

Model A News



October-December 2019

Club Meetings are held monthly with the exceptions of January, June and August at a time and location to be determined at the previous meeting. For details of forthcoming meetings and events please contact any member of the committee.

Merry Christmas and a Happy, Healthy and Prosperous 2020 to all our readers



This proud old lady was photographed by member Peta Rees on Melbourne Cup day in the town of Guildford Victoria. Not easily visible is a Mercedes badge skilfully placed in the radiator surround to replace the original Ford badge. (see page 19)

Published by the Model A Restorers
Club (Australia) Inc.

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PO Box 320, Dickson, ACT 2602



THE MODEL A RESTORERS CLUB (AUSTRALIA) INC.

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The Model A Restorers Club (Australia) Inc. Was founded in 1969 in Canberra. The club has hosted four National Meets in 1972, 1975, 1978 and 1998. Members possess a wide variety of Model A Fords including examples of Phaeton, Roadster, Sedan Delivery, Sports Coupe, Victoria etc. Australian-delivery Model A Fords are of Canadian origin with assembly of many body styles having been undertaken in Australia.

Model A News is the journal of the Model A Restorers Club (Australia) Inc.

The editor welcomes all contributions of articles, anecdotes, period and current photos and associated memorabilia for publication.

Advertisements from club members related to cars or parts wanted or for sale are published free of charge and if desired will be reprinted in interstate exchange Model A club journals.

Advertisements for cars (or incomplete cars) for sale must contain either the registration number, the VIN number or the engine number together with the price asked. Unless such detail is included, advertisements will not be accepted for publication in Model A News.

Views expressed in Model A News are those of the authors and not necessarily those of the Model A Restorers Club (Australia) Inc. No responsibility is either given or implied as to the accuracy of technical information published in this newsletter.

Life Members of MARC (Australia) Inc.

The Club has awarded Life Membership for outstanding service to seven club members (in chronological order):

Ian Irwin O.A.M. (ACT, Founder)

Michael Livingstone (N.S.W. Deceased)

Kevin Churchill (Victoria)

Neil Phillips (South Australia)

Allen Stafford (ACT)

Jean McDonald (ACT)

Bob McDonald (ACT)

Honorary Members of MARC(Australia) Inc.

Gwen Livingstone

Concessional Registration

Club vehicles can be concessionally registered in the ACT (or in the case of NSW members, in that state) for restricted use. Details of all aspects of Model A Concessional Registration requirements are obtainable from the Club Registrar, Bob McDonald on (02) 62543248.

E-mail: robjean5@bigpond.com

The Model A Restorers Club (Australia) Inc. Is also able to approve other appropriate veteran or vintage vehicles owned by its club members for concessional registration.

FROM THE PRESIDENT



Well here we are again, our last newsletter of the year.

Our thanks again to member Ian Irwin for all the interesting history of Model A's in Australia, and to Bob McDonald for his input as caretaker editor.

For those who didn't go to our Christmas Run to Boorowa, you missed out on a wonderful time spent sitting around chatting on a whole range of subjects and reminiscing about past club outings and travelling to and from national meets.

It was great to have Doug and Ruth Foster with us as well as fellow Model A'ers Colin and Jeanette Harmer from the Young Heritage Motor Club. Due to Doug's ongoing health issues, he and Ruth had made an extra special effort to attend by travelling down to Boorowa on the Saturday and staying overnight in the local motel.

Also attending were members Ian and Anne Whittle from Cowra, as well as member Gwen Livingstone from Cootamundra. Having this function at Boorowa, a sort of halfway house, gives an opportunity to catch up with these members who cannot regularly attend club meetings and runs normally held closer to home. Thanks to Gwen for her donation of a potted succulent ornamental lizard collection (cactus plant for short) for the free raffle prize, and for photographs she took. Some of these photographs were used in the email report of Boorowa sent to all members last week.

I would also like to thank member Peta Rees now located in Victoria for sending the interesting set of photographs used in this newsletter.

Thank you to all members who keep our club going and my very best wishes for Christmas and the New Year to all our members, their families and friends.

Keep well, and drive safely.

Regards,

Bill Hopkins

90 Years Ago: The Model A in Australia

Background: Here we have been looking at the happenings within the Ford network in the era of the original Model A Ford. The basis for this, is a surviving full set of monthly reports sent from Queensland's State Manager of the Ford Motor Co, to the Managing Director in Victoria. This is the only set that has survived, but we can assume the issues dealt with in the monthly reports bear many similarities to what was being experienced in the other States. Ed.]

Ian Irwin continues his series on the Australian Model A scene of 1929. ©2019.

The Queensland 1929 October Report to the Head of the Ford Motor Company of Australia in Geelong, contains many interesting snippets. So we resort to dot points for some of these:

- The problem with Companion Flanges in the AA Truck range was getting worse. *'To date we have sold 41 'H' Trucks, and had something like 15 of them broken down'*
- The Port Darwin dealership presented problems due to its isolation. *'There is only one steamer a month to Port Darwin and if we sent a Service Man to that centre, he would be away at least three months and then the chances are that the trucks would be.....at least 150 to 500 miles inland.'*
- **'The Fabric Body.** The Fordor Fabric Body has arrived, and we at present mounting the body.'
- **'Taxi Cab'** We have now assembled the Taxi Cab, and are making a special effort to display this model to hire car owners.
- Illustrating the enormous distances from the Brisbane HQ, is the mention of the Georgetown Dealership is the farthest away from the capital, of any Queensland agency, being 600 to 700 miles west of Cairns in far north Queensland. Being so far away from HQ, and experiencing frustrations over the problems with companion flanges, Greens Motors had decided to relinquish their Ford franchise, and accept a franchise from General Motors.
- The Head Office Service Manager has been away from Brisbane through March, April, May and June *'rectifying engine knocks, companion flange problems etc.'*
- On the positive side, the Ipswich dealership of Cribb & Foote had sold six new cars in two days during their Demonstration Week.
- Brisbane Cars and Tractors Ltd, the principal Brisbane Dealership, had suffered an extensive fire, and recovery was slow, affecting sales. This had led to the idea of taking some of their 28 second-hand cars to areas out of the urban area, and had been successful.
- 25 tractors from Cork in Ireland had arrived, and 11 had been sold.
- Sales for the month had totalled 194, of which 144 were private cars, 39 trucks and 11 tractors.

