

Next Meeting is September 16



# the TRAVELER



Volume 26-08

August 2023

P.O. Box 812, Cantonment, FL 32533

## Alan and Sabine Braddy



This is my Family's 1929 Model AA. My Great Grandfather was a tobacco farmer. He purchased the vehicle in April 1930 at Brown Ford in Sycamore, Georgia. It was the first motorized vehicle registered in Turner County. Over the years, this vehicle was used through the county to help other farmers, the funeral home, the

municipal court system. Because of that, it was authorized during the rationing era, it received an S rating to allow my family unlimited gas, oil, and rubber products. The engine failed in 1954 and the truck was moved behind the barn. My father rescued it in 1974. He spent 25 years tinkering with it little by little and when he retired in 2003

he decided it's time for it to live again. It took 6 years to finish the truck. My great uncle was still alive and was able to pass down its history. My father passed in 2018 and I and my wife Sabine became the fourth generation to own the truck. My daughter who assisted in the initial cleaning (cleaning out rat poop), has laid

claim to it. Recently my grandson came down for a visit and we found a location to allow him to drive the truck, which makes it six generations to drive the truck. Since this truck's top speed is 37 mph, I enjoy going to car shows or exhibitions to allow today's era to see, learn, and experience history. I usually lose my voice by the end of the event because it gets a lot of attention. This really makes me have goose bumps when you see a young child or even an elderly person smile while sitting inside the cab or even finding the horn button. -Allen Braddy



NEXT MEETING IS SEPTEMBER 16  
AT THE BALDWIN COUNTY HERITAGE MUSEUM  
25521 US-98, ELBERTA, AL 36530  
STARTING AT 11 AM  
*See You There!*





# Our Club



GCMAC Officers	Name	Phone	Email
President	Mike Fowler	303-524-4303	fowlest1@msn.com
Vice President	Martha Fuller	251-602-1931	waltermern@aol.com
Secretary	Charlotte Dahlenburg	256-783-2261	realracegril1@gmail.com
Treasurer	Becky Baisden	850-384-5717	beckyb0814@att.net
Newsletter Editor	Charlotte Dahlenburg	256-783-2261	realracegril1@gmail.com
National Rep	Allen Braddy	678-499-3370	alnbraddy@yahoo.com
Webmaster	Becky Baisden	850-384-5717	beckyb0814@att.net
Event Coordinator	Allen Braddy	678-499-3370	alnbraddy@yahoo.com

## August

### Birthdays

- 14 Becky Baisden
- 15 Rob Collins
- 14 Amanda Hornadz
- 19 Bill Ross
- 23 Katherine Harper
- 25 Randy Turner
- 25 Glenn Smyth



### Anniversaries

- 4 Bob and Robin Anderson
- Rocky & Margaret Lundy



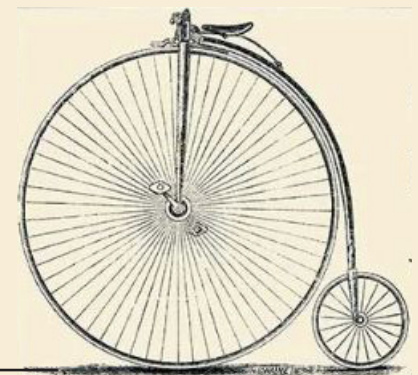
## Message from ...

Fellow "A" enthusiasts, it is great to see the increased level of activity within our group, even though I have been unable to participate personally during the past several months.

Our membership is steadily growing due to your increased activities and personal efforts to expose others to our club.

Thanks again for your willingness to share your enthusiasm for our "A's" within the Gulf Coast Model A Club and more importantly, with the public in general by getting our vehicles out on the road.

*Mike Fowler*



# Club Happenings



## In the Shop

Hello all with the weather... the rebuild had come to a halt. New parts, painted and learning. Not all

goes back on as easily as they came off. Learning a way to clean gas tank.

All in time

Michael Weeks





July 1 Pensacola Breakfast at Pensacola Golden Corral

*The only news we have is that we have decided to live permanently in Pensacola. We're in Everett, Washington for the summer but we are selling out here to live in Pensacola. We miss "Henrietta" when we're here.  
Ron and Bunny Cummins*



# The Model A Ford Club of America MAFCA

*Serving Model A Ford owners since 1955*

MAFCA is dedicated to the restoration, preservation and enjoyment of the Ford Model A and AA cars and trucks, as manufactured from 1928 through 1931. We are an active, family-friendly organization whose members share a passion for these historic vehicles, plus other aspects of life in that era, such as fashions.

