

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y. Jan 4 1927

IN REPLYING REFER TO

TO ALL CLASS B DEALERS

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.

(1) Effective January 1, 1927, the graduated scale of tractor discounts will be based upon the number purchased rather than the number retailed.

(2) The scale of discounts is as follows:

Purchases ranging from:		
1 to 5 Fordson Tractors inclusive		20%
6 to 10 " " "		22 $\frac{1}{2}$ % and an additional
		2 $\frac{1}{2}$ % on the first 5
11 to 20 " " "		27 $\frac{1}{2}$ % and an additional
		5% on the first 10
21 Fordson Tractors and Over		30% and an additional
		2 $\frac{1}{2}$ % on the first 20

(3) You will understand from the above that the billing on tractors is to be based on the discount to which you are entitled at the time of purchase in accordance with the above graduated scale.

(4) At the time of signing up your shipping specifications for 1927 we will request that you acknowledge your understanding of the arrangement on a special form.

(5) With respect to your present stock of tractors, we have decided, as an incentive and to insure your getting an early start for Spring business, to permit you to include in your 1926 retail volume any Tractors on hand unsold December 31st that are RETAILED DURING THE PERIOD FROM JANUARY 1 to MARCH 31. In other words the 1926 graduated scale of discounts on the retail basis will be extended to March 31, 1927 covering new Tractors in your hands unsold at the close of the present year, which are RETAILED DURING THE THREE MONTHS PERIOD MENTIONED ABOVE.

(6) It will be necessary, of course, for you to submit to us at once a list showing the motor numbers of all new Tractors which you have on hand as of December 31st, so that it can be checked against the retail buyers orders which you will submit to us covering Tractors retailed during the ninety day period mentioned above. For your convenience we are attaching hereto a form on which you are to show the motor numbers of the tractors which you have in stock as of December 31st, 1926.

(7) This plan gives you and your organization a wonderful opportunity to move tractors into the hands of retail customers during the next three months because any tractors now in your stocks that remain unsold as of April 1st will, of course, not be included in 1927 purchases and consequently 20% will be the maximum discount you will receive on the sales of such stock subsequent to April 1st.

We know that you will welcome the announcement of the above arrangement of graduated discounts in that the additional discount, above the 20% that has been allowed in the past, will be credited to you at the time of the purchase of the tractor instead of at the time of the retailing of these units. You will undoubtedly wish to stir up your organization at once into activity to quickly retail the tractors which you had in stock as of December 31st so as to obtain the maximum discount possible on these units, and then have your decks cleared for even greater activity on tractors which will be billed to you under the new discount arrangement. There is no question but that we should enjoy one of the biggest Spring tractor business volumes that we have ever had, and surely you will wish to become organized as quickly as possible so as to obtain the maximum amount of activity by the time Spring opens.

FORD MOTOR COMPANY

*G. Plantiff*  
Eastern District Manager

GP LFL

S/466

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y. Jan 4 1927

IN REPLYING REFER TO

TO ALL DEALERS

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 are planning on a special exhibit in our New York Branch building during the week of the National Automobile Show, namely, January 8th to 15th inclusive.

Our exhibit will portray the Evolution of Transportation. On Tuesday evening, January 11th and Friday evening, January 14th, we will broadcast Mr Henry Ford's Old Fashioned Dance Orchestra over Station WEAJ and its usual net work of stations over the entire country.

At the present time we are preparing a special program in connection with the exhibit, which will be forwarded to you to be mailed out to your prospects and service customers. In order to facilitate mailing out these circulars we have requested our Home Office to ship on the envelopes in advance in order that we may turn them over to you and you might get your stenographer busy addressing them. Immediately then upon receipt of the circulars we will send them on to you in order that you can have them inserted in the addressed envelopes which you have had made up and mail them out to your list.

At the same time we would suggest that you arrange a special display of Ford Products on your showroom, and by means of a large sign in your window link up your display with the exhibit taking place in our New York Branch building. Heretofore, as you know, we have always obtained considerable publicity for Ford Products thru these special exhibits which have been conducted. You too, as an individual dealer, can share in this publicity by having a special display in your showroom, by announcing the exhibit in our building, and by advertising the broadcasting of Mr Ford's Orchestra. Many of our dealers in outlying sections last year arranged for the reception of the Orchestra programs in their own showrooms. This enabled the dealers to gather large crowds into their buildings to listen to Mr Ford's Orchestra, and at these events the dealers took advantage of the large gatherings to have every member of their organization busy obtaining names of prospects, names of service customers, etc.

You surely will not want to let an opportunity of this kind get by without making special effort to capitalize to the maximum on the publicity to be obtained.

We earnestly urge that you, as the dealer, and as many of your

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1-4-27

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organization as possible, attend the exhibit during the dates mentioned above. We are arranging a schedule whereby outlying dealers visiting the Show will be enabled to sign up their shipping specifications for 1927.

FORD MOTOR COMPANY

*Gaston Plummer*

Eastern District Manager

GP LFL

S/472

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

Jan 5 1927

TO ALL DEALERS

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 wrote you yesterday relative to the exhibit we are arranging for our New York building for the week of January 8th to 15th inclusive.

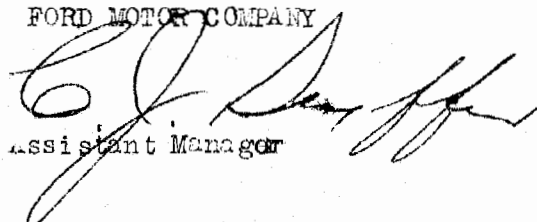
In our letter we mentioned the fact that Mr Henry Ford's Old Fashioned Dance Orchestra would be present here and would play each afternoon and evening. In addition arrangements have been made to broadcast their music from Station WEAF and fourteen additional stations as follows:

WEAF	New York	WGR	Buffalo	KSD	St Louis
WGY	Schenectady	WRC	Washington	WFI	Philadelphia (Jan 11 only)
WEEI	Boston	WCAB	Pittsburgh	WLIT	" (Jan 14 only)
WCSH	Portland	WPAW	Cleveland	WSAI	Cincinnati (Jan 11 only)
WELG	Worcester	WVJ	Detroit		
WJAR	Providence	WOC	Davenport		

We sent you today an advance shipment of envelopes which we requested that you have addressed to your customers and prospects. We will send you a folder on the Evolution of Transportation, which is to be placed in these envelopes and mailed out. We will also send you a printed program showing the music which will be broadcast on the dates of January 11th and 14th. Please see to it that both the program of the Exhibit and the radio program are sent out as quickly as you receive them in order to take full advantage of the opportunity to have your customers and prospects tune in for the reception of the musical program. Undoubtedly there will also be many of those people who will be glad to come to our building to see the Orchestra in person and at the same time take advantage of the Exhibit which will be on display here.

As previously advised, undoubtedly many of our outlying dealers will wish to arrange for conducting an old fashioned dance in their places of business and we want to encourage this as much as possible for all thru it you will have an opportunity to gather quite a number of people into your place of business to whom you can deliver your message on Ford Products.

FORD MOTOR COMPANY

  
Assistant Manager

CJS LFL

8/471

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

Jan 5 1927

IN REPLYING REFER TO

TO ALL DEALERS

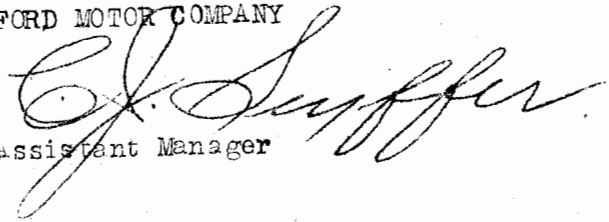
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Attached find Requirement Sheet for the month of February.

Will you kindly fill in your requirements at once and return to us not later than Monday, Jan 10th.

FORD MOTOR COMPANY

Assistant Manager



CJS LFL

1-6-27.

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TO ALL DEALERS:

32 X 6 TIRES FOR TRUCK CHASSIS

(1) We have decided to provide 32 x 6 - 8 ply tires on the rear wheels of our Truck Chassis as optional equipment at an extra charge of \$35.00 per set of two tires, subject to the regular dealers' Truck discount of 22%. These new tires use the same wheel and rim equipment as the 30 x 5 tires.

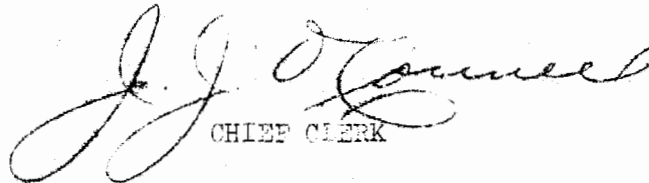
TYPE	LIST FOB DETROIT	DEALERS NET PRICE	FREIGHT	DEALERS PRICE	DISCOUNT	CUSTOMER'S PRICE
Tractor	495.00	\$46.50	12.60	359.10	30%	522.60
With Pulley attachment		(Net price pulley \$16.50)				
		375.60				544.60
Tractor	495.10	396.00	12.60	408.60	20%	523.60
With Pulley attachment		(Net price pulley \$16.50)				
		425.10				544.60
Tractor	400.00	420.75	12.60	433.35	15%	522.60
With Pulley attachment		(Net price pulley \$16.50)				
		449.85				544.60

The pulley attachment still remains at the usual price of \$22.00 less 25% discount.

NOTE:- Customer's price on the tractor includes the \$15.00 unloading charge.

All checks should be drawn by the dealer made payable to the order of the Ford Motor Company, and in accordance with previous instructions must be certified.

Yours very truly,  
FORD MOTOR COMPANY

  
CHIEF CLERK

O'C/T

S/521

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y. Jan 28 1927

IN REPLYING REFER TO

TO ALL DEALERS

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 wrote you in another letter today on the subject of Tractor business. The following is an outline of our first campaign for 1927.

A nation-wide plan has been arranged for February and March with the purpose of enabling you to capitalize on the tractor prospects you have listed now. Collectively, we know, you have obtained thousands of tractor and equipment prospects through steady, consistent calling on Fordson owners, and consequently have in your possession the last list of LIVE tractor prospects in the history of your business.

In order that you may obtain the maximum benefit of the effort expended, we ask that you adhere strictly to the following plan:

1. Send us the name of your tractor salesman.
2. Send us IMMEDIATELY, on the form attached, the names and addresses of your tractor prospects, and the name of the equipment they are interested in.
3. Three pieces of specially prepared literature will be mailed direct to the prospect - the first piece will be mailed February 21st, the second February 23rd, and the last piece Friday, February 25th.
4. These mailings are to be followed by your Tractor salesman, STARTING MARCH 1ST, and the calls must be so arranged that all prospects who received this literature will be visited by the 5th of March.
5. IN THE MEANTIME it is important that you keep your tractor salesman busy calling on Fordson owners and prospects in order to obtain a big February Ford business.
6. Avail yourself of the opportunity to use the ABC FINANCE PLAN on your follow up calls.
7. You are to keep a record of the number of sales made to the list of prospects furnished us so that we may later have this information in order to determine the effect of a campaign of this kind.



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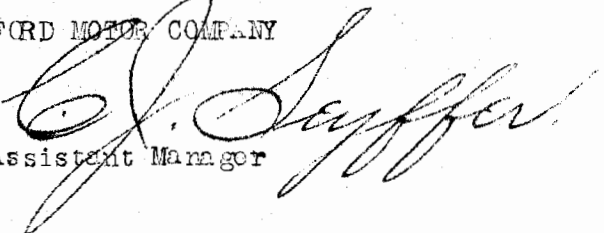
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Even though up to now you have not employed an exclusive tractor man, which step we are sure you will take, be sure to send us the list of prospects mentioned above.

Do not let it be said of you that you neglected to take advantage of this opportunity to increase your tractor volume.

FORD MOTOR COMPANY

  
Assistant Manager

CJS LFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

Feb 4 1927

Raymond Price  
Cresco  
Pa

Dear Sir:

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.

We are very much disappointed to note that you have not seen fit to reply to our letters of Dec 28th and Jan 24th on the subject of having your service representative attend our service school.

