



Spit and Polish

NEWSLETTER OF THE VETERAN CAR CLUB OF AUSTRALIA (N.S.W.)

Hon Editor and Editorial Address—

Dr. GEOFFREY LEHMANN,
66 Pacific Highway,
St. Leonards. Phone: 43-6363

September, 1964

Vol. VI No. 4

EDITORIAL

This has been made up from a special Ford T issue in the hope that it will stimulate some enthusiasm from the owners of other popular makes.

I am grateful to the contributors, and particularly George Roberts for a loan of various "Ford Times".

- EDITOR

+ + + + +

MONTHLY MEETING

An Extraordinary General Meeting preceded the Ordinary Meeting on August 27th. It was then decided that the Club Year should end in June instead of May, according to the Constitution. This would suit the convenience of most members, and the auditors.

The Ordinary Meeting followed in the usual way. The Treasurer announced he hoped that another £500 could be placed on Fixed Deposit. The Treasurer also announced that Lapel Badges were being reduced to 5/-.

Len Sheen expressed his thanks and satisfaction for the good attendance on Swap Day. A list of Veterans that attended was published in the last issue.

Further information was given concerning Children's Day. Victor Jacobs advised members about the Vaucluse Lions Club Outing on September 20th with the Woollahra Senior Citizens. H.C. Sleigh will be giving Petrol Vouchers for four gallons to those attending with Veteran cars, and Luncheon and refreshment will be provided. It is hoped to carry over fifty Senior Citizens on a Scenic Tour of the Warringah Shire.

Newcastle Branch have also sent out their Nomination Forms for the annual tour of Newcastle, to be held on October 4th. Ray Thomas stressed the need for early application to ensure good accommodation.

The question of Trophies was discussed a little further by the Meeting. The Management Committee had recommended the retaining of the previous trophies and that a new one be established and donated by the Club for the "Veteran of the Year". Later there was some discussion about the eligibility for the trophy. The proposal was accepted. Bob Newman suggested it should go to the most active car of the year. However, the idea of the "Veteran of the Year" award is to encourage newer members with the restoration. Ray Hill suggested that eligibility should be established when a car presents itself for Registration for the first time in a given year.

There have been some delays in printing of the Roster. L. Leresche remarked upon the inaccuracies shown in some of the information contained. A. Foy pointed out that this was due to the apathy of some of the members in failing to correct their entries.

Bob McCarthy, as Librarian, made a suggestion that the Club subscribe to the magazines "Veteran" and "Vintage" and "Old Motor and Vintage Commercial". These should be bound each year for safe keeping.

Miss Hardan reported on the Christmas Dinner arrangements. It will be held at the B.M.C. Canteen where members can bring their families and

friends at the cost of 25/- per head. Christmas Dinner includes a three-course Buffet Dinner and free orchestra and entertainment. Members will have to supply their own liquor. There are parking facilities at B.M.C.

The President, George Green, mentioned the lack of Newcastle news in SPIT AND POLISH. George Roberts spoke concerning modification of the Dating Forms. No new cars had been investigated, but three Dating Certificates were presented.

B. Paddle enquired if there was any news of the Veterans that had been advertised last year by Hastings Deering. It was understood that these were purchased by a member of the Antique and Classic Club.

After the Meeting, we were shown a film of Fangio and of a particularly interesting run in the United States of America. This film was procured by Ken Moss, and it gave some interesting comparisons of the way an event appears in the U.S.A.

+ + + + +

HISTORY OF THE "T" MODEL FORD

The present Ford Motor Company was formed in 1903 with a handful of shareholders numbering twelve in all. The first President was Alex Malcomson, and amongst the Directors were Henry Ford and Horace and John Dodge (later the makers of Dodge cars).

