



the TRAVELER



Volume 21-4

April 2024

P.O. Box 812, Cantonment, FL 32533

GCMAC's Connection to MAFCA Article



In this month's MAFCA magazine (March/April 2024), there is an article on page 30 about Harley Utz celebrating his 100th birthday. Harley is the guy we bought our 1928 Model 'A' Closed Cab Pickup from. The article is about Harley being a Model 'A' Guru

and that he was a veteran of WWII in Guam and Guadalcanal in the South Pacific. My 1928 pickup is also mentioned in the article as Harley's first Model 'A' and how it remained his driver.

They traveled all across the country in it, even to Alaska.

Genetically, some in his family have lived to 110, so I'm not surprised Harley's still healthy and having fun at 100 years old with his local Model 'A' club. The guy (Roger Gash) who wrote the MAFCA article about Harley is the guy I initially
Continued on Page 3



Our Club



GCMAC Officers	Name	Phone	Email
President	Allen Braddy	678-499-3370	alnbraddy@yahoo.com
Vice President	Martha Fuller	251-602-1931	waltermern@aol.com
Secretary	Elizabeth Witherington	251-648-9844	mrs.witherington@att.net
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

April Birthdays

- 6 Bunny Cummins
- 8 Phillip Childers
- 13 Zack Lundy
- 14 Betty Tubbs
- 15 Debbie Bright
- 21 Myong Moore
- 24 Ron Cummins
- 24 Steve Tubbs
- 26 Lee Stepney
- 28 Ron Persons
- 28 Nancy Pampel
- 30 Nimfa Smyth



Anniversaries

- 20 Wesley & Helen Chalk

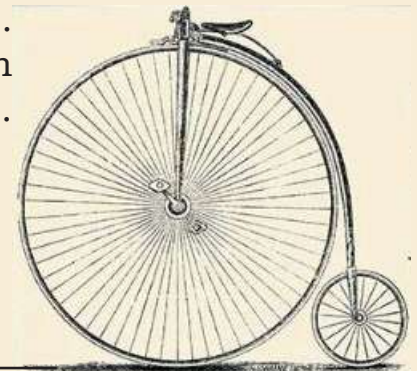
Message from ...

Hi _____ everyone,
 I hope the season change is treating you well. And welcome to car season. As the busiest time comes upon us, we're getting our cars prepped for the show circuit, touring trips, or even a nice ride to go get some ice cream.

As car enthusiasts, my wish is to get out and share our passion for these Model As. Find an outing where you can share time to educate others about your car. We're not just a meet-and-eat club. Get involved in your area or region; there are many events scheduled every week. If you have access to any type of senior or kids club, help us out with a lead. Spending any amount of time with these groups can bring a little boost of joy to their lives and also to yours.

My biggest angle here is to get out and enjoy yourselves.

Allen Braddy



Harley Utz

Our club's Model A guru celebrates his 100th birthday!

By Roger Gash

It was the 11th hour of the 11th day of the 11th month — but not 1918. An appropriate starting time for the Virginia City, Nevada, Veterans Day parade in 2023 with the participating Carson Valley A's.



A special Model A ride that day was Harley Utz, a 100-year-old Marine veteran, who served our country in WWII in the South Pacific, including Guam and Guadalcanal. Numerous people from the parade crowd stopped out to shake his hand and thank him for his service. He's a quality guy — and we also have good reasons to thank him for his Model A expertise!

Harley has been in MAFCA since 1981, and at his 100th birthday party received a cake with 100 candles, which he blew out with a bit of help from some wind. He is the most senior member of the Carson Valley A's. He continues to volunteer help on numerous Model A's, one in a while still choosing under to "tuck things out."

Harley's Veterans Day parade Coupe trip to Alaska, on a trip to Massachusetts, his spare parts included an engine block — just in case Harley and Rosemary were married 73 years before she passed away in 2021.

Despite Harley's vast knowledge of Model A's, longtime friend Al Shall recalls when Harley was baffled with a problem that occurred on the way to a meet in California. The problem remained the next morning ... and also on the following day.

At the repair tent, several Model A's helped him change parts without success. Finally someone asked, "What have you changed lately?"

Harley responded that he recently added a caution light for his oil pressure gauge. When that unit was disconnected, the problem was solved: simply a faulty bulb that fouled up the ignition system! The drive home was without incident.

We at the Carson Valley A's look forward to more drives with him. ☺



Photos of 31 of the 35 Model A's he has restored.