The November Report.

- The Camooweal Dealership asked that Head Office supply one spare companion Flange with every new truck sold. All five AA trucks sold had their flanges replaced. As many of the trucks were being used by mail men on remote area mail deliveries, there existed concerns of possible grave consequences of a problem arising beyond the reach of help, in the hot interior.

- The Emerald dealer expressed concerns of a breakdown inside ten days from delivery of a new AA truck.
- The drought had become serious in the central regions and the north of the state, while good rains had been received in the south. *'We consider the conditions in the Longreach and far western districts to be as bad as they ever could be.'* The wool clip, and the sugar crop had caused massive losses in incomes to producers.
- **The Fabric Body Fordor** had been sold to the Townsville dealership, *'and will give us a good indication as to how it will stand in the extreme heat of northern Queensland.'*
- **'With regard to the Fabric Fordor (timber) frame, sent to us for exhibition purposes, this is being returned to the manufacturing company this week.'**
- **'Taxi Cab'** *'Last week we sent the Taxi cab to Ipswich where it was shown to possible buyers for two days'* before it was taken to Toowoomba, and it was then going to Brisbane Cars and Tractors Ltd.
- A comparative study was made between Chevrolet and Ford truck carrying capacities and tyre costs.
- The Canada Cycle and Motor Agency was reported to be in liquidation, with 25 cars (Citroen 4 and 6, and Reo Flying Cloud) and 30 Reo trucks being sold at reduced process. But it was later established that over 80 vehicles had been sold in the month including those listed makes, plus Wolverines, Studebakers, and Republic trucks
- The firm of Perry Bros, in the hardware business, folded, after nearly 70 years of trading.
- The new Regent theatre opened, and catered for 7,000 to 8,000 people on its first day of showings. Only Ford and Chevrolet screen advertising appeared during the month.
- A total of seventy companion flanges had been sold since February, 1929.

From The December 1929 Report

- A Campaign (originating in Queensland?) commenced under the banner 'Mrs Australia Buys a Ford,' and it was followed in Sydney.
- Dealers were invited to an evening screening of two Ford films entitled, *'A Flying Visit'* and *'The Testing of the New Ford Car.'*
- The screenings were held in the State Scout Headquarters, and a number of Ford were displayed in the new Ford (Colour Harmony) colours.
- A major display of Fords in the Colour Harmony colours was organised by Brisbane Cars and Tractors Ltd. 250 of Brisbane's leading citizens were invited to the opening night.
- The hall was lit with special effects lighting, and decked with flowers, palms and garden ornaments.
- Seagrass chairs *'in colours to tone with the surroundings were added to the effect of the beautiful colours.'*
- Theatre slides were now implemented in Murwillumbah, Mullimbimby, Ballina, Casino, Kyogle and Lismore.
- Colour Harmony displays were soon held in Mackay, Townsville, Cairns, Ipswich and Toowoomba with cars also displayed at the Qld Government's Ipswich Railway Workshops where 700 workshop employees inspected them.
- 256 Model A Fords were sold and delivered in the month. 86 cars, 26 trucks and 41 tractors.

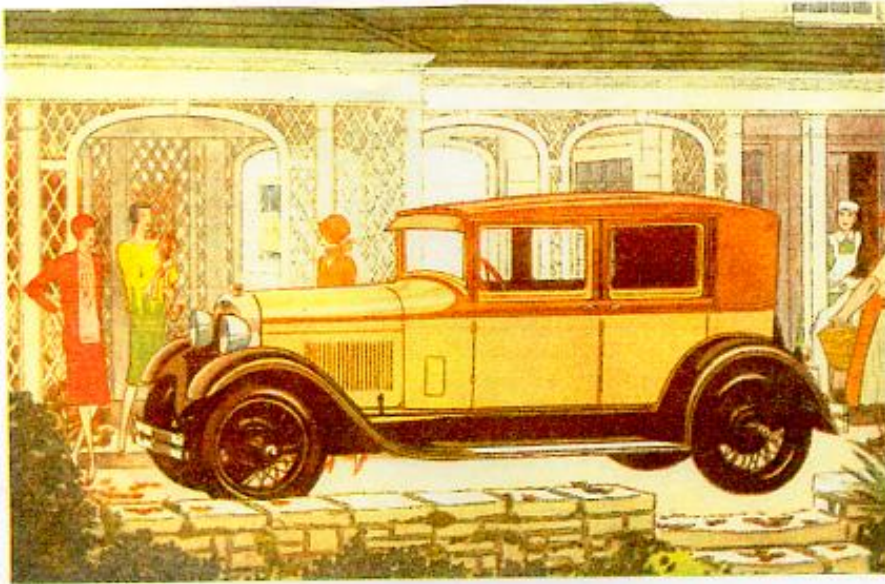
MARKETING THE NEW FORD IN 1929.

In this series of "90 years ago", we have been taking a casual look at some of the major events that

May, 1929

The Australian Fordoner

Page Twenty-seven



Strikingly Beautiful are the Lines and Colours of the New Fordor Sedan.



OLORFUL as the newest autumn shades, stylish as the latest mode, strikingly beautiful in line and contour is the New Fordor Sedan.

Seeing it drawn up before your home, its exquisite two-tone colour harmonies set off by bright touches of gleaming metal, you half expect a liveried chauffeur to step out and bow you to your seat, for it is a car like that—with a bit of an air about it.

The rich beauty of its finish and appointments will charm you no less than its beauty of line and colour. All hardware is full-nickelled, in distinctive scroll design. Lounge seats are wide and deeply cushioned. Upholstery is soft and luxurious, and in pleasing harmony with the body.

Above all, you will like the New Fordor Sedan because it is so roomy and so comfortable.

The new transverse springs and shock absorbers soften the force of road shocks and bumps and eliminate the side sway and the bouncing rebound which are the cause of most motoring fatigue.

