

# Quail Call

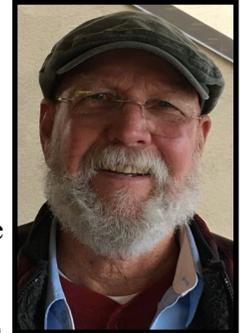
**San Diego Model A Ford Club Inc.**  
*Over 65 years of Model A'ing*



P.O. BOX 19805 SAN DIEGO, CA. 92159

September 2025

## **PRESIDENT'S REPORT: *Guy McElroy***



Hello again to all you Model A Ford enthusiasts. We are really getting into the hot time of the year now, Judith and I plan as many of our outings for the early part of the morning, when we can. Its hard to believe that for many many years we did not have air conditioning either in our houses or in our cars. I'm really glad were at a point now where we can be comfortable most of the time. We even have a refrigeration unit that cools down our bed for these warm nights, dial in the temperature you like to sleep, and it maintains it all night, pretty sweet.

I hope all of you realize just how great it is to be a part of the Model A Ford community. It is truly a great bunch of people, let me give you a few examples that come to mind.

The other day I got a call from one of our new members, Pete. Pete and I first crossed paths at the "El Cajon, Cruising Main" event a couple of months ago. Pete was tearing around in a Roadster pickup with lots of patina. We talked and of course, I invited him to come to our club meeting. He came to our meeting in August, driving his truck, expecting, I'm sure, to see lots of Model As there. I had neglected to tell him we don't bring them to the meetings because of the late hour. Anyway, Pete called me saying he had broken his engine beyond repair, threw a rod through the side of the engine, and was in need of another. I put out a blast to all of the club and within a couple of days three of you, Vern Schwebke, Webb Smith, and Rick Bonorant had stepped up with engines that they would make available to Pete. I think that is awesome and so did Pete.

Think about Arlyn and Nayola Bieber, over the years they have relocated several times, and each time they end up in a new area they seek out the local chapter of the Model A Ford Club. It is like a ready-made group of friends that you know you will have something in common with. They will step up and help you in your time of need, asking nothing in return. And I know for a fact that Arlyn and Nayola will always be there for us.

*Continued on Page 7*



*The Shopping Issue*

## **UP-COMING EVENTS: *Save these dates!***

### **SEPTEMBER**

- 12 Business Meeting—Santee 7 PM
- 13 Poway Parade
- 20 International Model A Day Tour

### **OCTOBER**

- 1 Board Meeting @ Carlton Hills Church
- 10 Business Meeting—Santee 7 PM
- 11 Hubley Races & Tour

# QUAIL CALL

Published monthly by San Diego Model A Ford Club  
All articles submitted for publication should reach the editor  
before the 25th of each month. All articles become the property  
of San Diego Model A Ford Club and are subject to corrections  
or revisions. Permission granted to reprint articles.

**We guarantee mistakes in every issue !**

**You will find past and present issue of the Q.C. on the website**

## EDITOR

Kris Francis

12120 Pagosa Lane.

Lakeside, Ca. 92040

(619) 895-5610

E-mail: [C182H@cox.net](mailto:C182H@cox.net)

## WEB SITE

[www.sandiegomodelaclub.com](http://www.sandiegomodelaclub.com)

Chris Halter 858-382-3529

## 2025 BOARD OF DIRECTORS AND COMMITTEE CHAIRMEN

### BOARD OF DIRECTORS

PRESIDENT	Guy McElroy	(619) 994-0872
VICE PRES.	Ron Niemeyer	(619) 990-3680
SECRETARY	Kris Francis	(619) 895-5610
TREASURER	Nayola Bieber	(858) 530-2336
TOURS	Dave Kelsen	(619) 772-2625
TECHNICAL	Paul Winchester	(619) 599-3116
PAST PRES.	Fred Crone	(619) 265-7014

Board meetings are held quarterly: see *Quail Call* for  
dates and location. All members are welcome to at-  
tend, just let the host or hostess know you are coming.  
Board members must belong to both National Clubs.

### COMMITTEE CHAIRMEN

Membership	Rochelle Svelling	(619) 994-6828
Fashions/Era	Cliff Hughes	(858) 231-5610
Refreshments	Jennifer Baehr	(760) 803-7690
Cor. Secretary	Kris Francis	(619) 966-9040
Property	Jim Taber	(619) 447-7801
Ways & Means	Tina Weisenseel	(858) 228-7547
Merchandise	Lisa Albrecht	(619) 861-0970
Defender,	Ray Beardslee	(619) 465-9513
Mail-box	Ray Beardslee	(619) 465-9513
So. Ca. Rep.	Ray Beardslee	(619) 465-9513
Web Master	Chris Halter	(858) 382-3529
Q.C. Editor	Kris Francis	(619) 895-5610

## CLUB MAILING ADDRESS: P.O. BOX 19805 SAN DIEGO, CA. 92159

### BUSINESS MEETING HELD THE 2ND FRIDAY OF EACH MONTH AT 7:00 PM

**Carlton Hills Lutheran Church;  
9735 Halberns Blvd.,  
Santee, CA. 92071**

The San Diego Model A Ford Club was first founded in 1957 by a few dedicated Model A owners. Our purpose is to help preserve the Model A, which was in production by the Ford Motor Company from 1928-1931. Ownership of a Model A is not a requirement for membership in the club. Membership dues are \$30.00 per calendar year. Membership in one of the National Clubs is mandatory (either MARC or MAFCA) and the responsibility of each member. Contact information to join a National Club is listed below:



### Model A Restorers Club

6721 Merriman Road,  
Garden City, Michigan 48135  
(734) 427-9050

E-mail: [modelarestorers@sbcglobal.net](mailto:modelarestorers@sbcglobal.net)

Website: [www.modelaford.org](http://www.modelaford.org)

Dues are \$50.00 per calendar year.

