

November 2019 A Frame
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Newsletter: Mickey King

Coming Events:

Monthly November Meeting is held on the **3rd** Wednesday of the month at Randazzo's Family Restaurant, 4462 Wabash Street at 6:30 pm for dinner (meeting begins about 7:15 pm).

October Garage Tour with Model As has been postponed until 2020.

November 10: Destrehan Craft Fair. We will go on Sunday in a Caravan leaving from Rivertown parking lot.

December 7: Christmas party at Ormond Plantation. Meet at 0930 and park cars in the space at the back of the parking lot by the tea room.

December 14: Harahan Christmas Parade. Meet about 1100 and wait for parade to start.

N.B.: Remember to check online at www.nolamodelas.com for the latest information on events. Thanks to John Troendle!

Touch A Truck

Here are some photos of Model A cars and trucks and limos at St. Francis Xavier for the “Touch A Truck” day Sunday, November 3rd. John Troendle brought his speedster; Angelo & Harry Ricca had the huckster; Bob Sappington his coupe; Bill Pfaff his AA Tow Truck; Ray, Tony & Caroline in the limo and Paulo & Paulo III had their Phaeton. A good showing of trucks and cars!



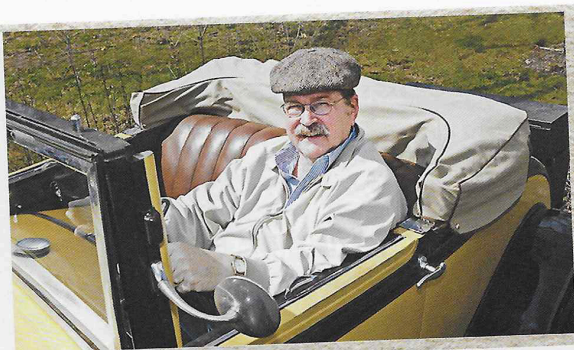
Destrehan Plantation Festival

November 10 the New Orleans As returned to the plantation with five cars. Carl & Dianne Hunter, Angelo Ricca, Ken Falanga, Geoffrey Goodbee, Brad Persons with Terry, Monique & Warren Gardner and Tom Carmichael. Below are our cars. It was a great day to be outside and enjoy the arts & crafts and food.

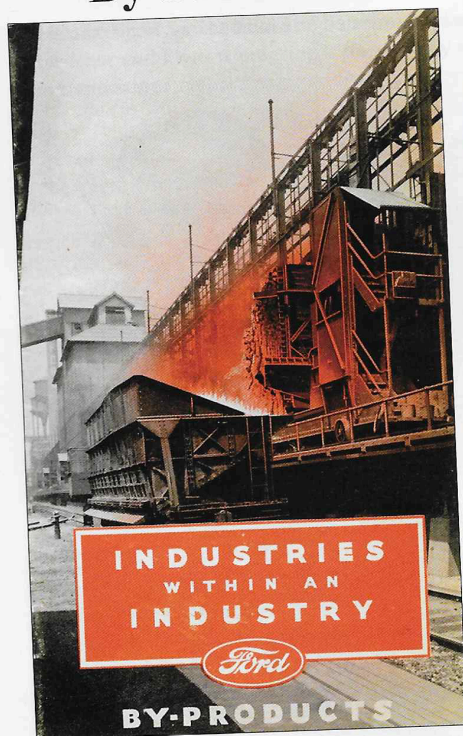


ADVERTISING THE MODEL A FORD

by Jim Thomas, Cincinnati, Ohio



Model A Production By-Products



Ford By-Products Brochure

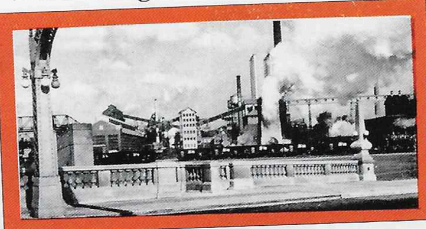
When we think of Ford in the 1920s and 1930s we automatically think of the Model A automobile. However, during the Model A era the Ford Motor Company produced and sold much more than simply cars and trucks. Many by-products were produced in the manufacturing of automobiles and these by-products were processed and converted into useful commodities and marketed to both the automobile and industrial customers of Ford.

