

MC CALL'S

February
1930

Ten
Cents



In this issue...

The Shade Tree A's
Newsletter!

With All NEW Articles
and

Color Photographs for our Readers!

Our 34th Year of Publication.

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MRS EDSSEL FORD
1100 LAKE SHORE ROAD
GROSS POINTE SHORES MICH



The Shade Tree A's is a non-profit organization with chapter affiliation with MAFCA and MARC

The organization is dedicated to the preservation and the restoration of the Model A Ford automobile and supports membership in the national organizations dedicated to the same purpose



Your Shade Tree A's membership includes annual dues for the Model A Ford Club of America and a subscription to **The Restorer** Magazine from MAFCA, 250 South Cypress St., La Habra, CA 90631

Members are also urged to join the Model "A" Restorers Club. Dues are \$35.00 per year and include a subscription to the **Model "A" News**. MARC, 6721 Merriman Road, Garden City, MI 48135

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FEBRUARY MEETING

Our **February 12th** meeting will be at our regular meeting location in Richard Dunevent's garage at 7 pm.

There is nothing like organized disorder. Last month Gerald Melchior presented a great program on upholstering Model A seats. You should have picked up many tricks of the trade to improve the installation of seat upholstery for your Model A.

This month, Jim McPherson presents a program on preparing the seat springs for upholstery, in How to Repair Seat Springs.

REFRESHMENTS

Highlighted name coordinates what the group brings

February

Garvin, Shogren, Chavis, Roberts, Ready

March

Dunevent, Melchior, Dinkins, Knapp, Prince

April

Dinner Meeting

Lone Star Café & Steakhouse
2744 Washington Road



OFF THE RUNNING BOARD

Thoughts from the President

First of all, I'd like to take this opportunity to thank Gerald Melchoirs for the great presentation he made last month on seat upholstery. We are very fortunate to have experts in many fields among us. Thanks Gerald for sharing your knowledge and talent.

Your new club officers met recently to discuss the fiscal budget, activity schedule, and a new fundraiser to help offset our largest annual expense, the Shade Tree A's award winning newsletter. In regard to the budget and fundraiser, these two important items will be discussed at the February club meeting. The activity schedule was also presented in detail month-by-month for the 2007 calendar year and will be updated in this newsletter. We'll be extremely busy this year with planned activities in the CSRA and in the Southeast region, and our Technical Seminars in Richard's garage.

I trust you're all working on your cars doing preventive maintenance, safety checks or that needed restoration so that you too can be active in our upcoming events. Jim McPherson, our Tour Director, works extremely hard in planning these events, coordinating with other clubs, and contacting hotels/restaurants and places of interest. Many thanks to Jim for spending hours on the phone and computer to make each activity well planned and as interesting as possible. I look forward to growing participation throughout the year.

We have new members who may not be familiar with our club colors or how to obtain club attire. This will also be reviewed at the next club meeting along with the cost of hats, vests, jackets and shirts, to include club logo, personalized name and car information. As a small car club, it's pretty impressive to be traveling and pull into an establishment dressed in club attire. We make a positive statement that reflects well on the Shade Tree A's and the national organizations we represent.

Although our calendar is filling up fast, if you have an activity, tour or place of interest that you think the club would enjoy, please contact me. I am always looking for new and different places to enjoy our wonderful hobby. Hope to see you at the next Shade Tree A function.

Have a safe trip,

Craig McMullin, President



MINUTES OF THE JANUARY MEETING

The Shade Tree A's met on January 8, 2007. After the light meal, Craig Mc Mullen, president called the meeting to order. He told of the new PA system and assured members that they would be welcome to talk to the group, but asked them to dispense with individual conversations during the meeting.

An attendance roster was circulated and members were asked to check their name if present. There were approximately 45 members present. He welcomed Dave Welter to his first STA meeting. New members were Don Gordon and Ray & Robin Broome (not present). Wayne Ready is still in the hospital. Billy Garland had an accident with a tire iron. He welcomed James and Anne Neely-Beck who had been absent from a number of meetings.

Richard Dunevent gave the treasurer's report and the December minutes were approved as printed in the newsletter.

Craig announced that the new BOD, listed in the newsletter, would meet on January 15 to discuss budget trends and plans for the rest of the year. He also announced that the board had approved selling business card sized ads to run in the newsletter to help offset newsletter expenses. Craig thanked Tony Gazette and Tom Roberts, who are rotating off the board, for their service. New Board members are James Gay and Susan Meloan.