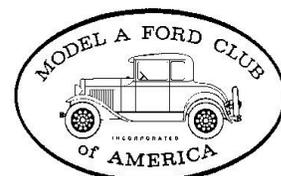
### Model A Ford Club of America

250 S. Cypress Street  
La Habra, Ca. 90631-5515  
(562) 697-2712

E-mail: [info@mafca.com](mailto:info@mafca.com)

Website: [www.mafca.com](http://www.mafca.com)

Dues are \$50.00 per calendar year.



# SAN DIEGO MODEL A FORD CLUB

## *General Business Meeting – August 8, 2025*



The General Business Meeting of the San Diego Model A Ford Club was called to order by President Guy McElroy at 7:00 PM on August 8, 2025. Guy led the Pledge of Allegiance. Judith McElroy moved that we accept the July 2025 Minutes as published in the Quail Call. Gary Elliott 2<sup>nd</sup>; motion passed.

**Tours:** [Dave Kelsen] **Past Tours:** **July 16** – Zach & Rochelle Svelling coordinated a tour to **Granite Lyons Winery** in Jamul. Took back roads to the winery, then had a tour of the production area. Enjoyed a picnic lunch and wine tasting. 7 A's and 1 modern participated. Afterwards, Steve & Lisa Albrecht invited us to view the Western Town they have built in their back yard. **Future Tours:** **August 16<sup>th</sup>** – **Tour to Jim Train's Obsolete Technology Shop.** Meet at Starbucks at 15 Fwy & Miramar Road at 10:30. We will go out to lunch afterwards. **September 20<sup>th</sup>** - **International Model A Day.** Will tour to Marsten Point in Balboa Park. East County members meet at the El Cajon Target at 11:30. Will pick up City and North County members at the SD Unified building at 4100 Normal Street at 12:30 and tour to Marsten Point. Bring chairs & lunch. We are starting later to avoid an earlier event in Balboa Park. **October 11<sup>th</sup>** – **Hubley Races.** Meet at Dixieline on Avocado at 9:00 – will tour back country roads to Guy & Judith McElroy's home to race Hubley cars. Then continue on to Dickie's Bar-B-Que in Rancho San Diego for lunch.

**Parades/Displays:** [Ron Niemeyer]. **Past Parades/Displays:** **July 13** – **Village Walk Eastlake.** 7 A's attended with lots of foot traffic at the Village Walk. We received \$200.00 for this display. **July 26** – **Pine Valley Parade** Met at Tavern Road and continued on Old Hwy 80 to Pine Valley. This is the only parade where we can toss candy to the kids. **Future Parades/Displays:** **August 18** – **Billie Bonnoront's Memorial Service.** Ric has asked for Model A's at the service. Meet at 11:30 at Spring Valley location. **September 13** - **Poway Parade;** Cliff will lead this parade. **October TBD** – **Display at Edgemoor Hospital.** **November 11** – **Veteran's Day Parade.** **December TBD Pacific Beach Holiday Parade.**

**Treasurer:** [Nayola Bieber] Checking account balance included **money deposited in July:** \$57 Ways & Means; \$24.00 Refreshments; \$40.00 apparel and \$200 donation from Eastlake Village Walk Car Display. **Bills to pay.** \$20.00 to Tina Weisenseel for Ways & Means supplies and \$303.80 to Rochelle Svelling for club hats. A motion was made by Vern Schwebke to pay these bills seconded by Ken Hatfield; approved by all members.

### Old Business:

**2026 Board Positions.** Positions that still need to be filled next year include Treasurer, Era/Fashions and Tours. Please volunteer.

### New Business:

**MAFCA Banquet** December 3-6 in Mobile, AL

**Model T Swap Meet** in Fullerton October 4

**MAFCA Convention** May 31-June 7, 2026 in Pendleton, OR. The Southern Cal Regional Group will be planning a tour to OR.

**MARC National Meet** July 12-16, 2026 in French Lick, Indiana.

**MAFFI 100<sup>th</sup> Anniversary of the Model A** Sept 12-16, 2028 at the MAFFI Museum/Gilmore, Hickory Corners, MI.

**Valarie Basham's Sport Coupe Update** - Has been purchased by Guy McElroy's B-I-L and is on the way back to San Diego

**Membership:** [Rochelle Svelling] 54 in attendance tonight with 3 new members and one visitor. Paul from the Car Club Council visited again. New members: Michael Oletta has a 1930 Pick Up; Pete Franke has a 1929 Roadster Pick Up, and Mike Matthias & Laurie Peck have a 1931 Roadster.

**Installation Banquet** [Rochelle Svelling] Would like to have a planning meeting in September. Please volunteer to help.

