

SHADE TREE A'S NEWSLETTER

July 2024

Volume 51

Number 7

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On the Front Cover

Shade Tree A's members Steve Spencer, Darren Riley, Jim McPherson, Frank Knapp, Kenny Adkins and Robbie Jones (behind the camera) take a much needed break from working on Steve's sister's Model A during the Shade Tree A's June Technical Session held at Steve's house. Photo by Robbie Jones.

SHADE TREE A'S MODEL A CLUB



The Shade Tree A's Model A Club is a non-profit organization dedicated to the preservation and the restoration of the Model A Ford automobile. Shade Tree A's annual dues are only \$25. Members are urged to join the Model A Ford Club of America (www.mafca.com) and the Model A Restorer's Club (www.model-a-ford.org) to enjoy the benefits of these national organizations including their respective magazines: *The Restorer* (MAFCA) and *Model A News* (MARC). The Shade Tree A's club is also 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

Craig McMullin - President

If you happened to miss the last STA Membership meeting or just need some additional information about an upcoming event, there is a good chance that you can get caught up by referring to the latest Club newsletter. At meetings and in the interest of time, only highlights are discussed on most subjects. There is much more information in the almost 30 pages of text from our award-winning Editor, Robbie Jones.

If you are planning to travel to Asheville, NC for the MARC National Meet and want to travel with a group, please call our Tour Director, Darren Riley. Darren is compiling a list of folks and their mode of travel and dates to help coordinate the event. Darren is doing a great job as Tour Director so give him a call.

Get your spare Model A parts and your list of needs together as the Annual STA Swap Meet will take place on August 16 and 17 in Thomson, Ga. Our Vice President, Andrew Morse and Director, Jim McPherson have been working hard on this event for the past many months. See the attached flyer in this and past newsletters. Lunch will be available, so bring your walking shoes and some cash for all those Model A purchases.

Ahooga,

Craig McMullin - President

MEETING MINUTES

June 10, 2024 Richard's Garage Respectfully submitted: Frank Knapp – Secretary

The monthly meeting of The Shade Tree A's was held June 10, 2024 in the clubhouse meeting room at Richard Dunevent's garage. President Craig McMullin brought the meeting to order at 7:00 PM welcoming all twenty-four members and one guest present. Dennis Villemain, a guest of John Neumar, was also welcomed by the group. Only one member contributed to our Name Tag Penalty Cup.

John Neumar offered our "Joke of the Month". Five STA members with June birthdays were recognized.

Misty Hooker has undergone surgery and early reports indicate all went well. Unfortunately, Ralph Neitzke had to be hospitalized once again for another heart procedure but is home doing well.

Continued on next page

MONTHLY MEETING TIME & LOCATION

Meetings are held on the second Monday of each month at Richard Dunevent's garage, 4338 Owens Road, Evans, Georgia. Meetings begin at 7:00 PM and are followed by refreshments.

MEETING MINUTES

Continued

<u>Vice President</u>: Andrew Morse announced our technical program will be "Model A Door Alignment".

<u>Treasurer</u>: Stuart Smith reported no expenditures were paid or deposits made during the month of May leaving our treasury basically unchanged.

A motion was made and seconded to approve the Treasurer's Report and the May Meeting Minutes as published in *The Newsletter*. That motion passed by unanimous vote.

<u>National Director</u>: Steve Spencer reported he has submitted articles concerning STA Activities for publication in *The Restorer* and *Model A News* for the upcoming July-August issues.

<u>Newsletter Editor</u>: No report given.

<u>Tour Director</u>: Darren Riley asked members who are planning to attend The MARC National Meet in July indicate their plans such as driving a Model A, modern car, or trailering. He is hard at work coordinating the trip to Asheville!

Also, President Craig informed the group we have been invited to join several South Carolina Model A Clubs to celebrate International Model A Day with a tour to Orangeburg, S.C. on Saturday, September 21st. Activities will include lunch at Crosssroads Country Buffet followed by a tour of Edisto Gardens. Once again, President Craig challenged members to have at least twenty STA Model A's make the trip.

Show & Tell: Nothing offered.

<u>Old Business</u>: Members were asked for comments on several recent events including Josh and Rebecca's "Grandpa's Low Country Boil", The Magnolia Ridge Antique Flee Market, The Aiken Memorial Day Parade, and The Queen City Model A Club's visit to Augusta.

<u>New Business</u>: The following tours and events were brought to the attention of members The Palmetto A's Model A and T Swap Meet, a Cruise-In at Journey Community Church, our STA Technical Session on Saturday June, 22nd and The MARC National Meet July 15th.-18th. Members were also advised of the upcoming GasCar 50th Anniversary Car Show to be held June 29th at C&C Automotive on Washington Road.

<u>Technical Program</u>: Andrew Morse's detailed program on "Model A Door Alignment"" was well received by the group. Andy brought along his '30 coupe (under restoration) showing the many different problems and solutions for misaligned doors.

