



Western Model A News

The Official Newsletter of
THE MODEL A RESTORERS' CLUB (WESTERN AUSTRALIA BRANCH) INC.

APRIL, 1990



THE TRAFFIC IS GETTING A LITTLE IMPATIENT

In the later half of 1927, prospective car buyers were delaying their purchasing decision while they waited for the 'New Ford'. Competitors, dealers, prospective customers and the general public were impatient over the length of the new car's gestation. As shown in this cartoon of September 30, 1927 from the Des Moines Register, Henry was content to let them all wait. See article on 'The Model A Launch' in this issue.

Next Run: to Fonty's Pool organised by Alan and Edith Jeffree

OFFICE BEARERS: President: JOHN LUCA [REDACTED] Secretary-Treasurer: HELEN SHARP [REDACTED]
Vice President: LOUISE READ [REDACTED] Editor: BEVAN SHARP [REDACTED]

COPY DEADLINE: by the 7th. of each month to [REDACTED] Palmyra, W.A., 6157

VIEWS EXPRESSED ARE NOT NECESSARILY THOSE OF M.A.R.C. (W.A.) INC.

Sunday, April 1, 1990
Toodyay Moondine Festival - we have been invited again.
For details of travel arrangements - phone BILL BENNIE.

EASTER - APRIL 13 - 16, 1990
National Meet in Brisbane or:

Run to Fonty's Pool organised by ALAN & EDITH JEFFREE.
Meet at Pioneer Village at 8.30am for departure soon after.
Alan Duns has arranged barbecue packs for Saturday and Sunday nights.
Tram trip from Pemberton to Northcliffe booked for Sunday.
Pleasant weather has been ordered but 'inner-warmers' such as port or
other fortifiers may be required - phone ALAN for more info.



MAY, 1990: (KELVIN & KATH PEPPER). **JUNE, 1990:** 10th Anniversary
- STEVE READ to co-ordinate. **JULY, 1990:** (COLIN & MAXINE
DAVIDSON). **AUGUST:** A.G.M. **SEPTEMBER 29 to OCTOBER 1,**
1990: Long weekend Run to Busselton (JOHN & IVY McLEAN).

PROPOSED CLUB OUTING TO BUSSELTON

ON THE WEEKEND OF: SEPTEMBER 29 TO OCTOBER 1, 1990

ORGANISED BY JOHN AND IVY McLEAN

Tentative bookings have been made at the FOUR SEASONS CARAVAN PARK (situated 14kms from Busselton on the road to Dunsborough) as follows:-

Cottages each consisting of three bedrooms and living room plus shower and toilet off back verandah. Have electric hot water system.
a) 6 x 6-bed cottage at \$160 for Friday/Saturday/Sunday
b) 3 x 8-bed cottage at \$180 for Friday/Saturday/Sunday
(They will only book for these nights)

China supplied, electric stove, electric frypan, fridge, table and chairs.
Supply own: cutlery, linen, blankets and pillows.

c) 1 x tent site

Barbecue area, Amenities hall (available to our group for evening meals).
Shop on site for basic requirements: milk, bread, papers, etc. The Dunsborough baker lives on the site and orders can be placed for fresh bread rolls, etc.

Nominated starter couples to date: Andrews (+ 2 children), Annear, Bennie, Cooke (+ 1 child), Cowlin (?), Davidson (plus 1 adult and 1 child), Letch (+ 2 children), Lynch, Luca (+ 2 children), McLean, Pepper (tent site), Read (+ 2 children), Sharp, Smith, Spencer, Williams.
Members are requested to arrange between themselves as to the sharing of accommodation and advise JOHN or IVY McLEAN as soon as possible.

The Caravan Park proprietors would like us to put the cars on display (possibly on the Sunday morning) and they will give a prize in the form of a weekend's accommodation.

This place is not The Ritz but is considered an ideal venue for our group.

