

Ford Sales Bulletin

Issued every Saturday by Sales Department of the Ford Motor Company, Detroit
In the Interests of the Selling Force of Ford

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Two Costs: Purchase and Service

THERE must always be standards of time, distance, weights and measures. Mechanics have the foot-pound and horse-power. Electricians have the volt, ampere, kilowatt-hour.

Banking has percentage, discounts and exchange.

Motoring has the Ford-mile, meaning the cost of operating a motor car over any kind of a road a given distance.

Every prospective purchaser of an automobile faces two costs: The cost of purchase and the cost of service.

The value of economy dictates that every dollar has a maximum value. It is the highest value of service.

The Ford charges for what is in it—and what it will do—and not for its name, although that stands for as much financially and commercially as any name in this country. No buyer, however, can use a name, or use a reputation. He must base worth on what he gets.

Because the Ford is built on scientific principles, cares for stresses, and distributes the load correctly; and is made of materials that are truthful, in a way that is commendable and economical—it gives every dollar invested in it the highest earning rate per mile in service.

A Ford mile is a standard that means the heaviest load, the best speed, at the least expense, and with less trouble.

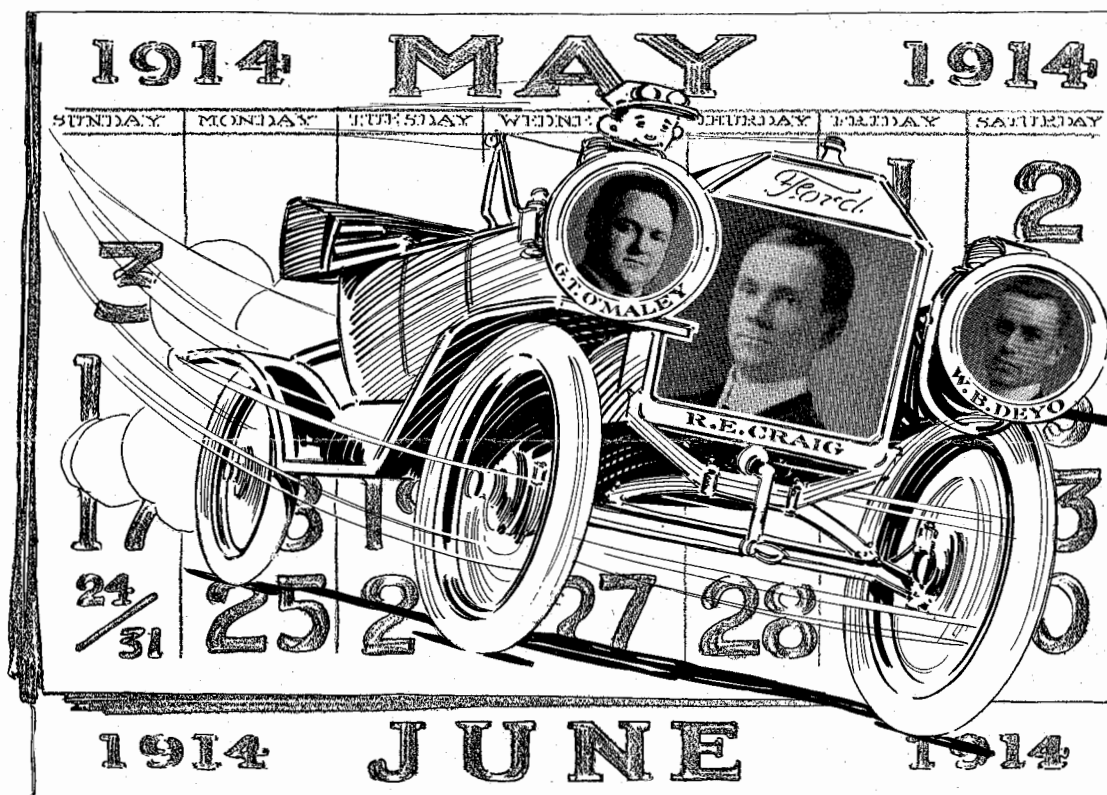
A prospect may not realize that what he is really purchasing when he buys a car is mileage, but this is a fact, and one that he soon discovers to his sorrow if he buys the wrong car.

It is what that car does—the distance it travels—the mileage cost—the upkeep expense—that should really concern him. The first cost is the smaller cost with most of the large cars—because after the purchase has been made the real expense begins. This is not so with the Ford, however.

Maximum carrying power and maximum upkeep are Ford arguments that get down to bed-rock.