30 The Restorer • March/April 2024

Roger Gash, a member of the Carson Valley A's, lives in Hudson Valley, Nevada.

days later saying that Harley had picked me to purchase his car. One person dropped out, and another was unable to purchase for a month. He suspected the others in California (that he knew) just wanted the truck to flip and make money. The pickup was a good deal, and I knew that.

When I got the call saying I could buy it, I was in an Irish pub in Boston with my wife, son, and some friends. I had to go outside to talk, as it was so loud in the pub. Harley told me I needed to drive out to Nevada and buy his beloved 1928 closed cab pickup truck.

Harley and his wife restored 35 Model 'A's over the years, and this pickup was his personal driver as well as his first Model 'A'. I rented a car trailer and took a rather long road trip out to Nevada. Harley spent a lot of time with me, going over every little detail of his pickup.

The only catch in the deal was that he told me I had to give the truck back if Yvonne didn't learn how to drive it. I've called Harley a few times over the years to say 'Hi' and



the first thing he always asks is, "Has your wife learned to drive the Model 'A' yet?" The cover picture is in Harley's yard (when I was purchasing the truck), and the other one is while Yvonne and I were touring in northern Alabama.

We've taken many tours with the 1928 Model 'A' Closed Cab Pickup in Florida, Texas, West Virginia, and Alabama. This month, we refreshed the engine in the pickup to get ready for future road trips. Because there's nothing like taking a road trip in a sweet-running Model 'A'.
- Jim Quinlan



THE TRAVELER

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



Club Happenings



Alabama Breakfast

There were 8 people at breakfast, and we had the whole side to ourselves. Topics discussed: Model A's, A parts and resources, the Model A barn, Gater and the yellow jackets, the huge number of upcoming events, pistol permits, job ideas, Pokémon and bacon. - Kathy MacNamara



Rays Harpers Fire

Pictures of Ray's 1923 Model T that caught fire. The insurance company said it was a total loss. Ray was able to push the car out of the garage all by himself, saving the garage from total destruction.



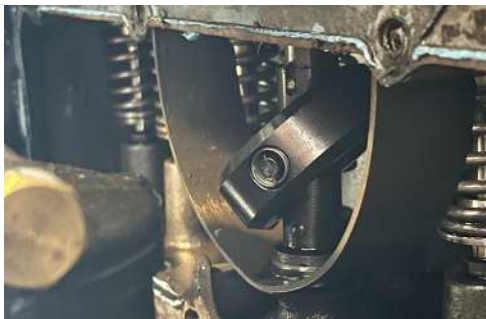
Pensacola Breakfast

Pensacola breakfast was held on Saturday, March 2nd, 8:30am at Golden Corral. 13 attended the breakfast.



Robin Olsson's Garage

I went over to Robin Olsson's house to observe Joe Stephens adjusting the valves on Robin's Fordor. His car has a gyroscope type synchronizer for the distributor. (I was only there as an observer.) - Alan



Tech Talk at Jim's

We had a great turn out for our first tech talk of the year on March 9. Our hosts, Jim and Yvonne Quinlan, gave us an opportunity to get our cars on the lift to show us how and where to lube your vehicle. (Unfortunately, I forgot to bring the zert fitting with my grease gun).

We changed the oil in Sabine's 30 Tudor, and in Ron's 31 Tudor. We also did a little work on Ron's fuel lines and changed out his manifold gaskets.

13 people were in attendance.
- Allen



Entertainment

Email to
Joe Allen Braddy
alnbraddy
@yahoo.com

Submission
date is the
20th of each
month

Car Shows. Events. Cruise Ins & More

Scott Lunsford has created a private, by invitation only, Facebook group, "Today's Model A." This is for members-only to communicate within the group, ask questions, make suggestions or complain about how annoying your event coordinator is. So if you're interested in joining the group, Please contact Scott.

Club Activities:

April

Apr 6 8:30 am Pensacola Breakfast. Golden Corral 260 Langley Ave.



Help Wanted

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

Apr 20 Paula and Gator Gould Rally Around the County (See ad on page 6)

Apr 27 Club Meeting at the Baldwin Heritage Museum. 25521 US 98, Elberata, AL

May 4 8:30 am Pensacola Breakfast. Golden Corral 260 Langley Ave.

Model A Activities:

April

Apr 19-20 - Greenwood, SC 18th Annual All Model A & Model T Parts Swap Meet

Apr 28 - Columbus, IN Columbus Region 60th Annual Model A Swap Meet

June

June 13-16 - Texas Tour Nacogdoches, Texas

Model A Day Event
October 4-6
In Florida
Main Event is Saturday
Admission is free with
a Model A or Model T
including passengers.
More Details to come.

