



The Quarterly Newsletter of the Model A Ford Foundation, Incorporated

The “A” Preserver

~ Enhancing the preservation of the Model A Ford and its era ~

VOLUME XXVIII NUMBER 1, March 2018

Annual Report Issue

President’s Message

by John Begg, MAFFI President

2017 was a year which provided significant growth and addition of new exhibits for MAFFI and our Museum. For quite some time we have been developing an interactive starting display which teaches visitors the procedures involved with starting a Model A. Through the dedicated efforts of Joe Hornacek and Ken Erenhofer, and with the contributions of many suppliers and The MotorCities National Heritage Foundation, the display was added to the Museum exhibits in time for Model A Day. This exhibit really helps us in our efforts, as a foundation, to attract younger hobbyists and provide an interesting and rewarding learning tool. In addition to our interactive starting display, we are building our international exhibit which we call “Ford Around the World.” In addition to having a rare right-hand drive British-built, two-door De luxe Phaeton on loan from our Trustee Tom Mack, we also have a GAZ Russian built Model A engine as well as other collectibles demonstrating the worldwide production and marketing of the Model A’s. This exhibit will continue to grow. Olle Bergstrom, from Sweden, has agreed to serve as our International Liaison to help collect information and items of interest for our international theme. Those that attended the 2017 Model A Day were able to see these new exhibits as well as very unique Model A's brought to The Gilmore for this annual event.

Further in this issue of the “A Preserver” you will read an article about NATMUS written by Jim Thomas. Our association with NATMUS began this year with our exhibit being put in place in December. Please consider visiting NATMUS to see our exhibit as well as many other antique and classic vehicles on display. Also, if you haven’t seen our website in a while, take a look. Through the creativity and efforts of Greg Shepherd, we have new site content which we hope you will find to offer greater information and be easier to navigate. You will also find we have added PayPal that can be used to electronically pay for membership and donations.

From a financial standpoint, MAFFI is very sound. We operate without debt in a world class Museum on the Gilmore campus which is rated as one of the best collector car museums in the USA. We are making progress on achieving our endowment goal of \$1 million by being about two-thirds of the way there. We want the endowment fund to be such that interest earned from the fund will pay for ongoing expenses. We have a very dedicated board of trustees with many volunteers and donors that make our Model A Museum truly a first class experience for everyone that visits. We expect 2018 to be another year of adding to the collection and creating exhibits both unique and interesting.

Speaking for all the MAFFI Trustees, we wish to thank the volunteers, MAFFI members and donors that have made MAFFI a success and our Museum a reality for current and future hobbyists to enjoy.

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MAFFI Mission Statement

The Model A Ford Foundation, Inc. seeks to preserve Model A Fords and related memorabilia, encourage research, and educate present and future generations.

Publisher's Statement

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Executive Director Report

By John D. Marshall

Membership numbers are continuing to grow, and we now have 314 Club Members and 1214 Family Members. Please tell your friends and fellow local club members about MAFFI and the Museum. Let them know that you don't have to own a Model A to be a member and help support the Museum, you just have to love Henry's Lady.

The current total of Museum Walkway Bricks stands at 1,485. We still have room for more and bricks are a great way to honor a current or past club member, relative or friend or just see your own name in stone! They are a permanent memorial and their purchase helps to fund the Museum.

The Memorial Fund increased by more than \$16,500 this past year. Unfortunately, we lost many Model A's and friends. Certificates were issued to the families of the deceased and to the club or individual donors. The Memorials are now listed in the permanent Memorial Book located in the Showroom of the Museum and the MAFFI website for all to view.

Model A Day at the Museum was again a great success. We signed up more than 100 new MAFFI members and the ALL MODEL A SWAP MEET was better than ever! Four more individuals were added to the Model A Hall of Fame, and the featured vehicles at this year's event were a right-hand drive Phaeton originally from England, a Model A powered GAZ jeep and a rare Standrive Model A Milk Truck! It's not too soon to start making plans for Model A Day VIII on September 15th. It's a great time to visit the Museum, renew friendships and see what unique Model A vehicle will be featured at this year's event.

