



The ROAD RUNNER



MAFCA Charter

MAFCA "Newsletter of the Year 2019, MARC "Award of Excellence" 2019

MARC Region

Officers

President:	Junior Blakley
Vice President:	Larry Harding
Secretary:	Jody Layne
Treasurer:	David Silvers
Activities/Tours :	Jeanne Harding
Technical	Walt Jones
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Merchandising:	Bill Matteson
Raffle	Glenda Dunlop
Newsletter/Webmaster:	Sherry Winkinhofer
Property:	Lonie Hank
Director:	Loura Cook
Director:	Bill Skaggs

Birthdays

Kenan Canales	12/06	Donna Schmitt	12/19
Pat Lawlor	12/06	Bill Matteson	12/23
Mary Anne Jones	12/10	Linda Canida	12/28
Kimberly Shannon	12/12	Bob Martin	12/30

Anniversaries

John & Jody Layne	12/04
Gary & Rosemary Smith	12/19
Ray & Brenda Meyer	12/24

Monthly Meeting

No December Meeting

Board Meeting

Matteson's Home

Social Distancing in Effect

No December Board Meeting

Technical Meeting & Breakfast Club-KC

Big Biscuit in Liberty

Please join us every Wednesday 7:00 am to "whenever"
at the Liberty Corner Shopping Center, at 840 Hwy 291
(816-429-5314)

Technical Meeting & Breakfast Club-St Joe

Every Monday 8:00-10:00 AM

Hy-Vee 201 North Belt Highway, St. Joseph

Ice Cream & Socializing

Every Saturday evening 6:00 PM

Big Burger, 4700 NE Vivion Rd

Kansas City, Mo. 64119

President's Comments:

November already and what year it has been. This month it has been cold, it has been very warm, and back to cold again. It's been windy, and there has been a distinct lack of rain. Fortunately, as I can see as I travel my route from home to work and back, the lack of rain has been a benefit to the farmers harvesting their crops. And speaking of harvesting, since all the leaves appear to be gone from the trees, now I get to start raking!

By the time you read this, Thanksgiving will be done and over with. I hope all our members had a great holiday and a good but safe family gathering.

There will be no December meeting, let's hope things improve quickly next year. I'm kind of lost for words this month with no activities and no time spent with other members. All there seems to be is some good football right now—Go Chiefs. And my hometown Hornets are again in the playoff. But that's all a poor substitute for some Model A time.

Well, I guess 'til we can meet again, you all have a blessed and merry Christmas and enjoy the holidays.

Happy A'ing, and stay safe and happy!

Junior Blakley, President

I've lost my mind and I'm pretty sure it was my kids that took it!

Editor's Comments:

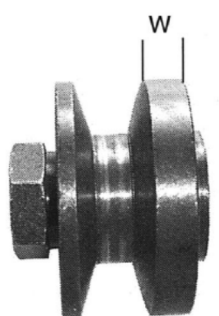
Who knew that this year would be ending without so many of the Model A activities that we look forward to all year. But then again, who knew we would be dealing with a world-wide virus. I think our club has done the best it can in navigating these unknown waters. But I am going to miss our Christmas party dreadfully. I've always looked forward to being involved with this year-end event. Oh well, I'm sure next year will be better, and we will be bursting to get out in our cars and enjoy the roads. At least we have been able to do a few social distance tours thanks to the hard work of Larry and Jeanne Harding. I recently talked to a Model A friend in Australia, and they are under strict quarantine rules and have been unable to even take their cars on casual drives. He too is looking forward to next year with longing!

Now to turn to good news. It's not official until after the MAFCA Board meeting in December, but I think it's ok to share now. The current Fashion Editor for the Restorer Magazine has stepped down as of the end of the year. A search was done, and applications requested, and I applied for the position with my fingers crossed, and no real expectation of being successful. But you can't win if you don't enter! And I couldn't believe it when I received the call that I would be the next Fashion Editor, pending the final approval from the Board. So, unless an unforeseen issue occurs, watch for the January/February edition of the Restorer for my first article! I'm looking forward to having so much fun with this new responsibility. Who says retirement is boring!!

