

# Wheeling the A

The official newsletter of the Wisconsin Chapter  
Model A Ford Club of America



Volume 64, Issue 5  
May 2024



*See the story starting on page 16*



**For more info log onto [www.wichaptermafca.com](http://www.wichaptermafca.com)**

## Board of Directors 2024

**President:** *Mike Quam 414-491-3191 preswichapter@gmail.com*

**Vice President &**

**Sunshine & Awards:** *Tony Koconis (262) 613-8515 sunshinewichapter@gmail.com*

**Secretary:** *Dave Huenink 262-719-1056 secretarywichapter@gmail.com*

**Treasurer:** *Steve Lewis 262-573-9821 treasurerwichapter@gmail.com*

**Events Coordinator:** *Robert Sturtzen (414) 651-7716 indoorwichapter@gmail.com*

## Volunteers for 2024

**Editor:** *Sue Quam 414-491-3260 wheelingthea@yahoo.com*

**Website Administrator:** *Sue Quam 414-491-3260 wheeingthea@yahoo.com*

**Tool Keeper:** *Bill Storey 262-338-0452*

**Club Property - Steve & Deb Lewis 262-573-9821 steve-n-deb@charter.net**

**Video Librarian:** *Art and Sue Blazek (262) 538-4474 ablazek@wi.rr.com*

**Club Historians:** *Bob & Karen Schmiechen 262-544-5005 Robert\_06@att.net*

**Swap Meet:**

*Vicki Cooper - (Chair)(262) 337-0426 Vscooper1@gmail.com*

*Jeana Angelini - (Chair) (414) 554-3088 jangelini69@yahoo.com*

*Karen Schmiechen - (Advertising) 262-544-5005 kschmiechen@att.net*

*Stacy Koconis - (Volunteers) 262-613-8486 stcykoconis@aol.com*

### Club Mission Statement

*It is the intent of the Wisconsin Chapter to serve as a medium of exchange of ideas, information, and materials for admirers of the Model A Ford and Model A era fashions; to help those admirers become better acquainted; and to maintain among its members the spirit of good fellowship and sociality through sponsored activities including the use of the Model A and family participation.*

Technical Advisor

Mike Quam Ph: 414-491-3191

Send Correspondence to :  
WI Chapter MAFCA  
PO Box 26006  
Wauwatosa, WI 53226-0006  
Phone # (414) 446-7032

Find us on line  
[www.wichaptermafca.com](http://www.wichaptermafca.com)  
And on Facebook at  
WI Chapter MAFCA

## Event Calendar for 2024

<b>April 26-28</b>	<i>Jefferson Car Show &amp; Swap Meet Jefferson County Fairgrounds, Jefferson, WI</i>
<b>May 19</b>	<i>Tour- <b>Needs host</b></i>
<b>May 18-19</b>	<i>Overnighter Tour - Dave and Dawn Walczak</i>
<b>May 31-June 2</b>	<i>Tour - Jeana Angelini and Vicki Cooper</i>
<b>June 2</b>	<i>Model A Day Clinton, WI Jan Olsen</i>
<b>June 15</b>	<i>Garys Hot Rod Reunion, Swap meet car show Racine County Fairgrounds Union Grove</i>
<b>July</b>	<i>Tour - <b>Host Needed</b></i>
<b>July 4</b>	<i>Greendale 4th of July Parade - Dave &amp; Linda Heunink</i>
<b>July 11-13</b>	<i>Iola Car Show &amp; Swap Meet, Iola, WI</i>
<b>July 26-28</b>	<i>WI Rapids Reunion</i>
<b>August</b>	<i>Picnic - Chris &amp; Kate Rozman</i>
<b>September 15</b>	<i>Light House Tour - Dave &amp; Linda Heunink</i>
<b>September 27-28</b>	<i>Fall Jefferson Car Show &amp; Swap Meet Jefferson County Fairgrounds, Jefferson, WI</i>
<b>October</b>	<i>Tour - Sandi Davisson &amp; Robin Sturtzen</i>
<b>November</b>	<i>Indoor Meeting <b>Hosts Needed</b></i>
<b>December</b>	<i>Waukesha Christmas Parade - Dave &amp; Linda Heunink</i>
<b>December</b>	<i>Indoor Christmas Party <b>Host Needed</b></i>
<b>January 2025</b>	<i>Custard Social <b>Hosts Needed</b></i>
<b>January 2025</b>	<i>Banquet Robin Sturtzen and Sandi Davisson</i>
<b>February</b>	
<b>March</b>	
<b>April</b>	

**Remember All Indoor Meetings Will Be At:**  
**Greenfield Park Lutheran Church**  
**1236 S. 115<sup>th</sup> Street**  
**West Allis, WI**

# MAY 18-19 OVERNIGHT TRIP

Trip : Kettle Moraine Scenic tour / Old Wade House / Kelleys Creamery (Eden WI)

We are planning either a brunch or lunch at a location yet to be determined. Meeting time will also be decided by next newsletter. Followed by a scenic drive around the Kettle Moraine area with a stop at the Old Wade House in Glenbeulah. They may/may not be another stop added in. Yet to be decided. We will then have dinner at the Brick House in Fond du Lac. Sunday will be Kelleys Creamery for Ice Cream in Eden. Other plans will be added soon to that day.



