

1928 version of Junk Mail ...
AUTOMOTIVE REPAIR ADVERTISEMENT SENT ON A PENNY POSTCARD



Dear Sir:—
We're writing this letter to you today because we want to help you get your money out of your Model T.
It's still as good a car as it was the day the new Model A Ford was announced and there's no need to sacrifice it.
The Model T Ford is still used by more people than any other automobile. Eight million are in active service right now and many of them can be driven one, two, three and five years and even longer.
Bring your car to us and let us look it over. You'll be surprised to see how little it costs to put it in tip-top shape.
New fenders, for instance, cost from \$3.50 to \$5.00 each, with a labor charge of \$1.00 to \$2.50. Tuning up the motor and replacing commutator case, brush and vibrator points costs only \$1.00, with a small charge for material. Brake shoes can be installed and emergency brakes equalized for a labor charge of only \$1.25. A labor charge of \$4.00 to \$5.00 will cover the overhauling of the front axle, rebushing springs and spring perches, and straightening, aligning and adjusting wheels.
The labor charge for overhauling the average rear axle runs from \$5.75 to \$7.00. Grinding valves and cleaning carbon can be done for \$3.00 to \$4.00.
A set of four new pistons and rings cost only \$7.00. For a labor charge of \$20 to \$25.00 you can have your motor and transmission completely overhauled. Parts are extra.

Very truly yours,
Bottineau, N. Dak. C. R. GLEASON CO.

1914 Model T Ford.

May 31st 1927, the last Ford Model T rolled off the assembly line. It was the first affordable automobile, due in part to the assembly line process developed by Henry Ford. It had a 2.9 litre, 20-horsepower engine and could travel at speeds up to 45 miles per hour. It had a 10-gallon fuel tank and could run on kerosene, petrol, or ethanol, but it couldn't drive uphill if the tank was low, because there was no fuel pump; people got around this design flaw by driving up hills in reverse.

Ford believed that "the man who will use his skill and constructive imagination to see how much he can give for a dollar, instead of how little he can give for a dollar, is bound to succeed." The Model T cost \$850 in 1909, and as efficiency in production increased, the price dropped. By 1927, you could get a Model T for \$290.

"I will build a car for the great multitude," said Ford. "It will be large enough for the family, but small enough for the individual to run and care for. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one — and enjoy with his family the blessing of hours of pleasure in God's great open spaces."

Michael Sheehan