

MAFCA CHRONICLE ROD

preserving and restoring the Model A Ford since 1956

Volume 55, Issue 5

MAFCA Certificate of Merit 2005 through 2010

May 2011

San Francisco Bay Area Chapter

Model A Ford Club of America



Happy Mother's Day

Upcoming Tours

Friday April 29 ~ Sunday May 1 ~ Spring Speed Weekend ~ Auburn, CA

Sunday May 1 ~ Dream Machines ~ Half Moon Bay, CA

Sunday May 15 ~ Friendship Day ~ Redwood City, CA

Monday May 30 ~ Memorial Day Observance at San Francisco Presidio

Official Publication of the
San Francisco Bay Area Chapter
MAFCA

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The Choke Rod is published once each month by the San Francisco Bay Area Chapter of the Model A Ford Club of America. It is mailed free to each member in good standing and mailed to other antique car clubs in exchange for their publications. The Choke Rod takes no responsibility for the accuracy of materials, dates, places, prices, etc of its contents. Permission to reproduce is hereby granted provided credit is given to The Choke Rod. The Choke Rod welcomes articles, art work, ideas, suggestions, etc.

Please submit any and all material to the editor by the last Monday of each month. Articles and photos may be submitted to: modela@pacbell.net or mailed to Walter Caplan at 157 Warren Drive, San Francisco, CA 94131.

TOUR CHAIR: Steve Pedone

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Scott Williams

FASHION EDITOR: Rachele Marquez

TECH EDITOR: Steve Owsley

MEMBERSHIP: Walter Caplan

President's Message

I have noticed that I am constantly working against an ever escalating series of deadlines. Whether it is April 15, or Easter, or our next tour, they seem to be coming close together leaving no time in between to relax. So, it was a great pleasure for me to spend a couple of weeks in Oklahoma visiting relatives, dodging tornados, and eating biscuits and gravy.



It appears that the Club has survived in my absence. We have so many great people willing to step up and do the President's job that there will be no trouble finding my replacement next year.

Next up is the Hill Climb in Auburn. If you have any questions about horsepower and how to get more of it, this is the tour for you. This will be an "On-Your-Own" event. There will be no Tour Leader. The event flyer was mailed with the April Choke Rod.

Have you noticed that the same people seem to be responsible for leading most of our tours? Each tour should have a tour leader and no one should be responsible for more than one tour each year. There is no better way to burn someone out than to make them a Club officer and then saddle them with four or five tours each year.

Show me the money! The Crab Feed is long over and we were a success. We did a great job and did very well this year. We had record attendance; our raffle was a success and our expenses were only moderately higher than last year. We will have the numbers at the May meeting.

See you at the meeting,

Barry Kinney

The San Francisco Model "A" Ford Club encourages membership in MAFCA, the National Model "A" Ford Club. Benefits include an excellent bi-monthly publication, *The Restorer*, providing technical information and free liability insurance when participating in Club Events.

MAFCA

Model A Ford Club of America, Inc.

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MAFCA dues are \$40 per year. Dues for new members may be paid at any time. Dues paid between November 1 and December 31 are valid for the remainder of the year paid plus the following year. Along with your check send in your name, spouse's name and complete address. An optional \$10 initiation fee includes a club pin, decal, badge, windshield card and a back issue of "The Restorer" magazine. If you use Mastercard or Visa, include the expiration date and your signature. Membership includes a subscription to *The Restorer*.

Pacific Coast Dream Machines Half Moon Bay Sunday May 1 - 10 am - 4 pm

It's the world's largest and most whimsical gathering of motorized marvels from throughout the twentieth century....a remarkable exhibit of 2000 driving, flying, and working machines, running the gamut of exotic automobiles, US Army tanks, and antique motorcycles to restored military aircraft, Model T fire engines, massive steam tractors, and tons more. Live music, kids amusements and food booths run by local non-profits round out the festivities.

