

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

1710 BROADWAY  
New York City, N.Y.

GENERAL LETTER #23

TO ALL DEALERS:

Jan 23, 1924

#211

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

We quote below letter recently received in this office relative to the operation of a Fordson tractor, which had been used for farm work exclusively until taken off this particular work for the purpose of unloading coal at New Brighton, Staten Island, N. Y.

Following is a detailed report for hauling 571.27 gross tons of Buckwheat coal from Barge Walter M Greene, Nov 7th, to 10th inclusive, 4 days:

"Tractor operator's wages	4 days @ 2.16666	- 8.67
" " board	4 " 1.00	4.00
1 day laborer	1½ " 2.00	3.00
Depreciation on Tractor	4 " .75	3.00
40 Gallons Gasoline	.165	6.60
2 " Motor Oil	.81288	1.63
1 " Transmission Oil	.62966	.63

"Daily cost of operating outfit \$6.88

"Average cost per gross ton to haul .04813

"Average gross tons hauled per day 142.79"

While this operation covers but four days, we believe the information may be of some assistance to you. Formerly they employed five teams of horses to move the coal from the barge to their bins at an average of 4½ round trips per hour, waiting at times to be loaded, whereas now they have had to employ extra men to load the wagons quicker, as the tractor makes as many as nine round trips per hour. No additional equipment was necessary, as they used the same wagons that were horse drawn.

FORD MOTOR COMPANY



Supervisor of Sales  
Truck & Tractor Div

FRF:WCH

"Don't forget Ford Purchase Week  
Jan 26th to Feb 2nd 1924"

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER #8

Jan. 15 1924

To all dealers:-

IN REPLYING REFER TO  
210

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Please be advised the following described Lincoln equipped with Pennsylvania License 328-169 was stolen December 24th at Philadelphia, Pa.

1922 Lincoln Touring	-	Cobalt Blue
Motor	4885	
Car	5428	
Body	118	
Key	522	
Kit	4557	

Please advise your shop foreman and all concerned to be on the lookout, and should any information be obtained which might lead to the recovery of this car, kindly advise this office immediately.

FORD MOTOR COMPANY

*C. J. H. ...*

Mgr. Lincoln Sales.

AHD EP

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

1710 BROADWAY,  
New York City, N.Y.

GENERAL LETTER #9

Jan. 15 1924

To All Dealers:

210

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Under date of Sept. 26th we forwarded you General Letter #198 which referred to Motor-generators used on Lincoln cars, copy of which is attached. We are also attaching copy of report which we requested that you fill out on the last day of each month as you will note from the last paragraph of this letter. Very few of these reports have been coming in, and in view of this fact would ask that you kindly check into this matter immediately and forward us a report showing numbers of all generators that have had these repairs made to date, also remembering to forward us a complete report at the termination of each month in the future.

FORD MOTOR COMPANY

*A. H. Dawson*  
Mgr. Lincoln Sales.

AHD EP



# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER #198

Sept. 26 1923

TO ALL DEALERS

#2

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

With the object of improving the efficiency of the motor-generators used on Lincoln cars numbered below 11,745, arrangements have been made through the United Motors Service Branches to do the following repair work gratis on Delco motor-generators:

1. Turn Down commutators, and undercut mica.
2. The Motor-generator will be checked throughout and any parts replaced necessary to place it in satisfactory operating condition.
3. A 1-4" hole will be drilled in the bottom of each cover band for draining any accumulation of water.
4. The charging rate will be set at not to exceed 17 amperes on bench test.

It is advisable to have this work done on motor-generators which do not crank the engine over with the rapidity required for quick starting.

Inasmuch as the Delco people are interested to the extent of doing this work free of charge, you should remove the motor-generators from Lincoln cars below number 11745 and deliver them to the nearest United Motor Service Branch for repairs mentioned above. This work should be done simultaneously with the replacing of spacer and bushing assembly for distributor shaft mentioned in General Letter #173.

A quantity of motor-generators have been shipped to the various United Motor Service Branches for the purpose of replacing or repairing any unit delivered to them for attention.

We are attaching hereto report which please forward to us on the last day of each month stating thereon the motor numbers of the cars on which the motor generators have been repaired as well as distributor shaft assemblies replaced.

Please give this report careful attention and see that same is forwarded on the date requested.

FORD MOTOR COMPANY

*C. A. Esslinger*  
ASST. MANAGER

CAB EP

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER #7

Jan 14 1924

TO ALL DEALERS:

#211

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

We have just received from our Minneapolis Branch, the following data on a Fordson tractor equipped with a Trail-It hitch, using a Hill hydraulic dump. Trailer operated by A G Baker, 325 Irving Ave N, Minneapolis, Minn, hauling dirt and gravel  $2\frac{1}{4}$  miles, or  $4\frac{1}{2}$  miles for the round trip. This information should be of valuable assistance to your tractor department in the matter of interesting your tractor prospects who have haulage problems to solve:

DATE	LOADS	YARDS	KEROSENE	OIL QTS	GAS QTS	MILES
6-27	8	24	18	0	0	36
6-28	16	48	25	2	0	72
6-29	3	9	0	0	0	13 $\frac{1}{2}$
6-30	7	21	12	0	0	31 $\frac{1}{2}$
7-2	16	48	25	0	2	72
7-3	12	36	0	0	0	54
7-13	9	27	14	3	1	40 $\frac{1}{2}$
7-14	11	33	0	0	0	49 $\frac{1}{2}$
7-16	14	42	25	3	0	63
7-17	10	30	2	2	0	45
7-18	12	36	20	1	2	54
7-19	5	16	0	0	0	22 $\frac{1}{2}$
7-21	10	30	0	0	0	45
7-24	10	30	39	4	4	45
7-25	11	33	17	4	1	49 $\frac{1}{2}$
7-26	11	33	13	3	0	49 $\frac{1}{2}$
7-27	7	21	10	1	1	31 $\frac{1}{2}$
7-28	11	33	0	0	0	49 $\frac{1}{2}$
7-29	7	21	20	1	2	31 $\frac{1}{2}$
7-31	10	30	15	4	1	45
8-1	1	3	0	0	0	4 $\frac{1}{2}$
8-2	12	36	25	2	1	54
8-3	13	39	20	2	0	58 $\frac{1}{2}$
8-4	10	30	0	3	0	45
8-6	14	42	16	2	1	63
8-7	7	21	10	3	0	31 $\frac{1}{2}$

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER: # 10

JANUARY 16 1924

TO ALL DEALERS:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Attached is a list of revised prices applying on windshield and body glass used in open and closed Model "T" cars. As we are now prepared to supply sufficient glass for all service demands, please note these reduced prices and favor us with an order as early as possible.

Shortly we will issue a pamphlet showing the various sizes of glass used in both open and closed cars built during the last few years, in order to simplify the dealers' service work along this line. These prices will be included in this pamphlet, therefore we would suggest that the list prices shown on the attached sheet should be standard for all owners.

FORD MOTOR COMPANY

*H. R. Gould*  
SERVICE MANAGER

HRG FB

# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors  
January 16, 1924.

1710 BROADWAY,  
New York City, N.Y.

General Letter #11 -

TO ALL DEALERS:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

A total of 1,785,693 Ford cars and trucks were delivered to retail customers in the United States alone during the year just closed, 431,673 of which we retailed through October, November and December, which not only finished up the year in fine shape, but gave us a very good start for the second half of the Million Car and Truck Campaign, which is now assured if everyone keeps hammering away for business.

We have everything in our favor:

1. Strong confidence that the job of winter selling can be put over as a result of the 100% campaign a year ago and actual retail deliveries the first three months of the present Million Campaign -
2. Realization that winter is already half over and we are picking up speed on the down-grade -
3. More retail salesmen -
4. Improved design of Ford cars and better quality than ever before -
5. A new type two-door Sedan -
6. A Ford Truck complete with cab and body -
7. Ford Weekly Purchase Plan to permit customers buying on their own terms -
8. And last but by no means least in importance, the beginning of the best marketing method the industry has ever seen as everything points to the biggest demand for Ford Cars during the next six months that we have ever experienced in the history of the Company.

We know, therefore, that there is no one in the organization who will admit that we cannot put this Million Campaign over and put it over big. The target is all set for a bull's eye and we must not fail to hit it. As you well know, there are 34 branches in the United States, of which the New York Branch should stand first in everything, as they have the largest quota of all of the branches.

Charlotte, N.C. Branch still holds the lead on car sales, Houston retaining first place on Trucks, while Dallas still holds second place on both cars and trucks. Several branches have made rapid strides during December and if they continue to make the same progress this month the standings for January may be materially changed.



# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER #22

TO ALL DEALERS:

Jan 23 1924

#211

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Below we are giving you the operating costs of the horse and wagon versus the commercial car. This equipment has been operating in the New York Branch territory for a period of four months, from Jan 1st to May 1st. These figures will undoubtedly be of great interest to any person who is listed as a prospect for the purchase of a Ford one ton truck. They certainly are very convincing and will be of greater interest to the prospect when he reads that the firm operating this fleet was the well known Jewel Tea Company, which is a nationally known organization.