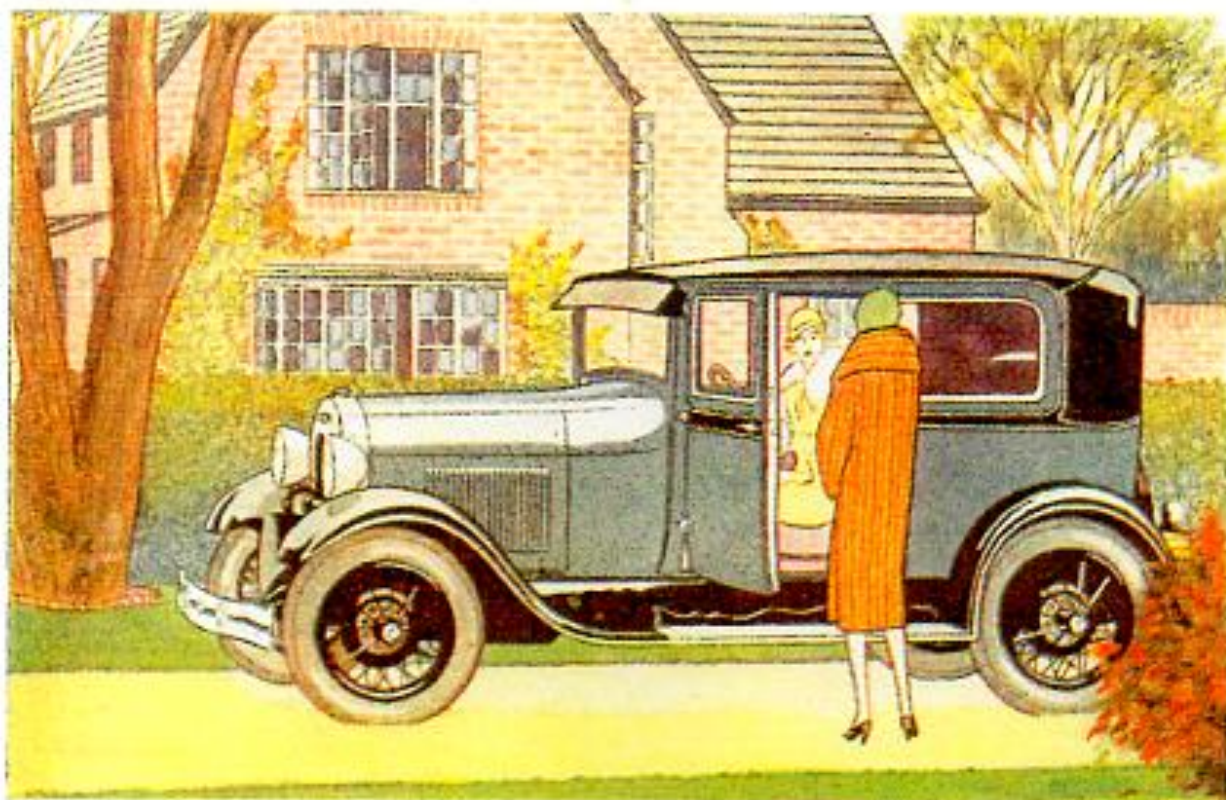
Here, at a low price, is everything you want or need in a modern car—beautiful low lines—choice of colours—40 horse-power engine—speed of 55 to 65 miles an hour—quick acceleration—restful riding comfort—mechanical internal expanding four-wheel brakes and separate emergency or parking brakes (all fully enclosed)—20 to 30 miles per gallon of petrol—reliability—economy of operation and low cost of upkeep.

occurred in 1929. Let us take a look at some of the earlier 1929 Australian Ford advertising.

This and the following images appeared in the May, 1929 issue of The Australian Fordoner.

In my opinion, these graphics must have been created by the teams of artists engaged by the Ford Motor Company in America. The colours do not bear strong resemblance to the cars then on the Australian market. The text however has an Australian flavour, and there is mention of the prices being given in the Australian currency.

So we may presume that this could be the origin of some thinking to enhance the presentation of the Australian Model A Fords. From 1928, the Australian colour range had been somewhat restricted, and dare I say it, unimaginative and a little drab in some instances. So was this campaign of May 1929, the inspiration for what was to follow?



The New Ford Tudor Sedan, finished in Gunmetal Blue.



EN talk enthusiastically of the speed and power of the 40 horse-power engine of the New Ford—of the simplicity of its ignition and oiling systems—the advantages of the three-quarter floating rear axle—the safety of its six mechanical internal expanding brakes—the easy riding comfort of its transverse springs and shock absorbers—of many other mechanical improvements embodied in the construction of the car.

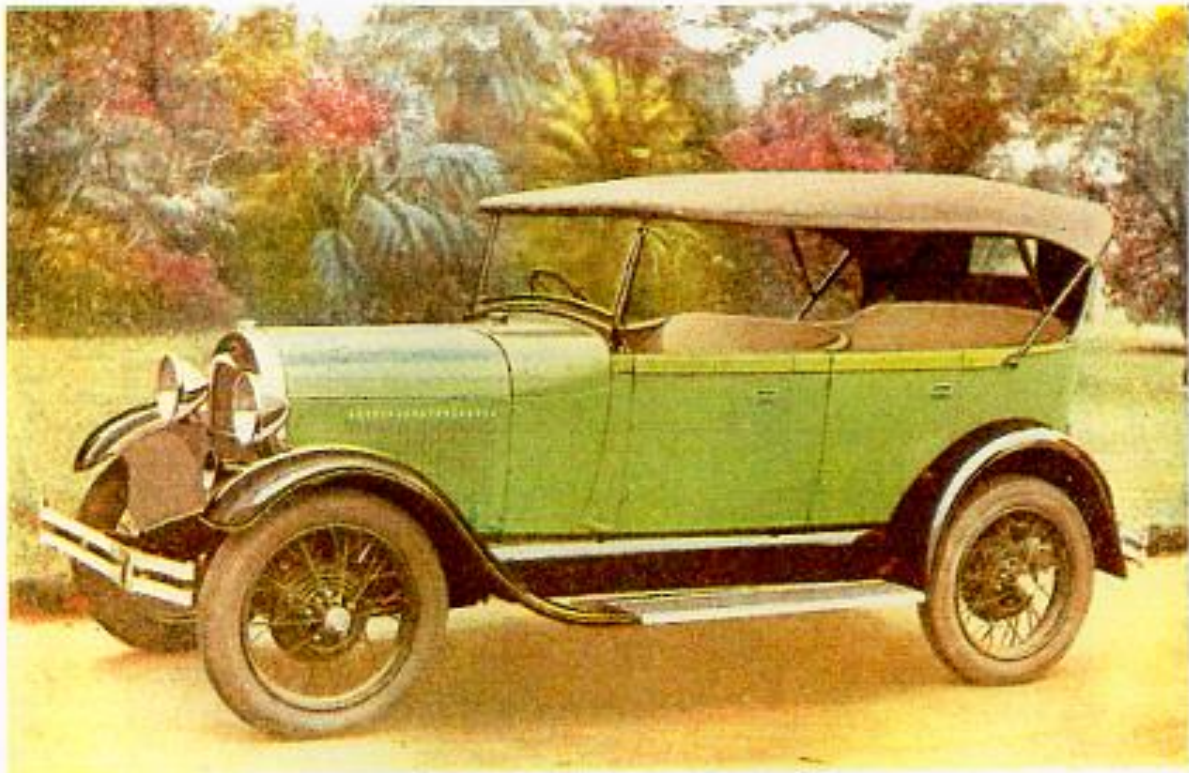
All these mechanical features are worthy of note, because they have such a direct bearing on alert, satisfying, economical and reliable performance.

