

# THE HOT BABBITT NEWS

Volume 22, Issue 1

Newsletter of the Sis-Q A's, Yreka, CA

January 2021

**First Pictures of the New Ford Car**  
Get complete details **TOMORROW** at Ford salesrooms

**NOTE THESE FEATURES**  
Beautiful one-line body lines  
Choice of four colors  
32 in. wheel base  
Removable accessories  
55 in. long fenders  
Four-wheel brakes  
Standard, selective gear shift  
Rigid front suspension  
30 to 35 miles per gallon of gasoline  
Highest speed of 60 m.p.h.  
Digital fuel economy and reliability  
Overhaul guaranteed for one year  
All new drive shafts  
New front suspension  
New front end light  
New rear end light  
New rear suspension  
New rear spring  
New rear axle  
New rear wheel  
New rear tire  
New rear fender  
New rear door  
New rear window  
New rear glass  
New rear door  
New rear window  
New rear glass  
New rear door  
New rear window  
New rear glass

**FORD MOTOR COMPANY**  
Detroit, Michigan

## The Ninetieth Anniversary of THE DELUXE MODELS

The Deluxe Model A body styles were produced in 1930 and 1931, and represented less than 4% of total Model A domestic production (1928-1931). The Deluxe models featured cowl lights, additional paint combinations, various interior appointments, and for the first time, wheels available in colors other than black!

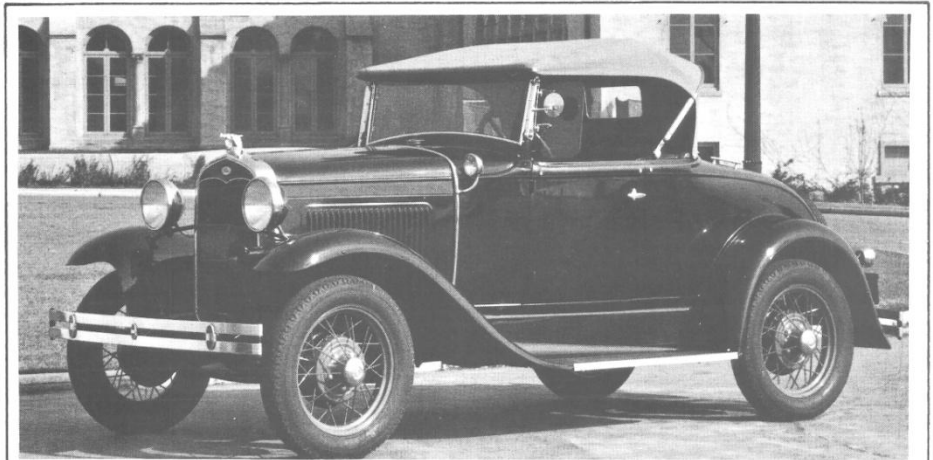


Photo Courtesy of the Ford Archives

**Modern Automobile**

Five years ago—three years ago—two years ago—we would have been impossible to produce such a really fine car at such a low price. It is possible today only because of the development of new machines, new manufacturing methods, and new production economies that are as remarkable as the car itself.

The Ford Motor Company did not set out to manufacture a new car at a certain figure. It decided on the kind of car it wanted to make and then found ways to build it at the lowest possible price.

Every purchaser shares the benefits of the established Ford policy of saving or controlling the source of raw materials, of selling millions of cars at a small margin of profit and of constantly giving greater and greater value without greatly increased cost.

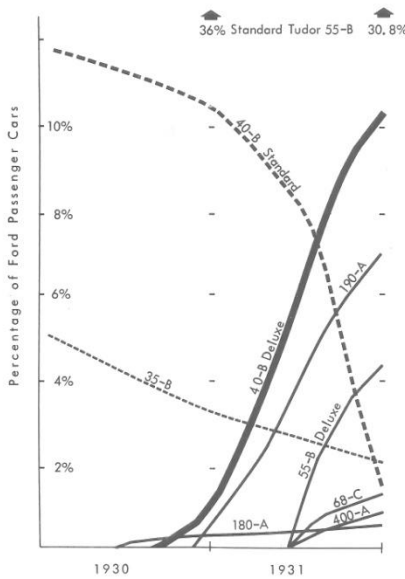
As Henry Ford himself has said: "We make our own steel—we make our own glass—we mine our own coal. But we do not charge a profit on any of these items or from these operations. Our only profit is on the automobile we sell."