Spring Speed Weekend Auburn CA Friday - Sunday April 29 - May 1

The Linden A's (Tom and Terry Machado) are again planning to go to the Spring Speed Weekend and may host a lunch on Sunday May 1 for Bay Area Chapter members who are attending. Details to follow by club e-mail. For more information call Barry Kinney at 415-282-2789.

Refreshments at the
April meeting
were provided by
Gary Barrango

Walter Caplan
will provide refreshments
at the May meeting.



BIRTHDAYS & ANNIVERSARIES



Mel Patsel	May 1
Jean Kling	May 7
Fred Grafelman	May 9
Victoria Amber Martinez	May 10
Pauline Marquez	May 12
Maria Rosario Young	May 13
Maria Victoria Young	May 14
Sandy Herson	May 17
Lester Kling	May 19
Leonard Paul Young	May 29
Brian Frieh	May 30

Friendship Day 2011 - Sunday May 15 at 1400 Seaport Blvd. Redwood City Mid Peninsula Old Time Auto Club

Always a popular event, "Friendship Day" is sponsored by Mid-Peninsula Old Time Auto Club. This collector car show has been held for 37 years and is one of Northern California's biggest and friendliest events. It is mainly aimed at hobbyists who bring their collector vehicles to show and includes all kinds of collectible cars and trucks. No judging, no awards, no vendors, no pre-registration! Just pay at the gate, park your car, and walk and talk. Great BBQ lunch is available. Bob Craig, Sr. is volunteering at this event collecting gate fees, so be sure to say hello to him.

Tour Leader: Barry Kinney, RSVP 415-282-2789

The event is being held at a new location this year:
1400 Seaport Blvd, Redwood City from 8 am - 2 pm.
Entry/registration fee: \$15/car (unlimited people)

Seaport Blvd. is the eastern extension of Woodside Road at highway 101.

Feel free to bring a picnic lunch as well as lawn chairs.
Don't forget to RSVP Barry Kinney at 415-282-2789.

Tour Leader: Barry Kinney, RSVP 415-282-2789

Memorial Day Observance at historic San Francisco Presidio Monday, May 30

The Mayor's 2011 Memorial Day Citizen's Committee has invited the SF Model A Club to be part of the official City & County's 143rd Memorial Day observance. The traditional event will be held at the Presidio National Cemetery. We have been asked to display our pre-WWII vehicles at the Main Post at 9 am. The Parade will begin at 10:30 am, followed by the Formal Ceremony from 11 am to 12 noon. **The committee has set aside a special location at the ceremony site to park and exhibit our cars.** We will assemble at the Rod & Gun Club at 8 am and depart at 8:30 for the Presidio.

Tour Leaders: Barry Kinney, RSVP 415-282-2789
Walter Caplan, RSVP 415-753-3280



The Pop Years

1960-1979

The 1960's saw everything from beatniks to go-go dancers to hippies, new synthetics to day-glo colors, to an obsession with natural and ethnic fabrics. The 1970's had a succession of browns and suede to jewel-toned disco satin to punk pvc, rips and safety pins. Bra fashions of this time were a reflection of these fashion trends, but comfort was largely important.

