



CELEBRATING CHEVROLET THE 40TH

STORY AND PHOTOS BY TOM AND KELLY GLATCH

Gary Esse of Madison, WI, made a good living selling NOS Chevy parts, but it meant making long hauls to the east coast for inventory. Driving back from yet another trip to the Hershey swap meet, Gary decided the Midwest needed a similar event. That was in 1977. Forty years later, Gary's first hometown swap meet has grown into Madison Classics, now hosting some of the biggest events in the nation.

During the last weekend in April, the Jefferson County Fairgrounds in Jefferson, WI, becomes the Spring Jefferson Swap Meet. In early August, the Walworth County Fairgrounds in Elkhorn, WI, hosts the Summer Elkhorn meet, as it has since 1986. Finally, the last weekend in September finds the Fall Swap Meet back in Jefferson, where it has been since 1980.



ANNIVERSARY FALL JEFFERSON SWAP MEET

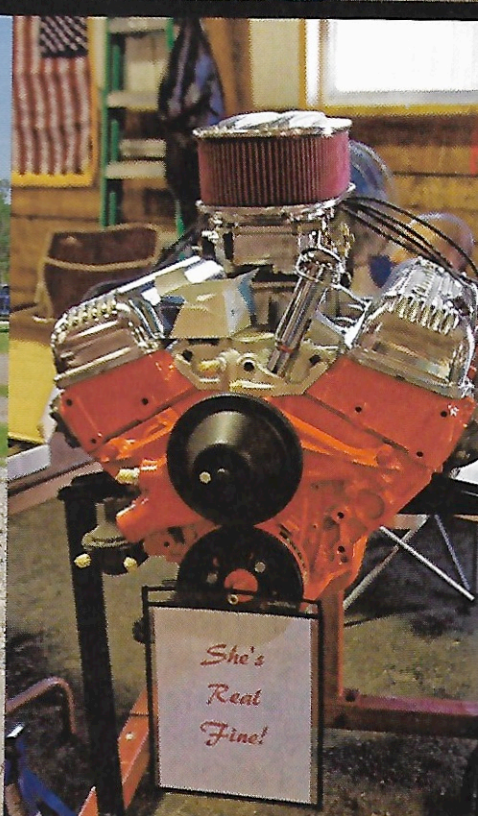
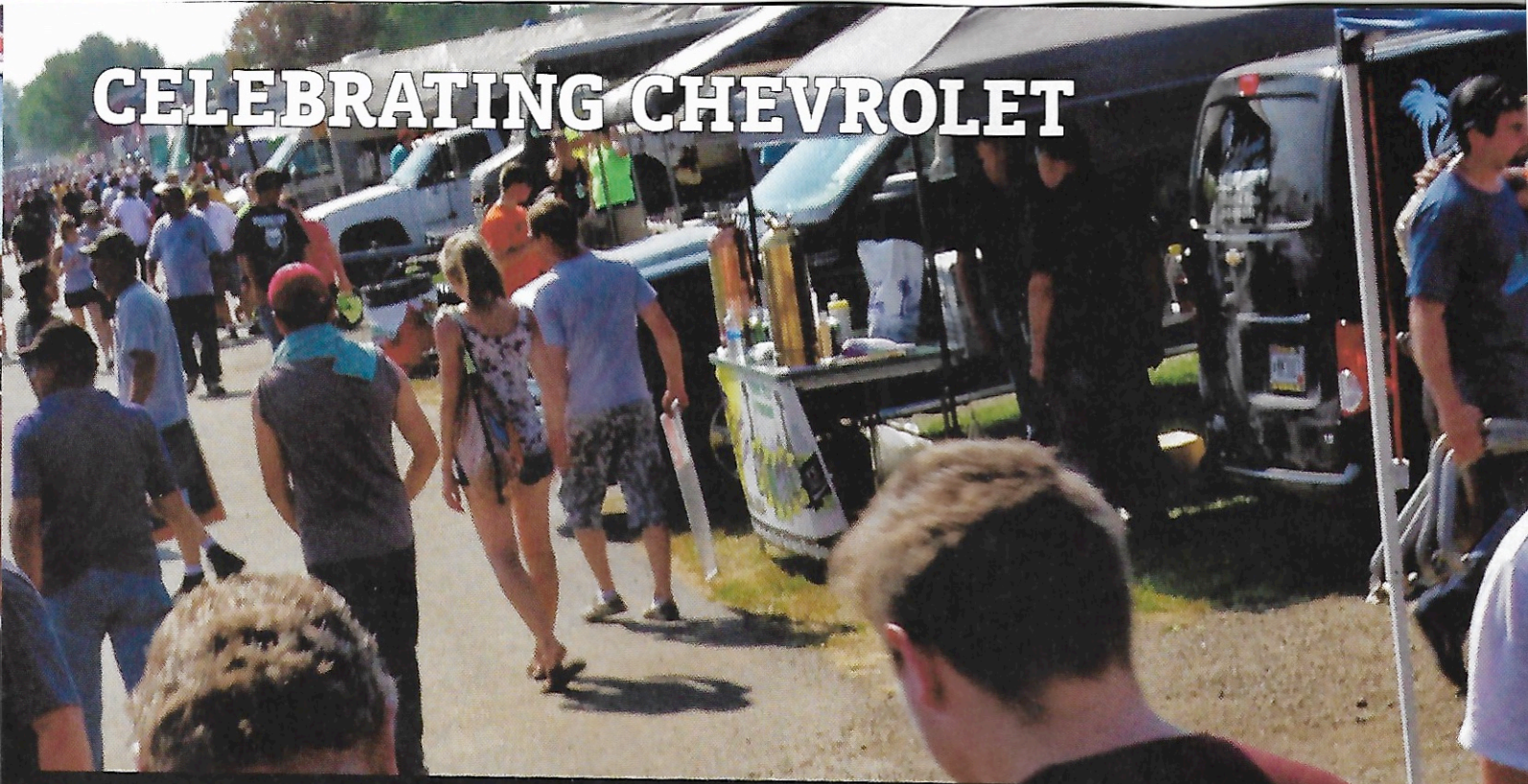
To celebrate the 40th anniversary of that first Jefferson Swap Meet, Gary Esse and his sons Paul, Erick and David, went back to their roots: Chevrolet. Camaros and Chevelles were featured in the car show portion and Chevy cars and parts were for sale throughout the huge event.