MAFCA is a not-for-profit corporation with members and local affiliated chapters all over the globe. This makes us the largest car club in the world dedicated to one make of automobile. We hope you enjoy looking through our site, and we invite you to join us!

Membership in Model A Ford Club of America is encouraged. MAFCA Dues are \$50.00 and should be mailed to: MAFCA Headquarters, 250 South Cypress, LaHabra, CA 90631-5586 For more info visit: <https://www.mafca.com/>



Our award winning magazine "The Restorer"



## THE TRAVELER

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle



# Entertainment

Email to  
Joe Allen Braddy  
alnbraddy  
@yahoo.com

Submission  
date is the  
20th of each  
month

## Car Shows, Events, Cruise Ins & More

For a comprehensive list of car shows in our area, here's a link to the Gearjammers website with them listed: <https://bamagearjammers.com/events.html>

### Club Activities:

#### August

**Aug 5** - 8:30 am Pensacola Breakfast Golden Corral, 2260 Langley Avenue, Pensacola, FL

#### September

**16 Quarterly Meeting** - 11am held at the Baldwin County Heritage Museum 25521 US-98, Elberta, AL 36530

#### October

**24-30** - Model A Road Trip Fall Color Tour. See ad on page 13 for more information!

Bring a friend and help expand our club. We are also looking to expand a monthly meeting on the Mobile side of the club. If you have any

suggestions, please let Allan know.

### Model A Activities:

#### August

**Aug 19** - Thompson, GA  
All Model A Swap Meet

#### September

**Sept 15-16** - 12th Annual Model A Days at Hickory Corners, Michigan.

**Sept 16** - International Model A Ford Day

**Sept 30-Oct 15** - 2023 Fall Tour in New England

#### October

**27 & 28** - Model A Touring Club of North Alabama's Proud to be an American Annual Fall Tour - Ft. Payne, Alabama

#### November

**Nov 5** - Dayton Buckeye Model A Club Swap Meet

**Nov 30-Dec 2** - National Awards Banquet

#### June 2024

**June 13-16** - Texas Tour Nacogdoches, Texas

### Local and Regional, Activities:

**Sept 2** - OWA Labor Day Car

Show, Foley, AL

**Sept 2-3** - Labor Day Showdown, Mobile, AL

**Sept 15-17** - Fords in the Fall, Pensacola Fair Ground, Pensacola, FL

**Sept 15-17** - Sparks in the Park, Niceville, FL

**Sept 23** - Grand Bay Country Cruzers Car Show 9-3 ABBA Shrine Center Mobile

#### October

**Oct 1-8** - 27th Annual Cruisin' the Coast

**Oct 7** - Olde Time Days - Tractor, Car & Truck Show Stockton, AL

**Oct 18-29** - Pensacola Fair Car Exhibit. Hope Lunsford, one of our members, would like to have an all MODEL A display this year in the

Car Exhibit. This is a great opportunity to show off your cars. Your car will be placed on site the Wednesday the 18th and removed on Sunday morning the 29th before the fair opens. Please volunteer at least 2 days during the exhibit opening. If interested let Scott or Allen know.

## Help Wanted

Car Shows? Car Events?  
Email to Allen Braddy  
alnbraddy@yahoo.com

Join Us In the 21st Century



[www.gulfcoastmodelclub.net](http://www.gulfcoastmodelclub.net)