There are many other points which show the quality that has been built into the New Ford—important little details and appointments that few men ever notice. A man will glance casually at the upholstery of the New Ford and say that it is good-looking, but he will probably not appreciate the fact that it has also been made for long wear as well as appearance. They will admire the colours of the New Ford, but may not realise that they are colours which will not tire.

It means something, too, to know that the pyroxilin lacquer finish of the New Ford is not affected by the heat of summer or the cold of winter, is not easily marred or scratched, improves with polishing, and will retain its lustre for a long time.

The upholstery is in a very high grade material, set with both straight and hour-glass springs; the body is roomy and comfortable; the flawless plate-glass windows can be raised or lowered with ease; the doors, of liberal width, fit snugly—all these are indicative of the care that has been taken in the making of the New Ford.

Its beauty of mechanical design is matched by its beauty of line, colour and appointment. Even in the very little things you can see evidence of a quality of material and workmanship unusual in a low-priced car.



The New Ford Phaeton—built for Reliability, Speed, and Stability.



NE of the most remarkable features of the New Ford is its perfect riding comfort. In this respect it is superior to many cars above the £500 price class.

One reason, of course, is the use of effective shock absorbers. Yet even the shock absorbers of themselves do not account for the complete riding comfort of the New Ford. Equally important are the design and construction of the new transverse springs, the low centre of gravity, and what engineers speak of as the low ratio of unsprung weight of the car. All these factors combine to soften or eliminate the force of road-shocks and to make the New Ford an exceptionally comfortable and easy-riding car at all speeds. Even rough roads may be taken at a fast pace without hard jolts or humps or the exaggerated bouncing rebound which is the cause of most motoring fatigue.

You have the feeling of mental comfort, too, in driving the New Ford because of its reliability, and the safety afforded by its steel body and its four-wheel brakes. This freedom from mechanical trouble—this security—means a great deal to everyone who drives a car. Prove this for yourself by asking your nearest Ford dealer to bring the New Ford to your home for a demonstration. Check up on comfort, on speed, on power, on acceleration, on hill climbing, on petrol economy, on safety, on low upkeep cost, and you will know that there is nothing quite like it anywhere in design, quality and price. The low price, in fact, is the result of new manufacturing methods and production economies as unusual as the car itself.

The New Ford comes to you equipped with four shock absorbers, four-wheel brakes, five steel-spoke wheels, five balloon tyres, speedometer, petrol gauge on instrument panel, dash light, rear view mirror, combination tail and stop light, thief-proof ignition lock, motor-driven horn, and, on the closed cars, an automatic windshield wiper, and sun visor.

At this point it we will look briefly at the massive gamble taken by the Ford Motor Company of Australia Ltd, in engaging three renowned professional artists to develop imaginative colour schemes

for the Model A Ford cars for the Australian market. The following advertisement, featuring three body styles only, was placed in the glossy and up-market Australian magazine, *The Home*, in late September, 1929.

COLOUR HARMONY
AN ENTIRELY NEW NOTE IN FORD CARS
DICTATED BY
WELL KNOWN AUSTRALIAN ARTISTS
GEO. W. LAMBERT, A.R.A., SYDNEY URE SMITH AND MISS THEA PROCTOR
CO-OPERATED WITH THE FORD MOTOR COMPANY OF AUST. PTY. LTD. IN
PRODUCING A WONDERFUL RANGE OF COLOUR HARMONIES FOR FORD CARS,
WHICH ARE NOW AVAILABLE THROUGH FORD DEALERS EVERYWHERE

SPORTS ROADSTER
with body in Tennessee and mouldings and crests of rear deck in Virginia Cream. Fenders are Black; wheels are Sport Phonons.

SPORTS ROADSTER
with body of Cornelian Purple and mouldings in Virginia Cream, striped with Cornelian Purple. Fenders are Black; fenders have a stripe of Virginia Cream. The wheels are Virginia Cream.

SPORTS ROADSTER
with body in Prairie Vale Green with Liberty Blue mouldings, having double stripes of Quince Vermilion. Fenders are Black and wheels Quince Vermilion.

TUDOR SEDAN
with body in Dark Niagara Blue and with Grey mouldings, lined with Virginia Cream. Fenders and wheels are Black. This colour combination is available on Standard Phonons and Standard Roadsters.

FORDOR SEDAN
with body in Moss Green and with mouldings in Ivory Green, lined with Virginia Cream. Fenders and wheels are Black. This colour combination is available also on Tudor Sedans.