	<u>HORSE &amp; WAGON</u>	<u>FORD COMMERCIAL CAR</u>
Daily Operating Cost	\$2.45	\$3.37
Depreciation	.16	.76
Total Daily Cost	<u>2.61</u>	<u>4.13</u>
Average Daily Mileage	15	71 3/10
Cost per mile	17.4 cents	05.7 cents

You will note that it costs the Jewel Tea Company approximately three times as much per mile to operate the horse and wagon as it did to operate the Ford commercial car.

This indeed should be a splendid selling argument and convincing enough to sell any prospect who has any doubt as to the operating costs of the Ford Commercial Car.

FORD MOTOR COMPANY

*H. E. Rust*  
Supervisor of Sales  
Truck & Tractor Div

FEB WCH

"Don't forget Ford Purchase Week  
Jan 26th to Feb 2nd 1924"

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER #36

Feb. 8, 1924

To all dealers:

210

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Numerous inquiries have been received regarding the LeBaron Body shown in the January issue of the Lincoln Magazine, and in order that you may be in position to intelligently answer any inquiries concerning this Body we are giving you the following information:

Net Price of LeBaron Body, paint  
and trim optional, with standard  
Lincoln fenders \$3600-F.O.B. Bridgeport,  
Tax extra.

Delivery in about twelve weeks from receipt of order.

Fenders as shown in the illustration in the January Lincoln Magazine \$ 250-Extra

Trunk, as also illustrated in above magazine (Approx.) \$ 200-Extra

It is to be understood that additional amounts will also be chargeable to cover transportation cost of the Lincoln Chassis from Detroit to Bridgeport and shipment of the complete job from Bridgeport to destination, so naturally the freight charge to customer will be higher than the dealer's regular Lincoln freight rate.

We have not arranged to add the LeBaron Body to our line of Custom-Built jobs so you will therefore communicate direct with LeBaron, Inc., 2 Columbus Circle, New York City covering further inquiries.

FORD MOTOR COMPANY

*A. H. Housman*  
Mgr. Lincoln Sales.

AHD P

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER #44

Feb 26 1924

TO ALL DEALERS:

#2

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Suppose a man was to come into your place of business right this minute and say, "If you will give me ten dollars, I will sell a truck for you." Figured on what you have to pay your salesman, it would be a darned good buy, but in justice to the other salesmen, and to the fact that it would be unfair business competition, we know you would turn it down. But the fact remains that if you could sell all of your trucks at an average cost of ten dollars, it would be a wonderful thing. Now, we offered you the opportunity of buying 40 Gould Reports covering commercial installation; authentic certified public accountants' analyses of truck costs. These reports have been instrumental in assisting the sale of thousands of trucks, and a complete set costs you ten dollars, but a great many dealers have not analyzed their business thoroly enough to realize the opportunity offered.

Now, we come to another set of Gould Reports - 40 Tractor Reports. You have a definite tractor quota, We have a definite tractor allotment for the New York Branch territory. We intend to see that they are sold. Fordsons dominate the tractor situation, and in years to come they will be one of the most important transportation units in this vast motor transportation field. They will do hundreds and hundreds of different jobs. They are versatile, powerful, economical and properly priced. Now, is it worth ten dollars to sell one tractor? We leave that to your good judgment.

If 40 Gould Reports showing most astonishing results could be put into your hands for ten dollars, as a business man you would have to buy them. That is our message in this letter - 40 Gould Tractor Reports covering various operations of the Fordson; reports showing savings up to and including \$50,000 in a year's operations, over previous motor transportation installation. In fairness to yourself alone you should buy this set and read it disregarding if you will, the wonderful sales possibility. Now let's hop on this Gould Report business - believe in it, use it, and the next time we get together in a little meeting, honestly get up and express your opinion as to whether or not you worked it properly, and if it was worked properly, whether it was not the best single investment you ever made.

FORD MOTOR COMPANY

*Ch Esslinger*  
Asst Mgr

CAE WCH

ARE YOU ON OUR HONOR ROLL?

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER #45

Feb 26 1924

TO ALL DEALERS:

#2

IN REPLYING REFER TO

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The other day we got a letter from Mr Ryan who stated that in all his talks with dealers who were visiting the factory, he was very pleased to note a constantly increasing interest and enthusiasm in the Ford Weekly Purchase Plan.

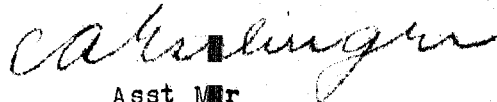
Now to us, it seems that the foresighted, aggressive Ford dealer realizes and appreciates more and more the merchandizing value of this plan, not only as a method for obtaining orders for Ford products, but as an effective means for shutting out possible competition by sewing up the business, long before salesmen of other makes know the enrollment customer is a prospect for an automobile.

Now, we are convinced if you are not putting this idea over, that you have no legitimate alibi. One Ford dealer located in a town of only 8271 people has 400 enrollments signed, and we also know of a salesman working on this plan who has netted as high as 12 in one day, 28 in a week, and 69 in three weeks time. Fifty percent of his success is attributed to his own hard work, and 50% to the records that he keeps.

What better evidence could be furnished to indicate that the dealers and salesmen have not only visualized the possibilities of the plan, but now see the advantages of WORKING it with consequent increase in business?

The thousands of enrollments obtained during the past two or three months from all of the Branch dealer organizations will be of tremendous assistance in our future work. Out of all of the active enrollments now listed a large proportion can be converted into immediate delivery, before the close of the campaign. Let's keep right back of the Ford Weekly Purchase Plan, in order to gain the beneficial results from it that we have repeatedly emphasized can be obtained.

FORD MOTOR COMPANY



Asst Mr

CAE WCH

ARE YOU ON OUR HONOR ROLL?

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER #46

Feb 26 1924

TO ALL DEALERS:

IN REPLYING REFER TO #2

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Can't you just see the sun shining on both sides of the road, and feel that spring is almost here - that our big job this winter is almost over, and that we are practically on the threshold of our big demand season, when our worries will be more of receipts than the necessity for working for deliveries?

Can't you just feel in your own mind that you can bring spring another 20 days closer, and convince your people that they should accept delivery of their automobiles now? Why, we have some dealers that have more spring orders than they have cars on hand, and you know spring will be here before you are aware of it. It should be the dealer's job to go out now and bring forward the delivery date.

Why, our business should, in the next ten days, be as great as in the first twenty days, and we are banking on just that particular thing. Now, one salesman can go into a prospect's place and say: "Why the temperature is 70 degrees, the humidity is slightly above normal, but taking it all in all, the general weather conditions are very favorable." Then we have the salesman who goes into the prospect's place; he paints a picture that makes the prospect smell the spring flowers, and feel the balmy air and the sunshine, and he comes away with the order and the delivery. This last type of salesman we must have. We must have that on account of the telegram we received today:

"The January retail sales were lower than any month last year and while you have made some headway in organization work, still your entire branch and dealer organization did not demonstrate their real strength last month. Your reports for the first 20 days of February are disheartening. They do not approach what you expected, nor do they come within 100% of what we were counting on from your dealers. Dealers never had a better opportunity to push for big business, and it is up to you to lead them to a realization of what can actually be done, because we will not get the results and will fall down miserably on our million campaign, if each branch does not come thru strong and make every day count from now until April 1st."

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER #47

Feb 26 1924

TO ALL DEALERS:

#2

IN REPLYING REFER TO

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Now, we know that some dealers are well aware of the shortage of listed car and truck prospects, because we called it to your specific attention in all of our meetings, and we hope our roadmen have done the same in their talks to you.

To illustrate, on Feb 1 there were only 54,916 car and truck prospects listed by all of the dealers under the jurisdiction of this Branch. This not only represents about one-third of our current year's estimate, but is considerably less than 1% of the total population of the Branch territory. The situation is particularly bad in some of the larger cities. In Metropolitan New York we have only one-half of 1% of the population listed on our prospect files, and the same can be said of Newark, New Haven, Hartford, Paterson, Elizabeth, Albany, and many, many more. In fact, in most of the larger cities thruout our territory, the salesmen have considerably less than one week's work ahead of them; some of them less than three days, based on our campaign slogan of a minimum average of:

"TEN CALLS PER SALESMAN PER DAY".

Now, we do not want to continually harp and harp, and talk and talk about any particular thing, but we would like an honest expression to your own self and your own analysis, to determine whether or not you consider it good sound business to have but a few days' work scheduled for your entire sales staff. Are you satisfied with the number of prospects listed by your organization, and if so, how do you possibly expect to handle your proportionate share of our 1924 output? The purpose of this letter, therefore, is to point out to you the acute shortage of prospects in your territory, and to again emphasize the absolute necessity of dealers under our jurisdiction employing more salesmen, to make more calls per day per salesman, which means, more prospects with consequent increased sales.

FORD MOTOR COMPANY

*C. A. Sluzger*  
Asst Mgr

CAE WCH

ARE YOU ON OUR HONOR ROLL?

# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER

Manufacturers of Automobiles, Trucks and Tractors

Feb. 28 1924

New York, N.Y.

To All Dealers:-

210

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Please be advised Lincoln 7-Passenger Sedan, Cobalt Blue Broad-cloth upholstery motor #8753 was stolen from New Brunswick, N. J. on February 1st.

At the present time the following cars are on our unrecovered list of stolen Lincoln automobiles:

Motor No.

12152

8485

13978

11456

4885

10572

5592

6154

In many instances the insurance companies are offering a reward for the recovery of the cars or for information as to their whereabouts. There is no guarantee of reward, but if one has been offered, it will be collected and passed on to the party entitled to it, so that there is something to work for outside of the fact that we are rendering special service to Lincoln owners and at the same time rounding up automobile thieves, either of which should be sufficient inducement.

Kindly inform all concerned, and should any information regarding the above motor numbers be received, please communicate immediately with this office.

FORD MOTOR COMPANY

*A. J. Hansen*  
Supervisor of Sales  
Lincoln Division

AHD EP

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER

Feb. 28 1924

To All Dealers

210

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

On our Judkins Berline, 2-Passenger Coupe and Fleetwood Limousine bodies mounted on Lincoln chassis, we have arranged to change the upholstery from Laidlaw 745 and 945 for Blue, Laidlaw 743 for Red and Laidlaw 748 for Green jobs to the following:

Willey's Brunn Cobalt Blue	}	Wiese 1836
Ditzler's Maxine Blue		
Willey's Orriford Lake	}	Wiese 1837
Extra Dark		
Ditzler's Brewster Green Medium	}	Wiese 1835
" Thistle Green		
" Green Gray Deep		

We therefore suggest that when ordering any of these three models that you only specify "Broadcloth" upholstery on the Fleetwood Limousine orders and either "Broadcloth or Velour" on the Judkins Berlins and 2-passenger Coupes which will permit us to ship whichever bodies are available and if other than the above colors and upholstery is desired, you understand that it is necessary to order a special body and also delays delivery from two to three months depending entirely on the length of time required to secure the special paint or upholstery, cut and trim the body, ship the body to Detroit and finish painting there.

FORD MOTOR COMPANY

*A. J. Housman*  
Supervisor of Sales  
Lincoln Division

AHD EP



# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

Detroit, U.S.A.

TO ALL FORD DEALERS

February 28, 1924

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Ford Dealers in all sections of the United States have responded splendidly to our February campaign for increased sales and in addition to the 100 dealers who occupy a position on the Honor Roll, over 600 other dealers have reported doubling their sales of last February and telegrams are still pouring in on us. In recognition of this splendid display of interest, we have decided, for the benefit of our entire organization, in addition to honoring the first 100, to include in the March 8th issue of the "Ford News" the names of all dealers from whom we have heard. Watch for it and look for your name.

BUT WHAT ABOUT THE MILLION CAR AND TRUCK CAMPAIGN?

To reach this mark we must consider every retail salesman in the United States. After all, it is the retail salesman who is on the firing line, who influences sales, who forces deliveries, who through his untiring effort and perseverance keeps that close contact with prospects which means the breaking down of their every argument of resistance, resulting in actual delivery THEN AND THERE - no putting off for a later time.

Ford salesmen are beginning to realize more and more the guard which the prospect throws around himself in an attempt to postpone purchasing his car. He uses the "bad roads" excuse; he says, "It is too cold to drive"; - he wants to keep his car new and shiny for Spring use; he says, "I'll get in touch with you later"; he requests that you see him about April 1st, - and offers a hundred and one other lame excuses which the live salesman knocks down as fast as they are put up.

Will the prospect who prefers to postpone delivery a month or so until more settled weather lay up his car next year during the winter months? NO! You know he will use it and use it just as long as a wheel can be turned - AND BENEFIT THROUGH ITS USE. That's the big point - the actual good which will result to the prospect through immediate ownership.

WE WANT TO SEE HERE AT DETROIT THE LEADING FORD SALESMEN.

Realizing the wonderful opportunity for the display of salesmanship right now we have decided to make the month of March the SALESMAN'S MONTH. We want to know here at Detroit who the leading 24 salesmen in United States are - the REAL CLOSERS.- the salesmen who can retail the largest number of

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

TO ALL DEALERS:

Feb 29 1924

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MR RYAN SAYS:

"March 1st opens a big nation-wide Ford salesmen's contest with a prize to the leading twenty-four salesmen of a trip to our Detroit factories at our expense.

"The country has been divided into two sections, North and South, with a number of divisions in each section, segregating the small cities and towns from the large ones to provide an equal opportunity for every Ford retail salesman, regardless of the size of community in which he is located.

"The contest closes March 31st."

"Full details are explained in letter now in the mail from Detroit. Watch for it, and in the meantime get your organization started at once, dividing your salesmen and employees into teams to stimulate additional interest."

The New York Branch salesmen should be well represented in this trip. Your salesmen have the same chance as anyone else, and it certainly will be a source of pride to see the picture and names of the large proportion of New York Branch dealers' salesmen.

FORD MOTOR COMPANY

GP WCH

  
Eastern District Manager

ARE YOU ON OUR HONOR ROLL?



Detroit, U. S. A.

Ford Cars and Trucks during the month of March, that is completing each sale through actual delivery or by checking out of stock and definitely assigning to retail customers, collecting payment in full or receiving notes to the equivalent - This is the basis of our March contest. We not only want to know the leading salesmen by name and location but we want to shake them by the hand and congratulate them here at Detroit.

We offer as a prize to the 24 salesmen leading in total Car and Truck retail sales for March, as outlined, a trip to our Detroit factories as our guests, at our expense, and to make the contest fair and equitable we have divided the country into two sections, North and South, with twelve Divisions under each Section. The salesmen in each separate Division in the North Section, for example, will be in competition for first place with all other salesmen in their Division, the leader in each Division to be selected as winner to visit the factory. The same also applies to each Division in the South so that the 24 salesmen leading their respective Divisions, 12 from the South and 12 from the North will be declared winners. The various Divisions follow and the latest population figures will be used for determining the Division in which you belong:

Cities and Towns of 2,000 population and less						
Cities ranging in population from	2,001 to	6,000	inclusive			
" " " " "	6,001 to	15,000	"			
" " " " "	15,001 to	30,000	"			
" " " " "	30,001 to	50,000	"			
" " " " "	50,001 to	100,000	"			
" " " " "	100,001 to	150,000	"			
" " " " "	150,001 to	200,000	"			
" " " " "	200,001 to	300,000	"			
" " " " "	300,001 to	500,000	"			
" " " " "	500,001 to	800,000	"			
Cities of -----	800,001	and over				

Take, for example, the division including all cities and towns of 2,000 population and less: The two leading salesmen in this Division, one from the North Section and one from the South Section, will be declared winners. In like manner the two leading salesmen from each of the other Divisions will be declared winners. In case of ties between leading salesmen of the various Divisions the dollar and cent volume of Ford Cars and Trucks retailed figured at list prices F.O.B. Detroit will decide the winner.

This trip to Detroit will give the winning salesmen an opportunity to make a thorough inspection of each of our local factories, which will not only be an interesting and educational trip but be of material assistance to them in merchandising Ford products, after their return home.

We will closely follow the results of the contest, advising every ten-day period who the leaders are in each division.



Detroit, U. S. A.

March offers a wonderful opportunity for every Ford salesman to demonstrate his real selling ability - Spring is but a few days away - Every prospect who is not pushed into immediate delivery may be lost - Ford salesmen absolutely dominate and control the situation if they but know it - Thousands of prospects want Ford Cars and with this actual knowledge before us let's control the situation through a tremendous drive for immediate business.

Let us all make March, the first month of Spring, a real RECORD BREAKER - a lasting tribute to the merchandising ability of the 24 leading salesmen in the United States as well as our entire dealer organization.

Yours very truly  
FORD MOTOR COMPANY

*W. A. Ryan*  
MANAGER OF SALES

P. S. Photographs of the winners will appear in the "Ford News" at the conclusion of the contest.

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Instructions to dealers for handling March Salesmen's Contest:

We request every dealer to note on each 10-day report for March the name of his leading salesman with the total number of March retail Car and Truck sales to his credit. Send your reports to the Branch promptly in the regular way so there will be no delay in our receiving the returns from our Branches and reporting back to you through our Branches the results of the contest for each 10-day period and the final winners at the end of the month. These reports, advising who the leaders are each ten days, should interest and stimulate your salesmen and it is our suggestion that you further their interest in this big drive by putting on a contest in your own organization, dividing your salesmen into two teams, and having every member of your organization, regardless of the nature of their work, participate by turning in names of prospects and rendering all sales assistance possible. We venture to say that half the members of your organization each know from 1 to 6 people who are planning the purchase of a Ford a little later and who can be influenced to take delivery now.

We want to see a substantial reduction in dealers' stocks during March and if you personally get behind your salesmen in this big drive we know this will be accomplished and your profits for the month will be increased commensurate with the efforts you put forth.