1964

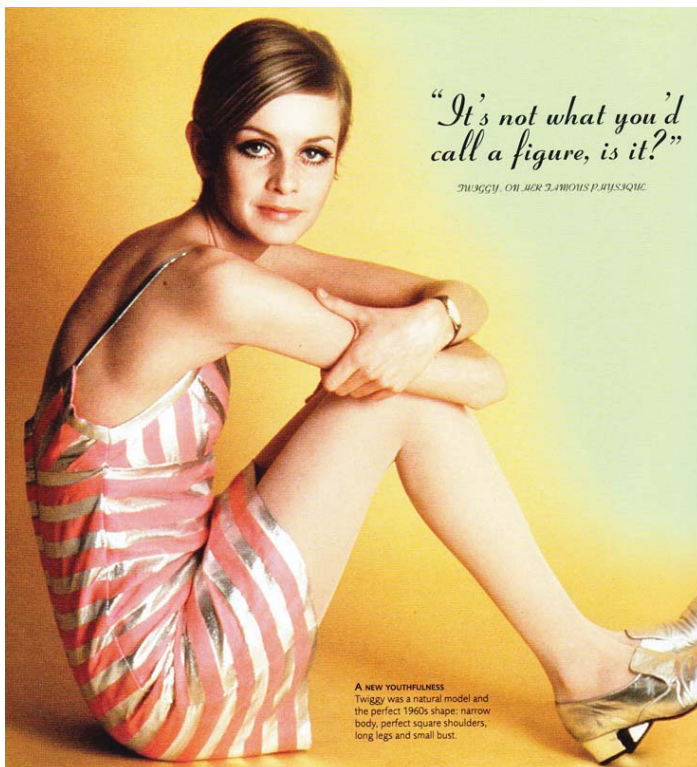
There are almost 12 million teenage Baby Boomers in the U.S. Alone. Knowing they had more money to spend than their wartime predecessors, bra manufacturers began to target the teen market with adverts they could relate to offering specially designed teen bras. As a product of the post-war "Baby Boom" there was an unprecedented number of teenagers in the beginning of the 1960's. There was no famine, war, pestilence, disease, or even high unemployment rates for families to worry about. This meant more leisure time to spend that extra money, especially on clothes. Teenagers became an important market in the U.S., spending

\$85 million dollars on bras. Advertisements targeted teens in a variety of ways.

Daisy by Permalift took the instructional approach by asking magazine readers "When Should You Start Wearing a Bra? The advertisement suggests maybe now is not too soon for a Daisy bra, while coaxing young women to tell their mother about them and her to go in with you to a fitting. The ubiquitous Madienform adverts, where women dream they are doing whatever they want while wearing their skivvies provoked the Undertone a bra for teens. Ads were created for this market as were for the adults with bra-clad high school students dreaming of being "wild in the west" or something close to that. The ad offers, "Undertone makes the most of the young figure. Each cup is edged with firm embroidery that holds the bra snug as it shapes and defines your curves."



Mary Quant was the UK's fashion darling associated with the minidress, make-up and undies. Quant recognized teenagers wanted a radically different look than that of their parents and designed the Qform bra for the 1960's youth. It was a demi-cup, push-up bra in a range of shades, decorated with the Mary Quant posy and typifying her simplistic, athletic style.



Rachelle Marquez

The Model 'B' Ford

The Model B was a Ford automobile with production starting with model year 1932 and ending with 1934. It was a much updated version of the Model A and was replaced by the 1935 Ford Model 48. Strictly speaking, the Model B was a four-cylinder car with an improved version of the engine used in the Model A, but Ford also began producing a very similar car with Ford's new flathead V-8 engine. The V-8 car was marketed as the Model 18, though it is commonly called the Ford V-8, and, other than the engine, is virtually indistinguishable from the Model B.

Up to this time, Ford had produced only one "model" at each time with range of body options and retained the idea of a single basic platform, despite the engine choice and two associated model designations. (This explains why the colloquial name "Ford V-8" by itself was sufficiently descriptive in the early 1930s; it was the Ford with a V-8, unlike in later decades, when the paradigm of various models to a make became universal.) Model B and Model 18 Fords came in a large variety of body styles: two-door roadster, two-door cabriolet, four-door phaeton, two-door and four-door sedans, four-door "woodie" station wagon, two-door Victoria, two-door convertible sedan, Panel and sedan deliveries, five-window coupe, a sport coupe (stationary softtop) and the three-window Deluxe Coupe. Prices ranged from US\$460 for the roadster and the coupe's \$490 to the \$650 convertible sedan. Production totals numbered from 12,597 for the roadster to 124,101 for the two-door sedan. Nowadays, the roadster and coupe are most sought after, as these body styles are popular for streetrods and intact examples have become rare. As an interesting aside, the parent company designed a scaled down version of this car for Europe. Known as the Model



