

# THE TORONTO DAILY STAR

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Henry Ford Permits All the World to See His "Model A", Successor to the "Model T"

## NEW FORD CONFIRMS STAR'S WORLD-SCOOP

**Appearance of Car Marks Conclusion of Long-Drawn-Out Seasons of Curiosity on the Part of Mr. General Public - Star's Account Envied**

"NERVY" PAPER OFFERED ARTICLE BACK

At last the new Ford makes its debut.

To-day's official showing marks the denouncement of one of the most sensational advertising "stunts", using curiosity and suspense as its major weapons, ever staged by an industrial concern.

From the time it was first announced that Henry Ford would meet increasing competition with an entirely new car of an entirely new type, the automobile world has been agog with inquisitiveness, which was only intensified by the thick veil of secrecy drawn over all developments by the astute Henry.

Now and again fragments of information crept out, or appeared to creep out. Sometimes the Ford officials broke silence to deny that they were authentic. More often the "information" was

so obviously speculation that no comment was made.

Pictures emerged also. The public received them skeptically. The new Ford was a mystery car.

Then, with excitement at a fever height, The Toronto Daily Star and The Star Weekly had the honor of presenting to the public full specifications and accurate drawings of the new Ford models. That was on November 19, twelve days before the appearance of this information in the other papers, and thirteen days before the actual showing of the new models.

The article which disclosed this information, for the benefit of Toronto Star readers throughout Canada and in the United States, was the cause of much envious and covetous examination on

the part of other publishers over North America.

One enterprising paper in New York actually had the nerve to offer The Star part of its own article.

The Star had "scooped the world."

The authenticity as well as the exclusiveness of The Star's news is confirmed by the official specifications published yesterday.

Speaking of his new creation, Henry Ford says:  
"1927 is not 1908. It is not 1915. It is not even 1926.

"We realize that conditions have so greatly changed in the last few years that