Just another excellent Technical Program by Andy! Well done!

There being no further business, the meeting was adjourned at 8:05 PM after which members enjoyed refreshments provided by Darren & Pat Riley, Kenny Adkins and Darrell & Syble Henderson.

CLUB CALENDAR

Shade Tree A's Events

July

8 Shade Tree A's Meeting, 7:00 PM, Richard's garage (Technical Program: *TBA*)

August

16-17 Shade Tree A's Swap Meet, Thomson, GA

22 Shade Tree A's Annual Dinner Meeting, 6:00 PM, Sconyer's Bar-B-Que

<u>September</u>

9 Shade Tree A's Meeting, 7:00 PM, Richard's garage (Technical Program: TBA)

Every Wednesday at 11:00

Join the Shade Tree A's for lunch at Cicis Pizza on Wheeler Road

TBA - To Be Announced

Other Events of Interest

July

15-18 MARC National Meet, Asheville, NC, additional details provided later in the *Newsletter* **September**

21-22 MAFFI Model A Days, Model A Ford Museum on the Gilmore Car Museum campus in Hickory Corners, MI

<u>October</u>

8-11 AACA Eastern Fall National Meet, Hershey, PA

23-26 AACA Southeastern Fall National Meet, Huntsville, AL

December

11-14 MAFCA National Awards Banquet and Mini Convention, Salt Lake City, UT

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Shade Tree A's Member News

- Please continue to keep the following Shade Tree A's members in your thoughts and prayers:
 - Craig McMullin had recent surgery and is recovering.
 - Misty Hooker's recent surgery went well and she is now recovering.
 - Ralph Neitzke is recovering from a recent heart procedure.
 - Janet Neumar being treated for lung cancer.
- Old 96 club member, Warren Reynolds, is doing better but still recovering from a recent accident while working on a Model A.

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



Refreshment Schedule

July Robert & Sandra Reis, Don Gordon, Misty Hooker <u>August</u> No refreshments needed due to the Sconyer's dinner meeting <u>September</u> Matt Barrett, Steve Teal, Frank Knapp

The first person listed is the primary coordinator for the month





- 10 Greg Jones
- 21 Robert Collier Jr.
- 22 Don Turley

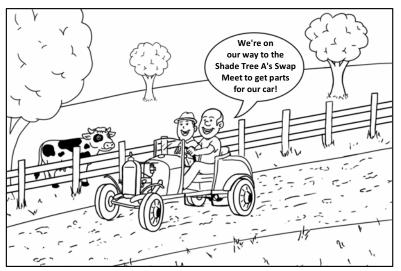
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Shade Tree A's Swap Meet

sponsored by the Shade Tree A's Model A Ford Club

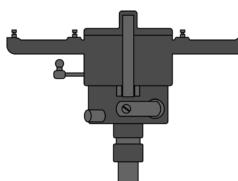
1818 Augusta Highway, Thomson, Georgia 30824 Friday, August 16 and Saturday, August 17, 2024, 8:00 AM until 2:00 PM



There is no Parking, Admission or Vendor fee for this event. Come enjoy your day with fellow Model A enthusiasts. This year we are sponsoring a special workshop on Model A distributors. See details below. Lunch available.

For more information, contact: Andrew Morse 706-834-2342 4morses@comcast.net Jim McPherson 706-564-0120

Distributor Diagnostics and Rebuilding Workshop SATURDAY, 10:00 AM – 12:00 Noon



The Shade Tree A's are proud to present a hands on workshop on the Model A distributor. Have your distributor issues professionally evaluated, or get help rebuilding your distributor. Eric Shogren, owner of Guben's Garage, a Model A repair facility, will be available to evaluate your distributor or assist in rebuilding your distributor. Bring your distributor, and the new parts to rebuild it, and Eric will have the tools available to rebuild your distributor.

Smith and Jones Antique Auto Parts will be attending our Swap Meet. Contact Davin Smith with your parts order for delivery to the Swap Meet and save on shipping.

Phone: 803-822-4141, 800-422-1928; e-mail: snjparts@gmail.com



For vendor registration, please contact Andrew Morse or Jim McPherson

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Join Us on a Tour to Asheville, NC and the Model A Restorer's Club 2024 National Meet

The Shade Tree A's are planning a tour to Asheville, NC to attend the MARC National Meet July 15-18. Will you join us? This is your opportunity to attend and participate in a national Model A event. I would expect 300 or more Model A's to be there, plus a variety of seminars, a swap meet, and era fashion events (meet schedule not yet available). There will be a Welcome Party, an Era Fashion Show/Ice Cream Social, a Grand Tour on Thursday, and an Awards Banquet. You can choose which events you want to participate in. If you cannot attend the entire event, I would encourage you to look at the meet schedule and attend one or more days having events that interest you. Asheville is about 170 miles, and we can drive Highway 25 all the way. We have toured to Asheville and the surrounding area many times in the past. Some will drive their Model A, some will trailer their Model A (special trailer parking will be available), and some will drive their modern car. Robbie has posted the hotel information in the *Newsletter*. The host hotel was full in three days. A number of Shade Tree A's members have already indicated they will attend. Will you join us?