June 23-29 - **MAFCA 2024 National Model A Convention** Ruidoso, New Mexico

December

Dec 11-14 - **National Awards Banquet** Salt Lake City, Utah

Local and Regional, Activities:

April

Apr 6 - Camellia Classic Car Show, Camp Grace, 11081 Wanda Dr., Mobile, AL., 8-2pm

Apr 13-14 - 35th Baldwin County Strawberry Festival Open Car Show. Loxley Municipal Park, Hwy 59 South, Loxley, AL

Apr 13 - Mobile Chocolate Festival Cruise In. 1035 Cody Rd N, Mobile. AL, 8:30-2pm

Apr 12 - 35th Annual Baldwin County Strawberry Festival Open Car Show. Loxley Municipal Park, Loxley AL 9-4pm

Apr 13 - Pensacola Civitan Club Picnic. 11am-2pm at Seville Square, Pensacola, FL



Join Us In the 21st Century

www.gulfcoastmodelclub.net

Gulf Coast Model A Club





Rally Around the County

EXCEL, ALABAMA

April 20, 2024

Paula and Gator Gould are hosting a rally around the county, a running board picnic (bring your own picnic supplies), and smoked chicken barbecue. Bring your antique cars and a covered dish or dessert and enjoy food and fellowship.

Local hotels are available but make your reservations now other events are going on at the same time.

Please let us know if you can join us so we can get a proper count for food preparations!

Call for more information 251-765-2677 and leave a message.



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Tech Tips

Henry's Transmission Traps!

By Tom Endy

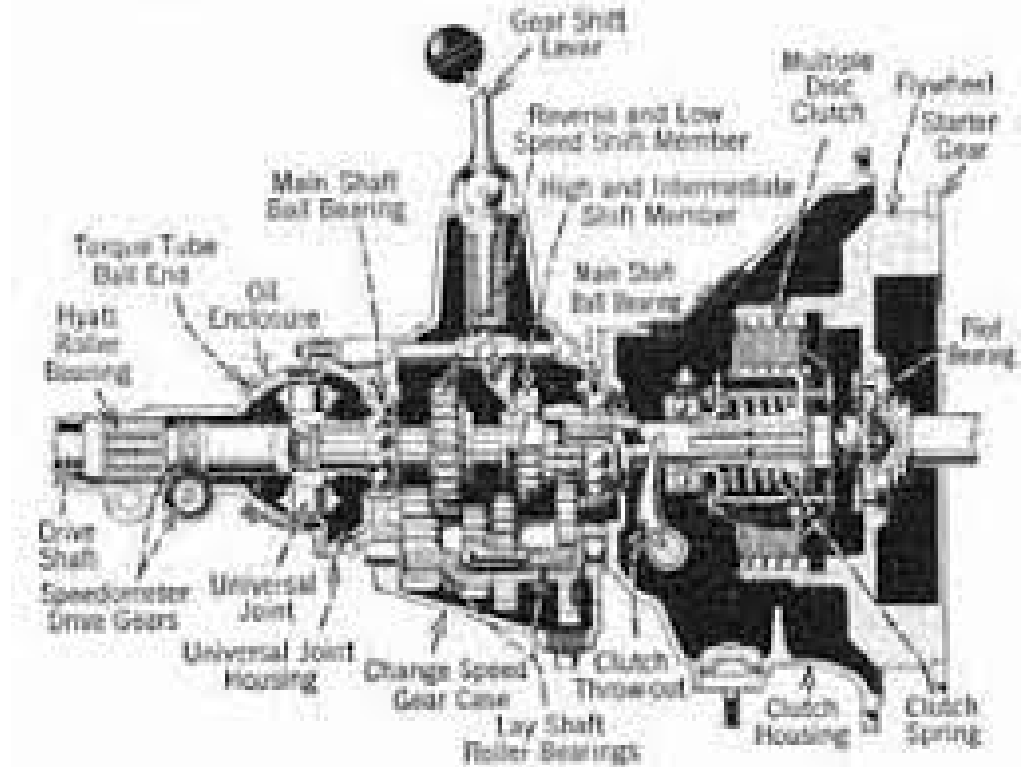
The Model A Ford transmission has been described by many as being extremely simple. I would certainly agree with that statement. However, Henry devised a few traps to confound and confuse the next hundred years of Model A enthusiasts. Unless you are aware of these traps when rebuilding a transmission it can well ruin your day.