There must be some definite reason why you have not replied to our letters and why you have not sent your man to us for instruction. Surely we are entitled to at least the consideration of having you give us your reasons for not complying with our request.

FORD MOTOR COMPANY

*E. J. Suffer*  
Assistant Manager

CJS LFL

S/549 *Ford Motor Company*

**Manufacturers of Automobiles, Trucks and Tractors**

NEW YORK, N. Y.

TO ALL DEALERS

IN REPLYING REFER TO

Feb. 9, 1927

Gentlemen: #204  
 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.

Vaporizer

Under separate cover you will receive a poster on the Ford Vaporizer. We know that you are familiar with the many advantages of the Ford Vaporizer over the carburetor formerly used for both Summer and Winter driving.

Unquestionably, there are a large number of Ford owners who will welcome the opportunity to purchase a Ford Vaporizer if you properly present the advantages derived from its use. Please do not allow your organization to form the opinion that this vaporizer is for use in cold weather only. The Ford Vaporizer is more economical and gives smoother operation in Summer as well as in Winter. Some of the advantages derived from the use of the vaporizer are -

High test performance with low test gasoline  
 Increased acceleration and power  
 Crankcase dilution eliminated  
 Easier starting - less use of choke rod  
 More flexibility in traffic  
 Increased gasoline mileage

Please display the posters prominently in your show window, parts department and service station.

Cylinder Assemblies

Our Home Office advises us that stock of T2991 oversized cylinder assemblies is not available and according to present indications will not be available for several months to come. We can, however, furnish 2991B - standard.

Batteries

Under separate cover you will receive a supply of battery folders advertising the new price of a Genuine Ford Battery at \$12.00 each. Kindly mail the folders to all car owners, fleet owners and radio fans.

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We will be pleased to receive your orders for vaporizers and batteries.

Ship \_\_\_\_\_ T6250 Vaporizer Assy in box \$9.00 each less 40% Discount

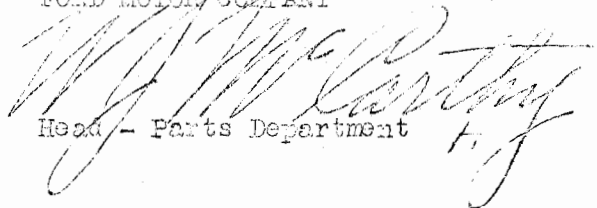
Ship _____	5175	Battery	Dealers' Price		Wholesale Price	
			Less than 4	\$8.35	Single lots	\$10.00
			Lots of 4	8.00	Lots of 4	9.50
			Lots of 12	7.75	Lots of 8	9.00

Dealer's Name \_\_\_\_\_

Address \_\_\_\_\_

FORD MOTOR COMPANY

Head - Parts Department



WJMcC FB



Dealer's Name.....

# DEALER'S TEN DAY REPORT

Report for Period Ending.....

Location.....

**IMPORTANT**—The receipt of the information called for in this report on the 10th, 20th and last day of each month is of VITAL IMPORTANCE to the production and distribution of Ford products. Please co-operate by mailing to Branch on dates specified, WITHOUT FAIL.

	Touring	Run'bout	Chassis	Coupe	Tudor	Fordor	Total Cars	Truck Chassis	Ford Cabs and Commercial Body Equipment					Tractors		Total Tract	
									Op. Cab	Cl. Cab	Ex. Body	Stk. Body	Pick-Up	Agri.	Ind.		
<b>Retail Deliveries This Period</b> (Include Sales of Demonstrators, also deliveries made thru Service Dealers and against Enrollments as reported below)																	
<b>Retail Del. this Year to Date</b>																	
<b>New Products on Hand Unsold</b> (Do not include Demonstrators)																	
<b>Orders on File for Immed. Del.</b>																	
<b>Orders on File for Future Del.</b>																	

**ENROLLMENTS** Obtained this period..... Active on file..... Deliveries against this period.....

**USED CARS** Number on hand..... Value \$.....

**DEARBORN INDEPENDENT SUBSCRIPTIONS** Obtained this period..... This year.....

**DEMONSTRATIONS** This period—Cars..... Trucks..... Tractors Agri..... Industrial.....

**RETAILED THRU SERVICE DEALERS** This period—Cars..... Trucks..... Tractors.....

**PROSPECTS** CARS Owners..... Non-Owners..... TRUCKS Owners..... Non-Owners..... TRACTORS AGRI. Owners..... Non-Owners..... INDUSTRIAL Owners..... Non-Owners.....

**SALESMEN** Car..... Commercial..... Excl. Tractor..... Combination..... Used Car..... Total.....

(FILL IN INFORMATION CALLED FOR ON REVERSE SIDE EACH 10 DAY PERIOD)



# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY, NEW YORK CITY  
New York, N.Y.

S/595

Raymond Price,  
Cresco, Penna.

March 4 1927

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.

Effective immediately the new Freight Rates on the following Truck Equipment will apply at your point:-

	<u>FREIGHT RATE</u>
Screens	<u>1.06</u>
Canopy Top	<u>1.87</u>
Pickup Body	<u>2.24</u>
Express Body	<u>5.01</u>
Closed Cab	<u>4.86</u>
Platform Body	<u>7.20</u>
Stake Body	<u>10.47</u>

FORD MOTOR COMPANY

*[Signature]*  
Assistant Manager

CJS/B

S1613

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

TO ALL DEALERS

Mar. 9, 1927

Gentlemen:

#204

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.

For your information, the following is a comparative analysis of the babbitt in a connecting rod rebabbitted by an outside concern, and standard Ford babbitt:

	<u>OUTSIDE BABBITT</u>	<u>STANDARD FORD SPECIFICATIONS</u>
Tin	82.96	85.0 - 86.0 %
Lead	5.00	.10 (Max)
Copper	5.15	7.00 - 7.50
Antimony	6.89	7.00 - 7.50

It will be noted that the outside babbitt contains 5% lead, whereas our specifications call for a maximum of 1/10 of 1%; also that the copper in the rod babbitted on the outside was 5.15% against standard Ford specifications of 7.00 to 7.50%. In other words, the outside babbitt is what is known as "high lead babbitt". It is also low in copper, which naturally means that its wearing qualities are greatly reduced.

We do not believe that you take the question of the relative merits of babbitt into consideration when you turn your rods over to an outside firm for rebabbitting. In many cases, you do not know that your stock man is possibly handling connecting rods in this manner.

For the slight profit there is in it, you cannot afford to jeopardize your standing with the customer by installing rods containing inferior babbitt and thus run the risk of turning out unsatisfactory repair work.

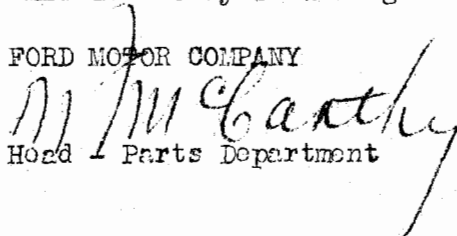
Effective at once, genuine Ford heavy type connecting rods sent in for rebabbitting will be replaced by rebabbitted rods, if we have heavy type rods in stock, at 25¢ net each. If we have no heavy type rods in stock, we will replace the heavy rods with the present type light rods, at 50¢ net each.

As Ford Products require Ford Service, we will be pleased to secure your order for Genuine Ford Babbitt at 65¢ per pound net. Our Service Traveling Representatives will enlighten you on the subject of the correct method of rebabbitting connecting rods and rebabbitting cylinder blocks.

Kindly acknowledge receipt of this letter by returning to us the enclosed form with the questions answered.

FORD MOTOR COMPANY

Head - Parts Department



WJMcC FB



*Ford Motor Company*

CONTINUING OUR LETTER OF

1710 Broadway, New York, N. Y.

SHEET NO

s/613

Note to Dealer:- Kindly answer questions below and return form to -

Ford Motor Company  
1710 Broadway  
New York City  
Att: Mr. W. J. McCarthy

1. Have you any Heavy Type Connecting Rods on hand?

Answer \_\_\_\_\_

2. Do you forward your worn connecting rods to our factory at Kearny, N. J. for exchange?

Answer \_\_\_\_\_

3. Do You allow outside rebabbiting firms to rebabbitt your worn connecting rods?

Answer \_\_\_\_\_

4. Are you familiar with our exchange price on worn connecting rods?

Answer \_\_\_\_\_

5. Do you rebabbitt your worn connecting rods?

Answer \_\_\_\_\_

6. Have you any Genuine Ford Babbitt metal in stock?

Answer \_\_\_\_\_

7. Ship via \_\_\_\_\_ lbs. of Genuine Ford Babbitt Metal at 65¢ per pound net.

(Dealer's Name)

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(Address)

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S/616



Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.



TO ALL DEALERS

Mar. 9, 1927

Gentlemen:

#204

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FORD BUMPERS

As the peak of the new car selling field is approaching, we take this opportunity to direct your attention to FORD BUMPERS. Your jobber has no doubt approached you on the subject of stocking bumpers for the Spring season.

We request you not to stock bumpers of any other make than Ford, and again direct your attention to the fact that we sell our products only to Ford dealers, therefore we expect our dealers to endeavor to merchandise our products.

The Ford Bumper is manufactured by the Ford Motor Co. for Ford cars, therefore, as far as quality is concerned, it is the only bumper to use on Ford cars.

Ford Bumpers list at \$7.50 each, subject to 40% discount. This margin of profit allows you to extend a 5% commission to your salesmen, Parts Managers, and Service Managers, on sales of Ford Bumpers.

We will appreciate an expression from you as to any resistance you may have against the sale of Ford Bumpers. For your convenience we attach order form.

May we be favored with your order?

FORD MOTOR COMPANY

*M. J. McCanthy*  
Head - Parts Department

WJMcC FB

-----  
NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

Ship Via \_\_\_\_\_

_____	T-3144 SX	Bumper Front Assembly	
_____	T-3145 SX	" Rear	" Roadster
_____	T-3146 SX	" "	" Coupe
_____	T-3147 BSX	" "	" Tudor - Touring
_____	T-3148 SX	" "	" Fordor

s1617 *Ford Motor Company*

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

TO ALL DEALERS

Mar. 9, 1927

Gentlemen:

#204

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Have you read the February, 1927 issue of the Ford Service Bulletin? If you did not read this issue, you have overlooked an opportunity to check your service and parts departments.

On Page 131 of this Bulletin we have an article entitled, "An Analysis of the Dealer's Parts Business". Secure this issue, read this article, then analyze your service and parts department. If your service and parts departments are not operating profitably for you, this article will help you to know why.

This issue also contains photos and articles of some real advertising on Ford Batteries at the new price of \$12.00 each.

Please secure your copy of this bulletin and read it again.

FORD MOTOR COMPANY

*M J McAnthy*  
Head - Parts Department

WJMcC FB

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

TO ALL DEALERS

Mar. 9, 1927

Gentlemen: IN REPLYING REFER TO #204  
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The use of Ford Pyroxylin paint has met with exceptional success. A very large number of dealers have established paint departments to recondition used cars and to solicit paint jobs from their customers.

To aid you to have all cars leave your establishment in first class condition (paint) we now have the following Pyroxylin Touch-up paints for sale:

M-671	Gun Metal Blue Touch-up		
M-673	Highland Green	" "	
M-674	Phoenix Brown	" "	
M-675	Fawn Gray	" "	

This touch-up paint is packed in half pint cans, price 60¢ per half pint list, less 40% discount. For your convenience we attach order form.

May we be favored with your order?

FORD MOTOR COMPANY

*Wm. C. Carthy*  
Head - Parts Department

WJMcC FB

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_

Ship Via \_\_\_\_\_

_____	M-671	Gun Metal Blue Touch-up	1/2 Pt. Can
_____	M-673	Highland Green	" " " "
_____	M-674	Phoenix Brown	" " " "
_____	M-675	Fawn Gray	" " " "

5/25/26

FORD SHIPPING WEIGHTS  
IMPROVED MODELS.

