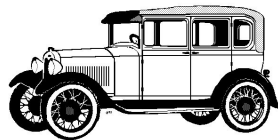


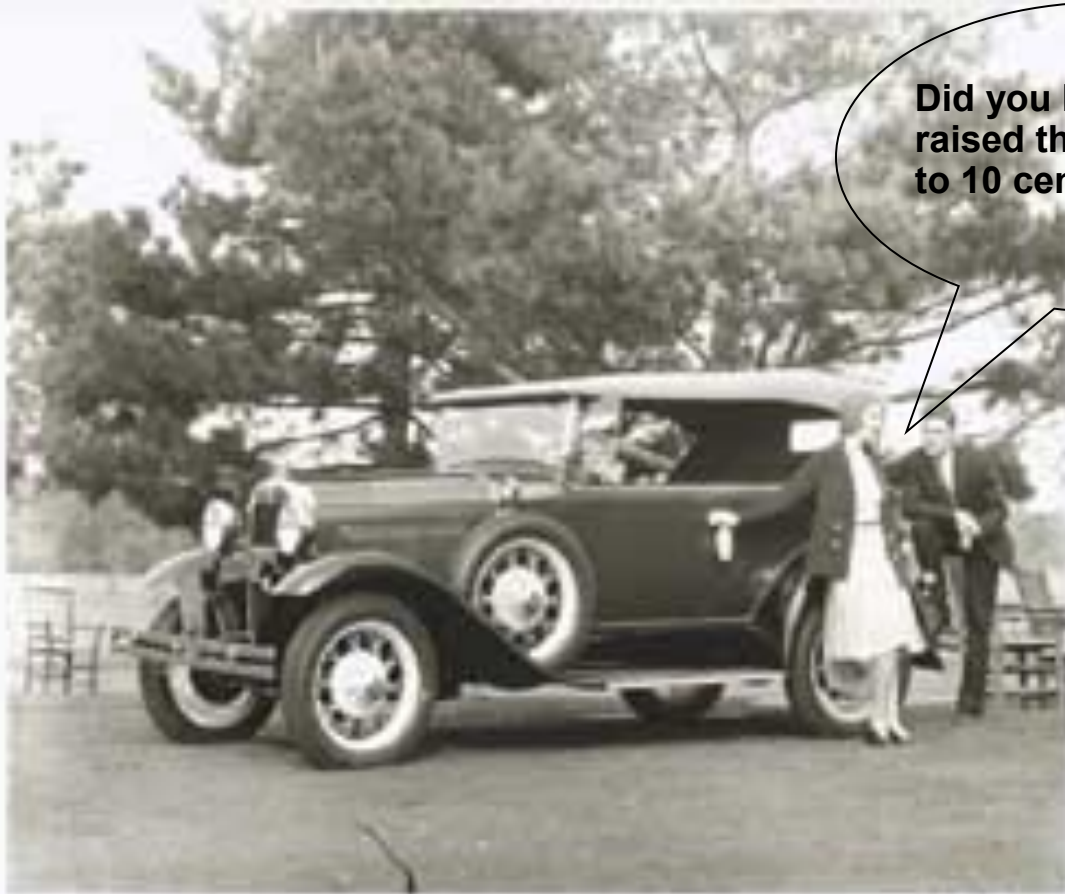
VOL XLIX ISSUE 6 CIRCULATION 311



June 2008

Wheeling the "A"

THE OFFICIAL NEWSLETTER OF THE
WISCONSIN CHAPTER MODEL "A" FORD
CLUB OF AMERICA



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Video Librarian: Dave Boucher
Home-262-662-2273