Cost of Old Wade House \$8.00 approximately per person

The hotel has a block of rooms reserved for both Friday and Saturday. Friday for those that may want to arrive early. Just let them know if it is the 18th or both the 17th and 18th.. We wanted to make it easy for everyone. Just tell them you are with the Model A club. There is a continental breakfast.



Hotel Raddison Fond du Lac 625 W. Rolling Meadows Dr. Fond du Lac

Phone 920-923-1440, \*Room cost \$129/ night \*Must be booked by April 18th to guarantee a room.

\*Pool in Hotel, \*Check in 3:00 \*Area will be coned off for parking \*This is an individual call in so be sure to book your room by April 18th. \*\*Please be aware : There was miscommunication between the local hotel desk and the reservation department. When calling for room reservations, please select option 9 and you will speak to the local desk. \*Tell them you are with the Model A club\*

## Additional Information:

- Meeting at 11:00 am Saturday May 18th for early lunch at McJuggers Saloon & Grill N3055 WI-67 Campbellsport WI 53010
- Sunday: Depart hotel at 9 a.m. Tour / Tasting at Ledgerock Distillery at 9:30, Then to Red Cabin at Green Acres for lunch, Kelley Creamery for ice cream
- Meals are paid on an individual basis.
- Please email, text, or call with a head count by May 7th so we can provide reservations to venues.

Dawn Walczak

Skates1977@hotmail.com

920-420-3966

Thank you and hope to see you then.

## ***LATE MAY – JUNE OVERNIGHT TOUR, COME ONE, COME ALL!!***

The dates for the overnight tour is Friday, May 31 to Sunday, June 2, 2024.

If you are only interested in partial activities of this event, you may contact Vicki or Jeana. It is not required that you spend both nights at the hotel. You are welcome to come in on Saturday if that's what interest you. You also may just come down for the Model A Days on Sunday.

Our tour will start by meeting at the Citgo station located at 214 Grove St., Eagle, WI. at 10 AM. Our first destination on Friday afternoon, we be visiting the Timber Hill Winery where lunch will be available. The Milton House Museum in Milton, WI. will be our next stop. After the museum, we will then go to the hotel to check in with a supper to follow. The destination for supper will be determined.

Saturday we will start the day with breakfast at the hotel. We will then leave the hotel approximately 10:00 AM. We will then proceed to the Historical Auto Attraction in Roscoe Illinois. We will go back to the hotel and determine a local restaurant for supper that evening.

Sunday morning we will have breakfast again at the hotel. We will leave the hotel approximately 8:00 AM and then proceed to the Model A Days in Clinton Wisconsin. The hours of the model day event are from 9 to 2.

The hotel that we are staying at has reserved a block of rooms for us. The name of the hotel is the Baymont located at 616 Midland Road in Janesville.

When reserving your room please inform them by mentioning the Model A Club.

The hotel will cost \$99 plus tax per night. Check in time will be at 3 PM. The phone number to call for your reservations is 608-758-4545. Please be sure to make your reservations before May 24, 2024.

In order for us to make all accommodations work out as far as reservations at the museums, it is important that you respond by May 17, 2024. Please indicate whether you're going to one or both of the museums. If for example, you only want to attend the museum on Saturday please indicate whether you will meet us at the museum or at the hotel so we can go as a group.

If you have any questions for this tour they should be directed to Vicki Cooper or Jeana Angelini. You're welcome to call either one of us direct or you may use our email which is [swapmeet@yahoo.com](mailto:swapmeet@yahoo.com).

Vicki Cooper: 262-337-0426

Jeana Angelini: 414-554-3088



**Clinton, Wisconsin - Annual Model A Day  
Sunday, June 2, 2024 - 9 - 2 pm**



The Annual Model A Day, hosted by the Rock-Ford A's, will be held in beautiful, historic downtown **Clinton**, Wisconsin. This is the same Model A Day as held in previous years in Sharon, Wisconsin, a few miles away.

FREE admission is available to all who participate in the show from 9:00 a.m. - 2:00 pm. Only Model A parking will be allowed in the Downtown **Clinton** area. Modern vehicles are welcome but need to park on side streets in Clinton.

Entertainment plans include music, crafters, swap vendors, re-enactors and A vintage fashion show. There are plans for A raffle for a Model A part, as well as a 50/50 raffle.