MAFFI memberships expire in May. For those of you whose memberships expire in May 2018, it's not too early to send your renewal dues in now.

(Continued on page 3)

(Continued from page 2)

Your membership will be extended to May 2019. It will save us the expense of sending out renewal reminders and ensures you continue to receive the "A Preserver" and unlimited free admission to the Gilmore and YOUR Model A Museum!

Thank You for your continuing support of MAFFI and the Model A Museum. Without you, the Museum would have remained but a dream.

William Edward "Bill" Edstrom Sr.

By Stan Johnson

June 12, 1930 - November 24, 2017



On November 24, 2017 Bill Edstrom, an outstanding person and Model A leader, passed away following an operation on his back. His death was a shock to his family and to members of the Model A Ford Community. Not only was he an avid member of the Model A Ford community, he was a principal donor to the Model A Ford Museum. The names of Bill and his wife Sylvia are engraved on a large stone block at the entrance to the Museum, indicating that they were one of six groups to donate \$50,000 or more to push the fund raising effort over the top and guarantee the creation of the Model A Ford Museum.

Bill's involvement in the Museum was not limited to his generous initial gift. He subsequently donated a rare Model A Taxi, a 1931 wide-bed pickup, and an original 1930 Fordor sedan. He travelled to the Museum on many occasions to enjoy seeing his cars in the Museum, and also to see the collection of other vehicles, parts and tools donated by like-minded generous individuals.

Bill was born in Galena, Kansas in 1930 and served in the US Navy during the Korean War. He was a graduate of the Milwaukee School of Engineering and he later earned an MBA from the University of Wisconsin – Milwaukee, and graduated from Harvard Business School's Owner/President Management executive education program. He was the holder of US Patents, and the 1969 founder and owner of Edstrom Industries, Inc., a Waterford, Wisconsin company providing automated controls for animal habitats.

Following retirement from Edstrom Industries, Bill and Sylvia moved to Presque Isle, Wisconsin. Bill and Sylvia discovered a new interest collecting and restoring 1931 Ford Model A cars. Bill and Sylvia attended numerous tours and car shows and went on to win the highest national award for Ford Model A restoration - the coveted "Henry Award."

Bill was named a "Master Entrepreneur" by Inc Magazine in 1993 Entrepreneur of the Year awards for the state of Wisconsin. He served as a Regent of The Milwaukee School of Engineering and was an accomplished private pilot, skydiver, certified scuba diver, and mountain climber.

His beloved wife Sylvia preceded him in death. He is survived by his four children, grandchildren, and step grandchildren. He will be missed by the entire Model A Ford Community. Our sincerest condolences go out to his family and friends.



Model A Ford Museum Start Display

Big news at the Model A Museum is the addition of a Model A Start Display. It is now in the Museum and is working great! It was in position for no more than 30 minutes when an elderly gentleman tried it out. His comment - "This is fantastic !!!" what an important role he would play.



Pictured is Joe Hornacek, MAFFI Trustee, and the Start Engine display.

START DISPLAY VIDEO

<https://drive.google.com/file/d/1WfsV1NqqKyds4IEvRKedZ4CYTrLnhfYD/view>

New Acquisition

by Rob Mills



December of 2017 found the MAFFI Museum the proud owner of a 1930 AA Stake Truck. The truck was donated by BJ Thelen of Portland, Michigan.

BJ had owned the truck since 2005 and had restored it with the assistance of his brother. A local painter had assisted them with the body paint.

The truck has 123 miles since restoration and had been used in local parades to the enjoyment of many. This commercial vehicle, with its nice restoration, is a welcome addition to the Museum inventory.

