

Bugatti Poster Print Story July 2022 Bob

When we were at the Neenah-Brennand Airport car show (formerly the “Oshkosh South Park” car show) June 26, 2022, a guy whom I casually know as a local pilot (Doug) stopped by to chat. He mentioned that he had a Bugatti poster given to him by an EAA guy (Joe Norris). He said he didn’t really have a connection to it, and in view of my car, would I like to have it?

After some questioning, we determined that it was another print of an art poster we saw in 2016 in the Siebkens Resort bar in Elkhart Lake during the July Vintage Races Concours. What’s significant is that these prints are in commemoration of the American Bugatti Club (A.B.C.) “Rally and Grand Prix” at the Road America September Vintage Races weekend in 2005. The 2005 event, of course, was when Shirley, our friend Mike, and I encountered the Williamson Atlantic and owner, Dr. Peter Williamson himself, up-close and personal. ...The “Life Altering Event”.

I told Doug “Yes, absolutely!”, and he kindly delivered the poster to me a few days later.

My conjecture is that when Dr. Williamson (at the time President of the A.B.C.) drove his Atlantic over to the EAA Museum from Road America September 17, 2005 for a “photo op” with the Bugatti Airplane (presently still in the EAA Museum), he gave somebody at EAA (Joe Norris?) this print as an appreciation gift. Looks like nobody cared, and it got given away (?) — finally finding its way to me.

1) A poster print spotted on the wall at Siebkens Resort bar in Elkhart Lake, July 16, 2016



2) My print now hanging on the Rabuggi shop wall



3) Close up of the print... an artist's rendition of a "Road America" event ca. 1938 (Road America didn't exist until 1955) showing an iconic Type 35 GP racer, the Type 100 Airplane (which never flew), and a Type 57SC Atlantic; the first one, #57374, which I still call "the Williamson Car". (R.I.P. good Doctor.)



4) #57374 with the Bugatti airplane at EAA Pioneer Airport, September 17, 2005 (image from the A.B.C. images archive)