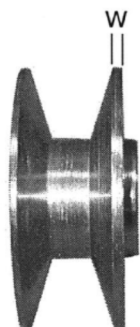
Happy A'ing
Sherry Wink, Editor

USING THE CORRECT ALTERNATOR PULLEY

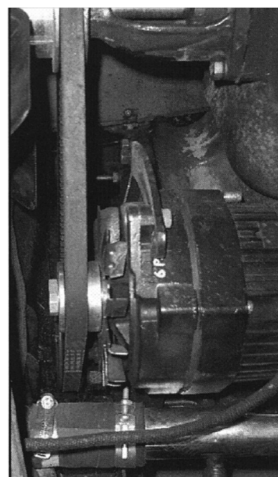
The standard alternator pulley is usually too large for use on the Model A. The alternator regulator will not kick in until higher rpm is reached. To provide higher rpm to the alternator, a smaller pulley is required. Most Model A Parts suppliers sell the 2-1/4" pulley for the alternator. The base of the 2-1/4" pulley is too wide (dimension W), causing misalignment of the alternator pulley with the water pump and crank pulleys. This will cause excessive wear on the belt, friction drag at alternator, and undue pressure on the water pump front bearing. The 2-1/4" pulley has a black anodized coating and dimension W measures 3/8" wide. The correct pulley to use for belt alignment with the water pump and crank pulley is a 2-1/2" pulley. This pulley has a gold anodized coating and dimension W is 3/32" wide. This pulls the belt in closer to the alternator, providing correct alignment with the other two pulleys. The 2-1/2" pulley can be ordered by part no. 24-7100 Pulley Kit, from: Boyle Future Technology, 12325 Locksley Lane, AUBURN, CA 95602 ph. (530) 888-6290.



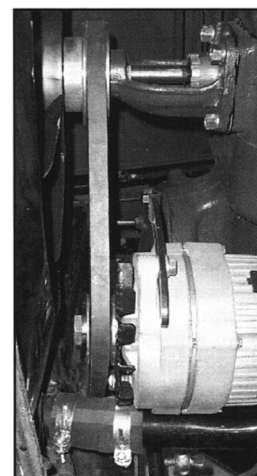
Incorrect Pulley
W = 3/8"



Correct Pulley
W = 3/32"



Incorrect Pulley



Correct Pulley

Club Merchandise!

Tired of limited shopping during these days of COVID-19 concern? Consider these new items to wear and that promote our club's image in look and logo!

It's easy. Just fill out form below, and forward it to the listed address with payment.



Questions? call 781-4936.





AMERICAN LEGION

U.S.M.C. NAVY
ARMY U.S.A.F.
COAST GUARD

**Serving ALL Veterans and
the Community**

Smithville American Legion Post 58
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Smithville, Missouri 64089
(816) 532-8115

LOCATED AT:
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Find us on Facebook at:
<https://www.facebook.com/SmithvilleAmericanLegionPost58>

**Remembering
Those Who Served**

NWMO Model A Ford Club Merchandise Order Form					
Item	All prices include tax	Size	Qty	Color (please circle choice)	Total
Polo Golf Shirt w Logo (65/35 blend), Short Sleeves					
Men's S-XL, Short Sleeve	\$26.09			Beige or Blue	
Women's S-XL, Short Sleeve	\$26.09			Beige or Blue	
Long sleeve Men or Women	\$32.61			Blue	
Polo Golf Shirt w Logo (poly)					
Men's S-XL, Short Sleeve	\$35.09			Beige or Blue	
Women's S-XL, Short Sleeve	\$35.09			Beige or Blue	
Denim LS Shirt, w Logo, Unisex					
S-XL	\$30.45				
T-Shirt w Logo, Unisex					
Short Sleeve	\$15.12			Beige or Blue	
Long Sleeve	\$17.40			Beige or Blue	
Sweatshirt w Logo, S-XL	\$23.91			Beige or Blue	
Hoodie w Logo, Unisex	\$27.18			Blue	
Mesh Cap w logo	\$16.31			Beige or Blue	
Visor w Logo	\$14.13			Beige or Blue	
Stocking Cap	TBD				
5 oz. Coffee Mug w Logo	\$27.18				
20 oz. Tumbler w Logo	32.61				
Embroidered Logo for jackets					
back only	\$43.48				
back and front	\$48.91				
Name Tags	\$14.12				
Hangers for Name Tags	\$3.53				
Mail to:	Merchandising	Total Order			
	NWMO MAFC				
	PO Box 34	Please check with Merchandise			
	Liberty MO 64068	Director for larger sizes			
Name:					



Activities

"Departure places and times for events will be published on the Web Site and Newsletter the month prior to the event".

CANCELLED!

Dec 6th—Annual Christmas Party

If you are planning on joining in on any of the tours or activities, please sign-up at the meeting or let Jeanne Harding know in advance at (816) 726-4101 or Larry at (816) 726-4102. That way if an event has to be canceled or has a location or the schedule changed, we will do our best to make sure you are notified!

NO DECEMBER MEETING—
DUE TO THE CONTINUED COVID-19
RESTRICTIONS.