The rear bearing retainer:

There is an "early" and a "late" rear bearing retainer. Either will easily fit the rear of the transmission. However, the early bearing retainers had the bolt pattern for the six bolts to the U-joint housing non-symmetrical. The later ones had the bolt pattern symmetrical to match the later U-joint housings. You need to know which U-joint housing you intend to use before you install a rear bearing retainer. You will note that the gasket kit for a U-joint housing has two of the bolt holes elongated to accommodate either type. Make sure you know which you are installing because if there is a mismatch you won't be able to bolt up the U-joint housing correctly.

The oil baffles:

There are two oil baffles, one for the front ball bearing, and one for the rear ball bearing. There is an "early" set of baffles, and a "late" set of baffles. The



early baffles are used with the early housings that had machined bearing stops and are slightly smaller in diameter than the later. The later baffles are slightly larger in diameter and are used with the later housings that used snap rings as bearing stops. You need to be aware of which set of baffles you are using. Modern day Model A parts suppliers only offer the later, larger baffles. If you install the later baffles in an early housing you will bind up the transmission.

Oil baffle orientation:

Though it was not one of Henry's traps, it is very easy to install both oil baffles backwards, and you do not

want to do that as it will bind up the transmission and cause metal wear particles to contaminate the transmission. The oil baffles should be oriented against the ball bearings such that there is a 1/16" space between the outer edge of the bearing and the oil baffle.

If it is flush against it, you have it installed backwards. If you have it installed correctly and there are sections that are close up against the bearing it is because the baffle has become distorted. This is an easy fix; slide a putty knife between the bearing and the baffle and straighten out the distorter area.

The main shaft front bearing spacer:

The main shaft is the splined shaft the two slider gears slide on. At the very front is a spacer that positions the front roller bearing inside the input shaft. The "early" main shafts had the spacer machined as an integral part of the shaft. The "later" main shafts had a spacer that could be replaced. The spacer is shaped much like a rounded "key ring".

You must determine which type main shaft you are installing and you do not want to install the "key ring" type spacer on the early main shafts, as you will bind up the transmission.

Input and main shaft mating:

Input shafts and main

shafts were apparently made at different factories and not all will mate up properly. The end of the main shaft should not contact against the end of the relief inside the input shaft, as it will bind up the transmission. Before installing an input shaft and a main shaft, slide the input roller bearing onto the main shaft along with the appropriate spacer and place it inside the input shaft. Rotate the two shafts to determine if there is any binding caused by the two shafts bottoming out.

Sealed ball bearings:

Today we can buy sealed ball bearings that will fit the Model A transmission; most Model A suppliers carry them. There is a seal on both sides of the bearing. The bearings are

packed in grease. You have your choice of leaving both seals in place, or removing the inboard seal so that transmission lubrication oil will reach the bearing elements. There is a controversy about which is preferred. My choice is to remove the inboard seal of both the front and rear bearing. Whichever you do, you still want to install both oil baffles. Though they are no longer needed to control oil leakage, they are required to take up the dimension of the installation.

You can also buy cluster shafts and idler shafts that have been modified with an O-ring that will control oil leakage out the rear of the transmission. ☺

The Model A Ford Club of America MAFCA

Serving Model A Ford owners since 1955



Our award winning magazine "The Restorer"

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/>



Era Fashions



Looking One's Loveliest in 1928

A Victorial Summary of Model 'A' Fashions

It was in 1928 that Henry Ford's River Rouge Complex in Dearborn Michigan, an auto plant begun in 1917, was completed as the largest factory in the world. In 1928 the United States were still consumed by Prohibition and the Roaring 20's. Fats Domino, Lefty Frizzell, Maya Angelou, Rosemary Clooney, Elias James Corey, Dick York, Bob Crane, Jimmy Dean, Dick Van Patton, and Ralph Waite are some that have one thing in common.

Only one was an American chemist Nobel Prize laureate but they all were born in 1928. And on that note, 1928 was the

first year of our Model A era.

Anne Rittenhouse, fashion contributor for McCall's Magazine, wrote in 1928, "Not a knee was to be seen." She also wrote, there was a new trend of practicality. Every woman could wear the same dress at



home, to work and to then to the store. One costume for the day was sufficient. Another trend for women's fashion in 1928 was the open season for all fabrics between two Januarys. Cedar chests were now used for interior furnishings.

In 1928, waistlines were right at the widest part of hipline. New belts livened up old frocks. Designers used simple straight lines. The hem line

was straight with flares and pleats that allowed the skirt to open with the movement of a woman's knee brought on by new dance demands.