If any members wish, there are also some on-site caravans available. The four-berth vans cost \$140 and six-berth are \$160. Tentative bookings were made for the cottages so the Club would be together.

Please call JOHN or IVY promptly to confirm your requirements or if there are any alterations to the above names and numbers.

MINUTES

of Meeting held at Lake Leschenaultia on March 25, 1990
with 26 members, 12 kids, 4 visitors in 10 Model A-s and 5 moderns.

Due to the inclement weather the meeting was very brief. Opened at 12.10pm.

Apologies from: READS, WILLIAMS, BLEWETTS, DAVIDSONS, KATH PEPPER.

President JOHN LUCA welcomed visitors: Peter and Jan Outram, John and Jan Weall.

ALAN JEFFREE said Boyanup weekend was successful and gave details of the Fonty's Pool run (details in the Calendar).

By-laws - discussion postponed to a later meeting.

1992 Meet - BILL BENNIE advised that a promotional display plus magnetic stickers and brochures for all entrants will be taken to the 1990 Brisbane Meet this Easter.

MAX ANNEAR showed proposed trophy from our Club to San Diego Nationals and the Club approved the donation of an official car badge for the trophy.

Head gaskets available for those who placed orders.

Sample of a leather water pump cover made by STEVE READ as a Club project shown and approved by members. Selling at \$8 each.

Quiz Night - SALLIE JEWELL to again assist - planning in progress.

PETER LYNCH advised that Archie Martins had donated four radios valued at \$100 each for fund raising and that BP Greenwood had donated 10 free car washes.

Toodyay Festival - a few members going to attend.

Concessional Licence Stickers - BILL BENNIE has for Club cars.

Model A Ford Club of Great Britain - STEVE READ has telephoned and confirmed that they still wish to receive our Newsletter and will send copies of their newsletter.

JOHN McLEAN gave brief outline of ^{Sept} November Busselton Run.

Meeting closed at 12.40pm.

WATER PUMP COVERS

Leather with sturdy press studs to keep grease and water off your clean engine

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THE MODEL A LAUNCH

extracted from: 'The Public Image of Henry Ford -
An American Hero and His Company' by David L. Lewis as printed in 'Model A News'

From late June, 1927 until the Model A's launch in December there was not a week, indeed often not a day, in which fresh stories about the new car were not circulating.

Rumours included: the car was to have twelve cylinders, it was to be solar-energised electric, a tear drop, a pocket diesel, the car was alternatively a secret disappointment to Henry Ford and a dazzling success.

Cartoonists depicted the new model with seventeen cylinders, as a collapsible car that could be parked on the sidewalk disguised as a trash can, with gold radiator ornaments and door handles, etc.

A joke of the time said that St Peter was stopping all Detroiters as they applied at the Pearly Gates and promised to admit anyone who could describe the new Ford.

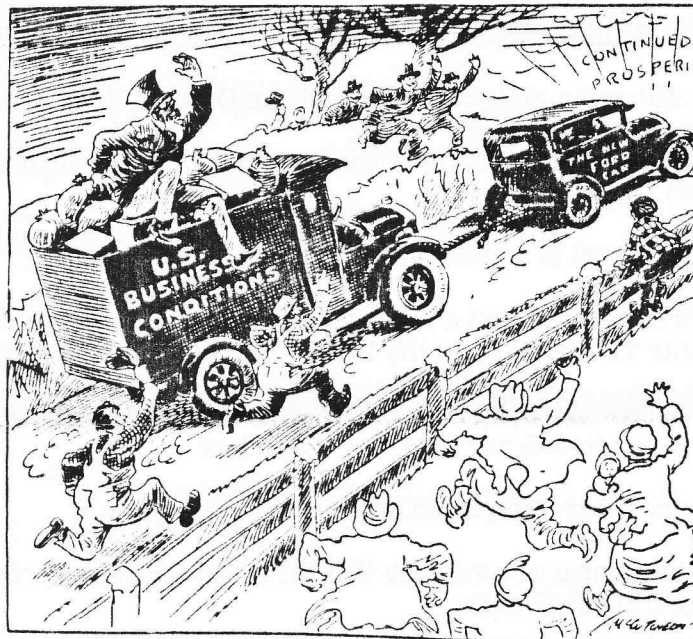
A lurking army of press photographers besieged Ford plants and amateur cameramen charted the 'enemy's fortifications' - snapping innumerable cars as they went in and out.

