

SHADE TREE A's

NEWSLETTER

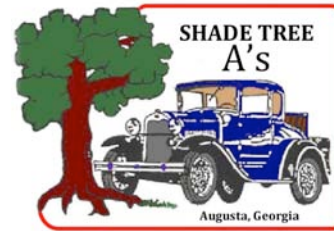
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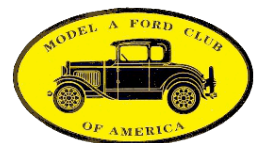
On the Cover

Ernie Dinkins and Patricia Hayes (friend of Ernie and Ann) in the Trenton Peach Festival Parade. Granddaughters, Margaret Ann and Shelby are riding in the rumble seat. See page 9.

Shade Tree A's Model A Club



The Shade Tree A's is a non-profit organization dedicated to the preservation and the restoration of the Model A Ford automobile. Shade Tree A's annual dues (\$65) include membership in the Model A Ford Club of America (MAFCA, \$40) and a subscription to *The Restorer* Magazine. Members are also urged to join the Model "A" Restorers Club (MARC, \$45), which includes a subscription to the *Model "A" News* magazine. The club also is a member of MAFFI, the Model "A" Ford Foundation, Inc.



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ABOUT THIS NEWSLETTER

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OFF THE RUNNING BOARD

Chuck Howell - President

There has been a competitive rivalry between Chevrolet and Ford automobiles for 100 years. Have you ever wondered how that came to be?

In 1911, General Motors was forced by its creditors to fire William Crapo Durant as its President and General Manager. In partnership with a famous racecar driver, Louis Chevrolet, Durant began manufacturing a low-priced car named after his partner. Sales of the new Chevrolet were so successful that in five years Durant had enough money to buy controlling stock interest in General Motors. In 1917, Durant returned to GM as CEO and brought his Chevrolet Company into the GM stable with the single goal of unseating the Ford Model T as the world's bestselling car. At the time, Ford sold five to six times as many cars as its nearest competitor. Thus, the Chevy versus Ford rivalry was born.

Durant saw two major vulnerabilities in the marketing strategy of Henry Ford. First, Henry Ford was resistant to any change to the Model T that would slow production or increase cost. Second, he didn't believe in accountants, which kept him from seeing sales trends until the end of each fiscal year. This kept the Ford Motor Company one year behind its competition.

Monitoring customer preferences in paint colors, mechanical innovations, and increased horsepower, Durant systematically chipped away at the Model T's market share. By 1925, GM surpassed Ford in total sales income. A year later, Edsel Ford convinced his father a complete new car design was necessary to survive the competition.

In 1927, the Ford Motor Company closed for six months to retool for manufacturing the Model A. Henry focused his attention on the new 40-HP engine, while Edsel designed the car body and three-speed transmission. Starting in December 1927, the new 1928 Model A Ford came in four colors (not black), nine different body styles and was instantly the top selling car in America.

In 1928, Durant countered Edsel's success with the Model A by producing a six-cylinder overhead valve (OHV) 50-HP engine for his Chevrolets. The competition between Chevrolet and Ford intensified further with start of the Great Depression on Tuesday, 29 October 1929. In 1930, the Chevrolet 6 was priced from \$555 to \$675, while the Ford Model A was priced from \$385 to \$550. Ford outsold Chevrolet in 1928 thru 1930, but Chevrolet outsold Ford from 1931 thru 1933. Many other car companies went bankrupt.

Using sales data analysis, Durant marketed his Chevrolets to the public as "*More Car for the Same Money.*" Henry Ford countered by building an inexpensive V-8 cylinder engine that could produce 80-HP in 1932. As Chuck Berry would later sing, "*nothing will outrun my V8 Ford*"—not even Cadillac, the most expensive car in the GM inventory. Predicatively, Ford beat all of GM's 13 car companies in sales from 1934-37.