Sunshine/Concerns



Etta Ridgeway is our Sunshine/Concerns lady! If you know anybody in need of a card or phone call, please let her know at (816) 719-9997.



The Model "A" Restorers Club (MARC), founded in 1952, holds as its aims the encouragement of members to acquire, restore, preserve and exhibit the Model "A" Ford. And most importantly, to enjoy the fellowship of other Model "A" Ford owners around the world.

Join or Renew your Membership Today! <https://model-a-ford.org/join/membership-application/>

The Model "A"
RESTORERS CLUB

If you haven't yet

Many MAFCA members have already renewed for 2021 - thank you to all who've done so!

Membership brings many benefits as we all know, and our dues are the main source of the income that enables them. If you haven't yet renewed your membership, this is the time to make that happen! And thank you.



Renew your 2021 membership today

Call 866-379-3619 or visit

www.mafca.com

Chapter Dues for 2021? NOT YET!!

It has been an unprecedented year--for our families, our communities, our nation--and our Club, thanks to COVID 19. Without monthly meeting we've had to be flexible and adapt to changes in the way we do things. Here's a change: we will not solicit your club dues until January, 2021. This will allow for budgeting income and expenses on a more accurate, clear, and understandable annual basis. So watch in early January, 2021, for a reminder. Then, It will be time to send in your \$25.00 annual dues. Thanks for your patience as we make this adjustment.

Mary Lou, Membership Chair



Deadline for the Next Road Runner
The 20th of the preceding month

Email to swinkinhofer@hotmail.com
Or mail to: Sherry Winkinhofer
1459 Woodland Ave
Liberty MO 64068

Club Contact Information:

President Junior Blakley (816) 289-2875
All Officers: nwmomodelafordclub@gmail.com
Publications: nwmomodelafordclub@gmail.com
816-519-2630

Any articles or notes without a byline are written by your editor.

Visit **www.nwmomodela.com today!**
Please mail any info, pictures, questions & suggestions to:
NWMO Model A Ford Club
PO Box 34
Liberty MO 64069
Or email:
nwmomodelafordclub@gmail.com

STAINLESS CAP DENT REMOVAL

By Dave Westenberger – Colonial Virginia Model A Club

A few months ago, Ed Case gave me some old original Model A gas and radiator caps full of dents and said “hey... see what you can do with these”. They all had inner shells, which made it impossible to remove the dents from the outer shell surface. The word impossible really bugs me as I feel nothing is impossible so I reviewed one of my favorite quotes “Improvise sensibly as the situation demands” (which probably came from my brother Jim who has a gift for neat quotes and story telling). I tried soaking the cap liners with Kroll penetrate for a few weeks followed by big-brute vise grips on the inner center combined with my 3 foot pipe wrench. The result was not very pretty.

OK, on to plan C (plan B was more coffee and a head call).

Dremels are neat little tools, and I had one loaded with a small cut off wheel so why not cut the inner liner at a 45° angle (without cutting the stainless too badly on the inside), take small vise grips and bend the cut part in enough to use the vise grip and a small screwdriver to work the inner liner up and out. IT WORKED! This was done on a Eaton Cap.

On a roll now, I was able to push up all the dents, file the cap to reveal other low spots, sand with 320, 400 and 600 wet-or dry paper and polish. I painted the inner cap with anti-rust silver and pressed it back into the outer using some Loctite blue medium strength.



Before



After



FUELING THE MODEL A WITH MODERN EQUIPMENT

By Clinton Osborn

Using what I call the “politically correct” fuel nozzle found in today’s (California) gas stations can be frustrating. They were evidently designed for fuel tanks with filler necks, and of course the Model A has no such neck.

As most Model A drivers know, the modern nozzle mechanism shuts off the fuel when the tank is just a little over three quarters full. Soon after these were introduced, I came up with this nifty technique to easily get a full tank.

Model As have a nice feature that allows you to actually see the gas in the gauge glass when it’s full. I prefer to fill from the right side of the car to guard against the possibility of the pressure of the incoming gas damaging the little fine sediment screen I use in my tank shut off valve.

Therefore, I start filling using the full on nozzle latch until the tank is full enough that it automatically shuts off. Then I slip my flat blade screwdriver in under the nozzle valve plunger and lift up on it while looking through the right front window until I see the gas level in the middle of the gauge and release the screwdriver handle.



Screwdriver lodges
under lift handle

Give a Brick for Christmas!

