

**BOOKS, MANUALS, PUBLICATIONS
AND AUDIO ITEMS
ABOUT THE
MODEL A AND AA FORD
PAST AND PRESENT**

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If you know of any other Ford publication, books about Ford or Ford manuals of any type relating to the Model A and AA Ford, please let me know by contacting me at steve@plucks329s.org so I can include it in this list. Some of these are out-of-print and very hard to find.

Unlike the list of 200 titles about Ford that appeared in Model A News, Vol. 48, Number 5 (2001), by Tim O'Callaghan, Northville, MI, the following items pertain mainly to Model A/AA production only.

FORD MOTOR COMPANY PUBLICATIONS

FORD PARTS LIST'S

1. **AUTOMOTIVE HARDWARE AND TRIMMING SUPPLIES:** April, 1933.
2. **AUTOMOTIVE HARDWARE AND TRIMMING SUPPLIES:** November, 1934.
3. **AUTOMOTIVE HARDWARE AND TRIMMING SUPPLIES:** 1928-1938: May, 1938.

What is not in the 1934 issue, is contained in the 1938 issue such as "Ford Glass Channels", "Ford Door Locks and Remote Controls" and "Ford Window Regulators".

These booklets, although printed in a later time, have excellent depictions of those special parts for both the Model A/AA Ford body and chassis.

1. **BODY PARTS LIST:** December 1, 1928.
2. **BODY PARTS LIST:** August 15, 1929.
3. **BODY PARTS LIST:** October 1, 1929.
4. **BODY PARTS LIST:** November 15, 1929

5. **BODY PARTS LIST:** January 1, 1930*
6. **BODY PARTS LIST:** August 15, 1930.
7. **BODY PARTS LIST:** February 15, 1931 (AA Dump Bodies only).
8. **BODY PARTS LIST:** May 1, 1931.
9. **BODY PARTS LIST:** April 1, 1932.

These booklets contain information as to what components actually made up the Model A/AA Ford body utilizing part numbers and the name of the part. No photos of the parts are contained in these booklets. There were also "Price Lists" (*) which came with these booklets which reflected the parts listed in the booklets.

1. **CHASSIS PARTS LIST, 1928-1937:** June 1937.

The book is broken down by sections; front end, rear end, engine, transmission, lights, horns, etc. It covers the passenger vehicles and heavy vehicles but in different sections. There are a lot of illustrations with part numbers but they are for reference only; you need to look up your body style in the section (and year) to determine correct parts. All parts are shown including quantity required, cost per unit and the part number starting with the primary letter/number, the number itself and the suffix letter (if there is one). The listings of the parts are chronological in organization; Model A, B, 32 Ford, 33 Ford, etc.

2. **CHASSIS PARTS AND ACCESSORIES CATALOGUE, 1928-1948:** November 1950.

Also known as the "Green Bible". Was advertised for "Passenger cars 1928 thru 1948 and Trucks 1928 thru 1947".

1. **PARTS PRICE LIST:** January 1, 1928.
2. **PARTS PRICE LIST:** April 15, 1928 (Model AA only).
3. **PARTS PRICE LIST:** October 1, 1928.
4. **PARTS PRICE LIST:** June 1, 1929.
5. **PARTS PRICE LIST:** August 1, 1929.
6. **PARTS PRICE LIST:** October 1, 1929.
7. **PARTS PRICE LIST:** December 1, 1929.
8. **PARTS PRICE LIST:** March 1, 1930.
9. **PARTS PRICE LIST:** June 15, 1930.
10. **PARTS PRICE LIST:** October 20, 1930.
11. **PARTS PRICE LIST:** February 1, 1931.
12. **PARTS PRICE LIST:** July 1, 1931.

13. PARTS PRICE LIST: August 1, 1931 (Canada)
14. PARTS PRICE LIST: July 5, 1932.
15. PARTS PRICE LIST: December 20, 1932.
16. PARTS PRICE LIST: March 5, 1934

These booklets mainly contain pictures, part numbers, the name of the part and what year they were used on the Model A/AA Ford chassis. There is also an index of the “standard” parts used as nuts, bolts, washers, pins, etc. Some body parts are also listed as fasteners and gas tank.

FORD SERVICE LETTERS AND BULLETINS

1. CHICAGO SERVICE LETTERS, 1930-1931.*
2. FARGO, NORTH DAKOTA SERVICE LETTERS, 1928.*
3. INDIANAPOLIS SERVICE LETTERS, 1928-1931.*

The Ford Service Letters were letters which were received and assembled from the many communications from Fordson (The Rouge) and sent to the dealers within the sales area of the assembly plant that issued them. They contained many aspects of the Model A/AA Ford such as updates, and old and new replacements of parts and a lot of other things.

4. MODEL "A/AA" FORD SERVICE BULLETINS, 1928-1931.*

There are 2 of these in reprint today. One by Post-Era Books (1957) and one put out by MARC (complete) showing what is *not* in the Post-Era Book.

The Ford Service Bulletins were bulletins that were assembled at Fordson (The Rouge) and were sent to all the dealers throughout the country. They to, as the Ford Service Letters, contained updates, and old and new replacements of parts and functions among other things.

* The content of the above Ford Service Letters and Ford Service Bulletins have been indexed in the publication "A COMPREHENSIVE INDEX ABOUT THE MODEL A AND AA FORD FEATURING THE FORD SERVICE BULLETINS AND THE FORD SERVICE LETTERS (FARGO, CHICAGO, AND INDIANAPOLIS), 1928-1931" By Steve C. Plucker, 2004.

FORD INSTRUCTION BOOKLETS

1. **INSTRUCTION BOOK (OWNER'S MANUAL):** 1928-1931.

There were about 13 different Instruction Books (MARC/MAFCA RG's Revised 1997) printed throughout the Model A/AA era. Please refer to the MARC/MAFCA Restoration Guidelines and Judging Standards for the complete list and dates of appearance.

These booklets were supplied with every new Model A/AA Ford car or truck that was assembled at each assembly plant.

FORD MONTHLY BULLETINS

1. **FORD NEWS,** October 1927 through 1931.

These bulletins were a series of publications which came out twice a month on about the 1st and the 15th of each month through March 1931. Starting with the April 1931 edition, the Ford News was published once every month thereafter. Issues were sent to Ford dealers throughout the world and could be made available for a subscription price of fifty cents a year or about \$0.02 for each copy and \$0.04 starting with the April 1931 issue. In addition to this, special binders to store copies of the Ford News in could have been had for \$1.25 each.