**Merchandise** [Lisa Albrecht] Not in attendance tonight.

**Property:** [Jim Taber] – Jim will bring the Hubley race track he is storing to the McElroy's for race day in October.

**Defender:** [Ray Beardslee] Nothing to report

**Refreshments:** [Jennifer Baehr] Need sign-ups for this fall.

**Webmaster:** [Chris Halter] Nothing new on the website.

**Correspondence:** [Kris Francis] Waiting for the next editions of the national magazines.

**Era & Fashions Presentation:** [Cliff Hughes] Cliff presented a fun discussion of alternative Model A body styles

**Technical:** [Paul Winchester] Paul Winchester discussed overdrive transmissions.

**Ways & Means:** [Tina Weisenseel] Six raffle items with a \$20.00 Home Depot gift card for the Door Prize.

**Membership drawing prize** [\$30.00]: Mark & Linda Sawyer's names were drawn but they were not in attendance. Next month = \$40.00.

**Closing:** Ric Bonnorant was out sick so no jokes this month. A motion was made to adjourn the meeting at 8:58 PM by Tina Weisenseel and seconded by John Weisenseel. Meeting adjourned.



Respectfully submitted,

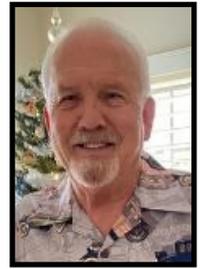
*Kris Francis,*

Kris Francis (Recording secretary)

## Tours Report



Hi everyone! On Saturday, August 16th, Jim & Gene Train led us on the wonderful Obsolete Technology Tour in Kearny Mesa. We met at the Kearny Mesa Starbucks at 10:30 am and Jim was driving his awesome Model T Touring car. Before we left Starbucks, he showed us his vintage Car Phone. It is a candlestick phone he has adapted for use as a Car Phone. Several members made calls on it!



Jim led our group on surface streets over to his shop. This is his new re-

retirement business/hobby which is really well displayed and organized. He showed us cameras that all are serviced into working order. Jim modifies them to use more modern film if they are obsolete. He restores phonographs ~ early record players to new condition. Jim gave a really informative talk on what he is able to do. He is a true historian of era items people used as we became more modern and wanted to take photos and play music at home. Jim can bring peoples' family treasures back to life.



After our shop tour, we drove over to Filippi's Italian Restaurant for an excellent lunch and fellowship. Jim and Gene treated the whole group for lunch. Thanks to Jim & Gene Train. We had 7 Model As; 1 Model T and 7 Moderns.

**Mileage goes to:** Mike & Jen Baehr, Joel Baumbough, Arlyn & Nayola Bieber, Richard & Janet Books (Daughter Kris), Fred Crone, Ross Nelson (Friend Mark), Jim & Gene Train, and Paul Winchester.

**Participation Points goes to:** Ray & Judy Jo Beardslee, Bill Corson, Michael Dainer, Bob Green (Daughter Rebecca), Cliff & Kathryn Hughes, Carolyn Kaiser, Dave & Sherill Kelsen, Richard Potts.

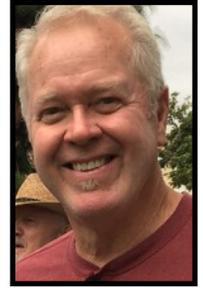
**First Time Tour Miles goes to:** Joel Baumbough in his nice 1929 Pick-Up.

**Upcoming September Tour:** On Saturday, September 20<sup>th</sup>, we are celebrating **International Model A Day Tour**. The focus of this Day is to drive and display the cars in public so passersby can see the Model As and ask questions. With that in mind, we have planned a tour to Marston Point in Balboa Park. Lots of people will get to see the cars on this outing. Since this is Downtown San Diego, we will have (2) meet-up spots. We will meet at the El Cajon Target, 250 Broadway, El Cajon at 11:30am, departing at 11:45am. For those living in San Diego or North County, there will be an alternate pick-up point at the San Diego Unified School District Office, located at 4100 Normal Street, San Diego, CA. It is estimated we will meet up with those members at 12:30pm. The El Cajon group will meet up with the San Diego group. From there, we will continue onto Marston Point, Balboa Drive, in Balboa Park. Please bring a picnic lunch, chairs, and binoculars to enjoy the beautiful view. There is plenty of shade and restrooms there. Dave will give more details at the Model A Meeting, Friday, September 12<sup>th</sup>. A sign-up sheet will be provided at the September Model A Meeting; and you can also **Call** or **Text** Sherill Kelsen at (619) 997-0598 to be included.

*Tour report Continued on Page 5.*

## PARADES & Car Displays: *Ron Niemeyer*

### SWEET SEPTEMBER



#### Looking back out the rear window

After an exhausting June and July, August was very quiet with no parades or displays

#### Looking out the windshield ahead :

**Saturday September 13-** Poway Parade . Cliff Hughes will be leading this parade. We will gather at corner of Stowe Road and Community Road in Poway. Ideally they want us in line at 8AM but the latest check in is 8:30AM (at the very latest). Best to shoot for 8AM. Cliff will arrive at 7AM to get us checked in. Parade kicks off at 9AM. At the end of the parade, (corner of Midland and Poway Road) we will be having lunch at Panda Express. Hope you can make it. Currently there are 5 signed up, but room for more.

**October- Date TBD** Edgemoor Car Display

**November 11-** Veteran's Day Parade

**December-Date TBD** Pacific Beach Holiday Parade

*Ron Niemeyer , Parades and Displays*

### Continued from Page 4, Tour Report

**Upcoming October Tour:** Hubley Races at the McElroy's home. Guy & Judith have been nice enough to lead our October Tour on Saturday, October 11<sup>th</sup>. We will meet at the Dixieline parking lot in Rancho San Diego, located at 3607 Avocado Blvd. & Highway 94, in La Mesa. Arrive at 9:00 am, departing at 9:15 am. Directions will be provided. We will drive the backroads in El Cajon to the McElroy's and race Hubley Cars on the Hubley Racetrack set-up for a Hubley Derby; or come to watch and join in the fun. We will then head over to Dickey's Barbeque Pit, located at 2959 Jamacha Road, El Cajon, for lunch and post-race discussion. A sign-up sheet will be provided at the September Model A Meeting; and you can also **Call** or **Text** Sherill Kelsen at (619) 997-0598 to be included.