Gulf Coast Model A Club



# Tech Tips

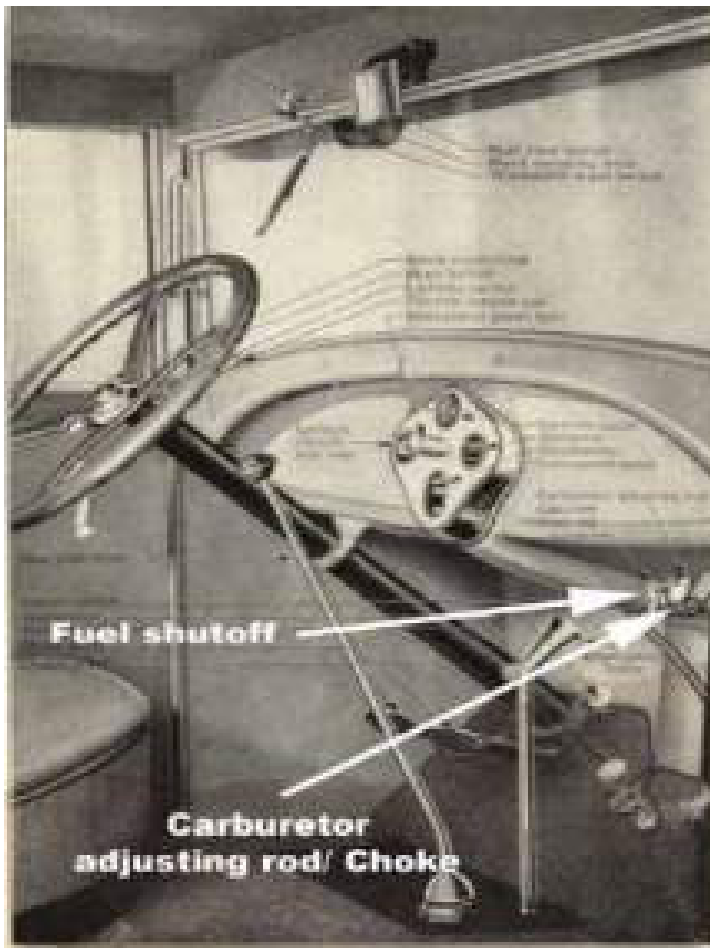
## Locate Your Gas Shut Off Valve

*Reprinted from "A" World magazine*

An important but often ignored part of the Model A is the gas shut off valve. Located under the dash on the left of the passenger side, this important device serves an important purpose. And yet, I'm sure there's not one Model A driver who hasn't forgotten to use it at least once!

An important but often ignored part of the Model A is the gas shut off valve. Located under the dash on the left of the passenger side, this important device serves an important purpose. And yet, I'm sure there's not one Model A driver who hasn't forgotten to use it at least once!

So, what happens if you don't turn this valve? Well, it depends on what position it is in when you forget! If it's in the on position and you leave that way when you park, you risk the consequences listed above. But if you leave it in the closed position when you go to drive the car, well, let's just say you won't get very far down the road without gas flowing into the carb. I admit, it's happened to me. Started the car, started



driving across the parking lot, and cough, cough, cough, the car just died. While I was puzzling as to what happened, a fellow driver walked up to the window and reminded me to check my shut off valve. Once I turned it on, I asked him how he knew? He just responded "well, that's about how far I got when I forgot to turn mine back on!"

So, the general rule of thumb is that the handle points down, the way gas

needs to flow from the tank. There are always exceptions to the rule, but this seems to be the case for the majority of the Model A's. One easy way to remember: if you can put your keychain on the handle, the gas is off! If all else fails, pull out a sharpie pen and mark the on and off position. Trust me, if you don't need it later, it's easy to clean off, and it's better than pulling on the road and then having the car die on you!



# Era Fashions



## Women's Household Aprons in the Model A Era: A Look at the Common and Uncommon

By Laurie Elliott, Santa Clara Valley Chapter

To me it appears that women during the years of 1928-1931 were divided into two groups: those who had servants, and those who had aprons. Most belonged in the second group.

The MAFCA Model A Era Fashion Guidelines, 2010, Coordinated Apparel, page 3C-26 shows samples of era aprons and a paragraph that describes them. It starts, "Both utilitarian and fancy aprons were seen in magazines and catalogs of all four years," and goes on to



Dresses that looked like aprons

describe the fabric types, colors and methods of construction of a variety of household aprons. But when I opened my original era catalogs and magazines, I found a lot more than MAFCA's accurate, but succinct description.

There were dresses that looked like aprons, and aprons that looked like dresses. There were half and full smocks, and cover-all dresses and work dresses. Now really, what kind of job can you perform in an all-white, long sleeved dress and still look presentable when finished? So I consulted my 1975 New Webster's Dictionary (I know, hardly new) which defines an apron as "a piece of cloth or leather worn to keep the clothes clean or protect them from injury: a covering for the front part of the body..."

So that's the difference; an apron is a covering for clothing and a work dress, utility dress or uniform is the clothing. That narrowed things down a bit, but some of those utility dresses and uniforms didn't completely fasten all the way up or down. Which lead to:

Laurie's Rule of Thumb #1. If you can walk down a windy street in front of a member of the clergy and not reveal so much that you embarrass yourself, you're wearing clothing.