Description	Starter Clincher:	Less	Starter: & Dem.	Less	Starter: Balloons:	Less
		Starter: Clincher:		Starter: Dem.		Starter: Balloons:
Touring	1703	1607	1728	1628	1738	1640
Roadster	1622	1526	1645	1547	1655	1557
Coupe	---	---	1851	---	1860	---
Tudor	---	---	1961	---	1972	---
Fordor	---	---	1994	---	2004	---
Commercial Chassis	1218	1122	1243	1144	1250	1151
Without Kick Up Attachment	1706	1610	1729	1629	1736	1638

BODIES & CABS

Fordor Body less fenders and front floor boards	704
Coupe Body, less fenders, tire carrier, floor boards and gas tank -----	563
Tudor Body, less fenders, gas tank and front floor boards	669
#Touring Body less fenders, front floor boards and gas tank	456

TRUCK CHASSIS

	Starter Pneu. Tires	Less	Starter: Solid Tires	Less
		Starter: Pneu. Tires		Starter: Solid Tires
Truck Chassis	1577	1473	1617	1513

TRUCK BODIES AND CABS

Cab Closed	383
Cab, Open	249
Express Body, less rear fenders	335
Express Body, with rear fenders	354
Gate Screen Assy	30
Aide Screen Assy	53
Stake for Canopy Roof	18
Platform Body	452
# Roadster body less fenders, tire carrier, floor boards and gas tank -----	374
Stake Body	615
Stakes	163

Reference: Home Office General Letter 1631 Oct. 8, 1925.

4108 F

SALES EQUIPMENT TO BE CARRIED BY DEALERS' TRUCK SALESMEN

1. Order Blanks.
2. Gould Reports.
3. Scott's Digest.
4. Testimonial Letters.
5. Ford Manual.
6. Industrial Analysis Blanks.
7. Circulars and Catalogues of Equipment.
8. Commercial Body Catalogues.
9. Truck Price List.
10. Time Payment Plan.
11. Parts Price List.
12. Scrap Book in which should be pasted illustrations of all kinds of equipment other than standard line ~~manufactured by Ford Motor Company.~~

HJF

5/2579

LIST OF MODEL T AND TRUCK EQUIPMENT SHOWING LIST PRICE AND  
 PROFIT ON EACH ITEM

CONFIDENTIAL

<u>List price and profit shown is approximate</u>		<u>List Price</u>	<u>Profits on Each</u>
Truck Chassis - - - - -		\$365.00	73.00
Truck Chassis with Starter - - - - -		430.00	86.00
Roadster -- Demountable Only- - - - -		280.00	56.00
Roadster -- Starter and Demountable - - - - -		345.00	79.00
Model "T" Chassis -- Demountable Only - - - - -		245.00	49.00
Model "T" Chassis -- Starter and Demountable- - - - -		310.00	62.00
Coupes - - - - -		520.00	104.00
FORD Express Bodies- - - - -		55.00	11.00
" Stake Bodies - - - - -		65.00	13.00
" Platform Bodies- - - - -		55.00	11.00
" Open Cabs - - - - -		65.00	13.00
" Closed Cabs - - - - -		85.00	17.00
" Canopy Roof - - - - -		35.00	7.00
" Screen Sides - - - - -		25.00	5.00
" Pick-Up Bodies - - - - -		21.00	4.20
Outside Mfgs. Panel Body - - - - -		205.00	41.00
" " Express Body - - - - -		65.00	13.00
" " Wide Express Body- - - - -		75.00	15.00
" " Stake Body - - - - -		75.00	15.00
" " Wide Stake Body- - - - -		147.35	29.47
" " Open Cab - - - - -		64.00	12.80
" " Closed Cab - - - - -		84.00	16.80
" " Slip On Body - - - - -		24.00	4.80
" " Steel Panel Slip-On- - - - -		25.00	5.00
" " Full Top Express Body- - - - -		153.00	30.60
" " Wide Top Express Body- - - - -		180.00	36.00
" " Grain Body - - - - -		107.00	21.40
" " Stock Rack - - - - -		77.00	15.40
" " Coupe Slide-Out Box (Abresch)- - - - -		48.00	9.60
" " Furniture Body - - - - -		305.00	61.00
" " Contractor's Body- - - - -		83.35	16.67
" " Bettler's Body - - - - -		333.00	66.60

MODEL "T"

Outside Mfgs. 120-B Panel Body - - - - -	155.40	31.08
" " 221-A Full Top Express Body- - - - -	128.15	25.63
" " 222-A Cab Top Express- - - - -	116.05	23.21
" " 224-A Cab Top High Side Express- - - - -	128.05	25.61
" " 228 Country Club - - - - -	266.35	53.27

TRUCK AND MISCELLANEOUS

Anthony Dump Body -- 1 Yard - - - - -	127.50	25.50
Anthony Seat with Dash - - - - -	19.00	3.80
Heil Dump Body -- 1 Yard - - - - -	125.00	25.00
Heil Gravel Dump Body -- Hand Hoist - - - - -	175.00	35.00
No. 6 Olson Extension -- Installation Extra - - - - -	98.00	19.60
No. 7 Olson Extension -- " " - - - - -	98.00	19.60
No. 8 Olson Extension -- " " - - - - -	125.00	25.00
No. 8½ Olson Extension -- " " - - - - -	145.00	29.00
No. 9 Olson Extension -- " " - - - - -	160.00	32.00
No. 10 Olson Extension -- " " - - - - -	175.00	35.00
No. 11 Olson Extension -- " " - - - - -	190.00	38.00
2 Ton Olson Extension -- " " - - - - -	520.00	104.00

5/26 0.0

	List Price	Profits on cost
Ruckstell Truck Axle - - - - -	112.00	28.00
Ruckstell Axle for Model "T" - - - - -	70.00	17.50
	Plus Salvage on each Axle \$5.05 on Car; \$10.68 on Truck	
A. B. C. Trailer -- Pole Type - - - - -Truck Extra - - - - -	405.00	81.00
A. B. C. Trailer -- Platform Type - - - - - " " - - - - -	570.00	114.00
Trailmobile -- 0-3 Lumber, with Roller Bolsters, with 5th Wheel - - - - -Truck Extra - - - - -	628.00	125.60
Trailmobile -- 5th Wheel, Chassis Only -- For Platform- or Van Body - - - - -Truck Extra - - - - -	498.00	99.60
Little Giant Hoist - - - - -	29.50	5.90
Hughes Keenan Hoist- - - - -	37.50	7.50
Chicago Pneumatic Air Compressor - - - - -Truck Extra - - - - -	1555.00	155.50
Mixermobile -- 1 Bag -- Truck Extra - - - - -	1040.00	150.00
Mixermobile -- 1/2 " " " " - - - - -	670.00	95.00
Anthony Coal Body and Hoist -- Truck Extra - - - - -	179.00	35.00
Heil Coal Body and Hand Hoist -- 60 Cu. Ft. Truck-Extra - - - - -	175.00	30.00
Hughes-Keenan High Lift Coal Body -- Truck Extra - - - - -	202.35	40.00
Perfection Revolving Coal Dump -- Truck Extra - - - - -	275.00	87.50
Ice Body -- Truck Extra - - - - -	163.00	32.70
Garbage Collection Body with Cover and Hand Hoist - - - - -Truck Extra- - - - -	145.00	14.50
Sprinkler Tank -- Truck Extra- - - - -	190.00	19.00
Ambulance Body -- Truck Extra -- Hoover Body Co. L I C - - - - -	775.00	77.50
Hearse Body -- Truck Extra - - - - -	433.00	43.30
Bus Body "Wayne" C-710 12-16 Passengers -- Truck Extra - - - - -	1375.00	137.50
Bus Body "Martin-Parry" 18 Passengers -- Truck Extra - - - - -	800.00	160.00
Truck Governors (Handy) - - - - -	15.00	4.75
M. Parry Grain Sides - - - - -	9.35	2.00
M. Parry Stock Racks - - - - -	24.00	5.00
Spray Pump with Tanks, Compressor and Fittings - - - - -	.....	.....
Breckville Locomotive for Quarry -- 2 Ton - - - - -	1205.00	120.00
Breckville Locomotive for Quarry -- 2 1/2 Ton- - - - -	1232.60	123.00
Barton Contractor's Pump -- 3 inch Discharge - - - - -	190.00	38.00
Barton Fire Pump - - - - -	450.00	90.00
Warford Power Take Off - - - - -	40.00	8.00
Bay City Winch Type K- - - - -	525.00	80.00
Bay City Capstan Type M- - - - -	320.00	48.00
Contractors Turn Table- - - - -	425.00	21.25
Shop Mule Tractor - - - - -	1040.00	104.00
" " Chassis - - - - -	1040.00	104.00
" " Stake Platform - - - - -	1100.00	110.00
" " Box Body - - - - -	1100.00	110.00
" " Dump Body- - - - -	1215.00	121.50
Gasoline Tank Trucks -- 300 Gallon -- Truck Extra- - - - -	190.00	19.00
" " " -- 500 " " " " - - - - -	270.00	27.00
Kurtz Ice Plow - - - - -	500.00	50.00
Golf Course Mower Only - - - - -	700.00	70.00
5 Gang Cutter - - - - -	675.00	67.50
3 Gang Cutter - - - - -	450.00	45.00

TOTAL GROSS PROFIT \_\_\_\_\_  
TOTAL EXPENSE \_\_\_\_\_  
NET PROFIT \_\_\_\_\_

EXPENSE  
SALESMAN'S SALARY \_\_\_\_\_ \$  
EXPENSE ON CAR \_\_\_\_\_ \$  
DEMONSTRATING EXP \$5.00 EACH \_\_\_\_\_ \$  
SERVICE EXPENSE \$20.00 PER UNIT \_\_\_\_\_ \$  
TOTAL EXPENSE \_\_\_\_\_ \$





FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

March 11, 1927

Kearny, N.J.

TO ALL DEALERS:

IN REPLYING REFER TO

No. 503

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 herewith submit Dealer's cost prices on all cars, trucks and tractors driven from our Kearny Plant, effective March 15, 1927:

TYPE	LIST	DEALERS	FREIGHT	EXCISE TAX	GAS & OIL	ADVANCE FREIGHT	TOTAL	TOTAL
	FOB DETROIT	NET PRICE					COST TO DEALER	COST TO CUSTOMER
Chassis	\$300.00	240.00	24.40	-	2.68	-	267.08	334.08
Runabout	360.00	288.00	24.40	9.37	2.68	-	324.45	403.45
Runb't-Pickup Body	381.00	304.80	24.40	9.28	2.68	1.25	342.41	425.61
Touring	380.00	304.00	24.40	9.85	2.68	-	340.93	423.93
Coupe	485.00	388.00	30.40	12.55	2.68	-	433.63	537.63
Tudor Sedan	495.00	396.00	30.40	12.79	2.68	-	441.87	547.87
Fordor Sedan	545.00	436.00	30.40	13.99	2.68	-	483.07	599.07

NOTE: - The tax on the Runabout with Pick-Up Body is figured on the net price less the net price of the Pick-Up Body which is \$20.00. This is due to the fact the Pick-Up Body is non-taxable.

All closed body types are now being assembled with wire wheels as standard equipment.

