

Old Pueblo A

December 2020



Tucson Chapter

Model A Ford Club of America



OLD PUEBLO A



Official Monthly Publication
Tucson Chapter, Model A Ford Club of America
7060 E. 21st Street, Tucson, AZ 85710
www.tucsonmodelafordclub.org

ADVERTISING RATES:

Cover Ads.....\$20.00/year

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TUCSON CHAPTER DUES:

\$15/year family or

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MEETINGS:

Regular meetings are held on the first Tuesday of each month (except December) at 7:30 PM.

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Tucson, AZ 85711

MONTHLY OUTING:

Fourth Sunday of the month or as voted by the club membership

The Tucson Model A Club is a local chapter of MAFCA:

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*Wishing a safe and
happy holiday season
to all of our members
and their loved ones*



Beauty and Health, the Model A Way

Are you sure you want to do this?

By Mary Carlson

Any time you open a magazine, you'll be bombarded by ads for beauty products. In addition, an 'expert' will tell you how to take care of your health. Nothing changes, as this was also the case in the Model A era. However, some of the suggestions that we see in the era magazines would be suspect now. It's always fascinating to examine what was taking place during those earlier years. Following are some examples, taken from a single issue of a 1930 magazine.

General beauty and health tips:

There were numerous articles and advertisements focusing on the internal workings of the body. It was stated that lasting loveliness could not be achieved unless you kept internally clean. Products such as Sal Hepatica, Olive Tablets, fresh yeast and Postum would work towards that goal.

Sal Hepatica uses the saline method to make horrible conditions such as constipation, colds, acidosis, rheumatism, headaches and auto-intoxication disappear. The ad goes on to say that sluggish livers respond, complexions bloom and the bloodstream is purified. 'Glory on the cheek ... sparkle in the eye... Health'.



Now, for something different, try eating **Fleishmann's Yeast** three times every day. It will keep your stomach in good condition, as well as stimulating the intestines and correcting constipation. See the testimonials in the ads below.

Her experience bore out what great doctors say

(BELOW) "I was always bothered with indigestion," writes Miss Jennie Johnson of Los Angeles. "Then I noticed a lot of the peppiest girls at school ate Fleischmann's Yeast. I tried it—and my indigestion was forgotten. My complexion improved, too."

An advertisement for Fleischmann's Yeast. The top part contains a testimonial from Miss Jennie Johnson of Los Angeles, who states that she was always bothered with indigestion but that it was forgotten and her complexion improved after eating Fleischmann's Yeast. Below the text is a black and white photograph of a woman in a dark dress and a man in a tuxedo sitting at a table with a meal.

(BELOW) "When I returned from the War I couldn't eat without indigestion," writes Willard Davis of Atlanta, Ga. "I heard about Fleischmann's Yeast, tried it, and soon lost my sluggishness and indigestion."

An advertisement for Fleischmann's Yeast. The top part contains a testimonial from Willard Davis of Atlanta, Georgia, who says that after returning from the war he couldn't eat without indigestion, but that he lost his sluggishness and indigestion after trying Fleischmann's Yeast. Below the text is a black and white photograph of two men in aviator gear, including goggles and leather jackets, sitting at a table and looking at a document.

Beauty and Health, the Model A Way

If that doesn't fix you up, try **Dr Edwards Olive Tablets**. The ad states that they will keep your blood free of the poisons of constipation and the results will be lustrous eyes and clear skin.



If all else fails, try drinking **Postum**. This product made from roasted whole wheat and bran should be drunk instead of caffeinated beverages. Try it hot or cold and you can even add a dollop of whipped cream to the top, or beaten into the drink. Thousands of people are said to have claimed that 'they feel like a different person' after consuming Postum for thirty days.



A tip – smoke **Old Gold Cigarettes** and you won't be left with any irritation to your throat. They are made of better tobacco and are endowed by nature with a new taste-thrill. The first carload reached the west coast on October 24, 1926.



At the end of a tiring day, rest your weary muscles in a warm bath. Simply fill your bathtub with warm water and stir in a half pound of **Arm & Hammer** or **Cow Brand baking soda**. Lie there for 5 or 10 minutes and you will feel the soda working to loosen up your muscles, soothing and resting you. When you get out of the tub, you will be wonderfully reinvigorated.



Skin care:

As is the case today, during the Model A era there were a multitude of skin care products to choose from. It seems that every one of these products was the one you should use. What is your choice?

Beauty and Health, the Model A Way

Ingram's Milkweed Cream promised to make your skin clearer and healthier. It was meant to be applied as a cleanser for a few moments, then patted off. Add a fresh film of the cream and pat it gently and carefully into your skin. Doing this will allow the special cleansing and toning ingredients to penetrate the pores. Your skin texture will be finer and smoother.

