

HENRY FORD TESTING HIS FIRST NEW CAR

Hidden by High Fence at Fordson Plant, He Puts No. 1 Through Paces.

NO INTIMATION OF PRICE

Understanding Is That Demonstrator Cars Will Reach Dealers in Week or Two.

Special to The New York Times.

DETROIT, Mich., Nov. 1.—One new Ford model, a two-door sedan, has been run off the assembly line at the Fordson plant.

This event took place several days ago and was witnessed by a select few, including the Fords and prominent plant executives. The assembly chain is 350 feet long, and every inch of it means something from the assemblers' viewpoint, on which the billion-dollar organization stakes its future progress and prosperity.

The scene was set in the semi-privacy of the final assembly building, the doors of which were carefully guarded against the entrance of all except those having direct duties relating to the new car.

It is understood, although not officially admitted, that demonstrator cars now are being turned out in the Fordson factory and that these will be sent out to dealers in the larger cities of the country within the next week or two.

It will be weeks, however, before enough cars can be produced to permit dealers actually to deliver cars to purchasers. No. 1 of the new Ford line will be preserved in the Ford Transportation Museum at Dearborn, with the 15,000,000th Ford Model T.

For the present the first new model is being used by Mr. Ford personally for tests and inspection, and kept from view as much as possible behind the high fences surrounding the works.

Production, it is said, will be confined to the two-door sedan until such time as the flow of parts makes possible a greater production. The line is so constructed and operated that between 8,000 and 10,000 cars can be run off in twenty-four hours when capacity production becomes necessary.

No intimation has as yet come forth as to the probable price of the new car. In appearance and mechanical appointments the car is said by those who have seen experimental models, including a comparatively few dealers, to have an excellent selling appeal, and with this assured the only factor remaining to indicate whether it will enjoy the world-wide popularity of Model T seems to be price.

Henry Ford has stated that the car will be marketed at the lowest possible price consistent with good business and will be the best low-priced car he knows how to make. It is expected the price will be slightly in advance of that of the various Model T styles.