	LIST	DEALERS	FREIGHT	GAS & OIL	ADVANCE FREIGHT	TOTAL	TOTAL
	FOB DETROIT	NET PRICE				COST TO DEALER	COST TO CUSTOMER
Trk -Pneu-Start.	\$375.00	292.50	24.40	2.68	-	319.58	409.08
Trk -Exp Body-Start.	430.00	335.40	24.40	2.68	2.75	365.23	466.83
Trk- Exp Body-Canopy Roof-Start.	460.00	358.80	24.40	2.68	4.00	389.88	498.08
Trk- Exp Body-Canopy Roof-Start, Screens	485.00	378.30	24.40	2.68	4.50	409.88	523.58
Trk- Stake Body- Start.	440.00	343.20	24.40	2.68	6.50	376.78	480.58
Trk- Plat. Body- Start.	425.00	331.50	24.40	2.68	4.25	362.83	462.33
Trk- Closed Cab-Start.	460.00	358.80	24.40	2.68	2.50	388.38	496.58
Trk- Closed Cab-Exp Body- Starter	515.00	401.70	24.40	2.68	5.25	434.03	554.33
Trk-Closed Cab-Exp Body-Canopy Roof Starter	545.00	425.10	24.40	2.68	6.50	458.68	585.58
Trk-Closed Cab-Exp Body Canopy Roof-Screens Starter	570.00	444.60	24.40	2.68	7.00	478.68	611.08
Trk-Closed Cab-Stake Body-Starter	525.00	409.50	24.40	2.68	9.00	445.58	568.08

TO ALL DEALERS:

	LIST FOB DETROIT	DEALERS NET PRICE	FREIGHT	GAS & OIL	ADVANCE FREIGHT	TOTAL COST TO DEALER	TOTAL COST TO CUSTOMER
Trk-Closed Cab-Platform Body Starter	\$510.00	397.80	24.40	2.68	6.75	431.63	550.83
NOTE: - All above trucks equipped with balloon tires on front wheels as standard equipment.							
Trk -Pneu.Bal.	\$325.00	253.50	24.40	2.68	-	280.58	359.08
Trk-Exp Body	380.00	296.40	24.40	2.68	2.75	326.23	416.83
Trk-Exp Body Can- opy Roof	410.00	319.80	24.40	2.68	4.00	350.88	448.08
Trk-Exp Body-Canopy Roof-Screens	435.00	339.30	24.40	2.68	4.50	370.88	473.58
Trk-Stake Body	390.00	304.20	24.40	2.68	6.50	337.78	430.58
Trk-Platform Body	375.00	292.50	24.40	2.68	4.25	323.83	413.33
Trk-Closed Cab	410.00	319.80	24.40	2.68	2.50	349.38	446.58
Trk-Closed Cab - Exp Body	465.00	362.70	24.40	2.68	5.25	395.03	504.33
Trk-Closed Cab- Exp Body-Canopy Roof	495.00	386.10	24.40	2.68	6.50	419.68	535.58
Trk-Closed Cab-Exp Body-Canopy Roof- Screens	520.00	405.60	24.40	2.68	7.00	439.68	561.08
Trk-Closed Cab-Stake Body	475.00	370.50	24.40	2.68	9.00	406.58	518.08
Trk-Closed Cab- Platform Body	460.00	358.80	24.40	2.68	6.75	392.63	500.83

32 x 6 TIRES FOR TRUCK CHASSIS

We have decided to provide 32 x 6 - 8 ply tires on the rear wheels of our Truck Chassis as optional equipment at an extra charge of \$35.00 per set of two tires, subject to the regular dealers' Truck discount of 22%. These new tires use the same wheel and rim equipment as the 30 x 5 tires.

	LIST FOB DETROIT	DEALERS NET PRICE	FREIGHT	DEALERS PRICE	DISCOUNT	CUSTOMERS PRICE
Tractor	\$495.00	346.50	12.60	359.10	30%	522.60
With Pulley attachment (Net price pulley \$16.50)		375.60				544.60
Tractor	495.00	396.00	12.60	408.60	20%	522.60
With Pulley attachment (Net price pulley \$16.50)		425.10				544.60
Tractor	495.00	420.75	12.60	433.35	15%	522.60
With Pulley attachment (Net price pulley \$16.50)		449.85				544.60

3-11-27

TO ALL DEALERS:

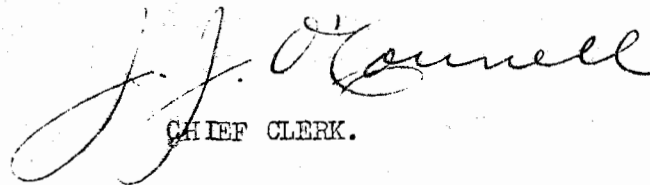
-3-

The pulley attachment still remains at the usual price of \$22.00 less 25% discount.

NOTE: Customer's price on the tractor includes the \$15.00 unloading charge.

All checks should be drawn by the dealer made payable to the order of the FORD MOTOR COMPANY, and in accordance with previous instructions must be certified.

Yours very truly,  
FORD MOTOR COMPANY,

  
CHIEF CLERK.

O'C-McF

S/646

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

TO ALL DEALERS

NEW YORK, N. Y.

Mar 21 1927

IN REPLYING REFER TO

Gentlemen:

#204

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 at once, we will discontinue the allowance on the following material salvaged from new cars and new trucks:

T-6561	Side Oil Lamps
T-6568	Tail Lamp (Oil)
T-3503-F	Steering Wheel (17 in.)
T-1001	Axle Housing) Right)
T-1002	Axle Housing Left ) Truck
All $3\frac{1}{2}$ inch wood wheels	
All 29-440 (Balloon) wood wheels	

Our allowance for this material salvaged from new cars and new trucks is 30% of the list price, F.O.B. Kearny, N. J. subject to our inspection.

FORD MOTOR COMPANY

*M. McCarthy*  
Head - Parts Department

WJMCC FB

April 1 1927

Ford Motor Company  
1710 Broadway  
New York City

Gentlemen:

We have just completed the delivery of twenty-four truck units to the ----- & ----- system of laundries, and we feel certain that you are interested in the details of this transaction.

We might say at this time that this fleet is replacing a fleet of the same number of units made up of ----- Electrics and -----, together with one ----- which was purchased less than a year ago.

At the time we were demonstrating the Ford Truck equipped with Ruckstell Axle and Olson Extension to the above concern, they were negotiating with the Metropolitan Distributors, with the thought of putting on a fleet of their cars on a rental basis.

The writer firmly believes that this order was only closed due to the fact that you were able to show Mr-----, the purchasing agent of the above concern, by use of the Cost Analysis Sheets, the saving that each unit would show over the other contemplated deal and also the saving over their present equipment. We are enclosing a copy of the two Cost Analysis Sheets that were drawn up showing a saving of over 7¢ per mile per unit. With this definite figure to base our sales talk on, it was a simple matter to close the order for the original number, 19, and this has been increased from time to time, until as stated above, we have now delivered 24 with the assurance of at least 10 more within the next thirty days.

Due to the fact that they are now standardizing on Ford equipment, it has been possible to sell them on the idea of giving up their own repair shop, and we are now not only servicing this fleet, but have taken over the servicing of two other fleets maintained by the same Company, giving us a total of almost 50 cars.

We might point out that this order totals over \$23,000, as a number of the units sold for \$1212.47 and two of them for \$1600.17. This was clean business, due to the fact that it was not necessary to accept the old fleet in trade. We are selling this fleet for them. They are paying us a selling commission of 5% plus the necessary expense for small repairs, etc.

One other benefit that we have derived from this deal is that it has placed us in touch with another fleet owner operating 14 trucks, and we have been able to sell them on the service plan similar to the one we are using for -----.

Again thanking you for your cooperation on this deal and the others you have worked with us on, we remain

Very truly yours,

4675 *Ford Motor Company*

Manufacturers of Automobiles, Trucks and Tractors

4 6 27

NEW YORK, N. Y.

GENERAL LETTER  
TO ALL DEALERS  
AND COMMERCIAL SALESMEN

IN REPLYING REFER TO

Gentlemen:

213

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 great many of our dealers have been seemingly reluctant to use the Cost Analysis in selling trucks or cars for commercial purposes notwithstanding the fact that our Truck Representatives and Fleet Owner Men have been preaching this gospel and demonstrating its effectiveness in successfully meeting competition of all kinds, beating down all sorts of resistances since last October. We cannot understand why such a valuable help as this should not come into more general usage throughout our dealer organization, particularly when it has been found so helpful to dealers who have been using this method of selling.

We feel that our salesmen and dealers have been resorting to entirely too many generalities in the past and have not dealt in concrete facts to a great enough extent to get the volume of business to which they, and we, are entitled. It has been said that a pencil and paper are the most powerful weapons in the business world, and there is no question but that this is true.

We are attaching copy of letter received from one of our dealers, with names, etc., deleted for obvious reasons. We are also giving copies of the Cost Analysis Forms worked out which were responsible for getting this business.

We are passing this information on to you for what it may be worth and the writer hopes that you will see the need of using this method of selling in the future which we feel will accomplish results for you that have not been anticipated.

If there is any question in your mind about the proper procedure in figuring out Cost Analysis, we will be glad to give you whatever we can whenever you are in this office, or whenever one of our Truck Representatives is in your territory. A close study of the attached Analysis will disclose the method used in compiling them.

FORD MOTOR COMPANY

*D.C. Hayden*  
HEAD TRUCK DEPARTMENT

DCH FAE:

S/676

Ford Motor Company  
1710 Broadway  
New York City

Date \_\_\_\_\_

Att: Mr W J McCarthy

Does dealer use or display or have in stock any of the following items not manufactured or supplied by the Ford Motor Company

ANSWER

ITEM

Dumpers  
 Stop Lamps  
 Windshield Wipers  
 Mirrors  
 Batteries  
 Vaporizers  
 Spark Plugs (Champion Ford in Script - not Champion X  
 or other makes)  
 Lamp Bulbs (Head, Tail, Stop)  
 Generator-Starting Motor Armatures (check for rebuilt  
 " " Brush Holders generator armatures)  
 " " Brushes  
 Generator " Roller Bearings  
 Any Generator or Generator parts  
 Wiring  
 Fenders  
 Radiators  
 Wheels (Wood and Wire)  
 Wheel Rims, Nuts and Bolts, Rim parts  
 Timers and Rollers  
 Piston Rings, Piston Pins, Pistons  
 Transmission Linings  
 Transmission Bands  
 Floor carpets or mats for all Ford Bodies  
 Any other parts and accessories not covered by  
 above questions.

Dealer \_\_\_\_\_

Traveling Representative \_\_\_\_\_

COST ANALYSIS

S/675

FIXED CHARGES (Per Year—Day)

.....Truck.....Ton with.....Complete, (Delivered) \$  
 Less Tires.....  
 Net Investment Subject to Depreciation \$

Remarks:

Renting Truck from Metropolitan Distributors Inc

Interest on Investment at 6%.....\$  
 Insurance (Fire and Theft).....  
 Other Insurance (Describe).....  
 Depreciation—Based on.....years life.....  
 License .....  
 Garage—per year .....  
 Driver—per year .....\$30.00 a week.....1560.00  
 Supervision .....  
 Fixed Charge by Truck Renting Concern \$27.00 per week.....1404.00

Total Fixed Charge for year of 365 days.....2964.00  
 Total Fixed Charge per day at 300 working days per year .....\$ 9.88

VARIABLE CHARGE (Per Mile)

Gasoline (.....miles per gallon) at.....per gallon .....\$  
 Oil .....  
 Grease .....  
 Tires \$.....per set for.....miles.....  
 Maintenance .....The given figures were furnished by the Metropolitan  
 Distributors Inc and are based on a charge of \$27.00 per week to cover fixed  
 charges, and \$30.00 per week for chauffeur, and 11¢ per mile to cover variable  
 charges.

......11  
 Total Variable Charge per mile.....\$ .11

RECAPITULATION

	30 mile day	40 mile day	50 mile day	60 mile day	...mile day
Fixed Charge .....		9.88			
Variable Charge . .....		4.40			
Cost per Day .....		14.28			
Cost per Mile....		.357			
Cost per Ton Mile .....					



# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

TO ALL DEALERS

IN REPLYING REFER TO

April 12 1927

Gentlemen:

#204

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.

## KINGSTON VAPORIZERS

Vaporization is the latest and most efficient method of Carburetion for Ford Cars, Trucks and Tractors. The use of the Ford Vaporizer has met with exceptional success.

The Kingston Vaporizer has successfully passed the test of our Engineering Department. The price of the Kingston Vaporizer is \$9.00 each list, subject to 40% discount to dealers.

For your convenience, we attach order form. May we be favored with your order?