Ponds Extract Company sold 4 skin preparations to ensure that your skin would be dazzling fine and fair. They say that Pond's Cold Cream is the lightest and most exquisite obtainable, for immaculate cleansing several times a day. Then, to give



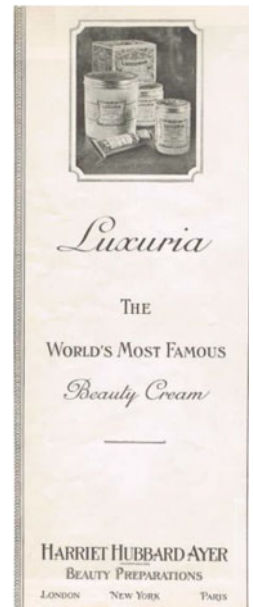
you the alabaster look of utter daintiness, use Pond's Cleansing Tissues which are soft, safe and super-absorbent. After all the cream and dirt is removed, refresh your skin with Pond's Skin Freshener. This will banish oiliness and shine. The final step to achieving a peach-bloom finish is Pond's Vanishing Cream.

The model in the ad is Mrs. Adrian Iselin II, of New York. She is wearing a black and white chiffon dress [a



Paquin model] along with a Reboux hat of satin-trimmed black [Milan]. Both the hat and dress are by Hattie Carnegie.

Harriet Hubbard Ayer Incorporated sold beauty products. They had locations in London, New York and Paris. Their ad simply stated that **Luxuria** is the World's Most Famous Beauty Cream.



Beauty and Health, the Model A Way

A somewhat more modest ad was from the company called **Dorothy Gray**, with locations in New York, Paris, Chicago, Los Angeles, San Francisco, Washington and Atlantic City. The areas to be focused on, according to Dorothy Gray, were the wrinkles at the eyes or mouth, a crepe-y texture of the throat and a drooping of the underchin. They have a simple and successful treatment for each of these areas.



What is this "modern" dirt?

impervious to ordinary cleaning. As a result, you will have a coarsened, roughened condition, impaired circulation and large pores. Ambrosia penetrates instantly, dissolving pore deep dirt and rousing circulation.

Are you plagued with freckles? **Stillman's Freckle Cream** can bleach out those nasty freckles, while you sleep. It's been endorsed by thousands, for 37 years! It will whiten your skin, too.

Do you have hair you don't want? Well, help is on the way. Del-A-Tone, Neet and ZIP are available. Each product has its own promise of how it will take care of your problem.

Modern dirt can be banished, if you use **Ambrosia**. This pore-deep liquid cleanser ends the modern dirt problem. What is modern dirt? It is a grimy, greasy deposit that comes from motor exhausts, soft coal soot and oil from machines. Modern dirt finds its way into the pores of the skin and is kept there by its oily content,

Freckles

or a clear skin?

Stillman's Freckle Cream bleaches them out while you sleep. Leaves the skin soft and white—the complexion fresh, clear and natural. For 37 years thousands of users have endorsed it. So easy to use. The first jar proves its magic worth. If you use Bleach Cream you need no other product than Stillman's Freckle Cream. The most wonderful Bleach science can produce. At all drug stores.

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Del-A-Tone is faintly fragrant, snow white and removes hair safely in 3 minutes or less. They say that you can meet curious eyes with poise and self confidence. Forget the fuzzy hair.

Neet Cream Hair Remover promises that the hair will be removed instantly and that when it does reappear, there won't be any sharp stubble or coarsened growth. This exquisite toilet cr me resembles superior beauty clay in texture.



"Now... I can stand the Public Gaze!" "Can You?"

SUMMER LEGS are lovely only when free of fuzzy hair

That's why dainty, modern women turn to Del-a-tone Cream. Faintly fragrant... snow-white... it is as easy to use as cold cream. Removes hair safely in 3 minutes or less. You can meet curious eyes with poise and self-confidence if you keep your skin smooth and hair-free with Del-a-tone Cream... the most pleasant, modern way to remove superfluous hair from legs, back of neck, face, fore-arm and under-arm. (Removal of under-arm hair lessens perspiration odor). Perfected through our exclusive formula, Del-a-tone has the distinction of being the first and only white cream hair-remover. Send coupon below for generous

ZIP claims that disfiguring hair growths are permanently destroyed. ZIP gets to the undergrowth and the roots, and is pleasant to use. It's harmless and painless. It leaves no trace of hair above the skin; no prickly stubble later on, and no dark shadow under the skin.

Lips and teeth:

Dental care was important during the Model A era. Numerous ads for tooth brushes, toothpaste, toothpowder, mouth rinses and gargles were seen. Even chewing gum was promoted for its beauty benefits. Colgate and Pepsodent were vying for your business. They each had a different 'spin' on why you should brush your teeth with their product.