To find A parking space to your liking, you might want to plan an earlier arrival. There will be time to plan retreat while we are attending Model A Day in **Clinton**, Wisconsin.

From Milwaukee area - I 43 towards Beloit  
Exit Hwy 140 - Stop Sign - Left Turn  
Cty Hwy X - Stop Sign - Left Turn  
- 1 Block - Right Turn  
Allen Street - Find Your Parking Location  
- Register at Model A Registration

Jan Olsen





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**Village of Greendale, 4<sup>th</sup> of July Parade**

**Date:** Tuesday, July 4<sup>th</sup> 2024

**Time:** We will meet at Southridge on the south side by Macy's between 8:00 a.m. and 8:15 a.m.

**Parade line up:** 8:30 a.m.

**Parade start time:** 9:30 a.m.

*Join Dave Huenink, in the Village of Greendale, 4<sup>th</sup> of July Parade. The parade route is gorgeous, lined with trees and full of people. As a group we will proceed to the staging area on eastbound Grange Ave where we will line up and wait for the parade to begin. Be sure to bring some patriotic 4<sup>th</sup> of July decorations along to put on your car to celebrate the holiday. Also bring along some beverages to drink to quench your thirst during the parade. After the parade, any of those who are interested, can stop at one of the local restaurants for a bite to eat. Give me a call with any questions or to confirm.*

*Thanks Dave 262-719-1056*



"Please consider hosting one of our 2024-2025 indoor meets, November and January are normally a pizza party and custard social respectively which take all the guesswork out of what to plan. February and March are wide open for YOUR idea. We also need a host for the Christmas party this December."

Contact Robert Sturtzen to sign up (414) 651-7716 or email: [indoorwichapter@gmail.com](mailto:indoorwichapter@gmail.com)



## WELCOME TO THE CLUB

Jeff Smith of Jackson, WI no Model A at this time

Jim Hill of Lisbon, WI with a 1929 Fordor

***We hope to see you soon!***

### Sunshine Report:

Nothing to report

For all Sunshine needs, contact Tony Koconis (262) 613-8515  
[unshinewichapter@gmail.com](mailto:unshinewichapter@gmail.com)



### *A few items from the Editor...*

- *When submitting articles please send everything to [wheelingthea@yahoo.com](mailto:wheelingthea@yahoo.com) so I don't miss it in my personal email account.*
- *Please try and send articles in Microsoft Word, Publisher or PDF format. Those I can work with and transport into the newsletter.*
- *I plan to retire as editor in January 2025, so far no one has stepped forward to show interest, someone will need to take over the newsletter, website and Facebook pages. Sooner someone steps forward the sooner I can work with you to show you the website. Its not hard at all, I figured it out, so can you. After 20 years its time for new blood in the editor department.*
- *Thank you! Sue Quam [wheelingthea@yahoo.com](mailto:wheelingthea@yahoo.com)*



## Model A Ford Club of America – Wisconsin Chapter

### Board Meeting, April 14th, 2024



Board Members Present: Mike Quam, Dave Huenink, Robert Sturtzen, Steve Lewis, and Tony Koconis

The meeting was called to order at 6:58p.m.

President – Mike – No correspondence this month. Nothing else to report.

Vice President – Tony – Nothing to report.  
Secretary – Dave – A motion was made by Robert and seconded by Steve to accept the minutes from the March 10th, 2024, meeting as written. The motion was put to a vote, and it was carried. There are no new members this month. The club has one hundred and twenty-eight members.

Treasurer – Steve – Steve presented the treasurers report. Dave made a motion to accept the treasurer's report as written, and it was seconded by Robert. It was put to a vote, and it was carried. The swap meet profit and loss statement was discussed. Steve is going to do a final review of the report to determine if all the income and expenses are logged in.

Event Coordinator - Robert – Chris and Kate Rozman are going to host the 2024 picnic at this year. Hosts are needed for the 2024 Christmas party. Robert is going to host the pizza party in November. Hosts are needed for the January, February and March 2025 indoor meetings. Sandy Davisson mentioned she would consider hosting the 2025 banquet.  
Old Business – The Board will need to think of the correct wording to change the by-laws regarding the seniority status of the membership. Right now, the by-laws read that a new members seniority starts at the beginning of the next fiscal year. The thought is to change

the by-laws, so the members' seniority begins to accrue on the date they join the club. This change will need to be published in Wheeling the A three months prior to the next indoor meeting so the general membership can ask questions and discuss it at that meeting.

New Business – Jeana Angelini and Vicki Cooper are hosting the June tour and are planning an overnight event. They asked the Board to increase the budget to \$600.00 from \$400.00. After some discussion, it was decided the budget should remain at \$400.00.

A motion was made by Steve and seconded by Robert to adjourn the meeting. The motion was put to a vote, and it was carried. The meeting was adjourned at 7:23 p.m.