Much like their sales brochures produced to promote the Model A automobile, Ford also produced a brochure designed to educate the public and promote the sales of these by-products. This brochure, entitled "Industries within an Industry," reviewed the many different materials produced as by-products in the manufacturing of Ford automobiles.

The principle activities surrounding these

recycling and processing efforts (called "waste conversion" by Ford) were centered at the operations in the Ford Rouge Plant in Dearborn, Michigan and the Ford Wood Chemicals Plant in Iron Mountain, Michigan.

Ford Rouge Plant By-Products



Ford Rouge Plant in Dearborn

The operations at the Ford Rouge Plant converted over 4,400 tons of coal each day from the Ford mines into gases, liquids and solids used in the Ford manufacturing process.

Ford needed large quantities of coke for use in their blast furnaces and foundries and this Ford facility produced coke at a rate of 3,500 tons a day. That not needed within the Ford production areas was distributed through sales channels to coke dealers and foundries in Detroit and the surrounding area. To produce coke, coal was pulverized and fed into a battery of 240 ovens and heated for approximately 20 hours at 2,000 degrees Fahrenheit. This coking process drives off the volatile matter in the coal in the form of a gas and leaves a carbonaceous substance known as coke.

A wide variety of different products were obtained from the gases produced as a by-products in the coking process -- including coal tar, refined light oil, naphthalene, Portland Cement and ammonium sulphate.

Coal Tar. Ford burned most of the coal tar by-product as a fuel in their open-hearth furnaces.

Refined Light Oil. Once refined, this oil was a water-white solvent used by Ford to make Motor Benzol, a very volatile motor fuel in demand by vendors of motor fuels in the Detroit area.

Naphthalene. Produced in a crude brown crystal state, this by-product was sold for the manufacturer of moth balls and various other products.

Portland Cement. Waste slag from the Ford blast furnaces was processed, mixed with limestone and gypsum then pulverized and

bagged. Ford could produce 2,600 barrels of high-grade Portland Cement daily.

Ammonium Sulphate. Ammonium sulphate, a crystalized material resembling salt, was produced from the nitrogenous plant food in coal deposits and was, primarily, used to make fertilizer for alkaline soils. Containing a high source of soluble nitrogen, it provided increased plant growth in lawns, gardens and farm products. This fertilizer product was packaged in 10- and 100-pound bags and was available for sale at authorized Ford automobile dealers.

In addition to Ford's use of ammonium sulphate to produce their Ford branded fertilizer product, it was also sold to other manufacturers and, in turn, found use as a food additive, an acidity regulator in flours and bread and in producing flame retardants, insecticides, herbicides and fungicides.

Ford Ammonium Sulphate Fertilizer

Ford produced several promotional folders and brochures for their Ammonium Sulfate fertilizer product. These small brochures stressed "That Ford Ammonium Sulphate contains an extremely high percentage of soluble nitrogen that promotes growth of plant life and increases to productivity of the soil."



Ford Fertilizer Folders and Brochures

As shown in a folder from the Hogg Motor Co., a Ford dealer in Atglen, Pennsylvania, these advertising efforts reminded customers that Ford Ammonium Sulfate fertilizer as sold in 10-pound bags at Ford dealers. Therefore, a Model A owner bringing his car in for service could conveniently pick up a couple bags of

fertilizer for his lawn or garden before leaving his Ford dealer.



Ford Fertilizer Brochure from Ford Dealer

Ford Iron Mountain By-Products



Ford Iron Mountain Plant

Ford's unique Wood Distillation Plant, located at Iron Mountain in the hardwood forest district of Northern Michigan, was promoted as one of the finest equipped chemical plants in the world. Here, Ford accumulated thousands of tons of waste lumber – consisting of short cuttings, scraps, branches, stumps and sawdust – each year. A specialized plant was built solely for the purpose of converting these waste wood products into charcoal and a variety of industrial chemicals. These natural by-products of the Ford lumbering operations included:

Hardwood Pitch. This dense, solid by-product was sold to other companies and was used extensively by rubber manufacturers as a softener.

Wood Creosote Oil. This by-product was used as a wood preserver – being especially suited for use with a brush in treating all kinds of wood.