A vivacious evening and afternoon tea dress was preferred to a sedate one. A wider variety of colors were accepted. Women's clothes were now referred to as romantic and acquiescently Victorian similar to the feminine gowns in the late 1880's when Queen Victoria lived. There were no plain surfaces on a dress in 1928. Dresses had ruffles, full skirts, a flare below the knee and uneven hemlines. In 1928 there were flounces, jabots,



pleating, decorative girdles, odd seams, flying scarfs, floating sleeves, raglan shoulders, and hip yokes that were features to attract attention and





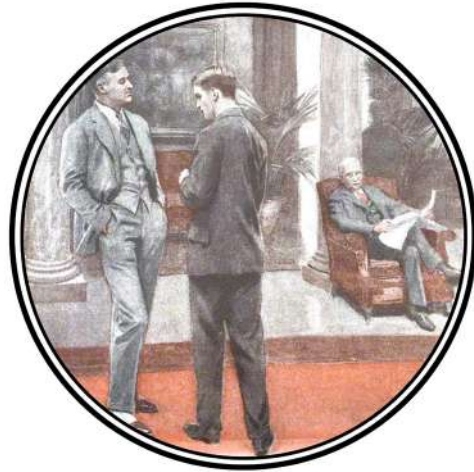
prove change from the last season.

Necklines were softened with lace using its old sway over the neck opening. The decorative neckline went hand-in-hand with the flowing, straight skirt. Coats in the summer were not only for comfort but often as a decoration. Coats were not meant to hide the dress but slyly reveal it. Well fitted shoulders were a necessity. The slim arm was as important as the slim ankle. Muscles were taboo. Stringy tendons were abhorred. Women went to great lengths to look just right.

Women's fabric colors in 1928 were bright and vivacious. Fabrics in garden colors let in brilliancy. With bright colors available, black and white, dark blue and mist gray were running mates. For more information



about colors in the Model A era, check out *The Color of Fashions in Your Model A World* written by MAFCA member Peggy Gill. Her research and color descriptions will steer you in the



right direction to recreate that perfect ensemble.

In young girls fashions, there was the allure of the new smocking which simplified fitting with straight under-arm seams. Another great trend was hand stitchery with effectively placed dainty flowerets made from French knots.

Men's clothing was like women's fashions, proper etiquette and correct attire was the norm. Wool was the primary fiber although other fibers were woven in to create subtle

patterns. Popular colors included blue, gray, blue and black. In warm climates, lightweight suits were worn without vests.

The year 1928 offered many clothing options, and the beginning of the Model A era. Be sure to read the following articles for each year in this series, *Looking Your Loveliest* in 1929, 1930 and 1931, to see what a difference a year makes

Bibliography

Fashions-Waistlines Catch Spring Fever, *McCall's Magazine*, March 1928, Volume LV, Number 6, pages 139.

The 'Smocktop' Method Simplified, *McCall's Magazine*, April 1928, Volume LV, Number 7, pages 152.

The Allure of the New Smocking, *McCall's Magazine*, May 1928, Volume LV, Number 8, pages 144.

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Whirling Wheels, A Romantic Novel of the Automobile Age – How a Great Game of Skill and Ingenuity Was Won, *Popular Science Monthly*, January 1928, pages 43.

Ford Motor Company, Rouge River Michigan postcard, ©Ford Motor Company 1924



Email
Submissions to
realracegrill
@gmail.com

Classifieds

Submission
date is the
20th of each
month



Model A Youth Restoration Award

Attention Model A's
Time Is Getting Short

Restoring a Model A or
thinking about it? May 31,

2024, is the final date to apply for financial assistance from the Model A Youth Restoration Award program (MAYRA). If you are between 12 and 22 and restoring your Model A or about to begin and would like financial assistance in acquiring parts, MAYRA can help. MAYRA has made over 100 awards to youth over the past 30 years. Awards, in the form of gift certificates from various Model A parts vendors, are made every two years, and in 2022, each recipient received \$3,000 in certificates. Recipients will be announced at the MARC and MAFCA National Conventions this summer. The application and eligibility information are on the website <http://MAYRA.biz>.

If you are no longer eligible to apply for an award but feel strongly that bringing youth into the hobby is essential for its future, please tell any you think should consider restoring a Model A or are currently restoring one about our program and direct them to our website. MAYRA's mission is to promote and expose the Model A to our youth, securing the longevity of our hobby and the associated businesses that support it for decades to come. Youth are the lifeblood of our hobby's future. MAYRA's program helps to develop our hobby's future members and leaders. Your help in directing youth to the program is really appreciated.

I have the original 1931
Model A
Tudor patterns
for the interior
if anyone wants them.
Back seat upholstery is fine.
Otherwise I will
pitch them.