2. **FORD ILLUSTRATED NEWS:** 1930.

A special Ford Motor Company paper, not much known on this.

3. **THE FORD DEALER NEWS:** 1928-1931

FORD YEARLY BOOKLETS

1. **THE FORD INDUSTRIES**, 1929.
Also in reprint as the **MATCHLESS MODEL A**, 1961.
2. **THE FORD INDUSTRIES**, 1930.
3. **THE FORD INDUSTRIES**, 1931.

These booklets were filled with information and photos about the Ford Motor Company, it's various industries, and short histories about the development of the many different parts pertaining to the Model A/AA Ford.

4. **THE NEW FORD**, 1928.
5. **THE NEW FORD**, 1929.
6. **THE NEW FORD**, 1930.
7. **THE NEW FORD**, 1931.

These booklets were mainly sales booklets or manuals for which the salesmen utilized in the selling of the Model A/AA Ford. Originals had black and white and color photos and even paint chips in them.

These booklets were 11-1/4 by 15-3/4 inches, brown covers with Gold lettering saying "The New Ford".

FORD "A" CAR BOOKLETS, BROCHURES AND PAMPHLETS

1. **THE COUPE: 1928**
2. **A NEW KIND OF MOTOR CAR BEAUTY: 1928**

This is a 20 page early 1928 sales brochure, perhaps the first all interior pictures that show the emergency brake on the left side and one picture of a Tudor Sedan with open end bumpers.

4. **THE TUDOR SEDAN: 1929.**
5. **THE COUPE: 1929.**
6. **THE BUSINESS COUPE: 1929.**
7. **THE FORD MODEL A TAXICAB: 1929.**
8. **THE FORDOR SEDAN: 1929.**
9. **THE ROADSTER: 1929.**
10. **THE NEW FORD COUPE: 1930**
11. **NEW BEAUTY FOR THE NEW FORD: 1930**

A colorfull small booklet depicting the new 1930 Model A's.

12. **THE NEW FORD CABRIOLET AND CONVERTIBLE SEDAN: 1931**
13. **THE NEW FORD DE LUXE TUDOR SEDAN: 1931**
14. **THE DE LUXE PICKUP: 1931**

For sure there are many of these "single" specific pamphlets on each body style.

15. **FORD SALES MANUALS: 1930**

Were there others besides 1930 as seen in "The Restorer Vol. 17, No. 5 and 6 (1973).

16. **THE NEW FORDS IN 1930: 1930**

As reprinted in "The Restorer, Vol. 24, No. 5 (1980).

17. **ADDING NEW BEAUTY TO OUTSTANDING PERFORMANCE: 1931.**

A 12-page sales booklet in 2-colors, which features all the passenger car models and specifications for the STANDARD models.

18. **THE NEW FORD DELUXE BODY TYPES: 1931.**

A 12-page sales booklet in 2-colors, which features all the passenger car models and specifications for the DELUXE models.

These booklets, brochures and pamphlets told about each Model A Ford car, individually or in combination, which was built by the Ford Motor Company.

19. **THE NEW FORD CAR---VALUE FAR ABOVE THE PRICE: 1931.**

20. **TWO NEW FORD SEDANS WITH SLANTING WINDSHIELDS AND DE LUXE APPOINTMENTS: 1931.**

A 4 page pamphlet showing 2 new slant windshield Fordor Sedans, the "New Town Sedan" and the "New Ford De Luxe Sedan".

FORD "AA" TRUCK BOOKLETS, BROCHURES AND PAMPHLETS

1. **THE NEW FORD MODEL AA TRUCK: 1928.**
2. **THE NEW FORD TRUCK: 1929.**
 - a. A 2-sided pamphlet with 3 colors, white, orange and black.
3. **TRUCK SALES MANUAL, SECOND EDITION: 1929.**
4. **TRUCK SALES MANUAL, THIRD EDITION: 1930.**
5. **FIVE DUMP BODIES: 1930**
6. **THE NEW FORD TRUCKS AND LIGHT COMMERCIAL CARS: 1931**

These booklets, brochures and pamphlets told about each Model AA Ford truck, individually or in combination, which was built by the Ford Motor Company.

FORD POSTERS AND CHARTS

1. FEATURES OF THE NEW FORD: 1928.

“A dealer show room poster which describes the special features of the new Model A Ford (Tudor Sedan)”. Currently being reprinted by Frank Pollack.

2. CARBURETOR ADJUSTMENT POSTERS: 1928.

These were issued as two (2) posters to dealers which covered the adjustment of the Model A carburetor.

3. MODEL A LUBRICATION CHART: 1928.

This was a chart that was approximately 25” by 38”. Came with two charts.

4. LOCATION OF THE NEW FORD POWER PLANT TROUBLES MADE EASY: 1929. By Victor W. Page.

This poster was a supplemental diagnostic chart that was originally included in with Page’s publication **THE FORD MODEL A CAR, CONSTRUCTION, OPERATION, AND REPAIR**. “It was used to diagnose and resolve operational problems of the Model A Ford”. Currently being reprinted by Frank Pollack.

5. POSTER OF THE NEW 1930 FORD: 1930.

A graphic poster portraying the new 1930 car (Fordor Sedan) which was for displays in the dealer’s showroom as seen in the July 15, 1930 issue of Ford News and **THE LEGENDARY MODEL A FORD** by Peter Winnewisser.

6. MODEL A LUBRICATION CHART: 1930-1931.

This chart shows the various areas for which lubrication is needed on the chassis with close ups of the various parts and mileage as to when each should be lubricated by the 6 different types of lubricants. K. R. Wilson offered to the Ford dealers a special Ford Lubrication Sign, KRW A-397, which indicated the 6 different types of lubricants used: Engine Oil for the crankcase; High Pressure Lubricant for the lubricator fittings; Penetrating Oil for the front and rear springs; No. 4 Cup Grease for the front wheel bearings; Gear Lubricant for the transmission, differential and steering gear; and Vaseline for the distributor cam.

7. **SPECIAL CHECK UP SERVICE FORM:** Unknown year.

