Nov 2016 - Feb 2017

Temecula Valley Ford Model A Club

Volume 18 - Issue V



Its Wintertime!

The Dan Report - Dan R. Cheatham II Well its cold and boy it has been a soggy winter so far! I have been swamped in more ways than one and thus the newsletter is a bit behind. My apologies. I also afraid that we have lost one of our oldest members as well: Larry Whipple has

our oldest members as well: Larry Whipple has left us and we are all very sad to see him depart. He was a great man and a great friend to many.

The tenor of this newsletter is the cold wintertime. Also, I have now been editing the newsletter for one year now. I aim to please! After some deep contemplation, I researched a few items which people used to do during the cold winters of our "Model A" era. So, I figured that many of you are using this time to work on your cars so I looked into repairs and heating. I also set out to discover what people in the late



1921 Illustration for Motor Magazine Ruth Eastman

nineteentwenties and early thirties were doing during their winter periods. Going to the cinema became popular in this time so I thought would be a great idea for us. I have included links to the top movies of the time so that you can sit back with your partner and indulge in the same world as the drivers of yonder time. The new

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'Stars' of the period also defined the era fashions, so it was a great fit, no pun intended.

In the Culinaries Column I laid out a 1932 luncheon menu including a rare dessert recipe to enjoy after returning from a tour. Since our nation has a new President I researched the three U.S. Presidents of our era, starting with Coolidge. Ron and Susan Hull's Model A story comprises our Featured Member section. I finally finished my last Ebay installment about selling. As promised, I have started publishing my website sources for you to do your own treaure hunting from home. All good winter activities.

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BOARD MEMBERS

President: *Rudy Perez* (951) 674-4330

Vice President: *Ron Hull* (951) 834-3220

Secretary: *Sheila Saxman* (951) 696-0323

Treasurer: *Ted Iverson* (951) 674-2916

Membership: Laura Iverson (951) 674-2916

Tour Directors: *Larry Beel* (760) 741-7942 *Lori Perez* (951) 674-4330

Activities Directors: Allan Porch (951) 776-9253 Karolina Porch (951) 776-9253

Sunshine: *Joyce Grieb* (951) 587-6967

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Historian: Position open

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Thanksgiving Tour - Judy Patrick reporting



- Judy Patrick reporting
The Temecula Valley
Model A Club met at
Carl's Jr. in Hemet on
Thanksgiving morning at
gam. It was a great day for
our tour to Laughlin, NM.
Our ride included some

break downs which were quickly fixed. We arrived at the Riverside around 6:30pm and had our Thanksgiving buf-

fet. Friday started early, off to Oatman where we saw desert plants and trees being decorated for the holidays. Lunch in Kingman and then a long ride to Peach Tree Springs where we enjoyed the caverns. Then



back to the hotel for a nice dinner. **Saturday**, We had a big breakfast and then a trip to Boulder Dam where we walked up the ramp and took pictures. Returning to the parking lot we saw lots of people marveling at our A's. The second stop was in Chloride where we happened upon an old tavern and a very colorful owner. After some drinks and good music we headed for home. **Sunday**, we were all ready for a



day off so the girls headed to the mall, some gambled and the guys hung out with the cars. **Monday**, The trip home after such a great tour was very nice. Bob Grieb's Model A got a piggy back ride behind Ron Hull. All in all: great tour!

Christmas Party 2016

Dan Cheatham II reporting
 On Dec 3 Our club held it's annual Christmas party at RJ Sizzling
 Steer. Many of the board arrived



early to set up the tables and decorate for the party. This year Lori Perez had made little christmas trees in glass



jars with snow which 'snowed' when shook. My kids loved these beautiful decorations. Many thanks to Lori and to Laura Iverson for the hard work of preparing everything.

The dinner menu was extensive and loaded with delicious choices. It was delicious and did not disappoint.



The new 2017 board was sworn in, after a filling lunch and lots of good conversation the presents exchange commenced with the usual amount of surprises, stealing, and smiles.

I was quite pleased with my present! The bright 'Ford' sign already decorates my mancave workbench in the garage right next to my Model A. It was a great party and everyone is looking forward to next Christmas season's dinner!



Upcoming Group Tours & Events

Tour / Event	Leader RSVP	Start or Goal Location / Notes
March 23rd - 26th (Thur-Sun) C.C.R.G. Tour	Rudy Perez	Porterville, CA
April 2nd - (Sun) Orange County Pancake Breakfast	Larry Beel	
April 23rd - (Sunday) 70th Annual Fireman's BBQ	Lori Perez	Murietta
May 6 - (Sat) Tech Day at the Iversons / Murietta	Lori Perez	Starts at 9am / No large projects

Upcoming Swap Meets and Gatherings

Meet	Location
Feb 24th-26th BIG 3 Swap Meet / Qualcomm Stadium	Fri 12pm-4pm, Sat 8am-4pm, Sun 8am-12pm

New Years Day Mystery Tour

Aaron Stoddard reporting



The opening day of 2017 was clear, beautiful, and perfect for a New Year's Day tour led by Rudy and Lori Perez. We departed the Temecula Shell station



with about 8 Model A's around 9am and headed down Old Highway 395, picking up a couple more cars along the way. It was a smooth, scenic ride through the roll-

ing hills and open sky of Ramona that led us to our secret destination. The Louzek family welcomed us to

their home and David opened up his shop to show off his collection of cars that included a couple Ford V-8s, a Ford Woody Wagon, a Ford Galaxy, a Porsche, and even a VW Bug. After perusing the cars for a bit, we headed back to Escondido for a buffet lunch at Cochina



Del Charro where we ate, chatted, and watched some football before heading home.

Larry Whipple - Larry Beel's report Memorial Tour

Originally the Valentine's Day Tour it was renamed in honor of Larry Whipple, a much loved member of our group, who suddenly passed away in January. Disregarding the report of possible rain, the group started at the large flag at the south



end of Temecula. After meeting the remaining members at Mission, five Model A's and three



'moderns' proceeded through Fallbrook slowly down to the site of the Fallbrook Historical Society and its five buildings. We got to visit the barn, the Ford cars museum, the geological museum and even the newly renovated house, which had not been previously available. The land and house from the mid 1800's

was originally owned by a minister who had previously fought in the Civil War and was later posted in Fallbrook. The group made a \$100 museum donation on behalf of the club while we were there.