Ron Persons
251-644-0197
ronpersons@gmail.com

CHASSIS NEEDED

I am planning a new speedster project, I will need a few parts.
I am looking for a Model A chassis with or without an engine and transmission. I am looking for quality here so the chassis must not be minimally pitted and pock marked from rust. Maybe a member has a speedster project not completed? I am sure that there is a particular member out there that has been thinking of downsizing for any number of reasons. I am hoping that I may have come along at the right time. You may reach me at 954-325-5215 and info@vintagemodela.com
Cliff Glansen



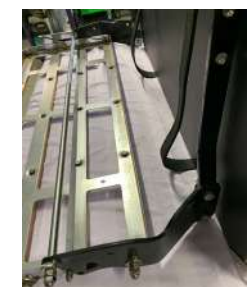
Model 'A' Trunk, Rack, Cover and extension arms for sale



Almost new Model 'A' Straight Back Trunk with Mounting Rack and Rain Cover. Comes with the Extension Arms for mounting on a vehicle with a spare tire. It was only on our Fordor for a year. The cover will completely seal and protect the trunk when you encounter heavy rain. The trunk was purchased from Snyders. Currently all these items new total just about a thousand dollars. I don't even think you can even find the rain cover for sale at any vendors now. Pickup in Foley\$650



Jim (727) 265-0381



Parts for Sale!

- Model 'A' Transmissions \$75
- Model 'A' Generators (need rebuilding) .. \$10
Some of the parts needed to rebuild them
- Model 'A' Starters (needs rebuilding) \$10
- Model 'A' Clutch plate assemblies \$25
- Water pump bodies
bead blasted and painted \$15
- Rear Hubs \$50
- Front Hubs \$50
- Quail \$60

Pickup in Foley,
Jim (727) 265-0381

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 realracegrill@gmail.com

I am looking for 1929 Model A cylinder head to use as a pattern to build a head puller. I tried the commercially available one and it bent the bolts and did not move. I am going to try and build one from a 1/2 metal plate but need a pattern to use. I am in Navarre. Robert Collins 850-396-1975



THE MODEL "A" FORD CLUB OF AMERICA IS CURRENTLY LOOKING FOR 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 OUR INTERIM WEBMASTER.

IF YOUR LOVE OF THE MODEL A EXTENDS INTO THE DIGITAL WORLD THEN WE COULD USE YOUR HELP. PLEASE CONTACT ME AT CHAPTERCOORDINATOR@MAFCA.COM OR DIRECTLY AT 405 812 8131 OR ANY CURRENT BOARD MEMBER IF YOU HAVE AN INTEREST IN VOLUNTEERING FOR THIS POSITION.



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As Easy as Sliced Bread!

Reprinted from <https://www.goldmedalbakery.com/blog/when-was-sliced-bread-invented/>

When Was Sliced Bread Invented?

May 28, 2021 Posted in: Bread Basics –

The last time you said or heard someone say that something was “the best thing since sliced bread,” did you have any follow-up questions? Maybe, “When was sliced bread invented?” Or perhaps, “Who do we have to thank for sliced bread, anyway?”

The short answer is that sliced bread was invented on July 7, 1928.

The history of sliced bread is marked by innovation, a factory fire, wary consumers, a wartime ban and public outcry. It’s a little-known story full of drama and intrigue.

Today’s consumers would have difficulty imagining a world without sliced bread, but it’s actually a somewhat new concept. While bread has been around for thousands of years, sliced bread is less than a century old — some people today are older than sliced bread. What bakers in the early 20th century thought would be a passing fad has become a staple in kitchens across the world.

Bread History: Who Invented Bread?

So, how old is sliced bread? And for that matter, when was bread invented? For many centuries, bread did not resemble the perfect, uniform



slices you might find in your pantry today. According to archeological finds, bread is one of the oldest foods ever made, dating back about 30,000 years. It is an integral part of human civilization, symbolizing the origins of agriculture itself.

Bread has been a culinary staple since ancient times when people began domesticating plants and discovered how to grind grains — such as wheat, barley, sorghum, rice and maize — to produce flour. This ancient form of bread was cooked over open flames or on hot stones.

The ancient Greeks introduced the concept of leavening bread using yeast. They also invented bread ovens that could be preheated. These were free-standing with a door for access. Following in the footsteps of the Greeks, the

Romans refined bread-making further and popularized public bakeries. During the Middle Ages, bread became a staple in the diets of people from every class.

Over time, bakers have complicated bread-making, creating fluffy, flavorful varieties. An early loaf of bread

GOOD NEWS FOR THE BREAD LOVERS - NEW ENGLAND

SLICED!