Respectfully submitted,  
Dave Huenink  
MAFCA – Wisconsin Chapter Secretary

These minutes have not yet been approved by the Board of Directors



# 2024 Wisconsin Rapids Model A Reunion Registration

July 26<sup>th</sup>, 27<sup>th</sup> and 28<sup>th</sup>

Name: \_\_\_\_\_

Phone: (    ) \_\_\_\_\_ E-mail address \_\_\_\_\_

<p><b><u>Member of which Model A Club?</u></b></p> <p>____ Central Wisconsin MARC/MAFCA</p> <p>____ Nickle A Region MARC</p> <p>____ Wisconsin Chapter MAFCA</p> <p>____ Wisconsin Region MARC</p> <p>____ No Club/Other</p> <p>(if other, please write club's name below)</p> <p>_____</p>	<p><b>Family*</b>:Adults_____Children:_____</p> <p><b>Guests**</b>:Adults_____Children:_____</p> <p>Are you Camping: YES or NO</p> <p>If YES, do you need electric? YES or NO</p>
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\*Your immediate family is your spouse and unmarried children who live with you.

\*\*A Guest is anyone who is not an immediate member of your family, which includes married children.

Guests must be registered with a Registered Participant.

**Member of a participating club cannot register as a Guest.**

**Participation Ribbons will be issued upon finalizing registration at the registration table. It must be worn at ALL times to enjoy the free drinks and meals over the weekend. We also ask that you wear your club's name badge!**

**Pre-Register by July 1st for only \$10 and save \$5 on the weekend!!!**

- Club Member:** Family and one Model A *For participants not pre-registered*..... \$45
- Each additional Model A ..... \$10
- Non-Club Member:** Family and one Model A *For participants not pre-registered* ..... \$50
- Each additional Model A ..... \$10
- Guest Fees:** Each Adult, 21 and older..... \$20
- Each Child, ages 6-20..... \$15
- Children under 5 are free, but must be registered
- Camping fees** per site: \$20/weekend *Use of additional campsites will be charged per site*..... \$20
- Electric hookup** ..... \$20
- Day Pass** ..... \$15

*This is the cost for a day pass for one person. Early registration discount does not apply towards Day Passes. Day Pass registrants are not able to participate in the Hubley Derby, Car Games, Kids Games, Rolling Pin Toss and any other award issuing events*

Send pre-registration form and \$10 fee by July 1<sup>st</sup>

**Laura Smith**  
**N114W15447 Gettysburg Dr**  
**Germantown, WI 53022**  
**reunionreg2831@gmail.com**

Checks can be made out to Laura Smith or Electronic payments can be sent via Venmo to [reunionreg2831@gmail.com](mailto:reunionreg2831@gmail.com)

**62nd Annual**  
*Wisconsin Rapids Model A Reunion*  
**July 26th • 27th • 28th, 2024**

**AREA MOTELS**

<p><b><u>America's Best Value Inn</u></b>  3410 8th Street South  Wisconsin Rapids, WI  (715) 423-8080</p>	<p><b><u>AmericInn of Plover</u></b>  Americ Drive &amp; Cnty B  Plover, WI  (715) 342-1244</p>
<p><b><u>Best Western Hotel and Conference Center</u></b>  5253 Harding Avenue  Plover, WI  (715) 544-6200</p>	<p><b><u>Cobbleston Inn</u></b>  3010 8th Street South  Wisconsin Rapids, WI  (715) 424-3444</p>
<p><b><u>Comfort Inn Plover</u></b>  1560 American Drive  Plover, WI  (715) 342-0400</p>	<p><b><u>Elizabeth Inn &amp; Convention</u></b>  5246 Harding Ave.  Plover, WI  (715) 341-4414</p>
<p><b><u>Econo Lodge</u></b>  3120 8th Street South  Wisconsin Rapids, WI  (715) 423-5506</p>	<p><b><u>Hampton Inn &amp; Suites</u></b>  3090 Village Dr.  Plover, WI  (715) 295-9900</p>
<p><b><u>Hotel Mead</u></b>  451 East Grand Avenue  Wisconsin Rapids, WI  (715) 423-1500  (800) 843-6323</p>	<p><b><u>Maples Motel</u></b>  4750 8th Street South  Wisconsin Rapids, WI  (715)423-2590</p>
<p><b><u>Motel 6</u></b>  911 Huntington Avenue  Wisconsin Rapids, WI  (715) 423-3211</p>	<p><b><u>Rodeway Inn</u></b>  3300 8th Street South  Wisconsin Rapids, WI  (715) 423-7000</p>
<p><b><u>Sleep Inn</u></b>  4221 8th Street South  Wisconsin Rapids, WI  (715) 424-6800</p>	

# The FIRST Fords – Models K – S



Starting from 1903 with the Model A (shown above) founder Henry Ford and his team went through 19 letters of the alphabet before the Model T was introduced in 1908. Some of these cars were experimental or special models that never went into production. Ultimately 8 models reached production status before the Model T: the models A, B, C, F, K, N, R and S.