The sky cleared and the sun began to break out making for a really pleasant drive and a really relaxing afternoon! After this the group swung down to the Old Fallbrook Schoolhouse. Then the tour meandered down a curvy road to Nessie's Hamburger restaurant for lunch. The tour was a successful adventure.



In Memoriam



Sad news: In the night of January 22nd, Larry Whipple, a long time member of not only our club but also of other local Model A clubs here in the state, passed away. Larry was well known to us for his hand made peanut butter cookies which he and his wife Bobbie would bring to our meetings and for one of the most amazingly accessorized Model A's in our group. He was well loved and was a really good hearted bear of a man. Just last issue we published Bobbie and Larry's Model A story in the 'Featured Member' column. We will miss his smile and hold him in our memories as one of our own, who braved the roads together with us. Bobbie Whipple has decided to move to her family in Florida. We will also miss her and wish her all the best in her new home.

Joyce Grieb has volunteered to assume Bobbie's position as Sunshine Lady on the board.

The Auto Motor Heater of the 1920's - 1930's - By Dan Cheatham II

So, it's wintertime and it's really cold out! The barn is surrounded by snow and ol' Bessy, your Model A, is covered in frost. Your car's generator is needing some work and you really need to get to town to pick up Jenny, your daughter-in-law at the train station. If you aren't there on time you will be sleeping out in this cold for a week.



When it got really cold cars proved quickly to be inferior to horses. Horses always work. Cold engines wont start, especially when the mercury drops below the ol' 32F level. What did one do back in the day in order to get this show on the

road? Get back on the horse? No. One had a special heater!



One of the car accessories many people purchased for those cold days was an 'Auto Motor Heater', which could also double as a small room heater for the garage shed. The main manufacturer for these was the aptly named Auto Motor Heater Co., located in Hartford, Connecticut as well as the Wallin Foster Associates Co. in Denver, Colorado who also manufactured the 'Auto Motor Heater'. Since the products from both companies appear nearly identical I assume that this is the same company. There were a few others but all the heaters I have seen look to be based on the



same patent and design and are re-labeled with other company names.



The heaters ran on white gasoline and were essentially kerosene lamps with a conducting metal cage surrounding the flame. When the cage got red hot so did outer cage the surrounding the core. There is a small door which lifted on the cage which allowed the inside wick to be lit. For storage there is a metal cup that went over the cage assembly, possibly also to kill the flame.

The can had a handle with a hook which was designed to hang this heater under the motor near the oil pan. Somewhat precarious but it seems to have worked! By

heating the oil pan the oil viscosity remains low allowing the motor to turn over even in very cold weather. One only had to light the heater about two hour before starting the engine. I wonder how many forgot to take out the heater before starting the car and driving off? Still, mankind is inventive say the least. The same heater apparently doubled as a small room heater for the shed for the car owner to work on the car when it was cold. If you try this though I would suggest a well ventilated garage shed...



"Chop your own wood and it will warm you twice." -Henry Ford

Era Fashion and the Rise of the Movie Stars 1919–1932

by Dan Cheatham II

Prior to the rise of the horseless carriage one did not just go into town for entertainment unless one lived in the cities

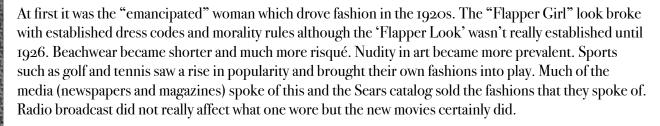
directly. Usually the men would walk, or ride, down to the local tavern. That was it. Going to town was a bigger affair, especially with the family, because it involved a carriage or wagon, and horses and possibly an overnight at an inn. Those were expenses which rural families could not regularly afford. In the 1910's and 20's the first cars became more affordable and more available



but horses were still the norm. The 'Great War to End All Wars' interrupted societal norms and was followed by a short recession early in the 20's. Then with prohibition the local tavern became a futile endeavor, or illegal, and mutated into a local 'Speakeasy' in the cities.

One must remember that mens fashion at the time consisted mainly work and evening clothes with dress suits for more formal affairs such as church and weddings or funerals. Those with money also dressed for the city's evening life. Women generally had five sets of clothing for the time: day dress, shopping / city/ or town dress, visitor dress for visits at their

home, evening dress for going out, and night clothes. It was not uncommon for a woman of the time to get dressed up to 5 times during a day depending on where one lived. The rural population had fewer clothes and the town and city populations more.



Fashion has always been driven by the most known and prominent people in society. At first high fashion was still driven by politicians, and the stars of operetta, theatre and musicals. With the rise of silent film, the cinemas stars were born and more and more people were able to drive and see the "movies". It became a special outing back in the 1920s with ever greater popularity and availability of these cinema houses. Many cinema houses built opulent entrances lending the occasion an air of upward mobility. By the end of the brass era the entertainment industries had transformed the communication of fashion trends through the United States and Europe.

The Silent film era provided also some of the first big movie world stars which began to shape fashion trends here and abroad. More and more people began to follow trends by what the 'stars' were wearing, both in their films and in front of the press cameras. The war had broadened contact with the fashions of Europe, The German, French, British and American film companies began to exchange actors much more than one might believe today. Mens fashion, which had remained little changed up to that point also took on new hat forms and and dropped the tails. In the 1930's the tight fit suits took on a more draped character. Common military fashion also infiltrated the civil services and police forces. One read about the adventurers and pioneers in Africa and further east and then began to witness it in silent films and adopted much of this adventure fashion into their lives.

(Continued on page 6)



(Continued from page 5)



Will H. Hays who became President of the Motion Picture Producers and Distributors of America (MPPDA) in 1922 developed the 'Production Code' which was to become known as the 'Hays Code' in the 30's. Implemented in 1930 the code was designed to enforce a minimum level of civility, morality and ethics in motion pictures. It was developed because of what was perceived as an abusive use of the new media by many directors in the 1920's. Luckily for us the code wasn't really enforced until 1934, so Model A era movies still maintain a looser and less restrained style but it too affected the promoted dress styles of the stars of the 1930's and 40's.

So, by 1927 the stage was set. Popular things to drive to especially in the colder months were Musicals, Theatre, Dance Halls and the Cinema houses. This is what the press wrote about and what one read about in the magazines of the time. These evening affairs were not like today. One dressed for the occasion! With the use of the car one could travel into the towns more quickly and with the headlight s and the expansion of the roads, though still mostly dirt, one could even return the same evening back to the house.