FORDOR SEDAN
with body in Argonaut Brown with Fallow Field Brown mouldings, lined with Virginia Cream. Fenders are of Fallow Field Brown and wheels Black.

sought the advice and help of the celebrated Australian artists, George W. Lambert, A.R.A., Sydney Ure Smith and Miss Thea Proctor, in order to determine colour harmonies suitable for the Ford car under Australian conditions. Thanks to the work of these distinguished artists, the buyer of a Ford car may now choose from a wide range of colour combinations which are harmonious and beautiful, whether for a dashing sports roadster, or the more conservative sedan. A magnificent folder in colours, illustrating the New Ford Cars in colour harmonies selected by G. W. Lambert, A.R.A., Sydney Ure Smith and Miss Thea Proctor, can be obtained from your nearest Ford Dealer or direct (Post Free) from the branches of the Ford Motor Company of Australia Pty. Ltd. at Geelong, Sydney, Brisbane, Adelaide and Perth.



COLOUR HARMONY
AN ENTIRELY NEW NOTE IN FORD CARS
DICTATED BY
WELL KNOWN AUSTRALIAN ARTISTS

The greatest AUSTRALIAN Model A Ford event of 1929 was unquestionably the introduction of the Model A Colour Harmony concept to enhance the beauty of the Model A Ford, and hopefully boost sales across the country. But storm clouds of the economy were brewing across the globe at the time. The exercise was extraordinarily expensive, and enormously boosted the range of colour options and colour schemes of the Australian Model A Fords. But 1929 model sales were well down on 1928 models, and 1930 model sales were down again.

The Ford Motor Company of Australia had engaged the professional services of three of the nation's leading artists, Thea Proctor, George Lambert and Sydney Ure Smith. If you are into the world of art, or keen to learn about them, each of these has considerable documentation on the web.

A very elaborate four-fold brochure was produced that featured the range of colours selected by this panel of eminent artists. Fourteen examples of the new colour schemes were illustrated in full colour on the various passenger cars, and allowed the consumers to make adaptations of their choice for small additional

COLOUR HARMONY

A NEW NOTE IN FORD CARS ARRANGED BY THE CELEBRATED ARTISTS
GEORGE JANIBERT, A. R. A., SYDNEY LURE SMITH and MISS THEA PROCTOR



SPORTS ROADSTER

(Introduced in 1917)
with body in Tanager and with mouldings and centre of rear deck in Virginia Cream. Fenders are black; wheels Virginia Cream. This colour combination is available also on Sports Phaetons.



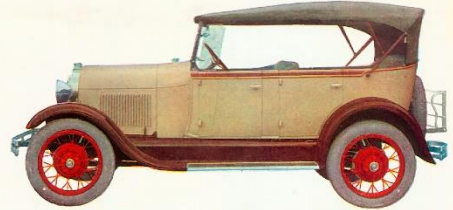
SPORTS ROADSTER

(Introduced in 1917)
with body in Glacier Green with mouldings in Robin Hood Green, lined with Glacier Green. The fenders are Robin Hood Green and wheels black.



SPORTS PHAETON

(Introduced in 1917)
with body in Mariner Green and mouldings in Cascade Green, lined with Orinoco Vermilion. Fenders are Cascade Green and wheels black. This colour combination is available also on Sports Roadsters. Standard Roadsters and Standard Phaetons may be had with bodies of Mariner Green, but with black fenders and black wheels.



SPORTS PHAETON

(Introduced in 1917)
with body in Santa Barbara Sand and mouldings in Yellow Field Brown, striped with Virginia Cream. Fenders are Yellow Field Brown and wheels Orinoco Vermilion. Standard Roadsters and Standard Phaetons may be had with bodies in Santa Barbara Sand, but with fenders and wheels in black.



FORDOR SEDAN

(Introduced in 1917)
with body in Argonaut Brown with Yellow Field Brown mouldings, lined with Virginia Cream. Fenders are of Yellow Field Brown and wheels black. This colour combination also available on Sports Phaetons.



FORDOR SEDAN

(Introduced in 1917)
with body in Mist Gray and with mouldings in Brabant Green, lined with Virginia Cream. Fenders and wheels are black. This colour combination is available also on Tudor Sedans.



SPORTS ROADSTER

with body in Pearle Vale Green and with Liberty Blue Mouldings, having double stripes of Orinoco Vermilion. Fenders are black and wheels Orinoco Vermilion.



SPORTS ROADSTER

(Introduced in 1917)
with body of Gothician Purple and with mouldings in Virginia Cream, striped with Cerulean Purple. Fenders are black; leathers have a stripe of Virginia Cream. The wheels are Virginia Cream.



SPORTS PHAETON

(Introduced in 1917)
with body in Abyss Green, and with mouldings in Ionian Green, lined with Abyss Green. Fenders are of Ionian Green and wheels black. Standard Roadsters and Standard Phaetons may be had with bodies in Abyss Green, but with fenders and wheels in black.



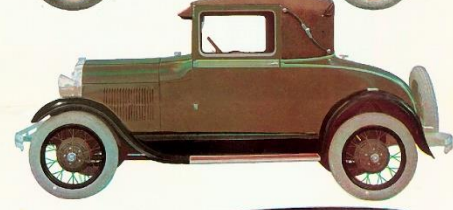
SPORTS ROADSTER

(Introduced in 1917)
with body in Empress Yellow and with black mouldings, striped with Virginia Cream. Fenders are black, leathers on the horses have a black line and wheels are Orinoco Vermilion.



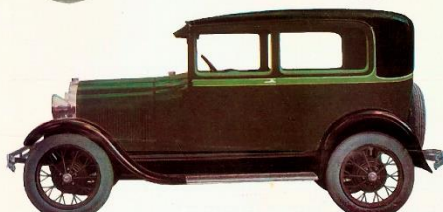
SPORTS ROADSTER

(Introduced in 1917)
with body of Liberty Blue with black mouldings, striped with Virginia Cream. Fenders are black and wheels Orinoco Vermilion. This colour combination is available also on Sports Phaetons. Standard Roadsters and Standard Phaetons may be had with bodies of Liberty Blue, but with black fenders and black wheels.



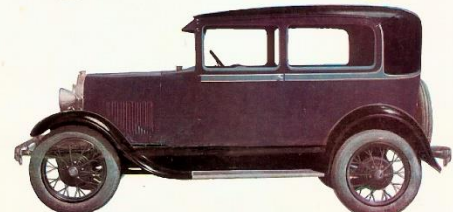
SPORTS COUPE

(Introduced in 1917)
with body in Abyss Green, with mouldings in Mist Gray. Fenders and Wheels are black.



