

Introduction of the New Ford Car

By Jim Spawn
Kansas City, Missouri

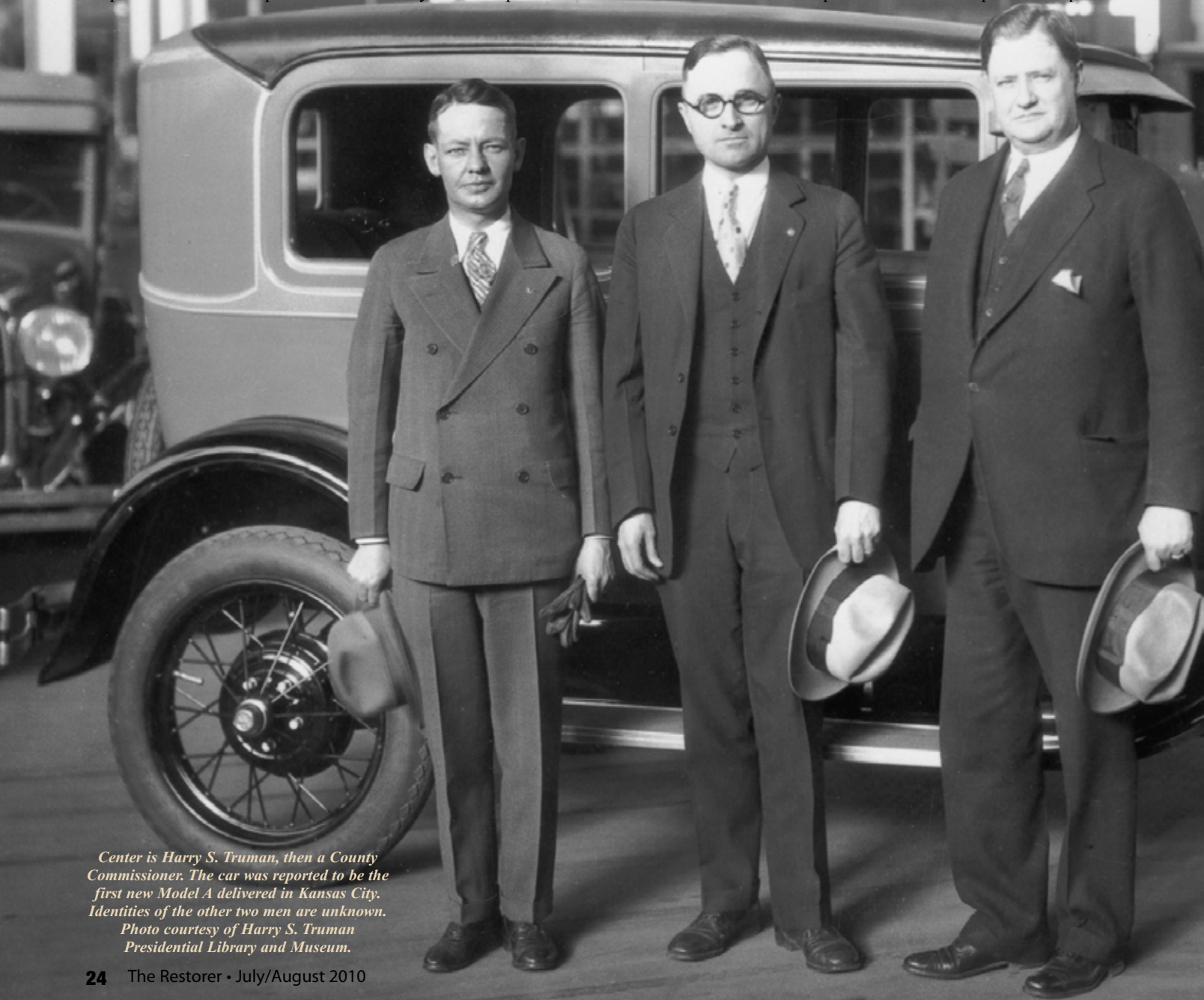
For those who don't know it, the Ford Motor Company discontinued production of the Model T Ford in May 1927. It wasn't until December 2, 1927 that the Model A was released.

When the Ford Motor Company finally set out to introduce the "New Ford," later named the "Model A Ford" it was careful. Ford's plan to enable the widespread announcement and sale of the car on December 2, 1927 fell short of its intended goals. To make this many deliveries from absolutely zero stock was a massive undertaking. Here are a few tales of the introduction of the New Model A Ford.

First, the idea of having a new Ford available at every dealership was a weak concept nationwide. Many dealerships went

months without a car to show and demonstrate. For dealers who had gone without cars since the mid-May stoppage of Model T production, this was truly a rough time to stay in business. Still, some dealers fought to stay in the automobile business. The public response for the new Model A was overwhelming. People would do the darndest things to see and get a hold of the new Ford. Public interest had never been higher for a new product.