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES,  
DETROIT

New York, N.Y.

March 21, 1924

General Letter #53  
TO ALL DEALERS

Gentlemen:-

IN REPLYING REFER TO

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Do you know that we can supply you with Model "T" motors complete with transmission for \$82.50 net. This gives you an opportunity to solicit your service stations, garages and fleet owners for this business on the basis of \$99. per unit. Your customers when they plan to purchase these motors can readily do so for \$110. list.


This motor assembly consists of motor complete with cylinder head, crank case, transmission, transmission cover assembly, starter crank, spark plugs, intake manifolds and carburetor assembly. In other words, the motor is complete ready to install.

We believe that there is a field for the sale of these motors to your customers as we have found that a number of Ford owners would rather purchase a new motor than spend an equal amount of money to repair an old one.

Any dealer that has a sales zone containing fleet owners will have good prospects for these motors amongst these fleet owners as immediate service means money in the pocket of commercial concerns. This is one thing that they are always looking for.

We have accumulated a slight surplus at this plant and for the month of March will be in a position to take care of you in any quantities of these motors you may desire.

FORD MOTOR COMPANY

  
SERVICE MANAGER

HRG CAB

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

RAY (ND) PRICE  
MOUNTAIN HOME  
CRESCO PA

GENERAL LETTER #55

Mar 21 1924

#202

IN REPLYING REFER TO

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The handling of our dealers' parts stock at this Branch has assumed such tremendous proportions that in order for us to be able to render you prompt and efficient service, it is necessary for us to make a change in our methods of handling same.

To give you an idea of the tremendous proportions that this phase of the business has assumed, it may be interesting to note that we are handling between 1,500,000 and 2,000,000 pounds of material thru this department monthly. The plan that we are instituting, starting April 1st, is as follows:

We have assigned you the 21 day of each month as your definite monthly stock shipping date. It is our intention to have your order ready for you on this day every month. If this particular day should fall on a Sunday or a holiday, your stock order will then automatically take the day following for delivery. Ten days prior to your shipping day, we are going to mail you a copy of the dealer's monthly parts order form, and we are going to ask you to have your order in our hands on the 15 day of each month. This will give us an opportunity to have it ready for you either for delivery, or for shipment without fail on your regular shipping date.

The success of this system depends upon the degree of sincerity with which you fulfill your part in this scheme. By having a monthly shipping day it will enable your stock man - by the correct use of our monthly order pad, showing inventory and sales of fast moving stock - to build up a series of records that will eliminate the guess work from your stock keeping. We have noticed that the average dealer is entirely dependent upon some clerk or some individual in his organization for knowledge of stocks on hand and material ordered, and its consequent turn-over. The Ford Motor Company does not do business along these lines; neither should our dealers do business along these lines, but should build up for themselves adequate records on this lucrative end of their business, so that they are not dependent upon some individual who may walk out at any time carrying all of this knowledge with him.

So that we may check our records back against yours to see that no typographical errors were made, we are attaching a sheet which we would ask you to fill in and return to us promptly.

MAIL ALL MONTHLY STOCK ORDERS TO 1710 BROADWAY, N Y.

FORD MOTOR COMPANY

*A. R. Gould*  
Service Manager

HRG WCH

# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

TO ALL DEALERS:

April 1 1924

GENERAL LETTER #60

#2

IN REPLYING REFER TO

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The progress of our dealer organization from a Lincoln Sales and Service standpoint has not been up to expectations, and in order to bring about more rapid development, particularly in the larger cities from which we naturally expect the greatest volume of business and where the dealers will be called upon to render service, we have decided on a change of discounts to give further encouragement to those dealers whom we want to concentrate on Lincoln business.

Therefore, effective as of Apr 1, the discount to Lincoln Service Dealers will be 22% plus a graduated scale of commissions on the following basis for all Lincoln purchases within the period of each calendar year until further notice:

Purchases ranging from:

1 to 5 Lincoln Cars inclusive,	22%
6 to 10 " " "	22 & 2% and an additional 2% on the first 5.
11 to 15 " " "	22 & 3% and an additional 1% on the first 10.
16 to 20 " " "	22 & 4% and an additional 1% on the first 15.
21 Lincoln Cars and over,	22 & 5% and an additional 1% on the first 20 Lincoln Cars.

The discount to Lincoln Sales Dealers will be 12-1/2% with no amount deducted to cover service commission.

We will not make any change in discounts on cars already purchased so far this year, but we will permit the volume to apply. In other words, Sales Dealers who purchased Lincolns at 20% will, beginning April 1st, be allowed a commission of 12-1/2% on future purchases. Service Dealers will not be allowed the extra 2% commission (the difference between 20% and 22%) on purchases between January 1st and April 1st of this year, but the volume of such purchases will be considered in determining the amount of extra discount on purchases subsequent to April 1st. For example, the Lincoln Service Dealer who during this three months period purchased a total of 7 cars at 20% will be permitted to include the 7 cars in his volume of sales, which immed-



1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF GL#60  
4/1/24  
SHEET NO.

2

ately places him in the extra 2% class on the entire 7 cars, and his 8th car will be billed on a basis of 22 plus 2%, all subsequent purchases during the year being handled on a scale of graduated discounts.

You can see from this that it is the intention of the Ford Motor Co to differentiate between Lincoln Service Dealers and Lincoln Sales Dealers, and we intend now to outline to you the functions and duties of each class, as well as their relations to each other.

#### LINCOLN SERVICE DEALERS

It is the Service Dealers from whom we expect the largest Lincoln volume, and these naturally divide themselves into two groups; those located in Branch and multiple dealer cities and those located in towns and our other cities.

RELATIVE - Lincoln Service Dealers located in the Branch and multiple dealer cities.

These dealers have been selected from the standpoint of building, location, organization, showroom and service facilities. We expect service dealers to have separate buildings, adequate force of Lincoln salesmen, and competent mechanics to render high-class service. It is these dealers who will get the new added discount with graduated scale.

It is our thought just now that it will not be as necessary to push as hard as formerly the Lincoln Sales Dealers located in multiple dealer cities for Lincoln business, providing the Service Dealers located in such cities are adequately representing us, in which event we shall be receiving thru them the volume of sales which we feel the territory should produce. In a sense they become automatically more or less exclusively Lincoln, with the competitive thought before them that if sufficient volume is not received thru this channel, we will press into service the city Sales Dealers with the request that they bring prospects to us for closing.

While we appreciate that quite a volume of sales will be made by the Sales Dealers, it is our intention to depend to a greater extent on the Service Dealers for business. We want to build into the Lincoln Service Dealers organization sufficient sales and service strength to obtain maximum sales and efficient service, as under this arrangement Service Dealers should be eager to give high-grade representation thru proper showroom display, separate buildings, and organizations for service facilities.

Our office at Detroit states that no further time should be lost in building up a strong, aggressive Lincoln organization. In order to enlarge our Lincoln Sales and Service organization we will include practically all of the dealers located in towns of 5,000 population and over, not including Sales Dealers located in Branch and multiple dealer cities.



*Ford Motor Company*

1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF

GL#60  
SHEET #24

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advantage will be very apparent, if the Sales and Service Dealers will work with each other; particularly from a trading standpoint rather than against each other, as has been noted in a number of instances in the past.

In smaller communities the Sales Dealer will have to be very careful so that no loss of business may develop due to the inability of the Sales Dealer to handle the used car. In cases of this kind business should not be lost as it is incumbent upon the nearby Service Dealer to co-operate in this transaction.

Now, this letter is rather lengthy, but it is such a radical change in the previous merchandizing policy of this splendid automobile we desired everyone to get a clear picture of just what is wanted, and to enable us to watch very carefully the progress that is to be made thru the establishment of this policy.

We attach hereto two letter form agreements covering the new Lincoln policy; one for execution with Lincoln Service Dealer, and one for execution with the Lincoln Sales Dealer. These have been issued in duplicate, and they should be signed and returned promptly. One copy naturally, is for filing with the Dealer's Sales Agreement.

You will, of course, understand that we have the liberty of changing our lists on both Lincoln Sales and Service Dealers as conditions warrant, eliminating those Service Dealers who are not co-operating and placing in their stead, Sales Dealers who seem to have the proper idea of merchandizing. We would like to be in position to have all of our dealers with the classification of Service Dealer, and it is our intention to constantly augment, in so far as conditions permit, our present list of Lincoln Service Dealers.

Kindly co-operate by signing attached letter form agreements and returning at once.

FORD MOTOR COMPANY

*CAE WCH*  
Asst Mgr

CAE WCH



1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF <sup>GI #60</sup>  
4/1/24

SHEET NO.

3

All of the Service Dealers in the entire group will be called upon to render service on Lincoln cars retailed by nearby Sales Dealers; the logical Service Dealer being selected according to the preference of the owner. In addition to the increased service facilities provided thru this group which includes a large number of dealers in our Branch territory, we must also consider the enormous sales possibilities because dealers are located in population centers second only to the multiple dealer cities, and most of these dealers have exclusive Lincoln salesmen.

