The Distributor

Orange County Model A Ford Club Model A Ford Club of America

Chartered August 1961 – Santa Ana, California

Editors: Peter & Ana Hyland Email to: newsletter@ocmafc.org September 2008 Volume 48 Number 9 Website: http://www.ocmafc.org



GET READY, GET SET, GO!

Notes From Your President Mark Schwing. . .

2008 BOARD MEMBERS

President-Mark Schwing 714-970-1696 mschwing@earthlink.net VP/Activities-Don Miller 562-431-6494 donfmiller1@verizon.net Secretary-Jeanne Parrish 714-999-0611 jprp60@aol.com Treasurer - Colleen Schmidt 714-524-2659 dt_schmidt@sbcglobal.net Technical-Don Ratzlaff 714-529-5062 wadedon@pacbell.net Editors - Peter & Ana Hyland 714-633-5797 newsletter@ocmafc.org **Immediate Past President Don Miller** 562-431-6494 donfmiller1@verizon.net

COMMITTEES

ACCC Representative-Larry Conkol 714-535-1411 Breakfast Committee-Terry Collings 714-970-7194 mtcollings@sbcglobal.net **Club Greeter-Doris Marshall** 310-378-5061dandd51@gmail.com Election Chairperson-Kathie Mc Call 714-633-0946 dkmccall@socal rr com Historian & Librarian-Richard Parrish 714-999-0611 rcp1937@aol.com Merchandise Director Gary Discher 714-996-1970 Coupon-queen@sbcglobal.net Pancake Breakfast setup & Coordination-Mark Schwing 714-970-1696 mschwing@earthlink.net Raffle-Tissy Hatcher-714-546-8554 Gail Perlmutter-949-388-2815 **Refreshments-Chris Foster** 562-987-2225 Regional Representative-Bev Marsh 714-373-9769 onebootscooter@yahoo.com Scholarship--Dorothy Knox 562-697-2545 knoxbox59@aol.com Sunshine & Sorrow Jeanne Parrish 714-999-0611 jprp60@aol.com Swap Meet-Larry and Gerry McKinney 714-963-2724 lgmcspeed@verizon.net Web Master-Chris Enright 949-481-8780 webmaster@ocmafc.org Web Site Info Entry-Les Lewis 949-916-6622

September 2008 President's Letter



Don't forget that the Thursday, September 11th membership meeting will be back to the usual winter start hour of 7:30 PM at the CHOC meeting room. The monthly raffle will be back and now that we know how to operate the video projector, perhaps some more great Model A pictures or a DVD.

I was sorry to learn that our Technical Director, Don Ratzlaff, suffered a heart attack on Monday, August 25th. The latest word is that he was back home on Thursday, the 28th and recovering nicely. I'm sure that he is getting good care from his wife, Carolyn.

Tom Endy has volunteered to step back into the Technical Director shoes while Don recovers. There will be more information in this newsletter on the September technical seminar but rumors say it will involve transmissions.

Volunteers and nominations for president, secretary and treasurer are being solicited by Kathie McCall. These are two year terms. Also she is seeking nominations for vice president/activities director for a one year term since Don Miller would like to step down. I have volunteered to serve another term as president if the membership concurs.

We need a volunteer for the merchandise chair. Duties include bring the caps, shirts and other goodies to each meeting and handling the sales. We will have more of the new style blue ball caps at the September meeting.

This year's annual MAFCA Membership Meeting is in Mesa, Arizona, December Headquarters will be the Mesa 4-6. Marriott Hotel with special rates of \$99 per night. Activities include a trolley ride Christmas lights tour, a cruise on the Dolly steamboat on Canyon Lake and a bus tour to the shops and galleries of Old Town Scottsdale. The weather in the Phoenix area is great at that time of year. This will be a great event and is hosted by the Model A Restorer's Club of Arizona. Arizona Model A is close by in Chandler Sammy Guthrie stocks nearly and everything parts wise for Model A's including a lot of original sheet metal and other original parts. Sammy provided most of the parts at cost to our club for the restoration of the transmission and rear end for the 1929 sedan destined for a future MAFFI museum.