From 1938-1942, car production stopped due to World War II. Both Ford and GM played key roles in building the Arsenal of Democracy. Edsel designed, built and managed the Willow Run manufacturing complex that produced one B-24 bomber per hour. Doctors said the stress of

OFF THE RUNNING BOARD

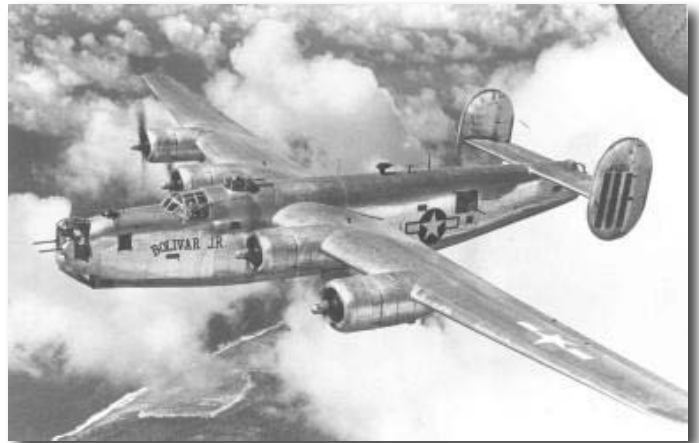
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Chuck Howell - President

this job caused Edsel to succumb to ulcers and stomach cancer. He died on May 26, 1943 at the age of 49. Mentally unstable from multiple strokes, Henry Ford returned as President of the Ford Motor Company until his death on April 7, 1947. His grandson, Henry Ford II, took over after he was discharged from the Navy.

Will Durant went bankrupt in 1936 at age 75. He retired from GM, lived on a company pension of \$10,000 a year, and suffered a stroke in 1942, which left him a semi-invalid. Afterwards, he ran a bowling alley in Flint Michigan until he died on March 18, 1947.

While these early industrialists are dead, the rivalry between Chevrolet and Ford lives on today one hundred years after it started. Regardless of what you drive, honest competition in the marketplace created better cars for the customers.



MEETING MINUTES

June 13, 2016

Richard's Garage

Recorded by: Kathy Poole - Secretary

President Charles Howell called the meeting to order at 7PM by welcoming everyone to the June meeting. There were 27 members in attendance and no visitors. Only one member contributed to the "Forgotten Name Badge Kitty."

Bob Collier, acting humorist, favored us with a tale about a receding hareline.

John Neumar gave the treasurer's report for vacationing treasurer Richard Dunevent. Jim McPherson, National Director, had no new information for our consideration. Robbie Jones, Newsletter Editor, asked us to continue providing him with pictures of our car related events. Vertical shots work best for the front page of the Newsletter. Topics for the technical portion of our meeting are needed. Anyone with ideas on presentations should contact Mike Gordon. The May Minutes were approved as printed in the Newsletter.

We have three meetings left this year with no one signed up to provide refreshments. A sheet was passed around for volunteers. Any one interested who did not sign up at the last meeting can contact Chuck for specific dates. Also, we are in the process of updating our membership roster. Please review and make corrections to postal and e-mail addresses and phone numbers. A sheet was passed around. If you missed this, please contact Frank Knapp, Membership Coordinator.

It was reported that former Shade Tree A member, Dr Charles Shaefer, Jr., passed away 6 Jun 2016 while attending a medical conference in Denver, CO. Member, Jim Mason, is

recuperating from hip and knee replacements.

Andrew Morse brought two items from his father's garage for Show and Tell. These were identified by Gerald Melchiors as a tool for installing a rear main seal and a valve keeper gizmo.

Under Old Business, Chuck said the updated By-Laws have been posted on the Website. We had no one from the club attend the Moultrie Swap Meet. Eric Shogren said we had several members who participated in the Aiken Memorial Day Parade. The day was made even more memorable for having some World War II veterans ride with club members.

Under New Business, Chuck noted the upcoming club events for the remainder of June and for July. These are listed on the Club Calendar under the Looking Ahead section of the Newsletter.

Chuck shared information on auto parts and equipment being sold as a lot for best offer in Six Mile, SC. Anyone interested should contact Chuck for details.

No technical program was presented and the meeting adjourned early to refreshments and conversation.

MEETING TIME & LOCATION

Meetings are held on the 2nd Monday of each month at Richard Dunevent's garage, 4338 Owens Road, Evans, GA. Meetings begin at 7PM and are followed by refreshments.