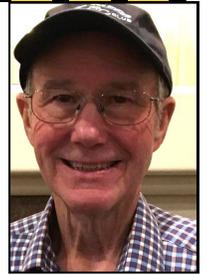
**Upcoming November Tour:** In the planning stages. Details will be provided at the September Model A Meeting, Friday, September 12<sup>th</sup>.

*Thank you for your ideas and participation*



*Group photo from the August 16th Obsolete Technology Tour*

## MODEL A TOOLS



Wow, how time flies, the Grandkids are back in school, and its September already.

When I'm out in the Model A I always take along some tools, a full set of end wrenches, a set of 3/8" drive sockets and ratchet, straight and Philips screw drivers, adjustable and regular pliers, wire strippers, small spool of 14 ga electrical wire, electrical tape, wire nuts, lug terminal ends. A small hydraulic jack, a 4x4 block of wood, a couple of tire irons, RTV gasket maker, rags, radiator water, qt engine oil, orange safety vest and sometimes when I remember it, the tire pump. I'm surprised I have room for my wife with all that stuff.

In the 1920's the average person had some wood working tools but did not have many tools for mechanical apparatuses as work was done by hand without machines and you did not need a wrench to fix the horse. With the sales of the Model T, Ford gave a small tool kit that would fix most things that needed attention. When the Model A came out this tool bag continued to be given to new owners of the A. As the years went by the tools changed some, click on the MAFCA link for an article about Ford Tools. <https://mafca.com/tools/>

The MARC/MAFCA Judging Standards, Area 17 has information on tools needed to get 13 points towards a perfect 500 point car.

Come to the next meeting and see some Ford tools recently obtained by Tom Lazar (*photo right*)



*Paul Winchester, 2025 Technical Director*

## Poetry Pizzazz

Ideas exist in things, so the saying goes. This poem owes its beginnings to a recent sighting of vintage cars driving in a parade through my town. As I stood watching these well preserved senior citizens of the road, my thoughts returned to our first family car all those years ago. So, before I even finished watching the car parade, ideas began forming in head. The work "Jalopy" floated forward and I found myself immediately in the poem zone. Sometimes a single word is all you need to get ideas flowing. Let me share what I built... (*Alan J. Wright*)



### The Old Jalopy

Dad looks stressed  
Mum looks stropopy  
We're going for a drive  
In our old jalopy  
Kids pile in  
Dogs in tow

Shut the doors  
And we're set to go  
Turn the key  
Pull the choke  
There's a great loud bang  
And a tiny puff of smoke  
Four false starts  
Before the engine splutters  
Whoops and hollers  
Heart's aflutter  
Shake and rattle  
Lurch and cough  
And finally the car takes off!  
Down the road  
Into town  
The wildest ride  
For miles around  
Dad starts singing  
Mum's not stropopy  
Oh what fun  
In our old jalopy

## President's Report Continued from Page 1

Mark Williamson is another example of the Model A Mentality. Mark is always ready to open his shop and collection of cars for viewing. He will help any Model A owner with problems. He is not real fond of attending meetings, but he is always most helpful on any issue you may have. If he can't help personally he knows who can.

Right now we have some super members who share with us on a monthly basis, Paul Winchester is our technical guru and he has no problem sharing his knowledge with the group. Paul has been into Model As for a very long time. He has taken trips in a Model A that I would never attempt, like Alaska. Paul has developed a very creative mechanical ability, like a piece of a T shirt for water pump packing material. Paul is the kind of guy I want to have around on any Model A trip, he will get you up and running, with whatever is available.

Another gem that we have in our club is Clifford Hughes, our Era and Fashions guy. At first glance you might underestimate Cliff. He has an unassuming, quiet demeanor, but he is a real hoot to listen to and has acquired an amazing knowledge of Model A trivia/ history. He probably has his old Pickup on the road more often than any other Model A owner I know. He loves to hold his "one car" car shows wherever he happens to stop. Cliff is a real ambassador for the Model A Ford. He has been known to attend parades that are in some remote areas of the county alone, and the parade becomes all about him, you gotta love it.

Dave and Kris Francis, are the backbone of the club, always ready to volunteer to do anything and everything like setting up the meeting room, running the projector, being secretary, sending articles to the magazines, and so much more.

Jenn Baehr, as refreshment chair is making sure we get our sweeties every meeting.

All these people are doing this out of the goodness of their heart, and because that's what friends do. Is there something about owning a Model A Ford that just makes you a better person to know?

I'll let you answer that question!