Lodging at the National Meet:

Many Shade Tree A's members are staying at the Holiday Inn Express, Asheville SW, Outlet Center, 12 Rocky Ridge Road. The local phone number is 828-665-6519. Use the code "The Nashville A's" to get the meet rate. The phone number listed in the Meet Announcement is for the National Reservation Line.

Additional information is provided on the following pages. Registration forms are included in the January/February 2024 issue of the *Model A News* magazine.



Photo by Robbie Jones

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CAMPING: THE PARKWAY HAS FOUR CAMPING AREAS IN THE ASHEVILLE AREA, OPEN APRIL OR MAY THROUGH OCTOBER. CAMPING IS \$20/NIGHT FOR ALL CAMPGROUNDS, FIRST-COME FIRST-SERVE. ADVANCE RESERVATIONS ACCEPTED AT ALL CAMPGROUNDS EXCEPT CRABTREE FALLS. CAMPING ALONG THE PARKWAY IS PERMITTED ONLY IN DESIGNATED CAMPGROUNDS. CALL 828-765-6082 FOR MORE INFORMATION

"DON'T BE BASHFUL, MEET US IN ASHEVILLE"

FOR MORE INFORMATION PLEASE CONTACT YOUR MEET CHAIRMAN PAUL GANNINGER 314-852-5591 OR EMAIL MARCMEET2024@GMAIL.COM *plus Taxes, ALL ROOMS at HOST HOTEL WILL REQUIRE A 1 NIGHT DEPOSIT PER ROOM & NAMES FOR EACH ROOM BOOKED. MAXIMUM OF 2 ROOMS.

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ASHEVILLE, N.C. MARC NATIONAL MEET JULY 15TH-18TH. 2024

THE GRAND TOUR THURSDAY JULY 18, 2024. TO THE "BLUE RIDGE PARKWAY"

THE BLUE RIDGE PARKWAY NEAR ASHEVILLE IS ONE OF THE MOST BEAUTIFUL DRIVES IN AMERICA

COUNTLESS PEOPLE FLOCK TO THE MAJESTIC MOUNTAINS OF NORTH CAROLINA THROUGHOUT THE YEAR TO ESCAPE TO ITS PEACEFUL TRANQUILITY AND BREATHTAKING BEAUTY. ONE OF THE MOST ICONIC ATTRACTIONS OF THIS AREA IS THE STUNNING BLUE RIDGE PARKWAY, A WINDING ROUTE THAT FEATURES JAW-DROPPING VIEWS AND OUTSTANDING OUTDOOR RECREATION. FILLED WITH THRIVING PLANTS AND WILDLIFE, THIS IS ONE OF THE BEST PLACES IN THE STATE TO VISIT FOR A RELAXING TRIP IN THE CRISP, MOUNTAIN AIR. "AMERICA'S FAVORITE DRIVE,"

WHERE DOES THE BLUE RIDGE PARKWAY START?

THE BLUE RIDGE PARKWAY STARTS IN SKYLINE DRIVE OF SHENANDOAH NATIONAL PARK IN VIRGINIA AND STRETCHES ALL THE WAY TO THE GREAT SMOKY MOUNTAINS NATIONAL PARK IN CHEROKEE, NORTH CAROLINA. THERE ARE NUMEROUS BLUE RIDGE PARKWAY ACCESS POINTS SCATTERED ALONG THIS RANGE. EACH ACCESS POINT HAS A SYMBOL THAT INDICATES IF IT IS WHEELCHAIR ACCESSIBLE AND IF IT CONTAINS A PICNIC AREA. SOME INCLUDE VISITOR CENTERS, RESTROOMS, EXHIBITS, AND MORE.

WHAT ARE SOME THINGS TO DO ALONG THE BLUE RIDGE PARKWAY?

ALONG THE BLUE RIDGE PARKWAY HIKING IS AN OPTION IN MANY SPOTS, PROVIDING AMAZING VIEWS OF MOUNTAINS AND WATERFALLS ALONG EACH ROUTE. YOU CAN ALSO CHOOSE TO SIMPLY DRIVE ALONG THE BLUE RIDGE PARKWAY NEAR ASHEVILLE, ADMIRING THE ABUNDANCE OF SCENIC SIGHTS ALONG THE WAY. THERE ARE MANY OVERLOOK AREAS WHERE YOU CAN STOP TO TAKE PICTURES TO COMMEMORATE YOUR TRIP TO THIS GORGEOUS REGION. PICNICKING, BIKING, AND FISHING ARE PERMITTED IN CERTAIN AREAS HERE AS WELL. BE SURE TO CHECK THE ROAD CONDITIONS BEFORE YOU EMBARK ON YOUR DRIVE AND STAY VIGILANT OF SPEED LIMIT SIGNS.