Club Historians: Art & Sue Blazek
262-538-4474 ablazek@wi.rr.com

Advanced Timing Scheduled Events for 08-09

- June 15th **June Tour**— Hosts: Jim & Marlene Stegner and Dennis & Ann Wacker
- June 17 **Lasata Care Center Car show 12-4:00 PM**
Nursing Home in Cedarburg
- June 29 **Spring Creek Car Show 10am—2pm**
- July 4th **4th of July Parades:**
Greendale— Pat & Paul Piotrowski Franklin— Dave Huenink
- July 13th **July Tour THIS DATE CANCELLED AS TOUR**
- July 20 NEW DATE FOR JULY TOUR**
Elm Brook Historical Society Car Show 1-4pm
- July 25-27 **Wis. Rapids Reunion—**
- Aug. 10th **Club Picnic— HOSTS NEEDED**
(park permit has been secured)
- Aug. 12th **Congregational Home for Seniors Car Show—Carl & Lu Doro**
3:30-7:00 PM
- Aug 17th **East Troy Electric Railroad Museums 1st Vintage Car Show**
- August 23 **2nd Annual Model A Day Circus World Museum in Baraboo**
- Aug. 24th **Racine Zoo Car Show—** Hosts Mark Ackermann & Mike Ackermann 10-4:00 PM
- Sept. 13th **Mitchell Manor Car Show—** Mark Ackermann & Carl & Lu Doro 1-4 PM Rain date 9/20
- Sept 20-21 **Richfield Threshere—**Hosts Ed & Lorraine Schultz
- Sept 27-28 **Lake Geneva Cancer Run—** Hosts: Wally & Sally Kaufman, Roger & Jan Olsen, Jack & Dori Burke
- Oct. 12th **Fall Tour—** Hosts Marty & Jolene Jannsen
- Oct 26th **Ghost Gallop— HOSTS NEEDED**
- Nov 8 **Milwaukee Veterans Day Parade—** Host
Neil Besougloff
- Nov **Indoor— Shoe Box Swap—** Hosts Dennis & Marge Pierce
- Dec. **Christmas Party— HOSTS NEEDED**
- Jan 09 **Custard Social—** Hostess -Cheryl Prochnow
- Feb 09 **Chili & Salsa Cook off—** Host Dan Kane
- Mar. 1– 09 **Greater Milwaukee Area Winter Swap Meet**
- March 09 **Old Movies & Slides—** Hosts Wally & Sally Kaufman

FLAG DAY PARADE 2008 SUNDAY JUNE 8TH 2008

We want to invite you to display your Model A with Flags in a parade in this quaint little village. There will many VFW & Legion Bands as well as floats. There is also a very nice museum of flags and American history.

Departure: OLD FALLS VILLAGE PARK.
Time: 10:30 AM
North of I-45 on Pilgrim Road

Lunch: 11:00 AM.
WAYNES WORLD DRIVE INN.
Five Corners & Hwy 60 in Cedarburg
Car Hops wear skates or dine in side!!!

It will be an informative day of fun. Please join us.
Stan & Pat Larson
262-251-1655



The Model A Pok- er Run

(with a twist) will be held on

June 15th.



We will meet in the parking lot at
Rodrian Insurance,
4120 N. Calhoun Rd.
at 12:30 PM.

Come out for an afternoon of driving your A while picking up your poker hand. We will end up at Pistol Pete's on Lisbon Rd. to award the winning hands.



WANTED....NEEDED.....
HOSTS FOR ANNUAL PICNIC
CONTACT MIKE QUAM to volunteer
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Extra Events...Model A's needed.....

June 17th 12-4PM LaSata Care Center Car Show- at W76 N677 Wauwatosa Rd., Cedarburg WI 53012 ***MEAL PROVIDED*** There is no host for this event, just meet at the facility for the show.

June 29th 10am-2:pm Spring Creek Car Show at the Spring Creek Church N35 W22000 Capitol Dr., Pewaukee, WI 53072 (Corner of Springdale Rd & Capitol Dr.) host is Ed Churchill
Free Lunch is provided, there is also a free concert in the church.

July 20th 1- 4PM (NEW DATE FOR JULY TOUR) Elm Brook Historical Society Car Show- 1075 Pilgrim Parkway Brookfield, WI Those participating in the show with their Model A's get a free tour of the facility.

Aug 17th The East Troy Electric Railroad Museum's 1st Vintage Car Show– Details to follow.

Village of Greendale, 4th of July Parade

Date: Friday, July 4, 2008

*Time: 9:30 AM Line up
10:30 AM Parade start*

*Place: Southridge Parking Lot
South End*

*Area: Golden Locust
Spaces: 6, 7, & 8*



*Please consider participating in this parade! It's fun and down hill all the way!
Plan on attending?
Give a call with questions or to confirm.*

*Thanks,
Paul or Pat Piotrowski
262-513-1089*

Franklin 4th of July Parade.....

Meet for breakfast at McDonalds at Hwy 100 and Forest Home at 8:00 am. If not joining us for breakfast then meet us at the Walgreens on Hwy 36 & Hwy 100 at 9:00 AM
Hosts Dave & Linda Huenink 262-363-2023
RSVP to let us know if your coming.