Beginning April 1st, the service commission to Service Dealers, covering all cars sold by Sales Dealers will be \$100 instead of \$150 as in the past, but will be paid by the Ford Motor Co, and not by the Sales Dealer.

All Lincoln Service Dealers in addition to having trained mechanics and proper tools, should of course, carry an adequate stock of Lincoln parts which in our opinion should not be less than \$1200 minimum list, and this matter will also be carefully discussed during the inception and prosecution of the new policy.

#### LINCOLN SALES DEALERS

All dealers not designated as Service Dealers will be considered Sales Dealers including not only the non-Lincoln Service Dealers in multiple dealer cities, but all those dealers located in outlying towns of 5,000 population or less. We consider that the 12-1/2% commission to such dealers is an adequate selling commission as undoubtedly the overhead expense will not be increased, and in most part no Lincoln salesmen are employed, the dealer in each case having put forth practically all effort on all sales closed.

We do not, however, wish to minimize the volume of Lincoln sales which undoubtedly all of you Sales Dealers will be able to obtain. It is our intention to see that all of the volume that the Sales Dealer can possibly get will be brought into us. It will be the function of our Branch Lincoln Department here to see that every single prospect is properly followed up; we to provide proper facilities for the demonstrating and the showing of the car, and to assist in every possible way we know how to help all dealers to close business in their immediate vicinity. Whenever necessary you may call on us for any assistance that we are in position to give to you.

You will understand that there will be no deduction made from Sales Dealers commissions to cover servicing of such cars as will be sold by you. This service will be taken care of by the Company paying to the Service Dealer \$100. This has a double advantage in that the 12-1/2% commission should be net to the Sales Dealer, and will tend to have the Lincoln Service Dealer service all of the Lincoln cars, and give the service directly under the supervision of this Branch. We believe that another

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

TO ALL DEALERS:

April 1 1924

GENERAL LETTER #60

IN REPLYING REFER TO #2

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*Ford Motor Company*

1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF ~~FL~~#60  
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FORD MOTOR COMPANY

*CAE WCH*

Asst Mgr

CAE WCH



1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER <sup>PF</sup> #60  
4/1/24  
SHEET No.

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1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF

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3

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# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

Detroit, U.S.A.

TO ALL FORD DEALERS:

April 7 1924

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ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Our March National Ford Salesmen's Contest was the most enthusiastic and successful Contest ever held by our Company, and we are deeply appreciative of the splendid cooperation extended by our dealers and their salesmen, particularly because of the unusually severe weather conditions which prevailed generally throughout the country during the entire month. The weather handicaps, however, seemed to encourage rather than discourage our dealers and salesmen as evidenced by our tremendous March sales amounting to 205,735 Cars and Trucks, a daily average for the last Ten-Day period of 10,804 and making March THE LARGEST OF ANY SINGLE MONTH IN THE HISTORY OF OUR COMPANY.

Salesmen in every section of the country smashed all previous records and many of them established marks that will stand out as a lasting tribute to their sales ability and aggressiveness. George Holzbaugh, salesman in the employ of P.J. Platte Motor Sales, Detroit, for example, retailed 202 Cars and Trucks, which was the largest number of Cars and Trucks retailed by any Ford salesman in the entire United States during the month of March. M.D. Kelly employed by E.G. Kingsford at Iron Mountain, Michigan, was a close second with 201 to his credit.

It is significant that all of M.D. Kelly's sales were made through the Ford Weekly Purchase Plan, while nearly one-third of George Holzbaugh's sales were made through the same source. WHAT STRONGER EVIDENCE COULD BE PRODUCED TO ILLUSTRATE THE VALUE OF THE FORD WEEKLY PURCHASE PLAN TO FORD DEALERS AND SALESMEN?

The names of the 24 leading salesmen in the March Contest will be announced within a day or two and in the meantime, please convey to your salesmen our appreciation of their splendid cooperation which made possible the breaking of all previous sales records.

Yours very truly,  
FORD MOTOR COMPANY

*W. Ryan*  
MANAGER OF SALES

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

Raymond Price  
Mountainhome  
Cresco Penna

April 11 1924

Dear Sir:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

In conjunction with General Letter #55 we are mailing you the new Parts Order Form. You will note from the General Letter that your shipping or delivery date is April 21st. In order that this order may be prepared for shipment, it must be in our hands not later than April 15th.

Please be sure that all information is furnished on the first four sheets of the Dealer's Monthly Parts Stock Order.

ALL STOCK ORDERS MUST BE MAILED TO 1710 BROADWAY.

FORD MOTOR COMPANY

*H. R. Gould*  
SERVICE MANAGER



# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

GENERAL LETTER #69  
TO ALL DEALERS

April 23, 1924.

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

We list below for your information, weights effective May 1, 1924 at Highland Park on Truck Canopy Roofs, Gate Screens, Side Screens and Stakes:

TT 12475 Canopy Roof	66-1/2 Pounds
TT 12404-R Gate Screen)	31 Pounds
TT 12405-L Gate Screen)	
TT 12401 Side Screens	23-1/2 Pounds
TT 12488 Stakes	3 "
TT 12490 Stake	3 "

FORD MOTOR COMPANY

*H. J. Gould*  
SERVICE MANAGER

CFB

# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

Mr. Raymond Price,  
Cresco, Pa.

May 3, 1924

To all Dealers:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY CLERICAL ERRORS SUBJECT TO CORRECTION.

During the first week in April we forwarded to you a copy of the new LINCOLN sales policy, together with two copies of the new modified agreement, which were to be returned to us signed by you.

We have not as yet received these signed copies and believe that they did not reach you in the mail.

Therefore, we enclose another copy of the LINCOLN sales policy and two copies of contract, which copies kindly forward to us immediately with your signature.

FORD MOTOR COMPANY

George H. Robertson  
Supervisor  
Lincoln Division

GHR R

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

1710 BROADWAY,  
New York City, N.Y.

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Effective immediately, the discount on all Lincoln cars purchases by you as a Lincoln Sales Dealer will be Twelve and One Half (12½%) percent with no deduction made as a service commission to Lincoln Service Dealer selected to give service.

The foregoing supersedes existing arrangement as to Lincoln discount.

Understood and  
Accepted By:

Ford Motor Company,  
By

\_\_\_\_\_  
Lincoln Sales Dealer

\_\_\_\_\_  
Branch Manager

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

Raymond Rice  
Cresco Pa

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Effective immediately, the discount on all Lincoln cars purchased by you as a Lincoln Sales Dealer will be Twelve and One Half ( $12\frac{1}{2}\%$ ) percent with no deduction made as a service commission to Lincoln Service Dealer selected to give service.

The foregoing supersedes existing arrangement as to Lincoln discount.

Understood and  
Accepted By:

Ford Motor Company,  
By:

Lincoln Sales Dealer.

Branch Manager.

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

New York, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Effective immediately, the discount on all Lincoln cars purchased by you as a Lincoln Sales Dealer will be Twelve and One Half (12½%) percent with no deduction made as a service commission to Lincoln Service Dealer selected to give service.

The foregoing supersedes existing arrangement as to Lincoln discount.

Understood and  
Accepted By:

Ford Motor Company,  
By:

Lincoln Sales Dealer.

Branch Manager.

May 24th, 1924.

TO ALL DEALERS:

There is in stock today at this branch the following Lincoln cars available for immediate delivery:

TOURING	PHAETON	ROADSTER	
Color	Color	Color	
12 Cobalt Blue	6 Cobalt Blue	1 Brewster Green	
4 Orriford Lake	3 Gray		
4 Brewster Green			
4 PASSENGER SEDAN 2 WINDOW		4 PASSENGER SEDAN 3 WINDOW	
Color	Upholstery	Color	Upholstery
6 Cobalt Blue	4 Broadcloth 2 Velour	4 Cobalt Blue	2 Broadcloth 2 Velour
5 Orriford Lake	5 Broadcloth	5 Orriford Lake	5 Broadcloth
		2 Brewster Green	2 Broadcloth
5 PASSENGER SEDAN		5 PASSENGER COUPE	
Color	Upholstery	Color	Upholstery
1 Orriford Lake	Broadcloth	1 Orriford Lake	Broadcloth
JUDKINS BERLINE 3 WINDOW		JUDKINS COUPE 2 PASSENGER	
Color	Upholstery	Color	Upholstery
4 Orriford Lake	3 Broadcloth 1 Velour	1 Cobalt Blue	Broadcloth
1 Brewster Green	Broadcloth	1 Orriford Lake	Velour
1 Spec.Green Gray Deep	Broadcloth		
BRUNN TOWN CAR		BRUNN CABRIOLET	
Color	Upholstery	Color	Upholstery
2 Cobalt Blue	2 Broadcloth	1 Brewster Green	Broadcloth
2 Orriford Lake	2 Broadcloth		
1 Green Gray Deep	Broadcloth		
BRUNN OPEN DRIVE LIMOUSINE			
Color	Upholstery		
1 Cobalt Blue	Broadcloth		
1 Orriford Lake	Broadcloth		
1 Green Gray Deep	Broadcloth		

This stock of cars CHANGES DAILY, and prompt action on your part will be necessary if you desire any particular model.