Then in 1927 a great step was achieved with the release of the first speaking films, "talkies", which ruined a few careers of the silent movies era but brought forth a greater number of new stars. In 1929 the first all "Technicolor" film was released adding a new dimension to the experience. By 1930 the days of the silent films were already numbered. To say the least, people were watching what the stars of the cinema were wearing, more so even, than the stars of theater, although the actors and dancers of the time were active in both of on stage and in film. Even theatrical and musical productions drifted into film productions of the musical storylines.



Douglas Fairbanks and Mary Pickford and their 1928 Ford Coupe

After the crash of '29 and the resulting Depression era the fashion of the flappers gave way completely to the sheer look of the flowing close cut gown and the rise of the female business dress which later defined the late 30's and the 1940's wartime fashions. Almost all of these fashions were driven by the cinema stars by this point with politicians dress then playing second fiddle to the more glamorous looks of Hollywood and Broadway. The there was also a third driver of fashion in our era, the bootleggers and gangsters of the prohibition period, but that is another article for later.

Sources: I drew on many sources for the article and summerized the information, distilling it into legible form.

- MAFCA Fashion books: Lots of well researched infromation about era fashions.
- Encyclopedia.com/arts/culture-magazines/new-entertainment-vitamin-1928-1929 (great article!)
- Wikipaedia: Searches included "Early Cinema" "1927 1932" and "Silent Film, Stars" "Early Sound Movies" "Transition Silent to Sound" etc..
- IMDB.com: Cinema of the years 1928 1932
- <u>Filmmakeriq.com</u> This is a great article about popcorn and the development of the movie theaters. Images:
- marb.kennesaw.edu Image of William H Hayes / Building Images
- Classiccinemagold.com Image of Douglas Fairbanks and May Pickford

Model A Ford Trivia Question:

As you know the differential oil is changed by opening the two plugs (drain and fill/level check plugs) on the differential housing. The Model A Tool Kit contained an adjustable wrench with a special lug on the handle's end to open these plugs. So, are the plugs pictured "correct" for a Model A? Explain your answer. To win, email me your answer to cheatham.dan7@gmail.com or call me at my cell: (303) 885-6388 Prize to be awarded at the next general meeting.

Top 10 Movies of 1928

Affordable cars made a drive to a cinema more accessable to more people. So I decided it might be of interest to know what the 10 most popular movies of 1928 actually were to help us pass our short wintertime. This article proved harder to research than I thought because the various movie information sources could not agree on what constituted 'top ten'. I have chosen to base the list on the period popularity and on the gross receipts of the time and not on any modern 'popularity' ratings. Now you can enjoy what the people of 1928 were driving their Model A's across town to watch.

Movie availability: Many era movies are readily available today on YouTube.com. The tradition of popcorn at movies actually became popular at the cinemas of this era. So you should just pop up some popcorn, snuggle up to your partner and watch one of these classics, either on your computer, or with your computer hooked up to your flatscreen TV. Many of these newfangled televisions (Smart TVs) have YouTube access built into them so you could just watch them directly on your TV without the computer connection. Also vimeo.com has some of the movies that YouTube doesn't. Turner Classic Movies also broadcasts many of these movies on television and Time Warner still controls the rights on these films, Subscribers to TCM.com can watch them online.

To Watch:

- **1. Click the movie title link below**. You may be asked if you should 'trust' the link and the answer is yes. It will open YouTube or Vimeo and start the movie. If it doesn't automatically start, just click the play arrow.
- 2. Click on the full screen symbol to fill your screen (four cornered square in the lower right of your movie window). Your ESC escape key on the upper left of your keyboard returns you to the browser after your movie. NOTE: Not all are free or available. I have noted if there is a rental cost and the link takes you to the rental page. Here are the top ten most popular movies in 1928 based on era popularity and gross receipts.
- 1. The Road to Ruin (Free) (Top grossing film of 1928) USA Black & White Talkie Starring Helen Foster YouTube (This super popular movie is an exploitation film from the pre-Hays Code period! Its probably a PG rating today...)
- 2. The Singing Fool (Free) Grossed \$5.2 Mil. USA Black & White Talkie Musical Drama Starring Al Jolson YouTube
- 3. The Circus (Not Free) [Rights Protected Must be rented for \$3.99 from Amazon]
 Grossed \$3.8 Mil. USA Black & White Silent Comedy Starring Charlie Chaplin YouTube
- 4. Street Angel (Free) Grossed \$1.7 Mil. USA Black & White Silent with music Drama Starring Janet Gaynor YouTube
- 5. <u>Lights of New York</u> (Not available online) [Rights Protected, Owned by TCM, Shows only on the TCM channel]

 Grossed \$1.2 Mil. USA Black & White Talkie Vitaphone Crime Drama Starring Helena Costello TCM.com
 (First real "talkie" movie with dialog throughout the movie)
- 6. West of Zanzibar (Not Free) [Rights Protected Must be rented for \$2.99 from Amazon OR go to iTunes and search for the movie title]

 Grossed \$0.9 Mil. USA Black & White Silent with music Mystery Drama Starring Lon Chaney YouTube
- 7. Passion of Joan of Arc (Free) France Black & White Silent Historical Biographical Drama Starring Maria Falconetti YouTube NOTE: I suggest to turn the annoying sound way down or off. The original is a silent film anyway and the sound here is modern.
- 8. The Wind (Free) USA Black & White Silent Western Romance Drama Starring Lillian Gish vimeo.com
- 9. The Crowd (Not available online) [Rights Protected, Owned by TCM, Shows only on the TCM channel Available as VHS on Amazon!]
 USA Black & White Silent Romance Drama Starring Eleanor Boardman TCM.com
- 10. Steamboat Bill, Jr. (Free) USA Black & White Silent Humorous Comedy Starring Buster Keaton very popular in 1928.

Sources and Further Information: Click the links below to learn much more about the individual era movies above.

- IMDB.com Top 10 movies of 1928 Here is the IMDB.com ranking list and individual movie infos.
- Filmsite.org Movie Rankings and individual Movie Descriptions / Filmsite.org Movie Rankings by Decade
- YouTube.com (YouTube main website) and -Vimeo.com for the movie "The Crowd" TCM.com For further infomation on TCM movies.