TUDOR SEDAN

(Introduced in 1917)
with body in Abyss Green and mouldings in Ionian Green. Fenders and wheels are black.



TUDOR SEDAN

(Introduced in 1917)
with body in Dark Niagara Blue and with Gray mouldings, lined with Virginia Cream. Fenders and wheels are black. This colour combination is also available on Standard Phaetons and Standard Roadsters.

NOW AVAILABLE THROUGH FORD DEALERS EVERYWHERE

cost. Wheel colours had been limited, and 'drab', and the new range of colours for wheels was considerable.

The Colour Harmony range, when introduced, was hailed by the motoring media across the country. The colour range was unprecedented in this country, and exceptionally popular with the Ford clientele.

But there were other significant events in this quarter of 1929. Notably:

- On 20 September, 1929, the London Stock Exchange suspended trading of shares in the Hatry Group, according to the website 'business insider', after its founder, Clarence Hatry was found to have purchased United Steel Companies with fraudulent collateral', (Hatry and many associates were imprisoned). The market reaction cost investors billions. The London stock Exchange went into a tailspin, and subsequently US investors became decidedly uneasy.
- The Collapse of Wall Street, started on 24 October, 1929, ('Black Thursday') and continued through to 29th, ('Black Tuesday').
- Over 16 million investors sold parcels of shares in New York before the stock market closed, in an unprecedented run on the market.
- This was just the start of the Great Depression that lasted 12 years.
- San Francisco mayor inaugurated pedestrian traffic lights
- British army of occupation troops began withdrawal from Germany
- Some large corporations survived the Great Depression relatively unscathed. One of these firms was Coca-Cola.
- Richard Byrd's exploration of the Antarctic commenced, involving a 1600-mile sled journey. It was the first exploration of the interior of the ice-cap.
- Admiral Byrd conducted first flight over the south pole
- How serious was the onset of the Great Depression for the sales of Model A Fords in Australia?

FORD Tourer, Phaeton Model A, wire wheels, balloon tyres, bumper bars and bumperettes, shock absorbers, rear luggage carrier, registered till August next, insured. This popular car has had little use and is like new, having run only small mileage, and is open to the keenest examination. Will accept for quick cash sale £120. Terms also can be arranged. £40 deposit. Phone, Hunter 324. Apply Stoneridge, Waruda-road, Huntley's Point, five minutes' walk from Gladesville Bridge.

FORDS, NEW MODEL, FORDS.
THIS AFTERNOON.
BROADWAY MOTORS, LIMITED,
Authorised Ford Dealers,
invite
an inspection of
WONDERFUL NEW COLOUR HARMONIES BY
AUSTRALIA'S FOREMOST ARTISTS.
At their Showrooms, 117-119 Parramatta-road,
Camperdown. Next door Camperdown
Post-office.
ALL DAY SATURDAY.
Telephones, L3041-2.

The adjacent advertisements are taken from the *Sydney Morning Herald* of 8 January 1930. It will be noted that the 1928 or 1929 Fords being offered for sale, have dropped in value quite significantly. In the top advertisement, this low mileage Phaeton, with registration until August, 1930, so probably first registered in August 1928, and fifteen months old at this time, has dropped from its original list price of £210, to £120 for a quick sale. That's a drop of 43% on its purchase price.

Even this was probably a little on the ambitious side.

FORD MODEL "A" GUARANTEED USED CARS.
FORD MODEL "A" PHAETON, in perfect order. Will give any trial, fitted with Hydraulic Shock Absorbers, etc. Only done small mileage. Will sacrifice £145
FORD MODEL "A" PHAETON, 1929 De Luxe Model, small mileage, perfect condition, extras include wind deflectors, mats, and frames, motor meter and wings, tyre cover, etc. Attractive colour. £155
FORD 2-DOOR SEDAN, 1929 Model, mechanically perfect, splendid appearance. Registered till 24th April. A Bargain. £195
FORD MODEL "A" SPORTS COUPE, body finished in very attractive 2-tone blue duco, only done small mileage, mechanically perfect, luggage carrier, tyre, cover, etc. Owner driven. Will sacrifice £195
ALL THE ABOVE CARS CARRY NEW CAR GUARANTEE AND TERMS.
HUNT BROS. (MOTORS), LIMITED.
248 RAILWAY-PARADE, KOGARAH.
AUTHORISED FORD DEALERS.

The advertisement by the progressive Ford dealership of Hunt Bros, Kogarah, shows similar drops in value. The small mileage 1929 model, introduced in May, 1929, so less than eight months old, is down to £155.

At this time, it was common around the globe, to find cars at the kerbside in busy streets, with the owner's crude signs across the windscreen, being prepared to take a fraction of their purchase price for a quick sale, and cash in the pocket.



Hunt Bros were amongst the largest metropolitan Ford dealers in the Sydney area. They had premises at Rockdale, Kogarah, Parramatta. Progressively Hunt Bros dealerships were relinquished, and my 1950s local Rockdale dealership was sold to C.V. Holland. From then the dealership held a GM and Holden franchise.

Looking back to some original 1929 Model As in images



A rare photo of an Australian Model A Ford Delivery Van, of 1928 style. Photo taken probably in the early 1930s, outside mercery premises.

The vehicle looks quite fresh and smart, and the colour scheme draws the eye. It was very probably a custom design to the client's needs, so it's a pity we cannot read the attractive signwriting.

Williamson's No 83 Ford Garage of Yass. N.S.W.



Thomas Pye Williamson (1864-1928) of our neighbouring town of Yass, NSW was the first local to purchase a motor car there. Indeed, he owned quite a few of the first cars in the town. It is known that he purchased a 1900/1901 Winton Runabout very early in the 20th Century, but the precise date is unknown. In 1905, he purchased a Minerva of Belgian manufacture.

Williamson was the proprietor of Williamson's Garage from well prior to the outbreak of the Great War. The garage evolved over time, and by the 1920s, his business held the Ford Franchise for Yass. The photo at the top of this article shows the garage in 1929, just after his death. It became Moore Bros, and an adjunct to their Queanbeyan dealership. It was later sold, and demolished, and a more modern service station was built on the site in the 1940s. Today the garage premises remain, but house Ross's Relics, and antique and Collectible business.