Speaking of that restoration effort, hats off to Tom Endy for undertaking that project. Tom, thanks again from all of us.

The Southern California Region is considering a regional meet in 2009. The location is said to be Lake Arrowhead. More information will be available at meeting and in next month's column.

LET'S KEEP DRIVING THOSE MODEL A's!!!

This Month's Cover



Photo by Don Ratzlaff



Don Miller Donfmiller1@verizon.net (NOTE: * = UPDATED INFORMATION)

✓ Deadline for next *Distributor* is: September 30, 2008 Type or write all articles and ads and e-mail to: newsletter@ocmafc.org or prhyland@att.net Or mail to: 244 No. Goldenspur Way, Orange, CA 92869-4422

> NEXT MEETING DATE September 11, 2008 7:00 PM

* Indicates Change

2008 TOUR/ACTIVITIES CALENDAR

Sept 5-7 (FRI-SUN) Feather River A's Rally

in Quincy, CA. Several members have already signed up.

Sep 7-12 (SUN-FRI) Nevada Grand Tour II

Host hotel is the Carson Valley Inn in Minden, NV. 1-800-321-6983 ext.1. Our group number is 501217. The tour is limited to 65 Model A's. and includes Virginia City, a ride on Truckee Railroad, a paddle wheel boat on Lake Tahoe with breakfast and much more. For more info please call John Riggs.

Sep 28 (SUN) Frazier Park Pot Luck Picnic.

Everyone is to bring a dish to share. We will leave Coco's on Valley View at 8:30 so we will have a little time to socialize before the lunch. It would be a good idea to bring chairs and eating utensils in case they are not provided. It is a freeway tour.

Oct 11th, Oct 18th or Oct 25th Progressive

Brunch (Actual date to be determined) Please see request from Don Miller on Page 8 entitled:

HELP---HELP--HELP!!

Nov 13 (Thurs) Shoe Box Auction Carl Erickson has agreed to be the auctioneer at our annual Shoe Box Auction. Bring stuff that you are willing to donate to the club as all proceeds go to the club. Because we only have a limited time for the auction, please bring items with a reasonable value so we don't waste time on .25 or .50 cent items. Model A parts are highly valued.

Nov. 13-16 (Thurs-Sun) Palm Springs Follies.

We have reserved the pool side rooms again this year at the Royal Sun Motel 760-327-1564. You must call ahead to reserve your room. They are being held until October 1st but we will need a count for Follies tickets as soon as possible so sign up at the next meeting. Follies tickets are \$49.00 each. Make checks out to OCMAFC. All tickets must be paid for by the October 9 Meeting. We will leave from Denny's at Tustin and Lincoln at 9:30 on Thursday. Also, if anyone has a suggestion for a tour on Friday or Saturday let me (Don Miller) know.

April 2-5, 2009 Laughlin Meet----Save the date!!! Details will follow as soon as possible. Flyer will be at the next club meeting

.SWAP MEETS

Sept 14 (SUN) Long Beach Swap Meet at Veterans Stadium

Sep 28 (SUN) 6:00AM-3:00 PM 47th Annual Antique Car Swap Meet

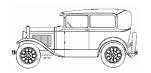
presented by the Paradise Valley Model A Ford Club. Location: Western Little League Regional headquarters, 6707 N. Little league Drive, San Bernardino, CA. Flyer & additional information later.

Oct 12 (SUN) Long Beach Swap Meet at Veterans Stadium

Jan 24th & 25th (SAT-SUN)-Modesto Area A's 43rd Annual Swap Meet at the Stanislaus County Fair Grounds For more information please see their web site at www.TurlockSwapMeet.com. There will be a flyer at the next meeting.

TECHNICAL 2008

By Don Ratzlaff



AUGUST TECHNICAL SESSION

There was no scheduled technical session during the month of August.

SEPTEMBER TECHNICAL SESSION

The workings of the model A transmission revealed! A session to familiarize one with the Model A transmission is scheduled for 9:00 am, Saturday, September 20th to be held at Tom Endy's home at 5881 Iroquois Road, Westminster, CA. The various parts of the transmission will be illustrated and methods of disassembly and reassembly will be discussed and possibly demonstrated. This is a "must see" session for those of you contemplating transmission work.