Model A Ford Club of America

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AN UPDATE FROM MAFCA

Message from the MAFCA Board regarding proposed by-law change

After many hours of discussion and input from the MAFCA membership about the proposed by-law change the Board has voted to rescind the decision to put the proposal on the ballot at this time. This is the change that would require 100% membership in MAFCA for all Chapter members.

The MAFCA Board feels that this is a very important change that affects the future of MAFCA and at this time we feel we do not have enough information to support such an important change. In the near future we will contact our members and ask for their input. This will be by personal contact, at meets and events and possibly a questionnaire to the local chapters.

The MAFCA Board feels strongly that we need to listen to the membership and give those who want to express their feelings the opportunity to do so.

Dave Vestal, MAFCA President, 2008



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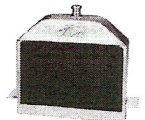
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The July Tour has been changed...

Due to lack of a host, I've decided to turn the **July 20th** Car Show at Elm Brook Historical Society into our July tour. Once there we can all tour the facilities for free, Sue & I will have refreshments and snacks there. July 20th - 12:45PM



The Dousman Stagecoach Inn, located at 1075 N. Pilgrim Parkway (between Bluemound and Gebhardt Roads) is on the National Register of Historic Places.

Start your tour at the 1852 William Donaldson log/frame Visitor Center... Browse through the Museum Shop filled with collectibles of days gone by.

Walk through the rooms of the Stagecoach Inn furnished with Wisconsin artifacts... Share the experiences of the Browns and the weary travelers who stopped at the Inn during their long horse drawn journey between Milwaukee and Watertown.

...Stroll the grounds and see the 1852 Log House Visitor Center, the Smoke House, the Ice House, and the Wagon/Blacksmith Shop... Recall school days past with the original 1862 Woodside School Bell Tower.

Costumed docents lead tours of the home and tell stories about families who lived there. Other features include a special exhibit; carriages and tools in the blacksmith house; a log home once located at Barker and North Avenues; an ice house, smoke house, and school bell from Woodland school.

Be there at **12:45pm** to line up cars and set up our lawn chairs... prepare for some time to relax and visit with fellow Model A-ers and stroll through historic buildings. Any questions call Mike Quam, outdoor chairman 262-785-9021

The Dousman Stagecoach Inn is located on Pilgrim Parkway between Bluemound and Gebhardt Rds. Take the Moorland Road North exit from I94. Continue north on Moorland - the road becomes Pilgrim Parkway at Bluemound.



From the Oval Office.....The Presidents notes for June 08

One of the best things about our club is the opportunity to learn new things about the world beyond our Model A's.

On our May tour, led by Betsy and Gene Taurman, club members traveled to the Venerable Fire Collection Museum near Slinger, a museum full of firefighting equipment from the 1800s through the middle of the 20th century.



Looking over numerous horse-drawn (and some man-drawn) pumpers, and the massive gasoline - and diesel-powered trucks from the early years of the 20th century, was just amazing. No wonder so many of us wanted to be firemen when we were youngsters.

Club members also learned how fires were called into stations during the decades before telephones and other modern communication devices were commonplace. The museum guides gave us a live demonstration of the electro-mechanical process that occurs when an alarm on a sidewalk call box is pulled. We learned how the firefighters know, through a device similar to a ticker tape, where the fire actually is, and that, whether horse-drawn or motorized, firefighting equipment is out the door 90 seconds after the alarm sounds. (We were curious about the horses, and were shown a horse collar hanging from the ceiling that is lowered onto the animal and fully fastened with just two straps). Very interesting!

A month earlier, during the April spring start-up tour led by Sandi and Bob Davisson, we learned all about coffee during a visit to Beres Brothers roasters in Watertown. We were shown the equipment, learned how it worked, and we also learned about coffee trees, their life cycles, where they are grown, how the beans are picked, and how the beans make their way to the United States. For decaf drinkers, we also learned that there are two ways to decaffeinate beans, and that most of the decaf coffee we drink in the United States is decaffeinated in, of all places, Frankfort, Germany!

I suspect there will be plenty more to learn in the coming warm-weather months, since there are more than a dozen events listed in our Advanced Timing column still to come between now and the end of October (see page 2).

A few housekeeping notes.

We are still looking for a host for the Aug. 10 club picnic. If you're interested, contact a board member immediately. Also, our club can once again offer beer at the picnic and other activities (thanks to board member Dan Kane for getting our club insurance policy modified at a very minimal cost!)