Eric Shogren announced that the previous contact for the Augusta Mall display had left, and he was uncertain of the future of the mall display.

During the show & tell, a Coker catalog and the current price of tires were discussed. Jerome Trapp said that Lamar Wade had 2 Model A's for sale.

Old business: Reports of the Christmas party, the Christmas Lights tour, and New Year's Day breakfast were given.

New Business: Jim McPherson gave an explanation of the two calendars -STA calendar and the other events of interest- in the newsletter.

Continued on Page 4

January Minutes - Continued from Page 3

Upcoming events:

- Jan 27 – Ruth Patrick Planetarium
- Feb 10 Sweetheart Breakfast
- Feb. 24 the Fort Gordon Dinner theatre.

Other events of interest:

- The Alabama Rambling A's will sponsor a winter swap meet.
- The Model A Roundup will be held February 16-18 in Jacksonville.
- Charleston club is sponsoring a trip to Darlington. March 1 is deadline to register to ride on speedway

Jim also discussed a Savannah trip for the weekend on March 9-11.

Eric Shogren has a request for someone to drive in a wedding in March.

After a short break, Gerald Melchoirs presented a program on upholstering

Respectfully submitted, *Susan Meloan*

THE SHADE TREE A'S WEBSITE



Have you logged on to the Shade Tree A's Website lately? If not, You're missing a great source of news about YOUR club!

The newsletter prints some pictures of club activities but space is necessarily limited. A new feature on the website presents ALL the pictures taken at many club events!

Just log on to <http://shadetreeas.org/> and go to the main "Table of Contents" page. Select "Photos of Recent Activities and you'll see lots of Photos!"



MINUTES OF THE BOARD

The STA BOD met on January 15. Craig McMullen presided. He thanked Jack Horner for the donation of the PA system, and said that it had helped at the meeting. He reviewed actions taken by the club at the December concerning the approval of by-law changes recommended by the lawyer for incorporation. The board decided that there was no immediate need for further changes in the by-laws.

The 2007 budget and the uncertainty of some income sources were discussed. The board decided to proceed with selling business card sized ads for the newsletter. The ads would be \$100 per year and would appear in 12 issues. They then made a list of potential customers, and made arrangements for contacting them.

The monthly refreshment chart was discussed. June and July are still vacant. It will be circulated again at the February meeting.

The 2007 calendar was reviewed and discussed. Details will be printed in the newsletter as soon as plans are complete. James Gay Vice President announced that programs were planned for February and March. April is a dinner meeting. He will be working on future months.

Susan and Ed Meloan will send articles about Shade Tree A activities to the national magazines.

After Craig asked each board member individually for suggestions, the meeting was adjourned.

Respectfully submitted, *Susan Meloan*

Newsletter Contributions

Do you have a contribution for the Newsletter?

Your Editors are ready to help with the article you have wanted to write, the ad you would like to submit, or your favorite Model A picture. Contact one of the Editors (phone numbers and e-mail addresses are listed on page 2).

Deadline for newsletter material is the 15th of the month before the month of the newsletter.

UPCOMING EVENTS



Sweetheart Pancake Breakfast

That special time of the year is fast approaching, when you take your sweetheart to breakfast. An not just any breakfast, but the Shade Tree A's Sweetheart Pancake Breakfast. I don't know how we can be so lucky, but we have been invited to return to the home of Jack and Carrie for breakfast on **Saturday February 10th**. Arrive around 9 for some of the best pancakes our Shade Tree Chefs have to offer, and don't forget your sweetie. You might want to bring her in style, in your Model A. The address is 4167 Quail Springs Court, in Martinez.

Model A Roundup

The First Coast Region of MARC will host their Model A Roundup in Jacksonville (Orange Park) **February 15-18**. The location is the same as last year, with the Quality Inn (Exit 10 off I-295) being the host hotel. You may make reservations by calling the hotel at 904-264-1211. The room rate is \$55.00 per night. Area tours, a flea market, seminars, Friday night dinner at Clark's Fish Camp and an ice cream social are some of the activities planned.