There are good and substantial reasons, therefore, for the enduring quality that has been built into the new Ford and for its low price.

When you know the joy of driving the new Ford—when you see its outstanding performance under all conditions—when you study its reliability and low cost of up-keep—you will know that it is not just a new automobile—but just a new

**FORD MOTOR COMPANY**  
Detroit, Michigan

### HOW DID THE DELUXE MODELS DO?



Several deluxe Ford models were introduced during 1930-31 to attract middle income buyers. This chart shows their production totals as a percentage of the total Model A passenger vehicles for 1930 and 1931.

For example, it shows the production of Deluxe Roadsters (40-B) in 1930 was about 1% of the cars, while Standard Roadsters dropped to 10.4% (from about 12% in 1929). The standard model continued to drop in 1931 to only 1.4% of the passenger car production, but the Deluxe Roadsters climbed to 10.2%. Clearly, the Deluxe Roadster was a success.

This spectacular change didn't happen with other models. The Deluxe Tudor (55-B) reached 4.2% in 1931, but Standard Tudors continued to capture about a third of Model A sales. Even combining the Victoria (190-A) and Deluxe Tudors doesn't come close.

Sales of Standard Phaetons (35-B) declined from 3.3% to 2%, but the Deluxe Phaeton (180-A) never reached 1%. The slant-windshield Cabriolet (68-C) and Convertible Sedan (400-A), both introduced in June 1931, accounted for 1.2% and .9% respectively.

The chart does not show the deluxe coupes and sedans, but it is fair to estimate that all deluxe models accounted for less than 10% of the Model A's in 1930. In 1931 they climbed to about 30% of all passenger models.

Of course the real test was the Ford share of the total automobile market. This is not shown on the chart. Total U.S. auto and truck production declined 38% from 1929 to 1930, and another 18% in 1931. Ford's share of the market was 42.5% in 1930, but dropped to 30.8% in 1931. In the same years, Chevrolet captured 24.4% and 31.5% of the auto market.

**Put the Ford Truck on your pay-roll**

Ford platform bodies and dump bodies are used extensively in highway building, general construction and excavation work. In addition, Ford dump bodies are used for hauling coal, coke and garbage.

The Sis-Q A's, of Siskiyou County, California, is a chapter of  
The MODEL A FORD CLUB OF AMERICA



**President**..... Richard Giordanengo  
**Vice President**.....Linda Ellison  
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**Treasurer**.....Ann Noel  
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**The Model A Ford Club of America is a non-profit corporation of California and a national historical society dedicated to the restoration and preservation of the Model A Ford automobile as manufactured from 1928 through 1931**

## Mark Your Calendar

**It's still difficult to plan very far ahead for anything, but unless things change drastically, we'll try to get together the first Monday of each month for brunch and a little socializing.**

**Monday, January 4<sup>th</sup> - Brunch Social, Jefferson's Roadhouse, Yreka, 10 a.m.**

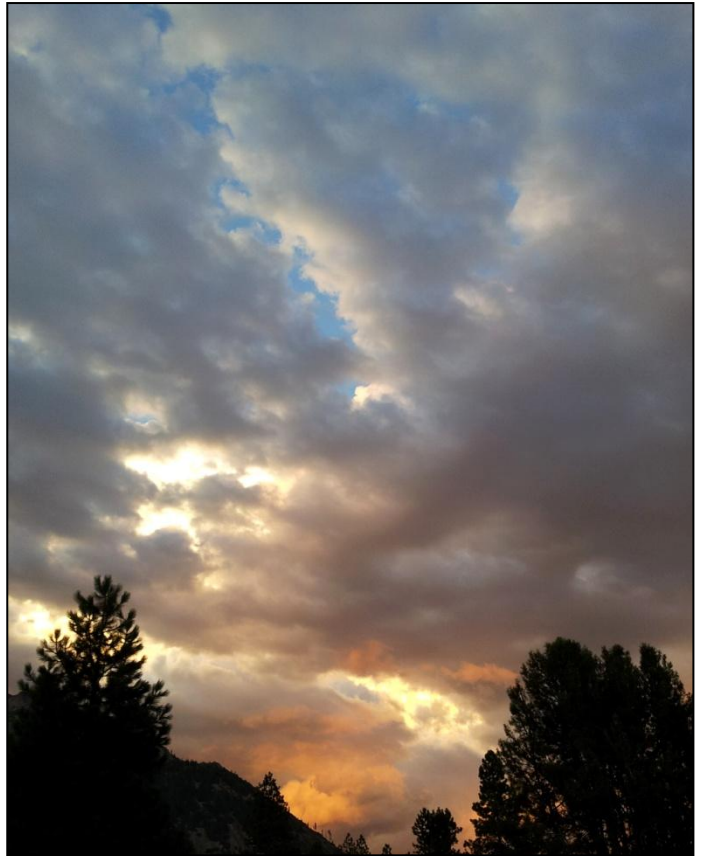
## I've been thinking...