Since 2011, when we first started raising money for the construction of the Model A Museum, over 2000 bricks have been ordered in memory or in honor of your favorite Model A'ers, Model A clubs and regions. We have room under the gas canopy at the Museum for about 17 more bricks but we will be opening up a new area very soon so there will be plenty of space for future growth. So how about ordering a brick for a loved one for Christmas. A personalized brick would make a great gift for that parent or grandparent who really doesn't 'need' anything and of course, it would benefit the Model A Museum as well. If your Model A region or club doesn't yet have a brick at the Museum, now would be a good time to do that as well. Use the brick order form in this month's issue of the 'A' Preserver to order your engraved brick or copy and paste this link into your browser:



<http://www.maffi.org/WSContent/Download/BuyABrickDonation.pdf>

It will be in place at the Museum by September 19, 2021

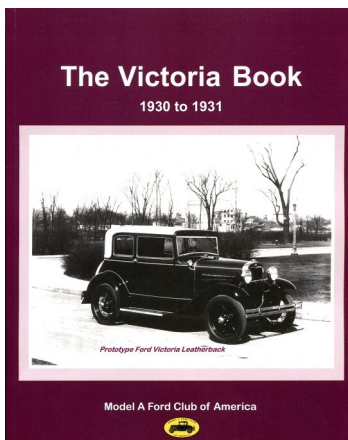
Merry Christmas and thank you,

New Books Available!



The new Model A & AA Paint & Finish Guide is the 4th edition of this valuable reference. This is a must have book to guide you in the finishing of your Model A or AA. The text has been updated and some illustrations are now in color to enhance the details. The paint chip section has had an extensive upgrade with the paint chips size increased to approximately 2"x 4" with only 4 colors per page. This greatly enhances usefulness of the colors for comparison and for scanning. This much-improved

edition includes larger color samples remastered to original Ford colors. This is the definitive work that captures how a Model A should be painted. \$42.50 on MAFCA.com



Great new book with 251 pages of color and black & white photos throughout. Information from material published in The Victoria Bustle, The Restorer and Ford Service Bulletins.

\$29.95 on MAFCA.com

Model A Youth Restoration Awards —GET THE WORD OUT

Every two years since 1994, the Model A Youth Restoration Awards (MAYRA) program gives financial assistance to youth who are restoring a Model A. They must be between ages 12 and less than 22 when the awards are announced. Every applicant who meets the award requirements will receive the same amount. In 2018, nine youth each received \$2,200 in financial support.

If you know of a youth who is working on a Model A, please tell him or her about the program. All the details are on the website — www.modelarestorationaward.org. The deadline for filing for a 2020 award is July 31, 2020.

MAYRA's guiding philosophy is that the future of the hobby rests with instilling an interest and love for the Model A in youth. Once that interest takes hold, the youth is more likely to stick with the hobby or rekindle the interest in the hobby at a later point in life. And being successful in the restoration often depends on finances and that is how MAYRA helps.

The program requires just two things, youth and donations:

Youth — If you know of someone, please tell them. Donations —The program is funded with donations from Model A clubs, the national organizations of the MAFCA and the MARC, Model A parts and services vendors, individuals, and memorials. We are a 501 (c) 3 educational organization.

Thanks for your help, Send your donation to: MAYRA, 13478 Egbert Street, Sylmar, CA 91342 Bob Moore 626-358-2027 Our website: www.modelarestorationaward.org



Some Things Never Change

By Sherry Wink

Ever notice how some things seem to always stay the same year after year? Holiday traditions especially. Well, it looks to me like that's true particularly for men's gifts.

What do you expect to see under the tree? Socks, slippers, aftershave, maybe ties? That would sound familiar to the Model A era dads too. Check out the advertisements I found in a few December editions of era magazines and newspapers:



Aftershave—The American Magazine Dec 1929



Ties—St. Louis Globe Democrat Newspaper Dec 14, 1928



Socks—Good Housekeeping 1928



Slippers—Good Housekeeping 1928

Good Housekeeping December 1928 had some wonderful holiday recipes, but this is one of the few with a colored picture. They all looked tasty!

Puffed Rice Balls

1/2 cup corn syrup
2 tbsp. Vinegar
1/2 cup molasses
2 tbsp. butter
1 cup sugar
2/3 package Quaker Puffed Rice
(or Puffed Wheat)



Boil syrup, molasses, sugar and vinegar until a little snaps when dropped cold water. Remove from the fire, add the butter, and pour the mixture over Puffed Grain. Mix well, and when it is slightly cooled, form into balls.

Editor's notes:

A box of Puffed Rice in the 1920's and 1930's was approximately 5 oz.