Ford's main production plant was the River Rouge (Fordson) plant. In converting it to produce the Model A, plans were made to produce and overhaul some 34 other assembly plants in the United States and Canada. There were also a reported 12 factories overseas plus numerous shops of independent



Center is Harry S. Truman, then a County Commissioner. The car was reported to be the first new Model A delivered in Kansas City. Identities of the other two men are unknown. Photo courtesy of Harry S. Truman Presidential Library and Museum.

outside suppliers. Before the end of Model A production, there were 36 domestic (including Canada) plus 17 other plants overseas that assembled Model A's and individual parts for the cars.

One of the important actions was the official hand stamping of Model A Ford engine Number 1, on October 20, 1927. Henry Ford stamped that engine himself. The very next day that engine was installed into a Tudor sedan body. Then the car was sent out from Dearborn Laboratories for 10 days of testing and inspection. During this timeframe Ford's assembly lines were



non-operational – waiting for results. Then on November 1, 1927, news went out to start Model A production. At that time production was slow with new Ford's coming off the Dearborn assembly line at a rate of just 20 per day.

Here in Kansas City, like many other larger districts, the new cars were placed in a large public area - in this case, it was at the Kansas City Convention Hall. Shown were the Tudor sedan, Fordor sedan, Roadster, Coupe, Sport Coupe, and the Phaeton. This display of six vehicles demonstrated the new Ford's style, performance and pricing. Dealers had only photographs and other printed materials to show their customers at their own dealerships initially. Hence, with just six cars and hundreds of willing buyers, the rush was on to get one.

The large photo shown on page 24-25 is a 1928 Ford Tudor. It is supposed to be the first Model A delivered in the Kansas City area. The handsome fellow in the middle of the three men is Harry S. Truman, who would become the 34th President of the United States. On this day, he was a younger Jackson County Commissioner. The other two men are not identified, despite our best efforts. Take time to study their correct business suits.

Trying to relive the birth of the Model A Ford is a monster project for even a magazine like *The Restorer*. The details are many more than can be related in this magazine. In my opinion, one of the best publications to cover the topic is titled "The Legendary Model A Ford" by Peter Winnewisser. This book is invaluable to any serious Model A collector and covers the entire production of the Model A. In that book Peter said, "H. C. Doss, manager of the Kansas City Branch, said that he visited every one of his 521 dealers, covering 30,000 miles in about six months. He kept the dealers sold on Ford and what Ford had and would have. He talked to bankers about loans, helped dealers build up their service departments and found ways to encourage them to get rid of non-productive relatives on their payrolls. The result was that he did not lose one dealer because there were no cars to sell."

By late November 1927, each dealer received a portfolio, titled "Introduction of the New Ford Car," with general instructions for the many procedures they were to follow in presenting cars to the public when they became available. They also received a large box containing window posters, banners, showroom display cards, car illustrations and color pictures of the cars. Toward the end of November, branches notified dealers of the location of new car exhibits. Some 2,000 sets of these instructions were produced and one sent to each dealership. All were laden with instructions that the information contained inside was confidential.

The size was something different, too. Each page was measured at 13" wide by 18" tall. There were 26 pages. So there isn't any chance of reprinting them exactly in *The Restorer*. However, we've reduced them so you can get a feel for the text project. I'm told that three complete sets of this portfolio survive. The one provided here is from our Model A friend, Howard Minners, Bethesda, Maryland.

Crowds were so heavy in Cincinnati that many were turned away, yet total attendance for the day was 296,475. These figures were easily exceeded by Chicago with 514,096 people the first day, and the Kansas City territory, where 651,000 people saw the new car. In the St. Paul territory, cars arrived at the

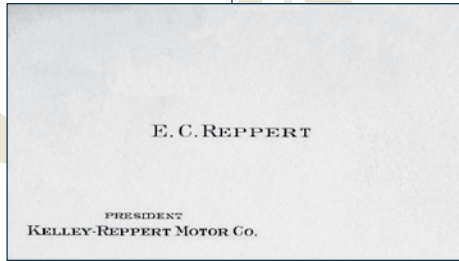
branch the night before the first showing. Some of these then had to be driven as much as 200 miles to their destination in spite of a raging blizzard and a temperature of 18-below-zero. All the cars arrived on time and showed remarkable performance in traveling over snow-drifted roads.

Time magazine told about one enterprising rascal who took advantage of the crowds and filed along through the crowd with his "order book" in hand. He took orders from those willing to give him the \$25 deposit required. He finally ran away with who knows how many \$25 stuffed into his pockets.

"It's history - what a tremendous reception the Model A had," said C. W. Doss. "In Kansas City they literally broke the doors down to get in before it was time to open to the public. They pushed them right through. You couldn't control that mob. There will never be another introduction like that; never was before. That was the story all over the country. It was tremendous, fabulous. The advance orders on that car were tremendous. They just ran over you to get one."