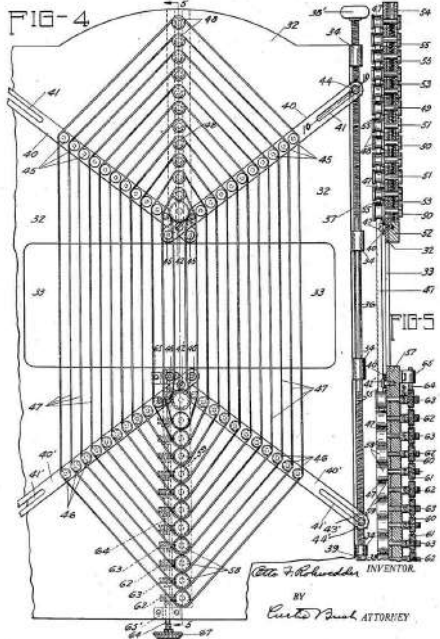
A big 20 ounce loaf. A pound and a quarter of wholesome, nutritious food. The same high quality bread now SLICED for your convenience.

7c

Same price weight and quality

If you prefer the regular, unsliced loaf, it also is at your nearby A&P Store, fresh daily

A & P FOOD STORES
The Great ATLANTIC & PACIFIC Tea Co.



would look foreign to the modern consumer — it took on various shapes rather than even loaves and contained whichever ingredients were on hand. To eat it, you'd tear off a piece or chunks, hence the expression “break bread together.” People continued to tear off bread in their own kitchens until the 20th century.

Otto Frederick Rohwedder and the Invention of Sliced Bread

The catalyst for such an interesting story had to be an intriguing man, and Otto Frederick Rodwedder was nothing short. He lived from 1880 to 1960 and was born in Davenport, Iowa. After his public schooling, he became a jeweler's apprentice. Rohwedder went to post-secondary school and earned a degree in optics from the Northern Illinois College of Ophthalmology and Otolology. However, he went on to work as a jeweler, in line with the trade where he apprenticed. Eventually, he owned three jewelry stores.

Despite his day job, Rohwedder was an inventor

at heart. He tinkered with his jewelry products to devise clever new machines. He decided he wanted to invent a bread-slicing machine. In a leap of faith, he sold his jewelry stores for capital, and he created a promising prototype. He then suffered a devastating loss. In 1917, a fire in his factory destroyed his blueprints and his prototype. It would take another decade before anyone would sell loaves of sliced bread.

When and Where Was Sliced Bread Invented?

Rohwedder continued to improve upon his vision despite the 1917 fire. By 1928, he had created a 10-foot-long metal box with a row of sharp blades that would be used to slice and wrap bread. After conducting research to determine the perfect bread thickness, he settled on half-inch slices. He applied for patents and sold his first bread slicer machine to Frank Bench — his old friend and a baker in Missouri.

The machine stayed in Bench's Chillicothe Baking Company, where he began selling sliced bread. Thus, Missouri is home to the first pre-sliced and packaged bread sales!

Rohwedder sold a second machine to baker Gustav Papendick, who found a way to improve it. Papendick figured out how to keep the slices together as the machine wrapped them — placing them in a cardboard tin. This kept the slices fresh longer.

Sliced Bread Makes the News

In 1928, the Chillicothe Constitution-Tribune, where the Chillicothe Baking Company was located, published an advertisement with the headline, “Sliced Bread Is Made Here.” The advertisement references a “power-driven multi-bladed



Otto Rohwedder

bread slicer” capable of performing an impossible feat — slicing whole loaves of bread at once.

This was the first-ever reference to sliced bread in print. It offered instructions for the consumer, suggesting you should “open [the] wrapper at one end” and “pull out the pin” to access a slice of bread. It also called sliced bread “the greatest forward step in the baking industry since bread was wrapped.” Before long, major baking companies joined the trend of making sliced bread. Within a few years, bakeries were producing more sliced loaves than unsliced loaves.

Rohwedder Sells the Patent

Rohwedder sold his patent rights to the Micro-Westco Company of Iowa, where he led the Rohwedder Bakery Machine Division. There, he helped sell his device to more and more bakeries. He remained little-known. Despite his huge impact on American culture, he did not become rich or famous for his invention.

He lived a quiet life in Louisiana with his wife and two children. He retired at age 71 and passed away nine years later. In his lifetime, he received seven bread-slicing technology patents. His original sliced bread machine remains in the Smithsonian Institution Behring Center.





Sliced Bread's Impact

When sliced bread made its debut, people were unsure what to think. With its long-standing reputation as one of the best inventions ever, you'd think it was popular right away. In reality, it took a bit of convincing to get bakeries and consumers on board with sliced bread. In the early 20th century, pre-sliced bread was a novel, strange idea.

