movie "THE FIELD IF DREAMS" build it and they will come, and "MONSTER NATION" did!!!!



"MONSTER NATION" is the traveling road show for "MONSTER GARAGE". For it's premiere season "MONSTER NATION" could only choose 4 places in Wisconsin to film, and the producer that filmed it said, " Mark's place was the most interesting and fun location in she filmed in Wisconsin". The "Story Line" was supposed to be a party for the "Pre-Enactment" of Luke's graduation from college. Featuring the "Cruising Cadillac Boat" with the "Jimmy Buffett Boat" on "Little Devils Lake", the "NO PARKING" "Cubical Car" auto drop, the "Truck In The Tree", the up-side down and backwards "Wheel Standing Pick-Up Truck". "Friends & Family", with the grand finally being a "GIANT VOLCANO" made, by Larry Cornellier from one of the lime piles next to "Little Devils Lake". Well, things didn't go "exactly" according to the plan!!!! Of course, you will have to watch "MONSTER NATION" to know what really happened, and that was edited for TV. The most fun part of the day was the "Launching Of The Boat" with Ron Bigelow and Bob Clapper. Even though it was cold and windy, the "Flame Throwing Exhaust" and "Twenty Foot Title Wave" made by the "Cruising Cadillac Boat" was a filming success. The most meaningful part of the experience was all the help and encouragement that I received from friends and family to help meet the filming deadline. It actually took over three weeks to get ready for the show. Most people have already realized that I live in my own "LITTLE" world. The police and other local authorities have listed me as unclassifiable, yet harmless. After a long ten-hour day of filming to get five minutes of TV airtime, the producer summed it up best by saying that "Mark is definitely the guy with the coolest backyard!"



2005 TRUCK IN THE TREE DOES NATION
WIDE BILL BOARD CAMPAIGN

The "Twenty First Century" auto insurance company decided to do a creative billboard campaign, and use the image of my truck to highlight their ad. It appeared on 30 different billboards in 6 states across the country. I first heard the rumor of the truck being on a billboard in Chicago from Dave Luteman, but no one could remember the name of the company that sponsored the billboard. So I called my friends "STEVE & JOHNNIE" at "TALK RADIO WGN" to help solve the mystery. It was GREAT doing another live interview with them to catch up on old times from past interviews. They put the "WORD" out, and before long we found out that the "Twenty First Century" auto insurance company decided to do a creative bill board campaign, and use the "TRUCK IN THE TREE" to high light their ad. It appeared on 30 different billboards in six states and ran for three months. I tried to get the old billboards from them, but they said that they planned to use them again. They bought the image from "gettyimages.com", which just goes to show you that, "The Money Is In The Marketing"!!!!



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2005 HISTORIC AUTO ATTRACTIONS

The "HISTORIC AUTO ATTRACTIONS" is another great example of a "Win Win" situation that happened. Wayne Lensing has the most wonderful collection of historic and "one of a kind" interesting things that I have ever seen. So it was so natural, when we finally got together to put my "Big Block And Pro Street Lawn Mower Display" in his "HISTORIC AUTO ATTRACTIONS". It's located on Metric Drive, North off from Rocton Road, between 190 and 251, and is open Memorial Day to Labor Day. Their phone number is 815 389 7917, and their new updated web site is www.historicautoatracions.com. I'm trying to talk Wayne into writing his "Mechanical Life Story", which would be very interesting to read. It would also be a very educational, and inspirational success story that I and millions of other people would like to read!!!! It is hard to find the time, although when you get done, you know it will be worth it. It's a great place to spend a little time "WHERE HISTORY MEETS ENTERTAINMENT"

2005 BAKER BREWER GAME

We had so much fun with our "CHRISTMAS CADDY" in the winter that I just couldn't put it away for the summer!!! So we converted it into "BEACH PARTY CAR" by putting an eleven and a half foot long surfboard were the roof use to be. Of course, we had to paint it to match the car, and have Greg Ray put on a set of his world famous traditional flames. Which made the surfboard worth more then the car. The first encounter was the Milwaukee Brewers tailgate party, with 4 bus loads of the "U.W. Oshkosh Drinking Team" lead by Jeff and Brad Baker, and my own son Luke Madson. Along with about 20 other bus loads of the same from various colleges around the state. Well, we had so many young intoxicated women on the surfboard, that we lost my megaphone and camera in the chaos. The end result was that 90% of the kids didn't even know who the Brewers were playing, but over 90% will never forget the "BEACH PARTY CAR" with all the college chicks on it!! Due to the fact that I lost my camera in the confusion when I gave it to some drunken college guy to take a picture of some girls and I on the surfboard these are the only half way good pictures I could find. But don't worry because we will be back next year!!!!!!