Featured Members - Ron & Susan Hull

Interview by Dan Cheatham II



I met Rudy Perez and the Club for the first time at a breakfast meeting at the Sun City Masonic Club back in 2010. Many club members had brought their vintage cars to the breakfast that morning. After the actual breakfast everyone went outside to have a look. It seemed like a lot of



fun and the cars were incredibly interesting. I had always wanted a Ford Model "A" myself. This interest started much earlier, back when I was a teen. In the late 1950's there had been a Model A Coupe parked in a lot across from my house with a "for sale" sign in the window for \$25. The Coupe had been converted to a pickup with wooden box in the back. I asked but my father said I couldn't have one because they have mechanical brakes. My meeting with the members of the Model A club was the chance for me to get a Model A finally. Susan thought the idea was cute as the cars, so I had the green light to start looking.

In 2011 I went to the MAFCA website to see what was available. On the website I went to the different local clubs' portion and read through their local newsletter's classifieds. In the Palomar Model A club's newsletter I found that Barbara Stradley was offering a 1929 Sport Coupe which interested me. This one had been restored by their club members, including help from our own club's Richard Allen. Rudy invited me to ride along in his car on the "Garage Sale" Tour to the 'Farm'. From the back seat of Rudy's Tudor I called and made her an offer on the Coupe and she accepted. Later Rudy hooked up his trailer and we went down and brought it home.



The body was in good condition and it had a Mitchell overdrive. It was a really good car, but since we were taking the kids in the rumble seat and because it was too tight inside, it proved to be impractical for things like shopping, etc. So, in turn, we sold it in 2013 to Monica Dirac of the San Bernardino Club. We saw her recently at the CCRG last year with the Coupe.

So in 2014 we then shopped around for a closed body Tudor Sedan which would more closely fit our actual needs. Rudy soon heard about a 1931 Tudor up in Placerville, CA, which belonged to a guy who purchased it directly from the City of Santa Clara. This one was a stock vehicle in a two-tone green and needed a bit of work to make it a touring vehicle. We converted it from 6 to 12V, added a CB radio, put in the Mitchell Overdrive, replaced drums with cast iron, installed H&H touring engine, repainted it in a two-tone maroon with black striping. We added new upholstery, seat belts and 16" rims with steel belted tires. Furthermore it received a new Brassworks radiator, tube shock absorbers and a 1956 Ford steering



gear, rounding out our new touring vehicle. At one point during the process when the car was totally dismantled I told Rudy that I couldn't see the light at the end of this tunnel, at which he just laughed. The conversion was made possible with help from Rudy, Larry and the Patricks and the Griebs and others in our club for which Susan and I are very thankful. I have had the chicken a few times since we started driving the car but the bombs have been smoothed out for the most part.

As one of the final finishing touches we added "Special Treat" in script to the cowl. The backstory on the name is from our oldest daughter and our granddaughter, Ivy. One night we went out to dinner with her and her family. Ivy was about 2 1/2 years old at the time. Her mother gave her a taste of ice cream after dinner. Ivy liked it a lot, so she told her mother "more". To wit her mother replied: "Ivy, that is a 'special treat', to which Ivy then replied "More Special Treat". This is the "Special Treat" which this car now boasts as it's name. My plane was also "Special Treat" as well as the Coupe followed then by our new '31 Tudor.

1920's and 1930's Culinaries Column

The Afternoon Luncheon Research by Dan Cheatham

After a short cold morning tour with friends and your Model A in our Southern California 'winter' you want to get home and relax and have a coffee or tea. In 1931 that was also true. So what did one make for your afternoon snack? Luckily I have the 'menu' suggestions from the 1932 Pillsbury cookbook. Luckily recipes can not be copyrighted. I chose this menu because it contains an item which is no longer common today but sounds delicious. Card number 225 is titled "Afternoon 'At Home' Menu". Try this for an afternoon tea, or coffee, after a successful tour. It should help keep you in that special feeling one experiences after having been out in your Model A. You will have to prepare it obviously before leaving.

AFTERNOON "AT HOME" MENU (from the year 1932)

Thimble Anchovy Biscuits Cream Cheese - Pineapple - Ginger Sandwiches Rolled Asparagus-Russian Dressing Sandwiches Toasted Raisin Bread Sticks Thin Whole Wheat Bread and Butter

Hickory Nut Cookies (#68) Molasses Sticks Shortbreads (#80) Baby Jelly Roll Slices

> Tea Coffee Punch (in cups with saucers, not mugs like today) (#225)

MOLASSES STICKS

Recipe makes 1 pan 6x10 inches or 12 sticks 11/2 x 3 1/4 inches TEMPERATURE: 350°F. TIME: about 35 minutes

11/2 cup PILLSBURY'S BEST flour

1/4 teaspoon soda

11/2 teaspoons baking powder

½ teaspoon cinnamon

1/8 teaspoon cloves

1/8 teaspoon ginger

ı egg ½ cup molasses

½ cup milk or strong coffee

1/2 cup chopped nutmeats

1/4 teaspoon salt

1/4 cup shortening

1/3 cup sugar

- 1. Sift first 7 dry ingredients together; stir in nutmeats
- 2. Cream shortening and sugar thoroughly.
- 3. Add unbeaten egg; beat thoroughly 4. Combine molasses and milk or coffe
- 5. Add sifted dry ingredients and nuts, alternately with liquid, to creamed mixture. Beat well. Bake in greased pan in moderate oven.
- 6. Frost warm cake with Butter icing (#32). Cut into sticks.

HICKORY NUT COOKIES (#68)

Recipe makes 4 dozen large cookies

TEMPERATURE: 350°F.

3 eggs

½ cup brown sugar

½ cup granulated sugar

3/4 cup hickory nutmeats, broken

1. Beat eggs, add sugars, nutmeats and melted shortening.

2. Sift flour and salt together, add to first mixture. Add flavoring.

TIME: 12-15 minutes

11/2 cups PILLSBURY'S SNO SHEEN CAKE Flour

½ teaspoon salt

1/2 teaspoon flavoring extract

¹/₃ cup melted shortening

3. Drop from tip of teaspoon far apart on greased baking sheet

SCOTCH SHORTBREAD (#80)

Recipe makes 9-inch layer

TEMPERATURE: 325-350°F.

½ cup butter

1/4 cup sugar

TIME: about 35 minutes 11/4 cups PILLSBURY'S **BEST Flour**

1/8 teaspoon salt

ı. Cream butter, Mix sugar, flour and salt in sifter and add

gradually to buttere. Blend

thoroughly.

