

1930 Tudor in the snow, near the entrance to Timpanogos Cave National Monument in American Fork Canyon, Utah

Photographer: Jeff Niven

**REMINDER** – If you haven't already done so, be sure to report your 2023 car mileage to Robert Mack. Our club goal for 2023 is 18,000 miles, and we need everyone's help to achieve it. Editor

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# **UVMAC MISSION** STATEMENT

# 2024 Club Officers

The purpose of the club is two-fold:

- 1. To serve as a medium of exchange of ideas, information, and parts for admirers of Model A Ford cars and trucks and to aid them in their efforts. to restore and preserve these vehicles in their original likeness.
- 2. To unite in a central organization, all individuals who are interested in restoring the automobile in a manner to attract prestige and respect within the community. It shall further be the purpose of this club to help these individuals become better acquainted and encourage and maintain among its members the spirit of good fellowship, sociality, and fair play through sponsored activities including the use of the Model A Ford and family participation

The Utah Valley Model A Club is a chapter of the Model A Ford Club of America (MAFCA). Membership with MAFCA is highly encouraged. See MAFCA News at the end of this newsletter for more information.

Club meetings are held on the third Thursday of each month - 7:00 p.m. in the Clyde Companies building at 730 N. 1500 W. Orem, Utah. Use the north side entrance. The meeting room is on the immediate right

#### **CLUB OFFICERS**

Board Chair	Brian Lindenlaub
President	Roger Davis
Vice President	Buster Hansen
Secretary	Madeline Reed
Historians	Jennifer Paulson
Treasurer	Diane Brimley
Activities	Howard Eckstein
Membership	Amber Morrell

#### **APPOINTED POSITIONS**

Jeff Niven		
Clyde Munson		
Mike Carlton		
Par & Patsy Palmer		
Howard Eckstein		
Amber Morrell		
Buster Hansen		
Greg Mack		
Nicholas Mack		
Robert Mack		
Buster Hansen		
Greg Mack		
Jeff Niven		

Utah Valley Model A Club members work on the club's Speedster in Brad Christofferson's heated garage in January 2023. It was great to see the younger members joining in the excitement. b.lindenlaub@gmail.com rldavis1929@aol.com buster hansen@msn.com madelinejreed58@gmail.com jenpaulson74@gmail.com brimleydiane@gmail.com h eckstein@hotmail.com mystuff@live.com

jeffreyniven@gmail.com bjerg\_menneskene@yahoo.com mcarlton1@gmail.com trusspar@gmail.com h eckstein@hotmail.com mystuff@live.com buster\_hansen@msn.com gregmack02@yahoo.com kcam1999@yahoo.com mack4759@yahoo.com buster\_hansen@msn.com gregmack02@yahoo.com jeffreyniven@gmail.com



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# President's Message Roger Davis



As Brian outlined in his President's message in the December Motometer, 2023 was a most outstanding year for our club! We gained a lot of members and that means more Model As in Utah Valley, we had national quality tours to South Central Utah and

Evanston, we had myriad amazing activities, service opportunities, and club meetings, we helped many members get their cars running and even installed multiple engines in club members' cars—getting them back on the road again—With all of us in our new club shirts! Thanks to all who have helped along the way. That's a hard year to top!

2024 holds even more promise for our club to have the time of our lives, surrounded by great friends, all the while drooling and gawking over our beautiful cars! Our club is hosting the Model **A** Ford Club of America's (MAFCA) National Awards Banquet next December. This will give you a chance to meet and mingle with the greatest people in the hobby. Every other year, MAFCA hosts their National Convention which will be hosted 23-29 Jun in Ruidoso, NM. If you want to see and drive with hundreds of Model As, including some of the most original or best restored Model As in the world, then make plans to go. They will have Fine-Point and Restorer's Class judging there which means you'll see the most beautiful and well-used Model As in the world. They're having Hubley races which are vintage Model A model cars similar to a pinewood derby, but for adults. So, if you love the Pinewood Derby but never got to run one yourself—you can do it there. There will be food, seminars, and activities—all focused on Model As. I plan to take my Mail Truck (and they asked me to make a presentation on Model A Mail Trucks!)

We want to do the things you want to do with your car. We're looking for your input to make this club all yours! Bring your ideas to January's meeting so we can plan our year to meet your desires or needs. And, of course we'll have garage days and monthly tours, parades and service activities, tech talks and trouble-shooting, great friends, and beautiful cars—what more could we ask! This is your club so let's talk about what you want to give and to get from the best Model **A** Club in the world. Happy driving!