OCTOBER TECHNICAL SESSION

During October, a session will be held for sizing and calibration of the jets required within the Zenith Carburetors. This will be held at Tom Endy's and will involve flow checks of the individual jets and resizing as necessary. You will need to provide a set of jets; either new or removed from an existing carburetor. The result will be a proper functioning set for use in your next carburetor overhaul. The date has not been set.

<u>TECHNICAL CLUE</u> (for those of us that don't have a clue!)

Starter not turning over as snappily as it used to? Battery posts clean? Cable connections clean and tight? Still not turning over smartly?



cut out swtch (example)

Described below is one possible problem source: Many Model A'ers have installed a battery cut-out switch in the starter circuit. One type of cutout switch is illustrated at left. Through the years the switch has been opened and closed many, many times under differing circumstances and by different people. As you might guess the switch contact surfaces have not always been adequately adjoined/tightened. Under this condition the switch presents a high resistance to the starter current resulting in minute arcing across the contact surfaces. Over time this arcing will lead to pitting and carbon deposits on the switch-contact-faces. As a result, a significant voltage drop will occur across the cut-out switch which lowers the available voltage at the starter and creates a slow, labored, turning of the motor. Disassembling and thoroughly cleaning the switch contact surfaces will greatly improve this condition and should restore a snappy starter motor. If the surfaces are severely pitted, a new cut-out switch is in order. The point here being that the contact surfaces of <u>all</u> types of cutout switches must be clean to insure proper operation.

Happy Starting!

FENDER REPAIR SESSION CONT'D

As the weather cools, let's get back to continuing the body and fender repair we started this spring at Paul Steed's residence. It seems that should happen toward the end of September or early in October. If this seems doable, watch for the schedule in the Distributor and/or online at WWW.OCMAFC.COM.



Sunshine & Sorrow

By Jeanne Parrish

Get-well wishes go out to member Jannice Shook, daughter of Gwen & John Riggs. Jannice underwent cancer surgery on August 20. Surgery went well and she is now recuperating. We wish her a speedy recovery and hope to see her soon.

Don Ratzlaff took a middle-of-the-night trip to the hospital with chest pains and discomfort. Don suffered a heart attack and had emergency surgery to insert a stent even before breakfast could be served! Prognosis is good and we wish him well. Hope to see you again, soon.

On a note of "Sunshine", member Dale Frontzak deserves some applause. He won 2 awards at the Orange County Fair for his great camera collection; presentation and theme. A Blue Ribbon and a First Place. Way to go, Dale!

OCMAFCA General Meeting August 14, 2008 Submitted by Jeanne Parrish

Potluck Dinner at 6pm.

Meeting was called to order at 7:00 pm by President **Mark Schwing**.

Greeter, Doris Marshall introduced guests, Lindsay Plotkin, Sheila's granddaughter, Stacie Gereb, Wade Ratzlaff's fiancée, Richard and Susan Barker, friends of Jim Jackson and Pauline Correa, Kevin Shaner, friend of Bob Jeffries.

Minutes of the July meeting were approved as written.

Sunshine and Sorrow: Good to see **Bruce Harris** here tonight. He had just taken a trip to the hospital and seems to be doing OK.

Treasurer, Colleen Schmidt gave the financial report. Approved as presented.

Activities Director: Don Miller presented activities report. (See Tours/Activities Calendar in Distributor.) Progressive Brunch will be sometime in October. Date to be announced.

Returning member, **Ted Ballard** was welcomed back to the club.

Technical Director: Don Ratzlaff, said window seminar this month went well. **Don** is now owner of the "Hard Luck" trophy, due to him slamming the door and new window broke! **John Riggs** thanked everyone for the help on his Model A.

Mark described the Progressive Brunch for the benefit of new members.