- - - - -

Please note the following change in prices to the Wholesale Trade, effective at once:

T-5175 (Battery)	F.O.B. Dealers Stock	- - - - -	\$10.00 net each
"	"	F.O.B. Kearny	- - - - - \$ 9.00 " "

NOTE: In branch cities, where no freight is involved, the \$9.00 net price will apply to Batteries delivered from dealer's stock.

- - - - -

Please note the following corrections:

Body Parts Price List - Page 55 - 50058 X - should read Brace (lock pillar) LH  
 " " " " - " " - 50059 X - should read " " " LH  
 " " " " - " 57 - 50215 X - Cup (W/S swing arm washer) Price should be .02 ea.

Model T & TT Price List - Page 12 - 3003 Cyl. Head cap screw - should show factory number 463-B - price .30 X 2.50-C .05 ea.

- - - - -

5/695

4/12/27

Please note following additions and corrections to Master Parts List, effective at once:

5392	Running Board - LH - Pickup - 1927	1.50
7393	Spare rim carrier bracket assy - pickup - 1927	3.00
7379	Spare rim carrier bracket to R.B. Shim - Pickup - 1927	.10
10560-B	Roof rib #1	1.35
10561-B	" " #2	1.35
10562-B	" " #3	1.35

-----

Effective Monday April 11th, our Fordson Plant will forward packing slip copy of Form 18 - Tractor Orders on all Tractor Shipments direct to dealers. Please be guided by these instructions, that in case of shortage dealers should forward packing slip copy of this order to the Branch, also seal records of car and car number, and we, in turn, will take up the matter of shortage with the Home Office.

FORD MOTOR COMPANY

*W. M. Carthy*  
Head - Parts Department

WJMcC FB

s/6.6

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

4 13 27

GENERAL LETTER  
TO ALL DEALERS

Gentlemen:

IN REPLYING REFER TO 213

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.

SUBJECT: COST ANALYSIS FORMS

Following up our General Letter of April 6th referring to Cost Analysis, with attached copy of letter accompanied by facsimile Cost Analysis used in effecting an important sale, please be advised that these Cost Analysis Forms are available at this office in pads of 100 sheets each at the price of \$1.00 per pad. Checks should be made out in favor of John Wolfsohn & Co.

We have not been receiving the volume of orders for these sheets, which would indicate the activity we would feel is necessary with this method of selling. We do not wish to impress our dealers with the thought that it is necessary to buy these forms from us, because the main thought is to get this method of selling into general usage, regardless of the source of supply of Cost Analysis Sheets.

Therefore, if you find it very convenient or more economical to have these forms printed locally, there is absolutely no objection to this.

We are attaching order form at bottom of page for your convenience.

FORD MOTOR COMPANY

*D.C. Hayden*  
HEAD TRUCK DEPARTMENT

DCH FAE:

Ford Motor Company  
1710 Broadway  
New York City

Attention Mr D C Hayden, Head Truck Department.

Gentlemen:

Attached please find check for \$\_\_\_\_\_, made out to John Wolfsohn & Company, covering \_\_\_\_\_ pads of Cost Analysis Sheets, which you will send us as quickly as possible.

DEALERSHIP

Per \_\_\_\_\_

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors <sup>15 27</sup>

GENERAL LETTER  
TO ALL DEALERS

NEW YORK, N. Y.  
IN REPLYING REFER TO  
**KEEP THIS**

Gentlemen:

213

**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 order to refresh your memory and at the same time provide you with a copy of our letter of September 7, 1926, covering revised policy on parts discounts to Fleet Owners, we quote this letter again and ask you to keep it handy at all times for reference and to make every effort to satisfy the representatives of various Fleet Owners with whom you come in contact:

"Inasmuch as during the past few months we have been deluged with inquiries regarding our Fleet Owner Policy, we quote below our General Letter to All Dealers of January 6 1926, which sets forth our position in this matter in detail:

#### "REVISED POLICY COVERING PARTS DISCOUNTS TO FLEET OWNERS"

'Our experience during the past year indicates the need of modifying the National Fleet Owner Policy, as outlined below, in order to better serve the large users of Ford Products.

1. National and State Fleet Owner Classification is extended to include concerns owning and operating 50 or more Ford cars, trucks or tractors.

This will favor a large number of Fleet Owners who were not heretofore qualified to receive a parts discount on any basis.

2. Individual representatives of National or State Fleet Owners will receive a uniform discount of 20% on parts installed in the dealer's shop, but no discount will apply on sales over the counter.

We have increased the discount on parts installed in the dealer's shop from 15% to 20% to encourage the Fleet Owner Representative having his repair work handled by the dealer. The discount of 25% on sales made over the counter is withdrawn, as there is no logical reason why a Fleet Owner Representative should make his own repairs when the dealer's service is available. Furthermore, under this plan the Fleet Owner will have no incentive to purchase parts over the counter with a view to having the material installed by the dealer or some garage.

S/702

GENERAL LETTER TO ALL DEALERS.

Sheet 2

3. National, State or Limited Fleet Owners who operate their own garage will receive a discount of 20% (at the point where the garage is located) on parts purchased for installation by themselves on their own cars. However, fleet owners whose purchases average \$50.00 or more per month, will be entitled to a maximum discount of 25% covering material required for use in their own garage.

The larger fleet owners who have the garage facilities for repairing their Ford equipment will naturally take advantage of the 25% discount, whereas the smaller Fleet Owners will undoubtedly prefer to have the parts installed in the dealer's shop at 20% discount, rather than undertake to do the work themselves.

We believe this solution of the matter is fair to both Fleet Owners and dealers, since it insures the former efficient repair work at as reasonable a cost as the latter can afford to allow.

Will you please notify the various classes of Fleet Owners located in your territory concerning the revision in our discount policy, explaining that the change was made to provide a more efficient, practical and economical service, so that no misunderstanding will arise between their representatives and our dealers"

We suggest that you make every effort to please our Fleet Owner Representatives, allowing them the discount to which they are entitled in accordance with our Home Office Regulations set forth above and avoid all controversies except where there is legitimate doubt in your mind as to the identity of the representative, in so far as his connection with the Fleet Owner is concerned.

We want it definitely understood by our dealers that these controversies, particularly when unwarranted, result in bad feeling and sometimes some loss of business and for that reason should be kept at the lowest possible minimum.

FORD MOTOR COMPANY

D.C. Hayden  
HEAD TRUCK DEPARTMENT

DCH FAE:

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

s/730

New York, N.Y.

Raymond Price,  
~~Mount Pleasant,~~  
Cresco, Penna.

April 27 1927

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

Effective immediately the new Freight Rates on the following Truck Equipment will apply at your point:--

	<u>FREIGHT RATE</u>
Screens	<u>1.06</u>
Canopy Top	<u>1.87</u>
Pickup Body	<u>1.89</u>
Express Body	<u>4.76</u>
Closed Cab	<u>4.50</u>
Platform Body	<u>7.40</u>
Stake Body	<u>10.72</u>

These rates supercede those mentioned in ours of March 4th. Kindly be governed accordingly.

FORD MOTOR COMPANY

*C. J. DeYffer*  
Assistant Manager

CJS/B

13  
1200  
2  
13  
18 205

S/ 731

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

TO ALL DEALERS

April 27 1927

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, <sup>#504</sup> 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 corrections:

Model T Parts Price List:

5132-C	- 1865 Holder Assy	- Price should be 3.50-X	33.50-C	.40
1114	-TT-28 Rear hub bolt-	"	"	.40-X 3.50-C .05

BODY PARTS PRICE LIST:

Page 43	G-84	- 9463RX Glass & channel	- should read G-84	- 9563RX	
Page 40	50503BRX	Uph. Assy	"	"	50503RX
"	67 & 75	17450A3X Door (untrimmed & Unrtd)	price should be	*\$12.50	
		17451A3X	"	"	" * 12.50
		17137A3X	"	"	" * 12.50
		17138A3X	"	"	" * 12.50
Page 73	50907-B	Body Cloth	"	"	3.75 Yd
"	"	50908-B	Headlining Cloth	"	2.50 Yd
"	87	TT-12675	Spacer	"	.05
"	85	TT-12524	Riser	"	.70
"	59	50329	Panel	"	6.00
"	77	17176-B	Hinge Assy - should read 17178-BX		
			(* - Dealer's Discount 25%)		

The following changes in List Price become effective at once:

3320-S Automatic Windshield Wiper - open cars 2.00

Note: This cancels quantity prices on above - No change in price of 3318-S Closed Car Windshield Wiper.

TT-424 Valve (Steel) .25

Note: This valve to be supplied only to replace steel valves in Truck engines).

2201BS Kingston Vaporizer - including fittings 9.00

FORD MOTOR COMPANY

W. J. McCarthy  
Head - Parts Dept.

WJMCC TB

Ford Motor Company  
1710 Broadway  
New York City

May 9 1927

Att: Mr W J McCarthy

Ship Via \_\_\_\_\_

_____	T-3144SX	Front Bumper with fittings
_____	T-3145SX	Rear " " " Roadster
_____	T-3146SX	" " " " Coupe
_____	T-3147BSX	" " " " Tudor - Touring
_____	T-3148SX	" " " " Fordor

\$7.50 each list, Dealers' Discount 40%  
If purchased in lots of five or more sets, \$7.50 per set net

_____	T-3180SX	Stop & Tail Lamp	List Price	\$2.50 each
_____	T-5761X	Dash Light	" "	(.60 each (5.50 lots of 10
_____	T-7853X	Rear View Mirror - open cars	" "	(.75 each (6.00 lots of 10
_____	T-18257X	Windshield Wiper	" " " "	(.50 each (4.00 lots of 10
_____	T-3320SX	Automatic W/S Wiper	" " " "	2.00 each
4	T-3251BRX	Windshield Wing Assy R) Packed		2.50 each
4	T-3252BRX	" " " L) Sets per Box		2.50 each
_____	T-41097SX	Gypsy Curtain R		1.10 each
_____	T-41098SX	" " L		1.10 each
_____	T-41114AX	Top Boot - Touring		4.00 each
_____	T-41077AX	" " Roadster		4.00 each

Above list prices (except five set bumper price) subject to dealers' discount of 40%.

DEALER'S NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



3/787

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

May 25 1927

TO ALL DEALERS

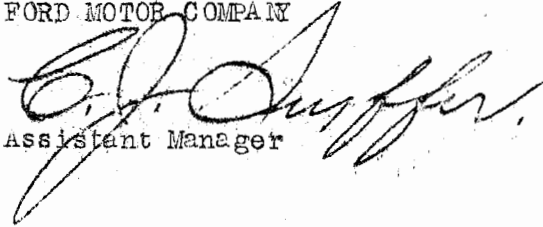
IN REPLYING REFER TO

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.

Effective Friday, May 27th, all Fordors, Coupes and Runabouts driven from the Kearny Plant will be equipped with front and rear bumpers. This is the along the same lines as the plan we carried out a short time ago.

Will you, therefore, have all your checks for the above models carry an additional amount of \$8.76?

FORD MOTOR COMPANY

  
Assistant Manager

CJS LFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

Detroit, U.S.A.

TO ALL FORD DEALERS:

June 1, 1927

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.

So many inquiries have been received for information with respect to the Aviation Division of our Company that the attached booklet entitled "The New Era of Transportation" has been printed.

This booklet not only contains information on the activities of this Company in aviation, but much general information regarding commercial aviation, such as the organization of an air line, facts to consider in laying out a landing field, etc. It is hoped this booklet will enable you to more intelligently answer inquiries that you may receive from time to time with respect to the Aviation Division of this Company.

Should any facts or particulars be desired other than those contained in the booklet, the Stout Metal Airplane Company, Dearborn, Michigan, will be very glad to answer them and will render every possible assistance to those considering the advisability of organizing air transportation lines.

Yours very truly,  
FORD MOTOR COMPANY

*W. Ryan*  
Manager of Sales

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors .

NEW YORK, N. Y.