Annual Financial Report as of 12/31/2017

by Gene Tallone, Treasurer

BALANCE SHEET

ASSETS	\$
Checking Account	508
Museum Operating Fund	111,708
Endowment Fund	158,353
Endowment Fund Investment	<u>500,000</u>
SUBTOTAL ASSETS	770,569

Inventory	3,395
Museum Building (net of Depreciation)	853,103
Museum Fixtures & Equipment (net)	29,796
Model A's & Other Assets	748,346
Other Investments/Assets	10,915
Unrealized Gain/Loss from Endowment Fund Investments	<u>89,253</u>
TOTAL ASSETS	2,505,377

Liabilities	ZERO
EQUITY	2,505,377

INCOME & EXPENSES

INCOME	
Membership Dues	18,785
Memorials	16,503
Museum Contributions	9,591
Endowment Fund Contributions	56,531
Sales	2,835
Special Events	21,582
Other/Miscellaneous	<u>13,203</u>
TOTAL INCOME	139,030

EXPENSES	
Newsletters/Printing/Postage Costs	7,119
Office/ Administration	3,453
Promotional/Fund Raising	1,570
Gilmore Museum Assessment	29,748
Insurances	6,361
Utilities	6,024
Maintenance & Display Costs	758
Special Projects	5,357

Special Events	2,319
Depreciation	31,255
All Other Operating Expenses	<u>2,710</u>
TOTAL EXPENSES	96,674

INCOME FROM OPERATIONS **42,356**

Unrealized Gain/Loss from Endowment Fund Investments *	64,735
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TOTAL **107,091**

Note * At Market Value on Dec. 31, 2017

2017/2016 KEY FINANCIAL COMPARISONS/MAFFI *by Gene Tallone, Treasurer*

	\$	\$	
BALANCE SHEET	2017	2016	CHANGE
Liquid Cash	270,569	313,340	(42,771)
Endowment Fund Investment	500,000	400,000	100,000
Unrealized Gain on Endowment Fund Investment	89,253	24,517	64,736
Model A and Other Assets	748,346	738,346	10,000
Equity	2,505,377	2,398,284	107,391

INCOME STATEMENT

INCOME

Membership Dues	18,785	30,508	(11,723)
Memorial Donations	16,503	10,830	5,673
Museum/Endowment Funds	66,122	144,938	(78,816)
Model A's/Other Assets	10,000	ZERO	10,000
Model A Day (Net)	19,263	14,775	4,488

EXPENSES

Gilmore Museum Assessment	29,748	29,398	350
Depreciation	31,255	31,396	(141)
OPERATING INCOME	42,356	116,878	(74,522)

NOTES

1. All Financial Reports are unaudited and on a cash basis and therefore may have some timing differences.
2. With Trustee approval The Foundation entered into an agency agreement to have a portion of its funds professionally managed and invested. In February 2016 the first portion was invested. During 2017 an additional \$100,000 was advanced to the professionally managed fund.
3. The Unrealized Gain/Loss for 2016 is at Market Value on December 31 2016.
4. The Unrealized Gain/Loss for 2017 is the cumulative value of 2016/2017 at December 31, 2017
5. 2016 Operating income includes \$80,000+ donation from single donor.
6. Operating Income excludes any Unrealized Gain.

MAFFI 2018 BUDGET

by Gene Tallone, Treasurer

EXPECTED INCOME

Membership Dues	25,000
Pledge Donations	7,500
Member & Club Donations	68,000
Memorials & Bricks	15,000
Gift Shop & Other sales	3,000
Model A Day	5,000

TOTAL **133,500**

ANTICIPATED EXPENSES

Gilmore Museum Assessment	32,000
Office / Administration	4,000
Museum Utilities	8,000
Insurance	7,000
Newsletter / Publicity	12,000
Transport / Shipping	5,000
Project Materials	20,000
Storage	10,000
Depreciation	32,000

Total **130,000**

NEW MEMBERS

(from 27 October 2017 to 16 January 2018)

The following new members recently joined the Foundation. We welcome them to the important work of preserving the Model A and its era for future generations.