Lastly, don't forget to RSVP to the hosts of any of club tours or parades you plan to attend. As I wrote last month, many activities include visits to businesses and restaurants that require advanced planning. – Neil Besougloff

NOTES FROM THE EDITOR AND THE WEBMASTER:



"Want: the latest updates, news, corrections; pictures from the tours and seminars; progress of members restorations? Want to check to see if that tour is still on or see what members want to sell? What to see the calendar of events...Check out Your Club's website at

www.model-a-wis.com

Want to print a notification concerning a club event that happens between publications of the "Wheeling", want to receive automatic reminders for events, let Carl the webmaster know at webmaster@model-a-wis.com

From the desk of the editor:

PLEASE, PLEASE, PLEASE...remember that if you are hosting an event I need your information two months in advance.. Keep in mind the "who, what, when, and where" when submitting the event information. After your event also remember to write an article for the Rearview Mirror. Thank you to all of you who have submitted items on time. This serves as a reminder to all and those who are new at hosting events. Thank you in advance



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Board of Directors Meeting Minutes

Meeting Date: May 10th 2008 - 7:00pm

Host: Dave Neuman at the Davisson residence

Board Members Present: Neil Besouglouff, Paul Piotrowski, Dave Neuman, Sue Quam, Roger Olsen, Mike Quam, Bob Davisson, & Dan Kane. Absent- Marty Janssen

Secretary's report by Sue Quam: A motion to accept the previous meeting minutes as written was made by Roger Olsen and seconded by Dan Kane, motion passes. Current members 291

Treasurer's report by Paul Piotrowski: Financial reports handed out and gone over, everything balances. A motion to accept the report by Roger O. and seconded by Dan K., motion passes. Bills were turned in for technical seminar expenses. Motion to pay the bills made by Sue Q. and seconded by Dan K. Motion passes.

Vice President (Marty Janssen) report given by Sue Q. in Marty's absence: Two new members have sent in applications for membership. They are Bob Jandre of Saukville, WI with a 1928- 5 window Coupe and a 1922 Model T Touring. Aloys & Susan Tauscheck of Sheboygan, WI with a 1931 Model A S/W Town Car. Motion made by Roger O to accept new members, motioned seconded by Dan K., motion carries.

Outdoor Coordinator report By Mike Quam: July Tour is in need of host. Still no hosts for the annual picnic in August, the Malone Park (New Berlin) site is secured for that event. Memorial Day parade and 4th of July parades are taken. Received letter regarding South Shore Water Days in Bay view needing cars to give rides to the Amvets, Will see if we can find person to host this. Also received a letter from East Troy Museum inviting us to a car show. I had them reserve space for 15 cars for our club, that show is on August 17th. The Spring Creek Car show is all set with Ed Churchill as host for June 29th. We have commitment for 7 cars to do the Elm Brook Historical Society on July 20th, 4 cars for the Cedarburg Nursing home Show on June 17th and only one car for the Mill Way Nursing home on June 25th. Update on the September Cancer Run- the Lions Club has taken over running the event, as of right now events are up in the air. It may be just a car show, with no poker run.

Indoor Coordinator report by Dan Kane: Need two more volunteers for the Christmas party. Marilyn Brojanac and friend will take care of gifts and wrapping. A request to pay \$175.00 for the 2008 rental of the hall was made. Motion to pay the bill was made by Mike Q. and seconded by Roger O, motion carries.

Technical Meets report by Roger Olsen: Seminars for the 08/09 season are rewinding a horn and wind wing etching, also a possible field trip to Bill Stipe's facility. The past seminar had 21 participants and went very well.

Club Accessories/National Correspondent report by Bob Davisson: No current sales, a few items were used for the technical seminar for prizes.

Awards and Sunshine report by Dave Neuman: Emma Smith broke her wrist.

Old Business: Dan K. reports that through contact with our insurance agent at Rodrian Insurance, an addendum was added to the policy which allows for alcoholic beverages at picnics and events. Rogers raises the question, can we have rider put on the JC Taylor Insurance Policy (which is through MAFCA) for the alcoholic beverages, to save our club money? Mike Q. will make call to JC Taylor Insurance.

MAFCA is rescinding their proposal to make all chapters members MAFCA members. -See letter from MAFCA in newsletter.

Lanyards for name badges- After discussion board decided to have Bob D. purchase 50 basic lanyards with a clip, to be added to accessories for purchase by members.

New Business: Come up with a basic guideline sheet to give to event hosts basic planning and responsibilities for an event. Mike will work on the outdoor and Dan will work on indoor events.