2,250 cars were sold the day of announcement (December 2, 1927) at Convention Hall. 24,000 people attended the exhibit on Friday and Saturday.

The story of the two Truman photos (one they are wearing their hats and other without them) goes like this. Found long after Mr. Truman's death at the Harry S. Truman Library was a personal desk that belonged to Mr. Truman. It had a side credenza that was locked and the key was long lost. Sometime later, workers opened the credenza and found the photos. One had the business card of E. C. Reppert, President, Kelley-Reppert Motor Company attached to it. Kelley-Reppert was one of the largest Ford dealers anywhere during the time. Their building still stands at 422 Admiral Street in Kansas City. The building has been added to the National Historical Registry, but still maintains many of the original features used by Kelley-Reppert.



Harry S. Truman with first Model A sold in Kansas City

Inside Kelly-Reppert Motor Company



This is the sales office within the Kelley-Reppert Motor Company

THE NEW FORD CAR
will be on display
TODAY
at these showrooms
CONVENTION HALL
and
744 Minnesota Avenue
Open 10 A. M. till 11 P. M.
 See the nearest Ford dealer for pictures and full details of the new car. See the car itself today at the show places listed above
 FREE FREE

Newsprint from Kansas City Journal Post on December 2, 1927



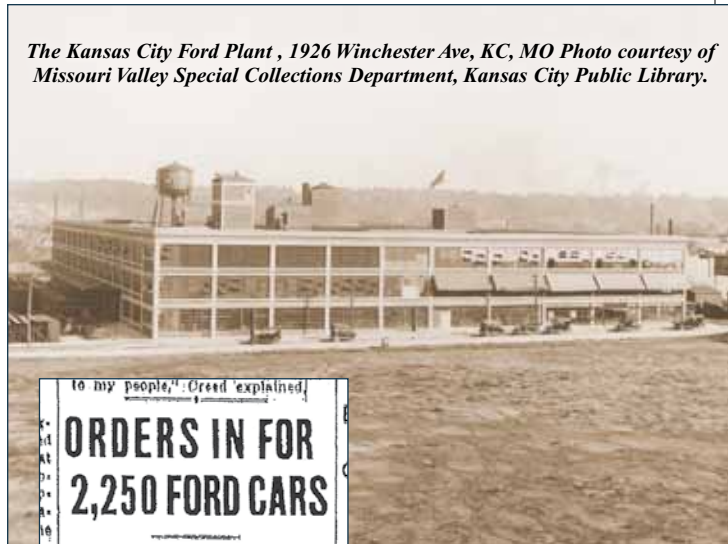
422 Admiral, Kansas City, Missouri. Former home of Kelley-Reppert Motor Company



Kelley-Reppert Motor Company. The Service Caller Receives Prompt and Courteous Attention. From Ford Dealer & Service Field - January 1928

The photographs with Harry S. Truman and the new Tudor appear to be taken at the Kansas City Ford Plant, 1926 Winchester Ave. It still stands, but today is used for a variety of other storage and manufacturing needs. The only mark of Ford are the letters that still are engraved on the large chimneys.

The Kansas City Ford Plant , 1926 Winchester Ave, KC, MO Photo courtesy of Missouri Valley Special Collections Department, Kansas City Public Library.



Arbuthnot Motor Company, Marysville, Kansas. December 13, 1927

Even small-time dealers, like Arbuthnot Motor Company, paid close attention to Ford Motor Company's instructions. Here the first Model A arrived on December 13 after a wait

to my people," Creed explained.

ORDERS IN FOR 2,250 FORD CARS

It is Estimated 106,000 Saw Exhibit of New Autos in Convention Hall.

Orders for 2,250 Ford cars, comprising contracts totalling \$1,227,500, have been received since the car went on the market Friday morning. It was announced last night by Ford agents.

Most of the orders were received at Convention hall, where the new models have been on display. The plain coupe, selling for \$495, C. O. B. Detroit, led the other models in sales.

Approximately 24,000 persons attended the exhibit yesterday and last night in Convention hall, bringing the total for Friday and yesterday to nearly 106,000. The exhibit in the hall closed last night.

It is estimated 20,000 others visited Ford agencies throughout the city to obtain price lists and other details of the new car.

The cars will be exhibited tomorrow at the Town and Country Motors, Inc., 2421 McGee street, and the Ford assembling plant, 1026 Winchester avenue.

Newsprint from Kansas City Journal Post December 4, 1927

NEW FORD CARS IN DEBUT TODAY

Six Models To Be On Exhibition for Public Showing in Convention Hall.

The general public will get its first view of the new Ford car today.

Cars will be on display at Convention hall, Thirteenth and Central streets, and at 711 Minnesota avenue, Kansas City, Kan. The display rooms will be open from 10 o'clock this morning until 11 o'clock tonight.

Complete details of the new car may be obtained from any Ford dealer. The new car is being put out in six models. They are tudor sedan, folder sedan, roadster, coupe, sport coupe and phaeton.

