



The "A" Preserver

~ Enhancing the preservation of the Model A Ford and its era ~

VOLUME XXVIII NUMBER 3, September 2018

Ford's Historic Links to Toyota

By Stan Johnson

Most Model A Ford enthusiasts have seen the Yokohama Ford Plant video prepared by Loren Sorenson.



1936 Toyota AA

It shows that in 1925, Ford, as a part of its globalized of production, began building Model T's in a factory in Yokohama, Japan. That plant switched over to Model A's when that model was introduced. At that time almost all the cars in Japan were produced by American car companies, Ford (Yokohama) and GM (Osaka).

But World War II and the globalization of the economy has changed all that. Ford closed the Yokohama Plant before WW II, and Toyota now operates factories in the United States. By 2015 Toyota's market share in the US was 14.4% while Ford had a 14.7%.share. In the next few paragraphs I will briefly explain how that happened.

Behind the Toyota Empire is a family named Toyoda. In 1891 a young Japanese man named Sakhigi Toyoda invented an improved weaving loom. From that start, a huge loom manufacturing empire was developed. In 1929, Sakhigi's son, Kiichiro made the family's first pilgrimage to Ford's River Rouge plant to learn how to make automobiles. Kiichiro returned to Japan with a strong knowledge of the Ford production system, and a determination to adapt the system to smaller production quantities. Then in 1933, Kiichiro set up an automotive department as a part of the Toyoda Automatic Loom Works. Within a year the first engine was built, a Chevrolet copy so exact it could accept genuine Chevy parts.

On August 27, 1937 the automotive department was separated to create the Toyota Motor Corporation (note the slightly altered family name). In 1936 they launched their first passenger car, Toyota AA. The AA shape is very similar to the Chrysler Air Flow of that era. 1,404 AA sedans were produced from 1936 until 1943. In 1936, once the first successful Toyota vehicles were produced, the Japanese government demanded that any automakers selling in the country had to have a majority of Japanese stockholders, along with all Japanese officers. This action stopped nearly all imports. With that edict, and the growing hostility between the US and Japan, Ford pulled out of its factory in Yokohama.

From 1936 to 1943, Toyota made only 1,757 cars, and shifted emphasis to building trucks. The first Toyota truck was a conventional 1 ½ ton design, using an overhead valve six-cylinder engine that was a clone of the Chevrolet engine of the time. When WW II broke out on December 7, 1941, U.S. soldiers found that Toyota trucks captured in the war could be repaired using Chevrolet components.

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MAFFI Mission Statement

The Model A Ford Foundation, Inc. seeks to preserve Model A Fords and related memorabilia, encourage research, and educate present and future generations.

Publisher's Statement

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President's Message

By John W. Begg

When you next visit our Museum, on The Gilmore grounds, you may have the unique opportunity to take a ride in a 1930 AA stake bed truck. Through a generous donation made to MAFFI last year, we have a beautifully restored AA truck which has been fitted with an entry stairway and bench seats for visitor rides.



The idea to use the truck for visitor rides was discussed with the MAFFI trustees and Chris Shires, Executive Director at The Gilmore. It was agreed that the AA stake bed truck was ideal for offering visitor rides and provided another way for visitors to have fun and learn about the Museum's cars and trucks. Finding a way to safely enter the truck and to provide seating took some work, but, through the efforts of Larry Wallace and Rob Mills (MAFFI Trustees) and Innovative Access Solutions in Leitchfield, Kentucky, a design was developed. The powder coated aluminum components were shipped to Rob Mills's farm where he completed the installation onto the truck bed and tailgate and delivered the truck to the Museum. Randy

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Czubko, also a MAFFI Trustee, developed signs which will help promote both the hobby and the Museums. The truck is on loan to The Gilmore so that rides can be given year-round.

Many Museum visitors have commented how much they enjoy interactive displays. The starting exhibit which was installed last year rewarding the visitor with the sounds and sensations of successfully starting a Model A, joined the photo op of sitting in the seat of a Model A school bus. Taking a ride in a 1930 AA adds another element of enjoyment. We hope when you visit, you will try out the new ride.

Thank you for your continued support.

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After World War II era ended, Toyota rebuilt from wartime destruction and began producing a line of tough utility vehicles. At that time American Jeep vehicles were a familiar sight in Japan, so it was natural for them to develop a similar vehicle, the Toyota Land Cruiser, which came out in 1950.