*ONLY THE GOOD DIE
YOUNG.*

2005 BEACH PARTY CAR PHOTO SHOOT

There is something about that car that just makes you smile, and draws people in like a magnet even when it's only 6 degrees outside. Maybe it's because we are burning "RACING FUEL" in it's 500 cubic inch gas guzzling power plant, just because we like the smell of the exhaust. So this summer we did a lot of "Photo Shoots" at "Little Devils Lake", "Country Thunder", "Milwaukee Brewer Game" and just about anytime we stopped the car, and there were HOT CHICKS in the area. Maybe it is just because it is such a Great way to remember the fun for the girls that are in the "Photo Shoot"!!!! Whether it is at the "Milwaukee Brewer Game" or any place on the Planet, that "One Of A Kind Car" is the perfect platform and backdrop for young and crazy women that want to have Great Memories of the Good Times that they had!!!!

2005 THE MAKING OF THE CUBICAL CAR OR DID YOU EVER WANT TO DROP YOUR CAR FROM A CRANE

"COMMUNITY CAR" is a bigger city car rental company that would like you to turn your "OLD CAR" into a "CUBICAL CAR" and then share your ride time by renting one of their "COMMUNITY CARS". So we made a short TV commercial on how to turn your "OLD CAR" into a "CUBICAL CAR" by dropping it from a gigantic crane!!!

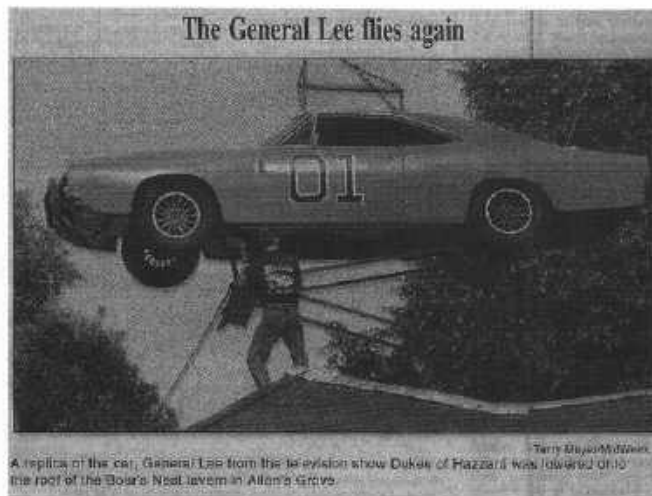
The next step to promote the "CUBICAL CAR" idea will be in the "TRADE IN" of your "OLD CAR" for a "NEW CAR" sale. This will totally surpass the old and overused "PUSH, PULL & DRAG SALE" in use today. The concept is simple if you just let your imagination drift "OUTSIDE THE BOX" for a moment!!! It's really not as dangerous as most people would think, because if you have ever noticed a crane on a construction site over the weekend, they usually have a piece of equipment hanging from the hook. That's because it is actually the safest place to be... And it is O.S.H.A. approved!! Now imagine your driving down the street in your "PIECE OF SHIT CAR" and you see a giant crane with a car hanging from the hook. Then you think to yourself "THAT COULD BE MY CAR"!!!! Even without any TV or radio advertising the site of a GIGANTIC CRANE with a car on the hook, would be the talk of the town!!! It would be seen for miles throughout the city. The commercials that you could make from this event would be the most watched and talked about that you ever had!!! The cost of this promotion would be surprisingly low, because the crane guy would work for just about nothing because of all the free advertising that he would get for his business. You can drop the same car about ten times, every hour on the hour all day long. Then the person that just bought a new car from you, would have the excitement of dropping his "OLD CAR" to the pavement while everyone watched!!!! The best kind of "PROMOTION" that a business could ever have is one that is totally unique and that people will be talking about for years to come!!!!

*IS THIS CAR GOIN UP OR IS IT
COMING DOWN?*



2005 THE GENERAL LEE RIDES AGAIN

With the premier of the New Duke's Of Hazzard Movie this summer, there has been a renewed interest in one of my more successful promotional marketing projects. It's been over 4 years since we put the "GENERAL LEE" on the roof of the "BOARS NEST" and it's still making headlines on the Associated Press all across the nation!! Try buying that kind of advertising, at any price!!!! And it's been the center of attention at the annual "DAISY DUKE LOOK-A-LIKE CONTEST" held every year on the last weekend in September. Ron Bigelow and I got the whole thing started by planning and raising the money for the first "DAISY DUKE LOOK-A-LIKE CONTEST", of course, we took advantage of that, because we were the judges!!!! Now it turned into a 3 day weekend festival of "Female Oil Wrestling", a "Best Ass In Chaps Contest", a tire smoking burn out spectacular, of cars and motorcycles inside and outside of the tavern. There is also at least 3 different bands and all the best pork sandwiches and fixings you can eat, at a reasonable price... Good Friends, Great People, and the Best Place to be the last weekend in September!!!!