The term "snaps when dropped in cold water" seems to be referring to the hard-crack stage: "When dropped into the cold water, the candy separates into hard, brittle threads that snap easily." This would be 295-310 °F on a candy thermometer.

Brands We Still Know By Sherry Wink

Amanda Smith was well known for her pies in her hometown in the late nineteenth century. She often baked them for fundraising events and shared them with her family, friends and neighbors. Robert Smith, who was her youngest son, started working at the local YMCA lunch counter when he was seventeen. He convinced his mother to provide pies to sell at the counter. Soon other local restaurants started requesting the pies too. Robert began selling the pies, transporting them in a specially built pie cupboard in the rumble seat of his Dodge coupe. As the business grew, they formed an official company in 1925 under the name of "Mrs. Smith's Delicious Home Made Pies, Inc." By 1930, they had 47 delivery routes and had four professional bakeries.

The company didn't begin producing their famous frozen pies until 1952.



1941 Ad

Model A Mystery Part

What is it?

Do you know?

For "Bragging Rights", Send an email to nwmomodelafordclub@gmail.com
Or to NWMO Model A Ford Club
Box 34, Liberty MO 64069



Photo courtesy of Bratton's
Antique Auto Parts

Last Month's Mystery Part

This is front fender brace in the stamped steel design for the 28-29 models.

Did you know?



Photo courtesy of Snyder's
Antique Auto Parts

Walt's Old Time Tech Tip

This article was found on Fordbard.com,

Walt Jones, Tech Director

Understanding Model A Part Numbers

by Marco Tahtaras

Throughout Model A production various parts books were sent to the dealers to inform them of parts availability, changes and pricing. The parts books were separated into three categories.

The first was the *Parts Price List*, which covered chassis part numbers, descriptions, quantity, and prices. The second was the *Body Parts List*, which covered body part numbers and descriptions. The last was the *Body Parts Price List*, which listed prices by part number only. For a list of parts books applicable to U.S. production, see below .

During Model A production, periodic updates were released including twelve chassis *Parts Price Lists* and five *Body Parts Lists*. Many changes in Model A components can be dated (approximately) using the various parts books. The key is not only the addition of new numbers, but the addition or changes of suffix letters. In the following example the carburetor adjusting rod (commonly known as the choke rod) is shown with the listings from all the applicable parts books.



This August 1, 1929 chassis Parts Price List was typical of Model A parts books

Example:

Parts Price List Date:	Part Number:	Description and Explanation:
Jan-01-28	A-9700	Carburetor adjusting rod (choke rod)
Oct-01-28	A-9700-AR	Same item ●"A" suffix added indicates there is a new design carrying the "B" suffix ●"R" suffix added indicates that this version is no longer used in production
	A-9700-B	New design - as shown above, replaces old rod A-9700
Jun-01-29	No Change	No Change
Aug-01-29	No Change	No Change
Oct-01-29	No Change	No Change
Dec-01-29	No Change	No Change
Mar-01-30	A-9700-AR A-9700-BR A-9700-C	Original design - Still listed and available through service "R" suffix added to the "B" indicates no longer used in production "C" suffix indicates it is a third version - Currently used in production
Jun-15-30	No Change	No Change
Oct-20-30	No Change	No Change
Feb-01-31	No Change	No Change
Jul-01-31	No Change	No Change

Some parts were obsoleted without having a similar replacement. **EXAMPLE:**

A-2473 Brake equalizer operating shaft pin

When the brake system was redesigned eliminating the need for this part in late 1928 it became: A-2473-R Brake equalizer operating shaft pin.

The "R" suffix again showing that it was no longer used in production, but available through service.

Suffix changes such as A,B,C,D only occurred when a part was redesigned significantly enough to make it incompatible with associated components. Minor redesigns didn't require a change in the part number, therefore, can only be dated with the use of Ford records, blueprints, Service Bulletins, Branch letters and observations of original cars.

Ford Axles

By Sherry Wink

Henry Ford was proud of the strength of his axles. As you can see from the below page from a Fordex book (Ref 1), the front axle is of heavy forged steel. Henry was fond of demonstrating this in a very visual way. He would set up a lathe, insert the axle, and then put it through sever or eight full rotations while talking about how strong his cars were. He would then send these axles to dealers around the country to put on display.

This demonstration wasn't something new he came up with the Model A's. The first picture and reference to this practice I could find was from 1913 (Ref 2) with a Model T axle. But of course, Henry didn't like change, and since it was a very successful display, it continued with the new Ford. A newer publicity picture (Ref 3) is captioned "A company photograph in 1931 to demonstrate the strength of the Model "A" front axle." And it continued on after the Model A's. I found a video from 1935 showing this process in action (<https://www.facebook.com/349882961752817/videos/813821172435899>) on the Facebook page of the Early Ford V-8 Foundation Museum. One of the Model A twisted axles is on display at the Speedway Motor Museum in Lincoln, Nebraska. (Ref 4) I took this picture in August 2017, but I'm assured the exhibit is still up!