The first model Ford turned out in 1903 was a "Model A" and this was followed by the Model "B", "C", "F", "N", "R", "K" and "Model S". In the early stages of the Ford Company there was great friction at Board level because Malcomson as President envisaged a large type car for the wealthy people, whereas Henry Ford had visions of a small car, at a cheap price, for the masses. Heated arguments rose so high that finally Malcomson resigned and Henry Ford was appointed President - and the way was now clear for him to put into effect his idea of a simple, cheap, economical car for everybody. After plans had been finalised, he made a statement to his directors and to the public generally, and this statement went as follows:-

"I will build a motor car for the multitude, large enough for the family and simple enough for the individual to care for. It will be constructed of the best materials, by the best men, on the simplest designs that modern engineering can devise. The price will be so low that any man making a good salary can own and enjoy, with his family, the hours of pleasure in God's great open spaces."

The "T" Model was born on the 1st October 1908. It was simply built and those who can remember the Model T days tell how they took the car apart with a monkey wrench and pliers, carried the used or damaged parts in a sack to the nearest Ford Dealer, where it would be filled with new parts in exchange for the old, with a slight difference to pay - then home to put the whole business together again. More T Fords were rebuilt in that manner, in barns, sheds and under the shady tree, than were ever sent to garages.

The first T Model Ford was a two lever unit, but it was replaced after about three months by the one lever car as we know it today. There are still several of the original ones in use in Veteran Car Clubs throughout the world, and these are really prize possessions. The T Model Ford was an instantaneous success and sales grew at a fantastic rate from 13,000 in the first full year during 1909, to 250,000 by 1914, and then in even greater figures throughout the following years. In all, from 1908 to 1927, 15 million of this one model run was made.

By 1914, orders were pouring in at such a fantastic rate that in order to economise and cheapen the price further, Henry Ford issued an edict that henceforth, all cars would be coloured black only, and he is credited with making the famous statement "that you can pick any colour you like, providing you pick a black one". This was the only colour made! During the ensuing years he was a problem child to all other motor manufacturers, since by using more efficient methods to cheapen production costs, he was able to cut the price further, and whilst doing this, more and more Fords were continually being sold. He is known as the "Father of the modern production-line operation" and this method as we know it today was first introduced in 1914 and has since been followed by all other quantity-manufacturers up to present-day times. Every method was used to cheapen production costs, even to the extent of ordering nuts, bolts and split pins, in cases 2'8" by 12" by $\frac{1}{2}$ " thick - and screwed together under the specific

instruction that the screws be 3" from the ends. His purchases were in such great quantities that the manufacturers had to deliver to these specifications. When they arrived at the Ford Company, the cases were unscrewed, the nuts, bolts and split pins put into stock, then the lids of the cases were given an applicable car serial number - and became the front and rear floorboards of the car!

His name and fame throughout the world spread rapidly, and Ford vehicles were seen on all roadways, lanes and tracks in all countries. They built up a reputation for simplicity, ruggedness and reliability far greater than any other product. His penetration of the American Market was as high as 70% to 80% of total cars sold, and millions of pounds commenced to flow into the Ford Company coffers.

Without the aid of all the scientific instruments and machines that we know today, he built in his record year in the early 1920's two million units, and his record production for one day was 9,109 T model Fords. Stretched bumper to bumper, these cars would represent the distance from the G.P.O. Sydney, through Broadway, along Parramatta Road, through Concord, Strathfield, Auburn and right into the main centre of Parramatta. Truly a fantastic feat.

All through this period Henry Ford kept cheapening the price, and whereas the first model in 1908 sold at close on a thousand dollars, it was finally reduced to 290 dollars before the model was changed. In the year 1924, for every car that he produced, the price was cut so fine that he made only 2 dollars per vehicle. Just imagine! All the work and worry and problems to make 2 dollars a vehicle, but this was compensated for by the fact that he made 75 million dollars from the sales of his spare parts and accessories!

During the 1920's, his son Edsel, and the other senior executives of the Ford Company kept insisting that the model be changed to meet competition from Chevrolet and other cars, and because change was what the public wanted. But Henry Ford was so obsessed by his famous car that he refused, and gradually from 1925 onwards, the Ford sales commenced to decline and Chevrolet increased their penetration. Though Henry Ford would not give in, he did relent and introduced different colours, wire wheels, and other accessories, but the public at this stage wanted four wheel brakes, a gear shift lever, a dash board full of instruments, plus modern body lines.