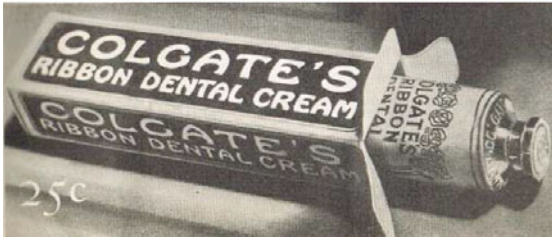


disfiguring hair growths
permanently destroyed—
(not merely removed)

The undergrowth must also be removed
in order to prevent a bristly regrowth

Beauty and Health, the Model A Way

'Everybody knows that the real fascination of any charming woman centers in her possession of a pair of pretty lips.' So states an ad for **Wrigley's** chewing gum. They tell us that one of the oldest and most inexpensive beauty secrets is that chewing gum from the Sapota tree keeps your lips young and pretty. Therefore, chew Wrigley's at least 10 minutes a day. 'Note the added loveliness in texture and contour that gradually finds its alluring way to your lips.'



Colgate would give you a double cleansing, when the penetrating foam sweeps into the tiny crevices and washes out decaying particles, as well as polishing the surface of the teeth.



The competition, **Pepsodent**, claims that their product is gentle and contains no pumice, harmful grit or crude abrasive. Pepsodent is the most effective way of removing the film from teeth. This film is a major cause of decay and other serious troubles.



If that isn't enough, you should use a mouthwash. **Listerine** promises that it kills virulent Staphylococcus Aureus and Bacillus Typhosus germs. The ad features the story of a girl from Michigan who was pretty and was predicted to go on to great things such as popularity, a career and a happy marriage. But, because she had halitosis, her social life was a disaster. Keep yourself free from such a fate, by using Listerine, the safe antiseptic.

Beauty and Health, the Model A Way

Deodorants:

It wasn't just your breath that could be unpleasant. To combat underarm odor, there were at least two brands of deodorant available.

MUM is a snowy cream that you can dab on in a moment. There is no need to wait for it to dry and it doesn't leave the skin greasy. It will not irritate sensitive skin or injure delicate fabrics.



*Just
before you slip on
your finest gown
... a few DEW drops to
keep it dry and fresh*

Crystal – Pure Deodorant is how **DEW** is advertised. It is a deodorant and instant non-perspirant that will not irritate tender skin or injure delicate fabrics. 'DEW is the original colorless deodorant.' Confused yet? Are there too many choices? This was a snapshot of the advertising that was being used in the Model A era. Remember, all these ads came from one magazine. Imagine how many more there are out there, competing for your attention.

Reference: *August 1930 Delineator*



Reminder: Don't Pay Your Dues!

As announced last month, all current 2020 Tucson Model A Club memberships will automatically be extended through 2021 at no additional cost. Send no money!



EVENTS CALENDAR

Due to the current pandemic and associated social distancing requirements, our club outings and monthly general meetings have been temporarily suspended. We will resume our usual club activities as soon as the public health situation permits. Evaluation is being done on a month-by-month basis. Nothing is currently scheduled for December or January.

Meanwhile, our monthly newsletter (the one you're reading now) will continue as usual with Model A articles, news and items of general interest to Model A club members.

Club announcements will appear in the newsletter and be sent out via email to all club members who have provided their email address. If you're not already receiving club announcements from Ray Feierstein via email and want to be included, please email Ray at sanrays@msn.com and ask to be added to the list.



December



- Dec 3 – Andy Neal, Sr.
- Dec 4 – Don Vagasky
- Dec 6 – Paul Miller
- Dec 20 – Howard Beebe
- Dec 22 – Jack Stroehlein
- Dec 23 – Mike Liebert
- Dec 24 – David Drenzek
- Dec 24 – Jeffrey Kiviat
- Dec 25 – Don Chute
- Dec 25 – Gary Scheer
- Dec 26 – Audrey Ashcraft
- Dec 26 – Si Burghheimer
- Dec 26 – Jeff Eppley
- Dec 26 – Ann Liebert
- Dec 26 – Gene Murphy
- Dec 27 – Nancy Lange

NEXT MEETING:

To be scheduled as soon as public health conditions permit. See page 11 for more information.



Happy Anniversary

- Dec 2 – Mike & Sylvia LeClair
- Dec 8 – Paul & Sarah Miller
- Dec 28 – Robert & Rose Saxwold
- Dec 30 – Vic & Linda Borg





*In remembrance of those
whom we lost this year*

*Corky Rose
Jane Uhle
Bill Mencinger
Jerry Pilcher*





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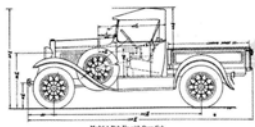
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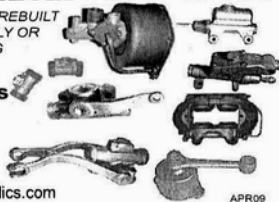
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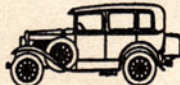
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