LIFETIME

Ken & Angela Heitz, Bourbonnais, IL

3 YEAR MEMBERSHIP

James Brand, Oyster Bay, NY

FAMILY

Gene & Joyce Yoder, Sturgis, MI

Monetary Memorial Donations

(from 27 October 2017 to 31 December 2017)

Cathy Wray in memory of Bob Anderson
Evergreen Chapter, Model A Ford Club of America in
memory of Stan Krahn

San Diego Model A Ford Club in memory of Fred
Dacy

San Diego Model A Ford Club in memory of Gene
Amy

Steve & Judy Hamilton in memory of Pat & Patti Brost

Steve & Judy Hamilton in memory of Ed Davis

Three River Region, Model A Restorers Club in
memory of Joan Hamilton

Tom & Terry Machado in honor of Walter Caplan
Salt Creek Chapter, MAFCA in memory of Corinne
Beller

Modesto A's in memory of Mary Wolfe

Modesto A's in memory of Myrtle Wagoner

Modesto A's in memory of Brooks Rushing
Modesto A's in memory of Berta Herger
Modesto A's in memory of Elroy Eberwein
Evergreen Chapter, Model A Ford Club of America in
memory of Patricia Rust
Joe Hocker in memory of Fred Carlton
Fort Worth Model A Club in memory of Vernon Beene
Sonoma A's in memory of Al Traversi



Phase II Goal

When the first goal of \$500,000 was reached, those funds were invested conservatively, in the hands of a trusted investment institution.

The initial estimate of a \$500,000 endowment was based on an expected rise in interest rates to traditional levels. Interest rates are not yet at the level needed.

The Trustees decided to adopt a Phase II goal of \$1 million, to be raised over time, to completely assure that the Model A Museum lives forever, even if interest rates only stay at present levels.

This Dec '17 total includes \$90K of unrealized gains in the invested funds

Klecha Bequest.
Bulch Klecha's bequest of \$81,817 to the Museum in his will is an example of the generosity and forethought shown by Model A Ford owners around the nation.

*Keep raising the temperature,
Assure the Museum's Posterity*

Your A Preserver can be emailed

Advantages are that you will get your *A Preserver* issue sooner than mailed and in color. This also allows MAFFI to save on printing and mailing costs which helps to keep expenses down. If you would like to have your issues emailed, send an email to editor@maffi.org.

Attention Members

You can now renew your MAFFI membership using Paypal on the website. This is another way that you can save MAFFI the expense of sending renewals.

MAFFI Membership Application

The Model A Ford is a symbol of Americana. MAFFI is dedicated to the preservation of the Model A and associated historical information. By joining MAFFI, you will help meet that goal while receiving an informative quarterly publication and other benefits. Your membership donation is tax deductible under Internal Revenue Service rule 501 (c)3 and will help with MAFFI's many projects and worthwhile goals.

Name: _____

Address: _____

City: _____

State: _____

Zip: _____

Telephone: _____

E-mail Address: _____

MAFCA/MARC Chapter _____

Family Membership Category:

Annual (\$25.00) _____

Three Years (\$70.00) _____

Life Member (\$350.00) _____

Club Donation: \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Mail this form with your payment to: Model "A" Ford Foundation, Inc., P O Box 28, Peotone, IL 60468-0028.

MAFFI and NATMUS

by Jim Thomas



The Model A Ford Museum has recently created the opportunity for more widespread exposure for our beloved Model A Ford. In December MAFFI entered into an agreement with the National Automotive and Truck Museum (NATMUS) to temporarily display three MAFFI-owned Model A vehicles at their Auburn, Indiana museum. These vehicles include a 1931 De Luxe Phaeton, a 1930 Model AA Oil Tanker Truck and a 1930 Closed Cab Pickup. These three vehicles will join a Model AA truck and an interesting cut-a-way Model A chassis already on display at the NATMUS.

The National Auto and Truck Museum

This accomplishment was the result of a real MAFFI team effort. John Begg, MAFFI President, headed the negotiations to loan these vehicles to NATMUS for a one-year period. Jerry Morrissey, former Model A Ford Museum Manager, and Randy Czubko, MAFFI Trustee, coordinated the trailering of the vehicles to their new temporary home. They also set up the museum display signage for the vehicles, which was created by Randy. Gene Tallone, MAFFI Treasurer, arranged for the insurance coverage for the vehicles. This joint MAFFI-NATMUS agreement allows MAFFI to accomplish several objectives – to provide the opportunity for additional public exposure of MAFFI-owned Model A vehicles and the opportunity to advertise the Model A Ford Museum to car enthusiasts visiting the NATMUS. These vehicles are part of the Model A Ford Museum’s rotational display inventory and would, otherwise, be in local storage at the Gilmore Car Museum.