IN REPLYING REFER TO June 30 1927

TO ALL DEALERS

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 June 27th, 1927, prices of Ford Ammonium Sulphate, in carload lots to Ford Dealers, will be as follows:

DRIED, in 100# bags	\$55.00 per ton, less 10% f.o.b. Branch
" in 10# "	120.00 " " " 40% " "

The following are the Ford Dealers' list selling prices:

DRIED, in 100# bags, carload lots,	\$55.00 per ton, f.o.b. Branch
" " 100# " ton lots,	66.00 " " " Dealers place of business.
" " 100# " less than ton lots	4.00 per 100# f.o.b. Dealers place of business.
" " 10# bags	.60 per 10# f.o.b. Dealers place of business.

You will note this change affects the f.o.b. point. We will now absorb the freight, which will enable our dealers to compete with distributors of other brands.

FORD MOTOR COMPANY

*A. J. Lef*  
Wholesale Manager

AJG LFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

Detroit, U. S. A.

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.

TO ALL FORD DEALERS

July 7th, 1927

It is to the advantage of every Ford owner to have his car run well and look well at all times. This is particularly desirable during July, August and September, when cars are used more and driven farther than at any other time of the year. Many owners, planning automobile trips, tune up their cars or have them tuned up in preparation.

With these thoughts in mind we have drawn up a timely service plan which is simple in operation and should be very profitable to every dealer.

THIS IS THE PLAN:

EVERY DEALER IS TO OFFER A FREE INSPECTION SERVICE TO FORD CAR AND TRUCK OWNERS IN HIS COMMUNITY, WHO ARE NOT HAVING THEIR CARS REGULARLY SERVICED BY HIM. THIS INSPECTION IS TO BE RENDERED AT THE DEALER'S SHOP AND THE OWNER IS INVITED TO BRING IN HIS CAR OR TRUCK. THE OFFER SHOULD BE MADE FOR A PERIOD OF ONE WEEK.

THE PURPOSE OF THIS INSPECTION IS TO ADVISE OWNERS OF THE MECHANICAL CONDITION OF THEIR CARS OR TRUCKS.

IF REPAIRS ARE FOUND NECESSARY, THE DEALER IS TO MAKE A DETAILED REPORT TO THE CAR OWNER, MAKING A RECOMMENDATION REGARDING THE WORK AND GIVING AN ESTIMATE OF THE APPROXIMATE COST. IF REPAIRS ARE NOT NECESSARY THE INSPECTION SHOULD AT LEAST RESULT IN A TUNING UP OF THE MOTOR.

FOR THE "TUNING UP" A SPECIAL CHARGE OF ONE DOLLAR IS SUGGESTED TO COVER THE FOLLOWING:

1. CLEANING AND ADJUSTING SPARK PLUGS
2. CLEANING AND ADJUSTING COIL UNITS
3. CLEANING COMMUTATOR CASE
4. TESTING BATTERY, FILLING WITH WATER
5. CLEANING CARBURETOR AND SEDIMENT BULB

To assist in carrying out this program we have prepared a folder, featuring free inspection, to be mailed to all Ford car and truck owners in your community who do not come to you regularly for service. Space for inserting your name and address is provided on the folder. In the cities where there are more than one dealer, each dealer should confine his mailing to Ford owners who were original customers of his, but who have not been coming to him for service.

An inspection blank to facilitate complete inspection of the car is reproduced herewith.

We believe this plan for interesting Ford owners who are not your regular service customers should appeal to you, particularly since it should accomplish the following results:

First RENEW CONTACT WITH OLD CUSTOMERS who are going elsewhere for service. Some of them may be accepting "inferior service" and

your offer of a free inspection should interest them. Once realizing the value of your service they should continue to patronize you.

Second INCREASE YOUR PROFITS ON SERVICE PARTS AND ACCESSORIES. This is obvious. Most cars that come in will need a change of oil at least, also many customers may desire to have their cars washed and polished, possibly refinished in Pyroxylin.

Third CREATE CUSTOMER'S GOOD WILL. Owners bringing in cars badly in need of adjustment and tuning will be highly pleased when they drive out of your place with a smooth-running car.

Fourth TO IDENTIFY YOU IN YOUR COMMUNITY AS THE LOGICAL SERVICE STATION FOR FORD PRODUCTS. You have the equipment to render better and more economical service than any "up the alley" garage. All Ford repair business in your community should be yours. In order to get it, the people must know of your facilities. This plan is designed to familiarize them with your service department.

Fifth OBTAIN PROSPECTS FOR THE NEW CAR AND TRUCK. Should an owner hesitate about authorizing necessary repairs to his car and express a desire for a new Ford instead, obtain his order with a deposit. Of course you can give no specifications or price whatever. Point out to the customer, however, that he will get earlier delivery by placing his order now. After order has been obtained, the repairs necessary to owner's present car should again be discussed from the standpoint of giving him a more satisfactory operating car and of facilitating its sale by the owner later.

Properly worked out this plan should increase your profits through the service department, not for the next few weeks only but month in and month out, depending upon your follow-up effort in retaining new service customers gained.

It further affords you a splendid opportunity to personally conduct many new service customers through your service department. In doing so point out the advantages your service offers in the way of speed, skill, experience and equipment—explain how precision machines enable you to work to a degree of accuracy that practically eliminates the element of human error. Emphasize the fact that no car can operate at its original efficiency or maintain its operating economy under "cheap and haphazard repair methods." Also that expert workmanship is essential in servicing a car as well as in building it.

We are confident that all Ford dealers will enthusiastically cooperate in the carrying out of this plan. There is no reason why many thousands of Ford owners should have their cars repaired by outside garages. The business belongs to the Ford dealers and this is your opportunity to GET IT and HOLD IT.

Please use enclosed form for ordering folders and inspection blanks, and arrange to get the plan started at the earliest possible moment.

Yours very truly,

FORD MOTOR COMPANY



Manager of Sales


P. S. It is assumed of course that your present regular service customers will be given this inspection service during this period upon request.

# Ford Owners

## *Special Inspection*

### *Service on your Ford*

---



During the coming week, beginning next Monday, we will offer a special free inspection service to all Ford car and truck owners.

We invite you to bring your car to our service department. It will be thoroughly inspected by Ford-trained mechanics. There will be no charge.

This is being done that you, as a Ford owner, may derive the most satisfactory use of your car or truck, as well as to acquaint you with our facilities for service and enable you to meet our organization of Ford trained service men.

If it is found that your Ford needs repairs or adjustments of any kind, we will submit a report to you with our recommendations and an estimate of the cost. If you care to have the work done, we shall be glad to do it, and can assure you of the highest quality of workmanship, performed in a shop equipped with modern and approved machinery.

In some cases all that is necessary is a "tuning up" of the motor. We are making a special charge of only \$1.00 for this work which includes:

- Cleaning and adjusting spark plugs
- Cleaning and adjusting coil units
- Cleaning commutator case
- Testing battery and filling with water
- Cleaning carburetor and sediment bulb

You may bring your car in any time next week for the free inspection. It is important for you to take advantage of this offer, especially if you are planning a vacation trip or the extensive use of your car during the summer.

## **FREE OF CHARGE**

(Facsimile of folder to be sent to Ford owners)

(If you desire to continue this inspection service for another week for Ford owners who did not respond to your first invitation, we suggest you send the following letter.)

To Ford Owners:

We find it necessary to continue our offer of Special Free Inspection Service for another week, in order to give those who did not arrange appointments an opportunity to have their cars inspected and adjusted.

In the event that you may have overlooked our offer or have misplaced our circular we are attaching another. We suggest that you bring your Ford in during the next day or two and obtain our expert opinion of its mechanical condition. This will be given through our Special Inspection Service—without charge or obligation to you.

We would like you to know of our facilities for serving Ford Owners.

Yours very truly,



(Suggested Follow-up Letter to be written to new service customers after they have taken advantage of Free Inspection Service.)

We want you to know of our appreciation of your recent visit to our Service Department and we hope the improved mechanical operation of your car will be accepted as the calibre of service rendered by us.

We have devoted so much time and study to the service end of our business, which is really the backbone of any business, that we feel we are justified in the claims we make of rendering BETTER SERVICE. This is possible because we are organized, equipped, understand our business and know how to satisfy.

It is through these claims that we solicit your patronage and we ask that you look to us for all of your service requirements. Nothing is too trivial—your call is welcome for testing your battery as well as for changing the oil in your motor, tuning up your car or any adjustments which you might wish made.

We pride ourselves on the efficiency of our shop—turning out repair work quickly—guaranteeing it—and since we are in business solely for serving Ford owners we ask that you indicate below whether or not our service pleased you and if we might number you as one of our regular service customers.

Yours very truly,

Signature \_\_\_\_\_

Address \_\_\_\_\_

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

July 12 1927

To All Ford and Lincoln Dealers -

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 13, 1927, the Lincoln Parts Dept will be moved from Kearny, N. J., to our Long Island City building on Northern Boulevard and Honeywell Street, Long Island City, N. Y.

Effective July 1, 1927, all discounts on Lincoln parts to Ford dealers (who are not authorized Lincoln Dealers) have been withdrawn. Therefore Ford dealers should recommend that all Lincoln service work be performed by the Authorized Lincoln Dealer.

As dealers have specific days assigned to them to secure monthly supply of Lincoln parts, we expect your heartiest co-operation in forwarding all orders for Lincoln parts to 1710 Broadway, New York.

Each month dealers will receive one Form 3337, Lincoln Dealers Monthly Stock Order Pad which has been compiled by us to enable them to maintain an adequate stock at all times of the parts listed on this form which we request them to forward to us each month at least five days previous to securing their parts at our Long Island City Building. By constant application to endeavor to maintain a complete stock of Lincoln parts at all times you are in the position to properly service your customer's automobiles.

Kindly discuss the subject of Lincoln parts with your Parts Department Manager so that he will be thoroughly familiar with this new arrangement.

FORD MOTOR COMPANY

W. J. McCarthy  
Head - Parts Department

WJMC IGH



4857 *The Ford Motor Company*

Manufacturers of Automobiles, Trucks and Tractors 8 1927

TO ALL DEALERS

NEW YORK, N. Y.

IN REPLYING REFER TO

Gentlemen:

#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.

Gov. Alfred E. Smith has designated the period of July 18th to August 6th inclusive as "The Save-a-Life Campaign of the State of New York". Under this plan, during the above mentioned period, all automobiles in the State of New York must be inspected by an official inspection station. The latter are being named by the Hon. Charles A. Harnett, Commissioner of Motor Vehicles, Albany, N. Y.

The Empire State Automobile Merchants Association is co-operating with the State of New York towards the promotion of this Campaign.

If you desire you may make application for the appointment as an official automobile inspection station by writing to the Commissioner of Motor Vehicles, Dept. B., Save-a-Life Campaign, 184 State Street, Albany, N. Y.

You will undoubtedly wish to see that all your Ford customers will have had the inspection made and the inspection tag affixed to their windshield, so as to avoid delay in being held up by police officers when checking is made after August 6th. This will give you another contact at this time with all your customers. The inspection tests to be made do not require much time, and we are positive that you will have no difficulty in taking care of not only Ford owners but other automobile owners who may come to you for the inspection.

Please write us whether or not you make application for appointment as an official automobile inspection station.

FORD MOTOR COMPANY

*E. J. Suffer*  
Assistant Manager

CJS LFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

July 18 1927

TO ALL DEALERS

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 June 21st, Mr Plaintiff wrote you relative to our Tractor Campaign for July and August. Since then, too, you have attended a dealers' meeting, at which considerable time was spent in outlining our program for the establishment of a permanent tractor dealer and salesman organization.

It has been gratifying to note considerable improvement in many ten day reports for the first period of the campaign. Additional prospects are being listed, demonstrations made and increased deliveries of tractors effected.

By now, that tractor salesman you put on must have obtained a good idea of the Fordson tractor, and the type power unit it is. If he has done some canvassing for power requirements, he will have probably started to form ideas of how best to apply the Fordson power unit on various jobs. If he has been given a number of Fordson owners to call upon, it is quite probable that he may have obtained some orders for extra equipment, grease, service, etc.