Roger O. suggests we come up with more options for fund raisers, as the swap meet is the only fund raiser we currently have.

Correspondence: Various other clubs newsletters, and a newsletter from MAFCA Chapter coordinator.

Next Meeting: June 14th 7:00 pm at Bob Davisson's home

Motion to adjourn: made by Roger O at 8:40 pm, 2nd by Dave N.

Submitted by Sue Quam
Secretary
Wis. Chapter

Reminiscing with the Historian

FIFTY YEARS AGO, 1958 - It was decided that dues for the coming year would be raised from \$3.00 to \$4.00. The extra dollar will be used to change from a bi-monthly newsletter to a monthly newsletter.

FORTY-FIVE YEARS AGO, 1963 - The club dance was held at the hall at 1212 Clybourn St. The band was Dick Parks Trio. Only 14 members attended. This was poor attendance considering the club has over 50 members.

FORTY YEARS AGO, 1968 - Larry Koser arranged with the help of a friend to purchase a 1930 English Model A Town Sedan, complete with right-hand drive, sun roof, etc. It took many months to complete the deal and get it shipped to Milwaukee. Larry said the cost of the car isn't so bad, it's the extras, like sales tax, customs cost, ocean shipping and dock charges. It arrived with three pistons instead of four. Larry said it ran sort of rough.

THIRTY-FIVE YEARS AGO, 1973 - 35 people enjoyed the overnight tour to Galena June 9th and 10th.

THIRTY YEARS AGO, 1978 - In the June classified, Ron Smith was selling a 1957 Buick Special with 43,000 miles for \$650, a 1958 Buick Roadmaster for \$500, and a 1929 Model A Tudor for \$850.

TWENTY-FIVE YEARS AGO, 1983 - The June 12th High Rollers Tour was run by Fast Eddie and Lucky Gene. It was billed as, "No questions, no answers, just roll the dice and enjoy the scenery."

TWENTY YEARS AGO, 1988 - The third Model A Olympiad went off on a warm sunny afternoon at Immanuel Lutheran Church in Brookfield. There were 45 registered participants. Gold medal winners were Dave Boucher, Jim Stegner, Debra Lewis, Dennis Wacker, Mary Gurgul, and Jerry Flynn.

FIFTEEN YEARS AGO, 1993 - Model A's were displayed at the House and Garden Tour put on by the Historic Brewer Neighborhood Association.

TEN YEARS AGO, 1998 - The Eighth Annual Bowl Your "A" Off was held at Krueger's Lane in Menomonee Falls. Roger Olson presented club President Paul Piotrowski with a special prize for most gutter balls.

FIVE YEARS AGO, 2003 - The Veterans Hospital Car Show was attended by Tom Mosley, Bob and Barb Sonnen, Roger and Jan Olsen, and hosts Carl and Lu Doro.

Submitted by Art and Sue Blazek



Sunshine Report

Emmalyn Smith broke her left wrist in a high stakes game of kickball at school. Emma took one for the team when she was hit in the back with the ball and slid into first base. It is sort of de ja vu since Emma had a cast on her right arm 6 years ago.

Please remember to notify Dave Neuman with any Sunshine type of news. Phone 414-327-7170 or email Dave at : awards@model-a-wis.com



Ford Ford

Ford **UPCOMING SWAP MEETS OR CAR SHOWS:** *Ford*
Ford 1. 26th Annual Village of Hales Corners & Holz Motors Car show July 4th– 5961 S. 108th *Ford*
Ford St, 9am –3:30pm *Ford*
Ford 2. Rods-n-Relics Car Show July 5th Lime Kiln Park, Grafton www.rodsnrelics.org *Ford*
Ford 3. Iola Car show & Swap meet July 10, 11, 12 & 13 *Ford*
Ford 4. All Ford Round Up at Soerens Ford -July 27th-18900 W. Capitol Dr. Brookfield 9am-4pm *Ford*
Ford 5. Elkhorn Swap meet & Show August 2 & 3. www.madisonclassics.com *Ford*
Ford 6. Waukesha Olde Car Club Show & Picnic August 10 Frame Park, Waukesha *Ford*
Ford 7. The Masterpiece On Milwaukee's Lake Front -Veterans Park August 23 & 24. Admission *Ford*
Ford fee <http://www.milwaukee-masterpiece.com/tickets.htm> *Ford*
Ford 8. Milwaukee Harley Davidson 105th Rally-various dealerships in Milwaukee 800-544-1448 *Ford*
Ford 9. Fall Jefferson Swap Meet & Show September 27 & 28 www.madisonclassics.com *Ford*
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The Rearview Mirror

Roadside Diagnostics - Technical Seminar Bonus

Saturday, May 3rd started out as **A** warm and sunny day! We began our Roadside Diagnostic Seminar at Mail Truck Model A Ford with magnificent Berres Coffee (from our April Tour), Racine Kringles and assorted Danish rolls. Unfortunately, the weather changed quickly to overcast and cloudy by the time the working part of our seminar got under way. Fortunately the wetness came down as rain NOT snow.