This form was used by the Ford dealers when an A or AA had to be checked out. It cost the customer \$3.00 for the service but the materials used, if any, were extra. This form is featured in the book **THE LEGENDARY MODEL A FORD** by Peter Winnewisser.

8. **NEW CAR DIRECTIONS:** 1928-1931

These forms, Form 3027, were "break-in instructions" for which were attached to the inside lower left corner of the windshield of almost all Model A and AA Fords that came off the assembly line or were attached to the vehicle at the dealers. A lot of original photos show what looks to be the form in that area of the windshield.

There are different dates on the forms.

9. **FORD ADVERTISEMENTS:** Reprints, Copyright 1986 Model "A" Restorers Club, Printed by W.D. Keller Graphics, Inc.

Eight Full Color Ads Plus A Portrait Of Henry Ford.
It has a picture of a '29 Towncar on the cover in black & white).
The ads are in full color, one per page, 14Hx11W inches.

OTHER FORD BOOKLETS, BROCHURES AND PAMPHLETS

1. THE STORY OF THE NEW FORD CAR: 1927.

These color booklets were issued to all the Ford Motor Company dealers *before* the introduction of the "NEW FORD" on December 2, 1927.

There were two known types: Number 1. Shows *no* front or rear bumpers on the vehicles depicted within the 12 page booklet which included the Sport Coupe, Roadster, Fordor Sedan, Tudor Sedan, Phaeton, Standard Coupe and Truck with Stakes. Number 2. Shows front and rear bumpers on the vehicles depicted within the 12 page booklet which included Sport Coupe, Roadster, Phaeton, Tudor, Standard Coupe, Truck with Cab and Express Box, and Truck with Cab and Stake Body.

2. (A SALES MANUAL OF UNKNOWN NAME): 1927.

3. FORD SALES MANUALS: 1928-1931.

Not sure just what these are.

4. TIRE CARE PAMPHLETS: By Rubber Association of America, 1928.

Instructions on tire care explaining the result of abuse, improper care or under-inflation of tires.

5. INSTRUCTIONS FOR FOCUSING AND ALIGNING HEADLAMPS: 1928.

A folder which contained two copies of instructions on how to focus and align the Model A Ford headlamp.

6. THE STORY OF A GREAT CAR: 1929.

7. NEW 4-STEP SALES METHOD FOR FORD DEALERS: 1929

This pamphlet was introduced in the December 19, 1928 Fargo Service Letter and in the February 1, 1929 issue of Ford News and later in the May 1, 1929 issue and described Ford's "4-Step Method" of sales solicitation for uniform sales action in 1929. It talks about presenting the **NEW FORD BOOKLET (THE STORY OF A NEW CAR)** to a hopeful buyer of a new Model A Ford as being Step 1. Just what the **NEW FORD BOOKLET (THE STORY**

OF A NEW CAR) was, is not known at this time...anyone know what Ford was talking about when this "booklet" was mentioned?

On the back is a black and white print of the poster **FEATURES OF THE NEW FORD.**

It was stated in the December 19, 1928 letter that it was being "arranged" to reduce the size of the booklet to fit into the standard portfolio and sales kits and the larger size for use in the dealers showrooms. There were supplemental pages that were added to the booklet itself after it was printed.

8. **A BOOK TO HELP YOU SELL THE NEW FORD CAR: 1929.**

Advertising portfolio for Ford dealers.

9. **SALESMAN'S MANUAL FOR MODEL A, FORD MOTOR COMPANY OF CANADA, LIMITED: 1929.**

A sales manual describing all the aspects of the Model A Ford. Many pictures of the 1929 cars and other items of interest

10. **IMPROVED FEATURES OF THE NEW FORD CAR: 1930-1931.**

A booklet describing the new features of the 1930-1931 Model A Ford cars.

11. **FORD FAX: 1928, 1929, 1930, 1931.**

"A digest of Model A and AA Ford car and truck specifications together with comparative data on other cars and trucks".

12. **FORD MODEL A ENGINE---A PRECISION BUILT ENGINE FOR INDUSTRIAL, AGRICULTURAL OR MARINE PURPOSES: Unknown year.**

A pamphlet describing the Model A/AA engine. It gives drawings, specifications and dimensions of the engine itself.

13. **FORD MODEL A RESTORATION MANUAL A-1: 1955**

The Ford Motor Company prepared a 62 page book by this title for the first ever National Model A Ford Meet held in Dearborn Michigan in 1955 and sponsored by the Model A Restorer's Club and Ford Motor Company. Mr. Henry Edmunds, The Archivist for Ford prepared the book. It was given to each participant in the meet.

14. **THE FORD BATTERY---RELIABILITY, LONG LIFE, ECONOMY:**
Unknown year.

Ford battery information folder.

15. **RUSTLESS STEEL:** Unknown year.

Information on the stainless steel used on the new Model A's.

16. **HOW FORD METHODS CUT COST OF DISTRIBUTION:** 1930.

How Ford saves money in distributing their product.

17. **FEATURES OF THE FORD CAR:** Unknown year.

An 8 page booklet that shows and demonstrates the beautiful body lines and colors, the engine and much more.

18. **ACCESSORIES FOR THE NEW FORD CAR:** Unknown year.

Accessories for the new Ford car.

19. **NEW BEAUTY FOR THE NEW FORD:** 1930

Eight pages, printed on both sides, with a thick cover. Text refers to the 28-29 models and several pictures of the 1930 models and the new features. All in black and white.

20. **BEAUTY OF LINE/MECHANICAL EXCELLENCE:** 1930.

Twelve pages, printed on both sides, again with a thicker cover. Has a picture of a '30 Sport Coupe between the above title lines. Within pictures and descriptions of the various '30 body styles. Back cover says Ford Motor Company, Detroit, Michigan with a Ford oval. Lower right corner says Form F38. No date. All in black and white except the above title lines are black with a green

background. Can't determine if original or reprint though no reference to same. 7Hx8 3/8W inches.

21. **20 MILLION FORDS...THE STORY OF THE FORD CAR:** 1931.

This is a booklet believed to have been a handout when the 20 Millionth Ford made its trip around the USA. It gives a brief history of the Ford Motor Company with 10 pictures.

22. **FORDEX DATA:** By Fordex Editorial Staff...A. G. McMillan, President, 1930.

This is a five-ring binder full of sales training information to help the Ford salesman in 1930 succeed in selling the 1930 Model A and AA Fords.