"All Model A" Winter Swap Meet in Alabama

The Alabama Rambling A's are hosting an All Model A Swap Meet on **Saturday February 24th**. It will feature inside, outside covered, and outside open spaces. The swap meet will be held in the Boy Scout Building, located in Vinemont, AL, just North of Cullman on Hwy 31 North (Exit 311off I-65 [Hwy 157], about 45 miles North of Birmingham). Motels at this exit are: the Best Western Inn (\$55.20, 888-559-0549); Sleep Inn & Suites (\$59.99, 256-734-6166); and the Holiday Inn Express (\$70.00, 256-734-2728). Ask for the "Winter Swap Meet" rate. The swap meet will be open from 7AM until 2 PM.

Fort Gordon Dinner Theater

The Shade Tree A's will be returning to the Fort Gordon Dinner Theater on **Saturday February 24th** for dinner and the Broadway play "**Guys and Dolls**"! A musical comedy set in Damon Runyon's mythical New York City. This oddball romantic comedy - considered by many to be the perfect musical comedy – soars with the spirit of Broadway as it introduces us to a cast of vivid characters who have become legends in the canon: Sarah Brown, the upright but uptight "mission doll," out to reform the evildoers of Time Square; Sky Masterson, the slick, high-rolling gambler who woos her on a bet and ends up falling in love; Adelaide, the chronically ill nightclub performer whose

condition is brought on by the fact she's been engaged to the same man for 14 years; and Nathan Detroit, her devoted fiancé, desperate as always to find a spot for his infamous floating crap game.

Everything works out in the end, thanks to the machinations of Abe Burrows and Jo Swerling's hilarious, fast-paced book and Frank Loesser's bright, brassy, immortal score, which takes us from the heart of Times Square to the cafes of Havana, Cuba, and even into the sewers of New York City. Funny and romantic, "**Guys and Dolls**" is ideal for audiences of any age, so bring the entire family. Tickets are \$39.00 for civilians, \$36.00 for seniors (over 65) and retired military. Sign-up at the meeting, or call (706-592-4835)

or e-mail (james.mcpherson@amedd.army.mil) Jim McPherson for your reservations.

Tech Session IX

Is Your "A" Tour Ready?

Our first Tech Session for 2007 will be held on **Saturday March 3rd**. We'll meet for breakfast at the Sunrise Grill on Washington Road at 8 o'clock, then proceed to Richard's garage for Model A diagnosis, maintenance, and repair. The tour season is just beginning, with out Savannah Tour the following weekend. Take advantage of this opportunity to give your Model A a good inspection, or to have another member look at a pesky problem. If all goes well we will have BBQ sandwiches for lunch.

Historic Savannah Tour

We return to historic Savannah March 9-11. We'll depart **Friday March 9th** from Wally's Chevron, at the corner of Hwy 88 and Windsor Spring Road in Hephzibah at 8:30. For those of you who would like to eat breakfast before we depart, come early. They have good biscuits and a great full breakfast. Popeye's burned, so this is it for breakfast. In Savannah, we will be staying at the Hampton Inn on Stevenson Ave.. The rate is \$89.00 per night (www.hamptoninn.com or 912-355-4100). On Saturday morning we take a trolley tour of historic Savannah, and Saturday afternoon we will tour Tybee Island in our Model A's with a tour designed by Nevey Clark, Savannah AACA tour guru. We have left Friday and Saturday nights free for your favorite restaurant and sight seeing in downtown Savannah, or on the riverfront. We will return to Augusta Sunday morning.



MORE UPCOMING EVENTS

Darlington Speedway Opens to Model A's

Van Threadgill of the Low Country A's of Charleston has announced a return of the Model A's to the Darlington Speedway **March 29th to April 1st**.

We'll meet for breakfast at the Sunrise Grill in North Augusta at 8 o'clock on Thursday March 29th, then tour to Florence, SC.

The Welcome Party starts at 6:30. On Friday, there are seminars starting at 8:30, local tours to include the Honda plant manufacturing four wheelers and jet skis, the Columns Plantation (a 1500 acre mid-19th century plantation with an Antebellum style Greek Revival home, still operated by the owners), and Ladies Shopping the Low Country A's Ladies are so famous for.

Saturday morning it's off to the Darlington Speedway. There will be a required "fill your gas tank" check before driving your Model A on the speedway (for the significance of this ask a previous participant), and a tour of the historic speedway. Activities conclude Saturday night with a banquet at 7:00. Lodging will be at the Hilton Garden Inn, located at the intersection of I-20 and I-95 (Exit 160 off I-95). The rate is \$79.00 per night (1-877-782-9444). Be sure to tell them you are with the Model A Club.