Last month we looked at models A – F. This month we are going to take a peek at models K – S.

1906 saw the introduction of what is considered Ford Motor Company's first failure: the **Model K**. This model sort of replaced the Model B and was aimed at the luxury end of the market. It boasted a new 6-cylinder engine that churned out 40 HP and the chassis had a 114 inch/290 cm wheelbase. It could be ordered with standard touring (seen here) or roadster bodywork.



So why was this Model K a failure? Apparently there were two reasons for that: the high price (\$2500 to \$3000 depending on trim level) and the lacking quality of the car. Also the fact that Ford had mainly concentrated on affordable cars since the start in 1903 and therefore had neglected to create a appealing image for its cars, wouldn't have

helped matters (something that remained a problem until the Lincoln marque was acquired in 1922). Still the Model K holds an important place in Ford history: it is believed to be the reason that Ford didn't produce 6-cylinder engined cars again until 1941 and it formed the catalyst in the process of Ford becoming a mass producer of cheap cars. As a result of the failure of the Model K, Alexander Malcomson, one of the founding partners of the Ford Motor Company and a champion of producing luxury cars, left the company. This gave Henry Ford the opportunity to become the major shareholder and president of the company in 1906, free to choose his own strategy.

Maybe the Model K was a failure, but this roadster version still makes a pretty picture. It was clearly aimed at the American sports car market.

The Model K was produced from 1906 till 1908, and 900 of them were made which makes "failure" kind of a relative verdict for this model. It was more so that sales didn't match up to the expectations rather than it was a poor seller.

This angle shows the odd third seat behind the front seats, a feature that more Ford roadster models showed in those years. Also notice the extremely long steering column protruding into the interior. That must have been a safety hazard, imagine what would happen to the chest of the driver of this car in a frontal collision...



Also in 1906 the new **Model N** was introduced, the car that replaced the Model A, C and F series. It was to become a big success, with 7000 of these cars built between 1906 and 1908. The Model N was small and nimble, easy to drive and affordable at a price of \$500, half of the price of the model F. Most Models N were sold with two-seater "runabout" bodywork, like you see on the picture. These cars had rudimentary fenders without splash aprons or running boards. Some Models N had special bodywork of varying types.



The Model N showed signs of the things to come and lead the way to the Model T. It was fitted with a 4-cylinder in-line unit that cranked out 15 HP, an engine much more modern than the old flat twin. The engine was placed in front and the rear wheels were driven by a shaft. Below the crank starter was the water pump in the radiator. Wheelbase of this model was the same 84 inches/213 cm as the old Model F.

The Model N was real basic transport, without much luxuries. Gas headlights and the convertible top were extras. But the car was rugged and practical and established Ford as a manufacturer of dependable, inexpensive cars for a broad market.

The **Model R** was an upgraded version of the popular Model N and had a short production run from April to October 1907. In this short time about 2500 of these cars were sold, enough to make you wonder why production stopped so soon. The Model R featured the chassis and engine from the Model N, but with minor adjustments. The body was a bit larger and had running boards and improved fenders. It sold at \$750, 50% more than the Model N. Apparently the added luxury was worth it.

The direct predecessor to the Model T was the **Model S**, again an adaptation of the Model N, which slotted in between the Model N and R. Most notable difference was the extra third seat behind the front bench that came as an option. This model sold for \$700 in its most basic form. The usual extras as gas lamps and a convertible top were supplemented by all kinds of other stuff ranging from fancy paint jobs to expressive horns and umbrella holders like you see on the car in this picture. Came in handy if you hadn't opted for the top and was surprised by a sudden shower while driving...

The bodywork of the Model S was more elaborate than that of the N or the R. It had a cowl-like cockpit where the N and R had just a wooden board and was fitted with improved fenders, complete with running boards and splash screens.

The model S was sold from 1907 till 1909, totaling some 3750 cars. Almost all of them were two or three seater runabouts.

it's amazing to see how fast the developments went from the first Model A in 1903 to this Model S five years later. 1908 also saw the introduction of the Model T, which was again a big step forward.

It must have been very exciting to be a pioneer in an era in which such big steps forward could be made in such a short time. Can you imagine that in 1913, only ten years after its humble beginnings, the Ford Motor Company produced half of all cars in the United States?