23. **THE STORY OF A NEW CAR:** 1929.

This was the title of the booklet for which was presented to a prospective buyer of a new Ford car or truck when he or she was presented the "4-Step" method of sales (see above).

24. **UNIVERSAL CREDIT COMPANY ITEMS:** 1929-1931.

25. **A SCHEDULE OF STANDARD CHARGES FOR FORD SERVICE:** 1931.

This was a small 16 page booklet to be used to promote service work by mailing or delivering them personally to owners. A form letter for mailing to owners was provided along with the booklets. With this schedual the owner could determine in advance what the repair would cost for labor. The booklet covered service on twenty-one major components from the front axle to the windshield.

26. **FLEET OWNER'S AGREEMENT:** 1929.

FORD FILMS AND RECORDS

1. **A DEMONSTRATION LECTURE...FORD'S 3 RECORD SET:** 1927. By The Individual Recording Company but prepared by the Ford Motor Company.

This is probably one of the rarest piece of Model A/AA Ford memorabilia. It was offered for sale in the January 1928 issue of **FORD DEALER & SERVICE FIELD**, to all the Ford dealers to let the public hear about the New Ford. They are "electrically recorded and are standard double-face 10 inch discs". They sold for \$3.45 by the Individual Recording Company, 1124 W. 8th Street, Cincinnati, Ohio. If anyone finds or has a copy of these recordings, please see about reproducing it for sale for the Model A/AA Ford hobbyist and collector.

2. **UNKNOWN NAME FILM:** 1927. Reproduced under the name **THE NEW FORD**.

This was a five-reel film showing many of the important steps in the manufacture and testing of the new Model A Ford car. It was made available to all the branches and dealers. It was described in the December 15, 1927 issue of Ford News.

3. **WAKE UP:** 1928.

A film which was prepared with the idea of depicting graphically the merits of a proper service program for which the scenes and pictures were taken on the grounds of a real Ford dealer and machine shop. The meaning of service is told in this film. It was described in the September 1, 1928 issue of Ford News.

4. **SELLING FORD SERVICE:** 1928. Has been reproduced under the film title of **THE MODEL A FORD**.

A film, like **WAKE UP**, emphasizes the importance of proper service within the Ford Motor Company. Assembly line scenes, "driveaway" cars and trucks are noted, and the role the dealer plays with the new car before it is sold. It was described in the November 1, 1928 issue of Ford News.

5. **FAMOUS FACES:** 1929

A film which was shown at the Service Exposition in Chicago, IL in January 1929. It introduced a number of celebrities with their new Model A Fords.

6. **A TOUR THROUGH THE ROUGE PLANTS:** 1929. Has been reproduced under the film title of **THE MODEL A FORD.**

A film which is a comprehensive showing of the Ford manufacturing industries, devoid of advertising. It was described in the January 15, 1930 and February 15, 1930 issues of Ford News.

7. **UNKNOWN TITLE "TALKIE" FILM:** 1930.

A film which was made to answer many questions that have been asked about the construction of the new Ford car and truck within the Rouge plant shops. Assembly plants and branches throughout the world are emphasized along with many different views of the Rouge. It was described in the July 15, 1930 issue of Ford News.

8. **YOKOHAMA MODEL A:** 1931. Produced by Lorin Sorensen in 1990.

A film showing the 1930 Model A Ford being assembled at the Yokohama, Japan Assembly Plant.

9. **THE MILESTONE MODEL A (TWENTY MILLIONTH):** 1931. Redone in 2006.

A film about the Twenty Millionth Ford, a Model A Town Sedan, which was produced at the Rouge on April 14, 1931. This special vehicle participated in a fantastic coast-to-coast tour, where millions of people viewed the car in parades and festive events while traveling across the country.

10. **FORD IMAGES OF THE PAST...TWO DECADES OF FORD TRUCKS:** From the Henry Ford Film Collection.

A film which combines the Ford films: **CONVERTING A FORD INTO A TRUCK FORD, THE NEW FORD TRUCK, PROVED BY THE PAST-IMPROVED FOR THE FUTURE, FORD TRUCKS WITH TWO-SPEED AXLES, THE NEW FORD TRUCK FOR 1938, and NEW TRUCK-NEW MARKET.**

11. **THE MODEL A FORD:** From the Henry Ford Film Collection.

A film which combines the Ford films: **SELLING FORD SERVICE, A TOUR THROUGH THE ROUGE PLANTS, and HIDDEN QUALITY IN THE NEW FORD AND WHAT IS BEHIND IT.**

12. **FORD AND THE AMERICAN DREAM:** Produced by Lorin Sorensen.

Documents the Ford, Lincoln and mercury cars from the 20's to the 70's with classic footage.

MODEL A FORD CLUB OF AMERICA PUBLICATIONS NOT ASSOCIATED WITH THE FORD MOTOR COMPANY

1. **THE RESTORER**: By the Model A Ford Club of America (MAFCA), 1956 to present (every other month).
2. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 1, 1967 (MAFCA).
3. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 2, 1975 (MAFCA).
4. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 3, 1983 (MAFCA).
5. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 4, 1988 (MAFCA).
6. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 5, 1994 (MAFCA).
7. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 6, 1999 (MAFCA).
8. **HOW TO RESTORE YOUR MODEL A FORD**, Vol. 7, 2006 (MAFCA).

These booklets are a combination of previous restoration articles in reprinted form which had been printed in previous issues of **THE RESTORER**. One must be aware, however, that some of these articles had “letters of correction’s” attached to them for which came out in succeeding issues of **THE RESTORER** for which did not get printed along with the “reprinted” article.

9. **MODEL A FORD PAINT AND FINISH GUIDE**: By MAFCA, 2008.

This is an excellent paint “guide” for the Model A/AA Ford concerning the body and the chassis parts. Included in the guide are pictures and “color chips” of the various colors used in production. It is a complement to the MARC/MAFCA Restoration Guidelines and Judging Standards.