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### Utah Valley Model A Club Christmas Luncheon – 2023 By Jeff Niven

In keeping with tradition, about 50 members of the Utah Valley Model **A** Club gathered together for an enjoyable Christmas Luncheon on Saturday, December 9<sup>th</sup>, in the Clyde Company Conference



Room, to socialize, reminisce, and enjoy the Christmas Magic. The delicious Christmas Turkey Dinner was catered by Molly's Catering, in Provo, and included sliced turkey, dressing, mashed potatoes, green beans, cranberry sauce, green salad, rolls, and a sweet dessert. Following the feast, Clyde









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Munson presented the results of the recent election













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of new Club Officers. In addition, the club members expressed their gratitude to outgoing club officers, and special awards were presented to outgoing club president, Brian Lindenlaub. Of special note, Robert Mack was

presented with the "Chapter Service Award" from the Model A Ford Club of America, following the



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announcement of his award during the recent National Awards Banquet in Santa Maria, California. Next, Activities Chairman, Howard Eckstein, presented a summary of all the activities in which the club had participated during 2023, including the wonderful post-cards with which he introduces the activity each month, to the club members.

To round off the afternoon, Bill Thompson entertained the club with his own special song, and then led the club members in a Club Sing-A-Long of Christmas favorites. In addition to all of that, club members presented dozens of Christmas gifts to Andrew Watson as part of the US Marine Corps Toys for Tots program.

# Suggestions for Club Activities - 2024

At the conclusion of the club's Christmas Luncheon, our club Activities Chairman, Howard Eckstein, was asked about the club's plans for activities this coming year, 2024. His response was classic, "Howard", when he said to the club members, "If you think of a good activity, write it down and w



good activity, write it down and we will do it."

The members at our table immediately began to brainstorm about possible activities for the new year, including: drive to Golden Spike Monument, visit the Heber Creeper Locomotive Shop, tour Antelope Island, and the suggestion to take drives with increasing distances in order to build confidence in our cars.

If you have ideas and suggestions, please pass them on to Howard, or better yet, volunteer to be in charge of the activity and plan it out yourself. It's up to the club members to decide what activities we want for our club for the new year.



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## MAFCA 2023 National Awards Banquet

Howard Eckstein Reporting from Santa Maria, CA

Howard and Gemma Eckstein recently attended the 2023 MAFCA National Awards Banquet that was held in Santa Maria, CA. Since both of them had lived much of their lives near the sea, they appreciated the opportunity to spend time along the California coastline and see the ocean.



After their arrival, the first order of business was to set up the display table advertising the 2024

National Awards Banquet, that our club is cosponsoring next year, in Salt Lake City. If club members preregistered for the 2024 banquet, they qualified for a free tee-shirt with a photo of their own Model A. Howard said that the money we received from this preregistration was the first money that we have collected towards the cost of the banquet. While Howard was busy with other business at the gathering, Gemma made sure that everyone understood what the preregistration, with free shirt, was all about.





Howard and Gemma took two of the tours offered to the attendees including an all-day tour of the famous Hearst Castle, up the coast, and a 4-hour trip to Solvang, a local Danish themed village nearby. Howard mentioned the importance of buying some of the delicious Danish pastry.

The highlight of the banquet for our local Utah Valley Model **A** Club and its members was the



presentation of the MAFCA Chapter Service Award to our own Robert Mack. Robert truly deserved this national recognition for all that he has done for our club including his part in organizing the club in 2012.

After the banquet, Howard asked everyone to give him their name tags and lanyards for use in Salt Lake next year. A quick meeting with banquet organizers and club leaders confirmed that we are on schedule to have a successful awards banquet in 2024, and they even offered a few suggestions to help "polish our operation."



## Our American Heritage – History in Review



## Wright Brothers First Flight 120 Years Ago By Jeff Niven

On an icy-cold and windy morning, December 17, 1903, at 10:35 AM, two Dayton, Ohio, bicycle mechanics named Wilbur and Orville Wright made world history when their handmade airplane lifted from the sandy beach in Kitty Hawk, North Carolina, and completed the first powered airplane flight, carrying Orville Wright, as shown here in this photo. In this famous photograph, Wilbur Wright had just let go of the wing tip as he ran along beside the plane, as it lifted his younger brother into the air. The two brothers made a total of four flights that morning, before a strong gust of wind, picked up their airplane and broke it to pieces. The brothers sent off a telegram (below) to their father, informing him of their successful flights and asking him to inform the newspapers. They promised to be home in time for Christmas with their family.

Strangely, it would be almost 5 years before the two brothers received public recognition for this great accomplishment, following a public flight demonstration in Le Mans, France, on August 8, 1908. Tragically, a little more than a month later, Orville was at the controls during their second public

fight demonstration, when he crashed their plane in Fort Meyer, Virginia. Orville was seriously injured, but his passenger, Lt. Thomas E. Selfridge died in the crash.