Tony previously had replicated Model A problems that might be encountered on a road trip in three different engines. Our group was divided in three teams so all present would have an opportunity to diagnose and get an engine running again. One group took care of Al's Tudor. Another group worked on Roger's roadster. The third group worked with the engine on the stand. Of course, all three motors were again in excellent running condition at the end of this seminar!

A Thanks to Wisconsin Chapter for donating baseball caps and umbrellas with our logo for prizes. Thanks also to Mail Truck for providing vintage collector hats with their logo. Roger supplied Wisconsin Chapter vintage yellow baseball caps from yesteryear. Each person at the seminar chose his prize from available items. In addition, attendees also received a revised Roadside Repair Booklet.

It was good to see last years Technical Seminar Chairperson, Carrie Frank, come to our seminar for her second trip out of her home in recent months. Keep up the good work Carrie and you'll be walking without the cane!

Our Webmaster provided an impromptu test for our experts when his car would not start at the end of our session. Our Model A experts promptly diagnosed the problem and fixed it so Carl could drive his Model A back home. The problem Carl had reinforced the idea why test lights are SO important to diagnose problems.

We also discussed topics to be considered for future seminars:

Mounting tires	Steering boxes	Rewinding horns
Rebuilding engine	Etching wind windows	Road Trip
Seat belts	Wood graining	

A Thanks to Al and Tony for **A** fun time and an outstanding hands on learning experience at our Roadside Diagnostics Seminar.—Roger Olsen



The Rearview Mirror

Venerable Fire Collection Inc.— May Tour

The May tour, to the Venerable Fire Collection Inc., was hailed as a good tour by all. There were 16 cars, but many of us were intimidated by the weatherman's forecast of a wet windy day, so only 4 Model A's showed up, the rest of us opted for water tight cars. As it turned out the weather was fine and the roads dry.

On the way we caught glimpses of shaggy haired blonde cattle, freshly shorn sheep and Texas long horns. The scenic drive was full of wild flowers, brilliantly green meadows, rivers and ponds all crying out summer is near. The grey of winter was giving way to the small green leaves peeking at us as we rode by. The roads through Kettle Moraine were hilly, curvy and fun with glimpses of the monastery perched atop Holy Hill.

The Venerable Fire Collection features all types of equipment from the late 1800's to 1970's including horse drawn steam pumpers, aerial rigs, pre-radio alarm and communication systems, and fire trucks in fine repair with shiny gold leaf and delicate pin striping. A popular feature was a 1912 film horse drawn rigs in action. Interestingly, it took 90 seconds from alarm to out the door, the same as today.

Keith Franz, founder and curator, built the huge barn with special stone floors to help control humidity and protect the beautifully restored equipment. The building is dust free and spotless. All this is located on his farm in Slinger and funded by donations. He began as a private collector in the 1960's and grew into the great nonprofit display we saw.—Gene & Betsy Taurman



Carl Weckwerth Memorial Gathering

Bobbie Weckwerth and family would like to invite all Model A'ers to a Memorial for Carl. It will be at Aliotos on Mayfair Rd. on Saturday June 21st at 1:00 PM

Welcome to New Members:

Bob Jandre of Saukville, WI Bob has a 1928 5 –window Coupe and a 1922 Model T Touring.

Aloys & Susan Tauscheck of Sheboygan, WI. They have a 1931 Model A Slant Windshield Town Car.

Livin' the "A" Life...