Ford maintained a 'golden silence' which sparked even greater speculation and publicity with Edsel making one statement between May 25 and October 11 when he said that they had orders for 125,000 of the new car. On November 26 a photograph was released showing Henry Ford wielding a hammer and die to stamp No 1 on the motor block of the first car. The photo showed nothing of the vehicle but was reprinted everywhere.

The massive retooling began and by October 21 the first car was assembled. By November 1, twenty cars a day were being produced. However, by then dealers were in dire straits. Signs in dealer's windows proclaiming 'Wait For The New Ford' were fly-specked, windows were dusty and premises looked forlorn.

A confused Ohio paper said: "We feel ourselves going sixty five miles an hour, using a gallon of gasoline for each 35 miles and are concluding that it is going to be cheaper to go than to stay."

THE NEW FORD CAR TO THE RESCUE



The new Model A was expected to be the pacesetter of continued prosperity, as suggested in this cartoon appearing in the December 2, 1927 edition of the Chicago Tribune.

In 1927 about a million less passenger cars were sold, a reduction attributed to the demise of the Model T. The mild recession was attributed to the 'wait and see the new Ford' attitude as the stagnant auto industry normally consumed 18% of the nation's iron and steel, 85% of its rubber, 75% of the plate glass, 28% of the nickel, 27% of the aluminium, and so on..

From Monday November 28 until Friday December 2, 1927, full page advertisements were run in all the nation's English language newspapers at a cost of \$1.3m. Dealers and agents bought a further \$400,000 worth of space. Virtually every newspaper featured copy

(and even mechanical specifications) on their front page.

On December 2, 1927, the Model A was on display and 10,000 people stormed Detroit's Convention Hall by the 10am opening. By nightfall 114,849 people had filed past. Outside the Ford showroom in New York at 3pm, 500 people were trying to peek through the white-washed windows, By 9pm Broadway was so jammed the police were called and the manager hired Madison Square Gardens. In the first five days 1,250,000 New Yorkers saw the Model A. The same story was repeated across America.

In London special trains were run, in Berlin the police controlled crowds, 150,000 Spaniards attended the Madrid showing.

The public acceptance of the Model A was immediate. The New York Times said: "if stroked gently it would purr."

100,000 orders were received within a fortnight. By January 10, 1928, 727,000 cars were sold. However, not until February was each dealer furnished with at least one sample car. By year's end 800,000 vehicles were assembled but Chevrolet had built over a million.

The highly successful promotion was described as: "the most amazing publicity coup in modern times", and "the greatest publicity stunt of all time"....

BOYANUP REVISITED

ALAN & EDITH JEFFREE in their Phaeton, JOHN & FIL LUCA with two kids in their Tudor, BEVAN & HELEN SHARP in their Tudor, DARREN JEFFREE with CHRIS WRINGE and sister JERMAINE in his XP Falcon, congregated at Pioneer Village, then RON & GAIL ANDREWS with four assorted off-spring arrived. They were all sent on their way on time at 10am by REG & CORAL BLEWETT to follow KELVIN PEPPER and daughter VICKY in the AA truck which had departed earlier.

First stop was at Richard Jackson's farm where the Model A-ers were welcomed then lunched on the lawn after looking at his collection of various vehicles, mostly Chevrolets but then nobody is absolutely perfect.

The convoy proceeded at a leisurely pace to Dennis Leach's farm at Boyanup to join twenty one other assorted vehicles from Dennis' 1911 Wolsley Siddeley to a 1952 Hudson - the largest individual marque being our five Model A-s. Tents were erected, old friends greeted and new ones introduced.