As I write, the mercury outside the kitchen window stands at 18° F and there is crunchy snow on the ground. The fire in the stove is roaring with a fury and the coffee is brewing. On the end table, a stack of unread books sits waiting for a reader. On the sofa, two or three books, with bookmarks sticking out, wait to be finished. No hurry. It's winter and I think it's okay to slow the pace a bit.

Another Christmas has gone by and 2021 is upon us. I don't know what's in store for us all in the coming year, but if the past year has taught us anything at all, it's that things can go sideways in a heck of a hurry. The cultural shift has been enormous, and along with that shift, an entirely new glossary of terms has emerged. Some of the terms are newly invented phrases, while others are re-definitions of words that we all thought we knew – and those are the ones that tend to get my attention. The older I get, the more suspicious I become when people pull words from the lexicon, alter their definitions, and then re-insert them. I'm not talking about the gradual, organic evolution of language, but rather, what seems like the well-planned and intentional manipulation of it. The first time I really noticed this happening was ten or fifteen years ago, but the trend has been accelerating. Probably a good idea to hold on to those old dictionaries for future reference.

So, the sun has set on 2020, but not the madness, I'm afraid. And while I normally don't get into the habit of making New Year's resolutions, I may make an exception this time around. It's something I've been threatening to do for a few years, but 2020 has renewed my urgency to act - I hereby resolve to severely curtail my exposure to that thing called *the news*. Not that I have a large appetite for the stuff, anyway, because the little morsels I do manage to ingest here and there tend to make me dizzy and disoriented. Being well informed, I have discovered, is not the same thing as being informed *well*. Most importantly, outside of the local weather report, it's a lot of stuff I don't need to know and don't want to know. It certainly doesn't increase my intelligence or happiness one jot. There are plenty of other things, and people, directly in front of me, on which to apply my energies. I think Thomas Jefferson had the right approach. When he retired from public life, he gave up reading newspapers to focus his attention instead on the pleasures of the cultivation of the earth around his beloved Monticello. Maybe it is that simple if we want it to be.

No matter what happens out there, we can all still make our own happy New Year! - RG



# MORE FASCINATING BITS OF USELESS INFORMATION

Eighty-three percent of people struck by lightning are men.

The average person over fifty will have spent a year looking for lost or mislaid items.

Right-handed people live, on the average, nine years longer than left-handed people do.

One in every three hundred births in the United States occurs in a vehicle.

The herring is the most widely eaten fish in the world.

French fries were invented in Belgium.

The *coiffe* is the metal wire basket that holds the champagne cork in place.

Niagara Falls stopped flowing for thirty hours on March 29, 1848, because of an ice jam blocking the Niagara River.