In other words, by having this salesman devote all of every day to tractor business, we can today report that we are all in a better position on our merchandising plan on tractor business than we were on July 1st. And, being able to report progress, we are all encouraged to press harder towards having our efforts show results.

You will be pleased to see the double page advertisement on pages 54 and 55 of the Literary Digest for July 16th, covering the first "wedge" Fordson tractor advertising in the Industrial Field. By all means read every word of that "ad" - have your salesmen read it. Get the real meaning of "Tradition - the enemy of industrial efficiency". Have your salesman carry a copy of that "ad" with him all the time - show it to the members of industrial concerns in your section, also to contractors, land developers, real estate men, engineers - they are all interested in power. Make this advertising copy count for good to you by using it intelligently.

Our second ten day period is about to close. We anticipate even greater results than during the first period, because more thought and hard work are being generated daily towards building up tractor business.

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

July 19 1927

Raymond Price  
Cresco Pa

Gentlemen:

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 wish to confirm the serious discussion which took place at our meeting on Fordson Tractor business at Scranton on Friday July 8th.

There never was a more opportune time to aggressively approach this subject than today. You now have ample time to devote your individual time and thought to the merchandising of this fine power unit.

First of all, select one salesman who is to devote his entire time to canvassing on Fordsons and merchandising them. Provide him with every possible sales help, such as the Fordson Sales Manual, the Gash Stull Implement Manual, Sales Equipment Co Salesfax, tractor literature, etc. Check his operations daily - encourage him when at first his efforts are unrewarded - send him to the Fordson Power Exposition in our building - provide him with leads that you yourself have found - in other words, let your interest in his activities inspire him to keep going on tractor business.

Don't quit after the first week's work - or after the first month - persistence in this department means ultimate reward.

Use the manufacturer's men, the Implement Distributor's men, our Tractor Department - they await your call to help you.

What co-operation on tractor business will you accord us during this present campaign?

FORD MOTOR COMPANY

  
Assistant Manager

CJS IGH

P S We have written your tractor salesman as per attached copy of letter.

Mr R Carlton  
c/o Mr Raymond Price  
Grecco, Penna.

July 19, 1927

Dear Sir:

2

Mr Price has informed us that your efforts from now on will be devoted solely on Fordson tractor business.

You probably, like so many of us, have not appreciated the large field to which this power unit applies itself. Yet, all about us, if we will observe closely, are opportunities where industrial portable power is required - and in many instances now unrecognized the Fordson meets these industrial requirements.

We invite you to come and visit us, meet our Tractor Dept. Head, Mr Weiss; go through the Fordson Industrial Power Exposition in our building; become acquainted with the Equipment Manufacturers' men and also the traveling staff of the Equipment Distributors. We, all, offer you every assistance to help you in your merchandising problems.

Ask Mr Price to provide you with the Equipment Distributor's Sales Manual, the Fordson Sales Manual, Sales Equipment Co's Salesfax Book - all of which will give you a vision of the possibilities of applying this portable power unit.

Do not overlook the advantage of daily canvassing for tractor prospects. Expose yourself to contact with prospects - that's the ground floor of obtaining an order for a Fordson and equipment. Let us help you to demonstrate - and close orders.

At present we are conducting a Tractor Campaign - from now until August 31st. Let's see how much you can learn and apply in the tractor field during this period.

FORD MOTOR COMPANY

Assistant Manager

CJS IGH

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors July 19 1927

NEW YORK, N. Y.

IN REPLYING REFER TO

To all Dealers -

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 BATTERY SALES CAMPAIGN - AUGUST 1927

Effective from date to August 31, 1927, the price of Ford Batteries to dealers will be as follows:

Lots of 12 or more -	\$7.35 Net Each	F O B Kearny N J
Lots of 4 to 11	7.75 " "	" "

Suggested List and Wholesale Trade Prices unchanged.

August 1927 is the battery campaign month, therefore, we request that you dress up your show windows with Ford batteries, display the Ford Battery Banners (which will be forwarded to you under separate cover) in your show room, parts department and shop, instruct your entire organization to talk and endeavor to sell batteries to all prospects.

To secure the aid of your organization for this campaign, we suggest that you allow your employees a commission on all batteries sold by them.

We suggest that you circularize your customers by use of your Service Follow-up File also by the prominent display of a banner advising the following -

FOR AUGUST 1927 ONLY WE WILL  
ALLOW \$2.00 FOR YOUR OLD BATTERY

In conjunction with the special letter of July 7 1927 from Mr W A Ryan, Manager of Sales, on Service and Inspection, why not have battery literature printed and enclosed with Service Folders.

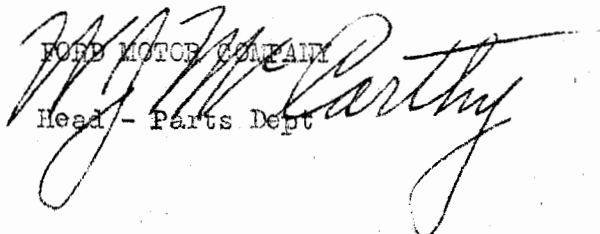
We direct your attention to the Fourth Paragraph of Mr W A Ryan's letter as follows - "TO IDENTIFY YOU IN YOUR COMMUNITY AS THE LOGICAL SERVICE STATION FOR FORD PRODUCTS." - The Ford Battery is a Ford Product.

Your co-operation sincerely requested and for your convenience we enclose order form.

WJMc IGH

FORD MOTOR COMPANY

Head - Parts Dept



# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

July 25 1927

2/454  
Mr R Carlton  
c/o Raymond Price  
Cresco Pa

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.

Have you made a study of the three sales helps on tractors:-

FORD TRACTOR MANUAL.  
EQUIPMENT DISTRIBUTOR'S MANUAL.  
FORDSON SALESFAX.

Ask your dealer to obtain these for you, if he has not already done so.

There is a very timely advertisement in the Literary Digest on the Industrial Fordson. This you should read over carefully and digest - also carry it with you to show to your industrial prospect. It will give you a line of thought on "Tradition - the enemy of Industrial Efficiency". This "ad" having been read by many business men interested in power, has paved the way for your first visit to your industrial prospects.

Don't overlook the value of consistent canvass on prospects and Fordson owners. This is the most logical basis on which you can expect to build a large volume of tractor business which will be satisfactory to you and your dealer.

We shall be pleased to have you write us of your experiences of tractor business that you have unearthed. Call on us for assistance in your problems.

FORD MOTOR COMPANY

  
Assistant Manager

CJS LFL

P. S. Have you visited our Power Exposition at 1710 Broadway recently?

S/878

# Ford Motor Company

FACTORY AND GENERAL OFFICES  
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

July 26 1927

TO ALL DEALERS

Gentlemen:

#2

IN REPLYING REFER TO

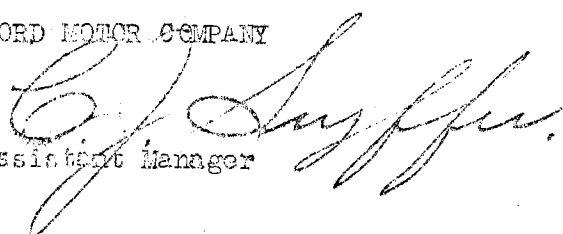
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For your information we attach hereto a circular describing Fordson Salesfax.

This is the book we discussed at our recent dealers' meeting on tractors. We believe, if placed in the hands of your tractor salesman, it will help him to increase his knowledge of necessary details in connection with tractor business. It can also be used by the salesman in making his presentation to the prospect.

You can place your order for one or more of these books with the Sales Equipment Co., 238 Boydell Bldg., Detroit, Michigan.

FORD MOTOR COMPANY



Assistant Manager

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

S/875

New York, N.Y.

July 27 1927

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 July 7th Mr Ryan, our Manager of Sales, sent you a letter outlining a service follow up plan for contacting with present Ford owners. With the letter was sent an order form for inspection folders and reports. Your order has not been received.

In view of the contact that this will give you with present Ford owners, and the fact that it will help to keep your service station filled with work, you will surely wish to order both the folders and inspection reports quickly so as to get the plan started in your territory.

Read over Mr Ryan's letter of July 7th again and let us have the order referred to by return mail.

FORD MOTOR COMPANY

  
Assistant Manager

CJS LFL



S/899

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,  
New York City, N.Y.

FACTORY AND GENERAL OFFICES  
DETROIT

July 27 1927

TO ALL DEALERS

Gentlemen:

IN REPLYING REFER TO

#2

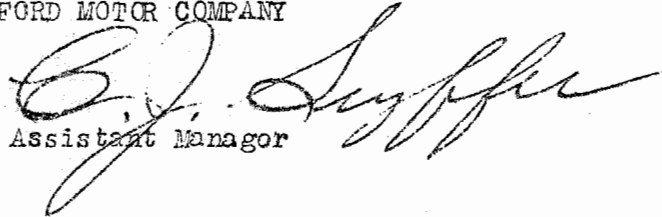
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We are sending you under separate cover a copy of a sectional road map of Canada and the United States.

This is being sent to you at the suggestion of the Canadian Department of the Interior in view of the many requests that have been sent to them by Ford dealers.

FORD MOTOR COMPANY

Assistant Manager



CJS LFL

S/881

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

July 27 1927

TO ALL FORD DEALERS

Gentlemen:

#1

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 repeatedly solicited your co-operation on the building up of our Lincoln business, with apparently very little result.

Because of your position in the community, you are in touch with people who are in the market for high priced cars, or who are contemplating trading in their present cars. Why don't you capitalize on your position and bring the Lincoln car to the attention of these prospects? This does not require a great amount of time on your part, as all that is required of you is to introduce your prospect to the Lincoln Dealer, under whom you are assigned, and he takes care of the deal from that point on.

To help along the idea of Ford dealers selling Lincolns, we have arranged to place our demonstrating cars and drivers at your disposal, for demonstrating Lincoln cars to your prospects. We are seeking to learn who of our Ford dealers are interested in co-operating with us on the sale of all Ford products - who are the real salesmen, who can actually dig up prospects for Lincoln cars - who are worthy of consideration, because of their willingness to co-operate with us, for taking on additional units as our line is augmented.

Will you forward us your list of prospects to whom you have spoken and who are ready for a demonstration? We will, as stated above, supply our demonstrating cars and men, to assist in closing sales.

I would like to have your reply by return mail.

FORD MOTOR COMPANY

*G. Plantiff*  
Eastern District Manager

CJS LFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

July 28 1927

5/875  
Raymond Price  
Cresco  
Pa

Gentlemen:

#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.

Because of the success we have had on the use of cranes with Fordson Tractors, we have decided to put on a special campaign for Crane Business.

We have selected you among a limited group of dealers, with whom to stage the plan. The Whitehead & Kales Co have agreed to work with you and us on the idea - in fact have prepared a special set of suggestions as well as some helpful literature, to enter this field.

For your information, we attach a suggested plan for working up a program on crane business. The plan also shows Some Typical Crane Installations, which you might use as reference. You will also find suggestions on following your crane prospects.

Under separate cover, we are mailing you a supply of specially prepared literature for this campaign, which you will want to use for mailing and carrying about by your tractor salesman.

Of course, for you to properly work the field for crane business, you should have a crane for demonstration and display. This is not written with the thought of simply having you purchase a crane, but with the idea of having you equipped to properly demonstrate the truth of your statements to the prospect on the fact of the cost saving to the latter, by the use of this unit.

We ask that you give this subject serious thought - and then arrange a program of work for your salesman to solicit crane business.

Will you sign the attached order for a Whitehead & Kales Crane (specifying the length boom 7' or 12') and forward it to us for transmitting to Gash-Stull Co. And in the meanwhile get your direct mail campaign started as suggested in the attached.

We have some men available to help you in the problems you meet, so don't hesitate to call on us.

FORD MOTOR COMPANY

*E. J. Snuffer*  
Assistant Manager

P.S. If you are in need of any further circulars please advise us.

CJS LFL

July 28 1927

To all dealers

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

Gentlemen:

NEW YORK, N. Y.

IN REPLYING REFER TO

## STEEL VALVES

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.