Merchandise Chairperson: Gary Discher

announced this is his last meeting as chairperson. **Mark** asked for volunteers for that position. **Gary** has some hats and few shirts left in his supply. All thanked **Gary** for a job well-done. **Distributor Editor: Pete Hyland** stated he has extra copies of newsletter. **Deadline for Sept.** <u>issue, Aug. 30th</u>. Lew Lewis announced color copy is on web-site. Also, member applications, from the web-site, can be completed and mailed.

Fourth Thursday Breakfast: Terry Collings announced it will be held at Mollie's Country Kitchen, 8:30 am, in Laguna Niguel, arranged by Lew Lewis.

John Knox announced he will be giving the clips for the name badges to members at the meetings. The badge will then be mailed to them.

Scholarship Chairperson: Dorothy Knox

announced Sept. lst is deadline for applications. They are available for children and grandchildren of current members.

SCRG: Bev Marsh said meeting will be held at her clubhouse on Sat. 8/16/08 at 10 am. All are welcome.

Members thanked **Tom Endy** for all his work on the 1929 sedan owned by **MAFFI**, for future placement in a museum.

Election Chairperson: Kathie McCall welcomes nominations for the Board at October meeting. Ballots will be in Nov. Distributor. **Sheila Plotkin** has offered to help **Kathie** on the election.

Car of the Month: Jim Jackson's 1928 Rosdster pickup

No raffle. **Don Ratzlaff** presented a short video on the National Model A Ford Day picnic to Santiago Oaks Park.

Meeting adjourned at 8:15 pm.

Orange County Then & Now Santa Ana



The Santa Ana City Hall building built in 1935 and located on the corner of 3rd & Main Streets. The photo was taken in 1935. Photo from the historical collection, First American Title Insurance Company of Santa Ana, California #2908



The same location in 1996. The building is no longer used as the city hall and is mostly empty except for a few law offices.

Photo by Tom Endy #2908

HISTORIAN VI By Richard Parrish

Sam Craig came up with another example in his family. With a long dirt drive from the street to their house, his dad came up with yet another use for their trusty pickup. Dad made a "snow plow" from assorted lumber and sheathed the leading edges with "tin". It got us in and out of the drive during the notorious bad winter weather around Lake Erie.

Model A's converted to run on rails served as locomotives, busses and trolleys in many places.

Both "speed boats" and working boats, were common with converted Model A engines well into the 1950's. Airplanes with Model A engines were popular, especially in home built models such as the Petenpol "camper" air plane. Larry McKinney's father built one and you may be amazed to find that you can still buy plans on the Internet.

The following is a personal account of my first Model A acquisition. Some of the details might best be left forgotten were it not for your entertainment.

In 1955, Model A's were as common as 1985 cars are today. They were "beaters" for school kids and "drivers for work. With that said, the Model A always held a warm spot in many hearts. MARC was formed this year, *The Restorer* was started and the SoCal Region of MARC, the precursor of MAFCA. began this year.

Gasoline was a quarter a gallon and "gas wars" were common. For those of you with no notion of a gas war, some maverick station operator would lower his gas price a penny or two. Others followed and pretty soon we had a short interlude of twelve to fifteen cent a gallon gasoline. Do we have any votes out there for a gas war?

I am just out of high school, pre Jeanne, and I want a "Hot Rod". After spying a 1930 Model A roadster sitting in a field, I search out the owner and inquire if he wanted to sell that old car in the field?" He said," I was going to fix it up but yeah, I'll sell it. You can have it for what I paid, ten dollars". I didn't even negotiate.

It wasn't a bad buy. It was a roadster with all the sheet metal, bumpers, serviceable upholstery, 16 inch wheels and a rumble seat. It was a perfect start for my "Hot Rod". With a borrowed battery, a gallon of 15 cent gas, check the oil, set the timing and she fires right up. Buena Park, where I lived had lots of open fields and we spin a few "donuts" before I go to DMV where I had to pay almost \$20 dollars to get it licensed. No sooner did I get my roadster than Uncle George, who works at BB&H in Anaheim gives me a completely rebuilt, long block, Model A engine. A customer had it rebuilt and paid for years ago but never picked it up. It was mine. The only problem was,

I just had to have a V8.