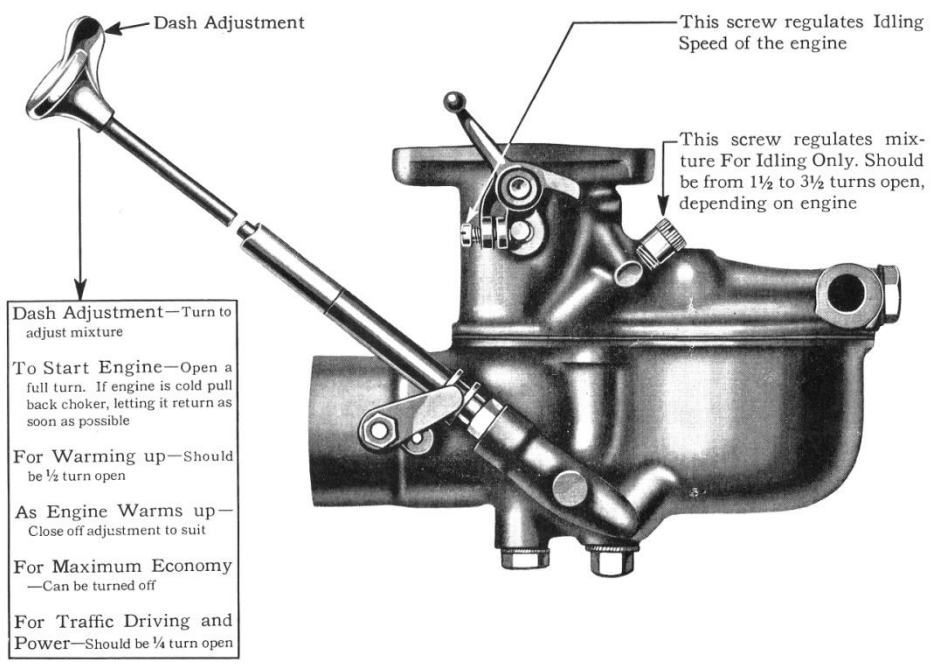
## MODEL A QUIZ

By DON WECKHORST

*The questions are multiple choice. Circle one of the four selections. Score ten points for each correct answer.*

- Which of the following is the correct instructions printed on the Sparton Horn Plate?
  - Oil with SAE 30 every two months.
  - Clean commutator with fine oil every six months.
  - Oil bearings with fine oil and clean commutator every two months.
  - Clean commutator every three months and oil bearings every six months.
- Which of the following statements is false?
  - The engine splash pans should be painted black.
  - A-400 Sedans came equipped with a powerhouse generator.
  - Multiple disc clutch was standard in 1928.
  - All wheels were painted black at the factory.
- Driving at 30 MPH, each piston moves up and down \_\_\_\_\_ times a minute.
  - 500
  - 800
  - 1000
  - 1300
- "Triplex shatter-proof" describes the Model A
  - distributor housing.
  - headlight lens.
  - brake linings.
  - windshield.
- Of the eight patents (numbers) listed on the Data Plate, Henry Ford is recorded as the inventor of
  - five.
  - six.
  - seven.
  - two.
- Black painted radiator and head lamp shells are characteristic of the Model A
  - Standard Coupe.
  - Pick-up.
  - Town Car.
  - Station Wagon.
- The Fifteen Millionth Ford was a
  - 1928 Coupe.
  - A-400 Sedan.
  - 1930 Phaeton.
  - Model T open car.
- There are \_\_\_\_\_ spokes in the Model A wheel.
  - 26
  - 28
  - 30
  - 32
- The transmission of the Model A Ford is correctly described as a
  - standard selective sliding gear shift.
  - frictionless needle bearing selector.
  - manual full tooth selector.
  - manual engage, mechanical disengage shift.
- The term "thermo-syphon" is associated with the Model A \_\_\_\_\_ system.
  - electrical.
  - brake.
  - lubrication.
  - cooling.

**Answers on page 5**



Model "A" Carburetor Adjustment

## 2021 Sis-Q A's MEMBERSHIP FORM

Membership Renewal - \$15.00                       New Membership – FREE

Name \_\_\_\_\_ Spouse \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

E-Mail Address \_\_\_\_\_ MAFCA Membership No. \_\_\_\_\_

Year and Body Style of your Model A (s) \_\_\_\_\_

Your Birthday \_\_\_\_\_ Spouse's Birthday \_\_\_\_\_

Phone number \_\_\_\_\_ Other contact \_\_\_\_\_

Please, make checks payable to: **Sis-Q A's**

Mail to: Ann Noel, 2234 Owens Way, Hornbrook, CA 96044

Quiz answers: 1-c, 2- b, 3-d, 4-d, 5-a, 6-b, 7-c, 8-c, 9-a, 10-d