



# The World of the Model T Conference

July 17-July 19

The World of the Model T Conference will open on **Thursday, July 17**, with an evening reception and tours of the home, powerhouse and gardens at **Fair Lane, Henry Ford Estate**.

**Friday, July 18**, will be spent in Detroit and surrounding areas. The morning at the **Piquette Avenue Plant**, where the Model T was developed and launched, will include a keynote address, a session of papers, tours of the facility and lunch. The afternoon bus tour will take participants to the Fords' **Edison Avenue house**, the **Highland Park Plant**, the **Edsel and Eleanor Ford Home** in Grosse Pointe Shores and a drive through Ford's **River Rouge Complex**.

**Saturday, July 19**, will be spent at **The Henry Ford**, in Dearborn. The day will include four sessions of papers, a lunch with a ragtime piano performance, behind-the-scenes tours and a concluding banquet and keynote address in the Pavilion in *Greenfield Village*.

## Travel and Housing

Dearborn is about fifteen minutes from Detroit Metro Airport, a major airport and a Northwest Airlines hub. Two Dearborn hotels are offering rooms for conference participants with reduced rates. The Dearborn Inn, which was built by Henry Ford and is one of the first airport hotels, is an easy walk to **The Henry Ford**. The Best Western Greenfield Inn, known locally as the "Pink Palace," is about 2 miles away.

Dearborn Inn

Rate: \$119 per night

Must book by July 1, 2008

800-228-9290

<http://marriott.com/dtwdi?groupCode=mtcmtca&app=resvlink>

Best Western Greenfield Inn

Rate: \$75 per night

Must book by July 3, 2008

800-342-5802

For either hotel, please specify the group name "Model T Conference" when making your room reservation.

The World of the Model T Conference is sponsored by **The Henry Ford**, Model T Automotive Heritage Complex (T-Plex), the Society of Automotive Historians and *Technology & Culture*.



**Full registration**  
\$225. Due by July 3

**Early bird registration**  
\$195. Deadline for Early  
Bird fee is June 16

**One-day registration  
(Saturday only)**  
\$125. Due by July 3

Full registration fee includes two days of speakers, panels, bus tour, behind-the-scenes tours, the opening reception, breakfast, two lunches, the concluding banquet and admission to *Henry Ford Museum*® and *Greenfield Village*®.

*On-site registration will not be available.*

## SPEAKERS AND SCHEDULE

### JULY 17 – THURSDAY 5-7PM

Opening reception at Henry Ford Estate, a National Historic Landmark, on the campus of the University of Michigan Dearborn. The Fords built **Fair Lane** and moved to it in 1916. Hors d'oeuvres, beer, wine, soft drinks; tours of the house, the powerhouse and the grounds will be available.

### JULY 18 – FRIDAY

#### A Day in Henry Ford's Detroit

Morning session at the **Piquette Avenue Plant, the Model T Automotive Heritage Complex, Inc. (T-Plex)**, a National Historic Landmark. The Piquette Avenue Plant is where the Model T was designed and the first Model T's were built before the completion of the Highland Park Plant. Afternoon bus tour to key Ford sites of the Model T era.

#### Schedule

8am – 8:30am	Buses drive delegates from the Dearborn Inn and Greenfield Inn in Dearborn to the Piquette Avenue Plant in Detroit.
8:30am – 8:45am	Arrive at T-Plex; welcome and introductions.
8:45am – 9:45am	Opening keynote address: <b>John Staudenmaier, sj</b> , professor of history, University of Detroit Mercy, "Where's Henry?—Uncovering Henry Ford's Home and Work Places."
9:45am – 10:15am	Coffee break
10:15am – 11:45am	"Early Days" session
11:45am – 12:45pm	Introduction to Piquette and the T-Plex organization and tours of the site.
12:45pm – 1:30pm	Box lunch
1:45pm – 6pm	Afternoon bus tour – Henry Ford Heritage Association members, tour leaders.

#### Tour itinerary

Visit the former home of **Henry and Clara Ford on Edison Avenue, Detroit**. Built by the Fords, who lived there from 1908 until they built Fair Lane.

A brief stop at Ford's **Highland Park Plant**, where Ford introduced the moving assembly line and where the great majority of Model T's were built.

Visit the **Edsel and Eleanor Ford Home**, a gracious English-style home on beautiful grounds overlooking Lake St. Clair in Grosse Pointe Shores

Drive through Ford's vast **River Rouge Complex** and return to hotels. Dinner on your own.

### JULY 19 – SATURDAY

#### A Day at The Henry Ford

Morning and afternoon sessions; behind-the-scenes tours of the Model T Garage and the *Benson Ford Research Center*; *Henry Ford Museum* exhibits and the *Greenfield Village* special weekend Ragtime Street Fair. Enjoy musical performances, dance demonstrations and workshops and a Dixieland-style parade to end the day's festivities at 9pm.