MODEL A RESTORERS CLUB PUBLICATIONS NOT ASSOCIATED WITH THE FORD MOTOR COMPANY

1. **MODEL A NEWS**: By the Model A Restorers Club (MARC), 1953 to present (every other month).
2. **TECHNICALLY SPEAKING**, Vol. 1, 2003 (MARC).
3. **TECHNICALLY SPEAKING**, Vol. 2, 2004 (MARC).
4. **TECHNICALLY SPEAKING**, Vol. 3, 2005 (MARC).
5. **TECHNICALLY SPEAKING**, Vol. 4, 2006 (MARC).
6. **TECHNICALLY SPEAKING**, Vol. 5, 2007 (MARC).
7. **TECHNICALLY SPEAKING**, Vol. 6, 2008 (MARC).
8. **TECHNICALLY SPEAKING**, Vol. 7, 2009 (MARC).

These booklets are a combination of previous restoration articles in reprinted form which had been printed in previous issues of the **MODEL A NEWS**. One must be aware, however, that some of these articles had “letters of correction’s” attached to them for which came out in succeeding issues of the **MODEL A NEWS** for which did not get printed along with the “reprinted” article.

JOINTLY PUBLISHED PUBLICATIONS MARC/MAFCA

1. **MARC/MAFCA RESTORATION GUIDELINES AND JUDGING STANDARDS:** 1974, 1981, 1982, 1984, 1989, 1994, 1997.

These are the “standards” which one should use “to define the appearance of the typical 1928-31 Ford *as it was driven off the assembly line*”. It is a “must” for all those who are interested in restoring the Ford Model A/AA authentically. The “standards” have many pictures and illustrations of parts and applications. They are produced jointly by both the Model A Restorers Club (MARC) and the Model A Ford Club of America (MAFCA).

2. **FORD MODEL A STANDARD HARDWARE 1928-1931 (BOLTS, SCREWS, NUTS, AND WASHERS):** By Mick Isbell, 1999.

This booklet is jointly published by both MARC and MAFCA as a reference document in conjunction with the Restoration Guidelines and Judging Standards. It is a compilation of all eleven chassis parts books Ford used throughout the Model A/AA Ford era and is intended to aid the restorer by giving him or her a single source to research the number, size, shape, and finish of any standard part for his or her car or truck.

OTHER YEARLY PUBLICATIONS NOT ASSOCIATED WITH THE FORD MOTOR COMPANY

1. **FORD DEALER & SERVICE FIELD:** 1928-1931.

Currently being reprinted by John LaVoy of the **MODEL A TIMES**, January, 1928 through 1931 (Monthly). Very informative. It is "A monthly magazine devoted solely to the interests of Ford dealers and every department of their organization, as well as official and independent Ford Service Stations, garages, parts and accessory dealers and jobbers in products for the Ford and Fordson (tractor) throughout the world". Lot's of Model A/AA Ford information. Murray Fahnestock was the Technical Editor for the magazine.

2. **FORD ILLUSTRATED:** By Sunshine Publishing House, 1975 through Unknown year.

This was a short-lived publication which featured many different Ford vehicles including the Model A Ford.

3. **MODEL A TIMES:** 2005 to present (Quarterly).

Currently being produced by John LaVoy and is a magazine that "is dedicated to researching and comparing new parts and processes in the Model A/AA Ford hobby".

4. **SKINNED KNUCKELS:** ?

5. **THE A PRESERVER:** By the Model A Ford Foundation, Incorporated (Quarterly).

This is a quarterly newsletter which strives on "Enhancing the preservation of the Model A/AA Ford and its era". "The Model A Ford Foundation, Inc. seeks to preserve Model A/AA Fords and related memorabilia, encourage research, and educate present and future generations".

6. **THE DOUBLE A'ER:** By the Ford Model AA Truck Club, 1987 to present (once a year, every April).

An excellent newsletter of the Model AA Ford truck fan. Very detailed articles about the various trucks and applications. "The main focus of the Ford Model AA Truck Club is to provide a source of information so that collectors can identify and restore their AA's".

**OTHER PUBLICATIONS
NOT ASSOCIATED WITH THE FORD MOTOR COMPANY
IN ALPHABETICAL ORDER
BY AUTHORS**

1. **A GUIDE TO TOOLS FOR THE MODEL A (AND AA):** By David Adair, 2005.

This booklet describes all the Model A/AA Ford tools that were used during the production period. Gives drawings and dimensions of each.

3. **MODEL A FORD MECHANICS HANDBOOK, Vol. 1:** By Les Andrews, 1997.
4. **MODEL A FORD MECHANICS HANDBOOK, Vol. 2:** By Les Andrews, 2003.
5. **MODEL A FORD TROUBLESHOOTING AND DIAGNOSTICS:** By Les Andrews, 2000.

These three handbooks are a must for the restorer. The books describe the servicing, maintenance, installation, troubleshooting and testing of the Model A/AA Ford. Many pictures to assist in the restoration.

6. **RESTORING THE MODEL A AND B CARBURETORS---THE "REX" REHEIS WAY:** By Gordon Biggar, 2004.

This is one of the most informative booklets about the restoration of the Model A/AA and B carburetors and very well researched. Filled with pictures and restoration ideas.

7. **THE NEW FORD CAR:** By E. T Brown, 1928 (England).
8. **HOW TO RESTORE THE MODEL A FORD:** By Clymer Publications and Floyd Clymer, 1961.

One of the first classic books on just how to restore your Model A/AA Ford. Most articles are taken from original Ford publications, but some are out dated.

9. **FORD MODEL A SERVICE MANUAL AND HANDBOOK:** By Clymer Publications, 1972. See **THE FORD MODEL A CAR, CONSTRUCTION, OPERATION, AND REPAIR:** By Victor W. Page, 1929.

This is a reprint of the Victor Page publication above. The publication has a lot of great information concerning the service, construction, operation and repair of the Model A/AA Ford.

Another name for this book was **THE MODEL A FORD SERVICE MANUAL AND OWNERS' HANDBOOK OF REPAIR AND MAINTENANCE.**

10. **FORD MODEL A ALBUM:** By Floyd Clymer and Leslie R. Henry, 1960.

Mainly photos of individual Model A's including articles and accessories from **FORD DEALER & SERVICE FIELD.**

11. **DITZLER DEPENDABLE AUTOMOTIVE FINISHES MATCH BOOK FOR HISTORIC FORD PRODUCTION COLORS 1928-1936:** By Polyprints, Inc. 1959.

A one-ring booklet showing many different color chips. A time when 1 pint sold for \$4.00 and 1 quart sold for \$7.00.

12. **ANTIQUÉ REPAINT MANUAL, 1928-1936:** By Ditzler, 1962, 1970.