Allyl Alcohol. This dark, pungent and exceedingly toxic liquid was sold to manufacturers of synthetic mustard oil and laboratories preparing organic chemicals.

Ethyl Acetate. This chemical was used in the Ford plant in the manufacturer of artificial leather, lacquers and other nitrocellulose products. Surpluses were sold to other manufacturers producing these products.

Methyl Alcohol. Commonly known as wood alcohol, this chemical was used in manufacturing formaldehyde, lacquers, photographic film and as anti-freeze for automobile radiators. (Ford did produce and sell its own brand of anti-freeze.)

Methyl Acetone/Acetate. These chemicals were powerful solvents and sold to other manufacturers. They were used as the main ingredient in paint and varnish remover products.

Granulated Charcoal. Some of the charcoal production from waste lumber was screened to specific particle sizes to go into the manufacturing of carbonizing compounds and chicken feed.

Charcoal Briquettes. Most of the charcoal produced was concentrated under tremendous pressure and formed into small pillow-shaped briquettes. These Ford charcoal briquettes were initially used by railroads in dining car broilers, by foundries, tinsmiths, sheet metal workers, meat packing plants, and in a wide variety of other industries.

Ford Charcoal Briquets

The Ford Motor Company's involvement in the invention, production and marketing of charcoal briquettes is an interesting story.

right - Ford Charcoal Briquets

In 1919, Ford sold more than one million Model T's and each car produced required about 100 board feet of timber in the manufacturing process. Because of the high amount of wood needed, Henry Ford decided that, instead of having to buy this lumber from others, he needed to produce his own supply. To do this he enlisted the help of Edward G. Kingsford -- a Ford dealer in Iron Mountain,

Michigan -- to find his own lumber supply. Kingsford assisted Ford in buying 313,000 acres of land located in the hardwood forest district of Northern Michigan. Ford then proceeded to construct a large sawmill there – and built a town next to it, called Kingsford, as a place for the sawmill workers to live.

While the new Ford lumber operations efficiently provided all the wood needed for the Model T (and later, the Model A), Ford soon found he had a related problem. The mill was producing a very large volume of wasted cut lumber as well as many tons of stumps, branches and sawdust. As a solution, Ford enlisted the help of a chemist named Orin Stafford, who had developed a process to convert wood waste into charcoal. He then mixed the charcoal with tar and bound it into small bricks under pressure using starch and water. He called the new product “charcoal briquettes.”

After Ford negotiated a deal with Stafford to use his process, he constructed a charcoal briquette factory next to the Ford sawmill. Henry Ford's friend, Thomas Edison, designed the briquette factory and Ford hired Kingsford to run it. Henry named this new business “Ford Charcoal” and changed the name of the



small charcoal bricks produced to “briquets.” Initially, the Ford charcoal product was sold to meat and fish smokehouses, but the supply greatly exceeded the demand. Later, the charcoal briquettes were sold directly from Ford automobile dealerships.

By the mid-1930s, Ford dealers also sold small, portable grills containing a package of their charcoal briquets. These “Picnic Kits” capitalized on the link between motoring and outdoor adventure and Henry Ford's own publicized outdoor activities and camping trips. (Examples of these early Ford Charcoal Grill Picnic Kits can be seen at the Model A Ford Museum in Hickory Corners, Michigan.)



Ford Charcoal Grill and Picnic Kit Box



Ford Charcoal Briquets for Grill

After World War II, the world of suburban backyard cook-outs and grilling began to quickly expand, as did the need for charcoal briquettes. A group of investors bought Ford Charcoal in 1951 and changed the name of the company to

Kingsford Products Company, in honor of Edward G. Kingsford. In 1973 the Kingsford brand was acquired by the Clorox Company – and it remains today as the leading brand of charcoal briquettes in the United States. Kingsford converts over one million tons of wood waste into briquettes each year.

Ford Charcoal Today

So the next time you plop a hamburger onto the backyard grill, you may want to pause and give Henry Ford a nod!

Editor's Note: This Advertising the Model A Ford article is the 58th in a series of articles by Jim Thomas, a contributing editor to the Model A News. In future articles, Jim will review additional efforts to promote the Model A Ford. Jim, who has authored and published a Model A Book, Advertising the Model A Ford (www.autotiques.com) can be reached at autotiques@aol.com.