I was accumulating parts for my Hot rod, including a V8, and my dad got tired of that Model A engine sitting in the garage. *He hauled it to the dump*. If it makes you feel any better, he also hauled a large oak ice box to the dump in the same load.

As fate would have it, I loaned the V8 to a friend, lost track of the friend and the engine and eventually lost interest in the project. I sold the now licensed roadster for \$35.00.

Only 8 years later, married with two kids and just joining the Orange County Model A Club, I kicked myself. I continue to kick myself every time I think of this story. It would be appreciated if you don't kick me for this story too.

Agent Orange

Join us for good food and good company...

Fourth Thursday Breakfast Brunch September 25th--- 8:30 a.m.

Paul's Country Cafe'

1267 E. Imperial Highway Placentia 92870 714 993-5434

Recommended by the Ratzlaff's Info: Terry Collings (714) 970-7194

YOUR CLUB NEEDS YOU!!!

Next month we'll be voting for our new officers to keep us going in the direction established in 1961 and sustained all through the years. **Won't you submit your name in nomination for one of the positions?** President, Secretary and Treasurer are open 2 year commitments, as well as completing the term of Activities Director/Vice President, Don Miller who is unable to complete the 2nd year. Any of the members currently serving in these positions are willing to advise and mentor potential applicants. Its fun, fulfilling and rewarding to work together for the common goal of keeping the Model A hobby alive! Call me or Sheila Plotkin (714-962-2117) to let us know of your willingness to serve. Kathie Mc Call (714-633-0946), Election Chairperson

MAFCA BOARD OF DIRECTORS CANDIDATES 2009-2010

(Editors note: Two candidates have been presented to us looking for support in the upcoming MAFCA election. Here is very brief information for your review and consideration. Your editor is not in any position to endorse either candidate but is presenting the submitted information as a public service).

Bessie Dietz: Ms Dietz lives in Camino, CA and most probably is known to Glenn & Sharon Johnson. Ms Dietz has sent a flyer and it will be at the September meeting for your consideration.

Jim Morris: Mr. Morris lives in the Finger Lakes Area of New York State. I do not have any campaign literature to display at the September meeting but Richard Parrish says that he knows Mr. Morris well and is endorsed by him. You should contact Richard for information.

HELP---HELP---HELP!!!! An Appeal from Don Miller

The majority of the club members indicated that they would like to have a Progressive Brunch in October on the 11th, 18th, or 25th. The only problem is that we only have one home signed up. Richard and Marion Miller have agreed to have the main course again this year. We need two more volunteers for appetizers and dessert. If you are willing to host one of these events please give me a call. The club will provide money for the food.

Thank You from Jim Nichols

Joanne and I wish to thank the Orange County Model 'A' club for the many phone calls, e-mails, get well cards and oh yes, the food that the club bestowed on us during Joanne's healing process. Words are not adequate to express our thanks for this out pouring of sympathy, encouragement and OH! YES, and the food.

Joanne is now able to walk, with just a slight limp, and is eager to get her kitchen and house back to the way things were before her accident. A mechanic I am, a house keeper I am not!

Bits and Pieces

New Address & Cell

Wade Ratzlaff & Stacie Gereb

24422 Cross Street Newhall, CA 91321 Cell: (Wade) 661-373-3721



THE BRIGGS BODY COMPANY

Just as Ford was ramping up for the introduction of the Model A, a huge fire leveled Briggs' Harper Ave. factory, leaving them with little to no space to manufacture the thousands of bodies they had hoped to sell to Ford. Since their other three plants - Mack Ave., Meldrum Ave, and Vernor Highway – were busy with other projects, a deal was struck with Ford where Briggs leased the 1.64 million sq. ft. Highland Park Model T plant which had been mothballed following the end of Model T production. Briggs signed a five-year renewable lease at \$800,000 per year. Remarkably, the lease did not prohibit them from manufacturing bodies for other auto manufacturers, and for many years Briggs built Chrysler bodies inside a portion of the huge plant. Briggs later leased space in Ford's Cleveland, Ohio assembly plant where they built fordor Model A bodies which were shipped to Ford's eastern US assembly plants. Briggs also supplied legacy body parts for Fords Model T throughout the 1930s.