IF YOU ARE GOING TO DRIVE YOUR MODEL A ON THE RACETRACK, YOU MUST BE PRE-REGISTERED FOR THE MEET NO LATER THAN MARCH 1st.

The Shade Tree A's 2007 Grand Tour

The Shade Tree A's 2007 Grand Tour to Williamsburg, VA and the MARC National Meet offers some very special sights and scenery.

We will depart Augusta Wednesday **June 13th** and tour to North Myrtle Beach, SC where we will join the Jacksonville A's and other Model A clubs. We will stay in the Holiday Inn (843-281-9400). Thursday we will reach the Outer Banks of NC, arriving

on Ocracoke Island by a 2 1/2 hour ferry ride from Cedar Island. Ferry reservations have to be made within 30 days of the departure day (800-856-0343, 919-225-3551, or www.ncferry.org).

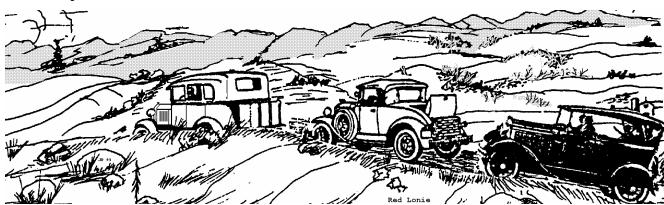
We will spend Thursday night at Blackbeard's Lodge, built in 1936 (800-892-5314 or 252-928-3421). Friday we will tour the Outer Banks, stopping at such historical sights as the Cape Hatteras Lighthouse, through Nags Head and Kitty Hawk.

We will spend Friday night at the Holiday Inn Express in Elizabeth City, NC (252-338-8900), and arrive in Williamsburg Saturday. Hotel rooms in the Williamsburg area are at a premium. Williamsburg is not only a prime tourist attraction, but it is also the 400th anniversary of the founding of Jamestown. If you have any feeling that you might like to go, I would encourage you to make your hotel reservations now.

The host hotel is the Woodlands Hotel & Suites (Deluxe Suites \$179, Superior Room Class, \$137), and the overflow hotel is the Cascades Motel (\$116). Additional lodging is available in the Governor's Inn (\$105) and the Williamsburg Lodge (\$179). Reservations for any of the above hotels may be made by calling 1-800-261-9530.

Most of the national chain motels we usually stay in are full. Some of us will be staying at the Quality Inn Colony (309 Page St, www.choicehotels.com). You may want to visit the Williamsburg Meet website (<http://clubs.hemmings.com/colvamodela/>) for a preview of what awaits you at the MARC National Meet.

One note: to register for this meet you must be a member of MARC, so if you plan to attend this meet, you might consider becoming a member now, to take full advantage of your membership (and the Model A News magazine).



NOW! Simmons Super Power Adjustable Carburetor for Chevrolet Cars

For low or high speeds, for town or country driving, the Super Power Carburetor is adjustable with a single turn of screw to meet any and every driving condition! Easily adjusted for high and low speeds. Combination high speed valve adjustment and drain valve. High speed and adjusting needle remover to drain float chamber. Double jet, for easy starting converts one jet to an automatic after choke valve has been opened for all Chevrolet cars and trucks, 1924-28 inclusive.

\$5.39

For 1929 Chevrolet "6"

An entirely new carburetor for 1929 Chevrolet 6, with new double acceleration wells and new power step-up at full speed—for maximum power and greatest economy of fuel. Easy to clean; simple to make your own adjustment to suit your own driving conditions. Priced to save you \$4.00.

\$6.10

Model L-4 Kingston Carburetor for Model "T" and "TT" Fords

With improved float, special metal fuel valve and durable bronze air valve. For all model "T" and "TT" Fords.

\$2.30

Simmons Super Power Carburetor

For Model "T" and "TT" Fords. New development. New performances from your Model "T" and "TT" Ford.

\$2.45

Genuine Simmons Carburetor for Model A-AA Fords

Greater power at high speed, faster pick-up at any speed, and quicker starting in cold weather—now yours with the Simmons Carburetor. Save gasoline, too, and have a smoother running car!