Ref. 1

Ford Axles Designed for Strength

Model A Axles

The front axle of the Model A car is heavy drop forged steel of I beam design for additional strength. The rear axle is of the spiral bevel gear, three quarter floating type. Seven roller bearings with a double tapered roller thrust bearing are used to minimize friction and give longer life. Gears are matched and lapped and machined to very fine limits.

Three-Quarter Floating Shafts

Ford rear wheels revolve on roller bearings on the outside of the axle housing, rather than on the shaft as with the semi-floating axle. The housing carries the load. This relieves the shaft of tremendous strain, leaving it free to use its full power to turn the wheels.

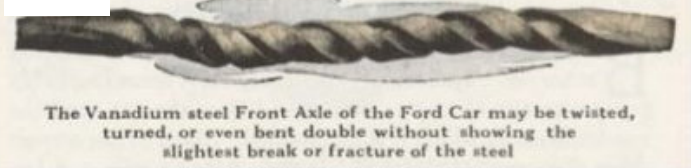
Truck Rear Axles Spiral Bevel Gear

The front axle of the truck is similar to that of the Model A but is heavier.

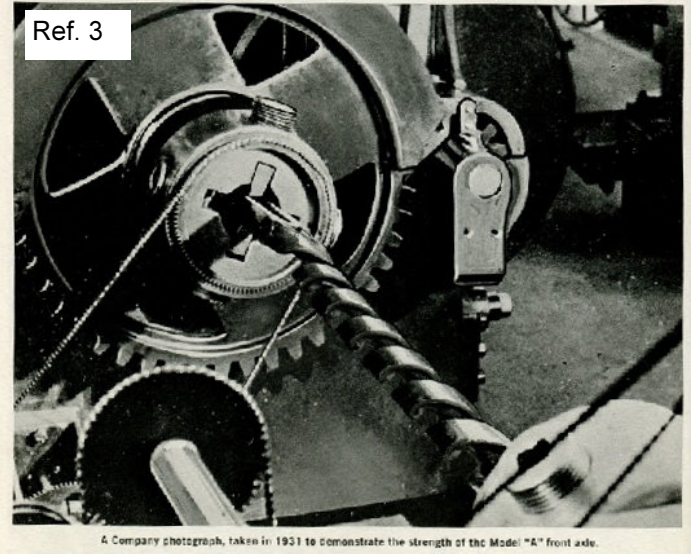
The rear axle is three-quarters floating. It is of spiral bevel type, eliminating the hump in the rear cross member, and lowering the rear so that loading is easier.

The pinion shaft is straddle mounted with double tapered roller bearings at front and heavy spiral roller bearing at rear. This design keeps pinion and ring gears in proper mesh at all times, lessening strain. Pinion bearings, pinion and ring gears are adjustable.

Ref. 2



Ref. 3



Ref. 4



Tail Pipe Clamp Installation Tip from MAFCA.com

By Joe Davis

I have found a unique pair of vise grips at Harbor Freight, about \$10, used for removing oil filters and such. They work really great on installing the tail pipe clamp. This allows the compression of the tail pipe clamp so the nut can be easily started on the bolt, then the wrench is removed and you can tighten the nut with two wrenches until you can insert a cotter pin. Do not tighten any more than that, on either the regular or insulated clamps.





For Sale / Wanted To place an ad send your information to swinkinhofer@hotmail.com, or mail to Sherry Winkinhofer

As a service to our members, the area Model A clubs have decided to share our classified ads sections! (this will include Model A specific items only.) Ads will run approximately 3 months unless we are notified that the item is still available.

For Sale: 1931 Model A Tudor. Car has been repainted, new tires, new glass, new wiring, new interior, Brakes adjusted.

Contact: Coretha Rozendaal (641) 417-0151. (CIMA 12/2020)

For Sale: 1928 Model A. \$8000.

Contact: Gordon Lewis @ (641) 990 1490. (CIMA 10/2020)

For Sale: 1930 Model A Ford, 2 Door Coupe. Low mileage original. Model A enthusiast would appreciate this car's originality and fair price. Others can be confident with this purchase as this car looks, runs and sounds like a Model A should. New brakes, larger Texas, radiator and transmission rebuilt. \$14,000.00 – OBO. Free deliver to buyers' U.S. location

Contact: John Lang @ jrlang@aetools.com (CIMA 11/2020)

For Sale: Two original 2 bulb headlight reflectors for 30 - 31 Model A. Asking price is \$40.00 for the pair.

