

Allen H. Matz, a "Reliable" Ford Dealer

Reliable is the one word Allen H. Matz, Inc. would like people to think of when they think of his dealership. "We only sell reliable equipment that we can offer parts and service for," states Allen H. Matz, owner of the New Holland Ford dealership. And reliable is exactly what they have been since 1944, making them

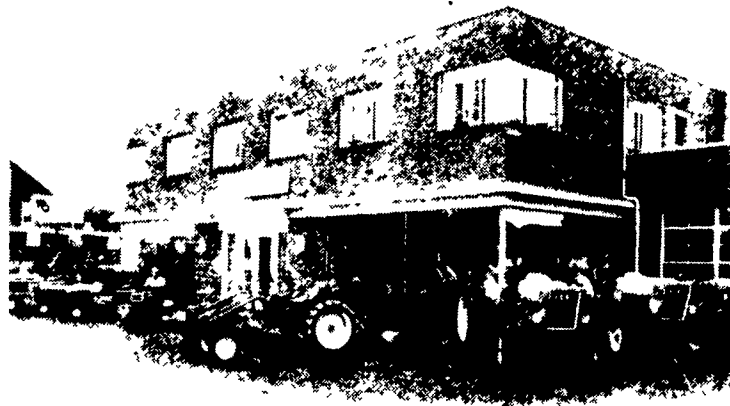
one of the oldest individual dealers in Lancaster County. Mr. Matz started out at the 505 E. Main Street location as a salesman for Snavely Farm Service but in 1944 he bought the operation from them.

About 40 percent of the business is farm oriented with the remainder going to lawn and

garden sales.

Hesian Chow has been Matz' mechanic for the last 13 years while parts have been run by Richard Seiverling for seven years. Ford has been part of the Matz business for 35 years.

"We are a service oriented agency," he concludes, "and I personally monitor the whole operation."



Allen H. Matz parks a garden tractor in front of his dealership at 505 E. Main St., New Holland, Pa. He's been a Ford dealer for 35 years at the same location.

Henry Ford Planned for Tractor Before Automobile

A little known fact is that Henry Ford began planning for the tractor long before the automobile, according to his autobiography, "My Life and Work," published in 1922.

His Model T was pouring off the assembly lines by the hundreds of thousands, however, before he built in 1917 the world's first mass-produced tractors and called them Fordsons.

Influenced by his boyhood experiences on his father's farm, he began working as early as the 1880's on a vehicle that might pull a plow.

"I have walked many a weary mile behind a plow and I know all the drudgery of it," he said. "What a waste it is for a human being to spend hours and days behind a

slowly moving team of horses."

He was fascinated by the heavy, lumbering steam vehicles that already had been built and tried to improve them for "farm locomotives." His first experimental model, built largely from the remains of a mowing machine, reportedly ran only 40 feet. He built other, more successful models but soon abandoned them.

"I knew there was no difficulty in designing a big steam tractor for use on a large farm," he said. "But the manufacturing of a big tractor which only a few wealthy farmers could buy did not seem to me worthwhile."

His studies then turned to the internal-combustion engine — which wasn't weighted down by an

unwieldy boiler or water tank, and which got its power directly from the explosions of its vaporized fuel.

It was then, too, that he concluded the farmer "would be more interested in something that would travel on the road than in something that would do work on the farm."

From that point on, he "practically dropped work upon a tractor until the automobile was in production."

"With the automobile on the farms, the tractor became a necessity," he said. "For then the farmers had been introduced to power."

By early 1917, he had turned out more than 50 experimental tractors. Even then, he would not have begun tractor production until

much later but for the influence of World War I U-boats and airplanes.

Allied shipping headed for Great Britain was being sunk at the rate of half a million tons a month. To survive, Britain had to increase its own food productivity. Farm mechanization appeared to be the only hope.

Of several experiments conducted with tractors by the British Royal Agricultural Society, two Ford models were hailed as "a lightning flash from the clear sky of tractor engineering."

The first Ford tractor for Britain

rolled off an assembly line at a small plant at Michigan Avenue and Brady Street in Dearborn, Mich. Mr. Ford called it a "Fordson," a condensed form of the firm name, "Henry Ford & Son."

The Fordson proved durable and reliable as well as economical. More importantly, it helped speed up British food production to such an extent that one British spokesman stated that without it, "the food crisis would in all probability not have been surmounted."

Henry Ford then turned to the American market in 1918 with his new concept in light-weight, low-cost design. Within three months, he was avalanched with 13,000 orders. He sold the early Fordson for \$795 and was able to cut the price to a low of \$395 a unit by 1922. With the economies of mass production placing the tractor within the reach of the average farmer, Fordson sales soared.

That was the beginning of an organization that now ranks as one of the world's largest tractor producers. Today, the descendants of the Fordson bear the name "Ford" and are marketed throughout the free world for the same purpose that Henry Ford foresaw as a boy.

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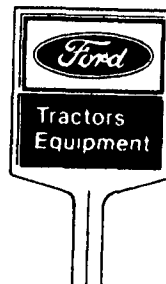
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