\$3.39

Gasoline Feed Lines for Fords and Chevrolets

27¢ And Up Postpaid

28E9406—For Ford "T" Tudor Sedan 1926-27 **28c**

28E9407—For Ford "A" Strainer to Carburetor **28c**

28E9408—For Ford "A" Tank to Strainer **28c**

28E9595—For Chevrolet. All 4-cyl. Vacuum Tank to Carburetor **28c**

28E9596—For Chevrolet. Up to and including 1926 Models. Vacuum tank to intake manifold **27c**

28E9597—For Chevrolet 1927-28. Vacuum tank to intake manifold **27c**

28E9598—For Chevrolet 1929. Fuel pump to carburetor **28c**

Copper Tubing for Piping for Oil, Water or Gasoline

Copper tubing, size shown is outside diameter. We

Pay Postage

28E9558—Per 10 ft., $\frac{1}{4}$ in. **\$0.34**

28E9560—Per 10 ft., $\frac{1}{2}$ in. **.46**

28E9561—Per 10 ft., $\frac{3}{8}$ in. **.48**

28E95610—Per 25 ft., $\frac{1}{4}$ in. **1.95**

28E95612—Per 25 ft., $\frac{1}{4}$ in. **2.75**

Assorted Brass Gasoline and Oil Line Fittings

Unions, elbows, and connections for gas, oil, and vacuum lines. Postpaid. Complete sets for cars as listed below.

28E95619—Ford "A" and AA **19c**

28E95620—Ford and TT **.42c**

28E95623—Chevrolet **.42c**

28E95625—Buick **.62c**

28E95633—Essex **.52c**

28E95631—Pontiac **.58c**

28E95638—Postpaid. **55c**

28E95640—For cash. On Easy Payments, \$10.00 down and \$10.00 a month **52.75**

When ordering on Easy Payments Use Time Payment Order Blank in Back of Catalog.

28E1784—Extra bulb for above charger. **\$7.25**

28E9559—Per pair. **10c**

28E9559—Postpaid. **\$6.95**

Battery Hold Downs

There is nothing more necessary than these hold-downs for keeping your battery securely in place preventing jarring or slopping acid. Anyone can attach them. Adjustable for different heights of handles.

28E9559—Per pair. **10c**

28E9559—Postpaid. **\$6.95**

"BAT" Down-Draft

SUPERCHARGER

For Ford "A"

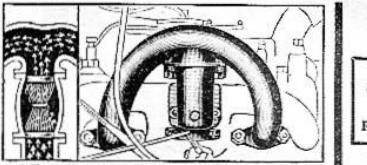
\$6.65

Postpaid

Chevrolet

\$8.69

Postpaid



Featuring the "BAT" dual rotary atomizer and heat mixing chamber. An hour glass shaped device with spiral openings gives incoming fuel a rotary and reverse motion which completes the gasification of the hydro-carbon particles and mixes them with air, thus sending a thoroughly mixed, highly combustible charge into manifold. No moving parts, nothing to wear out. No adjustments. Saves gasoline, stops wear due to raw fuel cutting lubricating oil, increases power and pick-up, gives smoother engine performance, and keeps engine and spark plugs free of carbon. Specially low priced. A boon to motorists.

28E9775—For Ford Model "A", "AA".

Postpaid **.65**

28E9776—For Chevrolet 6 cylinder.

Postpaid **.69**

8-69

PAYS FOR ITSELF

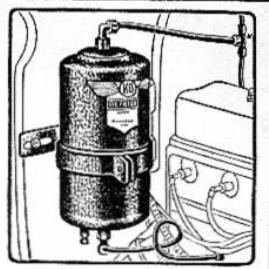
"KLEEN-OIL" FILTER

Complete Outfit

\$3.98

AND UP Postpaid

Refills **89¢** Postpaid



With clean oil, motors run most efficiently. The "KLEEN OIL" here offered at a special low price—is most easily and quickly installed. To renew merely use filter cups, they cost so little and are rapidly put in. The water and sediment gravitates to the bottom and is drained out through a petcock.

28E9830—Ford "A", "AA".

Postpaid **.39**

28E9831—Chevrolet 6 cylinder.

Postpaid **.39**

28E9832—Hudson.

Postpaid **.39**

28E9833—Pontiac.

Postpaid **.39**

28E9838—Essex.

Postpaid **.43**

28E9839—Plymouth.