By this time, Eiji Toyoda, nephew of Kichihiro, was a 36-year-old engineer in the Toyota Company. Eijii was sent by the U.S. Army, which was still occupying Japan, to learn about mass production from Ford. The Army needed Toyota to build trucks for U.S. troops in Korea. Eijii spent three months in 1950 becoming familiar with every aspect of the Ford Rouge complex in Dearborn.

The young engineer helped Toyota develop two concepts for improving on what they saw at the Rouge. The first was to change the way parts are delivered to the assembly line. They developed a system called *Just In Time* supply. Small supplies of parts are brought to the production line frequently, rather than having a large stockpile in a warehouse. In some cases the parts are created near the point where they are needed on the assembly line. The second change was to stop the production line whenever a defect was found on a vehicle, whereas Ford kept the line running and fixed the defect at the end of the line.

Toyota set up a headquarters in Hollywood, California in 1957; the first Toyota car registered in the United States was in 1958, a 1958 Toyopet.

When Eiji Toyoda toasted Ford CEO Phil Caldwell at a dinner in 1982, the now-President of Toyota referred to his company's rapid rise to world-class status. "There is no secret to how we learned to do what we do, Mr. Caldwell," Toyoda told his Ford counterpart. "We learned it at the Rouge."



1958 Toyota Toyopet

MAFFI Membership Application

The Model A Ford is a symbol of Americana. MAFFI is dedicated to the preservation of the Model A and associated historical information. By joining MAFFI, you will help meet that goal while receiving an informative quarterly publication and other benefits. Your membership donation is tax deductible under Internal Revenue Service rule 501 (c)3 and will help with MAFFI's many projects and worthwhile goals.

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ E-mail Address: _____

MAFCA/MARC Chapter _____

Family Membership Category:

Annual (\$25.00) _____ Three Years (\$70.00) _____ Life Member (\$350.00) _____

Club Donation: \$ _____

TOTAL AMOUNT ENCLOSED: \$ _____

Mail this form with your payment to: Model "A" Ford Foundation, Inc., P O Box 28, Peotone, IL 60468-0028.

MAFFI Represented at the MAFCA National Meet in Reno, Nevada



MAFFI Trustee, Marsha Quesnel from Port Angeles, Washington and her husband Mark attended the MAFCA National Meet, "Aces to A's," in Reno Nevada June 24th – 30th. They drove their 1931 Slant Window Sedan and traveled with seven other Model A's from their Club, Gallopin' Gerties in Tacoma, WA.

Marsha was able to set up a table for MAFFI in the Hospitality Room and answer questions about the Museum, hand out brochures, offer membership applications to those who were not already members and sell a little merchandise.



Mark and Marsha Quesnel



Marsha hard at work

Her husband, Mark put together a media showing about the Museum that was shown on a lap top for people to enjoy.

Marsha was able to talk to many people and several shared their memories of Huff N Puff, the museum's school bus. Several had been to the museum and those who had been there wanted to return. Many more said they had it on their "Bucket List."

It was a fun-filled week and a great effort by the Northern California Regional Group in putting on an exceptional meet.

MAFFI "People Mover"

by Marsha Quesnel, MAFFI Trustee



The Model A Museum on The Gilmore grounds has a new resident. It is a 1930 AA stake bed truck. The Museum now has a beautifully restored AA truck which has been fitted with an entry stairway and bench seats for visitor rides.



After discussions with trustees and Gilmore, it was agreed that the AA stake bed truck was ideal for offering visitor rides and provided another way for visitors to have fun and learn about the museum's cars and trucks.



Finding a way to safely enter the truck and to provide seating took some work, but, the truck is now finished and ready to give happy visitors a ride in this unique truck.

Signs were developed which will help promote both the hobby and the museums.

Thanks to all who made this project happen in time for Model A Day.

The truck is on loan to The Gilmore so that rides can be given year-round.

Getting involved in YOUR Museum

by Anne Neely-Beck

This will be my last Model A Day as a Trustee and I can tell you the last six years being involved with the Museum have been wonderful. Diving from the Museum to our house is a 900-mile round trip and we have done it many times, even in the winter! This Georgia girl doesn't do winter!

Get involved in your Museum as this was built for Model A lovers by Model A lovers. There are many things you can do to promote the Museum such as be a Trustee, talk about the Museum to all your Model A friends, get involved by working at the Museum on Model A Day or, if you live nearby, work on a team work day.

I will miss being a trustee, I have made so many new friends and learn a lot about the Model A. I will still be involved in Model A as I am vice president of the Model A Youth Scholarship Fund and our youth is the future of the Model A.