**This month we feature 'CHICKEN BROCCOLI CASSEROLE' (Charlotte Kamholtz , from Wi Chapter, "A" Road to Good Cooking)**

- |   |                         |
|---|-------------------------|
| 1 (8 oz.) pkg Stove Top stuffing            | 1/2 c. mayonnaise       |
| 1 large pkg (20 oz.) frozen broccoli pieces | 1/2 tsp. lemon juice    |
| 3-4 c. cooked chicken pieces                | 1/2 tsp. curry powder   |
| 2 cans cream of chicken soup                | shredded cheddar cheese |



Prepare stuffing as package directs. Cool. Cook broccoli as package directs. Cool. Lightly grease a 9 x 13 inch pan. Layer stuffing on bottom, then broccoli, then chicken.

Combine 2 cans of chicken soup, mayonnaise, lemon juice and curry powder. Spread this mixture on top of chicken layer. Sprinkle cheddar cheese on top and bake for 1 hour at 350 degrees.

**Old Roadside Rhymes**

Big mistake	A peach looks good	Twould be more fun
Many make	With lots of fuzz	To go by air
Rely on horn	But man's no peach	If we could put
Instead of brake	And never wuzz	These signs up there
BURMA-SHAVE	BURMA-SHAVE	BURMA-SHAVE

Historically yours, Bob & Karen

**PRESIDENT NOTES**



Hello Everyone,

Well we start the touring season off a little slow this year, but we have some nice tours starting in late May and June, so if you can make it, join in on the fun. We have some parades again this year for those of you that want to join in on those. We will have another great picnic at the Rozman's again this August. I hope to see you there.

A big "Thank You" goes out to the swap meet crew and all their helpers for putting on another great swap meet. We have a few openings left in the calendar towards the end of the year and into the new year so watch the newsletter and if you want to host an event contact Robert.

Please remember we will be looking for a few new board members and an editor this fall so if your interested in helping to run your club let me know.

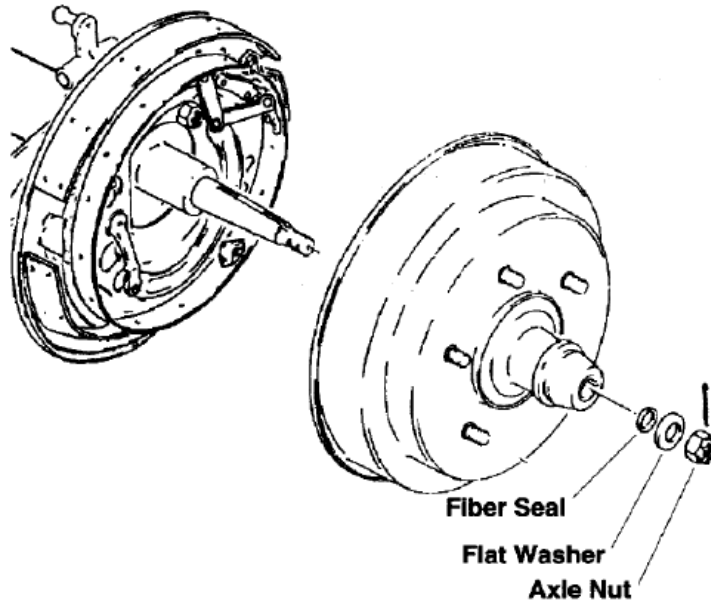
We will be making a change to the By-Laws this fall to clear up the issue of years of membership, so prior to the vote we will publish the change in the newsletter for a vote this fall. There are as always many local car shows and cruise ins in the area this season so try to get out and attend them, they are usually a good time to meet and talk with car enthusiasts. That's all for now see you soon.

Mike

## Jim's Tech Tips

### "Check Your Rear Axle Nuts"

Every time I have a rear wheel off of a Model A, I use the opportunity to check the tightness of the rear axle nut for that wheel. They are supposed to be quite tight, and yet I find many with at least one axle nut that is loose. This is not good. If the hub is able to move on the axle, it will cause excess wear to the end of the axle and can damage it to the point where the axle will need to be replaced.



To check it, first remove the cotter key. With the transmission in 1<sup>st</sup> or Reverse gear, and the opposite rear tire on the ground, you can apply a wrench to the axle nut and confirm it is tight.

Ford did not publish torque values for nuts and bolts; he counted on the experience and "feel" of expert mechanics to know how tight to make things. Les Andrews has a value of 125 ft-lbs. in his book for this nut, and I feel that is a good target to shoot for. Watch the position of the cotter pin hole relative to the slots in the axle nut. If the pin will not line up on the nut, keep tightening the nut until the cotter pin goes in. Bend the ears over. I use a new cotter pin every time.

This simple maintenance step will help you avoid bigger problems down the road.

Until next time, *Have a Model A Day!*

Jim

## DID YOU KNOW?

By AL LUGO

*\*We are pleased to include another re-print of a "Did You Know" article from Al Lugo.*

The Ford Motor Company has one of the richest histories of any Automobile Company. This was possible because of the preservation of documents, photos, and short films. It is my purpose in the coming months to bring you significant facts of Ford history presented in short "bullets". Please join me in honoring our rich Ford Motor Company History.