2005 COUNTRY THUNDER CAR

What better car could we possibly have than a full size Cadillac Eldorado Baritz Convertible, with a set of Texas Long Horns on the hood, and a 6 foot tall Rebel Flag sticking out of the top of the surf board that we used for our Party Platform???? Of course, having the Confederate Flag with an intoxicated woman hanging on the pole as we drove around the Country Thunder Camp Site was totally outlawed. Even though they tried to kick us out several times Tommy Glista and I managed to get in some pretty interesting Photo Shoots. The boys with the "LEAF BLOWER" on the "DRESS UP" committee were probably the best!!!!

Naturally, we had even bigger and better plans for the annual "JIMMY BUFFETT" concert at Alpine Valley. Unfortunately, it was canceled this year!!!!!! It wouldn't be hard to imagine the scene that "DEUCE BIGELOW" and I would have made with the "BUFFETT MOBILE", a megaphone, and all kinds of intoxicated topless chicks swinging around the flag pole on top of the surfboard.

DREAMS AND PREDICTIONS OF THE FUTURE

I would like to make Interstate High Way 43 into my own "Commercial Art Display". I have already done my "Truck In The Tree", "The Little Limestone Stuck Truck", "My Perpetual Motion Wheelstander", "The Cubical Car", "Drop A Car From A Crane" "The harleyheartbeat.com photo op", and "The Rock Of Rock County". If I could get a sponsor I would like to build, "The Six Pack Shack", "Cat On A Hot Tin Roof", a memorial to "Joe Shear", and "Rock On A Stick" just to name a few.

"The Six Pack Shack" would be the biggest, coolest, and most expensive project that I have ever tried. It would generate more low cost advertising than all my other projects combined. It would be the coolest bachelor pad on the planet. It would be built out of six vertical steel tanks that are 12 feet in diameter and 40 feet tall. They would be bolted and welded together and painted to look like a giant "Six Pack" of "Full Throttle" energy drink, something like the world famous "Six Pack" of beer in LaCross Wisconsin. I would cut out all the interconnecting walls of the tanks to make a three story living space, with a balcony on the roof. Each floor would be decorated with a different theme of the coolest stuff that guys would want. Of course, there would have to be gigantic flames billowing from the top of the balcony, fueled by cheap landfill gas that they normally just burn off and waste anyways. And if you think a lot of people watch "Extreme Home Make Over" it wouldn't be hard to figure how many more would be watching this!!!! Now how much do you think that it would be worth to the companies that have their products in one of the "Coolest Pads On The Planet"???? Who do you think is paying for all those "Extreme Home Make Overs" and who do you think is eating all that chicken????

Sounds like a win, win deal to me, I wish some of their innovative marketing people would have a little talk with the people at Coca Cola. Coca Cola spends more money on "Boring Billboards" in one day than it would cost to build this whole project that would last a lifetime. It could also be used as a innovative

"Think Tank" for new and more profitable marketing campaigns, and they need one...

Is this really "Rocket Science" or is it just "Rock Science"????? If you are anything like me, and you must be if you are still reading this stuff. You have had a truly great idea, but the people that need it don't like it, just because they can't think outside of the "Box", or in this case the "Can"..... This is just like the "Madson Mechanic Bushing Tool" that I designed and built, that the bushing companies wouldn't even sell, if I stocked their shelves for free.

"Cat On A Hot Tin Roof", and I already have the "Hot Tin Roof". All I need is some foresighted person in the marketing department from the "Caterpillar" company to realize how many new customers on some of their smaller product lines, would see, hear, and relate to the idea of a big heavy "Caterpillar crawler" on the top of skinny little hot tin roof. To say the least it would look cool, and everybody would be talking about it. Not including all the people that would be taking pictures, all the news papers, TV, radio, and 30,000 people that would see it every day as they drive by on the high way.

Joe Shear and Dave Watson were my mechanical hero's when I was in high school. Now that Joe is gone, I think that a memorial of one of his stock cars making a left hand turn on a hot tin roof would be cool. Now if I can just get the marketing department at the "Rockford Speedway" to realize the value it would be for them, I'm sure they would like to help with the project.

"Rock On A Stick" now that would be a hard sell, but it would look cool, it even sounds cool. Imagine a three ton flat limestone rock balanced on top of a 20 foot tall perfectly vertical wooden pole with no guide lines. It would give new meaning to the term, "the pole isn't holding the rock up, the rock is holding the pole down".

The end to the old "Push Pull And Drag" sale, and the start of the new "Drop Your Car From A Crane" sale. Now imagine you are driving down the street in your "Piece Of Shit Car" and you see a giant crane with a car hanging on the hook. Then you think to yourself, "That Could Be My Car"!!!!