Postpaid **.43**

28E9842—Postpaid. **.89**

FOR THE NEW FORDS



Combined Heat and Oil Indicator

Both these much needed gauges now often omitted in carefully designed combination.

Attaches without drilling or cutting. Nickel plated. Complete with tubing.

28E7604—Heat indicator and Oil Gauge Combination. Postpaid. **.93**

28E7605—De Luxe Oil Gauge only for Model A Ford. Postpaid. **.98**

28E7606—Regular U. S. Oil Gauge only for Model A Ford. Postpaid. **.85**

Hand Spark Lever Starter

Desired by millions of drivers of the Ford.

Replaces the foot

starter; easily installed without cutting or drilling. Solidly made, accurately machined to work smoothly and easily. Complete with simple instructions for installing.

28E7639 **.57c**

Teg Gas Reserve Valve

With Teg gas valve replacing the ordinary shut-off valve in your gas tank, there is normally an extra gallon in reserve. Top intake of valve is $\frac{1}{4}$ in. above bottom of tank, saving a gallon or more for an emergency. Valve can also be used as a cut-off valve. Made of brass, correctly threaded to fit gas tank and gas line.

28E7639 **.92c**

De Luxe Instrument Panel Board

A low priced Cirsacian walnut finished $\frac{8}{10}$ in. panel, that masks the original panel and adds two important instruments—oil pressure and heat indicator. Dash light floods all instruments making them easily readable. No fitting or drilling necessary.

28E10053 **.98**

Air Cleaner

Moss filled metal container, filters and cleans the air going into the motor. Attaches to the carburetor air intake. Eliminates many troubles due to dust, grime, cinders and gravel clogging up in the carburetor.

28E9118 **.83c**

Postpaid

28E9115 **.98**

Accelerator Pedal

Special harrel shaped rotor rolls as you step on the gas and produces smooth acceleration. Rotor has heavy bushing on long wear.

28E9205 **.25c**

Postpaid

28E915 **.25c**

Postpaid

28E9178 **.25c**

28E9179 **.25c**

28E9180 **.25c**

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28E9261 **.25c**

28E9262 **.25c**

28E9263 **.25c**

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RECENT EVENTS



New Year's Breakfast & Tour

Photos by Sheila McPherson & Don Turley



The Shade Tree A's welcomed the New Year, on a rainy January First, by meeting for breakfast at the Cracker Barrel.



Continued on Page 8

RECENT EVENTS



New Year's Breakfast & Tour Continued...



Eight Model A's, one Model T, and thirty-five hungry members gathered for breakfast and then toured to the Furniture Doctor where Walter and Bruce Smith walked us through the furniture repair and restoration processes. We then drove a short distance to the home of Walter and Lisa where Walter shared his Augusta bottle and apothecary collections with us.



Lisa had prepared an outstanding assortment of holiday goodies for all to enjoy. It was the perfect setting for Club fellowship on a dreary day.

THANKS
Walter, Lisa, and
Bruce.



ON THE SHADY SIDE

By Anne Neely-Beck

Bits and Pieces

This is the first *On The Shady Side* column for 2007. I would like to wish you all a Happy Healthy New Year. I know I am looking forward to having one, after a very bumpy 2006.

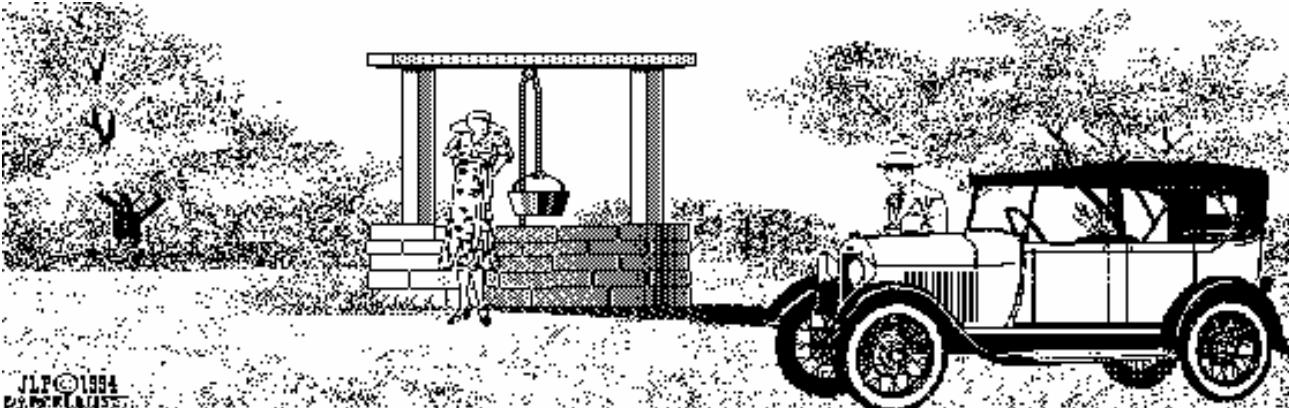
I want to encourage you to come to the STA's meeting and get involved. Our club is very unique because we have two members who are on **MARC** and **MAFCA**'s fashion committees. Susan Meloan and myself, respectfully. We both are interested in vintage, reproduction and fun fashions and want to portray the "Model A Era Look" whenever possible.