PLEASE NOTE: THE PARKWAY IS A NATIONAL PARK AND THERE ARE NO FEES OR STICKERS NEEDED TO TRAVEL IT.



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It's Really an Annual MAFCA Mini Convention December 11th through 14th 2024

Welcome to Salt Lake City! We invite you to attend the 2024 National Awards Banquet and Mini Convention, hosted by the Utah Valley Model A Club, Salty As and Beehive As.

The activities will originate from the Salt Lake City Marriott University Park Hotel at 480 S Wakara Way, Salt Lake City, UT, 84108. For reservations call 801-581-1000 or book online at the <u>Marriott booking portal</u>. Special Awards Banquet room rates are \$129. From its location near the University of Utah campus, you can get a view of the entire Salt Lake Valley.

Plan on arriving Wednesday December 11th in time for the Welcome Reception at 7:00 p.m. Stay through Saturday night, December 14 and attend the Tabernacle Choir at Temple Square live broadcast of *Music and the Spoken Word* on Sunday morning. This broadcast runs from 9:30 to 10:00 a.m.



Wednesday December 11th: Welcome Reception Reconnect with your nationwide Model A friends while snacking on hors d'oeuvres with the help of a no-host bar. (Yes, you can get a drink in Utah.) Enjoy the floor show we have planned for your entertainment.



Thursday December 12th: Seminars and Fashions Workshop Three seminars to inform and entertain are on the docket for this day. Take the Ultimate Model A Quiz; learn about Utah History; and a special appearance by nationally known Ford scholar, Henry Dominguez who will tell us about Edsel Ford's contribution to the development of the Model A. Running concurrently will be a fashions workshop where you can make items to add to your period attire collection.



Friday December 13th: A day trip to Promontory Summit We'll take you to the Northrup Grumman Rocket Garden on the way to Promontory Point where the Golden Spike was driven on May 10th 1869. The locomotives are under maintenance this time of year, so we will be given a tour of the Engine House to see the work that's going on in there.



Saturday December 14th- Salt Lake City Bus Tour This half-day professional history tour will take you to see the end of the Mormon Trail, Pioneer Village, the State Capitol Building, the Cathedral of the Madelene, and Temple Square where we will enjoy a live organ recital in the Tabernacle. That evening, come enjoy the no-host bar and Awards Banquet.

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Model A Enthusiasts:

Don't you cherish these days when we can go cruisin' in our precious Model A's? Are you decked out in Model A gear? If not, that's an easily remedied problem. Just go to the MAFFI website collection (maffi.org -click on "store") and choose one---or some! It's a "fashionable" way to support your hobby!!



As of June 20, we're only 92 days away from Model A Days at the Gilmore Auto Museum! The Model A Days' Planning Committee is nearly ready for the big event. We're excited and we hope you make plans to join us. While you're on that website getting your Model A gear, click on the link for Model A Days and get registered for your hotel and Model A Days: Friday, September 20 and Saturday, September 21. You don't want to miss the unveiling of the "bus", do you?



The Gilmore Auto Museum has been in construction mode these last few months so there are a lot of changes at the museum (picnic spots, food and beverage facilities, and more restrooms). We're excited to have so much to offer you this year at Model A Days! Motor on in to Hickory Corners in September!!

Cindy Ellenbecker, MAFFI Trustee/Secretary

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Model A Ford Club of America 250 So. Cypress La Habra, California 90631-5586 562-697-2712 • www.mafca.com

June 2024 President's Flying Quail Message

I just completed a 3,500 miles round trip adventure in my 1930 Sedan Delivery. I traveled from Texas through Louisianna, Mississippi, Alabama, Georgie, South Carolina, North Carolina and Virgina and back again in just 14 days. I are proud to report that car made the trip without a single issue, no accidents were incurred and I averaged a little over 18 miles per gallon. It was a bit of whirlwind trip but I couldn't pass up an opportunity to visit the Outer Banks of North Carolina once again in my Model A. I am proud to report that all along the way the car garnered interest and comments whenever I would stop for fuel, food, hotels or sightseeing. People in general are infatuated with old cars and especially want to know if you drove them to whichever destination you happen to be. Stop for fuel in say Virginia with Texas license plates on your car and I'll guarantee the first question will be: "Did you drive that thing all the way here?" I always get a kick answering, "yes I did and I'm going to drive it back home also."

I'm also a member of the AACA and I enjoyed Stacy Zimmerman, the Speedster Editor's comments in the most recent AACA Speedster Newsletter that "Every time you drive your car, talk about your car, and even allow someone to simply sit in your car, your passion for this hobby is visible to everyone by the smile on your face and the enthusiasm in your voice." When we share our cars in public, allow people to touch them, sit in them or even honk the horn we are, at that time, ambassadors for our hobby, our respective clubs and ourselves. Stacy went on to say: "Have you ever heard the phrase... people join people? It's totally true! We always say that everyone initially comes for the cars, but that they stay because of the people. We need to be in this together." I think Stacy has hit the nail squarely on the head. Get out there and be an ambassador for your local club, MAFCA and the Model A hobby in general. People will be captivated by your enthusiasm for our cars and our hobby and we will all grow from it.