So for the purpose of this article, we shall apply my rule. If you want

a further description of women's uniforms and work dresses, see MAFCA Fashion Guidelines, Major Garments, pages 3A-69 and 70. But I cannot guarantee you wouldn't be embarrassed on a windy street. Item #1093 is advertised as a "dress" and #1097 is advertised as an "apron."

The MAFCA Guidelines state that, "Early aprons usually had no discernable waist, with the front of the apron being all one-piece and the ties attached low and tied loosely behind." These 1928-ish one-piece cotton aprons could be bought from mail order catalogues such as M.W. Savage Co. for three for \$1 postpaid. Finished and semi-finished aprons, printed with designs to be embroidered at home could be bought for 40 cents to around \$1 each depending on the quality of fabric. To put this price into perspective, Montgomery Wards advertised all silk or all wool tweed dresses for \$6.98, and long-sleeved cotton dresses for \$1.98 postpaid. Designs run from simple to ornate, but usually only required simple stitches such as running or outline stitch, lazy daisy and French knots to complete.

Hostess, tea, or bridge aprons usually fall into the one-piece category. Usually constructed of organdy, batiste, sateen, or other lightweight fabric, these bib-less,





Hostess, tea or bridge aprons

dressy aprons were worn by the hostess while serving and were very often trimmed in lace.

(Remember this, it's important.) This bridge apron from the Art Needlework from Frederick Herrschner Inc. Fall/Winter 1927 catalogue was sold for 59 cents each or \$1 for a set of four in your choice of peach or green. The description does not include instructions for how to keep that tiny little bib portion up so I'll guess the wearer pinned it.

Remember what I wrote in the above paragraph about hostess aprons being fancy and trimmed with lace? Here's an offering by the Walter Field Co. Fall/Winter

1928-29 catalog described as being of "easy to clean" "full gum rubber with rubber ruffles and flowers."

Now just how sloppy does a hostess

have to be to need a full rubber apron with rubber decorations? One can imagine gum rubber aprons being used for wet or sloppy situations such as doing laundry, bathing rambunctious children or dairy barn duties, but serving tea? Who was being served tea, circus animals? Anyway, they were a bargain at 89 cents for three.

Another unusual apron is referred to as a "double front" or "Hooverette," which has a double-breasted wrap front, which can be reversed left over right and right over left. Essentially a loose dress, it wouldn't pass my Rule of Thumb #1.

Many aprons had whimsical, poems and decorations. This seems to be especially true of half aprons with laundry or mending themes. Art Needlework offered a "Darning Apron" with this saying to embroider,

"I've darned and darned until



my Fingers are sore

"I'll be darned if I darn anymore"

A commonly felt sentiment I'm sure. You might ask yourself, why would a grown woman want to wear an apron decorated with dancing flowers or clothespins and some silly verse? Why not? The same reason we watch videos of cats playing pianos on our video screens I suppose. A little bit of whimsy to cheer us and encourage us to get on with the unavoidable chores of the day.

Themed aprons seem to have been a marketing trend. Labeling aprons as "Hooverette,"

“Kitchenette,” “Fudge,” and “Darning” were ways to make products stand out in a field of numerous choices, especially in publications aimed towards women specifically. In magazines such as Women’s World, consumers could order stamped, ready to finish aprons for \$1 each, including embroidery floss and trimming materials, in a variety of ways to personalize them. Often these were suggested as gifts for Christmas or other occasions. Authored by Constance Vivien Frazier, The December 1931 edition of Needlecraft Magazine offered this poem:

I always like the Christmas gifts  
My thoughtful friends provide.  
They send me interesting things,  
And lovely things besides;  
For some are silk, and others  
come

From places far away,  
And some are thoughtful, simple  
gifts

To gladden me each day.  
But do you know, however fine  
My presents are, and rare,  
It’s not a perfect Christmas, if  
There is no apron there!  
Women’s household aprons  
were the workhorses of most

women’s wardrobes and served their purposes well. Perhaps because they were used until they fell apart, (my opinion) there aren’t a lot of original aprons on the current market, but you just might find one. The Model A Era Fashion Pattern Catalog, offered by MAFCA, features an undated apron pattern that looks similar to the 1930 -31 aprons found in the magazines and catalogs listed. You could also try to reproduce one of the more simple aprons referred to in this article.