The impressive huge 83 sign high on the pole does not denote the address in Comur Street. It was Williamson's business phone number, 'Yass 83'. Smart thinking for its day, as everyone in Yass knew his phone number, even if they did not know the numbers for the hospital, police, or fire brigade!

Williamson is best remembered as a pioneer who 'made' his own motor car. As proprietor of the motor garage, the bakery, and the Yass cordial and soda water factory, his need for a universal transport vehicle had become significant. And, unable to sell his aged Winton car, he decided to incorporate it into an old horse-drawn wagon with some local 'engineering' and enterprise.

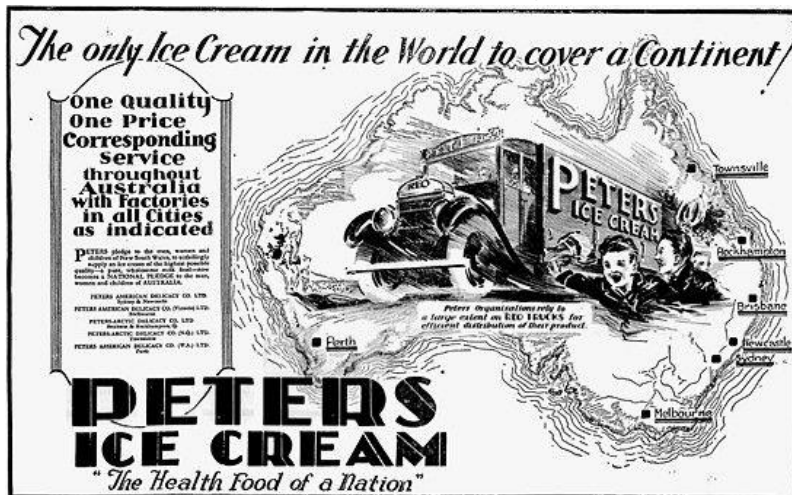


some years from c1908. It is not known what ever became of the wagon.

The front axle of the 1901 Winton was removed and a replacement axle was fitted under the old cart. A series of chain linkages from the Winton rear axle, were connected to drive the rear wheels where special sprockets had been made and fitted. The original wagon wheels were incorporated. The coachwork used was almost all that of the Winton. To the left, we see Williamson in his creation, which plied the streets of Yass for

MORE AUSTRALIAN AND WORLD EVENTS OF OCTOBER TO DECEMBER 1929

- Surely, in terms of international significance in 1929, the greatest event was the collapse of Wall Street Stock Market in October 1929.
- Then the next most significant issue was the introduction of Colour Harmony concept in Australia.
- On St Valentine's Day, 14 Feb 1929, 7 gangsters were murdered, reputedly on Al Capone's orders.
- On November 4th, Richard Baird commenced the first Polar Expedition in Antarctica
- On 28 November, a massive subterranean earthquake in the Atlantic severed the transatlantic cable in twenty-eight places.
- The game of Bingo was invented in December, 1929.
- Death of Wilhelm Maybach, automobile designer died 29 December, 1929.



- As Qantas celebrates the Kangaroo Route 10,573 miles (17016 kms) in under 20 hours, we contemplate the significance of a trying flight of ten hours from Longreach to Brisbane aboard a bi-wing aircraft.
- Fares from Longreach to Brisbane, the longest haul journey, available at the reduced rate of £14/16/-.
- The airliners Apollo or Diana leave Longreach every Sunday at 5.30am calling at Blackall, Tambo, Charleville, Roma and Toowoomba arriving at Brisbane at 3.30 pm.
- Wow!
 - Longreach to Brisbane by road is 727 miles. (1177 kms)

A 1929 MODEL A BUSINESS ROADSTER AT THE CAR WASH



Stalled while crossing the Tambo River, Victoria 1935. And still smiling!



The Tambo River is fed by meltwaters of the Victorian High Country, flows through rough country and enters the sea near Lakes Entrance. The waters are cool at any time of the year.

Our Deluxe Delivery – 1929 Model A Ford Deluxe Delivery – Bob and Jean McDonald

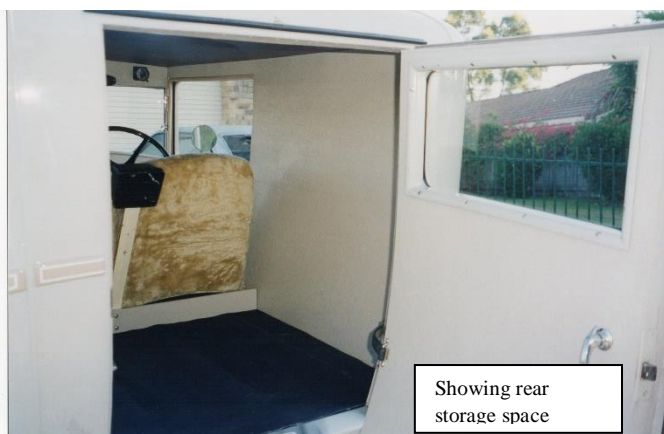
In 1994 Jean and I attended the Model A Ford National Meet in Adelaide with current MARC(Aust) president Bill Hopkins in his Model A phaeton. Also attending this meet were Ray and Laraine Richards from Caboolture Queensland with their 1929 Deluxe Delivery, a body style that Ford had originally developed at the behest of the Jewel Tea Company. In 1928/29 the Jewel Tea Company was the USA's biggest and best known seller of specialty groceries door-to-door and was looking for a vehicle where it was easier for the salesmen to move customers' orders in and out without having to contend with a back seat. In the early 2000's I was told by the well-known writer of Model A technical literature, Les Andrews that there were only 28 restored Deluxe Deliveries in the USA. At that time Les also owned one of them.



1994 happened to be the 25th Anniversary of the foundation of MARC(Aust), so an invitation was extended to other clubs to attend a special dinner in Canberra to mark the event. The date chosen allowed people returning home to NSW and Queensland from the Adelaide Meet to detour into Canberra for the occasion. Ray and Laraine came with their Deluxe Delivery where I was able to have a closer look, and could see what an excellent vehicle this was for

travelling with all the space to stow gear.