Newsprint from Kansas City Journal Post on December 2, 1927.

AUTOMOBILE ORDER No. 14

ORDER DATE 1/17

DELO FROM DATE DEL'S 8/6/28

DELO BY

CUST ORDER (60002)

SALESMAN

76904

600

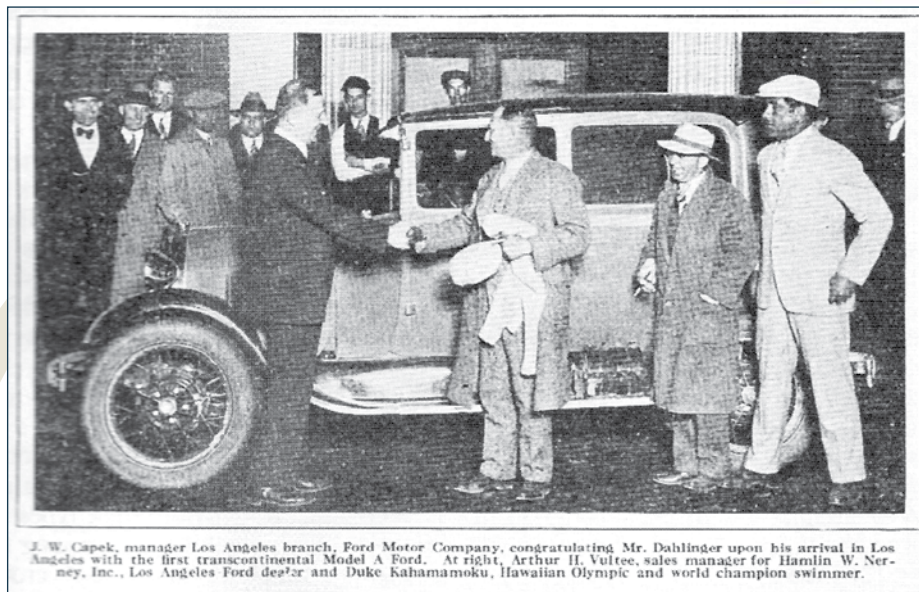
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J. W. Capek, manager Los Angeles branch, Ford Motor Company, congratulating Mr. Dahlinger upon his arrival in Los Angeles with the first transcontinental Model A Ford. At right, Arthur H. Vultee, sales manager for Hamlin W. Nerney, Inc., Los Angeles Ford dealer and Duke Rahamamoku, Hawaiian Olympic and world champion swimmer.

Newsprint from Ford News, December 15, 1927.

since December 2 for display. Still the dealership followed many of the instructions set forth in in the Introductions for Sale of the New Ford. Here we see Ford provided signage and pricing. Also, the dealer installed temporary wooden barriers to keep all but the most serious lookers from touching the car. One sign on the wall reads: "Orders will be filled strictly in the order received."

In Croquette, Texas, Daniel T. Lemay, owner of the Crockett Filling Station bought a new Ford AA Truck on January 17, 1928. But it appears that delivery of his truck didn't happen until August 6, 1928. Getting the backlog filled was no small task for Ford.

Will Rogers was one of the most famous Americans at the time the Model A came out.

Many say the first of all the Model A's went to Thomas Edison. However, not everyone can agree that the first Model A went to Edison. For an example, an article in the Ford Dealer & Service Field (March 31, 1931) about movie stars and Ford cars, claims the Beverly Hills Motor Inc., of Beverley Hills, California, delivered the first Model A in the United States to world-famous humorist Will Rogers.

The statement is backed by a telegram, dated December 22, 1927, from Will Rogers and quoted by David Lewis in his column in *Cars & Parts* (October 1981). "Got the car and the first time I have stopped is to write this telegram," it says. "Tell your dad it's my first bribe. But it runs so good it eases my conscience. Proud to have delivery of the first of the second fifteenth million. Next to an airplane, it's the best thing



Crowds of 651,000 in the Kansas City Region See The New Ford

The introduction of the new Ford Cars and Trucks (now known as the Model A) was certainly a series of events that matched military precision. Let's take a look back to examine some of the many issues that factory and dealers had to deal with at the time.

First, remember that Ford stopped production of the Model T's in April of 1927. From there dealers were forced to sell what they had in stock or rely only on used car sales. For most it meant there were long periods of time when they had no new cars to sell. Until the release of the new Ford on December 2, 1927, it was a long dry spell for dealers. Many relied quite a bit on selling replacement parts for Model T repairs. Some even quit the business.

The media was littered with tales about the new Ford, what it would be like, how fast would it go, the costs, the features. But there was little fact – no photographs or prices through the summer and fall of 1927. Still, Ford enjoyed a faithful clientele, some 125,000 orders were placed for the new Ford before anyone had actually seen one. At the time, the new Ford wasn't even built.