2. Spread mixture in square pan, lined with waxed paper.

3. Prick well with fork, making a fancy edge with the tines of

fork.

4. Bake in moderate oven. Cool in the pan. Break into pieces

BUTTER ICING (for the Molasses sticks) (#32)

Recipe makes enough to cover 3-layer cake

²/₃ cup butter 3 cups sifted confectioner's sugar 1 tablespoon cream, or more 1 teaspoon flavoring extract

1. Cream butter until soft and fluffy. 3. Add cream, as needed, to make 2. Add sugar gradually, beat well. Add flavoring a spreading consistency.

2017 Member Birthdays & Anniversaries

Birthdays - January	Jan-February	March	Anniversaries
1/1 Lou Schweizer	1/30 Judy Spurlin	3/1 Scott Sandersfield	1/17 Joe & Jan Baltikauski
1/3 Steven Currie	2/2 Joy Lieber	3/6 Bob Grieb	1/21 Bob & Joyce Grieb
1/5 Patricia Cambell	2/8 Tom Spurlin	3/12 Matt Giacalone	2/9 Bill & Joy Lieber
1/19 John Misoni	2/22 Dale Stanfield	3/23 Lori Perez	3/2 Allan & Karolina Porch
1/20 Susan Hull	2/23 Ben Iverson	3/25 Dottie Schweiger	3/18 Kim Leon & Valorie Sparks
1/21 Bobbie Whipple	2/25 Wayne Brekke	3/25 Kenneth Lavezzari	3/26 Scott & Sue Sandersfield
1/21 Glen Sorum	2/26 Valorie Sparks		
1/28 Sheila Saxman		Page 9	

1920's-1930's - The Presidents

Era History Part 4 - Calvin Coolidge

- Research by Dan Cheatham

Since we just elected our new president I thought that a little Presidential history was in line for our members. In this issue's Model A History, the question is: "Who exactly were the US Presidents during our Model A Era and how did this effect the automobile production in the US during this time"?

Big question so I will summarize. The years 1927 - 1932 are the era years being discussed since the Model A was already in development prior to its release and continued in production clear into March of 1932. The total number of engines produced in 1927 was 5275 and in 1932 it was 18534 units at end of the "A" production. Development on the Model A started in secret obviously much earlier and was due to falling numbers of sold Model T's in 1926-27. The release of the Model A was also delayed by Henrys hope that the Ford X-Motor development would render a useable engine for the car. Let's cover the years 1926-1929 first.



President Coolodge and Vice President Dawes

Calvin Coolidge was the 30th U.S. President from August 2, 1923 through March 4, 1929, a Republican, a native of Vermont, and a former governor from the State of Massachusetts. The years 1926-1927 were actually proving very prosperous in the US and were part of the glory years of the "Roaring Twenties" and the years when the classic "Flapper Girl" look was defined and the Wall Street Stock Market was racking up huge gains.

A famous quote from him, which sums up his period of office, is: "The chief business of the American people is business". He earned the nickname, "the Prince of Laissez-Faire." for his approach to federal policy. Frugal as he himself was, he sought to keep the Federal government in indulging in the general euphoric economic successes of the time. Deemed "Silent Cal" he was a business friendly president which came to be known for his quiet and steadfast nature. His policies favored tax cuts based on the positive public tax revenues and an efficient use of federal funding. He followed a policy of limited governmental interference in business and in questions of market regulations. He spent much of his time cleaning up much of the corruption and excesses of the previous Harding administration and reestablishing a general confidence in the government.

During his period of office one major item affected the US vehicle industries the most: The Federal Highway Act of 1921, signed into law under his predecessor President Harding. To quote from the Federal Highway Administration's 'Highway History': "The automobile industry was America's largest, and the country's "seemingly insa-

tiable national appetite for cars produced a decade of great industrial prosperity." While GNP increased by 59 percent from 1921 to 1929, GNP per capita rose by 42 percent. Personal income increased by more than 38 percent." "The growth of the industry had another side effect: The automobile also greatly increased road building and paving, which became a major component of the construction industry and greatly stimulated quarrying and cement manufacture." Much of this development was attributed to Henry Ford's Model T as being an automobile for the masses and perfectly adapted for use on Americas still rudimentary road system. This became a symbiotic relationship which was profitable for Ford and for the individual States themselves.

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From the same article: "Through 1928, the Federal Government had helped the State highway agencies improve over 73,000 miles, with another 11,000 miles under construction. And by 1929, the States had improved 90 percent of the Federal-aid system (about 170,000 miles) to some degree, about half of it under the Federal-aid highway program. These improved roads were not concrete links in transcontinental highways." "Most of the projects involved graded earth, sand-clay, or gravel surfaces." "By decade's end, MacDonald could claim that, "the American road building program of the last decade never has been equaled in the history of the world." "Road-builders of the period described their era as the Golden Age of Road Building."

President Coolidge was an avid supporter of the expansion of the US road system stating in an address to Congress on Dec. 5, 1923; "No expenditure of public money contributes so much to the national wealth as for building good roads." He actually assisted this symbiotic relation by keeping the reins tight on federal spending and pressuring the individual states to do more in providing more for their own road systems with less federal assistance. He criticized the Federal governments role in taxing states and then giving back the same funds but with a bureaucracy attached and sought to suppress this and reduce federal taxation. Coolidge supported and signed a continuation of the Federal Highway Act for the years 1926 and 1927 at \$75 million a year and again for 1928 and 1929 at the same level while limiting the uses of the funding and maintaining the pressure on the individual States to do more themselves. He was worried that funding distributions were uneven between states and thus unfair in their disbursement.

Ford's factories flourished during this period and the Ford philosophies of production did not face governmental resistance in terms of market expansion in the US and actually saw quite a bit of expansion abroad during these years. Fords labor relations during this time were mostly within his own control and enjoyed a period of little governmental interference and very little organized union problems. During these years Ford raised the wage to the highest in the industry at \$6 / day and later \$7 / day and tried to maintain a mostly flat organizational structure. Ford did not like the banking sector and preferred to self finance his facilities, only activating local banks in order to assist with bridge financing for dealers during the changeover from the "T" to the "A". Ford also strove to control and own all phases of production from the raw materials to the final sales and service of his cars. Thus the Ford industries were not to be as effected by the financial bubble that was building on Wall Street, which was in part due to the lack of regulation of economic affairs from the Coolidge government. The fact that Ford was also building educational facilities and helping to build, educate and expand the workforce across the nation, he enjoyed an increased level of support from the White House. Ford's support of engaging the farming communities by reducing the toils of the US farmer with more efficient tractors and offers of tractor financing played well with Coolidge's view of limited government support. Coolidge did not believe it was the job of the government to support failing farmers through hard times.