As the months went by and sales continually declined, Henry Ford could see that he just had to give in, and so in 1927, the last T Model Ford was made and the new A Model was introduced throughout the world. Throughout its life of 19 years, it made 750 million dollars for the Ford Company, and there is no doubt that the T Model Ford was the right car, at the right time, at the right price - it filled the bill as nothing else did and was successful from the very beginning. Until progress caught up with it, passed it and made it obsolete, it reigned supreme.

It is impossible for members of this generation to know what the Model T meant to the lives of our forefathers. It was a mechanical animal such as never existed before and will never be seen again. It changed the folkways of the world.

- VICTOR JACOBS

+ + + + +

EXTRACT FROM "FORD TIMES" CANADIAN EDITION, SEPTEMBER 1914: NO. 2, VOL. II.

Ford Captures Australia

By R.J. Durance, Branch Manager at Melbourne.

Away back in 1909, it was decided by the far-seeing Ford Motor Company to open a branch in Australia to develop Ford business in the southern hemisphere. A trip to Australia was made by Gordon McGregor, general manager of the Ford Motor Company of Canada Limited, a branch was opened in the city of Melbourne and agency arrangements were made in each of the different states of Australia for the selling of Fords.

In those days, the cars that were running in this country were all of either continental or English manufacture; as the people were essentially English and in constant touch with the mother country, all the trade was transacted there. From an automobile standpoint, Canada was very little known, in fact great prejudice existed in the mind of the general public and doubt as to the stability of anything coming from that part of the world.

Owing to this strong feeling, the Ford truly had to fight its way, inch by inch, in each of the states of this great continent.

Volumes could be written on the struggle of the Ford in this great battle against popular opinion. The public could not understand how a car so light in appearance could possibly last, and people who did buy them were constantly told by the doubters that in six months' time they would have to buy new ones and that they could not possibly stand up for twelve months' service. There was so much talk against the Ford, which was practically the only Canadian car on this market, that even the few owners that had been persuaded to reluctantly buy them, had grave doubts in their own minds as to how they would get along.

But, with a few Fords being placed in this and a few in that state, and a few in the "back blocks", or country districts, it was not very long before people began to gain a little confidence and think there must be something in the Ford car after all.

The opposition motor traders "downed" or "knocked" the Ford whenever they heard the name mentioned and counselled people to buy anything else, no matter what make, but on no account to buy a Ford; people were assured that it would absolutely smash to pieces within twelve months and that if they went in a Ford for a trip in the country, there would not be enough of it left to send back in a railway truck.

However, the sturdy little car kept winning friends here and there, while sales slowly started to move in all the states and kept increasing month by month. In 1912, statistics were obtained from the government records in the states of Victoria, New South Wales and South Australia which gave the exact numbers of each make of the various motor cars there registered and running in the states mentioned. The number of Fords as compared with the first four makes leading in numbers were as follows:

Licences issued in Victoria up to March 31, 1912:	Fords - 309
Total of first four other makes,	891
South Australian licences from Sept. 9th to May 16th, 1912:	
Total of first four other makes,	Fords 196 536
Issued in New South Wales up to May 16th, 1912:	Fords 351
Total of first four other makes,	910

After a very strenuous battle, the Ford won out in Australia, and from 1909 to May 1912, headed the list in the numbers of cars running in each of the above-mentioned states.

The first year 348 Fords were shipped out to Australia. In 1910-11, 797 were shipped; in 1911-12, 1700; in the year 1913, 2700; and for the year ending September 30th, well over 4000 Fords will have been shipped out here. The figures speak for themselves as to the way the Ford has captured Australia, and there is no question but that an ever-increasing business will be done in this great island continent.

Figures have again been obtained which give the total number of motor cars registered to date and running in these principal states. The increase of Fords will be seen at a glance.

Licences issued in Victoria from March 1, 1910, to June 30,	1914: Fords - 1188
Total of first four other makes,	1365
Motor vehicles registered in South Australia from September 9, 1906, to May 15, 1914:	Fords - 1009
Total of first four other makes,	798
New South Wales Record of Registrations to May 21st, 1914:	Fords - 2018
Total of first four other makes,	2466

+++++
EXTRACT FROM "FORD TIMES" CANADIAN EDITION, SEPTEMBER 1914: NO. 2, VOL. II.