After retooling plants, testing, and so forth, getting the new Ford to market was no small task. Most dealers had no new cars to sell and interest in the new Ford was near a fever pitch. Just how Ford could re-open and supply the largest chain of car dealers anywhere was the task. Still Ford felt it could, so a plan was made to introduce the new Ford to the entire United States on one day – December 2, 1927. It required close planning with much of the strategy confidential or just secret.

To help us learn about this, we rely on a very rare

Ford document. This booklet was more than a brochure – it was huge in size. Most pages were 18" tall by 13" wide. It was wrapped in a heavy Ford blue construction paper. The cover read "LET US MAKE HISTORY WHEN WE INTRODUCE THE NEW FORD CAR." with nothing else to identify it.

Most of the pages had a header that read, "Introduction of the New Ford Car." As we study this document it may look strange, even to longtime Model A fans. It seems that one copy of this booklet was sent to each Ford dealership (around 2,000). Our belief is that only three survive today. This one was generously donated for this project by Howard Minners, Bethesda, Maryland.

PAGE 1 – Alerting all dealers about the importance of knowing the actual number of people who came to see the New Ford on December 2, 1927, this letter asked that a night letter be sent to Ford with details of what happened.

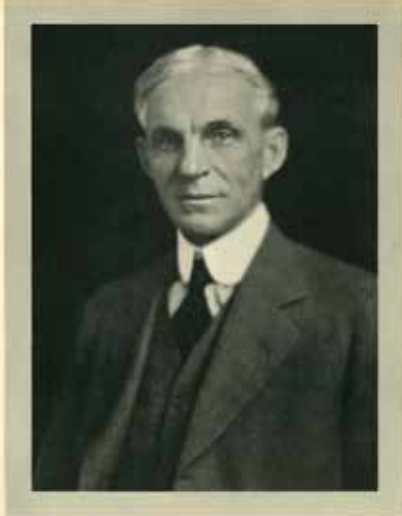
PAGE 1 – The salient part of this page reads: "The information given in this portfolio is confidential. It is for your use and the use of your salesmen only. Please note that none of the material is to be released to public until the dates set."



**THIS BOOK
CONTAINS A COMPLETE PROGRAM
FOR THE INTRODUCTION
OF THE
NEW FORD CAR**

IMPORTANT
The information given in this portfolio is confidential. It is for your use and the use of your advisers only. There may also be some of the material to be released to the public until the date set.

Be sure to read the Special Announcement on page 26



The results of years of planning

An entirely new and modern car

"The new Ford car embodies the best results of our experience in making 14,000,000 automobiles. We are proud of our most important contribution to the progress of the motor industry, to the prosperity of the country, and to the daily welfare of millions of people."

HENRY FORD

INTRODUCTION OF THE NEW FORD CAR

A message from Henry Ford

Why the price is so low

The new Ford car will be well advertised

Henry Ford

PAGE 2 – A large and current photograph of Henry Ford.

PAGE 3 – Important text from Henry Ford. Read it well to understand how the car has survived. Also, note the final paragraph about advertising. Ford was not a big fan of using advertising in the 1920's, but must have seen the light with the introduction of the new Ford. Both Ford and the dealers are encouraged to advertise.

PAGE 4 – Close Co-Operation Needed. "This first showing cannot be handled haphazardly. It will not be the great event it has the right to be if one Ford dealer does one thing and another Ford dealer does another. There must be team-work. There must be co-ordination. There must be close co-operation.

On the following pages of this portfolio, we are given the complete details of the program we want Ford dealers to follow. This program has been worked out with great care. It has been planned with just one idea in view – to help you sell more Ford cars."

PAGES 5-7 – Here's three pages of dated showroom keys to make your plan successful. Tips about window decorations, picking out a man to give the demonstration talk, plan to get prospect's names when they call, put up poster No. 30 in your window, sustain interest by completely covering your windows, invite your present customers and prospects to your official introduction show, make arrangements with your newspaper for your own advertising, be sure your salesmen know every detail of the new Ford car, November 28 - December 2: hang out Ford full-page advertisements in the window, cut out your newspaper ads, be sure every prospect gets a booklet, be sure to display pictures of all types, show the specification chart in a prominent place, use these signs to advertise the features of the new car, place our fifth full-page advertisement in your window.

INTRODUCTION OF THE NEW FORD CAR

The greatest opportunity ever offered by the motor industry is before you

The weeks and months the public has been hearing rumors about the new Ford car. Newspapers have printed stories about it in their news columns and discussed its importance even in advertisements. Thousands upon thousands of people have talked about the new Ford car and they could see the new Ford. Many have even seen the car in such a way as to be able to see it in their own homes.

And now the day approaches when the public will actually have about the new Ford car for the first time.

This day will be one of the greatest days in the history of the automobile industry. It will also be one of the greatest days in the history of Ford dealers if you plan now to take full advantage of an opportunity.