As always, *Guy*

## What's In a Name?

## "Jeffff" — 1931 Sport Coupe

There's been a lot of buzz recently surrounding a certain 1931 blue Sport Coupe that was Valarie Basham's favorite ride. For those newer members who might not have known her, Valarie was the "glue" of the San Diego Model A Ford Club, joining in 1984 with her husband Jeff. Their first "A" (a 1928 Leatherback) was owned by a family member. Then Jeff purchased the '31 coupe and was in the middle of the restoration when he was diagnosed with cancer. The story that I heard was that a number of club members completed the restoration on the coupe after Jeff passed so that Valarie could enjoy Jeff's vision. Valarie knighted the coupe "Jeffff" with personalized plates that commemorated her husband. And then Val drove that coupe everywhere. (Check out "Bill's Corner" on page 13 for more about "Jeffff's adventures.") We are so happy to have "Jeffff" back in San Diego with new owner Bruce Furbush (see photo Right)



## What's in Your Basket? Model A Era Grocery Stores

While the supermarket didn't officially make its debut until 1930, much of what was happening in the 1920s set the stage for its birth. Back in 1922, our nation was at an interesting cross roads. The Roaring Twenties became a decade of promise and optimism, with modern technology (automobiles, radio, gas stoves and electric refrigerators, to name a few) creating a "sky's the limit" mentality. The United States sat on top of the world as an economic power-house, with no forewarning of the stock market crash of 1929 that would lead to the infamous Great Depression.

Food processing was advancing significantly, with canned and frozen foods, ready-to-make mixes and, indeed, even sliced bread cutting a swift path into stores across the land.

During this era, mom-and-pop grocery stores ruled the landscape, and their shops were considerably smaller and more limited in selection than what we see today. Butchers and produce vendors traditionally had been operated separately, but often in close proximity to grocery stores for consumer convenience.

At the start of the nineteen twenties, most people had never seen a grocery store where shoppers selected their own produce and canned goods. In the early 1920s, the customer approached the counter, made a request, and the clerk selected the merchandise for the shopper. Much of the merchandise was kept behind the counter. People wealthy enough to have a telephone ordered groceries this way and had them delivered.

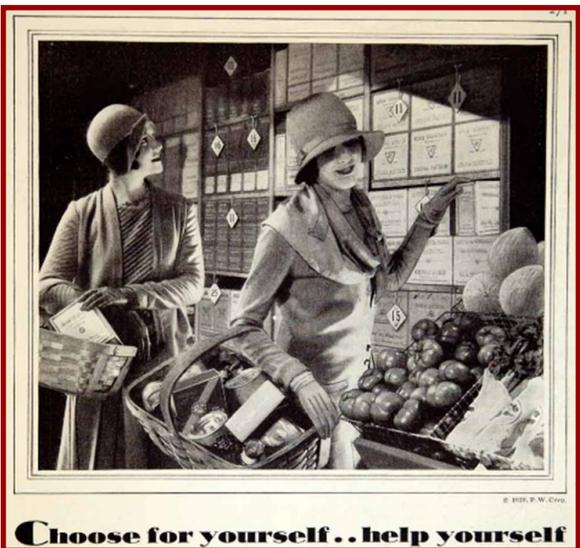
In 1929, a Kroger employee names Michael J. Cullen proposed to his boss an eye-opening expansion to the grocery store business. "Before you throw this letter in the wastebasket, read it again and then wire me, so I can tell you more about my plan and what it will do for you and your company." Cullen's plan involved, "stores that would be 80% self-service, located outside a city's main business center" and involve a unique pricing scheme — "where 300 items would be sold at cost, 200 others at 5% above cost, 300 more at 15% above cost and another 300 at 20% above cost." The idea was to immerse a customer with bargain selections so that it would be nearly impossible for somebody to run in to pick up one or two necessary items without picking up a half-dozen unnecessary ones.

As he wrote, "When I come out with a two-page ad and advertise 300 items at cost and 200 items at practically cost, the public would break my front doors down to get in." His boss wasn't interested in this grocery revolution, so in 1930 Cullen instead moved to Long Island and partnered with a Brooklyn grocery executive Harry Socoloff to build his dream store. The destination? **The borough of Queens.**

The Smithsonian declares King Kullen to be "the first to fulfill all five criteria that define the modern supermarket: separate departments; self-service; discount pricing; chain marketing; and volume dealing." According to the book *Savoring Gotham*, "The store stocked thousands of food products — about ten times more than other grocery stores — at prices that undercut those at local markets. There was also free curbside parking drawing in customers with cars, who tended to stock up rather than just buying a few items for immediate use." The original location remained open for 80 years, while 32 locations still remain open in Long Island.

King Kullen revolutionized food shopping in the U.S., as many of his competitors, including Kroger, would adopt the supermarket model. In addition, King Kullen proved to be a leader in employee relations by providing insurance, vacation time, and pay raises to employees as early as the late 1930's. King Kullen is still family owned and operated.

So in 1929, shoppers had to be taught how to shop; they also had to be convinced that self service was better than being waited upon by clerks.



**Choose for yourself... help yourself**

## MODEL A ERA & FASHIONS

### Essential Back-to-School Shopping

In the 1920s, back-to-school shopping was a simpler affair compared to today, with a focus on essential supplies like slates, chalk, pencils, and perhaps a "scholar's companion" pencil box. Lunchboxes were metal pails or baskets, and clothing was more modest and practical, with knickers and sweaters for boys and dresses for girls.

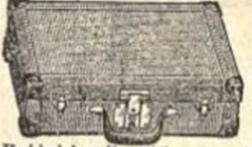
School children carried **school bags**: a leather messenger type bag with a long shoulder strap attached to a rectangular shaped bag with flap over the top. It had a few compartments inside and sometimes outside to carry lunch or smaller items. Cheaper versions were made of sturdy cotton in plain or printed patterns and trimmed in leather binding.