# A Note on Authenticity By Roger Davis

Introduction: The "Model A Restoration Guidelines and Judging Standards" published by the Model A Ford Club and America (MAFCA) and the Model A Restorers Club (MARC) describes what is currently understood about how the Model A was manufactured. It is about 3 inches thick and will tell you everything you need to know about your car from the color of the engine to the number of pleats in a seat. This recurring article intends to help identify small things we can do with our cars to make them more like when they came from the showroom.



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Last month, we discussed how to determine the date your car was manufactured. While it's good to be able to tell the difference between a 1929 Model A and a 1931, this date can mean much more if you want to make your Model A as authentic as possible. Knowing that date can help you get the correct carburetor, the correct wiper, the correct tire valve stem, the correct paint colors, and many other parts on your car. There are years of research and review documented in the Model A Restoration Guidelines and Judging Standards. This research helps us understand which parts were installed on each car throughout production.

Chapter 20 of the Standards documents Windshield Wipers. Ford used wiper motors from four manufacturers:

Owen-Dyneto in Syracuse, NY. Abbreviated as OD;

Heinze Electric Co in Lowell, MA. Abbreviated as HA;

E.A. Laboratories in Brooklyn, NY. Abbreviated as EA;

Trico in Buffalo, NY. Abbreviated as TR.

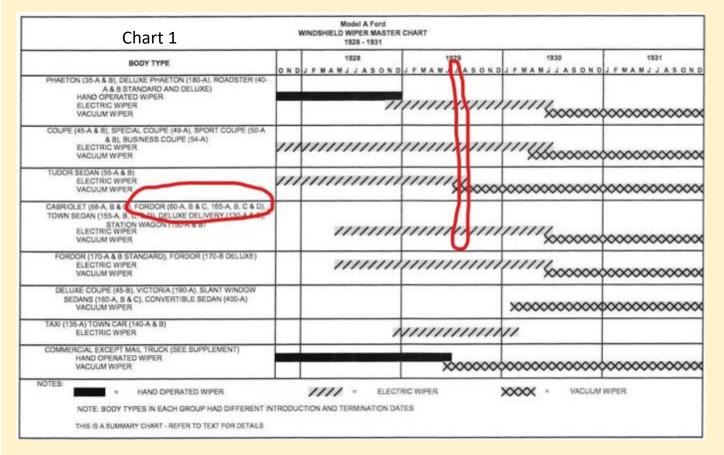
Additionally, certain motors were installed in open models and different motors in closed models. Oh, and there were hand wipers, electric wiper motors, and vacuum wiper motors. You can add to that motors finished in chrome, black enamel, or other finishes.

Is that complex enough? The standards simplify this complexity by using various charts to convey that information. They typically list the components down the left-most column of the chart with the years and months across the top. For example, if you want to know the correct wiper that was installed on your car when it was made, you can refer to the Windshield Wiper Master Chart on page 20-2 of the

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Standards to determine which type of motor (hand, vacuum, or electric) was installed in your car. See Chart 1. For example, as we determined last month, my standard Fordor was manufactured in July of 1929. It is listed in the fourth row of the table. Looking to the right, the gray line with slashes in it shows



that an electric motor was used from May of 1928 until Jun of 1930. Vacuum motors were used from that time until the end of production. So, now I know that my car should have an electric wiper motor. Okay, that wasn't too bad.

But, how do I know which electric motor was installed? We can use the Windshield Wiper Application Chart to determine which wiper motor was installed. See Chart 2. In this chart, the key at the bottom can help us. The first two letters indicate the manufacturer as listed above. The first letter after the dash is the Vehicle Type: Closed, Open, or Town Car. The last two letters are the design sequence or design variation of the motors.

This time starting with the manufacture date of July 1929, I can see that there were three motors used in closed cars like the Fordor: OD-C2 or OD-C3 (Owens-Dyneto, used in closed cars, second or third designs), HA-C1 (Heinz Electric, used in closed cars, first design) or EA-C1 (E.A. Laboratories, used in closed cars, first design). HA-TC1 would not be used on my closed car but would have been installed on a Town Car.

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With this information, I know that when going to swap meets or searching on eBay, I look for one of these four motors: OD-C2, OD-C3, HA-C1 or EA-C1. The Standards contain more written detail, photos, and drawings.