The weekend proceeded with virtually continuous eating, lots of fun, a gymkhana, 'treasure hunt' (if you can call gum nuts and cow pats 'treasure'). Was it KELVIN who returned with a 'horse pat'? Cows are the 'udder-ones'.

JOHN LUCA seemed to take an inordinate interest in the SHARP Tudor with its adjustable, layback, rally seats, mirrors, strange internal lights, etc. Then when BEVAN and HELEN occupied the shower together - that seemed to be too much!

It was great to meet up with country members ALAN & GAIL DUNS and MICHAEL BELL.

Tom Newsom in a '35 Vauxhall won the overall events with JOHN LUCA second. Can you guess who won the slow race - oh, all right: KELVIN PEPPER. The cricket 'Ashes' was won by the country contingent: 73 runs to 63!

President JOHN LUCA thanked the S.W.V.C.C. for a well-organised, fun weekend on behalf of M.A.R.C. and ALAN JEFFREE thanked them on behalf of the V.C.C.

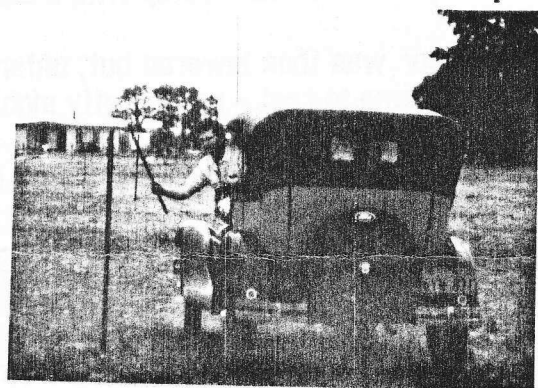
On the way home, the SHARP Tudor gave two loud backfires and stopped. As soon as the bonnet was opened the engine bay was filled with curious (and very helpful) heads - that's the trouble with Model A bonnets: they are not made to accept enough heads! The ANDREW's Phaeton was parked behind the ailing Tudor. WADE ANDREWS was quenching his thirst from the water bag when the Tudor gave a loud backfire during a starting attempt and Wade nearly cleared the hood like Superman in one gold medal vertical leap. After much fiddling, several attempts at re-timing and the obligatory condenser change it was running and proceeded home after overheating when forced to stop at traffic lights and being obliged to wait until she cooled down - taking six hours for a three hour trip.

The reason? Burned exhaust valves. Since cured and back on the road by the next weekend thanks to the use of STEVE READ'S facilities and expert advice.

The Quail



Everyone under the bonnet except the owner who battles to see what's happening.



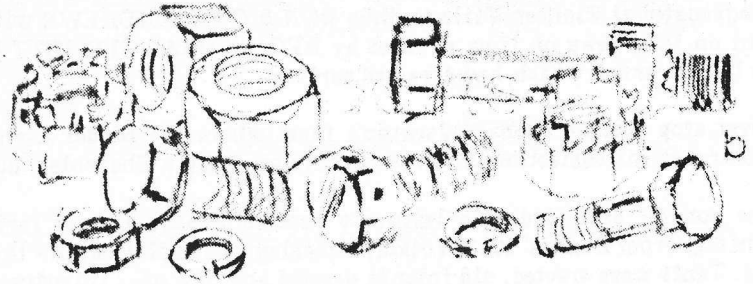
Darren Jeffree with his 'lance.'



Ron Andrews in the Luca Tudor.

On Sunday, March 18 a group of eight members congregated at STEVE READ's workshop in Maddington for some hands-on practical Model A motor maintenance and instruction.

NUTS & BOLTS



Steve gave a brief lecture on engine noises and how to diagnose the various sounds which can cause us all reason to worry about where the hell that sound is coming from. As Steve explained, all sounds do not necessarily come from the engine - it may be a loose radiator support rod vibrating or any one of dozens of other alternatives. MIKE COOKE recently thought his body was loose (on the Tudor that is) which turned out to be an Eskey on the luggage rack! BEVAN SHARP went crazy trying to find a high-pitched scream emanating from the motor which Steve diagnosed as a cracked carburettor top!