Contact: Bob Saxton at cell # (847) 477 -6928 or bobbersax@aol.com (CIMA 12/2020)

For Sale: 1929 Tudor. New Paint & Interior, Runs Great. \$12,500 OBO.

Contact: Dan Fischer (515) 571-0086 (CIMA 04/2020)

Wanted: Weiland Head for a Model A Motor.

Contact: Doug Smith @ (515) 289-1534. (CIMA 10/2020)

For Sale: I am looking to sell Model A and Model T parts collected by my father. Have very few contacts, so was reaching out to you for possibilities. Have motors, fenders, hoods, radiators, trim, wheels and many misc. parts. I am not sure of! All have been garaged the past 50 years.

Contact: Duane Mayer Wamego, KS PH: 785-844-2865 (ICTA 12/2020)

Your Ad Could Be Here!

New Gift available! QUAIL BELT BUCKLE



A must-have item for the Model A enthusiast! Add the perfect accent to your favorite belt. Made in the U.S.A.

Dimensions: 2.75" x 2.5"

Belt fit: 1.5" to 1.75"

Weight: 2.5 ounces

<https://model-a-ford.org/products-page/accessories/>

Tis the Season

It's a perfect time to add that car heater! Here's an interesting version found in The American Magazine December 1930.

Turn on a blast of pure-air heat when needed, or hold it down to the mildest degree of circulating warmth; or if the weather is hot, use the electric fan for forced cooling... deflect in any direction or all directions at once... that means definite heat control at all times.

It's always FAIR WEATHER

—in your car

HaDees

HOT WATER CAR HEATER

is permanent equipment, but easily transferred from one car to another—engineered for limitless service, and finished in bright, stainless chromium... front and rear units.

Its upkeep is no more than that of a tail-light. There's a HaDees Heater to fit every size car. Front dash models for Sedans and Coupes—a special model for Ford Cars, and a DeLux Rear Seat Heater.

Ask your nearest dealer for all the facts.

Every HaDees Heater guaranteed by the world's largest bonding house, the National Surety Company. Their Gold Bond Guarantee of quality adds no extra cost to you.

LIBERTY FOUNDRIES COMPANY, Rockford, Ill.
(A Division of Bards Platen Ring Co.)

HaDees

HOT WATER CAR HEATER

PATENT PUMP, REFLECTOR AND SHROUD

BLOWS HOT WHEN IT'S COLD—BLOWS COOL WHEN IT'S HOT

Light Up for Christmas

A fun Edison Mazda advertisement about decorating with lights in the Model A years. This ad is from a December 1928

Light up..for Christmas

Light up for Christmas outside.

Put up the new Mazda Lamp outside your car. It will give you a warm, cozy glow, and it will be a real decoration. It will be a real decoration. It will be a real decoration.

When you see and perch that shiny new glowing Mazda Lamp, you don't see how beautiful your home and car can be with you see them decorated with lights.

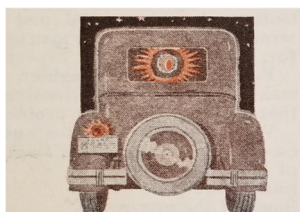
While you are buying your Mazda Lamp, buy a carton of the new Mazda Lamp for the home. It is a convenient supply on the shelf. Empty sockets are an annoyance, and a danger. Be thrifty and wise.

Edison Mazda Lamps are the latest achievement of Mazda Service, through which the best of the world's research and experience in the Laboratories of General Electric are given exclusively to Mazda Lamps.

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Good Housekeeping magazine What caught my eye was the car in the lower right hand corner! How many of you hook your electric decorations to your tail light wire?



If you are a motorist, hang a wreath with electric candle in the rear window of your car, attaching the wire to the tail light. This effective decoration is inexpensive.

Why Weren't Model A's Offered in Black in 1928-29?

"A little bit of FoMoCo history might help here"

By Marshall V. Daut

Found on Ahooga.com

Well, maybe more than a "little" history. But first, I have to agree with one of the posters to the Ahooga Message Board who said black was a special order color, not standard, at least when the Model A was introduced. When the 1928's came out, each passenger car body style was offered in a minimum of five color combos, black not being one of them. (Yes, black could be ordered, but wasn't included in the initial releases). Often this myriad of options on a low-priced car was achieved by simply reversing the upper and lower body colors. Nevertheless, there were color COMBINATIONS offered. Why wasn't black one of these options? What happened to black?