Chart 2	WIN	Model A Ford DSHIELD WIPER APPLICATIO 1928 - 1931	N CHART		
WINDSHIELD WIPER MODEL	OND	1928 JFNANJJASOND	1929	1930 J F M A M J J A S O N D	1931
ELECTRIC WIPERS CLOSED MODELS OD-C1A OD-C18 OD-C2 OD-C3 HA-TC1 HA-C1 HA-C2 EA-C1		-			
ELECTRIC WIPERS OPEN MODELS 00-01 0D-02 0D-03 0D-04		-	_	_	
VACUUM WIPERS CLOSED MODELS TR-CIA TR-C18 TR-C28 TR-C28 TR-C3					
VACUUM WIPERS OPEN MODELS TR-01A TR-018 TR-010				_	
MANUFACTURERS: OD & OMEN-DYNETO, SYRACUSE: NEW YORK HA = HEINZE ELECTRIC CO., LOWELL MASS EA = EA. LABORATORIES, BROCK, TH. NEW YORK TR = TRICO, BUFFALO, NEW YORK THESE CODES DO NOT APPEAR ON WIPERS. THIS IS A SUI THESE CODES DO NOT APPEAR ON WIPERS. THIS IS A SUI			>	VEHICLE TYPE: C = CLOSED MODELS (inc. Gabri for windshield wiger installati O = OPEN MODELS DESIGN SEQUENCE: 1st design, VARIATION IN DESIGN: A. B = C	en purptses only) TC = TOWN CARS 2nd design, etc.

It ends up that I looked for several years for a wiper motor authentic for my car. I took photos of an HA-C1 at the MAFFI museum in Michigan. I looked on-line. I talked with friends at car shows. I was able to find an HA-C2 motor but it had no gears for the wiper mechanism—so that was a false start. Ultimately, I mentioned my search to a friend in Ohio who rebuilds wiper motors and shock absorbers. He said, "Oh, you need an HA-C1 for your car! I think I have one of those." I finally found the correct wiper motor for my car! Be authentic!

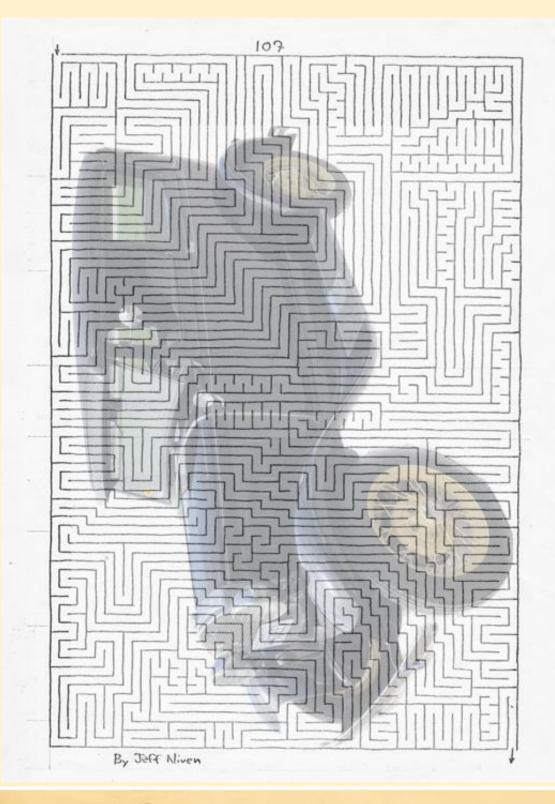




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# Can You Find Your Way Through the Maze? (Solution on page 17)





## The Universal "U" Joint By Jeffrey Niven

The Universal Joint, or "U" Joint as it is often called, has been in use since ancient times,



being used by the ancient Greeks on their bolt throwers or ballistas. The Universal Joint is a fairly simple mechanism that allows two rotating shafts to be

connected in such a way that considerable torque and power can be transmitted from one to the other, even though the two shafts may not be parallel to each other. Here is a photo of a typical Universal Joint.

According to Wikipedia, the U-Joint was mistakenly called a "Constant-Velocity Joint" by Gasper Schott in 1664. Shortly afterwards, however, a man named Robert Hooke discovered that the relative motion between its input and output was not uniform. Hooke was the first person to refer to the mechanism as a "Universal Joint", and continued his research on the joint in an attempt to find a way to produce uniform motion. His reward for all of his effort was that the mechanism is often referred to as "Hooke's Joint". Around that same time, a Swedish inventor named Christopher Polhem, not aware of the long history of the mechanism, "reinvented" the Universal Joint around 1700, and even named it the Polhemsknut or "Polhem Knot", after himself. The ingenious mechanism, was used extensively during the 1700's and by the 1800's it was in common use. In 1844, a patent submitted by Edmund Morewood

mentioned the Universal Joint as a means to accommodate minor misalignments between two shafts in his invention. In a railroad patent in 1881 the same mechanism was part of an invention by Ephriam Shay. The "U" Joint shows up in other patents including a patent submitted by Charles Amidon in 1884 and another patent submitted by Beauchamp Tower in 1885. In the 1900's the joint became well known due to the work of Clarence Spicer who worked with automotive and farm mechanisms. On page 318 of a book published in 1917 (see photo here), that I received from my grandfather, we can see a number of different



methods of coupling rotating shafts together, and one of them is the Universal Joint.