It's all a matter of deductive reasoning and eliminating possibilities in sequence.

Steve gave a demonstration on how to test and re-set engine bearings on an old upturned Model A motor. Members worked on bearings themselves for some added actual experience.

LOUISE READ arrived with some welcome goodies for 'morning tea'.

MIKE COOKE's Tudor was then lifted on the hoist, the sump dropped and a few stalwarts dodged the oil drips and re-set the bearings.

Most members drifted off home leaving a couple to put the bottom bit back on Mike's Tudor. When he started the motor it made a dreadful noise so off with the sump again. The oil pump cover solder had pulled away, letting the cover slide up the shaft and enjoy a brief but violently intimate relationship with a con rod.

The Tudor was then lowered but, unfortunately, Mike's toes were under the edge of the hoist when it came to rest - not a pretty sight: flat toes in a thong!

Members came away much wiser and Mike may even wear shoes in the workshop in future. Many thanks Steve.

THE LAKE LESCHENAULTIA LARK

In threatening but fine weather the Model A-s congregated at the Dianella Hotel on schedule. The re-painted COOKE Tudor looked great in dark green (after being blue) with contrasting green wheels, an orange pin stripe and new roof. The LETCH Roadster was sporting a fancy new lid. Obviously the upholsterer had done a good job so ALMA should not now need to wear a rain coat when it looks imminently inclement.

After a blast from Rally Marshall MAX ANNEAR's whistle and some instructions from organsier ANGELO CALLEJA (who blamed the weather on a computer breakdown) we set off with high hopes for a rain-free day.

Well, it was not to be. As soon as we had settled down in an open-sided shelter by the Lake, the horizontal rain began. As members jockeyed for relatively dry positions they discovered that it's just not possible for some forty people to all shelter behind JOHN LUCA and BILL BENNIE.

After setting a record for what must be the shortest meeting on record the group dispersed to make their way home in the blustery rain to test the 'waterproofedness' of their vehicles. How's the new canopy ROSS?

G. M. REPORTS ON THE MODEL A

taken from 'Model A News'

Copy of a report on a 1930 Ford coach made in 1930 by the General Technical Committee at the General Motors, Milford, Michigan proving ground. More fuel to the old Ford vs 'Chevy' controversy.

Appearance Changes:

Improved appearance, both internally and externally, characterizes the new series Ford Tudor. The external appearance has been improved by increasing the height of the radiator - the use of a cowl band - fenders with more of a sweep back and smaller wheels with larger tires. Larger hubcaps and a deeper and narrower radiator together with a higher cowl gives practically a straight line to the hood and cowl. The hood is now about 3" longer and the cowl shorter by an equal amount. Hood louvers are set in a panel and centralized in the sides of the hood instead of being offset to the rear as formerly. In the former series the windscreen pillars were continued to the bottom of the door panels. In the new series the hood cowl and side body panels are a smooth surface, windshield pillar lines stopping at the belt. Radiator shell, head lamps, hubcaps, cowl finish band and tail lamp are all made of rustless steel. The belt line moulding with double striping has been replaced by streamline moulding with single striping. The windshield visor is shorter and more of the cadet type.

The interior appears slightly more roomy especially between the rear and front seats. This is due to the fact that the front end of the dash instead of being concave is now convex, the difference being approximately 3". The steering wheel is flatter and has a larger hub. The ventilating cowl is curved up more in the centre

and is deeper. The distance between the windshield and the rear window is increased about 1" - made possible by discontinuing the surface type door hinges with the overlapping door and using a butt-type door hinge with the door butting against the front pillar instead of overlapping. The color combinations on this job is tan, the upper half being darker than the lower. General appearance and quality of finish are good.