And don’t forget that dress you’d need to wear underneath! The Fashion Pattern Catalog is chock full of simple daytime dresses in a variety of sizes. For an easy option in a modern, standard size, look for a pattern for medical scrubs. I used Simplicity #4644 and needed only a couple of minor alterations to turn the round-necked scrub top into an Era looking pull over dress.

Good luck and knock ‘em dead!  
Reference Material  
\* Art Needlework and Fancy Wear for Women and Children, Fall/Winter 1927- 1928, and Fall/Winter 1930-1931, Frederick Herrschner, Inc.



- \* Montgomery Ward & Co. Fall Winter 1929-30.
  - \* M.W. Savage Co., Spring/Summer 1931
  - \* Needlecraft Magazine of Home Arts, December 1931.
  - \* Woman’s World Magazine, December 1930
- Reprinted from [www.mafca.org](http://www.mafca.org)  
December 2018

# WEBMASTER WANTED

MAFCA IS SEEKING a volunteer to take over the position of Webmaster.

This person must have general knowledge of web infrastructure as well as a background in HTML editing using applications such as Dreamweaver.

Experience with PHP, CSS, and SQL, as well as other scripting languages, along with SFTP, will be helpful as well. Training with our current platform will be provided by interim webmaster Rick Black.

If your love of the Model A extends into the digital world, we could use your help. Here is an opportunity to contribute to the hobby you enjoy.

If you have an interest in volunteering for this position, please contact me at [chaptercoordinator@mafca.com](mailto:chaptercoordinator@mafca.com) or directly at 405-812-8131 — or any current Board member.

— Will Langford, 2023 Chapter Coordinator/Web Liaison



## THE TRAVELER

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle



Email  
Submissions to  
realracegrill  
@gmail.com

# Classifieds

Submission  
date is the  
20th of each  
month



FOR SALE: 1930/1931 Ford Model 'A' Sun Visors \$100.00  
One set of new and one set of old sun visors for 1930-31 Model A Ford Murray body car. Brackets are included. \$100 for all. Call Eric Gould 251-765-2677

Have parts or a car you want to sell? Need a certain part for your restoration? Submit your ad and we'll run it in the newsletter for approximately 3 months. Email your ad with photos to Charlotte at realracegrill1@gmail.com



## For Sale: 1930 Tudor \$19,000

This is an excellent driver. Motor rebuilt with insert bearings in 2000. Four speed synchromesh transmission. This is a tour car.

David A. Black: Cell 256-339-3234, david\_black@model-a-man.com

David Black was president of a Model 'A' Club north of us in Alabama for years and the club was known for all the tours they did with their Model 'A's. Located in Cullman, Alabama

### Model B Engine with Counterweighted Crank Built by Bob Bouldin of Bouldin & Bouldin Inc. 41 Main St Box 496, Belfast, NY 14711

Block Cleaned Bored & Honed	Windfield Grind Cam
New Piston And Rings	New Cam Gear
Insert Bearings - Mains - Rods	New Crank Gear
Drilled Crank	New Pulley
Pressurized Oil	Block & Head Decked
Cut Down Flywheel	Assembled & Test Run
Computer Balanced	
Brick Valves & Stellite Seats on Exhaust	Used Engine Block Included at \$800.00
Adjustable Lifters	Total \$3500.00

Inserted engine (B. Model) 8-26-2000.....	\$3,500.00
4 Speed D Trans (Ford) Ft. Worth, Texas.....	\$3,685.00
Oil Filter Oil and Temp Gauges.....	\$319.75
Turn Signals.....	\$187.80
Hood Prop Kit.....	\$41.94
Car cover.....	\$159.00
Seat belts.....	\$53.50
Radiator Stone Guard.....	\$178.00
Spep Plates.....	\$44.95
Floor Mats and Rugs.....	\$1,200.00
16" Wheels.....	\$90.00
Wheels Painted.....	\$800.00
16" Hub Caps.....	\$50.55
High Comp Head (Snyder 6-1).....	\$379.95
Head Bolts.....	\$24.00
New Interstate Battery.....	\$139.50
Electric Distributor.....	\$375.00
12 Volt Starter (Synder).....	\$225.00
	<b>\$10,453.95</b>



# For Sale: 1931 180A DeLux \$29,500



1931 180A DeLux; 1 of 200 known to exist. It is a great 20 foot car. This is not a show car but a daily driver.