Even though I am barely home from my trip to the Outer Banks I am beginning to plan my routes for driving to Ruidoso and attending the 2024 MAFCA National Convention. The Southwest Model A's have created an excellent convention for us and I'm looking forward to the cooler air in Ruidoso, NM. Ruidoso's altitude will give me a welcome reprieve from the sweltering humidity and hot temperatures of Southeast Texas. Right now, we have five cars caravaning. Three cars from Texas, one from North Carolina and one from Oklahoma. Our routes include stops for some classic Texas historical spots, plenty of chicken fried steak and Mexican food to boot. My wife has a tee shirt she wears that sums it up: *All we do is drive around and eat!*" And with all of this, don't forget an essential stop at Dairy Queen for ice cream at least a couple of different times during the trip. There is always room for ice cream.

"See you down the road!" Robert Bullard

RECENT EVENTS

Queen City Model A Club Tour to Augusta, GA

Story by Robbie Jones Photos by Matt Barrett

On Saturday, June 1, 2024, the Shade Tree A's joined the Queen City Model A Club from Charlotte, North Carolina at Sconyers Bar-B-Que for dinner. The Queen City club toured to Augusta to visit some of the area's attractions. Some of the places they visited were the Augusta Museum of History, the Enterprise Mill and the Augusta Canal. They even enjoyed lunch at the Sno-Cap drive-in in North Augusta. Shade Tree A's member, Matt Barrett, joined up with them at several locations and provided the photos below.





RECENT EVENTS

Queen City Model A Club Tour to Augusta, GA

Continued









RECENT EVENTS

Shade Tree A's Saturday Technical Session Another First for the Shade Tree A's

Story by Jim McPherson Photos by Robbie Jones

After how many years, the Shade Tree A's FINALLY held their first Technical Session at the home of a member! We were invited by Steve Spencer to his garage on Saturday June 21st to help with the initial start-up of Paula Mason's (Steve's sister and fellow STA member) Model A, a 1930 Tudor Sedan, which had been sitting in her garage in Kentucky for many years. When we arrived, we were met with pastries and drinks by Rita Spencer. Rita sure knows how to ensure a return visit, if one is ever required. THANKS Rita! We evaluated a block repair near the exhaust port using JB Weld, and a rebuilt Tillotson carburetor before assembly. Once assembled, the Model A started right up, and without an exhaust leak. Darren Riley also trailered Woody Merry's 1928 Tudor Sedan to the Technical Session for evaluation of engine noise. Many suggestions were offered, but no definitive diagnosis. Those attending were Robbie Jones, Kenny Adkins, Frank Knapp, Darren Riley, Jim McPherson, and Steve and Rita Spencer.



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MODEL A ERA FASHION AND STYLE

The following article has been provided by MAFCA



Stepping Out in Style: Distinguishing the Model "A" Era Lady's Shoe Heel By Lynda Davis, Dallas and Fort Worth Model A Clubs

Now more than ever, Model A era reproduction shoes for ladies are readily available at our favorite stores. Nostalgic fashion modes arose after a series of Depression-era films, such as *The Artist* (2011), *The Great Gatsby* (2013), *Boardwalk Empire* (2010-2014), and *Downton Abbey* (2010-2015), encouraged a new generation of vintage fashion enthusiasts. In the wave of these films, access to reproduction wear increased. Retailers specializing in vintage fashions are popping up in the U.S. and Europe. Companies such as American Duchess (the images to the right, taken from their website, illustrates their historical accuracy), Miss L. Fire, and danceshoe companies offer era-correct shoes. However, each era fashion enthusiast must do his or her own research to vet each fashion purchase. This article focuses on recognizing Model A era shoe heels and matching heel height to the complementary dress-hem length.



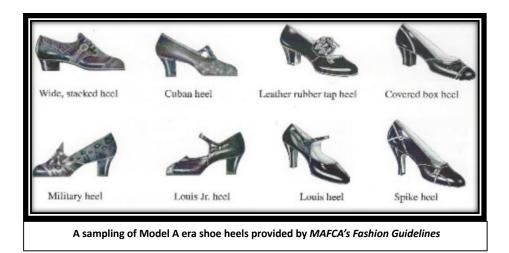
Many of us recognize the typical Ladies' Model A era shoe; however,



distinguishing the "competition worthy" heel may be more difficult. Modern ladies' shoes may have "the look" of our era: however, the h

may have "the look" of our era; however, the heel is not always accurate. For instance, the figure to the left shows a shoe currently available by a major manufacturer. Its tall, rectangular heel is significantly dissimilar to the Model A era heels illustrated in the below figure found in the *MAFCA*

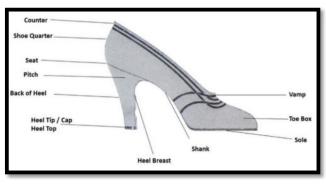
Fashion Guidelines. While the top portion of this pair conforms to the era's T-Strap appearance, wearing them in a competitive venue will result in points lost. If you purchase a pair of modern shoes with an era look but without the era heel, wearing them for fun is always an option.