Please advise your sales force that these models are available, and that immediate delivery may influence the buyer's ideas as to the particular color he demands.

THIS LIST IS SUBMITTED TO YOU SUBJECT TO PRIOR SALE.

FORD MOTOR COMPANY  
Lincoln Division

*George H Robertson*  
George H Robertson  
Supervisor

GHR C

# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

May 26, 1924

To all Dealers:

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IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

The following LINCOLN cars have been reported stolen:

1. Seven passenger Orriford Lake Touring, from  
Louisville, Ky., district:

Motor 4975  
Car 5385  
Body 81  
Kentucky License 176998


2. Four passenger, Three Window Maroon Sedan:

Motor 11580  
Key 682  
Body 3-192  
California License 997 - 735

This car was equipped with Goodyear non-skid tires all around, but no spare; trunk on car without suitcase, headlamps nickle-plated and drum shaped, double bar nickle bumper in front and two double bar nickle fender guards in rear, with two extra, holes in each side of frame in rear for installing rear bumper, motometer, glass vase and cigarette holder near rear cushion, grey broadcloth unholstering.

At time of theft, April 19th, this car had been driven about 5100 miles, small dent in right headlamp, right front parking lamp cord completely burned away by short circuit, both rear doors have been refinished, parking lamps were disconnected when stolen, and upholstery on left door streaked with varnish stain of reddish color.

FORD MOTOR COMPANY



George H. Robertson  
Supervisor  
Lincoln Division

GHR R

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

1710 BROADWAY,  
New York City, N.Y.

June 2, 1924

GENERAL LETTER #78

TO ALL DEALERS:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

A new design piston has been adopted for use in production which will be known as T-418-H Standard Light Design Piston. The new design piston differs from present design by having thinner side walls and smaller bosses and holes for piston pin bushing. This reduces weight of piston to approximately 1 lb. 12 oz., thereby increasing the efficiency of motor.

The use of the light weight piston in production makes it necessary to carry the following pistons with and without pins, for service:

T-418-H	Light Design Piston	Standard
T-418-IR	Light Design Piston	.0025" oversize
T-418-JR	" " "	.005 "
T-418-KR	" " "	.031 "
T-418-LR	" " "	.033 "
T-4473-H	" " " with pin standard	
T-4473-IR	Light Design Piston with Pin	.0025" oversize
T-4473-JR	" " " " "	.005 "
T-4473-KR	" " " " "	.031 "
T-4473-LR	" " " " "	.033 "

Letter "R" will be added to T-418-C, and will be supplied for service only.



*Ford Motor Company*1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF

SHEET NO.

GENERAL LETTER #78 PAGE 2

It will be necessary for you to carry a stock of both design pistons. This will have to be watched very closely in replacing pistons to see that the proper weight piston is used. Parties doing their own overhaul work should be advised to bring in old piston so your stock man may see that they get the proper piston to replace one removed, unless they require four pistons at which time they should be supplied with light design.

The outside dimensions of T-668, Piston Pin Bushing have been changed. It is therefore necessary to carry two bushings, to be listed as T-668-AR and T-668-B. Both the heavy and light design pistons now being produced are being equipped with T-668-B bushing. The T-668-AR will therefore only be carried for re-bushing old heavy design pistons.

Please give this your immediate attention, and see that all garages in your territory are notified of this change, and the necessity of replacing pistons of the proper weight.

FORD MOTOR COMPANY

*A. R. Sauld*

SERVICE MANAGER

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

Detroit, U.S.A.

GENERAL LETTER #82

June 12th 1924

TO ALL DEALERS

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION

The 10,000,000th Ford car has been produced and will leave for San Francisco from the New York Office of the Ford Motor Company, 1710 Broadway, N Y., on Monday, June 16th at 10 A.M.

The fact that the 10,000,000th car has been produced and is making a trans-continental trip to Frisco will be given tremendous publicity thruout the country.

We ask that you kindly clip from your newspapers all publicity items relating to the 10,000,000th Ford car and mail same to this office, attention of the writer.

Thanking you for your co-operation.

FORD MOTOR COMPANY

*W. C. G. Hesse*  
ADVERTISING DIVISION

WCGH FB

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

General Letter No 85

New York July 2 1924

TO ALL DEALERS:

IN REPLYING REFER TO

301  
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Effective July 3rd, 1924, rates covering Excise Tax on Ford and Lincoln Automobiles, trucks and parts will be as follows:

1st - Truck Bodies, Passenger Bodies, and Passenger Chassis, are no longer considered as parts under any circumstances, and are taxable as outlined below.

2nd - On Sales of Lincoln Bodies, 5% Excise Tax will be billed to you on the invoice.

3rd - Ford Model T Automobiles, Model T Chassis, and Ford Model T Passenger Bodies, are taxable at 5%. This Tax is applicable whether the chassis and the body are sold separately or as a unit. It is computed on the total price for which sold, plus freight and crating charges, if any. This 5% Excise Tax will be billed to you on the invoice.

4th - The Ford Model T Chassis is subject to Tax at the rate of 5% regardless as to the use for which it is intended.

5th - Neither Chassis nor bodies of any kind may be sold tax free upon certificate for purpose of further manufacture. This means that our custom of allowing dealers to furnish with tax exemption certificate on Model T Chassis is discontinued.

6th - A Tax of 3% applies to automobile truck chassis sold for an amount in excess of \$1000.00, or upon automobile truck bodies sold for an amount in excess of \$200.00. This means that Model TT Truck Chassis and bodies designed by us are to be sold Tax free, since, in all cases, the price for which sold is not in excess of the amounts specified above.

No rebate can be allowed to the dealers for stock on hand at the close of business July 2 1924, because of reduced taxes.

*Ford Motor Company*1710 Broadway  
New York, N. Y.

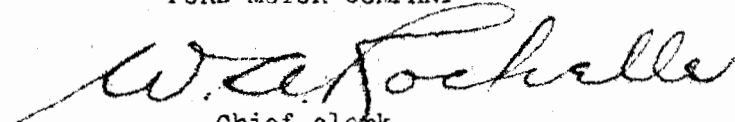
CONTINUING OUR LETTER OF

SHEET NO.

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Dealers who buy separately, chassis and bodies, and unite them, will no longer be considered a manufacturer, who must make tax return as heretofore, - as they buy bodies and chassis tax paid upon which no further tax is due when they are united into a complete unit.

FORD MOTOR COMPANY

  
Chief clerk

WAR JTI

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

GENERAL LETTER #87

July 8, 1924.

TO ALL DEALERS

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

It has been decided to make the following change in policy governing discount on parts supplied the wholesale trade.

Parts delivered out of dealers' stocks will be subject to 25% as heretofore, but on orders amounting to \$200 net or more, delivered f.o.b. Kearny, a discount of 30% will apply, instead of 33 1/3% as heretofore.

Under this plan, we feel that more parts business will be diverted into the hands of the dealers, as with a differential of only 5% there will be little or no advantage in purchasing parts f.o.b. Kearny.

Please advise all your wholesale customers of this change.

FORD MOTOR COMPANY

*H. R. Gould*  
SERVICE MGR

IGH



1710 Broadway  
New York, N. Y.

INTER CITY LINCOLN CONTESTS

CONTINUING OUR LETTER OF

SHEET NO.

May and June Campaign

Group one 1,000,000 and over			Group Five 150,000 to 200,000		
City	Popula- tion	Branch	City	Popula- tion	Branch
New York City	6,170,350	N Y	New Haven Ct.	162,537	N Y
Chicago, Ill	3,000,000	Chic.	Omaha, Nebr	191,601	Omaha
Philadelphia Pa	1,823,779	Phil.	Richmond, Va	189,279	Wash.
Cambridge, Mass	1,657,203	Cam.	Worcester, Mass	179,754	Cam.
Detroit, Mich	1,283,882	Detr.	Syracuse N Y	171,717	Buff.
Cleveland O	1,000,000	Clev.	Birmingham Ala	166,154	Atl.
Los Angeles Cal	1,000,000	Los A.	Memphis, Tenn	162,351	Memp.
			San Antonio, Tex	161,379	Houst.
			Dallas, Tex.	161,379	Dal.
			Dayton, Ohio	157,166	Cinc.
Group Two 400,000 to 1,000,000			Group Six 120,000 to 150,000		
Newark N J	414,216	N Y	Bridgeport Ct	143,555	N Y
St Louis, Mo	772,897	St L	Hartford Ct	138,036	N Y
Baltimore Md	733,826	Phil	Scranton Pa	137,783	N Y
Cincinnati O	598,599	Cinc.	Paterson N J	135,866	N Y
Pittsburgh Pa	588,193	Pitts	Youngstown O	140,000	Clev.
Buffalo N Y	505,775	Buff.	Houston Tex.	138,276	Houst.
Milwaukee Wis	457,147	Milw.	Grand Rapids,	137,634	Detr.
Washington DC	480,171	Wash.	Springfield Ms.	129,614	Cam.
San Francisco Cal	506,676	San F.	Des Moines Ia.	126,468	De.M.
			New Bedford Ms	121,317	Cam.
			Fall River Mass	120,485	Cam.
			Long Beach, Cal	120,000	Los A.
Group Four 200,000 to 300,000			Group Seven 100,000 to 120,000		
Jersey City N J	298,079	N Y	Albany N Y	113,344	N Y
Rochester N Y	295,750	Buff.	Trenton N J	119,289	Phil.
Denver Colo	262,491	Denv.	Nashville Tenn	118,340	Louis
Toledo O	243,109	Detr.	Salt Lake City U	118,110	S L C
Providence R I	237,595	Cam.	Camden N J	116,000	Phil.
Columbus O	237,031	Col.	Norfolk Va	116,000	Phil
Louisville Ky	234,891	Louis.	Lowell Mass	112,759	Cam.
St Paul Minn	234,698	Minn.	Willmington Del	110,169	Phil
Akron O	190,000	Clev.	Reading Pa	107,684	"
Atlanta, Ga	200,216	Atl.	Fort Worth Tex	106,482	Dal.
			Spokane Wash	104,437	Seat.
			Kansas City Kan	101,177	K C
			Erie Pa	100,000	Clev.