Ford built most of their own production bodies for the Model A, however both Briggs and Murray were their largest outside suppliers of complete bodies, producing all of Ford's Model 155 Town Sedans and Model 165 Fordor Sedans. Four Door Model A body style suffix's indicate who made the body. An A indicates a 1928-1929 Murray body, B indicates a 1928-1929 Briggs body, C indicates 1930-1931 (early) Murray body, and D indicates 1930-1931 (early). Budd Mfg., Hayes Body Co. and Midland Steel Corp. all supplied Model A stampings and steel sub-assemblies and later on Budd built complete truck cabs and van bodies as well.

Briggs supplied the Type 135A taxicab bodies for the 1928-1930 Ford Model A. The body differed from regular 4-dr sedans in that it included a rear compartment divider that included jump seats and a small storage compartment that extended in the space normally occupied by the front seat passenger.

Ford's beautiful new Model A Type 295-A Town Car Delivery that was introduced in 1930 was also built by Briggs. Designed for exclusive shops and small parcel delivery services, it was loosely based on the Ford's tudor sedan, and featured an open driver's compartment, coach lights, and stainless steel trim.

Briggs also built another rare Ford commercial body, the 1931 Ford Model 66A Deluxe Pickup, the first swept-side pickup available, and the antecedent of the Ford Rancheros and Chevrolet El Caminos of the 1950s, 60s and 70s. First built exclusively for General Electric Co. refrigerator salesmen, Ford eventually offered the body to the public, although only 293 were produced. Available only in closed cab form, its side panels overlapped the rear cab pillars and were attached to the cab with carriage bolts. The box was topped off with chrome-plated brass rails giving an elegant look to this rare Model A, which was usually painted in white.

A similar body was also built by Briggs for the larger Model AA chassis. The Type 229-A Deluxe Express Body also included overlapping side panels and a swept express body that fit flush with the cab. The body could be outfitted with a built-in tool chest and wrecker hoist and made an ideal automobile service truck for car dealerships and larger garages.

(Editors note: This article was taken from the following website----www.coachbuilt.com. It is only part of a very informative article about the Briggs Body Company, Briggs Manufacturing Co., and Walter O. Briggs There is also a great article in "Hemmings Classic Car" issues May and June 2008. This article was furnished by Bill Mazurie from where I found the Coachbuilt website. Our thanks to all!)

A TIMELY MESSAGE FROM CALTRANS



Caltrans Awareness Campaign Continues To Reduce Collisions But State Warns Drivers to Slow Down and Be Safe or Face Big Fines

An important effort for driver safety in California, Caltrans launched the "Slow for the Cone Zone" campaign in 1999 to help reduce collisions, injuries and deaths by educating people about the dangers of unsafe driving in highway construction and maintenance zones, commonly known as work zones. This year's campaign officially kicked off on April 7 when Governor Schwarzenegger proclaimed the week as "Work Zone Awareness Week" in California.

Now, with highway work zone deaths seeing a significant drop and work zone collisions decreasing between 20-40 percent in any given year from the 1998 peak, it's clear that campaign efforts have been working. However, with the amount of construction on state highways continuing to increase, it's clear more must be done to continue to promote driver safety to Californians while they commute throughout the state.

But, despite these encouraging statistics, not everyone has gotten the message. In fact, the California Highway Patrol issues more than 2,200 citations for speeding in work zones every year. While drivers might get to their destination faster, it could cost them in more ways than one. Not only do drivers risk their own safety and that of their passengers and other commuters, but anyone caught breaking traffic laws in a work zone when workers are present will pay twice the normal citation; in some cases, this could mean a fine totaling \$1,000 or more.

However, drivers aren't the only ones who pay. As part of its ongoing maintenance efforts, Caltrans replaces 120,000 cones destroyed in work zones each year, to the tune of \$1.87 million cost to taxpayers annually. But while we can put a price on the impact to drivers' and the state's pocketbooks, what we can't do is put a price on the number of lives lost each year because of reckless or unsafe driving in highway work zones - 85 percent of people who die in work zones aren't on the job, they are drivers, passengers and pedestrians just like you.