THE SOUTH AUSTRALIAN GOVERNMENT OWNS FIVE FORDS AND
THE SIXTH HAS BEEN ORDERED

This is the open season for the crop of "new models", when the owner of an expensive automobile, which, perhaps, has only run a few thousand miles, is invited to invest in a new "4-11-44" or "streamline" and to witness an apparent depreciation of 33 to 50 per cent in the value of his 1914 car. The value is still there, unless the car has been shamefully abused, but the change in style has as much effect on the mind of the buyer of the car as the change in style of milady's hats and gowns has on hers.

The "annual model" idea was invented in the early days of the automobile era, partly to "keep the ball rolling" in the matter of sales and sometimes to

re-design or to revamp the construction of a car designed by some half-baked automobile "engineer".

Radical changes were made, not only in the appearance, but in the mechanical construction of each year's model, so that it was practically a physical impossibility for the average dealer, and generally even the manufacturer, to keep in stock - so as to take care of repairs and breakdowns - all the various and numerous parts of the different models.

With the exception of a few minor improvements, the chassis of the Model T has remained the same from the start. The Ford car was built from the beginning, on principles which time and experience have proved to be correct.

Henry Ford's idea was a car that would be as simple, practical and economical as could be devised. And Mr. Ford's practical experience as an operating mechanical and electrical engineer, was an experience which most other automobile engineers and manufacturers lacked. This experience was a very potent factor, from the beginning, in making the car simple, practical and economical.

Slight changes have been made in the Ford body from year to year, such as the "bell back" of the touring car of 1913 and 1914 and the sloping rear deck of the runabout of the same period. Refinement of line or greater practicability have been the inspiration for these changes. But any Model T body will fit any Model T chassis and the Model T has been the only model since 1909.

The phrase Model T has become synonymous with the name Ford.

When it is considered advisable to make any change in Ford design, there is no waiting for seasons, no blare of trumpets, no announcement whatever. The change is simply incorporated in the car and the Model T's continue to pour out of the factory in an uninterrupted stream.

+ + + + +

FORD PICNIC -

The Ford Picnic also reported in the "Ford Times" in November 1916 was a picnic attended by Ford enthusiasts of South Australia. They had an outing to Anguston in the heart of the Barossa Valley. Over 700 people attended the Lunch at the Town Hall. On this day, the total mileage over all the course, was 14,300 miles - entirely free of any mishap. The arrangements were made by Duncan and Fraser, Ford Distributors of South Australia.

+ + + + +

CHILDREN'S DAY, SUNDAY, 9TH SEPTEMBER, ANTHONY HORDERN'S OVAL, EARLWOOD -

Again it was a wet day till lunch time, when it cleared and the sun shone, making it possible for us to run the events planned for the children, of whom there were approximately 40 of all ages. The day started with free ice creams all round by the good graces of Jack Garwood, then the first race, which was won by:

- | | |
|--------------------|-------------------|
| 1. Joanne Burke | |
| 2. Ken Parry | All under 5 years |
| 3. Kevin Tyrell | |
| 1. David Tyrell | |
| 2. Sandra Godfrey | 5 to 7 years |
| 3. Brett South | |
| 1. Lauren Turton | |
| 2. Julie Parry | 7 to 9 years |
| 3. Robin Godfrey | |
| 1. Wendy Farrell | |
| 2. Helen Nicholson | 10 to 12 years |
| 3. Leona Turton | |
| 1. Len Jones | |
| 2. Lexia Mackinnon | 12 to 14 years |
| 3. Merinda Turton | |

SACK RACE:

1. Helen Nicholson
2. Victoria South
3. Wendy Farrell

SNOW WHITE CONTEST:

- | | |
|----------------------|--------|
| 1. Rickard Thomas | Aged 4 |
| 2. Stephen Nicholson | Age 14 |
| 2. Lexia Mackinnon | Age 14 |

LADIES' PEANUT RACE:

Mrs. Olive Jones

Mrs. Ray Thomas

After an issue of apples and more ice cream, the prizes were given out to the winners. The day was attended by the following Veteran Cars and crews, also many in modern transport:

Bill East	Studebaker	1915
Bill Spraggan	Renault	1908
Don South	Overland	1912
Roy Farrell	Fiat	1913
Reg Jones	Oakland	1913
Terry Cook	Rolls Royce	1911
Jim Cooper	Renault	1909
John Cooper	Renault	1913
Jack Butcher	Mitchell	1916
Jeff Vanstone	Metallurgique	1908
Jack Dance	Talbot	1908

The Events Committee wish to thank all members who helped out on this day and so made it a success.