Five years then passed until May 1999 when I saw the Deluxe Delivery advertised for sale in Just Cars. I had been looking for a closed car that could be secured and was more weather proof than the tourer. The Deluxe Delivery met both these criteria and what is more had the additional storage area. So to cut a long story short, I bought it, and together with member Jim Notaras travelled to Caboolture with his car trailer and hauled it back to Canberra.



Ray had done an excellent job in restoring the body, even down to hinging the rear door on the right hand side to suit RHD. The originals were hinged on the left hand side for LHD. Whilst this body was not normally sold in Australia, Ray told me he found it in a wrecking yard in Townsville. His original plan was to make a utility, but this find changed all that! As an aside I

have only recently discovered that a firm in New Zealand was producing Model A Tudor conversions with a rear door hinged from the right hand side. It seems also that Briggs body builders in the US were offering conversion kits for Tudors. One of these was part of the US contingent attending the National Meet in Perth in 2004. Apart from the side windows, there is a subtle difference between the Tudor and the Deluxe Delivery in that the recessed panel of the Delivery is slightly longer than the Tudor side window (see photos below)

The Delivery has a 12 volt electrical system with an alternator, radio and CB radio, and is a great vehicle for touring. It has been to the Adelaide National Meet in 2006 and done many runs around the ACT and neighbouring NSW including Goulburn, Cooma, Jugiong, Cowra, Cootamundra, Young and Boorowa.



Photograph of LHD Tudor with Briggs rear door conversion
(taken from Ford Barn web site)



Our Deluxe Delivery photographed at Cooma in 2015. Compare this to the photograph above and note how the delivery panel is slightly longer than the Tudor side window.



As a final note, Daniel, our six year old grandson in Australia (we also have another the same age in the UK) is showing a keen interest in the Model A's and is seen here with the Deluxe Delivery. He tells us that when his feet are able to reach the pedals, he can drive it!

AN INTERESTING DISCOVERY



Member Peta Rees who has relocated to Victoria came across this treasure in the town of Guildford on Melbourne Cup day. It seems the owner was attending a party at the local Hotel. See also the photograph on the front cover, where if one looks closely, a Mercedes badge has been expertly fitted in the radiator cowl in place of the Ford badge. Another of our members suggested that perhaps it was a rare model sold under the Mercedes name. An early example of badge engineering??!!!

RUN/MEETING AT TERRY AND GLENDA DAVIS'S HOME BUNGENDORE SUNDAY 13TH OCTOBER



First stop at Bungendore Park to meet up with Terry and Glenda before going to their house for the meeting and lunch



Paul Cunneen's recently acquired 1936 Ford V8 on its first run with the club



Terry with his relatively new low mileage Triumph motorbike



Inside Terry's garage showing the 1936 Ford V8 and 1960 Ford Fairlane

Members attending were Rob Scott (modern), Jim and Sophia Notaras (modern), Jenny and Steve Edwards(modern), Allen Stafford and David Tanaskovic(modern), Paul Cunneen(1936 Ford V8), Bob and Jean McDonald (1928 Model A phaeton), and our hosts Terry and Glenda Davis.

SPECIAL BIRTHDAY CELEBRATION FOR MEMBER ALLEN STAFFORD DURING NOVEMBER MEETING AND AGM

During our November meeting and AGM we celebrated Allen Stafford's 80th Birthday with a cake baked by Secretary Jean McDonald.

Allen has been a member of this club since 1981, and has held just about every committee position except Treasurer over the years. His first restoration was the 1930 Sports Coupe that he still owns. This vehicle is well travelled, having been to many national meets including Perth in 1992, Towoomba in 2002, and Perth in 2004 towing a camping trailer. After this meet it returned to Canberra via the north coast of Western Australia, Darwin and down through the centre. The only problem experienced was a flat tyre the morning after he arrived home!

Next came a 1929 Fordor, completed in 1990, and sold several years ago, a decision Allen says he now regrets. This vehicle first went to another club member in Canberra, thence to Victoria, and is now in Queensland. Allen's final restoration completed about 2010 was a rare two door phaeton which has won concours and blue ribbon. He also still has this vehicle.

Allen has been a tireless worker for the club as evidenced by his efforts as Rally Director for the 1998 National Meet held in Canberra. Unfortunately some recent health issues have meant that he is unable to drive the Model A's, much to his frustration. All club members thank him for his service and wish him well.



Allen cutting his 80th Birthday cake following the November meeting and AGM

CALENDAR OF EVENTS

2020

02 February **Club run to Cootamundra Antique Motor Club's 40th Anniversary at Jugiong**

01 March Wheels, Queanbeyan Showground

28 Mar-4Apr Australian Historic Motoring Federation National Motoring Tour to Albury-Wodonga

06-13 Sept Model A National Meet – Ballarat Victoria.

14-15 Nov Bendigo Swap Meet

CLUB 50TH ANNIVERSARY BADGE



50 copies of the 50th Anniversary Metal Car Badge (shown above) have been ordered and received from badge maker Badge'rs.

Each financial member has been given a badge. Remaining badges will be available for sale at a cost of \$35.50 plus postage. Contact the Treasurer if interested.

Badge dimensions are 93.5mm long by 53mm high. Fixing holes are 3.5mm diameter

COLOUR HARMONY POSTERS



Several years ago this club produced the attached poster depicting six Model A's from the Colour Harmony Chart on page 10 of this newsletter together with two period advertisements by the Ford Motor Company of Australia. (As a matter of interest one of our club members only recently picked up an error in the left hand advert where the inset photograph of the car interior is purporting to show a Tudor, when in fact it is a four door sedan).

The club still has a number of these A2 size posters available and is offering them for sale to any destination *within Australia including postage and a 60 x 420mm tube for protection at a cost of \$20*. Should several members of a club be interested, a maximum of 9 posters can be sent in a single cylinder for the same postage cost as a single poster. Add \$10 for each additional poster. i.e. to send 9 posters would cost \$100.

For a batch greater than 9, or to destinations overseas, a separate quote will be needed.

Please contact the Treasurer if interested.

WANTED:

Left hand exhaust manifold for 1936 FORD, 21 stud side valve V8.

Phone Terry Davis 0418211332