#### Schedule

7:45am – 8:30am	Continental breakfast
8:30am – 10am	1st morning session
10am – 10:30am	Coffee break
10:30am – 12pm	2nd morning session
12pm – 1pm	Lunch in Lovett Hall ballroom <b>"Perfessor" Bill Edwards</b> , ragtime piano virtuoso, will perform tunes about the Model T and the early days of the automobile.
1pm – 2:30pm	1st afternoon session
2:30pm – 3pm	Afternoon break
3pm – 4:30pm	2nd afternoon session
4:30pm – 6:15pm	Free time and behind-the-scenes tours
6:15pm – 9pm	Reception, dinner and evening program in the Pavilion in <i>Greenfield Village</i>
6:15pm – 7pm	Reception with cash bar
7pm – 8pm	Dinner
8pm – 9pm	<b>Bob Casey</b> , curator of transportation at <b>The Henry Ford</b> and author of a new history of the Model T will speak on "A Wonderful Set of Brains: Norval Hawkins, Henry Ford's Sales Manager."



# THE WORLD OF THE MODEL T CONFERENCE PANELS

## FRIDAY, JULY 18, AT PIQUETTE

### Keynote Address

**John Staudenmaier, sj**

UNIVERSITY OF DETROIT MERCY

“Where’s Henry? –Uncovering Henry Ford’s Home and Work Places”

### “Early Days”

**Richard K. Anderson, Jr.**

CULTURAL RESOURCE DOCUMENTATION SERVICES

“Industrial Archeology of the Model T Design Room”

**Yvette J. Lazdowski**

PLYMOUTH STATE UNIVERSITY

“The Young Ford Motor Company and the Legend of the Low Checkbook Balance”

**Geoffrey N. Stein**

NEW YORK STATE MUSEUM

“Ought to be a Dozen T Coupes in Albany–Christian F. Weeber’s Experience as a Ford agent in the Early Model T Era”

## SATURDAY, JULY 19, AT THE HENRY FORD

### “A Job at Ford’s” 1st morning session

**Mark Coir**

CRANBROOK ARCHIVES AND CULTURAL PROPERTIES

“The Gospel of Work: Henry Ford, Samuel Marquis, and the Five Dollar Day”

**Paul Nieuwenhuis and Peter Wells**

CARDIFF UNIVERSITY

“Henry Ford — True Father of Mass Production?”

**Christian Sandig**

FRIEDRICH-ALEXANDER-UNIVERSITY, ERLANGEN-NUREMBERG

“The Legacy of the Piquette Avenue Plant and the Model T for Automobile Production”

### “Fordism” 2nd morning session

**Jace A. Baker and Pat McInturff**

CALIFORNIA STATE UNIVERSITY, SAN BERNARDINO

“Henry Ford and the Model T: Lessons and Legacies”

**Don LaCombe**

THE HENRY FORD

“Whatever Happened to Fordism?”

**Nina Weimann-Sandig**

FRIEDRICH-ALEXANDER-UNIVERSITY, ERLANGEN-NUREMBERG

“How Fordism Shaped the Intellectual and Political Discussion on Modernity During the German Weimar Republic”

### “Public Image” 1st afternoon session

**Stefan Bauernschmidt**

FRIEDRICH-ALEXANDER-UNIVERSITY, ERLANGEN-NUREMBERG

“Opening the Highways to All Mankind”: Advertising the Model T

**David Lewis**

UNIVERSITY OF MICHIGAN

“The Model T: A Twenty-first Century Perspective”

**Gert Schmidt**

FRIEDRICH-ALEXANDER-UNIVERSITY, ERLANGEN-NUREMBERG

“The Vision of a Reasonable Automobile and the Fiction of a Reasonable Automobilmism - The Model T: A Case Study”

### “Manufacturing and Place” 2nd afternoon session

**Thomas A. Adamich**

LIBRARIAN AND VEHICLE HISTORIAN - VISITING

LIBRARIAN SERVICE

“ ‘Putting Rubber to the Road’: The Impact of the Model T on the Economic and Sociological Development of Two Neighborhoods and Two Industries”

**Greg Johnson**

UNIVERSITY OF TOLEDO

“How the Model T Shaped the Rise and Fall of Willys Overland”

**Daniel Hershberger**

ROADSIDE HISTORIAN

“Canvas Homes and Gasoline Stoves – Motor Camping with the Model T”

### Poster sessions during the pre-dinner reception

**Mark Thomas**

ANTIQUÉ AUTOMOBILE COLLECTOR

“A Life with and a Life of a Model T Camp Trailer”

**Peter Winnewisser**

OLD CARS WEEKLY COLUMNIST

“Ford Funnies: Humor and the Model T Ford”

### Saturday Dinner

**Bob Casey**

THE HENRY FORD

“A Wonderful Set of Brains: Norval Hawkins, Henry Ford’s Sales Manager”



# THE WORLD OF THE MODEL T CONFERENCE REGISTRATION

Name/Organization

Address

City

State

ZIP

Telephone Number

email

## Full conference \$195

**Early Bird Registration** due June 16, 2008

## Full conference \$225

**Registration** due July 3, 2008

## One-day registration \$125

(Saturday only)

**Registration** due July 3, 2008

PLEASE NOTE: ON-SITE REGISTRATION WILL NOT BE AVAILABLE

**Total fee enclosed or to be charged:** \$ \_\_\_\_\_

Yes, I will attend the opening reception at Fair Lane on Thursday, July 17, 2008.

## Form of Payment

**VISA**

**MasterCard**

**American Express**

**Discover**

**Check** (made out to The Henry Ford)

Card number

Expiration date

Signature

Fax to: 313.982.6225

Mail to: The Henry Ford  
Call Center  
20900 Oakwood Blvd.  
Dearborn, MI 48124-5029