The most poor children may have used an army surplus rucksack bag, left over from WWI. It was a canvas backpack with leather shoulder straps. Since children didn't have much homework to do at



home, the need to carry a school bag was optional and sometimes unnecessary. Girls, especially, preferred to carry their book(s) home. Teens may have used a small leather purse and carried any book too big to fit in it.

**School Bags and Student's Case**

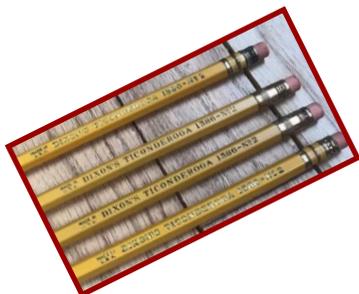
 <p><b>Canvas School Bag</b> A school bag made of brown canvas duck. Size, 13½ x 10 in. Deep gussets, reinforced seams. Wide flap with leather straps and buckle fasteners. Lunch pocket on outside, 6½ x 6 in. Leather shoulder strap with buckle. <b>3D17938</b>.. (Shpg. wt., 8 oz.)... <b>59c</b></p>	 <p>A large bag of water-tight black fabricoid, lined with canvas duck. Size, 10x13½ inches. Gusseted. All seams and edges reinforced. Lunch pocket on the outside and extra pocket on flap for pencils and the like. Leather strap and buckle fasteners. Shipping weight, 10 ounces. <b>3D17935</b>..... <b>98c</b></p>
 <p>An unusually strong and serviceable bag. Size, 13x10 in. Made of gray waterproofed covert cloth. Deep gussets. Reinforced seams. Wide flap with leather straps and buckle fasteners. Lunch pocket on outside. Also pocket containing metal collapsible drinking cup. <b>3D17936</b>—Shipping weight, 12 ounces..... <b>\$1.45</b></p>	 <p><b>3D18172</b>—Same as above but for Girls. Has padded handle instead of shoulder strap..... <b>98c</b></p>
 <p><b>3D15170</b>—Same as above but for Girls. Has padded handle instead of shoulder strap. <b>\$1.38</b></p>	 <p>Attractively made brown fiber carrying case. Very durable. Size, 9½x13¼x4 in. Two metal catches with lock and key. Padded handle with metal fittings. Metal corners, riveted to case with heavy metal studs. Shipping wt., 3½ lbs. <b>3D15171</b>..... <b>95c</b></p>

VintageDancer

**Backpacks** - It wasn't until the mid-20th century that the backpack became a school staple. Before that, students carried books with leather book straps or satchels similar to today's messenger bags. The backpack's journey towards the schoolkid classic began in the 1920s when Lloyd "Trapper" Nelson patented a pack based on Inuit sealskin and wood designs he'd encountered when hiking in

Alaska. Backpacks got zippers in the 1930s and came out in nylon in the 1960s.

**Pencil Boxes** - Pencil boxes were called scholar's companion and were bought in stationery stores or ordered from a catalog. These were usually gifts that a parent, grandparent or favorite aunt or uncle would give to the student at the beginning of the school year or at the end of the year as a reward for being a good student or as a rite of passage if you go from primary school to the next grade.



## Shopping With Credit in the 1920s: A new era of consumerism

While humans have been borrowing and lending money in some form for centuries, the modern credit system and the widespread use of credit for everyday purchases really took off during the 1920s. During the 1920s, Americans were enjoying a time of prosperity and were making many purchases of new appliances such as washing machines, vacuum cleaners, radios, and even Model Ts. Until the 1920s, Americans had to save their money to buy expensive goods. The 1920s witnessed a significant shift in American consumer behavior with the widespread adoption of buying on credit, largely through **installment plans**. This "buy now, pay later" mentality became a defining characteristic of the decade, allowing many to acquire a range of goods that might have otherwise been out of immediate reach.

Here's a breakdown of how buying on credit worked in the 1920s:

**Installment plans:** These plans allowed consumers to purchase expensive goods with a small down payment, followed by a series of regular monthly payments over a period, often with interest.

**Popular goods:** Automobiles were a prime example, with over half the nation's automobiles being sold on credit by the end of the decade. Other goods commonly purchased on installment plans included household appliances like radios, refrigerators, washing machines, and furniture.



**No Money Down**  
The Genuine Gold Medal Electric Washing Machine, the world's best machine, the winner of the gold medal at the Panama Pacific Exposition in 1915, on

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Sensational offer—find out free—send the coupon. The famous Gold Medal Electric Washing Machine sent direct to your home for four weeks of washing without a penny down! Guarantee yourself first—that's our offer. See how it washes the clothes clean and white; how it takes the soaking (and the drying) out of washing. No risk to you. Not a penny of cost—not even freight charges!—if not satisfied, send—free!—for limited time, on a special factory output, only

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Special Easy Monthly Terms—As Low As **\$4.00 a Month!**

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Here's the Gold Medal Washing Machine exactly as you have seen it on the outside of the dealer and exactly as we ship it to you. It has the one-way motion (rotary) which cleans every particle from every fiber. Complete with all accessories and a 10-year guarantee. The price is \$99.50. The monthly payment is \$4.00. The first payment is \$4.00. The trial is 4 weeks. The guarantee is 10 years.

**10-Year Guarantee**

**Charge accounts:** Department stores and other retailers offered charge accounts, allowing customers to make purchases on credit and pay later, sometimes with little or no interest.