L. Sheen
R. Farrell
K. Moss

DATES TO REMEMBER -- 1964

Sunday, 20th September	Lions Club of Vacluse - Tour and Barbecue (Senior Citizens Outing) Vacluse, Manly, <u>Narrabeen Lunch Stop</u> , French's Forest, back to Vacluse.
6-Hour weekend, 3rd, 4th, 5th October	Newcastle Rally
Saturday, 10th October	Waratah Spring Festival
Saturday, 7th November,	Weekend Tour, Blackheath - Rhododendron Festival
Sunday, 22nd November	Brighton Rally

No change in Handicap Points for Trophy Winners this month:

HANDICAP POINTS SCORE FOR TROPHY WINNERS, 1964

A. Rowe	40 Points	4-Cyl. Outright Winner
J. McGowen	40 Points	Concours D'Elegance
G. Burton	40 Points	Concours D'Etat
A. Grellman	50 Points	Coggins
S. Rumble	40 Points	6-Cylinder
P. Garwood	50 Points	2-Cylinder
R. Marshall	40 Points	1-Cylinder

L. Sheen
R. Farrell
K. Moss

+

Lionel Erratt, President of Veteran Car Club of Gunnedah, writes:

"Last weekend we had another successful Rally from Gunnedah to Boggabri and return for the occasion of the Boggabri Show. This year the event was highlighted by the presence amongst we locals of Allan Rowe and Owen Bourke in the former's attractively restored 1912 Fiat. We were most grateful to these splendid chaps for coming so far to assist us.

As usual the event was sponsored by B.P. and the sponsorship extended to fuel and oil at the start and again at Boggabri, with a midday break under a shady tree adjacent to the Namoi River, where refreshments for the drivers and crews were provided out of cans and bottles, with cheese and biscuits.

Participating this year, in date order, were John Bailey's 1901 Oldsmobile, my own 1904 Spyker and 1910 Clement Bayard, N. & A. Worboy's 1912 Buick, the Fiat mentioned, Ron Palmer's 1915 Cadillac, Bruce Tudgey's Ford and Sid Byrd's vintage model T Ford.

Boggabri is about 25 miles distant from Gunnedah on a flat tarred road and all cars made the return journey without incident.

On arrival at Boggabri before entering the Showground we made the usual tour of the town. On arrival at the Showground the cars were parked in a special area made available, and the Show President provided unlimited refreshments and a sumptuous luncheon.

Each car carried one of the showgirls in the Grand Parade, and later, after this Parade, made a couple of circles of the ring.

I feel certain that your Sydney members will give you a glowing account of the day's outing, and we sincerely trust that next year some more of the Sydney and Newcastle members might care to spend the weekend with us."

+ + + + +

ASSOCIATE MEMBERS: J.W. Riley, 25 Alexander Street, Hamilton South, N.S.W.
R.W. Rudd, 752a Pennant Hills Road, Carlingford, N.S.W.

+ + + + +

W A N T E D : Veteran Car - restored or complete. Send particulars,
Jack Godfrey, 30 Ryedale Road, Denistone. 85/6924

EXCHANGE: Darracq Radiator for Ford T Radiator.
John Cooper, 76/6136

FOR SALE: 1926-27 Model T Ford engine and transmission. (No starter, generator or coils).

Offers, G. Clegg, 720 Pennant Hills Rd., Carlingford.
'Phone: WM2503

+ + +

Early model GARFORD parts including motor, chassis, wheels.

J. Rallings, 63 Main Parade, Unanderra.
'Phone: 79824

+ + + + +