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MODEL A ERA FASHION AND STYLE



Anatomy of the Model "A" Era Shoe

While this article defines popular Model A era heels, distinguishing one style from another can be difficult. As the *MAFCA Fashion Guidelines* states, "[T]hough there were several types of heels, they are not always identified the same by different manufacturers" (3E2). Indeed, when researching primary sources from 1928-1931, one will often see the heel names used interchangeably. Knowing the proper names for heels is less important than recognizing their look.

Therefore, to help Model A era fashion enthusiasts find period-correct shoes, this article covers the characteristics of some of the most popular shoe heels for women—such as the Cuban, Military, French / Louis, and Spike heels.

The Cuban Heel:



highly of trim, slim step-ins like the Tudor. It's fashioned of supple black Zephyr kid delicately perforated around the edge and trimmed with a saucy tailored bow of genuine black and white Rajah lizard. Covered spike Cuban heel.



Around the mid-1920s, the Cuban heel began to dominate ladies' shoe fashion, surpassing the long-popular, hourglass shaped Louis heel. By April 1927, the fashion magazine <u>Vogue</u> reports famed New York shoe designer A. J. Cammeyer's plans to make Cuban heels "the key-note of his walking shoes."

Common in western wear, the Cuban's square heel (usually made from stacked leather or wood, sometimes covered in material) has a straight front or breast. (See image "Anatomy of a Model "A" Era Shoe.) However, the backline slopes gradually—along with

the sides—towards the heel's cap. There is a bit of a curve that the Military heel lacks. This style

makes the heel suitable for both work boots and dressy fashion shoes (Dyer 6). Indeed, *Vogue* reports that both Saks-Fifth Avenue and I. Miller planned to offer Cuban-heeled shoes in styles for both day and evening and in varying heights—Saks introduced two heights and I. Miller introduced three: low, "designed primarily for comfort"; medium, for walking; and a high-heel, which *Vogue* called a "dizzily high . . . heel that has been gaining ground."



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For evening wear, Cuban heels were often affixed extravagantly with "rhinestones, mock tortoiseshell or cloisonné enamel" (Cox, *Vintage Shoes* 31) (see the above image of three rhinestone heels. The Cuban is at the left, and Louis heels are center and right). One distinguishing feature of the Cuban is that oftentimes the heel is a "knock-on," which means "the sole leather does not continue down the [shoe's] breast, but rather the heel is constructed completely, then attached, with no further crafting" (*American Duchess*).

The Military Heel:

The Military heel, "built upon the Cuban design" (*The Shoe Retailer*, 77), is almost a twin to the Cuban. With straight sides and back line, it doesn't taper like the Cuban does. While it throws the foot a little forward, it is more supportive because the surface area at the cap is larger than the Cuban. For these reasons, it is a popular heel for women's walking and sport shoes, cowboy boots, and children's shoes. Initially, the Military heel was a low or short heel. The 1921 *Merchandise Manual for Shoe Departments* describes the heel as never exceeding the height of the Cuban. By the Model A era, however, catalogues and periodicals show Military heels mirroring the height of the Cuban.



Louis Heel (Sometimes called the French Heel):

This article treats the Louis and French heels together as identical. In fact, the *Merchandise Manual for Shoe Departments* reports that "some shoe men say that the French and the Louis XV heels are practically the same." The heel is named for King Louis XV of France; later, due to the inward curve at the heel's waist and its resemblance to a thread spool, it achieved the nickname "the spooled heel." By 1928, the hour-glass shape became less pronounced, more subtle and not as exaggerated as its earlier styles (see image below, a pair of Model A era Louis/French heels displayed at The Met in New York.) As a result, distinguishing between the Louis and the Cuban heels can be challenging. Often taller and thinner than the Cuban, this heel has a distinctive flirty curve, flaring out just above the heel cap. This style is popular with professional dancers, and era-image options are easily found in dance-shoe stores.



SHADE TREE A'S NEWSLETTER

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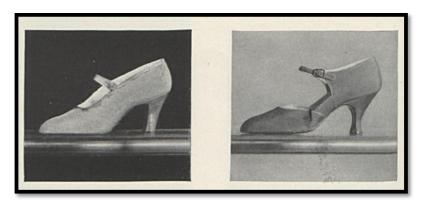
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Spike Heel (Sometimes called the Spanish Heel):

The Louis is sometimes confused with the Spike heel; however, the spike comes to a more narrowed and straight point at heel's cap. These heels are taller and thinner than the Cuban. They are straight-sided, tall, and tapering to a thin spike, from which it takes its name, and are typically

constructed of "wood covered with textile or leather." The figure at right, taken from the Fall 1930 *Bellas* Catalog, is a nice illustration of a Spike heel. The figure below, taken from the February 1930 *Vogue*, visually juxtaposes the Spike with the Louis heel.