Never mind what others do not do: Talk what the Ford does—and appeal to the economic sense that governs most men, and your sale is made.

The Ford car delivers more mileage for every dollar invested than any other car in the world.



THE radiator frames R. E. Craig of the Cleveland Branch, the Ford salesman who sold more Model T's during the month of May than any other man in the employ of the Company. Mr. Craig finished the month with a record of forty cars sold in the thirty days.

In the right headlight is W. B. Deyo of the Detroit Branch and in the left headlight is G. T. O'Maley of the Kansas City Branch. Each of these salesmen sold thirty-nine cars during the month and pressed Mr. Craig hard for his laurels as May's banner salesman.

The first July Bulletin will have the speeding Ford carrying June's three best salesmen.

Cleveland Has Six

CLEVELAND Branch claims six faces in the select First Fifteen class through the good May work of A. Fitzgerald, which brings him among the leaders with five of his colleagues.

This and the sprinting of C. H. Cooksey of Cleveland, who comes from the fourteenth position last month to a tie for eighth this month, are some of the main features of May's developments.

W. B. Deyo of Detroit, who advances from eleventh place to seventh, and A. McDonald of New York, who forges up from fifteenth to eleventh place, are setting a pace which is bound to make the leaders hustle to hold their positions.

Perhaps the most striking thing about the present standing of the First Fifteen is the fact that only two members have sold less than a hundred cars and these have to sell

only a single car apiece to equal the century mark. The First Fifteen follow:

SALESMAN	BRANCH	TOTAL SALES 8 MO.
1. Mr. Hoffman	Philadelphia	219
2. Mr. Craig	Cleveland	175
3. Mr. Von Heyningen	Cleveland	146
4. Mr. O'Maley	Kansas City	137
5. Mr. Nash	Cleveland	134
6. Mr. Tyler	Buffalo	129
7. Mr. Deyo	Detroit	122
8. Mr. Cooksey	Cleveland	117
Mr. Martindale	Philadelphia	117
9. Mr. Ayerst	Seattle	112
10. Mr. Wager	Philadelphia	111
11. Mr. McDonald	New York	108
12. Mr. Mendenhall	St. Louis	106
13. Mr. Fahy	Los Angeles	101
14. Mr. Goodlett	Chicago	100
Mr. Apathy	Cleveland	100
15. Mr. Fitzgerald	Cleveland	99
Mr. Super	Philadelphia	99



It's the most talked of car in the world. Sterling merit has sold it to over 530,000 people of every nation the world over. Ford service and guarantee are both included in the price. This means a lot to any auto buyer.

\$500 for the runabout; \$550 for the touring car and \$750 for the town car—L. o. b. Detroit, complete with equipment. Get catalog and particulars from (here insert, in this type, name and address of local branch or agent)

The Business Outlook

IT is the consensus of opinion of some of the keenest and most farsighted men that the United States is entering on an era of prosperity that will completely overshadow even the great periods of business prosperity that have already come to this country since the Civil War. They assign many sound reasons for this prediction.

The first—and the one which is the most significant to many of them—is that we have gone through a season of business depression for the first time in our history without a panic. The old-time speculators who could always scent a panic and make money out of it are completely confused. They have seen a financial state of affairs never before known. They have seen the banks full of money during a business depression and no particular call for the money on any side.

They have seen Europe throw back into this country from \$250,000,000 to \$300,000,000 worth of securities and have seen these securities absorbed and the gold sent to Europe without any particular fuss.

They have seen a tariff enacted lower than the Wilson tariff, and yet they have seen raw wool, one of the best tariff barometers there is, sell higher than before.

This is a bigger country than it ever was before. Its potential possibilities are being more and more realized in every direction. The farmers have become scientists, and the arid and swamp lands are being reclaimed

and are yielding in such abundance as was never known before in the history of farming.

In the South, malaria has been conquered and the rich swamp lands are no longer the terror they were. Irrigation and dry farming have brought new prosperity to the West and Southwest.

Why then have we had a business depression in the face of these things?

Simply because a great many people thought we ought to have it; we should have it; and must have it; it was due.

It was largely a mental state. There was no real need of it, or for it.

Business men have learned that you cannot have panics unless there is "tight money"—unless the reserve is tied up, as it was for the past 50 years—tied up when it was most needed. This business depression we have been through has been valuable then in that it has demonstrated to all the people the wisdom of the present system of a flexible currency. The old conditions have disappeared forever. Panics need not be feared.