Marty Jannsen, CPA



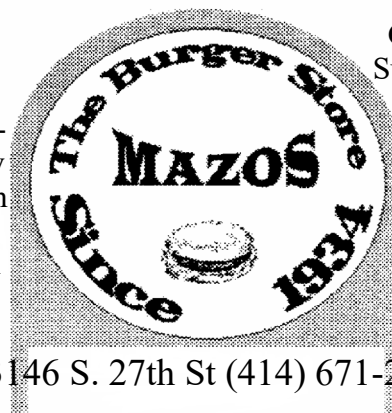
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June 4, 1896

Ford test-drives the Quadricycle

At approximately 1:30 a.m., Henry Ford test-drove his Quadricycle, the first automobile he ever designed or drove. Ford was working at the Edison Illuminating Company in Detroit at the time that he began building the Quadricycle. He had reportedly seen an article on the gasoline engine in *American Machinist* while in the company of friend and fellow engineer, Charles King. In King's recollection Ford claimed, "I want to build one of these." Ford employed the help of his friends in the Detroit engineering community to build an internal combustion engine on his kitchen table. It's important to note to what extent Ford was a visionary and an organizer. He was an engineer, of course, but he didn't by any means accomplish his engineering feats alone. Men like King, along with a whole slew of other engineers, volunteered their time to Ford's projects. King provided Ford with a whole crew of workers who worked in the makeshift machine shop Ford had constructed in his garage behind his Bagley Avenue residence in Detroit. Ford even convinced his neighbor, Felix Julian, to donate his half of the shed to the cause. King was building his own vehicle at the time, and actually preempted Ford in testing the horseless carriage in March of 1896. Ford followed King's carriage's test run on his bicycle. Ford did make one major innovation in building his first vehicle: he decided not to attach an engine to an existing carriage, but rather to construct a four-wheel body based on the principles of bicycle manufacturing. Ford completed his "Quadricycle" early in the morning on this day in 1896. He couldn't wait to test the invention. Only one of his associates, Jim Bishop, was present at the time of the vehicle's completion. In all of his enthusiasm in getting the car together, Ford failed to consider that his contraption was wider than the doors of the shed in which he built it. He and Bishop set upon the door and adjacent walls with axes in order to hack an entrance sufficient for the Quadricycle. The 500-pound, two-cylinder vehicle came to life in the alley behind Ford's house. Ford drove it down Bagley Avenue to Grand River Avenue, to Washington Boulevard, when the Quadricycle stopped. Bishop and Ford pushed the automobile to the Edison plant, where they replaced a nut and spring that had come loose. The next month, Henry drove his vehicle to his father's farm to show it off. His father apparently walked around it cautiously. Later he expressed his doubts to one of his neighbors: "John and William (Henry's brothers) are all right, but Henry worries me. He doesn't seem to settle down, and I don't know what's going to become of him." Maybe he'll become the most powerful citizen in the country!

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This Month in History.....

June 6, 1932

First gas tax enacted

The first gasoline tax levied by Congress was enacted as a part of the Revenue Act of 1932. The Act mandated a series of excise taxes on a wide variety of consumer goods. Congress placed a tax of 1¢ per gallon on gasoline and other motor fuel sold.

June 21, 1947

A Ford marries a Firestone

William Clay Ford married Martha Firestone, uniting two of the greatest fortunes in the American automotive industry. Henry Ford and Harvey Firestone had been close friends and allies during their lives after Firestone received the exclusive contract to supply tires for Ford's Model T. Neither man lived to see the union of their families.

June 7, 1954

Edsel design team goes to work

On this day in 1954, the Ford Motor Company formed a styling team to take on the project of designing an entirely new car that would later be named the Edsel. The decision came as Ford enjoyed its greatest historical success in the 1950s. The 1955 Thunderbird had outsold its Chevy counterpart, the Corvette, and the consumer demand for automobiles, in all price brackets, was steadily increasing. In exuberant Ford plants, signs that had once read "Beat Chevrolet" were changed to a more ambitious tune, "Beat GM (General Motors)." The Ford Motor Company consisted of four brand names: Ford, Mercury, Lincoln, and Continental, listed from lowest to highest in price range. Ford executives believed that there was a gap in the marketplace between the Mercury and the Lincoln, where a new car would compete against GM's Oldsmobile and Buick lines.

In the mid-1950s, Americans seemed to have an insatiable hunger for high horse-powered, heavily styled cars, with lots of chrome and many accessories. So Ford planned to fill the public's appetite with a suitable answer. The company spared no expense in the development of its new car, even going so far as to employ famous American poet Marianne Moore to supply possibilities for its name. After an extensive name search and no satisfactory result, somebody suggested that the car be named after Henry Ford II's father, Edsel. Ford balked at the suggestion initially and later relented, on the grounds that his father deserved a tribute; he urged the car's designers to live up to his father's name. Edsel had always had a knack for design, even if his business sense hadn't always lived up to his father's expectations. The Edsel project was launched with great fanfare and vigorous advertising. During the years between the car's conception and its production, the American economy took a downturn.