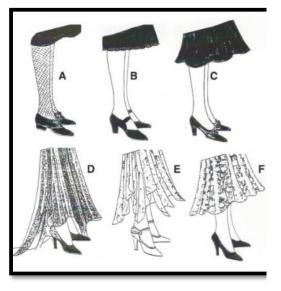




Coordinating the Dress Hem with the Heel Height:

The *MAFCA Fashion Guidelines* provides a variety of helpful descriptions with illustrations to help fashion enthusiasts put together a period-accurate ensemble, including matching the appropriate heel height with the major garment. As the diagram at the right shows, the longer the dress hem, the higher the heel. Still, these may not be appropriate for young teens.

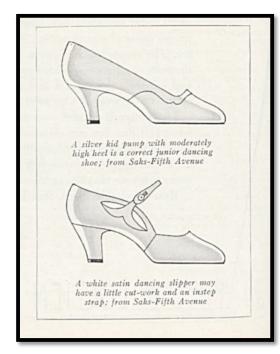
With great sensitivity to a teen girl's desire to cross the threshold into womanhood, *Vogue* addresses this conundrum in their August 15, 1927, issue, which I thought appropriate to transcribe and post verbatim below. The writer here provides suggestions to mothers of fifteen-year-old girls who



go "into a shoe shop with [their minds] firmly set upon spike heels." We can take comfort in that, in this respect, nothing has changed during the last century. To this end, *Vogue* proposes a "perfect medium" appropriate for the "sub-débutante":

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MODEL A ERA FASHION AND STYLE



"The very high spike heel is the worst possible taste for a girl of fifteen. On the other hand, there is some justice in a girl's contention that she need not wear flat heels that are appropriate for her nine-year-old sister. For sports and for school, of course, her heels should be very nearly flat, just as her mother's golf shoes are; for afternoon and evening, she may wear a Cuban heel, a rather low French heel, or a modified spike heel. None of these should be really high, but they may very well approximate the heels of the smart woman's walking shoe, which is cut high enough to give a graceful line to the foot and take away any suspicion of a 'babyish' look."

The illustration at left is provided by *Vogue* for their "sub-débutante" article.

Looking for more information?

Anyone wanting to dress in the vintage style can easily find help from *Facebook* groups like *Vintage Menswear* and our own group page: *Model A Era Fashions – MAFCA*. One may mine quite a bit of information and advice not only from *MAFCA Fashion Guidelines* but also from websites like Vintage Dancer and Gentleman's Gazette (both are hives of documented, research-based articles on fashions for both men and women and organized by decades). Even The Library of Congress has an era fashion blog, entitled "Women's Fashion History Through Newspapers." And members of *Genealogy.com* have access to 1928-1931 Sears catalogs. In fact, much of the information I collected for this article came from open resources found in *Google Books*.

Sources:

American Duchess: "What Kind of Heel Is That? A Quick Guide to Historical Shoe Heels" (Americanduchess.com); *MAFCA Fashion Guidelines; Merchandise Manual for Shoe Departments* by Elizabeth Dyer, January 1921; *Montgomery Ward & Co.*, Fall & Winter 1929-30; *M.W. Savage Co.* Minneapolis, Minn, Spring & Summer 1931; *National Bella Hess Co.* Inc., New York City, 1928 and 1930; *The Shoe Retailer, Boots and Shoes Weekly, July 20, 1904; Vintage Shoes* by Caroline Cox, and *Vogue*, issues April 1, 1927, August 15, 1927, and February 15, 1930.

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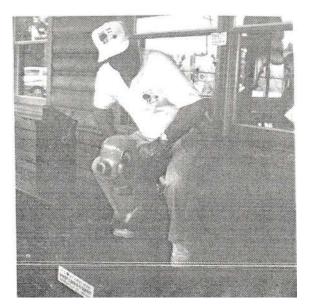
THE SHADE TREE A'S – THIRTY YEARS AGO



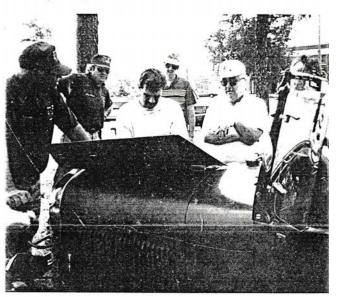
The 1985-2005 Shade Tree A's *Newsletters* are now available on the Shade Tree A's website. They can be accessed via the same "button" as the other *Newsletters*, but they are password protected. The same password used to access the member roster is used to access the *Newsletters*. Thank you Dan Perla for scanning these and posting on the website.