'Y' (or Y Type Ford) the wheelbase was originally a full 28 inches shorter, rising to 34 inches shorter when the US model was stretched. At this time, the styling changes, including the 'shovel grille' and dipped front bumper, were carried over to the UK made car. It was only

ever available with the flathead 4 cylinder engine. The V-8 didn't make it across the Atlantic until 1947, when it was introduced in the Ford V8 Pilot.

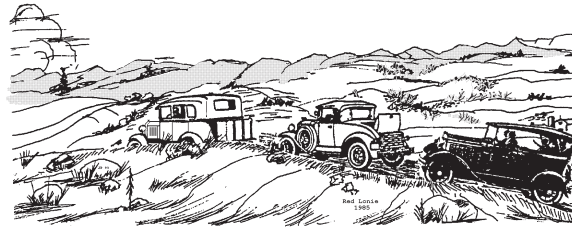
The Model 18 was the first low-priced, mass-marketed car to include a V-8 engine, an important milestone in American automotive history. The V-8 was rated at 65 hp (48 kW) when introduced, but power increased significantly with improvements to the carburetor and ignition in later years. This engine choice was more popular than the four-cylinder, which was essentially a variant of the Model A engine with improvements to balancing and lubrication. In both models the fuel tank was located in the lower rear of the car, as is typical in modern cars, rather than in the cowl as in the Model A and late Model T, requiring Ford to include an engine-driven fuel pump rather than rely on gravity feed.

Today, the 1932 Model B is a highly collectible car that people will pay thousands of dollars to restore to exact original style. During the WWII period the Model Bs and V-8s were frequently altered into hot rods. This continued into the 1960s on a large scale, being noted in popular media of that time via a hit song. Since the 1970s, 1932 bodies and frames have been reproduced either in fiberglass or lately in steel, which has helped resolve bodywork shortages, and increased the number of "rods" being created or restored. Those that are made are often very expensive. A typical auto-show hot rod may be \$60,000 or more.

Steve Owsley

2011 SAN FRANCISCO BAY AREA MAFCA TOURS

It's THE JOURNEY! NOT THE DESTINATION!



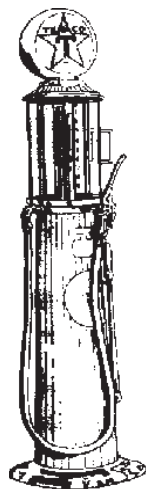
MONTH	DAY	TOUR LEADER	TOUR
JAN	30	BARRY KINNEY	PRESIDENT'S BRUNCH
MARCH	5 SATURDAY	SF MODEL A FORD CLUB	CRAB FEED - MONTE CRISTO CLUB
APRIL	TBA	KINNEY	GREEK CULTURAL PARADE & CELEBRATION
APRIL-MAY	29-1	KINNEY	SPRING SPEED WEEKEND - AUBURN, CA
MAY	1	SF MODEL A FORD CLUB	DREAM MACHINES - HALF MOON BAY
MAY	15	KINNEY	FRIENDSHIP DAY - CAÑADA COLLEGE
MAY	30 MONDAY	CAPLAN	MEMORIAL DAY OBSERVANCE - PRESIDIO
JUNE	18 SATURDAY	CAPLAN / OWSLEY	ST. ANNE'S HOME - FATHER'S DAY WEEKEND
JUNE	26	CAPLAN / OWSLEY	PRIDE PARADE & PICNIC LUNCH
JUNE	26	PETERSON / JUMP / THOMAS	PALO ALTO CONCOURS AT STANFORD
JULY	TBA	BETTENCOURT	FIREHOUSE TOUR - SAN FRANCISCO
SEPT	10 SATURDAY	MARIN A'S	ANNUAL "OCTOBERFEST" CELEBRATION
SEPT	11	KINNEY	ANTIQUE AUTOS HISTORY PARK - SAN JOSE
SEPT	22-25	CAPLAN / OWSLEY / MACHADO	OVERNIGHTER-MURPHYS-IRONSTONE CONCOURS
OCT	TBA	CAPLAN / OWSLEY	JIMMY'S OLD CAR PICNIC IN GOLDEN GATE PARK
NOV	13	GREG MARTINEZ	VETERAN'S DAY PARADE ON MARKET STREET
DEC	10 SATURDAY	SF MODEL A CLUB	CHRISTMAS BANQUET - BASQUE CULTURAL CTR.