By the time the Edsel was released in 1957, the high end of the car market had once again contracted. Public reaction to the car's exaggerated styling was tepid at best, with particular objections aimed at the Edsel's awkward-looking "horse collar" grill. Sales for the car started slowly and foundered. Newly appointed company Vice President Robert McNamara was charged with the task of salvaging the operation. Had McNamara held the position years earlier, historians point out, the Edsel project may never have been taken on, as McNamara strongly believed Ford should concentrate on the economy car market. McNamara attempted to improve the car's construction and appearance, but when the attempt failed, he was forced to halt production of the car at a disastrous loss of \$250 million.

To this day, the Edsel remains the biggest failure in American car history, "a monumental disaster created for tomorrow's markets created by yesterday's statistical inputs." History has treated the Edsel more kindly, as its looks are now considered to be an attractive example of 1950s flair. Like its namesake, Edsel Ford, the Edsel has come to be known as an unfair victim of circumstance.

SUMMER NIGHTS

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BALMY BREEZE
CARDBOARD FAN
CHIRPING CRICKETS
CITRONELLA
CROAKING FROGS
DRIVE IN MOVIE
EVENING STROLL
FIRE FLIES

FLASHLIGHT TAG
FLOWERS
FLY PAPER
FLY SWATTER
GHOST STORIES
HIDE AND SEEK
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Classified Ads.....

FOR SALE: 1931 S/W Model A Fordor. Great interior, overdrive, modern shocks. Blue and Black \$13,500. Contact Ed Taylor (608) 838-8542

FOR SALE: Car hauling trailer- 16' Diamond plate deck with 3' dove tail, Tandem axle, Electric brakes, New tires/ Bearings, 5' ramps, Excellent condition, \$1400.00 Ron Smith 262 628-3688

FOR SALE: 64 Ford Fairlane Ranch wagon - Very solid, 260 V-8 3 speed, air shocks, new parts, runs and drives great. \$3500.00 Ron Smith 262 628-3688

FOR SALE: 60 T-Bird Convertible- Rebuilt 352 V-8, Automatic transmission, Power Brakes/ steering, Power top, Tons of new interior and top parts, New dual exhaust, tires, gas tank, top, seat covers, dash pad, carpets. Includes parts car with good mechanicals. \$6500.00 Ron Smith 262 628-3688

FOR SALE: 1929 Original Black Tudor, Upholstery in good condition, good driver Rust-free; Trunk; Extra set of wheels Jim Barnett 414-975-2185 Dousman, WI area \$8,000 OBO

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YEA SUMMER IS HERE



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This Chapter attempts to include all classified ads received. The ads will be limited to six lines and they shall be auto related unless space permits. Ads will be included on a first come first serve basis. Send ad to Marty Janssen 262-246-7273 Or email vicepres@model-a-wis.com

If you have an email address and are not receiving emails regarding events, cancelled events or member illness's or deaths, please email Sue Quam so you can be added to the email list. msquam@wi.rr.com

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Frock 5429

Frock 5609

Coat 5644 Frock 5637
Monogram 554

Paris—Lecomte
Frock 5629

Paris—Yvonne Carette
Frock 5638

Contrast Makes the

For Back Views and Fabric
Requirements See Page 114

5657—The so-important Redingote, with a chic bolero front. Designed for sizes 14 to 42.

5429—Isn't the draped collar nice? It contrasts, of course. Designed for sizes 14 to 46.

5609—When is a peplum new? When it's made of fine pleats. Designed for sizes 12 to 44.

5644—Coat. Designed for sizes 14 to 48.
5637—Frock. Designed for sizes 14 to 46.

5629—Pleats and an overblouse do feminine things here. Designed for sizes 12 to 20 years.

5638—A...
by Bette Schlesinger

Patterns, including Pictograf—"step-by-step" directions for Cutting, Sewing Together, and Finishing—are obtainable at leading shops throughout the world, and at Pictorial Review offices: various cities on Page 114

New Membership Application

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Model A's _____

*I understand that my \$25.00 dues include membership only in the Wisconsin Chapter, MAFCA, Inc. until the end of the Current calendar year. The Wisconsin Chapter MAFCA, Inc. recommends that you consider joining the National Model A Ford Club of America with the additional dues of \$40.00 payable to them.
Subject to change by National MAFCA and /or Wisconsin Chapter.*

Send To:
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