There has been a curious psychological phenomenon during this business depression—the people—the common people—have been optimistic through it all. They left their money in the banks. The common people had more confidence then the so-called financiers, and when the common people have confidence you can't have panics.

So now that the lesson has been learned, and that the greatest crops in the history of the country are in sight, it is up to everybody to forget the mental depression, start in quickly and get aboard the prosperity train that has been simply standing still on the tracks waiting for the engineers to oil up for a long run.

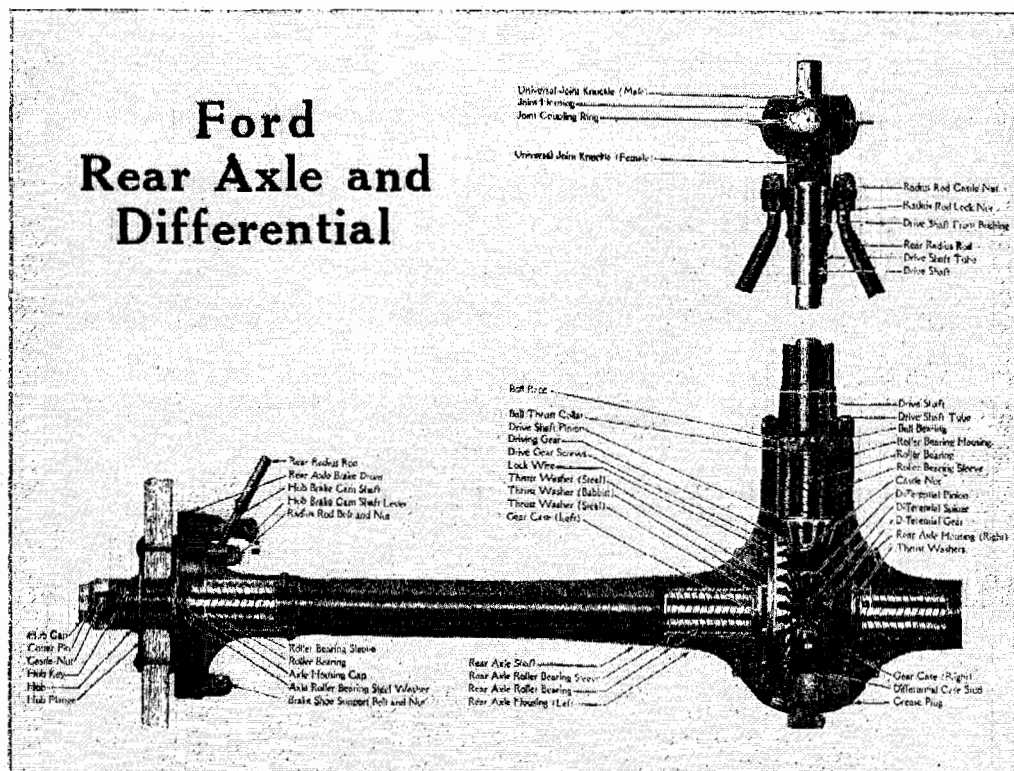
—Boston Globe, May 19, 1914

Bogus Check Passer

DESPITE our repeated warnings to agents not to cash checks for anyone purporting to be a representative of the Ford Motor Company, we are advised by our agents in Carlton, Georgia, that they cashed a worthless check for a man giving his name as C. W. Fuller and representing himself to be from the factory of this Company.

Our agents in Carlton say C. W. Fuller appears to be between 27 to 30 years old; is 5 feet 9 inches tall and weighs about 140 pounds. The man is either very dark complexioned or sunburned. He wore dark tennis shoes.

Any information as to the whereabouts of the above described party should be telegraphed at once to the Home Office at Detroit.



THE most interesting feature of the Ford rear axle is the differential. This system of gears, placed at the juncture of the drive shaft and the axle shafts, is so arranged as to permit one rear wheel to travel faster than the other, and to equalize the amount of power transmitted to both rear wheels. The necessity for an arrangement of this kind becomes apparent when the car turns a curve, at which time the outer wheel must cover more ground than the one on the inside.

The large drive gear is fastened to the differential case, which supports the differential spider carrying the three differential pinions. These pinions mesh with the differential gears, which are keyed to the inner ends of the axle shafts, the rear wheels being keyed to the outer ends.

When the car is running straight ahead the entire differential revolves as a unit, that is, the pinions remain stationary upon the spider while the two differential gears and shafts are rotated at the same speed as the large drive gear. When rounding a corner, the small pinions revolve, thus permitting the shaft and wheel on one side to travel faster than the other.