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### THE FORD ROTUNDA



- The Ford Rotunda was built in 1934 for the World Fair in Chicago. It was also referred to as the Ford Pavilion and was built as the Century of Progress exhibition. It housed installations depicting man's development in transportation. This exhibit was seen by more than 12 million visitors.
- The building was 900 feet long with a 12 story glass rotunda at its center. Since the emphasis was on the automobile, part of the tour of the Rotunda took place in automatically operated Ford Convertibles that rode in a special roadway. Many of the exhibits were designed by Walt Disney.
- After the World's fair it was moved to Dearborne and re-opened in 1935 as a visitor's gateway for people coming for a tour of the Rouge Factory. Inside of the Rotunda you could find murals showing the Rouge assembly line.



- At one point, it was the fifth most popular tourist destination in the U.S. in the mid-twentieth century. To give you an idea of its popularity this structure received more visits in the 1950s than did the stature of liberty.
- Some of the Rides or exhibits included the Magic Skyway which took guests seated in convertibles for a ride through plastic tunnels around the outside of the Rotunda.
- Also included the City of Tomorrow which was a futuristic city. Another exhibit was the Hall of Science which highlighted the Philco and Ford research projects. The Ford World was a 20 foot diameter rotating globe that highlighted the Ford Motor Company's operations around the world. The Drama of Transportation was a collection of vehicles arranged in chronologically order starting with an Egyptian chariot, horse drawn carriages and then the latest automobiles of the day.
- During World War II due to gas rationing the Rotunda was closed to the public serving as office space for the Army Air Corps. There was a theatre inside the Rotunda that was used to entertain the soldiers. In 1946 Henry Ford II met with ten young Army officers that were later known as the Whiz Kids.
- On June 16,1953 the Rotunda was reopened to the public as part of Ford's 50<sup>th</sup> Anniversary celebration. It included 50 huge birthday candles mounted along the rim of the Rotunda.
- Since the Rotunda was so popular it was used by Ford Motor Company to introduced new Ford Models to include photographs. They also held special events at this great facility.
- In 1953 the annual Christmas Fantasy was held for the first time. It included a 37 foot tall Christmas tree. It also included a great Santa's workshop and a life size nativity scene that was considered to be one of the largest and finest in the U.S.
- One of the vehicles introduced at the Rotunda was the 1958 Ford Edsel and the 1958 Ford Continental.
- The Ford Rotunda was destroyed on Friday, November 9, 1962, due to a fire. Shortly after 1PM a fire began on the roof of the Rotunda. The fire started when workers were waterproofing the building in preparation for the year's Winter Spectacular.
- Total damage was over 15 million dollars, the equivalent to more than 115 million dollars today. Also destroyed in the fire each of the 1963 Ford models which were on display. Also destroyed were several dream cars and 250 thousand dollars of Christmas decorations.
- Saved during the fire were the Ford Archives which survived due to a special carbon dioxide fire protection system. A year later these archives were donated to the Edison Institute known today as The Henry Ford museum.

- Recently the Early Ford V-8 Foundation and Museum restored the Rotunda sign. They are also currently planning a free standing structure as part of their Museum in the shape of the Ford Rotunda. The early Ford V-8 museum can be found in Auburn, Indiana.



Visitors to Rotunda during the 1934 World Fair in Chicago...



Ford Models for 1940 displayed in Ford Rotunda in 1939...



The Ford World exhibit...



The Christmas tree and doll display at the 1955 Christmas Fantasy...



Visitors view dolls from the Ford Motor Company Girls Club

Doll Dressing contest in 1958...



The 1958 Edsel introduction at the Rotunda...



Ford Rotunda is destroyed by fire – November 9, 1962.

Imagine how much farther your food budget would stretch if your next shopping trip was based on yesterday's prices (1930's)

- Campbell's Tomato Soup, 25 cents for four cans
- hotdogs, 8 cents a pound
- oranges, 14 for 25 cents
- potatoes, 18 cents for ten pounds
- iceberg lettuce, 7 cents a head
- ketchup, 9 cents
- dozen eggs, 18 cents
- bananas, 19 cents for four pounds
- peanut butter, 23 cents a quart
- loaf of bread, 5 cents
- toilet paper, 9 cents for two rolls
- Brand Flakes, 10 cents
- toothpaste, 27 cents
- applesauce, 20 cents for three cans
- chocolate bar, 5 cents
- single-dip ice-cream cone, 5 cents
- milk, 14 cents a quart

But remember, the average salary in the 1930's was [\\$1,368](#). So probably those people cringed when they went shopping, too, just as we do!