The **MAFCA** Era Fashion Committee is working on making it easier to get involved in fashion judging, by coming up with new innovative ideas. Look for fashion news and great fashion articles on the **MAFCA** web site at www.mafca.com. Please go to the site and click on era fashions and go to fashion articles. You will be able to read my article for Jan./Feb. 2007 titled, *The Business Woman in the Model A Era*.

Another bit and piece I wanted to mention, is something that James and have been doing for about 10 years now. Instead of giving birthday, Christmas, and anniversary gifts to each other and our immediate families we make a donation in honor of the person to the Model A Ford Youth Scholarship Fund or to the Model A Ford Foundation, Inc.(MAFFI) Both of these organization are worthy. The MAF Youth Scholarship Fund is available to children and grandchildren who's parents or grandparents belong to **MARC** or **MAFCA**. MAFFI works to preserve the Model A Fords and memorabilia through research and education. Check out the web sites of these two worthy organizations and see if giving a donation to either is something you might want to do. MAFFI web site is www.maffi.org and the MAF Youth Scholarship Fund is www.mafyouthscholarship.org

I got great news today. The Bok Sanctuary Christmas project (RE: Vintage Visions- November's Newsletter) that my friend decorated with all my vintage clothes won first place. How exciting!

If you have an idea or a project that the Shady A Ladies could do please, contact Susan or myself and we will try to get on the "bandwagon" and make it happen.



VINTAGE VISIONS

By Anne Neely-Beck

McCALL'S MAGAZINE 1930



When going through my McCall's era magazines (I have about 30), I always find the fashion patterns in the back showing and describing the latest fashions from Paris. McCall's made these new styles available by patterns to the general public long before the styles would show up in Sears, Wards, and other mail order catalogs. The patterns were available from McCall's dealers or by mail from the McCall's Company.

Afternoon Frocks with Jackets

A NEW version of the spring ensemble consists of an afternoon frock with a jacket. The dress in three sections, the top being a bolero which can be worn with the skirt. One reason for the popularity of these dresses is the fact that they give a becoming silhouette to the woman who has not yet made up her mind about her new waistline. At the sides and back, the jacket gives a becoming silhouette; in the front there is a brief glimpse of the waistline that any figure can wear in any position.

No. 3986: An afternoon ensemble consists of an simple frock that may be made with a belt effect. Size 36, material, 1½ yards fabric, 1 yard lining, 1½ yards bias binding, 1½ yards muslin material.

No. 3987: An ensemble with a short jacket or an afternoon ensemble. Consists of the bolero, the frock and the belt. Size 36, material, 1½ yards fabric, 1 yard lining, 1½ yards bias binding, 1½ yards muslin material.

Patterns may be bought from all McCall dealers, or by mail, postage prepaid, from The McCall Co., McCall Street, Boston, Mass., at prices listed on page 129.

After the crash of the stock market in October of 1929, the waistline of the dress rose while the hemline fell.

On the right, "The Versatile Spring Ensemble," shows how to be versatile and frugal with one outfit. Suggestions for versatility were to wear the dress at luncheon with the jacket, add a hat and a scarf, or fur. "For bridge or an afternoon tea, the lines of the ensemble are just elaborate enough. At a dinner party one could wear the jacket or not, according to how formal the party happens to be. And for evening, if the dress is made with out sleeves, one only has to remove one's hat and short jacket to be perfectly gowned, however late or however festive the occasion."