That's why this year Caltrans is asking everyone to take simple steps to prevent citations, injuries and/or deaths. Caltrans wants people to follow these simple tips when driving in or near work zones. They will help people avoid fines, and possibly save a life.

- Look to your local newspaper for information on construction projects that could affect
 your area, and plan your commute to include time for traffic detours or delays.
- Pay attention when approaching a work zone. Things can change fast with lanes narrowing, workers directing traffic and construction vehicles entering and leaving roadways.
- Minimize distractions by putting down your coffee or cell phone and diverting all of your concentration to the roadway.
- Finally slow down it will give everyone more time to survey the situation and make the safe decision.

It is in each and every driver's best interest to Slow for The Cone Zone both to avoid a costly traffic citation and more importantly, to ensure your life and the lives of Caltrans workers are safe.



CAR BARN SPECIALS

Member ads will run two months unless renewed. Non member ads will run one month unless renewed. All ads must be submitted in writing to: prhyland @att.net or OCMAFC Editors 244 No. Goldenspur Way, Orange, CA 92869-4422

Visit MAFCA's Web Site:

www.mafca.com/classifieds.html





FOR SALE: 1930 Model A Coupe

Good running car, 80% done. Asking \$9,750.00 o.b.o. Russ Thor 358 Twilight Ct Camarillo, CA 93012 805-603-0708

07/08

FOR SALE: 1930 Model A

Very good shape. Fenders-excellent. No dents. 3rd owner. Asking \$15,000.00 Call 805-967-7506 Goleta, California



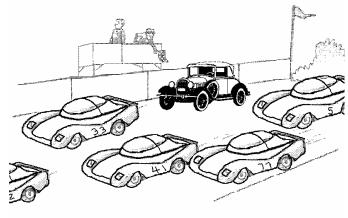
HISTORY OF MODEL "A" ADVERTISING IN THE US

In the late Spring of 1927, Henry Ford selected the N.W. Ayer advertising agency to organize the advertising campaign for his new car. The campaign subsequently proved to be the largest, most expensive such effort up to that point in advertising history. On May 25, 1927 Ford publicly announced his intention to discontinue his beloved Model T... after 15 million had already been produced. Contracting with a 28 year old illustrator named James W. Williamson, the national Model A Ford advertising campaign began on November 27, 1927 with a series of five newspaper ads in 2,000 U.S. newspapers. The "New Ford" itself was introduced to the public on Friday, December 2, 1927.

In the US, magazine advertising for the Model A began in June 1928, and Ford passenger cars were advertised extensively through July 1931. Meanwhile, Ford AA trucks were first advertised in the US starting in March 1930 and continued in some periodicals through March 1932.

Editors note: This article was found on the MAFCA website and is well worth a look. On the website go to ERA ADS (in yellow) and then to Model A Ad Collectors in the second paragraph.

Enjoy!!



LET ME SEE THAT MAP AGAIN

05/08

Orange County Model A Distributor Volume 48 #9 September 2008 Page 11



Deadline for next *Distributor*September 30, 2008

• Type or write all articles and advertisements and e-mail to: **newsletter@ocmafc.org** Or 244 No.Goldenspur Way, Orange, CA 92869-4422

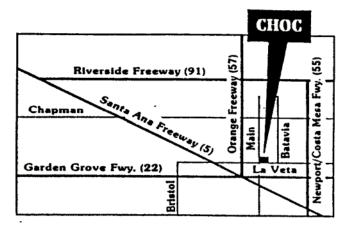
General Meeting

7:30 PM [Second Thursday of every month] [Board Meeting at 6:00 PM]

September 11, 2008

CHOC Hospital Complex 455 South Main St. Orange CA

From Main Street, turn east on to Providence Ave. and immediately, on your right, enter the structure and park on the second level. Meeting room is accessible from the parking structure.





Post Office Box 10595 Santa Ana, CA 92711

First Class Mail

Web Site: www.ocmafc.org