Reacting to Initial Concerns

At first, sliced bread received mixed reviews. Consumers thought the early bread slices looked sloppy and were wary about them going stale too fast. Remember that this was before foods contained preservatives. A sliced loaf was bound to go bad before an unsliced loaf would. Improvements in machine packaging by Rohwedder, Papendick and others helped solve this issue.

Changing Nationwide Eating Habits

Soon, Americans grew to love sliced bread's convenience, especially the housewives who made breakfast and lunch for their families. Readily available Wonder Bread was the most popular. Uniform bread slices made it much easier to make a few sandwiches for your children's lunches or pieces of toast for breakfast. As a result, people began eating more bread. This trend continues

today — over 326 million Americans used bread in 2020, and more than 335 million are expected to use bread in 2024! **“The Greatest Thing Since Sliced Bread”**

Since its invention, sliced bread has become a universal symbol of innovation and convenience in the modern, industrial age. The popular idiom, “the greatest thing since sliced bread” is a way to show enthusiasm and appreciation for something or someone. The expression originated as an advertising tactic for new inventions in the baking industry. It's possible the Chillicothe Constitution-Tribune advertisement started the trend when it called sliced bread “the greatest step forward since wrapped bread.”

Sliced bread made life more convenient than ever before. It's no wonder that decades later it's used as a reference for inventions that make a huge impression!

An Advertising Bandwagon

A 1933 Evansville Press publication appears to be the first to use a variation of the “greatest thing since sliced bread” idiom. The Walsh Baking Company calls their Golden Toast “the first improvement since sliced bread.” In 1934, Bell Bakeries used the quote “the most progressive step... in the baking industry since sliced bread” to describe their freshness-dated bread.

Then, in 1939, another quote surfaced in the Lafayette Journal and Courier. An advertisement from Ruger's hailed their pantry-package twin-style bread as “the newest thing since sliced bread.”

Across the country, sliced bread was becoming the point of comparison for innovation and general “greatness.” As such a common advertising slogan, the expression entered common speech in new ways.



A Way to Show Appreciation

After a few decades, people began using the expression to show admiration for people, not just products. In 1951, American journalist Dorothy Kilgallen quoted her sister calling an actor “the greatest thing since sliced bread!” The actor in question was heartthrob Hollywood star Stewart Granger, who played a role in a film called “King Solomon’s Mines.”

This was likely not the first time someone used this expression in this fashion — but it is the earliest instance it appears in print. An ironic play on a common marketing tactic became part of everyday language. Today, you’ll find the expression in English-speaking idiom dictionaries and glossaries.

The 1943 Ban on Sliced Bread

Sliced bread’s grip on society became more evident than ever in 1943. During World War II, the federal government rationed and banned certain products as a way to preserve resources. Due to the War Food Administration, consumers



could only buy products like meat, cheese and sugar using state-issued ration coupons. One target of resource conservation efforts was sliced bread.

The Secretary of Agriculture, Claude R. Wickard, banned pre-sliced bread in bakeries and homes. Hotels, restaurants and railroad dining cars could continue selling sliced bread for 60 days. The government's goal was to preserve wax paper, wheat and steel and to reduce bread prices for the consumer. Interestingly, there was no shortage of either wax paper or wheat at the time. Bread companies had enough wax paper on hand to last for months, and the nation had a surplus of wheat bushels.

The idea that a sliced bread ban would conserve steel made little sense, as bakers could

use the same bread-slicing machine for many years. At best, the ban would conserve a minuscule amount of resources. And even though the ban was supposed to reduce prices, it was unpopular with consumers.

Public Outcry

By 1943, consumers had grown accustomed to sliced bread's convenience. When the government passed the ban, housewives scavenged for bread knives, which were soon in short supply. Those who found bread knives were no happier as a result. One housewife, Sue Forrester of Connecticut, became a spokesperson for Americans' discontent with the ban. She wrote to the New York Times, saying sliced bread was important for the "morale and sanity of a household" and that hand-cutting dozens of

bread slices every day was a major waste of time and energy.

Bakeries were not any more content than consumers. The ban led to sales drops and lost profits. Some bakeries continued to slice their bread, facing steep fines as a result. Just 15 years after its invention, sliced bread had become a necessity for any bakery to sell.

Ban Lifted

The War Food Administration lifted the ban around three months after placing it. This was due to a combination of the ban's minimal helpfulness and the public outcry it inspired. When the government lifted the ban, the New York Times ran an article called, "Sliced Bread Put Back on Sale; Housewives' Thumbs Safe Again." Sure enough, Americans had grown to love sliced bread.



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.



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