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## **CLASSIFIED ADS:**

Classified ads, such as the ones seen here are free. To place your ad please contact the editor, Sue Quam at 414-491-3260 or by emailing your ad to: [wheelingthea@yahoo.com](mailto:wheelingthea@yahoo.com) Emailing your ad in your own words is best. Ads run for one month unless notified to run them again. Ads are due

FOR SALE: 2 NEW Firestone white sidewall tires 475/500/19 \$480, Pair of rear radius rods \$85, 10 leaf rear spring \$95, One VGC 19 inch wheel \$40. Call Dave 262-662-2273

FOR SALE: Two Model B disassembled engines, one has a balanced crank, \$500.00 for both engines. Call Mike Mazurkiewicz at 920-868-1856 or Arvid Anderson at 920-495-6480 Engines located in Sturgeon Bay, WI

FOR SALE: 1930 Model A. It has the original engine and interior, currently not running. Clear title, it's been in storage for the last 20 plus years. Kansasville WI \$8000 or OBO Call Nancy 262-864-4097



FOR SALE: Eight 28-29 Model-A rims measuring 21 inches in diameter. Asking \$25 each obo. Call Joe Keller at 715-803-9256 or Chris Keller at 715-432-2798.

WANTED: Cowl lights for a 1931 roadster. Please call or text Dave at 715-213-5846

FOR SALE: 1930 Model A Ford Town Sedan, formerly owned by Ed Moehrke. Blue with gray wheels. Good driver, could use cosmetics on exterior, interior not original. Accepting offers. Warren, (608) 838-8668.

FOR SALE: 1930 Town Sedan Deluxe. Frame up rebuild, intended for Touring Class judging. New wood, exclusive Ford Maroon, painted stripe, Firestone tires, professionally installed L-B interior, really nice car. \$27K or good offer. See pics at [www.concklin.net](http://www.concklin.net). Richard, (608) 221-1298.

FOR SALE: Two cars almost ready for sale: 1931 Roadster. Blue, year long, frame-off restoration seven years ago, photo book documentation goes with car. \$27,000, OBO. 1930 Coupe. Black with painted red striping, matching red wheels, fenders off: fronts painted & ready for install, rears in primer. Top has been replaced with metal. A nice job but not authentic. L-B interior professionally installed. \$12,000 OBO. Richard, (608) 221-1298.

## **Please remember:**

- To contact the club secretary if you have change of address, email address or phone number.
- Deadline to submit articles and ads is the 15th of each month and remember the editor is always working one month ahead. Example= January issue is being created in December.

## **Club Property**

**The following items are club property and can be used for any club function.**

Contact Steve Lewis 262-573-9821

- 2 Coolers
- Charcoal-Several bags and Large Charcoal Grill 2 ft x 6 ½ ft
- Misc. picnic supplies and Serving Utensils
- Projector and Projector Screen
- Club Banners (Approx 2 Ft x 4ft)
- Megaphone

### **Craft Box for kids in closet at church:**

5 Elmers Glue & 1 Craft Glue, scotch tape  
4 kids scissors  
2 boxes crayons  
Skein of white yarn  
Re & White beads, Red, silver, gold glitter balls  
2 unopened packages of foam creation ornaments  
3 white kids washable paints 1/2 full  
Pom poms  
Ribbon  
Foam stars  
Snowman door hanger kits  
Contact paper  
Paper lace doilies  
Tiny sleigh bells  
MANY rolls of wrapping paper.

### **Box in closet at church:**

LOTS of paper plates  
Plastic forks, spoons etc.  
Napkins  
Bowls  
If possible check box before buying more for indoor events.



# Wisconsin Chapter Model A Ford Club of America

## New Member Application



NAME(S): \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PRIMARY PHONE: \_\_\_\_\_ Name: \_\_\_\_\_ 2ND PHONE: \_\_\_\_\_ Name: \_\_\_\_\_

1ST EMAIL ADDRESS: \_\_\_\_\_ Name: \_\_\_\_\_

2ND EMAIL ADDRESS: \_\_\_\_\_ Name: \_\_\_\_\_

WHICH EMAIL ADDRESS SHOULD BE USED FOR WHEELING THE A AND ROSTER: \_\_\_\_\_ 1st \_\_\_\_\_ 2ND  
OR \_\_\_\_\_ BOTH?

MODEL A's OWNED: \_\_\_\_\_

The new member fee is \$20 per family including children under 18 years of age.

Enclosed: \$ \_\_\_\_\_ Check Number: \_\_\_\_\_ Cash: \_\_\_\_\_

- You will receive a New Member packet by email.
- Each family member who joins receives a name badge at the first indoor meeting attended.
- Annual renewal fees are due by December 31st of each year.
- The monthly newsletter "Wheeling the A" and club roster are provided by email to the email(s) address listed above. "Wheeling the A" you will get monthly.

Send your application to: Secretary / New Member Chairperson, Wisconsin Chapter MAFCA,  
PO Box 26006, Wauwatosa, WI 53226-0006.

Revised 11/2023, 01/2024