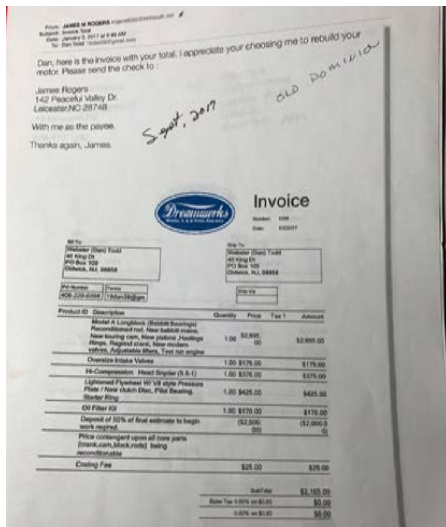
The present mileage is 4000. I may have put 200 on it. I purchased in 2017 the previous owner rebuilt the engine in January of the same year.

Please see the invoice as to the work that was performed. Mileage showing is 4000 I have put less than 500 in 5 years.

Comes with Florida title.



**Wesley 850-232-8855**  
**chalkwesley@yahoo.com**



## Model A Parts

Message: I Have Lots of model a parts if someone wants them gens. starters fans etera they can have them just pick them up keeping a few for my A

Joseph Nix

Email: sultan43@yahoo.com

Call 1-810-712-2241

**WANTED!**

**\* WEBMASTER \***

If your interest in the Model A also includes skills with website design and management you are just who we are looking for. MAFCA is looking for a volunteer to manage our existing website.

Contact us [chaptercoordinator@mafca.com](mailto:chaptercoordinator@mafca.com)

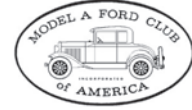
**EVERY  
500  
MILES  
Halt!**

*it's time for*

# Model 'A' Road Trip Fall Color tour



## October 24-30, 2023



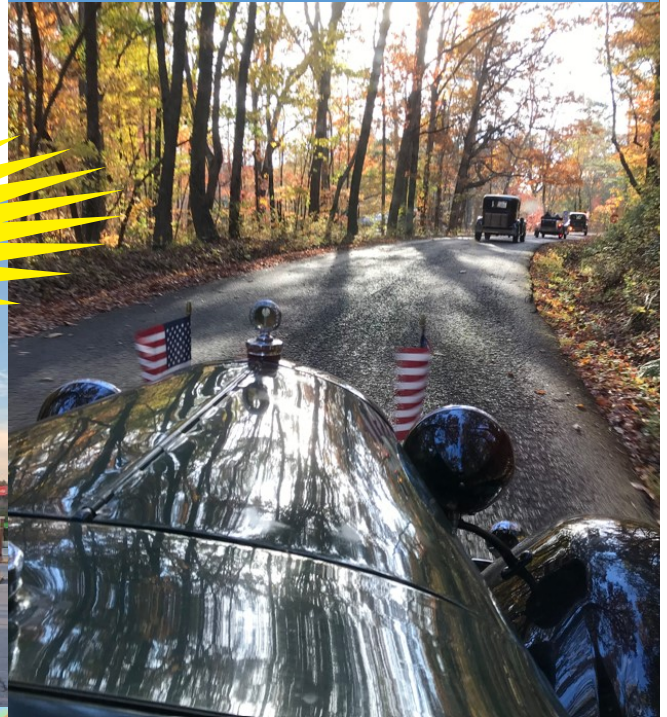
I recently spoke with **Dan Nelson** who heads up the **Northern Alabama Model 'A' touring club**. Everything is a go this year for their 4th annual Fall color tour. One change over previous years is we're staying at a different hotel. The Hampton Inn raised their price to well over \$200.00 a night so this year we're going to stay across the street at a more modest motel (\$77) next door to the waffle house. Dan said the tour is for Model 'A's and he prefers to keep it a standard Model 'A' event.

Several of us from the **Gulf Coast Model 'A' club** plan on driving our cars to **Ft. Payne**, enjoying a road trip through central Alabama on the back roads. What better use for owning a Model 'A'. Why don't you consider joining us? This is the time to start getting your cars ready for another Model 'A' adventure. One of the trips Dan said they were planning, was to a museum in Chattanooga. The mountain scenery is breathtaking.