These two pages from the February 1930 McCall's titled "Afternoon Frocks with Jackets" caught my eye. "A NEW version of the spring ensemble consists of an afternoon frock with jacket. One reason for the popularity of these dresses with little boleros is that they are flattering to the woman who has not made up her mind about her new waistline. At the sides and back, the jacket gives a becoming silhouette; in the front there is a brief glimpse of the waistline that any figure can wear in any position."

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No. 3982: A versatile outfit or short jacket or an afternoon ensemble. Consists of the bolero, the frock and the belt. Size 36, material, 1½ yards fabric, 1 yard lining, 1½ yards bias binding, 1½ yards muslin material.

No. 3983: A dinner ensemble or a feature outfit or an afternoon ensemble. Consists of the bolero, the frock and the belt. Size 36, material, 1½ yards fabric, 1 yard lining, 1½ yards bias binding, 1½ yards muslin material.

LE DE PARIS

No. 3981: A dinner ensemble or a feature outfit or an afternoon ensemble. Consists of the bolero, the frock and the belt. Size 36, material, 1½ yards fabric, 1 yard lining, 1½ yards bias binding, 1½ yards muslin material.

The Versatile Spring Ensemble

NO COSTUME for spring is more versatile than the afternoon ensemble. At luncheon, one may appear in the bolero and the frock. At a bridge or afternoon tea, the lines of the ensemble are just elaborate enough. At a dinner party, one wears the jacket or not, according to how formal the party happens to be. And for evening, if the dress is made without sleeves, one has only to remove one's hat and short jacket to be perfectly gowned, however late or however festive the occasion.

Patterns may be bought from all McCall dealers, or by mail, postage prepaid, from The McCall Co., McCall Street, Boston, Mass., at prices listed on page 129.



SHADE TREE A'S CALENDAR OF EVENTS

Legend: A **RED** entry denotes a change or new addition to the calendar.
A **GREEN** entry denotes a Dinner Meeting at a different location.

FEBRUARY

- 10 Sweetheart Pancake Breakfast
- 12 STA Meeting**
- 24 Ft Gordon Dinner Theater

MARCH

- 3 Technical Seminar**
- 9-11 Savannah Tour
- 12 STA Meeting**
- 17 St Patrick's Day Parade
- 24 Picnic-in-the-Park
- 29-1 Darlington Speedway, Charleston Club

APRIL

- 9 STA Dinner Meeting**
Lone Star Café - 2744 Washington Road

MAY

- 14 STA Meeting**
- 18-20 Social Security Run

JUNE

- 11 STA Meeting**
- 13-24 MARC National Meet, Williamsburg, VA
- 16 Trenton Peach Parade**

JULY

- 9 STA Meeting**
- 14 Technical Seminar**
- 28 Dinner Tour**

AUGUST:

- 13 STA Dinner Meeting**
- 25 Garage Tour**

SEPTEMBER:

- 10 STA Meeting**
- 7-9 Chattanooga Hill Climb
- 29 Technical Seminar**

OCTOBER:

- 15 STA Meeting (change of date)**
- 20 Steak Cookout**

NOVEMBER:

- 12 STA Meeting**

DECEMBER

- 8 STA Christmas Party**
- 18 Christmas Lights Tour**

OTHER EVENTS OF INTEREST

(Non-club events but members are encouraged
to participate)

February:

- 2-4 Moultrie Swap Meet
- 15-18 Model A Roundup, Jacksonville
- 22-24 AACA National Meet, Punta Gorda, FL**
- 24 "All Model A" Swap Meet, AL

April:

- 13-15 MARC Membership Meeting, Joliet, IL
- 12-15 Charlotte Autofair
- 20-21 Swap Meet, Greenwood
- 27-28 Fiddlers & Fiddleheads Hill Climb & Festival, Unicoi, TN

May:

- 10-12 AACA National Meet, New Bern, NC**

September:

- 13-16 Charlotte Autofair

October:

- 10-13 Hershey Swap Meet & Show

November:

- 16-18 Moultrie Swap Meet

December

- 5-9 MAFCA Membership Meeting, Southern CA

FEBRUARY BIRTHDAYS

Ralph Neitzke, George Gordon, Craig McMullin, Chris Garrison,
Virginia Trapp, Susan Meloan, Ruth Hitt