With practically every useable square foot of the fairgrounds filled with more than 3,100 vendors, 20,000 visi-

tors and hundreds of show cars, it's one of those events that is difficult to fully grasp. Battling 95-degree temperatures made this fall's show especially challenging, but with the amazing number of quality cars and parts on hand, it was well worth the effort.

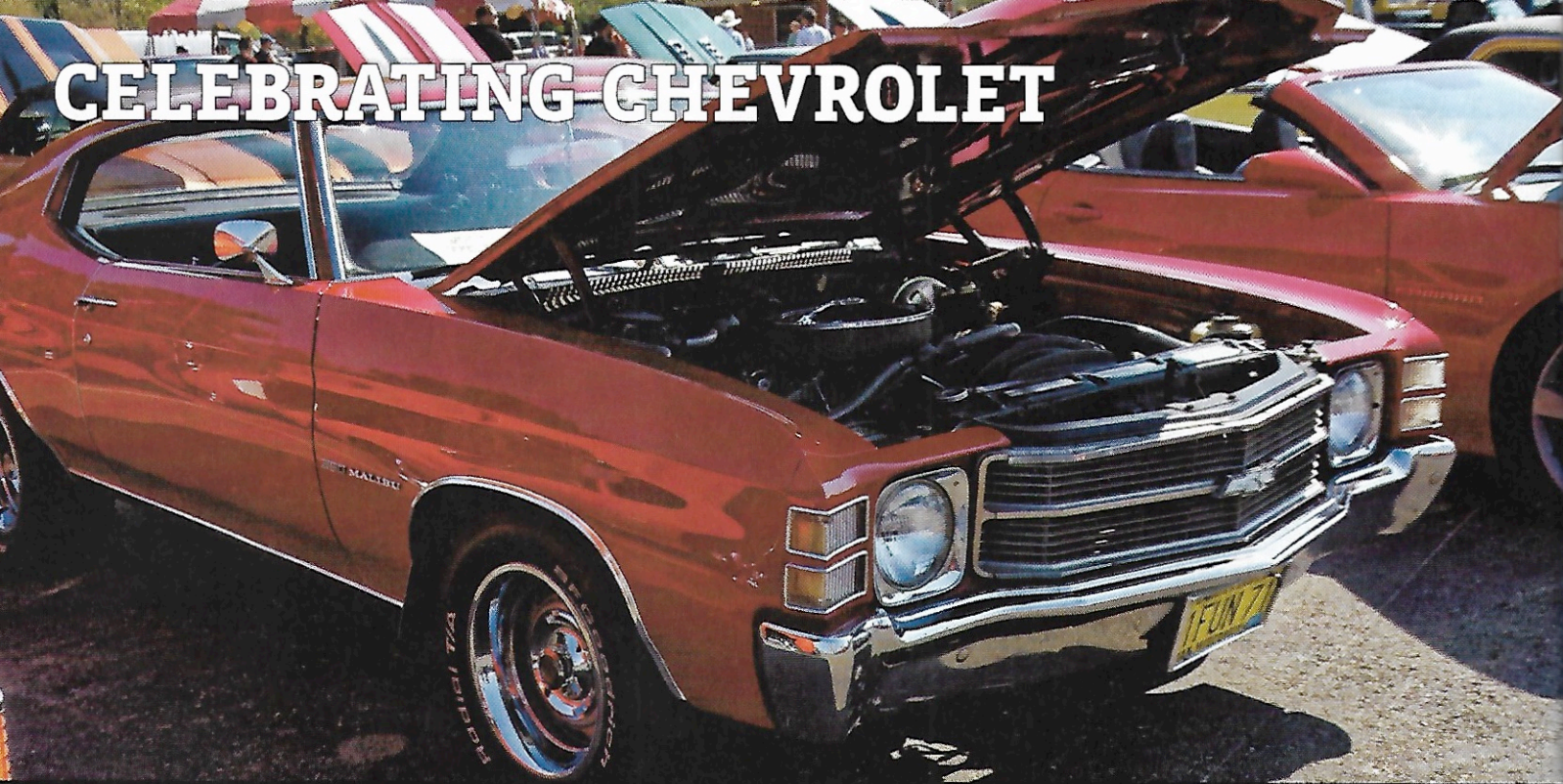
Looking to complete a winter project next year? The Spring Jefferson Swap Meet returns April 27-29, 2018. ✓

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MADISON CLASSICS 2018 SCHEDULE

SPRING JEFFERSON SWAP MEET:

April 27-29, 2018

SUMMER ELKHORN SWAP MEET:

August 4-5, 2018

FALL JEFFERSON SWAP MEET:

September 28-30, 2018

For more information: www.madisonclassics.com