You might be asking yourself, "Why is the Universal Joint so important?" and "Why is it the mechanism of choice in the world today?" Let me respond by relating a personal experience that I had



many years ago, during a hotel stay in San Luis Obispo, California. The inn had constructed a large water wheel about



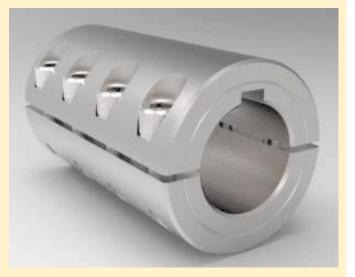
15 feet in diameter (see photo above) that was supposed to power a large apple press as well as a huge ice cream maker. The water wheel was attached to the side of the hotel building and power from the slow turning wheel was to be transmitted into the interior of the hotel where guests could watch the operation of the two machines. Just inside the building, a pair of roller-chain sprockets and chain were used to increase the RPM. Power from the huge water wheel was then transmitted by way of a 3+inch diameter steel shaft, that was over 20 feet long. The shaft was attached to the ceiling of the hotel lobby by a large number of pillow- block

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bearings like the one shown here. Due to its length, the shaft had been divided into two shorter lengths, which were intended to be held together by some sort of mechanical joint. An engineering professor from a local university had been employed to design the water wheel system including the mechanism which supported the rotating shaft. Large, flat leather belts were to be used to transmit the power from the overhead shaft to the apple press and the ice cream maker which were attached to the floor of the lobby. When I first saw the huge wheel with the giant shafts and mammoth pillow blocks, I was excited to see it in operation. I soon understood why this was not going to happen. While the professor may have known the equations and calculations associated with this task, he lacked any practical experience in the design, construction, and operation of a large water wheel, with the tremendous forces involved. Upon entering the lobby, I was disappointed that none of the shafts or machines were operating. When I asked "why" I was surprised to hear that they deemed it too dangerous to run the press and the ice cream maker as it shook the building and there was concern that the violent shaking might cause structural damage to the hotel.

The shaking was due to the misalignment of the two shafts and the method by which the professor had joined them together. Despite the fact that it was impossible to <u>perfectly</u> align the two shafts, he had tried to use a rigid steel coupling like the one in this photo in an attempt to force the two shafts into alignment. However, as the shafts tried



to rotate, the coupling prevented them from shifting to accommodate their misalignment. The result was that the large intermittent forces from the rotating and misaligned shafts were so large that they shook the ceiling to which they were bolted. The shaking was so severe that guests refused to stay in the rooms nearby, and there was a serious concern that the shaking would damage the structure of the



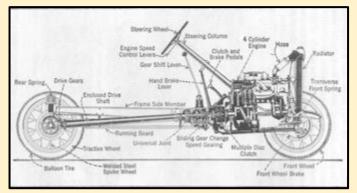
hotel. Rather than using a rigid steel coupling recommended by the professor, the design <u>should</u> have called for a flexible coupling, like the Universal Joint, which would allow the two shafts to operate together, despite their misalignment.

<u>The Model A Universal Joint -</u> Although it is hidden beneath the floor of the Model **A**, there is a Universal Joint which connects the output shaft of the transmission to the driveshaft that extends to the differential at the back of the car, and allows for smooth shaft rotation despite minor misalignments. Here is a photo of a Model **A** "U" Joint. As was mentioned earlier, the rotational motion of the



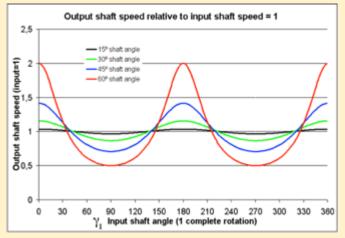
output of a Universal Joint relative to the input motion, is not uniform and becomes less uniform as the amount of misalignment is increased.

Since the misalignment between the driveshaft and the spline of the transmission in the Model **A** is minimized by tilting the engine downward a few degrees toward the pinion of the differential at the



rear of the car, this variation in output speed is small and we don't even notice it. This practice of tipping the engine downward towards the differential, to reduce misalignment, is common in vehicles with rear wheel drive, even today.

In the chart below, you can see how the relative speed of the two shafts changes as the misalignment between the shafts increases from 0



to 60 degrees. If you take a good look at the red line, representing a 60-degree shaft misalignment, we see that the rotational speed of the output shaft varies by 1500 rpm (-0.5 to +2.0). What that means is that if the input shaft is turning at 1000 rpm, the output shaft could be varying between 500 rpm and 2000 rpm. That much change in rpm, would put considerable stress on the poor engine and drive train, as it tried to keep the engine at a constant rpm. The occupants of the car would likely only feel a forward and backward vibration as the output shaft changed speed, and the U-Joint would likely fail fairly quickly.