**Shifting cultural norms:** This move towards spending and borrowing contrasted sharply with the Victorian society's emphasis on thrift and saving that prevailed earlier. The accessibility of credit facilitated a new culture of consumerism.

**Economic impact:** The expansion of credit spurred economic growth by boosting demand for consumer goods and stimulating industries like automobile manufacturing and retail. This led to

job creation and an increase in the Gross National Product (GNP).

**Advertising's role:** Aggressive advertising campaigns played a crucial role, often using psychological techniques to convince consumers of the need for products and making installment buying more appealing.

**Consequences:** While installment plans offered greater access to goods, it also led to an increase in consumer debt, which more than doubled between 1920 and 1930. This growing reliance on borrowed money and accumulated debt contributed to the economic instability that preceded the Stock Market Crash of 1929 and the onset of the Great Depression.

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"There's a Radio for every purse" RCA

Price \$65  
Includes Telephone Headset and one Radiotron W.D.11

The AERIOLA SENIOR

# Welcome New Members!



**Peter (Feb 9) & Brenda Frank**  
921 Paquita St., El Cajon, 92019

(619) 626-4603  
1929 Roadster Pick-Up

**Mike Matthias (March 25) & Laurie Peck**  
14442 Crestwood Ave., Poway 92064

(619) 279-1504  
Email: MPMatthias@netzero.net  
1931 Roadster

**Michael Oletta (Feb 18)**  
134-B West Walnut Ave., San Diego 92103

(619) 543-0956  
Email: Michaeloletta@gmail.com  
1930 Pick-Up

All new members qualify for a free 12 month membership to the Model A Restorer's Club (MARC) (digital magazine only) if they haven't previously been MARC members. Call the MARC office to enroll at 734-427-9050.

# Welcome!



Model A Ford Club of America  
**National Awards Banquet**

Born to Celebrate  
**Mobile, Alabama**  
December 3-6, 2025

register at <https://www.gulfcoastmodelaclub.net>

# The Model A Restorers Club, Inc.

## THE *running* BOARD REPORT

From Tom Hovetter, President and Jim Zimmer, Director of Regions

August 2025

**M**aybe you haven't visited the MARC website recently, but if you have, you are aware that our website is rather outdated and while our Facebook page has thousands of members, very few take the next step to join MARC. Your Board of Directors has just approved a preliminary budget and formed a committee, led by Chris DuVall, to review and make changes to our complete social media strategy and website. The committee will begin meeting on a frequent basis and we will keep you updated on our progress.

**A**lso, speaking of Chris, he recently posted a brief video on our Facebook page on the basics of starting a Model A. We need more videos like this to teach new Model A owners the basics of diagnosing and fixing mechanical issues. If you are interested in producing a video, please contact Joe Fox or any other Board member.

**R**egions, we still need volunteers to step up to host future MARC meets; a National Meet, Tour, or Membership Meet. As you know, we will be combining our 2026 Membership Meet with our Finger Lakes Tour in May. All of your Board members have experienced hosting a Meet and we will help any Region interested in hosting a future event. Contact Jim Zimmer or Joe Valentine for any information.

**C**ontinuing our focus on Region recognition, the Board recently approved a motion to recognize Regions who have achieved 50+ years MARC membership. A brick will be donated in your Regions name to be placed at the Gilmore Museum! As we donate annually to MAFFI, they provide us bricks that we will use for this purpose. We currently have 40 bricks available and will begin recognizing the 40 longest member Regions first. Twenty more will be recognized in 2026 and the remainder in 2027. We will notify you as your bricks are placed.



## Bill's Corner

Seeing a photo of Valarie Basham's coupe sitting in Guy McElroy's garage brought back many fond memories. No matter what function it was, you could always count on her being there.

I recall the numerous times we made the annual tour to Laughlin, Nev. Before her mother passed away, she rode shotgun with Val and always looked forward to hitting the casino slot machines. On the long stretch across the desert, nearing Amboy, Valarie would get bored and to break the monotony, would drive her coupe across all lanes of the highway, weaving from left, to right. Luckily, there was little traffic, and no CHP cruisers patrolling the area.



We all miss her presence, but her memory will live on when the coupe is back on the road with the rest of the club.

*Bill Corson*

## ITEMS FOR SALE

**1929 Tudor** – Complete, solid car. Needs restoration. Current CA title. **PRICE REDUCTION:** \$3,500 OBO. Local towing available to bring it to your garage.

Contact Dave Kelsen—619-772-2625

**1928-1929 Stainless Steel Radiator Stone Guard.** New condition \$150.00. Contact Dave Kelsen—619-772-2625



## REFRESHMENTS: Jennifer Baehr

*The following have signed up for Refreshments at the September meeting:*

Lisa & Gary Elliott  
Pat Frehafer  
Sherill Kelsen  
Judith McElroy  
Paul Palombo



## September Birthdays

- 1 Maryellen Huhn
- 2 Guy McElroy
- 4 Steve Albrecht
- 11 Stephen Tako
- 13 JoAnn Edwards
- 15 Linda Niemeyer
- 17 Lorrie Allingham
- 21 Gail Ganong
- 22 David Fanning
- 23 Zane Curtis
- 24 Terry Thrush
- 25 Bud Swartwood
- 27 Cliff Hughes
- 30 Tom Allingham



## September Anniversaries

Larry & Carolyn Kaiser Sept. 17, 1955  
Bud & Judy Swartwood Sept. 4, 1965  
Tom & Lorrie Allingham Sept. 22, 1984  
Danny & Karen Machado Sept. 18, 1988  
Joe & Gia Caci Sept. 5, 1998  
Tim & Theresa Johnson Sept. 17, 2005  
Paul & Patty Winchester Sept. 29, 2006



## MEMBERSHIP DRAWING

**\$40**

The August Membership Drawing was \$30.00. **Mark & Linda Sawyer's** names were drawn, but they were not in attendance. (FYI: Their names were pulled two months in a row!) In September the pot will be \$40.00. Be sure to attend our September meeting and the next winner could be YOU!