LOOKING AHEAD

Club Calendar

July

- 1-2 Swap Meet, Fletcher, NC
- 11 Shade Tree A's Meeting, 7:00 PM, Richard's Garage
(Technical Program – TBA)

August

- TBA Shade Tree A's Dinner Meeting
- 13 Swap Meet, Tucker, GA

September

- 10 International Model A Day
- 12 Shade Tree A's Meeting, 7:00 PM, Richard's Garage
(Technical Program – TBA)
- 17 Swap Meet, Columbia, SC (Palmetto A's)
- 19-22 MARC National Tour, Newburg, NY
- 22-25 Charlotte Auto Fair

TBA - To Be Announced

July Refreshments



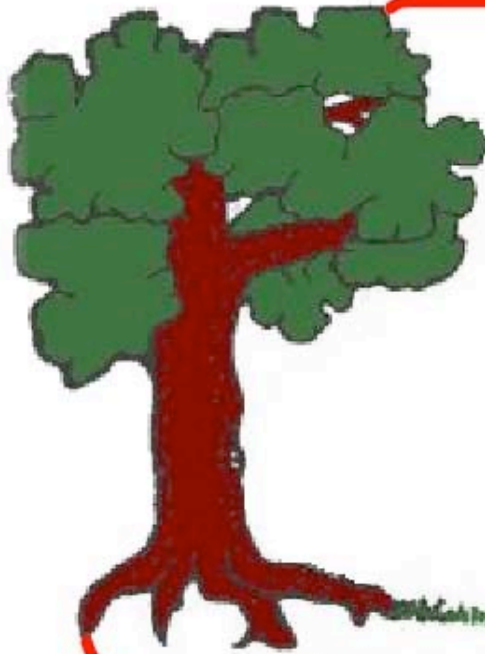
George Gordon
Mike Gordon
Don Gordon
William Gordon
Misty Hooker



July Birthdays

- 10 Greg Jones
- 11 Myrna Miller
- 22 Don Turley

ANNOUNCEMENTS



Shade Tree A's Member News

- Jim Mason is home recuperating from hip replacement and doing well.
- Former member Charlie Schaefer passed away June 6, 2016.

*Send Items for Shade Tree A's Member News to:
newsletter@ShadeTreeAs.org*

Monthly Technical Program

Got an idea for a technical program for presentation at a monthly meeting?

Got a topic you would like discussed during a monthly technical program?

Do you want to volunteer to present a technical program?

If so, contact Mike Gordon at vp@ShadeTreeAs.org or 706-513-7619

ANNOUNCEMENTS

**8TH. ANNUAL
MODEL A FORD PARTS SWAP MEET**



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RECENT EVENTS

Trenton Peach Festival Parade

By Chuck Howell

We had three Shade Tree A's Model A's in the Trenton Peach Festival Parade on Saturday, June 18, 2016. Two additional cars belonging to Shade Tree A's members were also present at the Festival. Ernie and Ann Dinkins and two granddaughters, John and Janet Neumar with their son and his family, Gerald and Lois Melchiors, Richard Dunevent, Craig McMullin, Ralph Nietzsche and Chuck Howell participated in the parade and festival.



Due to the nice weather and low temperature, this was the most enjoyable Peach Festival that I have attended. The parade of Jeeps, convertibles, fire trucks, motorcycles, vintage and classic cars, tractors, horses and Shriner go-karts took a little more than an hour (1030 to 1138 AM) to pass by the festival area. The parade was well attended by the public. The Trenton Mayor, District 3 Congressman, and several other dignitaries were there. As always, the peach ice cream, pork rinds, canned preserves, BBQ, etc, was delicious.