We have given you an exceptionally low price for the new Ford car. We will take large space in newspapers throughout the country to announce this new car to millions of people and to urge them to learn about it at Ford dealerships. But this advertising campaign is only the beginning. You must be selling the new Ford car well in direct proportion to the size you take in manufacturing it and the way you handle the prospects who call.

Close co-operation needed

This first showing cannot be handled haphazardly. It will not be the great event it has the right to be if one Ford dealer does one thing and another Ford dealer does another. There must be team-work. There must be co-ordination. There must be close co-operation.

On the following pages of this portfolio, we are giving the complete details of the program we want Ford dealers to follow. This program

INTRODUCTION OF THE NEW FORD CAR

We are advertising in practically every daily newspaper in the United States. Yet in a number of towns there will be a Ford dealer when there is no daily newspaper. Newspapers from nearby towns, however, will circulate in those towns where there is no daily newspaper and will help Ford dealers there in selling more cars. For this reason, every Ford dealer without exception can use the plan for introducing the new Ford car which we give in detail in this portfolio.

These newspaper pages have been planned to sustain the interest in the new Ford car and to make people want to learn all about it at your dealership. Complete details of the car will be published before the third advertisement, November 28. The picture of the car will not be shown until December 1, the night before the showing and Dec. 3, the day of the showing.

You can see, therefore, why it is important for every Ford dealer to be in with this program and follow it closely. Any important announcement on your part will spoil the effect of our national advertising. Under no condition are details or pictures of the new Ford car to be shown to the public by any Ford dealer before Friday, Dec. 2, the day you are authorized to hold your first public introduction.

Here are the things for you to do and when to do them

Right now
Plan to make your advertisement attractive

Monday, Nov. 28
Hang out first full-page advertisement in your window

Tuesday, Nov. 29
Hang out second full-page advertisement in your window

Wednesday, Nov. 30
Hang out third full-page advertisement in your window

Thursday, Dec. 1
Hang out fourth full-page advertisement in your window

Friday, Dec. 2
Hang out fifth full-page advertisement in your window

INTRODUCTION OF THE NEW FORD CAR

Monday, Nov. 28

Hang out first full-page advertisement in your window

Tuesday, Nov. 29

Hang out second full-page advertisement in your window

Wednesday, Nov. 30

Hang out third full-page advertisement in your window

Thursday, Dec. 1

Hang out fourth full-page advertisement in your window

Friday, Dec. 2

Hang out fifth full-page advertisement in your window

Get people near this chassis chart... Plan now to handle the crowds on Friday, the day of the official showing.

IMPORTANT—Be Sure to Read Pages 26 and 27

Place of display, such signs and posters as being provided for you and are shown on page 11 and 12. Be sure they are read.

Get people near this chassis chart

Let the people get near this chassis chart as possible. Turn lights on so that they can see every detail of it, especially the motor.

One of the most important things you have to do is to get the names and addresses of all the people who come to get details of the car.

Cover up your windows on Saturday, Nov. 26. One of the most important features of this plan is to make the windows of the new Ford car to be treated the same as it is up to the very last moment.

To do this, there must be no premature showing of the pictures of the new Ford car. We will not show pictures of it in our advertising until Thursday evening, Dec. 3, and they must not be shown to the public by any Ford dealer until that day.

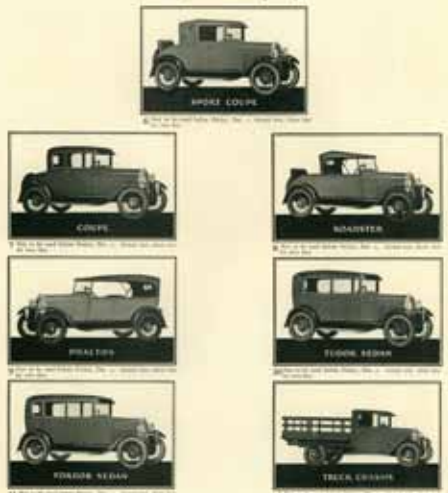
We ask you, therefore, to completely cover your windows and doors on Saturday, Nov. 26, and keep them completely covered until Friday, Dec. 3.

In connection with this window covering, we suggest you have your large sign made for your window saying:

The world is waiting for THE NEW FORD CAR. Get full details here Friday, Dec. 2.

The greatest automobile show in history deserves the finest setting you can give it—plan now to handle the crowds on Friday, the day of the official showing.

These new signs will be the feature of your display



Use this letter to invite your present customers and prospects to your showroom Friday, Dec. 2

We are preparing right now for the day of the official showing of the new Ford car. We are sending you this letter to invite your present customers and prospects to our new showroom on Friday, Dec. 2, the day of the official showing.



A Suggestion. If you have a list of names and addresses of people who have bought cars from you, we suggest you get the list from the Ford car.

Think of it this way. You have a list of names and addresses of people who have bought cars from you. You have a list of names and addresses of people who have bought cars from you.

PAGE 8 - A Sample Letter. Use this letter to invite your present customers and prospects to your showroom Friday, December 2.