One of the classic repaint manuals for Ford automobiles. Includes many paint chips and tips on painting. Some aspects may be out of date.

13. **FORD MODEL A PASSENGER CAR AND MODEL AA TRUCK ENGINE, AND CHASSIS MANUAL:** Reprint of Dyke's Automobile and Gasoline Engine Encyclopedia, Unknown year.

This manual contains information on the Model A and AA passenger and commercial cars and trucks. An excellent publication which just might have a little more information than the Ford **INSTRUCTION BOOKLETS.** However it is a great complement to the latter.

14. **THOSE WONDERFUL UNAUTHORIZED ACCESSORIES FOR THE MODEL A FORD:** Compiled from the collection of Murray Fahnestock from original advertising in **FORD DEALER & SERVICE FIELD.**

15. **KNOW THE FORD:** By Murray Fahnestock. 1930.

Articles and information concerning the New Ford. Almost every aspect is covered.

16. **QUESTIONS AND ANSWERS ON FORD SERVICE:** Unknown year. By Murray Fahnestock.

Originally appeared as a 100-page pocket-size reference book encompassing all the fine points in Model A/AA construction and repairing by approved methods.

17. **KNOW YOUR MODEL A FORD:** By Murray Fahnestock, 1958.

This is a book which incorporates two of Murray Fahnestock's books about the Model A/AA. Those books were **KNOW THE FORD**, 1930 and **QUESTIONS AND ANSWERS ON FORD SERVICE** which originally appeared as a 100-page pocket-size reference book encompassing all the fine points in Model A construction and repairing by approved methods. This book was retitled in 1975 under the name of **MODEL A FORD...THE GEM FROM THE RIVER ROUGE**.

An excellent book in learning all about the Model A/AA Ford.

18. **MODEL A FORD...THE GEM FROM THE RIVER ROUGE:** By Murray Fahnestock, 1975.

Same as **KNOW YOUR MODEL A FORD** above, just retitled.

19. **THE FORD MODEL A AS HENRY BUILT IT:** By George DeAngelis, Edward P. Francis and Leslie R. Henry, 1971.

One of the classic books about the color, upholstery and production of the Model A/AA Ford. Features many body styles and some history about each. Many editions since 1971.

20. **HENRY'S FABULOUS MODEL A:** By Leslie Henry, 1959.

Another classic book but in some small aspects out of date.

21. **RESTORING THE OPEN A'S (ROADSTERS AND TOURINGS):** By Mack Hils, 1980.

An interesting book detailing in pictures many aspects of the open A's.

22. **RESTORING THE MODEL A PICKUP:** By Mack Hils, 1982.

An interesting book detailing in pictures many aspects of the open and closed cab A/AA pickups and truck cabs along with the narrow and wide beds for the pickups.

23. **MODEL A FORD RESTORATION HANDBOOK:** By Gordon Hopper, 1966.

A book containing articles on the restoration of the Model A/AA Ford. Some items may be out dated. Includes "authentic photos, specifications and step-by-step restoration procedures".

24. **MODEL A HANDBOOK:** By Hot Rod Magazine, 1963.

25. **THE FORD MODEL A MAIL TRUCK:** By Aldie E. Johnson, Jr.

26. **FORD MOTOR COMPANY...THE FIRST 100 YEARS:** By Robert Kreipke, 2003.

A Commemorative Edition book with some Model A production photos

27. **PRACTICAL INFORMATION ABOUT 1930 AND 1931 COUPES:** By Marith McCoul, 1997, 2005.

This book carries text and picture information about the 1930 and 1931 Standard and Deluxe Coupes only.

28. **THE MODEL A ENGINE, DISTRIBUTOR AND OIL PUMP:** By Paul and William McRee, 2002.

29. **THE MODEL A GENERATOR, STARTER, CUTOUT AND STARTER SWITCH:** By Paul and William McRee, 2002.

Both of the above booklets are a must if you plan on doing your own restoration of the Model A/AA Ford engine, distributor, oil pump, generator, starter, cutout and starter switch. Filled with technical information and photos.

30. **FORD MODEL A/AA TRUCK OWNER:** By A. G. McMillan, 1975.

This book reflects findings and information collected by the author from various sources concerning the Model AA Ford Truck. Many photos, dimensions, and applications of various AA truck parts. A must for the Model AA Ford restorer.

31. **HENRY'S LADY:** By Ray Miller, 1972.

This is "An Illustrated History of the Model A Ford". Lots of pictures showing the many different aspects of just about each Model A Ford that was produced.

32. **MODEL A MISERIES AND CURES:** By Mary Moline, 1972.

A great book which was "written for the Model A Ford owner who drives his or her car and takes pleasure in keeping it in good running condition". Includes some trouble shooting, defining of parts and applications among other things. Something for everyone.

33. **MODEL A FORD RESTORATION AND MAINTENANCE HANDBOOK, Vol. 1:** By Paul Moller, 1981.

34. **MODEL A FORD RESTORATION AND MAINTENANCE HANDBOOK, Vol. 2:** By Paul Moller, 1984.

These two booklets contain articles which were published in **SKINNED KNUCKELS**. The articles have been proven to be very popular with Ford owners. Some aspects may be out-of-date but for the most part his analysis on the restoration of the different aspects are still accepted today.

35. **THE MODEL A FORD CARBURETORS:** By Paul Moller, 1982.

Mr. Moller had several revisions and printings of this booklet.

A booklet on the restoration of the Model A Ford carburetors.

36. **SHOP KINKS AND TOOLS FOR A, B, V8 AND CHEVROLETS:** By National Machine and Tool Company, 1930 through 1933.

A booklet showing some of the tools used in the maintenance of the Model A Ford and explaining the process in doing so.

37. **MODEL A FORD CARE AND MAINTENANCE OF MODEL A FORD AUTOMOBILES AND MODEL A TRUCKS:** By Victor W. Page, 1928.
Reprinted in 1948, 1976, By Clymer Publications.

Most of this information can be found in the below publication by Victor W. Page.

38. **THE FORD MODEL A CAR, CONSTRUCTION, OPERATION, AND REPAIR:** By Victor W. Page, 1929.
This book was retitled as **FORD MODEL A SERVICE MANUAL AND HANDBOOK:** By Clymer Publications, 1972.

The publication has a lot of great information concerning the service, construction, operation and repair of the Model A/AA Ford.