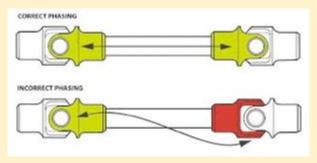
Is there another way to decrease the nonuniformity of motion? One successful method that is used today in the automobile industry is the use of two U-Joints in series, one at each end of a



floating drive shaft. Often the two U-Joints can be attached directly to each other, in which case the mechanism is referred to as a "Constant Velocity



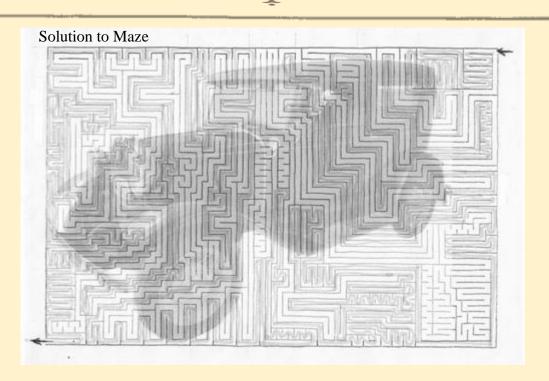
Joint", shown here. The errors from each of the two U-Joints basically cancel each other out and the rotational motion becomes far more uniform. When doing this, however, it is important that the two U-Joints be aligned the same way or they will make the problem far worse (see diagram below).



The Universal Joint is a remarkable mechanism that has been successfully used for many hundreds of years, and will continue to be of great value to society for decades to come. It has become the industry standard for flexible joints in the automotive world, due to its high strength, its low cost, its simple design, and its adaptability to various drive train designs. Happy Motoring!



Utah Valley Model **A** Club members were busy helping to install a new engine for club member Theon Laney in Hobble Creek Canyon, Utah, in April 2023. This is what our club is all about.



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#### The Speedster Speeds Under its Own Power By Howard Eckstein

The club's goal of driving the speedster before the end of the year has been achieved. One of the things holding us back was the gas tank. We've been looking for a cowl and gas tank for over a year. Just recently, we found a good cowl and gas tank in Salt Lake City for sale. Andrew and I drove up there and made the purchase. The cowl's windshield and frame have been shortened 4 inches, which will give the car a speedy look.

There is a lot of work needed before the cowl and gas tank can be installed. They were sandblasted, but not primed, so they now have a patina of iron oxide that will need to be sanded or etched away before they are painted. I'd prefer to paint them before installation.

Rather than wait for the cowl to be ready, and the year coming to a close, it was suggested that a temporary gas tank could be fitted to the car so it can be driven. The quest to find a small tank was initiated. I used to have such a tank from a lawnmower, but I loaned it to someone and forgot who. I don't have it anymore.

I had just mailed a letter at the Pleasant Grove post office and was about to drive around to find a small engine shop to see if they had a tank for sale. Failing that, I'd go to Deseret Industries to look in their backyard for an old lawnmower. Just as I was having that thought, my phone rang.

Dave Morrell wanted to know if I have a drum puller. I told him I have one with me. "What are you doing

now?" he asked. I told him I was about to look for a small gas tank. "I've got one you can borrow". I drove out to Spanish Fork, helped him remove some drums and picked up a 1-gallon tank.

On Thursday, I fashioned a mount for the tank and ignition coil. On Friday, I wired up a switch to use for the ignition circuit and started the engine. It ran rather rough with some prodigious backfires.

Notwithstanding, Andrew moved cars around so the speedster could be brought out for a test drive.

Andrew got in and started it up. He carefully drove it down the lot and onto the street, across the front of his lot and back up the other driveway. To watch it zip along, glittering in the sun, with the wheels turning beyond the edge of the body was a rewarding sight.

"It was running so ragged; I didn't want to go around the block with it" Andrew reported. "But you can tell the club that we drove it before the end of the year."

I found out why it ran so badly. The points gap was about .060". I reset the gap to the correct .020" and started it again. Still, it ran rough. I sensed that something was wrong with the wire between the bottom and top plates of the distributor. I removed the top plate to discover that there was no nut holding the wire to the points post! The securing nut lay in the bottom of the distributor. I'm surprised the engine even ran at all. Model As can take a lot of abuse and still keep going. By the time I straightened out this problem, the tank was out of gas, so the speedster was rolled back into the shop.







# Letters to the Editor

Dear Editor,

It is getting cold here in Utah Valley. Do you or any of your readers have information on how to best heat the inside of the Model A during frosty cold winter rides? Thank You. Frozen in Orem

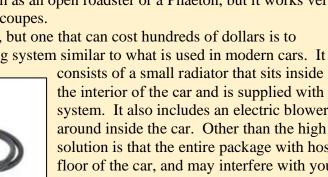
Dear Frozen.