1926 saw the quiet planning and in 1927 the complete and rapid retooling of the Ford River Rouge and 36 other production facilities in the US and Canada for the launch of the Model A. The Model T production was stopped in mid-May and the first Model As were delivered in December of the same year. Ford felt confident enough during this year to attempt such an undertaking. Many of the Ford dealers were left for months without a car to sell until the production was able to supply Model As across the nation. The bottlenecking of the availability combined with the aggressive marketing campaign at the end of the year paid off big. Even Franklin d. Roosevelt, at the time the governor of New York was one of the early purchasers of the new Model A, sporting a 1930 Cabriolet. The Coolidge administration's economic successes directly 'paved' the way for the successful introduction of the Model A.

Sources:

- MAFCA: Motor numbers and "Introduction of the New Ford"
- US. Dept. of Transportation Federal Highway Administration Article: Highway History
- Image: By National Photo Company and, Public Domain Image of President Coolidge and VP Dawes not copyrighted
- Book: "Ford Chronicle" A Pictoral History from 1893 Publications International, Ltd. ISBN 0-7853-2509-3

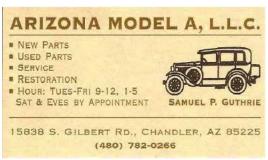
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The Arcane Secrets to Selling on eBay

- By Dan Cheatham This is the fourth and final article on eBay.

Selling in Ebay.

So this is my last installment of the EBay series. You now know how to search, research, negotiate, bid or buy and pay. What about selling something? It is a great way to stock up your account in order to pay for your needed Model A Ford parts. But it is NOT the same beast as buying them. I one short line: EBay selling can be tedious. Although it appears to be rather straightforward the difficulties are only in part caused by Ebay. Most are caused by the shipper. There are a couple of important things you should know. I have sold quite a few things through EBay and mostly had good experiences but it is not the same as buying, where I have only had one really difficult problem which quickly got resolved. How does this play out?

As a **buyer**, you bid and win or buy, then pay, wait and then receive. Smiles all around.

Or you do not receive the 'item shipped' notice or the item itself never arrives, which you bravely paid for. Thus you register an Ebay complaint that the seller is a bastard who never shipped the item, and await a response as EBay tries to contact the seller.

Or, even possibly, you the buyer actually get the prized item and either its what you wanted, or the buyer lied... (wrong, version, doesn't actually work, busted in shipping, black and not dark blue as pictured, etc...) so you write to the seller or register an EBay complaint... and get your money back, or a discount from the seller and refund, do not have to ship it back, and get to keep the item. Smiles.

As a **seller**, you list the item, receive payment, and the money is put on hold except for the shipping portion of the money, you package it as described, print labels, and turn it in to your carrier and await confirmation that the part arrived and the funds are released and your account is full. **Right**?

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(Ebay Selling - Continued from page 12)

Or something goes wrong... and you lose the item altogether; get no money released; do not get it back from the carrier who lost it. They also don't pay you back the shipping costs; or while you fight for the insured value, EBay restricts your account; you get bad feedback commentary that future buyers can see; and possibly, EBay throws you out for being a con-man. Great, right?

Its not 'Buyer Beware' in EBay, rather 'Seller beware'. EBAY policies protect Buyers MORE than Sellers! There are two types of Sellers: Those who sell a couple of things on occasion, which include myself, and those who are 'dealers' who sell as part of their main income. Many of the dealers have EBay stores, which operatively for the buyer makes no difference. Some of these so called 'stores' are in China though. Always look at item location. It is part of your listing as well. When selling I suggest the following things out of both my good and my no-so-good EBay selling experiences.

Shipping - Most real problems involved hiccups in shipping!

The biggest problems are items lost in shipping, which usually means that you will be refunding the money paid and then trying to hunt down the item lost by your shipping company. You won't get the money from the customer and you might be out the value of the lost item. This is NOT an EBay problem. It is a mail carrier problem.

Use the following as a listing checklist:

- I. Create your shipping labels through EBay, which gives EBay the chance to track all MOVEMENTS AND MISTAKES made by your shipping company. If something gets lost they can help you and you WILL NOT BE PENALIZED for not having shipped an item after being paid.
- **2.** Write in your own "**Shipping Conditions**" as part of your item description. Copy out, modify and develop your own shipping conditions from one of the professional Ebay dealers.
- 3. Most vintage parts should have a 'no-refunds' policy in your item description and I suggest that you write that you accept no liability for part or item functionality, even if it is a hammer.
- 4. Determine if it is worth your time to sell small things under \$7.50 in **sold** value. Unless you are selling hundreds of such small things, it won't be worth it. Instead of selling a single wrench for \$5 bundle it with 5 other tools and sell them together for \$25. Too many small things get lost in shipping, especially through USPS, as I unfortunately learned. Its not worth it to insure them and your buyer won't want to pay extra insurance for such. USPS will NEVER find a small packet that it has lost and forget about them refunding your shipping cost. Getting a search going is also a nightmare with most carriers and one quickly finds out that "searches" are just merely delay tactics and formalties.
- **5.** Also check whether your shipping costs **exceed** the actual sold item price. If it does then consider whether selling it makes sense this way. It only does if the part is super rare and interesting to buyers due to its rarity.
- **6.** Insure anything over \$50 in value if it is a rare un-replaceable part. You probably won't get the money back but the shipping company **treats** the package differently and it will be less likely lost. Many times the buyer will even want this option and pay for it. If it is an extremely rare part I suggest UPS or FedEx. Ask your buyer how they want it sent.
- 7. Mechanical parts (Alternators, Generators, Bendix Starters, and larger) should be sent UPS. They tend to handle larger things better that any other company and will even pack them for you, taking a bit of the liability off you.
- **8.** Figure out if you want to deal with **international customers**. Restrict bidders to domestic only if not. I accept bids from U.S. and Canada, as well as Europe. Note this in your "shipping conditions" (*see #2 above*).
- **9.** ANYTHING OF VALUE should require shipping registered mail with a **signed return slip**! That is an option and it should be noted in your shipping description because the buyer must pay that little extra shipping cost for registered mail with return reply. Its safest for both parties Ask me about selling a silver coin to a NewYork customer once. I almost lost a lot of money on that sale if it weren't for the customer being more cooperative than the post office personnel who dropped the package in the mailbox and didn't get the slip signed. The payment money was held by PayPal awaiting the signed confirmation of delivery which was not forthcoming. The post office was **clearly** at fault!
- 10. If your actual shipping costs turn out to be less than your (or Ebay's) estimated cost for whatever reason, be so nice and refund the difference. Your customer notes that as well as the EBay system and you will be rewarded in other cases