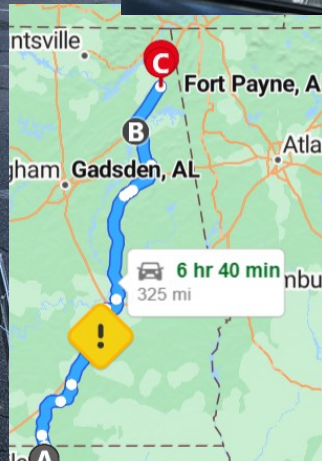
Registration forms and more details will be available next month. They will be posted in our newsletter. Jim Quinlan

**If you're interested in joining us on this trip, contact Jim Quinlan at (727) 265-0381.**

Model 'A's are meant to be driven



**Contact Jim!**  
Trip time listed on this page includes travel to and from the tour location.



## THE TRAVELER

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle





# MODEL A TOURING CLUB OF NORTH ALABAMA

## PROUD TO BE AND AMERICAN

Annual Fall Tour

Check In October 26th

Tour October 27<sup>th</sup> & 28<sup>th</sup>

Lets See Those Stars & Strips

Check in will be in the Lobby of the Econo Lodge Thursday Afternoon the 26th. Thursday Evening we will have an area set aside at the Cattle Stampede for those who want to join us. Friday Evening you will be on your own to choose from one of the many eating places in the area. Saturday Evening we will once again have our Farewell Banquet at the historic Coal & Iron Building in downtown Ft. Payne.

On Friday we will be touring the back roads up Lookout Mt. And back down into Chattanooga Tn. To the Coker Antique Vehicle Museum, after the Museum Tour we will have Lunch, we have a choice of 2 very good places within 2 blocks of Coker, The Star Southern Cooking & The Urban Stack, after Lunch we will make our way back to Ft. Payne, there are a couple Antique Shops along the way for those who might be interested.

Total Mileage for the day will be about 115 Miles.

On Saturday we will once again be Touring the back roads back up Lookout to Little River Canyon, we then wander down the Mt. Into Leesburg for Lunch at the scenic Decks & Docks, hopefully, weather permitting we can eat on the large outdoor patio overlooking Weiss Lake.

Total Mileage for the day will be just approx. 100 Miles, this will get us back to the Hotel between 3 or 4, this will give us time to freshen up for the Farewell Dinner at the Historic Coal & Iron building.

Complete Information will be in each Touring Packet.

PLEASE look over the route sheets, as with any Touring Event much time goes into insuring you will get to your destination and back safely.

Feel Free To Call Anytime For More Info

Dan Nelson 256-490-4360



## THE TRAVELER

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle





# MODEL A TOURING CLUB OF NORTH ALABAMA FALL TOUR

Due to increase in room rates at the Hampton, the Econo Lodge will be our Host Motel

Nightly rate is \$70.00 Includes Taxes, \$10.00 per Night for Pets, we have a Block of 20 rooms

For Reservations Call Hotel direct, Mention Touring Club  
October 16th is Cutoff date for this rate

Econo Lodge  
1412 Glen Blvd  
Ft. Payne, Al. 35968  
256-845-4013  
Trailer parking will be available on premise

Name, Print \_\_\_\_\_

Additional Attending, Print \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Touring Car \_\_\_\_\_ Tag No. \_\_\_\_\_

Insurance Company \_\_\_\_\_ MARC Member , Yes \_\_\_ No \_\_\_

Registration Fee \$20.00 \_\_\_\_\_ Farewell Dinner \$15.00 Per Person \_\_\_\_\_ Total \_\_\_\_\_

Make Check Payable To:

MATCNA, 665 Randolph Rd., Hokes Bluff, Al. 35903

This is an MARC Event, you are covered under MARC Event Insurance if you are a MARC Member,

At this time MARC is running Special Promotional Rates for New Members & Renewals, for more info  
Contact MARC Headquarters in Michigan, 734-427-9050

MATCNA SPECIAL SIGN UP & RENEWAL RATE DURING THIS EVENT, \$15.00

For Those who have not been to our Fall Tour, There are many eating places  
available in the Hotel Area.