The July 1994 issue of the Shade Tree A's Newsletter included a story and photos submitted by Vicky Martin about what club members do at club get-togethers. The Newsletter also reported that the recent tour to the Beech Island Heritage Days was THE largest group of Shade Tree A's Model A Fords yet to participate in a tour. The report listed all the participants and their cars, nineteen in total (if I counted correctly). The large turnout was attributed to the free fried chicken or all the goodies brought by the ladies. It was even reported the event drew the largest turnout of grand kids! Another article reported a large attendance for the Ridge Peach Festival tour. Everyone also enjoyed lunch at Bobby's Bar-B-Que. On the technical side, the Newsletter included an article on transistor ignition for the Model A.

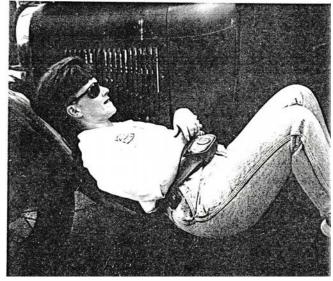
Everyone, including Monroe Wade, enjoyed lunch at Bobby's Bar-B-Que !



Vicky says this is what men do at Shade Tree A's get-to-gathers:



and this is what the ladies do!



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TECHNICAL TOPICS

Jim's Tech Tips

"Make and Carry a Temporary Gas Gauge"

Every now and then you will come across a car or truck with an inoperable gas gauge. For example, the float sinks. You don't want to go driving around without knowing how much fuel you have in the tank.

Here are some basic instructions that you can use to make a temporary gas gauge, to use until the gauge is repaired. It's not a bad idea to carry it with you, to use on your car or to help someone traveling with you.

Take a simple paint stirring stick, like they give away at a paint store, and measure up from the end to mark the place indicating a Full tank. From there, you can use a ruler to estimate the $\frac{1}{2}$, $\frac{1}{4}$ and $\frac{3}{4}$ levels. Score a line in the wood at these 4 places, and then darken each line with a black marker.

The gas tank changed design between 1928-29 and 1930-31. The '28-29 tank holds about 10 gallons, and the larger '30-31 tank holds about 11. That means that the distance to Full is slightly different between the two tanks.

I score and mark one side of the paint stirrer with the '28-29 height to Full of $7\frac{1}{4}$ ", and then mark off the quarters from there. Then I do the same on the other side of the stick using the 1930-31 height to Full of $8\frac{1}{2}$ ". Label each side. Now you have a stick that can be used on any year Model A.

To use it, remove the gas cap (and the screen in the filler neck, if the car has one) and just dip the stick straight down until you touch the bottom of the gas tank. Now lift it out and see where the wet gas level is on the gauge. It will be approximate, close enough to drive with some confidence, knowing you will have enough fuel.

I hope you never get stuck with an inoperative gas gauge, but if you do, now you can be prepared with this temporary stick gauge.

Have a Model A Day! Jim Cannon



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Member Advertisements

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

FOR SALE:

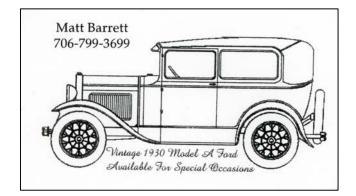
Original Model 'A' flywheel housing, no cracks, bead-blasted, painted and ready to install. \$135. Pick it up at my home in Evans, GA. Bring cash. Don Turley 706-589-0738

FOR SALE: 1931 Slant Window Fordor that is partially disassembled. Asking \$4,300 and have lots of parts needed for the restoration. Keith East, Easley, SC (Contact Jim McPherson for more information)

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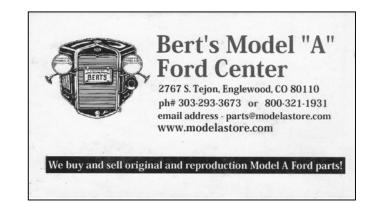


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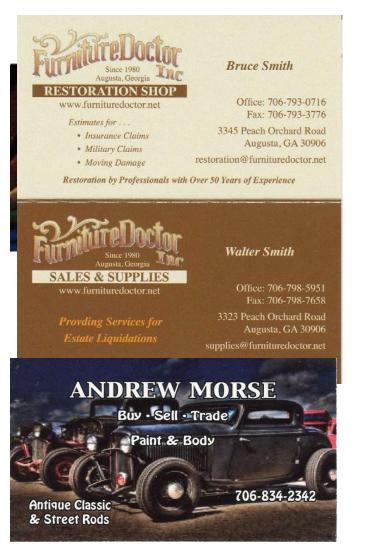
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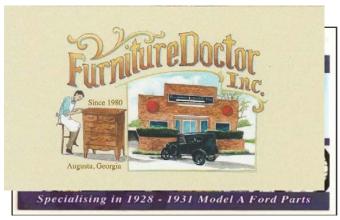
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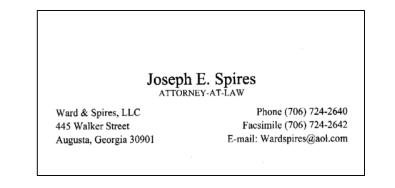






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