To answer that, we need to look back a couple years in FoMoCo history before the Model A was introduced. I know most guys on this web site are Model A fans and therefore may not be up to snuff on their Model T facts. So bear with me here in this history lesson, as I dabble (or is that "dribble"?) in the Model T world, too. Black had been the only color available on Model T's from 1915 to 1925. Green, red and blue had been available on Model T's up to that time, as well as black. Why then were Fords after 1914 painted only black for the next 11 model years?

There was a simple reason for this limited color availability: cranking out Model T's as fast as they could for ready buyers, any slow down in the production line cost money. The pigmented colors of the day took longer to dry than black. Until better, faster drying pyroxylin colors came out in the later 20's, black was chosen by Ford as the only color. A dry car body was a car body ready to mount on a chassis and sell! That meant it had to be black. Until the middle 20's when sales alarmingly slowed down, Ford couldn't make Model T's fast enough as it was to meet the demand without being saddled with slow drying colors. But by the mid-20's, sales were being lost to other makers (such as the "C"-word), who offered more advanced designs, options and COLORS. By 1925 black was almost solely identified with being a Ford, by now considered the "poor country cousin" in the automotive world. Although you'll get an argument from sidewalk know-it-alls, all Model T's were NOT black. As stated, between 1908 and 1914 and then again during the last two years of Model T production ('26-27), colors were available on Fords.

In an effort to get back into the sales race by updating a hopelessly out of date Model T design, Ford offered the new 1926 closed cars in colors: Deep Channel Green for coupes and Tudors, Windsor Maroon on Fordors. Other colors became available later, too, but that's not critical to this discussion. Letters to dealers from the Boss even stressed their need to talk customers out of wanting black on their new closed body Model T's. Open cars (the cheap ones in the line), however, continued to be black until late in the year. Possibly during the August year model change (not January, as with Model A's), open cars now became available in colors, such as Phoenix Brown and Gunmetal Blue. The point here is, Ford was trying to change the image of his cars only coming in black. By then, this was synonymous with driving an out of date car. When the Model T era ended in May, 1927, more new Model T's were wearing colors than black.

So jump ahead to the introduction of the Model A, which was to outdistance the Model T in every way. Henry considered this new car so advanced (it really wasn't; it had just "caught up" with competitors' models) that he jumped back to the letter "A" in the alphabet instead of calling it a Model X,Y,Z or whatever. When the cars were announced for public viewing on December 2, 1927, black was not one of the standard colors listed. This was yet another gambit to get away from the "any color you want as long as it's black" old saw that was hung on the Model T. The introduction of the faster drying pyroxylin pigmented paints made it once again possible to mass produce cars in colors. Black was retained for the fenders and splash aprons, however.

So were there black Model A's? Of course! And lots of them. It was a color that lasted a long time, had been popular for years (Model T's notwithstanding) and was easy to match in case a panel needed to be repainted. It was still cheaper, too, because pigmented paints (especially red) were more costly. One can't judge the dark color in old photographs of Model A's to always be black. Some colors such as Andalusite Blue and Deep Ford Maroon are so dark even today that they appear black when viewed in person. Imagine how they look in 70+ year old photos. Everything looks black.

Maybe the safest way to view the Model A paint world is to study the accepted paint combinations (at least what's accepted THIS year, but may be deemed different NEXT year by the experts???) and keep in mind that black was always a standby color that could be ordered. I believe in the '30-31 models black made a more official return as a standard "optional" color than found on the '28-29 models. Perhaps Ford finally remembered he could make more money spraying cars black than a pigmented color (remember: pigmented paints cost more than black)?

Each black unit sold meant more profit per car x hundreds of thousands = lots a moo la for Ford. Or maybe Ford misjudged people's desire to still own black cars and therefore brought the color back after the initial '28-29 models had shown his error? Dunno. Supposedly the big Fordor and Town Sedans were more likely to sport black than the open cars during the '28-29 years. With the possible exception of early '28's, I'd say black would be an acceptable choice for body color. The heading "Special Ordered" cars cuts a wide swath of deviations from the norm and makes almost anything done by modern restorers plausible, within reason. Using black is certainly more defensible than today's yellow Tudors and bright red coupes!!! Hmmm...I don't seem to note those options for these body styles in the charts, either. But, boy howdy, do you ever see 'em runnin' around today!!!

You like black on your Model A? Paint it black and don't worry about it. It's your car...



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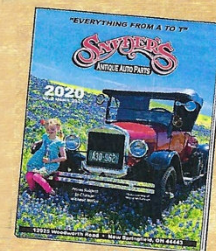
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