There are a number of excellent techniques that have been used successfully to keep passengers warm in a Model A during cold weather. One of the first that comes to my mind is the traditional use of thick clothing and socks, supplemented by heavy coats and numerous thick blankets wrapped snuggly around the passengers. However, this method is usually not helpful to the driver who must still struggle with shifting and steering, as well as scraping ice off the inside of the windshield.

Another method that we used successfully during college, was to heat a large red brick on the stove at home. Once it is so hot that it is almost glowing in the dark, you use tongs to transport the brick to the car and place it on heavy-gage cookie racks on the floor of the car. The cookie racks are essential to keep the brick from catching the floor of the car on fire. A word of caution here is that you must be careful not to allow anything to touch the brick during the ride, as severe burns and fire can result.

If you have \$100 to spend, another excellent solution is to purchase a Model A Manifold Heater from one of many reputable vendors and install it on your engine. The heater takes air blown by the car's radiator fan and passes it over and around the exhaust manifold before it enters the interior of the car. You must also cut a hole through the firewall on the passenger side to allow hot air to pass into the passenger compartment of the car. This solution may not be effective for open cars, such as an open roadster or a Phaeton, but it works very well for closed sedans and coupes.

The last suggestion, but one that can cost hundreds of dollars is to purchase a complete heating system similar to what is used in modern cars. It





the interior of the car and is supplied with hot water from the car's cooling system. It also includes an electric blower which circulates the warm air around inside the car. Other than the high cost, the main drawback of this solution is that the entire package with hoses and wires, has to sit on the floor of the car, and may interfere with your legs and feet. However, as one observant reader noted, it may be better to restrict your leg room with a small metal box with hoses and wires, than to have a glowing red brick at your feet. Point well taken.

Good luck with your heating problem, and be sure to let me know how things progress.

Editor

The Utah Valley Model A Club. 1537 W. Meadow Lane, Mapleton, UT utahvalleymodelaclub.org



#### Whoopee Trousers: Young Men's Style or Mere Catchphrase? By Laurie Elliott, Santa Clara Valley Chapter

The ad in a M.W. Savage Co., Spring/Summer, 1931 catalog really caught my eye as both the header at the top of the page and the drawing of the center model who was wearing rather wild pants held a banner that used the word "Whoopee." A song began playing inside my head: *"Another bride, Another groom, Another sunny honeymoon,* 

Another season, Another reason, For making whoopee."

The song, usually referred to as "Makin' Whoopee!" is a jazz/blues song popularized by Eddie Cantor, published and released in November 1928 and appeared in the musical play "Whoopee!" that same year. A movie version of the play was made in 1930. The song has been recorded by numerous artists from Rudy Vallee to Cyndi Lauper, and appears in many movies and TV shows, including Sesame Street where Cookie Monster croons his version, "Eating Cookie." Clearly this song was popular, but I doubt the suggestive "whoopee" in the song means the same thing as the "whoopee" in the ad, which is defined by Webster's as a cry of joy or excitement. Perhaps the ambiguous meaning was part of the appeal by savvy copywriters.



#### The "Whoopee Style" Ad

By today's standards, these trousers look pretty tame, but in the Model A years of 1928-1931, they were downright imaginative. The ads were mostly aimed at young collegiate men or high schoolers with waist sizes 28" through 36".

The variety of trouser features are shown in the page at left. Some slacks had extended waistbands which may or may not have been shaped, and many had the "new" taller waistbands of 2-3". The text reads, "No belt, no suspenders needed." An adjustable strap and buckle in the back allowed for easy fitting. The 22" wide pant legs were almost always cuffed. Exclusive silk embroidered emblems might be offered near the right pocket.

The pants were made of all wool, wool and cotton blends, or unspecified fabric content, in

plain weaves, stripes, tweed or herringbone designs. Colors were grey, tan, medium brown, navy blue, and blue grey.

Whoopee! Trousers

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Sometimes very unusual or colorful pants weren't even identified with the words Whoopee Style. Take a look at the two pair in the ad pictured at right in M.W. Savage Co. Spring & Summer 1931. Very similar trousers (but with 19" wide cuffs) also appeared in 1928's National Bella Hess Co.'s Summer Sale catalog. "Collegiate cut," "Fancy," "Snappy," and "Swagger" are words used to enhance the product descriptions.

Similar pants offered in sizes 6-16 years, and 27"-32" waists, may have had elastic waistbands or elastic waistbands in the back with a plain front. Many listings for young men's or boy's styles such as these models state, "Just like big brother's!" but not, "Just like Dad's!" Hmmm, I wonder why?