Get involved in MAFFI remember it is YOUR Museum.

MAFFI DVD Program—If you need something to fill in at your next meeting or event, email Janice Barker at jlb72334@aol.com for a list of fantastic DVD's available for loan for any MAFFI Member.

A complete list is available at the MAFFI website, along with the length of each one and we have around 40 to choose from. If the website isn't available to you, just email Janice or send a note through the mail with your request. We pay to send it to you, when you're finished with it, you send it back to Janice. Simple, it's a great way to fill in time at a meeting and a great learning tool for most topics on the Model A.

Executive Director's Report—September 2018

by John D. Marshall

In April, I sent out renewal notices to 584 members whose memberships were about to expire in May. To date, 156 members whose memberships expired in May 2018 and 89 whose memberships expired in May of 2017 have still have not responded.

Please check the date on your MAFFI membership card. If you haven't renewed yet, please do so now. The precious funds used to send out repeated renewal notices could be better used to operate *your* Museum. Also, if you have recently moved, had a change of address, or have a question regarding your membership status, please email me at ExecutiveDirector@maffi.org or send me your new information. That will ensure you get the "A Preserver" and any correspondence in a timely manner.

Model A Day is fast approaching, and we have some great new items on display at the Museum, you won't be disappointed. This may be the best Model A Day ever! Stop by and say Hi, I look forward to meeting you in person.

Support the MODEL "A" MUSEUM with a lifelong tribute

BRICK ORDER FORM - \$150/BRICK

3 line message-20 Characters/line including spaces & punctuation- 17 Characters for CAPITAL LETTERS

(Each line will be centered.)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20

Purchaser's Name: _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Mail form and check, payable to MAFFI, at P O Box 28, Peotone, IL, 60468-0028

NEW MEMBERS

(from 16 April 2018 to 20 July 2018)

The following new members recently joined the Foundation. We welcome them to the important work of preserving the Model A and its era for future generations.

Lifetime

Tim & Cheri DeBruiker, Bloomington, IN
Barry Allen, Manchester, MI
Jim Brierley, Temecula, CA
Thomas & Jeannine Foster, San Antonio, TX
Lewis Palmer, Claypool, IN
Randy Czubko, Rockford, MI
Viola C. Westler, Redding, CA
Cindy Edstrom, Kalispell, MT
William E Edstrom Jr., Milwaukee, WI
Arthur V. Edstrom, Austin, TX
Eric K. Edstrom, Burlington, WI
Harvey & Laura Hack, Arnold, MD
Ken & Belinda Dust, Downers Grove, IL

3 YEAR MEMBERSHIP

David & Joan Whitmire, Narvon, PA
Mike Liebert, Tucson, AZ

FAMILY

Olan Smith, Blue Grass, IA
Ted & Michelle Southworth, Chetek, WI
David Conrad, Holcombe, WI
Randy & Karen Noeldner, Eau Claire, WI
Daniel Adcock, Champaign, IL
Francis Gormley, Salfordville, PA
Jeff & Patty Larson, New Auburn, WI
Richard Tucker, Diberville, MS
Ken & Margo Bolton, Fall Creek, WI
Jim Accola, Trempealeau, WI
Daniel Strehlau, Sr., Elk Mound, WI
Dan Fortin, White Plains, NY
Terry Schumacher, Wilson, WI
Vernon Bogart, Forksville, PA
Val & Valarie Peistrup, St. Louis, MO
Edward Stuffle, Crawfordsville, IN
Edward & Emica Syrocki, Sterling Heights, MI

Memorial Donations (Bricks)

(from 16 April 2018 to 20 July 2018)

Poco Quatros MAFCA |
in memory of Francis (Frank) Corey
MARC of Ohio & Michigan
in memory of Lloyd Young
New Hampshire Lakes Region
in memory of Bruce A. Reynolds

Conejo Valley A's
in memory of Art Landry
Eric A. Madsen
in memory of Mark B. Ham
Leslie K. Morgan
in memory of Stanley A. Kachel

Memorial Donations (Monetary)

(from 16 April 2018 to 20 July 2018)

Roger & Jackie Van Houten
in memory of Doc Blanchette
Fort Worth Model A Ford Club
in memory of Hubert Chase
Fort Worth Model A Ford Club
in memory of Lynne Kuban
Evergreen Chapter, MAFCA
in memory of Bonnie Wilson
Galopin' " Gerties Model A Club
in memory of Bob Barton
Stephen & Judy Hamilton
in memory of Bonnie Wilson



*Keep raising the temperature,
Assure the Museum's Posterity*

2018 Model A Day September 14-15, 2018

Plan to attend this year's Model A Day VIII festivities at the Model A Ford Museum on the campus of the Gilmore Car Museum. The MAFFI 2018 Model A Day VIII committee, headed by MAFFI Vice-President Louis Ironside, is busy planning this year's festivities.