1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF

SHEET NO.

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Group Eight 80,000 to 100,000			Group Nine 70,000 to 80,000		
City	Population	Branch	City	population	branch
Elizabeth N J	95,682	N Y	Mayonne N J	76,560	N Y
Waterbury Ct	91,715	N Y	Wilkes Barre Pa	73,833	N Y
Schenectady NY	88,723	N Y	Troy N Y	72,013	N Y
Lynn Mass	99,148	Cam.	Manchester N H	78,384	Camb.
Duluth Minn.	98,917	Minn.	St Joseph Mo.	77,939	K C
Tacoma Wash	96,965	Seat.	El Paso Tex	77,560	Houst.
Lawrence Mass	94,270	Cam.	Peoria Ill	76,121	Chic.
Utica N Y	94,156	Buff.	Harrisburgh Pa	75,917	Phila
Flint Mich	91,599	Detr.	San Diego Cal	74,683	Los A
Jacksonville Fla	91,558	Jack.	Allentown Pa	73,502	Phila
Oklahoma Cty, Ok	91,295	Okla C	Wichita Kans	72,217	K C
Canton O.	90,000	Clev.	Tulsa, Okla	72,075	Okla C
Fort Wayne, Ind	86,549	Ind.	Sioux City, Ia	71,227	Omaha
Evansville Ind	85,264	Ind.	South Bend Ind	70,983	Chic.
Savannah, Ga	83,252	Jack			
Knoxville Tenn	80,167	Cinc.			

Group Ten 60,000 to 70,000			Group Eleven 50,000 to 60,000		
City	Population	Branch	City	population	branch
Hoboken N J	68,166	N Y	New Britain Ct	59,316	N Y
Passaic N J	63,824	N Y	E Orange N J	50,710	N Y
Portland Me	69,272	Cam.	Springfield Ill	50,183	St L
Charleston S C	67,957	Char	Racine Wisc.	58,593	Mil.
Johnstown Pa	67,327	Pitts	Bethlehem Pa	58,358	Phila
Binghamton NY	66,800	Buff	Chester Pa	58,050	Phila
St Louis Ill	66,767	St L.	Chattanooga Tenn	57,893	Atl.
Worcester Mass	66,254	Cam.	Lansing Mich	57,327	Detr.
Terre Haute Ind	66,083	Ind	Davenport Ia	56,727	Chic.
Sacramento Cal	65,837	San F	Roanoke Va	56,046	Wash.
Rockford Ill	65,651	Chic	Gary Ind	55,378	Chic
Little Rock Ark	64,997	Memp.	Lincoln Nebr	54,948	Omaha
Pawtucket R I	64,248	Camb.	Wheeling W Va	54,332	Witts.
Saginaw Mich	61,903	Detr.	Haverhill, Mass	53,884	Camb.
Springfield O	60,840	Col.	Lancaster Pa	53,150	Phila
Mobile Ala	60,777	New O	Macon Ga	52,995	Atl.
Altoona, Pa	60,331	Pitts	Augusta Ga	52,548	Atl.
Holyoke, Pa	60,203	Cam.	Huntington W Va	51,692	Cinc.
			Tampa Fla	51,608	Jack.
			Niagara Falls, NY	50,760	Buff.
			Atlantic City NJ	50,682	Phila.
			Topeka, Kans	50,022	K C
			Joliet, Ill	50,000	Chic.



1710 Broadway  
New York, N. Y.

CONTINUING OUR LETTER OF

SHEET NO.

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Group Twelve  
40,000 to 50,000

Group Thirteen  
35,000 to 40,000

City	Population	Branch	City	Population	Branch
Perth Amboy NJ	41,707	N Y	West Hoboken N J	40,068	N Y
Kalamazoo Mich	48,487	Detr.	Stamford Ct	40,067	N Y
Winston Salem N C	48,395	Char.	Poughkeepsie N Y	35,000	N Y
Jackson Mich	48,374	Detr.	Kenosha, Wis.	40,472	Mil.
Bay City, Mich	47,554	Detr.	Beaumont, Tex.	40,422	Hous.
York Pa	47,512	Phil.	Stockton, Cal.	40,296	San F
Charlotte, N C	46,338	Char.	Wichita Falls, Tex.	40,079	Dallas.
McKeesport Pa	45,975	Pitts	Lorain O.	40,000	Clev.
Cedar Rapids, Ia	45,566	Des M.	Superior, Wisc.	39,671	Minn.
Elmira N Y	45,393	Buff.	Springfield, Mo.	39,631	K C
Fresno, Cal	45,086	San F.	Charleston W Va	39,608	Col.
New Castle, Pa.	44,938	Pitts.	Dubuque, Ia.	39,146	Chic.
San Jose, Cal.	44,824	San F.	Jamestown N Y	38,500	Buff.
Galveston, Tex.	44,255	Hous.	Waco Tex.	38,500	Dal.
Shreveport, La	43,874	New Ol.	Madison, Wisc.	38,378	Mil.
Decatur, Ill.	43,818	St L.	Columbus, S C	37,524	Char.
Woonsocket, R I	43,946	Camb.	Taunton, Mass.	37,137	Cam.
Pueblo, Colo.	42,908	Denv.	Muskegon, Mich	36,570	Detr.
Hamilton, O.	42,572	Cinc.	Muncie, Ind.	36,524	Char.
Lexington Ky	42,787	Cinc.	Aurora, Ill.	36,397	Chic.
Salem, Mass.	42,529	Cam.	Waterloo, Ia.	36,230	Des M.
Portsmouth, O.	42,034	Cinc.	Chicopee, Mass.	36,214	Cam.
Montgomery, Ala	41,777	Atl.	Williamsport, Pa	36,198	Buff.
Pittsfield, Mass	41,763	Cam.	Auburn, N Y	36,192	Buff.
Butte, Mont	41,611	Sea.	Battle Creek, Mich	36,164	Detr.
Lima, O.	41,326	Col.	Council Bluffs, Ia	36,162	Omaha
Fitchburg, Mass	41,029	Cam.	Hammond, Ind.	36,004	Chic.
			Quincy, Ill.	35,978	St L.
			E Chicago, Ind.	35,968	Chic.
			Newport News, Va	35,596	Phil.
			Rock Island, Ill.	35,177	Chic.
			Phoenix, Ariz.	35,000	LAs A.
			Mansfield, O.	35,000	Clev.