39. **FORD MODEL A CAR AND AA TRUCK:** By Victor Page, 1931.

40. **FORD MODELS, V8, B AND A CARS:** By Victor Page, 1934.

41. **ZENITH MODEL A CARBURETOR RESTORATION GUIDELINES, VERSION 3:** By Steve Pargeter, Unknown year.

An excellent publication about the restoration of the Model A Ford carburetor.

42. **MATCHLESS MODEL A:** By Post Motor Books, 1961

This is a reprint of the **FORD INDUSTRIES, 1929** booklet.

43. **A COMPREHENSIVE INDEX ABOUT THE MODEL A AND AA FORD FEATURING THE FORD SERVICE BULLETINS AND THE FORD SERVICE LETTERS (FARGO, CHICAGO, AND INDIANAPOLIS), 1928-1931:** By Steve C. Plucker, 2004.*

A booklet which indexes and tells just where in the four Ford publications featured to find whatever it is you are looking for within. Is indexed according to the Ford **PART PRICE LISTS.**

44. **MODEL A THREE SPEED TRANSMISSION:** By Frank Rosin and Howard Truchot, MAFCA National Convention, Portland Oregon, 2004.

Describes the Model A Ford 3-speed transmission.

45. **SELLING THE NEW FORD, 1927-1931:** By Jim Schild, 1982.

A history on selling the Model A Ford during 1928-1931.

46. **RESTORER'S MODEL A SHOP MANUAL:** By Jim Schild, 1985.

Describes methods and techniques in the restoration of various Model A Ford parts and applications.

47. **AA TRUCK---SUPPLEMENT TO RESTORER'S MODEL A SHOP MANUAL:** By Jim Schild, 1993.

Describes methods and techniques in the restoration of various Model AA Ford parts and applications.

48. **UPDATE SUPPLEMENT TO RESTORER'S MODEL A SHOP MANUAL:** By Jim Schild, 1998.

A complement to the **RESTORER'S MODEL A SHOP MANUAL** updating several applications and the restoration of parts.

49. **ORIGINAL FORD MODEL A:** By Jim Schild, 2003.

A very nice book with lots of color pictures of a various Model A Fords showing the different aspects of each. It also contains a history of each model depicted and what changes occurred during the year.

50. **MODEL A FORD Q & A WORKSHOP MANUAL:** By Fred M. Serfass, Unknown year.

An easy to use guide containing answers to over 100 of the most commonly asked restoration, operation and maintenance questions concerning the Model A/AA Ford formulated by the author with technical data.

51. **THE FORD ROAD---75th ANNIVERSARY OF THE FORD MOTOR COMPANY, 1903-1978:** By Lorin Sorensen, 1978.

A pictorial history of the Ford Motor Company.

- 52. **THE AMERICAN FORD, NUMBER 1:** By Lorin Sorensen, 1975.
- 53. **THE FORD SHOWS, NUMBER 2:** By Lorin Sorensen, 1976.
- 54. **THE OPEN FORDS, NUMBER 3:** By Lorin Sorensen, 1977.
- 55. **THE FORD FACTORY, NUMBER 4:** By Lorin Sorensen, 1980.
- 56. **THE COMMERCIAL FORD, NUMBER 5:** By Lorin Sorensen, 1984.
- 57. **THE GOOD OLD FORDS, NUMBER 6:** By Lorin Sorensen, 1985.

The above six volumes represented a pictorial history of the Ford Motor Company. Many pictures depicting the different models of Ford cars and trucks. Much sought after books in both the original and/or reprint form.

- 58. **ADVERTISING THE MODEL A FORD:** By James W. Thomas, 2008.

This book contains a pictorial history of the advertisements for “The New Ford Car”. It “reviews all the U.S. magazine advertising for the Model A Ford passenger cars and light commercial vehicles only. Using over 400 photographs, it documents and describes over 900 magazine insertion listings for the more than 300 different magazine ads produced for the Model A Ford”.

“The examination of the Model A Ford through these colorful advertisements provides a valuable reference guide for collectors, Model A Ford enthusiasts and anyone interested in this exciting era of America’s advertising and automotive history”.

- 59. **A PICTORIAL GUIDE TO THE MECHANICAL FEATURES OF THE MODEL A FORD INCLUDING SPECIAL FEATURES OF THE MODEL A FORD VICTORIA:** By the Victoria Association, 2003.

This is a 3-leaf binder booklet which describes in detail the A-190 Victoria Coupe by Anders Ramberg and Bob Bidonde; different part applications by Howard Barnes; the 1930 Model A Ford Mail Truck by Aldie Johnson; and different related articles by Tom Endy, Loyd Kerr and Charlie Viosca.

- 60. **MODEL A FORD LUBRICATION CHART:** Drawn and produced by Don Walker. Unknown date.

This chart was sold through many Model A Ford part houses. White background and green and black lettering and drawings showing and telling of the areas which needs lubrication.

61. **K R W SERVICE STATION EQUIPMENT FOR FORD DEALERS:** 1931.
By K. R. Wilson.

In this catalog is shown the complete line of K R W Tools and Equipment for which the Ford dealers could have ordered from to service the Model A/AA Ford. Covers information on just how to use the tools.

62. **THE LEGENDARY MODEL A FORD:** By Peter Winnewisser, 1999.

63. **THE LEGENDARY MODEL A FORD:** By Peter Winnewisser, 2005.

Same title, same verbiage, but the 2005 issue has a lot more color photos. 1999 is in single space wording while the 2005 is in double space wording. Most, if not all black and white pictures are the same for both. A very good history about the Model A/AA Ford car and truck.

64. **MODEL A/AA TECHNICAL REFERENCE GUIDE:** By John C. Yeagle, 1990.

A 57 page, plastic spiral bound, booklet (8-1/2 x 5-1/2 inches), listing detailed specifications on the Model A and AA Fords.

OTHERS

1. **SPRINGFIELD COMMERCIAL BODIES:** Unknown.

The Springfield Commercial Body Company, Inc., of Springfield, Massachusetts issued several booklets which described the different types of bodies for which the company made for the Model A and Model AA. One known booklet is 91 pages in length and another is 78 pages.