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Temecula Valley Ford Model A Club

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(Ebay Selling - Continued from page 13)

Payment

- 1. Only ship once the item has been paid. Never before! I suggest requiring payment through PayPal.
- 2. NO CHECKS even on local pick up only items such as sold cars. Cash on site and require downpayment for large objects such as selling your car or boat. \$500 to \$1000 immediate deposits are usually required by sellers within 24 hours of winning a bid paid to the seller through PayPal. Write that in your item description.
- 3. Have a 'No-Refunds' policy. IF you decide to refund the price (partial or complete) because the customer is not happy with the item for whatever reason, it is then **out of the largeness of your heart** and is then just a discount on the price they paid. Make them the following offer: Anytime the return shipping costs exceed the whole value of the item on smaller items, just let them have the item for less money by refunding a portion of what they paid. If that doesn't do it, you can still refund all of the money. Everyone stays (mostly) happy... and you don't get bad feedback or complaints.

Your Item's Description

- 1. Two methods are common: Either keep it short and generalized or be as specific as possible. This will depend on the nature of what you are selling and whether or not it is an inanimate object or something that is supposed to function or where a particular version is important to a buyer. Short descriptions does not give a buyer a lot of room to get mad at you unless the part was broken and you didn't mention that. Extremely detailed descriptions will bring in the informed buyers who will pay more for the exact part they are looking for.
- 2. Always include all defects or things that the customer must know. Don't naively drop the fact that the item doesn't work and that it is being sold for parts or restoration. Just add that in your description. If it is cracked, tell them that. Don't let the buyer have to discover it after receiving it. In EBay they can make you regret not having mentioned it.

Packing

1. Pack the item well! Don't LET it arrive broken or damaged. This will save you the discussion as to why it arrived cracked, shattered, smashed or squished. The buyer clearly will recognize your effort, especially in their feedback comments. If the pack-job looks like the seller gave extra effort to keep the item safe during shipment you the seller, will get the benefit of the doubt if it arrives in a smashed box. The seller can then get mad at the post office. I received a Model A Instruction Book from 1928 once that had quickly been FOLDED and stuffed into a flat shipping box. I gave the guy bad marks on shipping for having further damaged the vintage item in packing.

That should be enough to get you going as a successful seller. I wish you the best of luck! There are more points so feel free to call me if you have any questions or need help on listing or selling.

General Model A Ford Website and Information Sources

I have been asked quite a few times where I source my information for the newsletter and for myself. Starting with this issue I will begin publishing websites which I have found to be helpful for all Model A era information and parts.

Let's start with the basics. You can **click on any of these links** and your browser should automatically take you there.

- 1. <u>mafca.com</u> MAFCA (Model A Ford Club of America) National club website with lots of info and sources.
- 2. model-a-ford.org MARC (Model A Restorers Club)- National club specialized in stock restoration of Model As
- 3. <u>maffi.org</u> **MAFFI** (Model A Ford Foundation, Inc.) National Foundation in support of the preservation of Ford history our club is an official member of MAFFI. Check out their site!
- 4. <u>temvalas.org</u> Temecula Valley A's Club website Created and maintained by Ted Iverson.

 As a member you get a password to access the site. It includes our tour photos, contacts, and Model A information.
- 5. <u>thehenryford.org</u> Includes **Henry Ford Museum of American Innovation**, Greenfield Village, Rouge Factory, and their <u>Digital Collection</u> for millions of Ford record and images for research.

Temecula Valley A's - General Meeting Minutes - January 19, 2017

Respectfully submitted by, Sheila Saxman (Secretary)

Meeting called to order at 7:03 p.m. Pledge of Allegiance led by guest, Duane Hamil

President: Rudy Perez: Rudy made the announcement that The Board had voted to purchase a P.A. System, which he would be using tonight. Rudy introduced guests, Duane Hamil and Judy Wilkins. Rudy talked about the MAFCA Membership Drive, and the free memberships available to our members that have never been a MAFCA member. He and Lori passed around some information about it, including two membership forms that I had brought. Rudy presented The Chicken Award to Melinda Masner and Aaron Stoddard for their car breaking down on the New Year's Day Tour.

Vice President: Ron Hull: Ron called on The Officers for their report.

Secretary: Sheila Saxman: I asked if there were any additions or corrections to the November Minutes; hearing none, Ron asked for a motion to accept the minutes; Steven Currie made the motion, Karolina Porch made a second, and it was voted to accept the minutes.

Treasurer: Ben Iverson (for Ted Iverson): Ben read the income, expenses, and the balance as of January 19th, 2017. Ron asked for a motion to accept the report; Rudy made the motion, and Dan Cheatham made a second, and the members voted to accept the report.

Membership: Ben Iverson (for Laura Iverson): Ben said that there were 43 members and 2 guests present.

Tour Reports:

 $Rudy\ talked\ about\ the\ Turlock\ Swap\ Meet-January\ 28th,\ 29th.\ He\ suggested\ if\ you\ need\ car\ parts,\ and$

order from Arizona Model A's, you could save on the shipping by picking them up from Sammie at either Turlock or Big 3

Swap Meet. Rudy announced the Big 3 Swap Meet dates of February 24th-26th.

Lori Perez talked about the Valentine's Day Tour, February 11th, to The Fallbrook Historical Society Museum, and another stop. The tour will be leaving from the big flag at the Shell Station on the south end of Temecula, at 9 a.m. Larry Beel talked about the CCRG Jamboree, in Porterville, CA, March 23 to March 26th; he had a sign up sheet and some information that he passed around.

Lori gave a tentative date for Tech Day at the Iversons as, May 6th. She had a sign up sheet for what cars needed what kind of work.

Larry said to bring all of your parts with you if you are having your car worked on. Lori said it will be a potluck, more information to follow.

Lori announced that the date for The Murrieta Fire Department Barbecue will be on Sunday, April 23rd.