"Whoopee" pants for boys or girls in blue denim with red stitching, or in combinations of red and blue fabric were numerous. There were also examples that were a bit more subdued, but colorful compared to solid fabric with matching color stitching. Overalls and playsuits, stressed durability and were offered in children's sizes. The overalls and denim pants in the ad at far left, came in sizes for boys and girls up to age sixteen years.

All three of the examples above are from M.W. Savage Co. Spring & Summer 1931. Why are so many of my examples from this particular catalog? This catalog just happened to have illustrations in color or with arrangements that copied easily.

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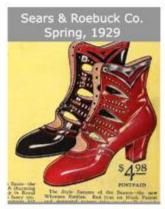


#### Other Whoopee Clothing

We've looked at "Whoopee" pants for young men and playsuits for children but were there any other types of clothing or age groups targeted for Whoopee advertising? Yes, actually, there are a couple more examples.



This unexpected listing from the Montgomery Ward & Co. Fall & Winter 1929-30 catalog reads, "First seen at the smart resorts – and now gaining popularity everywhere. Wear them **over** [emphasis mine] your regular stockings for an extra touch of smartness." These colorful anklets are offered in women's sizes 7 – 10, and are more colorful than the other women's hose and socks in this catalog.



The shoes at left earned their moniker of Whoopee Booties. Offered in patent leather, in red with black trim or black with red trim, these would have been very colorful additions to a women's outfit, and at \$4.98 a pair, were priced \$1 – \$2 higher than most women's leather shoes.



The men's shoe ad to the right uses Whoopee! with great affect.

From March, 1929, it describes the shoe as having a "Whoopee heal plate, toe tappers..." and appears to have the word Whoopee printed or etched into the sole, just in case anyone needed clarification. Special thanks to MAFCA Fashion Editor, Sherry Winkinhofer, for these two ads.

#### Winners and Duds

All of the examples seen above seem to have earned their descriptions as "Whoopee Style" to varying degrees. Below are a couple of duds in my opinion, where the word whoopee is clearly added to get the reader's attention, but the products are plain and without any stylistic flair.

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While this pair of men's shoes is typical for the time period and seem nice enough, the only new aspect is that they are now offered in *navy blue* in addition to the usual black or brown. Is this flamboyant enough to earn a Whoopee appellation?

The men's wool hat to the right first appears to be shapeless and without spark, but imagine it in Royal blue, light green, red or purple! Maybe it has earned its Whoopee title after all, but I wonder just how many were sold or worn in public. Both of these listings are from National Bella Hess Co. Spring & Summer 1930.

The Up-to-Date "Crusher"

"Crusher" 68V129 — Buy yourself a "Whoopee" Hat if you want to be up-to-date. Men's "crusher" Hat of good quality soft Wool Feit, You can roll is up and put it in your pocket without doing it a bit of damage. Has medlum high crown and 245 inch brim... Narrow grosgrain ribbon band as pictured; durable sweat-band. COLORS: brown, black, grey, Royal blue, light green, red or purple. SIZES: 65 40 7 54. OUR PRICE. 98¢



#### Conclusion

I hope you got a kick out of my casual sampling of Model A clothing ads. Interestingly, I didn't find any ads for women's dresses, pants or pajamas using the term Whoopee. And definitely not a single ad for any women's step-ins, bloomers, or any kind of underwear or union suit for women or men. Was "Whoopee Style" a distinctive style in the Model A years? I highly doubt it, but the catch phrase absolutely got my attention!

#### Sources:

Montgomery Ward & Co. Chicago, Fall & Winter 1929-30. M.W. Savage Co. Minneapolis, Minn. Spring & Summer 1931. National Bella Hess Co. Inc. New York City, Annual Summer Sale Catalog, 1928. National Bella Hess Co. Inc. New York City, Spring & Summer, 1930.

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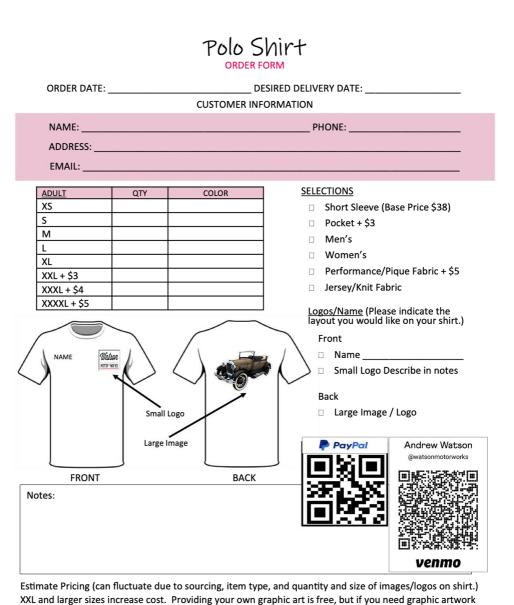


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Email graphics to: watsonmotorworks.sales@gmail.com

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