Engine:

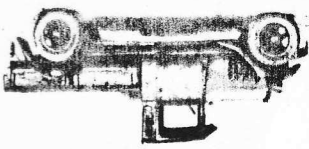
No apparent mechanical changes have been included in the new series.

Riding Qualities:

The following reactions were observed from riding and driving tests made at the Proving Ground. Seats are comfortable - riding quality is fair over rough and smooth roads and the body construction such that there is fair freedom from drafts, absence of motor fumes and a little better than average visibility. The motor is comparatively quiet but vibration is noticeable and became pronounced above 50mph. Steering responds very quickly to a slight turn of the steering wheel. There is considerable vibration but no road shock in the steering wheel. Front end parts, such as fenders, lamps and radiator are only fair as regards rigidity. The rear axle is quiet - transmission fairly quiet in second and low and the clutch smooth in operation. Brakes are effective with a slightly higher than average pedal pressure.

	Ford A 1930 Tudor	Ford A 1929 Tudor	Chevrolet 1930 Coach
List Prices — Dollars	\$500.00	\$525.00	\$565.00
Curb Weight — Pounds	2450	2450	2634
Wheelbase — Inches	103½	103½	107
Axle Ratio	3.78	3.78	3.9
Tire Size — Inches	4.75/19	29 x 4.50	4.75/19
Bore & Stroke — Inches	3-7/8 x 4¼	3-7/8 x 4¼	3-5/16 x 3¾
Engine Displacement — Cubic Inches	200.5	200.5	193.9
Compression Ratio	4.12	4.11	—
Engine RPM at 35 MPH	1603	1577	1637
Piston Travel (Ft./Car Mile)	1946	1835	1754
Brakes — Kind	Ford Mechanical	Ford Mechanical	Huck
Total Braking Surface — Square Inches	171	172.5	108.75
Steering Ratio	13.1	15.1	10.0
Turning Radius — Right	18'-6"	18'-5"	19'-11"
Turning Radius — Left	17'-9"	18'-4"	19'-8"

	Ford A 1930 Tudor	Ford A 1929 Tudor	Chevrolet 1930 Coach
Acceleration			
10-25 MPH	6.66	6.56	6.63
10-35 MPH	12.21	11.36	11.76
Hill Climb, 11.6%			
10 MPH Start	56.7	52.9	65.6
20 MPH Start	49.8	42.6	52.4
30 MPH Start	42.2	36.2	42.6
Minimum Speed for Flexibility (MPH)	6.5	6.75	4.0
Maximum Speed (MPH)	58.75	63.4	61.0
Fuel Economy			
15 MPH in MPG	22.5	30.2	21.8
25 MPH in MPG	22.4	26.75	23.3
35 MPH in MPG	19.9	23.1	21.5
45 MPH in MPG	17.5	19.3	17.8
50 MPH in MPG	15.6	17.5	16.9
Brake Test			
(Max. Deceleration) Ft./Sec 2	18.0	20.0	22.0
Foot Pedal Pressure for Max. Deceleration	95.0	120.0	118.0
Steering Effort at 10 MPH	19.3	20.4	28.8



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Mr & Mrs W. Spencer
22 Howe Crescent
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... Notebook ...

And still they come...

WELCOME to NEW MEMBER: GEOFF and JANIE PRINGLE of [redacted] Shelly, 6155.
Telephone: 457 6597. Geoff has a 1929 Phaeton - dismantled but complete and in good condition. Needs a head bow set. Also has a 1931 running, rolling chassis. Add to your Register.

We also have THREE current applications for new members pending.

We have been invited to attend the next Tracmach Weekend during Easter: March 30/31, 1991.

SWAP - RON ANDREWS wishes to swap one pair of 1930 head light bowls and one rim in good condition for '28-'29 brass headlights in similar condition. Phone: [redacted]

PENDING SALE - 1929 Phaeton for around \$3,000 - full restoration project. For more details on this vehicle phone BILL BENNIE on [redacted]