These attractions will include new Model A exhibits (both inside and outside the Museum), educational seminars, the Hall of Fame inductions, the ever-expanding swap meet and, of course, the opportunity to create new and renew old Model A friendships.

Model A Days Hotel Accommodations

FOUR POINTS SHERATON:

For those checking in on Wednesday there will be a "Best Brews and BBQ" in the restaurant that is free for registered guests.

Each guest will receive three tickets for free wine or beer and the food is heavy finger food. There will be live entertainment. TIME RESTRICTION 5 - 6:30 P.M.

BREAKFAST: A 20% discount coupon will be in each room packet to be used for either off the menu or buffet. Coffee can be carried in from the lobby or the charge in the dining room is \$2.50. They are not offended if coffee is carried in.



LOBBY COFFEE 6 A.M. to 10 A.M.



HOLIDAY INN EXPRESS:

I have arranged with the GM to block 10 rooms for Thursday, 20 rooms for Friday and 20 rooms for Saturday at the rate of \$110 per night.

The Holiday Inn and the Four Points are owned by the same person/corporate structure.

The blocks are held until August 13th. The direct booking link for Model A Day is;

www.starwoodmeeting.com/book/modelaford2018

If you have any questions, give me a call.

Suzan O'Neale

Email: oneale31@gmail.com

Your A Preserver can be emailed

Advantages are that you will get your *A Preserver* issue sooner than mailed and in color. This also allows MAFFI to save on printing and mailing costs which helps to keep expenses down. If you would like to have your issues emailed, send an email to editor@maffi.org.

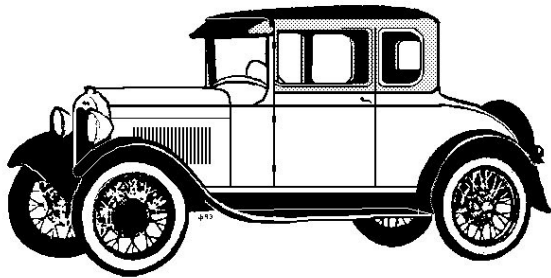
Attention Members

You can now renew your MAFFI membership using Paypal on the website. This is another way that you can save MAFFI the expense of sending renewals notices.

The "A" Preserver

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Preserving The Model A Era for Future Generations

MAFFI SALE MERCHANDISE

Museum Window Decal	\$ 2.00	Bumper Decal (My other Car is)	\$ 3.00
Iron-on Museum Cloth Patch	\$ 4.00	Museum Clutch Pin	\$ 7.00

Order postpaid from MAFFI, P O Box 28, Peotone, IL. 60468-0028

MAFFI Programs for your Club—Loaned free to all member clubs

Contact Janice Barker—Email your requests to Janice at: jlb72443@aol.com

- | | |
|--|--|
| GAZ: The Russian Model A (21 minutes) | Henry Ford (90 minutes) |
| Alternative Uses of the Model A (17 minutes) | Music of the Model A Era (40 minutes) |
| The Model A Story—1928 (33 minutes) | Highway Hangouts & Diners (90 minutes) |
| MAFFI Model A School Bus Program (14 minutes) | Model A Locks and Keys by Cal Allen (90 minutes) |
| Twenty Millionth, The Milestone Model A (42 minutes) | Forty Horses (30 minutes) |
| MAFFI Model A Magazine Ads Program (20 minutes) | Hammer Welding (60 minutes) |
| Seat Belts for your Model A by Stan Johnson (slideshow) | Timing the Ignition (10 minutes) |
| The NEW FORD (23 minutes) | How a Mustang Was Made (33 minutes) |
| The Henry Ford Museum (slideshow) | Reproduction of Era Fashions (40 minutes) |
| LeBaron Bonney, your car will be happier (28 minutes) | |
| Howard Henderson's Model A Powered Pietenpol Air Camper (10 minutes) | |
| Buckeye Bank Robbery by Dayton-Buckeye Model A Club (45 minutes) | |
| Around the World in Model "A" Fords (74 minutes) | |

Diablo A's Technical Seminar Videos

See MAFFI.org for the complete list of 43 DVD's for use by MAFFI members.