Tour Recap: Karen Beel thanked everyone for coming to the Christmas Party, and mentioned that the club does pick up some of the meal, unlike other clubs. She gave a special thank you to Lori Perez for making the snow globe centerpieces for the tables.

Lori talked about the New Year's Day Tour, with 14 Model A's and 10 Modern cars. The tour was to a private car collection in Ramona.

Activities: Karolina and Allan Porch: \$120 was collected with \$60 going to the club and \$60 to be divided. \$30 winner-Bill Lieber, \$20 winner-Allan Porch, \$10 winner-Sue Sandersfeld. There were several donated prizes that were raffled off, won by Richard Allen, Ben Iverson, and Fritz Louderback.

Newsletter: Dan Cheatham: Rudy said that Dan has a proposal for the members, Dan would like to change the name of the newsletter from "The Grapevine" to "The Grapevine Gazette". Several members spoke for or against the change. Rudy asked the members to vote, and it was a 20 to 10 vote that the name be changed. Karen Beel made a motion that the name not be changed again, Lori Perez made a 2nd, and the club voted unanimously that it would not be changed again. Dan mentioned the articles that he needed for the newsletter. He said the meeting minutes will be added to the newsletter. He also said he needed the sources for any articles sent for the newsletter to be included.

Historian: Need Historian.

Sunshine: Judy Patrick (for Bobbie Whipple): Judy gave a health report on Larry Whipple, who is not doing very well, so cards would be appreciated. January birthdays and anniversaries were read. Rudy gave a health report on Steve Salazar, who has an aggressive form of cancer, please keep him in your prayers.

Open Items: Rudy thanked Robert Saxman for putting together and printing out the agendas. Rudy gave a presentation with a handout on, "The Beginning of the Model A". Calendars from Arizona Model A were passed out.

Adjournment: Rudy asked for a motion to adjourn the meeting, Dwayne McBride made the motion and Lori Perez made the 2nd. The meeting adjourned at 8:11 p.m.

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Temecula Valley A's - General Meeting Minutes - February 16, 2017

Respectfully submitted by, Sheila Saxman (Secretary)

Meeting called to order at 7:00 p.m. Pledge of Allegiance led by guest, Clyde DuPree

2nd Vice President: Robert Saxman: Robert explained that Rudy and Lori Perez were absent from the meeting because they were helping set things up for a memorial service. He introduced guests, Duane Hamel, and Nancy Kennedy. Robert said that The Hospice of the Valley had sent a Certificate of Appreciation for participation in their fundraising event. Robert spoke about Larry Whipple's passing, and said that there would be an estate sale at their house, Friday-Sunday, February 17-19; he also said that the Valentine's Day Tour had been renamed to honor Larry. The date, time, and place for the memorial service for Steve Salazar was mentioned. Robert read a special poem, and Bill Lieber told a joke.

Vice President: Ron Hull: Ron called on The Officers for their report.

Secretary: Sheila Saxman: I asked if there were any additions or corrections to the January Minutes; hearing none, Ron asked for a motion to accept the minutes; Karolina Porch made the motion, Dale Stanfield made a second, and it was voted to accept the minutes.

Treasurer: Ben Iverson (for Ted Iverson): Ben read the income, expenses, and the balance as of February 16, 2017. Ron asked for a motion to accept the report; Chuck Elert made the motion, and Joe Patrick made a second, and the members voted to accept the report.

Membership: Ben Iverson (for Laura Iverson): Ben said that there were 44 members and 2 guests present. He said that dues are past due.

Tour Reports: Larry Beel spoke briefly about the upcoming tours: Big 3 Swap Meet, CCRG, OC Pancake Breakfast, Murrieta Fireman's BBQ, Tech Day (Ben Iverson added to the information about Tech Day). Kim Sparks talked about the various events and dates happening at the Orange Empire Railroad Museum in Perris. March 4, Railroadiana, March 18th and 19th, Steampunk Iron horse Carnivale, and May 7th, Antique Truck Event. For more information go to oerm.org.

Tour Recap: Larry spoke about the Turlock Swap Meet and The Larry Whipple Memorial Tour, and included that the club had made a \$100 donation to The Fallbrook Historical Society.

Activities: Karolina and Allan Porch: \$150 was collected with \$75 going to the club and \$75 to be divided. \$35 winner- Guest, Nancy Kennedy, \$25 winner- Chuck Grabowsky, \$15 winner- Clyde DuPree. There were several donated prizes that were raffled off.

Newsletter: Dan Cheatham: Dan started with the great announcement that his wife, Miriam, had become a citizen! Dan hopes to have the newsletter done and sent out next week, with something special in it for those receiving it through email.

Historian: Need Historian.

Sunshine: Judy Patrick (for Joyce Grieb): February birthdays and anniversaries were read, announcing the special one that Joy and Bill Lieber would be celebrating their 60th!

Open Items: Robert said that Rudy had planned to have a Q. & A. for his Tech Talk, and it would be done another time, but asked if anyone had any business to discuss in the meantime, as no one had anything, he adjourned the meeting.

The meeting adjourned at 7:40 p.m.

Nov 2016 - Feb 2017

Temecula Valley Ford Model A Club

 $Volume \ {\tt 18-Issue} \ V$

Temecula Valley A's Model A Ford Club "The Grapevine"



COME JOIN US!

Monthly meetings are held on the **third Thursday**of each month (except in December)
7:00pm at Richies Real American Diner
40651 Murrieta Hot Springs Rd.
Murrieta, CA 92562

TEMECULA VALLEY MODEL A CLUB

P. O. Box 542 Temecula, CA 92593

PLEASE VISIT OUR WEBSITE AT: temvalas.org

ABOUT US

The Temecula Valley Model A Club was established in the year 2000 and with an emphasis on touring, has steadily grown into a group of Model A enthusiasts who never miss an opportunity to get out and drive these wonderful

opportunity to get out and drive these wonderful old cars. Whether just going for ice cream or across the country, you're invited to join us in celebrating the fun and friendship Model A's always invoke. Membership is \$15 annually ans is open to anyone with or without a Ford Model A.

We are a chapter club of the MAFCA (Model A Ford Club of America) therefore a MAFCA membership is encouraged.

Contributions or Photos?

Our club thrives on information, both historical, curious and modern.
Help us in providing you with an up-to-date and informative news source of our wonderful car club!
Send photos, events or articles to
Dan Cheatham, Editor at:
cheatham.dan7@gmail.com