RECENT EVENTS

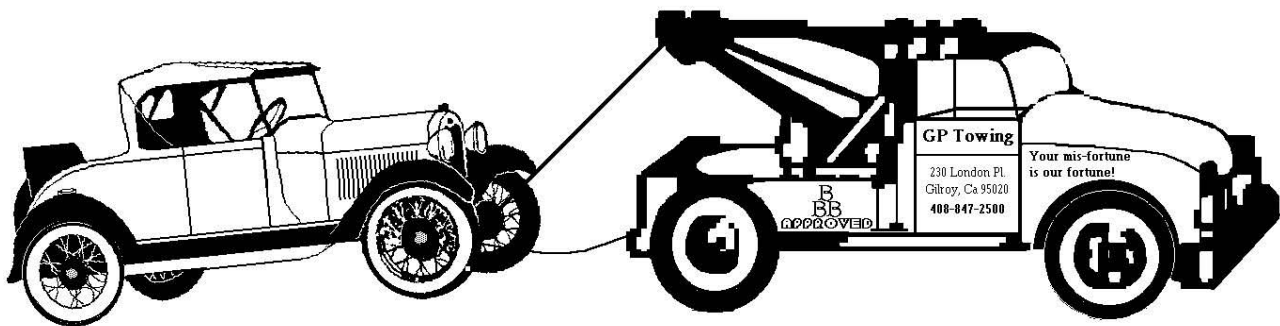
July Show and Tell

Andrew Morse brought in a couple of tools that belonged to his father. One of the tools is used for installing rear main rope seals. The other tool is used to install valve spring keepers. Thanks Andrew for bringing in these interesting tools.

Seal Installation Tool



Valve Spring Retainer Installation Tool



SHADE TREE A'S MEMBER PROFILE

This article continues a series of articles that feature Shade Tree A's members and their Model A's. The first few articles in the series have featured the officers of the Shade Tree A's. This article is the last article to feature a Shade Tree A's officer, Shade Tree A's National Director, Jim McPherson. Other Shade Tree A's members will be featured in future newsletters.

Jim McPherson

Jim works as a research biochemist and has been a member of the Shade Tree A's since the second meeting in 1973. Jim's earliest memory of Model A's was in the late 1950's when his cousin was building Model A hot rods. Another friend who was in their group at church had a 1932 Chevrolet sedan which he drove to school.

Jim's personal experience with Model A's began when he was looking for a car to drive to school. Model A's were plentiful so Jim bought his first car, a Model A, in 1959 in northeast Texas. Since there were many Model A's to choose from at the time, the issue was not finding one, but deciding which one he wanted. Jim still owns that first car, a 1930 Tudor Sedan.

Jim has since owned many Model A's representing most body styles. Jim currently owns about twenty-five Model A's including 1928-29 Phaetons, a 1930 Deluxe Roadster, 1930-31 Tudor Sedans, several different Fordor Sedans, several different Coupes, pick-up trucks, a Sedan Delivery, and a 1931 Mail Truck. Jim's favorite of all the Model A's he's owned is still the first one he owned, the 1930 Tudor Sedan. Jim also is interested in Model T's and early Mustangs of which he owns a couple each.



As mentioned earlier, Jim has been a Shade Tree A's member since 1973. Prior to then, Jim was a member of the Palmetto A's of Columbia, South Carolina. Jim is also a member of both national clubs.

SHADE TREE A'S MEMBER PROFILE

Jim McPherson

(continued)

Jim drives his Model A's about 1,000 miles a year, unless he and Sheila are driving to a national meet or driving on a national tour. Jim attends several flea markets and swap meets throughout the year including Hershey, the old Maggie Valley swap meet in North Carolina, and the Model A swap meets in Columbia, Greenwood and Atlanta. He attended the swap meets in Carlisle, Pennsylvania and Charlotte, North Carolina for many years before the Model A parts disappeared.

Jim does most of the work on his Model A's performing as many mechanical rebuilds as he can. Jim has also installed many upholstery kits. Jim enjoys most aspects of the Model A hobby; social interactions, working on the cars, and finding hard to locate parts, but mostly driving. When it comes to the Shade Tree A's, Jim enjoys the fellowship with other members the most.



TECHNICAL TOPICS

And the Model A Ford Kept Rambling Right Along

By Jim McPherson

This column contains maintenance, diagnostic, and technical tips to aid you in keeping your Model A on the road and operating at peak performance. I have stolen this information from a variety of sources, including forums, websites, books, publications, and discussions with fellow Model A owners.

Ignition switch. The old saying is if you think you have an electrical problem with your Model A, check the fuel system (carburetor and fuel supply), and likewise, if you think you have a fuel problem, check the electrical system (distributor). When the engine fails to start, or stops suddenly when running, it is human nature to first check for a spark at the points, then replace the condenser if the car backfired. If this doesn't solve the problem out comes the multi-meter or test light.