1710 Broadway  
New York, N. Y.

Group Fourteen 30,000 to 35,000			Group Fifteen 25,000 to 30,000		
City	Population	Branch	City	Population	Branch
Meriden Ct	34,764	N Y	West New York NJ	29,926	N Y
Orange N J	33,268	N Y	Montclair N J	28,810	N Y
New Brunswick NJ	32,779	N Y	Norwalk Ct	27,743	N Y
Hazleton, Pa	32,277	N Y	Plainfield N J	27,700	N Y
Newburgh N Y	30,366	N Y	Kearney N J	26,724	N Y
Austin Tex	34,876	Houst.	Kingston N Y	26,688	N Y
Pontiac, Mich	34,273	Detr.	Clifton N J	26,470	N Y
Danville Ill	33,776	Chic.	New London Ct	25,688	N Y
Petersburgh Va	33,754	Wash.	Irvington N J	25,480	N Y
Amsterdam N Y	33,524	Buff.	Joplin, Mo.	29,902	K C
Wilmington N C	33,372	Char.	Cumberland, Md	29,837	Pitt.
Oshkosh, Wis.	33,162	Milw.	Anderson Ind.	29,767	Ind.
Warren O.	33,000	Clev.	Miami, Fla.	29,571	Jack.
Ogden, Utah	32,004	St L.	Zanesville O.	29,569	Col.
Lynchburg W Va	32,684	Wash.	Cranston R I	29,407	Cam.
Norristown, Pa	32,319	Phil.	Fort Smith, Ark.	28,870	Memp.
Greenville S C	32,000	Char.	Bloomington Ill.	28,725	Chic.
Lewiston Me	31,791	Cam.	Steubenville O.	28,508	Pitts
Watertown N Y	31,285	Buff.	Asheville N C	28,504	Char.
Columbus Ga	31,125	Atl.	Nashua, N H	28,379	Cam.
Pensacola Fla	31,033	Jack.	Santa Ana, Cal.	28,000	Los A
Green Bay Wisc	31,017	Milw.	Fond du Lac	28,000	Mil.
Sheboygan Wis.	30,955	Mil.	Marion O.	27,891	Col.
Easton Pa	30,854	Phil.	Clarksburg, W Va	27,869	Col.
Moline Ill	30,734	Chic.	Fargo N D	26,681	Fargo
La Crosse Wis	30,421	Milw.	Everett, Wash.	32,257	Seat.
Hagerstown Md	30,298	Wash.	Elgin, Ill.	27,454	Chic.
Muskogee Okla.	30,277	Ok C.	Richmond, Ill.	26,765	Ind.
Newport R I	30,255	Camb.	Newark O.	26,718	Col.
Solo. Sprgs, Col	30,105	Denv.	Rome N Y	26,341	Buff.
Kokomo, Ind	30,067	Ind.	Durham N C	26,000	Char.
Greensboro, S C	30,000	Char.	Raleigh N C	26,000	Char.
			Clinton Ia	26,000	Chic.
			Bangor, Me	25,978	Cam.
			Pt Huron Mich	25,944	Detr.
			Bellingham, Wash	25,570	Seat.
			Galesburg, Ill.	25,500	Chic.
			Middletown O.	25,389	Cinc.
			Sioux Falls, S D	25,202	Minn.
			Danville, Va	25,000	Char.
			Spartanburg, S C	25,000	Char.
			Elkhart, Ind	25,000	Chic.
			Paducah, Ky	25,000	Louis.
			Ashland, Ky	25,000	Cinc.

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

Raymond Price  
Cresco Penna

August 11 1924

Dear Sir

IN REPLYING REFER TO 207

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

You are hereby notified that in accordance with the provisions of clause seven (7) of Service Agreement dated December 22nd, 1921, between yourself as dealer and Mt. Pocono Garage, Mt Pocono, Penna, as service dealer, approval of such Service Agreement is hereby withdrawn by the Ford Motor Company and said Service Agreement terminated as of August 11, 1924.

FORD MOTOR COMPANY

*W. S. Linsley*  
Sales Department

RP/WFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

To All Dealers  
General Letter #108

Sept. 17, 1924

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Please note the following abstract from page 54 of the July Service Bulletin. please bring this to the attention of your shop foreman.

"Under no circumstances should the 1041-TT85AR Drive shaft to worm coupling be used on trucks manufactured subsequent to July 1, 1919. At that time in order to increase the strength of this part the depth of the splines were increased approximately 1/32" on both the coupling and drive shaft, the new coupling being listed as 1041B-TT85B.

"While the old design coupling with shallow splines can be assembled to the present type 1034-TT87 Drive shaft, it makes a very inefficient job, and due to the fact that the splines do not engage to their full depth will result in shearing the splines.

"When replacing a drive shaft to worm coupling on trucks manufactured since July 1, 1919 it is necessary that extreme care be taken to use the correct type coupling, namely 1041B-TT85B."

Ford Motor Company

*A. P. Gould*  
Service Manager

IGH

**A MORE EFFICIENT DEALER ORGANIZATION**

**More Prospects — More Salesmen — More Calls — More Demonstrations**

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

TO ALL DEALERS

Sept 20 24

Gentlemen:-

IN REPLYING REFER TO

#2

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Examine the enclosed invitation. This is a sample of the ones we expect all dealers to use for the Ford Fall Show the entire month of October.

You know when your salesmen are out canvassing, they like to leave something definite to do or say, and it's mighty nice to have a personal invitation to leave with the prospect to whom they talk. Picture yourself out making a complete canvass backed up with a clean, attractive showroom and this little invitation, and you will agree we have something that should work out fine.

Remember -

Thorough Canvass of territory, completed November 1st.  
Bigger and Better list of prospects.  
Neat, attractive Showroom.  
Clean, neat place of business from front to back door.  
The Month of October is Ford Fall Show Month.

The invitations cost \$7.20 per thousand, all complete, as per sample attached, with attractive high grade envelope ready for mailing, if necessary.

We must step fast on our whole idea. Send in your order NOW, being careful about address, telephone number and all other details.

FORD MOTOR COMPANY

*C. A. Eslinger*  
Asst Mgr

CAE CAB

PS. Talk it over. We insist on the canvass and more prospects, and every dealer we have talked to so far believe this idea will prove practical.

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

TO ALL DEALERS

Sept 20 24

Gentlemen:-

#2

IN REPLYING REFER TO

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FORD MOTOR COMPANY

*CA Esslinger*  
Asst Mgr

CAE CAB

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Selected

Lincoln Service Dealers

Adair Motor Company	Scranton, Pa.
Atwood Auto Sales	New York, N. Y.
Belle Meade Sales Corp.	Jersey City, N. J.
Bennett-Hartford Co	Hartford, Conn
Bussey Inc? James W.	Troy, N. Y.
Caswell Motor Co.	New York, N. Y.
Dorsey Motors Inc	Perth Amboy, N. J.
Eastern Auto Sales Co.	Long Branch, N. J.
Englewood Auto Sales Co.	Englewood, N. J.
Fischer's Auto Sales Co.	Newark, N. J.
Flint, Inc. D. W/	New Haven, Conn
" "	Bridgeport, Conn
Fuller Luce, Inc	New York, N. Y.
Haas Mtrs. Inc, Jos. F.	Brooklyn, N. Y.
Hazleton Auto Sales Co.	Hazleton, Pa.
Hersh Motor Car Co	Elizabeth, N. J.
Huguenot Mtr' & Sup. Co.	New Rochelle, N. Y.
J & T Motor Corp	White Plains, N. Y.
Jackson Sales & Ser.Co.	Ossining, N. Y.
Jamaica Auto & Supply Co.	Jamaica, N. Y.
Kirkpatrick, A. G.	Morristown, N. J.
Lacy & Norton	Catskill, N. Y.
Mount, W. E.	New Brunswick, N. J.
New Jersey Auto Co.	E. Orange, N. J.
Olson Inc, Eric	Albany, N. Y.
Park Central Motors Inc	New York, N. Y.
Passaic Auto Sales Co.	Passaic, N. J.
Schmucker Inc. N. J.	Scranton, Pa.
Snedecor, Charles	Babylon, L. I.
Warman-Pfouts Mtr Co	Wilkes-Barre, Pa.
Waterman & Wolfe Inc	New London, Conn
White Mtr Co, J. B.	Saratoga, N. Y.
Wilson Garage, I R	Madison, N. J.
York Motors Corp.	New York, N. Y.
" " "	Brooklyn, N. Y.

ANALYSIS OF FORDSON TRACTOR COSTS FROM H P GOULD CO REPORTS

Business	Days Operated	FIXED EXPENSES			VARIABLE EXPENSES			OPERATOR'S WAGES			TOTAL COST		
		Per Hour	Per Day	Per Year	Per Hour	Per Day	Per Year	Per Hour	Per Day	Per Year	Per Hour	Per Day	Per Year
A101 Harold Barr, Walkerton Ind Agriculture - Grain	110	.16	1.12	123.06	.40	2.80	308.10	.29	2.00	220.00	.85	5.92	651.16
A103 Benny Oake Farm, Chattanooga Tenn Agriculture - General	125	.09	1.11	139.33	.28	3.30	433.41	.28	3.30	433.41	.64	7.63	975.24
A104 W P Brazill Oatville, Kans. Agriculture Wheat	80	.25	2.36	188.54	.31	2.93	234.06	.21	2.00	160.00	.77	7.29	582.60
A105 Frank Deja, St Joseph Mo. Agriculture Wheat	110	.14	.63	68.95	.39	1.71	187.90	.40	1.75	192.00	.93	4.09	448.85
A106 Harold Emmert Franklin Grove, Ill Live Stock	61	.37	1.93	117.89	.36	1.86	113.73	.40	2.10	128.00	1.13	5.89	359.62
A107 Leslie Foster, Rixhorn Wisc Agriculture - General	105	.23	1.30	136.50	.36	2.08	218.96	.30	1.72	180.60	.89	5.10	535.96
A108 G & E G Griffith Lawrence Kans Agriculture - Grain	100	.17	1.53	152.82	.33	2.96	296.100	.33	3.00	300.00	.83	7.49	748.82
A109 Shallenberger Farm Argyle, Ill Agriculture - Live Stock	85	.16	1.55	132.06	.38	3.82	324.77	.40	4.00	340.00	.94	9.37	796.83
A110 R S Hilderbrand, East Atlanta Ga Agriculture	100	.47	2.80	280.41	.26	1.54	153.50	.50	3.00	300.00	1.23	7.34	733.91