Additional Informational will be provided in the Touring Packet

For more Info, feel free to call me anytime, Dan Nelson 256-490-4360



## THE TRAVELER

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle



# PEZ Evolved From an Anti- Smoking Tool to a Beloved Collector's Item

*Reprinted in part from  
Smithsonian Magazine*

When it comes to stocking stuffers, one product hits a perfect harmony: the PEZ dispenser. Part character, part candy, and all collectible, the trinket has delighted kids and collectors around the world for decades. And yet when Austrian confectioner Eduard Haas III invented PEZ, he set out to corner an entirely different market.

By the 1920s, Haas already owned a successful baking goods business in Austria that he'd inherited from his father. Eduard Haas II founded the Ed. Haas Company in 1894 to sell the baking powder invented by his father, Eduard Haas I, and other ingredients. Eduard Haas III took over management of the company when he turned 18, and created its first newspaper advertisements for their pre-measured cake mix.

The success of Haas baking powder inspired the young businessman to pursue his interests in the confectionary world. An anti-smoking advocate, Haas III wanted to create a tablet that would "not only refresh one's breath but could also help consumers who were anxious to cut down on smoking or overeating," writes Shawn Peterson, company historian at PEZ Candy, Inc., in PEZ: From Austrian Invention to American Icon.

How PEZ Evolved From an Anti-



Haas wanted to create a tablet that would help curb smoking and overeating. From the archive of PEZ Candy, Inc.

## Smoking Tool to a Beloved Collector's Item

Strong peppermint flavoring seemed like just the trick, but peppermint oil was expensive and primarily used in pharmacies. Peppermint-flavored products were usually made by boiling ingredients, which wasted peppermint flavoring because it evaporated in the heat. So

Haas Company chemists developed a tablet manufacturing process that's cold. PEZ tablets are made by compressing confectionary sugar and flavoring with thousands of pounds of force until each brick holds together. The candies didn't originally come in dispensers but were instead packaged in metal tins or foil-paper wrapping.

Before he could sell the new product,



# THE TRAVELER

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle





Haas needed a name—something snappy and universal. He took the first, middle and last letters from the German word for peppermint, pfefferminz, and created PEZ.

The first PEZ candies, called PEZ Drops, were marketed as a luxury item for adults. Advertisements touted health benefits and showed couples about to kiss with the caption, “Deliciously fresh breath!” Early ads proclaimed, “No smoking, PEZing allowed!” Later, the Ed. Haas Company hired young women to drive around crowded locations in PEZ-branded trucks, wearing PEZ uniforms, and stand near busy squares and major events to hand out free samples of the peppermint treats. “Already PEZing?” asked pin-up girls in ads. The women, called PEZ Girls, “would soon arrive

at famous landmarks around the world, offering the public a new way to freshen breath and refrain from smoking,” writes Peterson.

PEZ’s popularity required Haas’ company to convert factories from baking powder and other production to more and more peppermints. Mechanized tablet-forming processes pushed PEZ to change course, in the 1930s, from round tablets to their now-familiar rectangular ones.

PEZ tablets spent more than 20 years without a handy carrying container. The metal tins or paper rolls were meant to be carried in one’s pocket. But in the late 1940s, Haas realized that customers wanted a quick way to pick out a tablet with one hand, or share with a friend without dirtying the candies in the



Eduard Haas III (left) and Eduard Haas IV (right) From the archive of PEZ Candy, Inc.

tin. Haas hired engineer Oscar Uxa to create a solution, and in 1949, the first PEZ dispensers were sold at the Vienna Trade Fair. The U.S. patent was granted in 1952.



## **ABOUT THE GULF COAST MODEL 'A' CLUB**

The Traveler newsletter is published for the membership and friends of the Gulf Coast Model 'A' Club. Outings are held monthly at various locations and times. Views expressed in the Traveler are not necessarily those of the Club Officers or MAFCA. Club membership is \$25.00 per year and can be mailed to Becky Baisden at:

GCMAC,  
PO Box 812

Cantonment, FL 32533

Club dues are \$25 per year for individuals or families. We currently have a membership of 40+ families. We believe in doing maintenance on the cars, educating ourselves on the Model 'A', fellowship with other members, showing the cars, driving the cars locally and on tours and having a great time seeing and driving Model 'A' Fords. We have fun and would welcome you as a member whether you own a Model A or not. Come join with us in a wonderful hobby that is historical and worthwhile. You will meet friendly people who are in love with the Model 'A' and love to drive, show and talk about these interesting cars.



## **THE TRAVELER**

Monthly publication of the Gulf Coast Model 'A' Club - Southern Alabama to the Florida Panhandle