The National Automotive and Truck Museum is recognized as one of America’s most interesting vehicle museums and features more than 100,000 square feet of display space. The NATMUS exhibits include a wide variety of automobiles, trucks, motorcycles, bicycles, buggies, carriages, and even toys and model vehicles.

Their museum is housed in the former factory building of the Auburn Automobile Company and is adjacent to the famous Auburn Cord Duesenberg Automobile Museum. The NATMUS in Auburn is located only about 90 miles from the Model A Ford Museum in Hickory Corners, Michigan. Auburn is also the home of the Early Ford V-8 Museum. This makes these locations good multi-visit targets for planning upcoming Model A club road trips.



David Yarde, NATMUS Executive Director (left) and Randy Czubko, MAFFI Trustee

GAZ MODEL A FORD PLANT IN THE NEWS

by Stan Johnson

The massive automobile plant in the town formerly known as Gorky was the site of Vladimir Putin’s recent announcement that he would run for another term as President of Russia. The Associated Press wrote that "The President chose to make his re-election announcement at the GAZ automobile factory in the city of Nizhny Novgorod. The factory is a symbol of Russian's industrial might. 'I couldn't find a better place and moment' he said to massive applause at the plant." Perhaps even the Russians have forgotten that the plant was built by Henry Ford so that the Soviet Union could begin producing Model A Fords in 1932. The Model AA trucks that the plant produced were a key logistics component in the eventual defeat of Nazi Germany in WW II.

**Support the MODEL “A” MUSEUM with a lifelong tribute
BRICK ORDER FORM - \$150/BRICK**

3 line message-20 Characters/line including spaces & punctuation- 17 Characters for CAPITAL LETTERS
(Each line will be centered.)

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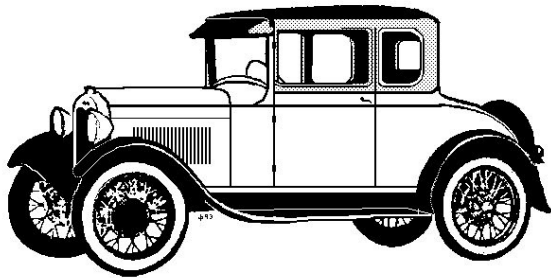
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MAFFI SALE MERCHANDISE

Museum Window Decal	\$ 2.00	Bumper Decal (My other Car is)	\$ 3.00
Iron-on Museum Cloth Patch	\$ 4.00	Museum Clutch Pin	\$ 7.00

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MAFFI Programs for your Club—Loaned free to all member clubs

Contact Janice Barker—Email your requests to Janice at: jlb72443@aol.com

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| GAZ: The Russian Model A (21 minutes) | Henry Ford (90 minutes) |
| Alternative Uses of the Model A (17 minutes) | Music of the Model A Era (40 minutes) |
| The Model A Story—1928 (33 minutes) | Highway Hangouts & Diners (90 minutes) |
| MAFFI Model A School Bus Program (14 minutes) | Model A Locks and Keys by Cal Allen (90 minutes) |
| Twenty Millionth, The Milestone Model A (42 minutes) | Forty Horses (30 minutes) |
| MAFFI Model A Magazine Ads Program (20 minutes) | Hammer Welding (60 minutes) |
| Seat Belts for your Model A by Stan Johnson (slideshow) | Timing the Ignition (10 minutes) |
| The NEW FORD (23 minutes) | How a Mustang Was Made (33 minutes) |
| The Henry Ford Museum (slideshow) | Reproduction of Era Fashions (40 minutes) |
| LeBaron Bonney, your car will be happier (28 minutes) | |
| Howard Henderson's Model A Powered Pietenpol Air Camper (10 minutes) | |
| Buckeye Bank Robbery by Dayton-Buckeye Model A Club (45 minutes) | |
| Around the World in Model "A" Fords (74 minutes) | |

Diablo A's Technical Seminar Videos

See MAFFI.org for the complete list of 43 DVD's for use by MAFFI members.