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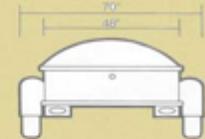
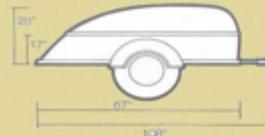
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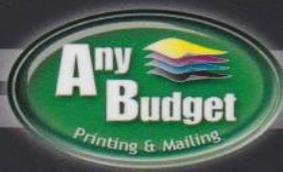
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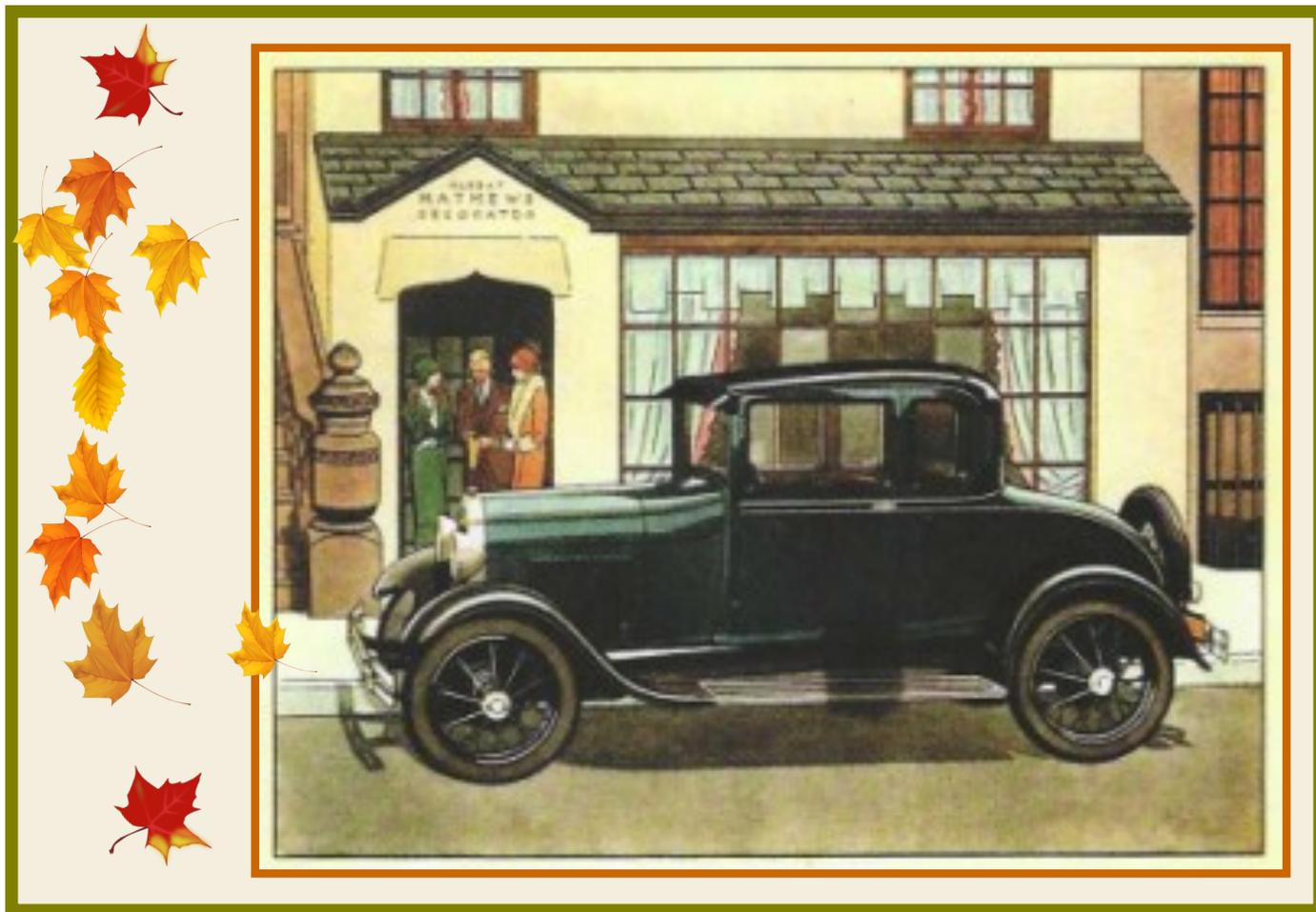


Charles E. Silveria  
President

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1928  1931

San Diego Model A Ford Club  
P.O. BOX 19805  
San Diego, Ca. 92159

### **Advertising the Model A Ford:**

From the book, Advertising the Model A Ford, we snipped the artwork (above) along with information from the advertisement titled “Mathews Shop” (below):

*“As Albert provides some last-minute counsel, two women depart the “Albert Mathews Decorator” shop in their new Ford Coupe. In line with the decorating theme of the ad, the Coupe is shown framed by the shop curtains—in complimenting colors.”*

This ad was published in 5 magazines including the Saturday Evening Post between September and November 1929.