2. **THE AMERICAN MACHINIST:** 1928 Publication

This is a publication, which by the way is still in print, in which are articles about the production of the Model A Ford. Mr. Fay Leone Faurote had the privilege to report on just about every aspect of the vehicle's production. There are about 11 known articles within the 1928 issues alone...not known if there are more or if there are any in the 1927, 1929, 1930 or 1931 issues.

FILMS NOT ASSOCIATED WITH THE FORD MOTOR COMPANY

These films deal with the restoration of various parts only (no “fun” type films listed).

1. **CARBURETORS AND CARBOHYDRATES:** By Victor Duncan.

Tells about the disassembly, cleaning, and sizing of jets, setting the float level, cleaning passage ways, painting and assembly of the 17 different carburetors used in the Model A/AA.

2. **HOW TO STOP ON A DIME:** By Victor Duncan.

This is an excellent movie for restoring your complete brake system and making those minor adjustments to increase your braking ability.

3. **TIMING THE IGNITION:** By Victor Duncan.

This is an excellent movie detailing step by step in getting your engine timed correctly. It tells just what tools are needed.

4. **DIAL “D” FOR DISTRIBUTOR:** By Victor Duncan.

This shows just how to disassemble and assemble the distributor and watching how not to short out the circuit.

5. **TRANSMISSION REBUILDING:** By Howard Truchet.

Tells how to rebuild the transmission and what changes occurred and when.

6. **GENNIN ALONG WITH LLOYD AND FLOYD:** By Victor Duncan.

A step-by-step film describing the disassembly, rebuilding and assembly of the generator.

7. **HOW TO AVOID FAHRENHEIT FRIGHT:** By Victor Duncan

This movie will help you correct any heating problems you have with the Model A.

8. **THE FLASHER:** By Victor Duncan.

This gives a detailed process of how and what to do to install a turn signal on your Model A.

9. **ROADSIDE TROUBLE SHOOTING:** By Victor Duncan.

A movie describing just how to fix some of those common roadside problems such as electrical and fuel problems. Also showing you some of those spare parts one should have in your car at all times.

10. **FORTY HORSES:** By Victor Duncan.

Tells just what the judges are looking for under the hood.

11. **MODEL A LOCKS AND KEYS:** By Cal Allen.

This tells how to disassemble, repair, reassemble pop-outs, pop out cables and door handles with locks along with the history of each including some tire locks.

12. **HOW TO REPLACE YOUR MODEL A BRAKE DRUMS AND SHOE LININGS:** By the Diablo A's Chapter of the Model A Ford Club of America.

A film in showing one just how to see the difference in brake drums, how to tell when they are no longer safe, the importance of turning brake drums, and much more.

13. **GRINDING BRAKE SHOES ON THE MODEL A FORD:** By the Diablo A's Chapter of the Model A Ford Club of America.

A movie showing just how to succeed in using the "Brake Dokter" grinding tool and the 10 steps for grinding Model A Ford brakes. Also explains the use of the special shoe centering tool on the backing plates.

14. **REBUILDING AND TIMING YOUR MODEL A FORD DISTRIBUTOR:** By the Diablo A's Chapter of the Model A Ford Club of America.

Shows one just how to disassemble and rebuild the distributor, and how to time the distributor yourself.

15. **REBUILDING THE 2-TOOTH STEERING FOR YOUR MODEL A:** By the Diablo A's Chapter of the Model A Ford Club of America.

16. **REPLACING YOUR MODEL A FORD PICKUP ROOF:** By the Diablo A's Chapter of the Model A Ford Club of America.

17. **REPLACING YOUR MODEL A TIMING GEAR WHILE ON THE ROAD:** By the Diablo A's Chapter of the Model A Ford Club of America.

18. **REBUILDING YOUR MODEL A FORD TRANSMISSION:** By the Diablo A's Chapter of the Model A Ford Club of America.
19. **SETTING ENGINE BEARING CLEARANCE ON YOUR MODEL A FORD:** By the Diablo A's Chapter of the Model A Ford Club of America.
20. **REBUILDING YOUR MODEL A FORD SHOCK ABSORBERS:** By the Diablo A's Chapter of the Model A Ford Club of America.
21. **PUTTING THE BOUNCE BACK INTO YOUR MODEL A FORD:** By the Diablo A's Chapter of the Model A Ford Club of America.

Tells just how to restore the springs, how to safely disassemble and assemble the springs and how to use the spring spreader.
22. **INSTALLING FLATHEAD TED'S BRAKE FLOATER KIT ON YOUR MODEL A FORD:** By the Diablo A's Chapter of the Model A Ford Club of America.

REMEMBER WHEN

1. **A ModEl newS:** By Ames Publishing in Henderson, North Carolina, 1984. (A very, very short lived publication)...Bet a lot of you were on the cover of those issues!

OTHER PUBLICATIONS OF UNKNOWN SOURCES WHO WROTE AND OR PUBLISHED THEM AND WHAT YEAR?

1. THE STANDARD CATALOG OF LIGHT DUTY FORD TRUCKS
2. FORD LIFE

MAYBES

1. AND THEN FORD CAME: By Charles Mertz, 1929*
2. AND THEN CAME FORD: By Charles Doubleday, 1929
3. HENRY FORD, MOTOR GENIUS: By William Simmons, 1929*
Some nice pictures of the assembly process.
4. MY PHILOSOPHY OF INDUSTRY: By Henry Ford, 1929*
5. MOVING FORWARD: By Ford with Crowthers, 1930
6. FROM THE GROUND UP: By Simons (Simmons) and Black, 1930
7. THE POWER THAT WAS: By Ralph Trine, 1931
8. FORD MEN AND METHODS: By Edwin and Norwood, 1931
9. FORD PRODUCTION METHODS: By H. W. Barclay, 1936
10. FORD IDEALS: 1929
Not sure if this has any Model A information in it.

Special thanks to: Bruce Adams, Perry Baxter, Ray Beardslee, Richmond Bell, Arlyn Bieber, Chris/Nor Cal, Doug Clayton, Mike Gooding, Paul Hastie, Roger van Houten, Tom Moniz, David O'Farrell, Jerry Parr, Frank Pollack, Robert Smellegar, Jim Spawn, David Sturges, Richard Wilson, Peter Winnewisser and Chet Wojcik. With information taken from catalogs of Bratton's and Sacramento Vintage Ford, the Ford Motor Company---Ford News (1927-1931), The Restorer (MAFCA) and Model A News (MARC).