PAGE 9-11 - How to arrange your showrooms to the best advantage for your introduction show.

PAGE 12-13 - Samples of showroom signs that will be mailed to you.

PAGE 14-15 - Product information about the six initial body styles.

PAGE 16 - Prospect list building and "The Story of the New Ford Car" booklet. "Please put these booklets in a safe place and do not bring them

Please do not use these signs before the dates specified

Grid of signs for various car models with dates: NEW All-Steel Body, NEW Model-T, NEW 100, NEW Standard Gear, NEW 4 Wheel Drive, etc.

How to arrange your showrooms to the best advantage for your introduction show

In making your introduction of the new Ford car to your present customers and prospects, you are sure to have a great deal to do with the way you arrange your showroom and the new Ford car.

Let us look ahead and picture the situation during the official introduction. For three days preceding it, our full-page advertisement will appear in most daily newspapers and will come to millions of minds a desire to get full details of the new Ford car.

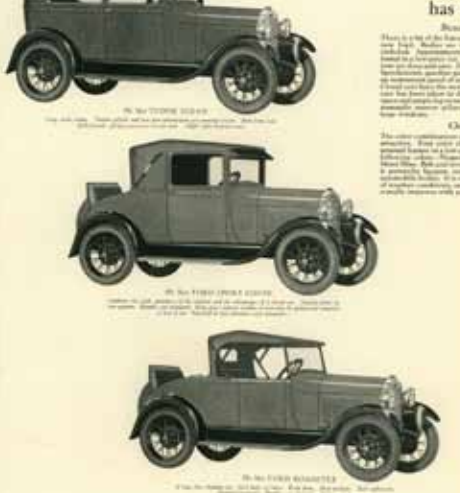
Blue and white have been selected as the standard colors for the introductory car, because dark blue and white are the colors that have been adopted for the Ford saloon occupation.

Blue-and-white color scheme. Get signs for the people to read on. These can be made in most colors and sizes. Dark colored signs will harmonize best with the colors of the picture of the new Ford.

Plan to handle a big crowd. No matter how many people you expect, you are going to have to accommodate them; remember you are making the most interesting automobile introduction in history.

Grid of 12 small illustrations showing various showroom setups and signs, such as 'LET THE PEOPLE GET NEAR THIS CHASSIS CHART', 'COVER UP YOUR WINDOWS', 'LET THE PEOPLE GET NEAR THIS CHASSIS CHART', etc.

The promise line car has been



of beauty in color fulfilled

Body Lines
The new Ford car is a masterpiece of design and construction...



The New FORD SEDAN



The New FORD COUPE



The New FORD TOURING

Use this card to build up a prospect list

Here, practically, perhaps thousands of people will call at your showroom on Friday to get the full story of the new Ford car.

You will be in luck with the cards that you will use to get the full story of the new Ford car.

The best way to get the maximum result from the cards is to use them in the following manner:

There are six cards in the set of your advertisement. One of these cards is to be given to each visitor to the show.

People would soon bring out their cards if you get to go to the show in the following manner:

You can have these cards ready for the best part of the day. They should be ready in a matter of minutes and you can use them for the best part of the day.

You can make up more as you will need for the day and the day before. It is a simple matter to make more cards for the day before.

PLEASE SIGN THIS CARD

Name _____
Address _____
City _____

LEAVE AT DOOR AS YOU GO OUT

Give this booklet to every visitor at your public introduction



We are sending you a number of copies of the booklet 'The New Ford Car'.

The booklet is a complete primer in what is known as the 'New Ford' car.

It contains full details of the new Ford car, its features, its performance, its safety, its economy, and its cost.

It is a most valuable reference for you and your staff. It will also be of great value to your visitors.

This is the demonstration lecture to be delivered on Friday, Dec. 2, the day the car is introduced

You will find your advertisement as provided on the day the Ford car is introduced. It is a most valuable reference for you and your staff.

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Summary of History

The history of the Ford Motor Company is a story of progress and achievement.

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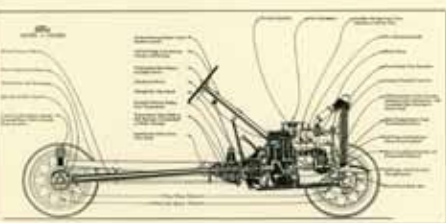
The history of the Ford Motor Company is a story of progress and achievement.

out until Friday, Dec. 2. Under no circumstances are these booklets to be distributed before that day."

PAGES 17-19 - This is the demonstration lecture to be delivered on Friday, Dec 2, the day the car is introduced.

PAGE 20-25 - Tie up with the full-page advertising placed by the Ford Motor Company. Many sample ads and sizes for your dealership.

PAGE 26-27 - Special suggestions for announcement when you get a new Ford car to show. Not every dealer will have a new Ford car to



Three-Speed Steering Axis
A Quiet Car
Standard Equipment

Tie up with the full-page advertising placed by the Ford Motor Company

We will use full-page space in daily newspapers throughout this territory to announce the new Ford car.