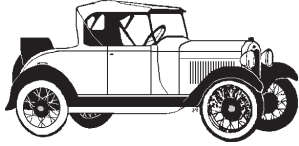
If you would like to lead a tour, please call **Steve Pedone** at **408-749-0469**
We encourage Club Members to plan additional **driving tours** throughout the year.
There is room for more than one activity or tour per month.

2011 Schedule of Events

Jan 29-30
May 27-29
Aug 1-6
Dec 1-4

Turlock Swap Meet
NCRG Round-Up in Dan Foley Pary, Vallejo, CA www.ncrgmafca.com
Northwest Regional Group Meet.
MAFCA Annual Membership Meeting & Awards Banquet
Santa Rosa, CA - Host Sonoma A's





San Francisco Bay Area Chapter
Model A Ford Club of America
April 14, 2011

The meeting was called to order at 7:40 pm by 1st vice President, Gunard Mahl. There were no guests. The minutes from the previous meeting were approved as written.

Reports of Officers

President: We discussed the crab feed. The feed was very successful. The event sells out very quickly now. The raffle was very successful as well. Next year we need to the event earlier due to the price of crab. We are also going to use the servers from the Italian Club. They are more efficient. We need to get sign-ups for cleanup duty and we need to find a deal on some wine. Tip baskets are needed on all tables. We will be doing a feed next year.

Vice President: Gunard Mahl reported that Bill Rose didn't have a crab feed this year due to health issues. Gunard reported on a trip he and Jeanine took to a vineyard. He thought it might make a nice tour for the club. Another suggestion was a train ride. There is a museum and train near Rio Vista. Roaring Camp would be another idea.

Treasurer: No Report

Secretary: No report.

Editor: No Report

Tour Director: No Report

For The Good Of The Order: Al reported on the Palo Alto Concours on June 26th. Al described some of the special exhibits.

Gary Barrango refreshments to the meeting. Walter Caplan will bring refreshments to the May meeting.

There was no further business and the meeting was adjourned at 8:30 pm.

The next monthly Meeting will be Thursday May 12, 2011 at the Monte Cristo Club at 7:30 pm.

Minutes respectfully submitted by

Joan Peterson, Secretary

SF Model A Club Monthly Meetings:

The meetings continue to be held monthly, the second Thursday of each month at 7:30 pm.

The location is the Monte Cristo Club at 136 Missouri Street in San Francisco.

The meeting place is located in a safe neighborhood and parking is convenient.

If you have questions or need directions, call Gary at (415) 821-2628 (daytime)

The next scheduled meeting will be on Thursday, May 12, 2011

A number of club members gather together for dinner before the monthly meeting at 6 pm.

Please feel free to join us -- March dinner location will be at Goat Hill Pizza at 18th & Connecticut.

The Choke Rod
is available online in color
www.sfmodelaclub.org



 **the CHOKE
ROD**

in this Choke Rod

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Inserts:

Palo Alto Concours Entry Form
Mayor's Memorial Day Celebration



www.sfmodelaclub.org

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MAY MEETING
Thursday May 12, 2011
7:30 pm - Monte Cristo Club
136 Missouri Street (Potrero Hill)
San Francisco