More recently the ignition switch has been recognized as the electrical problem. A replacement off-on switch manufactured by Briggs and Stratton has been available for many years, with few problems being reported. The main problems reported with the switch are it is very sensitive to the off-on position and the key is loosely held in the switch. Vibration from driving your Model A can result in the switch cutting off, and back on again, and accompanied by a backfire. A better version of this switch is available which has detents in the tumblers so the key will not fall out.

A one-piece pop-out switch and cable was original equipment for the Model A ignition system. Replacement parts are available to rebuild your original switch. Several reproduction pop-out switches have been manufactured, with all experiencing problems, some easily corrected. More recently an off-on reproduction pop-out switch has been manufactured that mounts and looks like the original pop-out style switch. When installed, it looks just like the original pop-out switch. It has detents in the tumblers to hold the key in place. This switch is also available with an accessory terminal. When one of these switches is installed in combination with a reproduction pop-out cable that installs between the distributor and the terminal box, you have the authentic pop-out switch appearance under the hood.

Use a multi-meter or test light to determine when your ignition switch is in the open position. With the test leads in place, slowly turn the key toward the on position and look for current to flow. When this happens, note the key position. The closer the key is to the off position, the more likely it is for the ignition switch to open and/or close while driving.

TECHNICAL TOPICS

Gas Gauge "Calibration"

By Robbie Jones

The gas in the Coupe needed draining since it had been in there longer than I was comfortable with. I don't get to drive the Coupe as much as I should since it is currently stored at my mother's house. The Fordor gets driven more since I'm keeping it at my house. I need to rotate them I guess, but that's another issue.

During the process of draining the gas from the tank and adding fresh gas back, I thought I would take the opportunity to see what the gauge reads when totally empty and with a known amount of gas.

I disconnected the fuel line to the carburetor and drained enough gas to place the "0" in the center of the gauge. I then drained a little more than 1.5 gallons from the tank; say 1.6 gallons, to completely empty the tank. When totally empty, the gas gauge read slightly less than "0" as shown in the photo below.



I reinstalled the fuel lines and then added 2.5 gallons of gas to the tank. The gauge then read slightly more than "0" as shown in the photo below.



You shouldn't necessarily expect the same results due to differences in fuel gauge and tank designs and possible damage such as bent float arms. It was an interesting exercise nonetheless.

Classified Advertisements

Deadline for submittal – 20th of the month – Send submittals to newsletter@ShadeTreeAs.org

Jeff Willimon, of Six-Mile, SC 29682, has a lot of Model A parts for sale. Items include 4 engines, 2 powder-coated frames, new brake pads, wheels, original spark plugs still in the box, etc.

If you are interested, please call him at 864-506-4183.

Paid Advertisements

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 124 Model A Drive, Maysville, GA 30558
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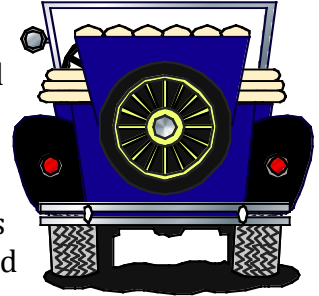
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The Rumble Seat

By Robbie Jones

Recently, a friend of my son called me. He wanted to know if I could give his wife, Leah, a ride in the Model A for her birthday. Of course I told him I would be happy to.

I've known Leah since she was a teenager, maybe even before she was a teenager. Leah is now a photographer and graphic artist and has always appreciated the classic design of older automobiles, particularly Model T and Model A Fords.



Unfortunately I couldn't give Leah a drive on her actual birthday but we settled on a date the following week. It turned out to be a relatively pleasant evening as we drove to the Savannah Rapids Park at the Augusta Canal and points in between. Of course she (and her husband) had to take plenty of pictures. Leah posted a blog on her website, luMarie Photo & Design, documenting her birthday ride (see the link below).

I think a Model A may be in Leah's future!



Photo by luMarie Photo & Design

To see Leah's blog, go to her home page at the link below. Click on "Blog" in the top menu and then click on "25th Birthday Model A Ride".

<http://lumariephotoanddesign.com>