You will share in the benefits of this advertising, but you will not have to pay any part of the cost of it.

The object of our advertising is to help you.

All of our national advertising announcing the new Ford car will be run under the name of the Ford Motor Company.

That is one step in the plan. The next step is for you to tell the public that you will have your official introduction of the new Ford car on Friday, Dec. 2.

The best way to do this, in addition to using the best signs, posters, etc., described elsewhere in this booklet, is to take space in your local newspaper to advertise your own agency.

These advertisements have been specially planned and written to answer the inquiry about the new Ford car and to tie up with the national advertising we will do in every daily paper.

See advertisements placed on following pages.

Use the material given on the following pages for use and have your newspaper set up the advertisements in the size you wish to use.

Don't let the day of your official introduction go by and then regret that you did not take full advantage of it.

Please note that some of the advertisements on pages 21, 22, 23, 24 and 25 are to be placed by the Ford dealer in any newspaper before the evening paper of Monday, Dec. 2.

More, too, that some of the details of the new Ford car are to be announced by your Ford dealer on Friday, Dec. 2.

Your local newspaper will set these advertisements in any size you wish to use

The new FORD is the most amazing value ever offered in a LOW PRICE CAR. Get full details at our showrooms this Friday. [Your name, address and telephone number go here]

Use these advertisements to advertise your own agency

The New FORD CAR is a wonder. Full details to be given at our showrooms this Friday. [Your name, address and telephone number go here]

INTRODUCTION OF THE NEW FORD CAR

You'll be amazed at the speed and beauty of the NEW FORD CAR

Let us tell you about it tomorrow

The promise of Beauty and Performance is Fulfilled in the NEW FORD CAR

See us this FRIDAY for complete details

The NEW FORD CAR years ahead of any other low price car

Learns all about it here TOMORROW

The NEW FORD CAR will be the sensation of the motor industry

Step in to see us FRIDAY for full story

This is the place to learn about the NEW FORD CAR TODAY

INTRODUCTION OF THE NEW FORD CAR

More advertisements to use in your local newspapers

TODAY

Come in and let us give you the full story of the NEW FORD CAR

Open until midnight

You will be proud of the NEW FORD CAR

Be one of the first to learn about it TOMORROW at

TOMORROW

is the day to learn about the NEW FORD CAR

This is the place to do it

INTRODUCTION OF THE NEW FORD CAR

Come in TODAY to see The NEW FORD CAR

Official introduction to be continued for a week because of the crowds

Come in FRIDAY and learn about the NEW FORD CAR

You will like the trim smart low lines of the NEW FORD CAR

See us FRIDAY for all details

NEW FORD CAR Creates Sensation

Official introduction to be continued for a week to enable everybody to get full details of the new model

Complete Details of NEW FORD CAR TODAY at

INTRODUCTION OF THE NEW FORD CAR

Special suggestions for announcement when you get a new Ford car to show

When you get a new Ford car to show, you should observe the following rule: Do not tell the public that they can see the car at your showrooms on the day of the official introduction. Tell them to visit your showrooms "for full details" or the "full story" but do not say they can see the car. We insist that this rule be followed because we do not want to mislead the public in any way.

Armed with these instructions and a truly great small car, the Model A Ford was set to score some massive records. It became one of the most popular cars ever and even today it survives like no other.

INTRODUCTION OF THE NEW FORD CAR

Use this advertisement in your local newspapers when you get the car

The new FORD CAR IS HERE

Beautiful new low body lines
Choice of four colors
55 to 65 miles an hour
Remarkable acceleration
40-horsepower engine
Four-wheel brakes
Standard, selective gear shift
Hydraulic shock absorbers
20 to 30 miles per gallon of gasoline
Theft-proof coincidental lock
Typical FORD economy and reliability

COME IN AND SEE IT TODAY


Arrange for Demonstration

—Visit name and address to go here—

INTRODUCTION OF THE NEW FORD CAR

Official introduction to be continued for a week to enable everybody to get full details of the new model

Complete Details of NEW FORD CAR TODAY at



show on Dec 2. This letter helps you with that. "Observe This Rule to the Letter. If you do not have a car to show, do not tell the public that they can see the car at your showrooms on the day of the official introduction. Tell them to visit your showrooms "for full details" or the "full story" but do not say they can see the car. We insist that this rule be followed because we do not want to mislead the public in any way."

Armed with these instructions and a truly great small car, the Model A Ford was set to score some massive records. It became one of the most popular cars ever and even today it survives like no other.



Franklin D. Roosevelt and his Model A Cabriolet. Roosevelt was governor of New York state at the time. To our knowledge only Presidents Roosevelt and Truman had any involvement with the Model A Ford. Photo courtesy of Franklin D. Roosevelt Presidential Library and Museum.