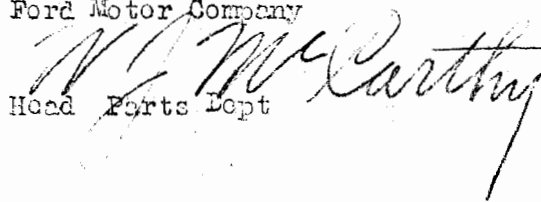
We have at the present time a good supply of steel valves, T3052B2 - T424 - 25¢ each list, listed on page 14 of the July 1st issue of the Wholesale Parts Price List, also on page 9 of Dealer's Monthly Parts Stock Order Pad. In order that dealers will have these steel valves on hand we are forwarding you a small supply of these valves so that you may use this better quality valve in repair operations.

## MONTHLY STOCK ORDERS

We wish to draw your attention to a paragraph in the June issue of the Ford Service Bulletin, page 164, entitled "Dealer's Monthly Stock Orders." The June Bulletin was mailed to all dealers and we will ask you to read this article, also have your Parts Manager give it his attention. We are drawing your attention to this article to endeavor to convey to you the importance of using the monthly stock order form each and every month. Your co-operation on this subject is sincerely requested.

Ford Motor Company

Head Parts Dept



ICH

# Ford Motor Company

4888

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y. Aug 1 1927

TO ALL DEALERS

IN REPLYING REFER TO

Gentlemen:

#201

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 25th, 1927, we are discontinuing the sale of undried Ford Ammonium Sulphate. The prices of our dried Sulphate will remain the same with the exception of the f.o.b. point.

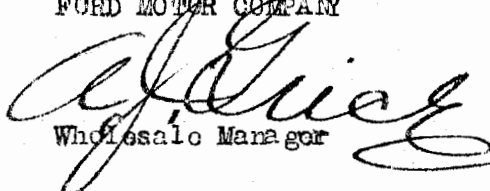
## DRIED AMMONIUM SULPHATE

PACKED	100 lb. bags Carload lots	10 lb. bags Carload lots	100 lb. bags Less than carload	10 lb. bags Less than carload
PRICE	\$55.00 per ton	\$120. per ton	\$55.00 per ton	\$120. per ton
DISCOUNT	Less 10%	Less 40%	Less 10%	Less 40%
F.O.B.	Fordson Plant Freight allowed to destination	Fordson Plant Freight allowed to destination	Branch	Branch

## DRIED AMMONIUM SULPHATE FORD DEALERS' LIST SELLING PRICES

PACKED	100 lb. bags carload lots	100 lb. bags Ton lots	100 lb. bags Less than ton lots	10 lb. bags
PRICE	\$55.00 per ton	\$65.00 per ton	\$4.00 per 100# bag	60¢ per 10# bag
F.O.B.	Fordson Plant Freight allowed to destination	Dealer's place of business	Dealer's place of business	Dealer's place of business

FORD MOTOR COMPANY


  
Wholesale Manager

AJG LFL

5/898

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

Aug 3 1927

TO ALL DEALERS

NEW YORK, N. Y.

IN REPLYING REFER TO

Gentlemen:

#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.

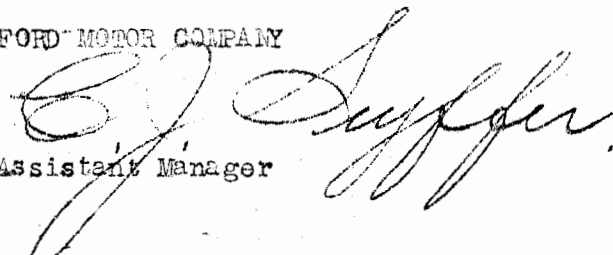
We have written you following the letter you received from our Mr Ryan on the subject of the Service Inspection program, the need for which is so apparent at the present time.

We will want to know definitely what has been accomplished thru this service program, so we request that you please keep a record of the number of service customers who accept your invitation to come into your establishment, as well as a record of the total service work performed from the standpoint of both labor and parts sales.

This will enable us to know the number of new service customers obtained and the volume of service business done.

FORD MOTOR COMPANY

Assistant Manager



CJS LFL

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

August 16 1927

FACTORY AND GENERAL OFFICES  
DETROIT

To all dealers -

New York, N.Y.

Gentlemen:

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 a supply of wood frame closed body doors unpainted and untrimmed on hand.

Effective from date to Sept 30, 1927, the price of these doors will be \$10.00 each less 40% discount. Possibly some of your customers will welcome this opportunity to replace the doors of their cars if you will advise them of this low price.

Possibly you may have used cars on hand requiring doors of this type which you can recondition by using these doors.

-----  
Effective immediately M 647S Pyroxylin Thinner has been discontinued - we will furnish M 645 Pyroxylin thinner in 5 gallon cans at the price of \$13.75 list for 5 gallons less 40% discount.

The price of M 645 Pyroxylin thinner in 50 gallon drums is \$2.50 per gallon list.

-----  
Following prices effective immediately -

<u>Catalogue No</u>	<u>Factory No</u>		
45127	45102	Front heel board assy	\$2.50
3008	550C	Outlet conn.screw .20-X 1.50-C	12.50-M .03

Ford Motor Company

Head - Parts Dept

*W J M Carthy*

ICH

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

August 16 1927

To all dealers -

IN REPLYING REFER TO

Gentlemen

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 BATTERY SALES CAMPAIGN AUGUST 1927

Supplementing our letter of July 19 1927 entitled "Ford Battery Sales Campaign August 1927" - we advised the reduced prices of Genuine Ford Batteries as follows:

Lots of 4	\$ 7.75 each net
Lots of 12	7.35 " "
	Dry batteries 25¢ each less

By advising the reduced prices we have given you the opportunity of purchasing batteries at the low price and request you to canvass your customers for battery business.

Effective Sept 1 1927 the retail price of our battery will be \$11.00 each.

To assist you in advising your customers we will send you, under separate cover, a poster worded as follows:

GENUINE 13 PLATE  
FORD BATTERY  
NOW \$10.00  
AND YOUR OLD BATTERY

The outstanding fact that the Ford 13 Plate 6 Volt 80 Ampere Rubber Case battery can be purchased from you at the low price of \$10.00 each and the customers old battery, should offer a distinct appeal to Ford owners, provided you advertise this fact to your customers.

You should advertise this in your local newspaper (forwarding copy of your "ad" to us) also use your Service Follow Up File.

Every Ford car and Ford truck entering your shop for service offers you an opportunity to sell a Genuine Ford Battery. Have you instructed your entire organization to talk batteries to all customers? Have you instructed your salesman canvassing service work to talk batteries? Have you offered your organization some commission on new battery sales? Now is the opportunity time to stock Ford batteries, as the majority of our dealers are equipped to charge batteries we suggest that you stock dry batteries.

Your co-operation sincerely requested to aid us in merchandising larger quantities of batteries each month.

Ford Motor Company

W J McCarthy  
Head Parts Dept



5/933  
FORM 353

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors Aug 24 1927

TO ALL FORD DEALERS

NEW YORK, 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

Many Ford dealers are today realizing the benefits of the work which they started on tractor business solicitation some sixty days ago.

For your information, we wish to quote the following letter received from one of our dealers, in which he points out the benefits to be obtained from an aggressive program on merchandising this unit.

"At the last Dealer's Tractor Meeting you advised us to appoint an exclusive Tractor salesman. We followed this advice and we are very well pleased with the results. We have made a careful canvass of the docks, stevedores, contractors and shipyards in our territory. This has resulted in a number of live prospects that we are following, also the sale of one Tractor with Whitehead & Kales Crane, wheels, brakes, etc. The details of this sale may prove interesting to other dealers.

Our salesman called the second time before he could see Mr Blank of the Blank Co. While he was waiting around he noticed that it required eight men to move timbers from the storage pile to the place where they were to be sawed to dimensions.

Mr Blank's attention was called to this condition and an appointment was made with him to meet Mr Hinze of the Whitehead & Kales Co. The result of this call was that Mr Blank signed an order for the above mentioned equipment, to be accepted by his company after a successful demonstration.

A demonstration was arranged for August 4th at 12 M. The tractor arrived at the yard at 11.30. Fifteen minutes later our salesman left with a check in full, leaving the driver to instruct one of the purchaser's men for the balance of the day.

The above proves to us that your Tractor Department is correct in saying that the Fordson can be sold next to the Dealer's door at a profit when intelligently followed up. It is needless to say our Tractor salesman is sold on the Fordson."

CJS LFL

FORD MOTOR COMPANY

*E. J. Suffer*  
Assistant Manager

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

Aug 30 1927

To All Dealers -

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.

## Balloon Tire Inflation

This supersedes the table of Balloon pressures given in circular letter of November 21 1925 and July 1926 issue of the Ford Service Bulletin.

We now recommend that the tire pressure for 29 x 4.40 balloon tires be 32 lbs both front and rear on all models.

It has been brought to our attention that the average balloon tire is operated in an under-flated condition due to the fact that the air pressure automatically reduces quite rapidly and owners fail to refill their tires as frequently as recommended by the tire manufacturers. Because of this tendency to neglect periodically checking of air pressures, we recommend that all 29 x 4.40 balloon tires be initially inflated to a higher pressure so as to provide a sufficient margin to insure the mean pressure during the life of the tire being high enough to provide the maximum service.

## Batteries

Effective September 1 1927 the following prices will apply on batteries.

5175 Battery	Retail price	\$11.00 Each
	Dealers net price - lots of 12	7.35 "
	" " " " " 4	7.75 "
	" " " " " less than 4	8.00 "
	Wholesale trade net price from dealers stock	9.50 "
	Dry - .25 net each less than above prices.	

## Paint - W/S Wings - W/S Wipers

The following prices effective at once.

M-395	Windsor Maroon Enamel	\$ 1.25 Qt
M-626	Royal Maroon Pyroxylin	7.00 Gal
M-626	" " " " ground	6.50 "
T-9953	Roof Assy	15.00
T-3180	Stop & Tail Lamp Assy	2.00
T-3251ER	Windshield Wing Assy - R	2.00
T-3252ER	" " " " L	2.00
T-3318S	Automatic W/S Wiper Assy - closed cars	2.50
T-3320S	" " " " " open "	2.50

S/1007



Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

Oct 19 1927

TO ALL DEALERS

Gentlemen:

#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

MORE HELP ON FORDSON  
TRACTOR BUSINESS

You have been advised of the Agricultural Bond and Credit Corporation Finance Plan on Fordson Tractors. Have you investigated the benefits of this Plan, and have you signed up an agreement with the said corporation on its use?

It is possible that you may have given the subject some passing thought and have considered its application inadvisable. Had you considered it carefully and thoroughly, we are positive you would have started to use the plan in your merchandising program on tractors.

Two excellent plans are available - one for the Agricultural Tractor and one for the Industrial. In comparing these plans with your past methods of taking the buyer's notes for 60, 90 or 120 days, or even longer, you should consider the matter of your liability, due to your endorsement on the buyer's notes.

Is it your idea that the finance charges are higher on this plan than on the plans of other tractor companies? If so, you should also know that the retail price of many of your competitors is a "time" price, on the assumption that 80% of tractors retailed are sold on time, and said price accordingly already includes a charge for financing.

The 10% retainer, held by the A. B. C. Corp. until the last payment on the transaction has been made probably has caused you some disturbance, and possibly you could not appreciate the reason therefor. Remember, primarily, that this 10% retainer is not figured on the delivered price of the entire unit, but on the amount of the customer's note, after having deducted the down payment. The "example" shown in the A.B.C. Rate sheet explains this clearly. Consider, if you will, that on the plan, (on which your endorsement does not appear on the customer's note) by having the 10% held in Reserve, your interest and that of your organization in the deal will remain even after delivery of the unit. This will prompt you to make continued calls to insure the customer's satisfaction, and these follow up calls will not only keep you in touch with the financial status of the deal but through this contact you will be in a position

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

CONTINUING OUR LETTER OF 10-19-21

SHEET NO.

2

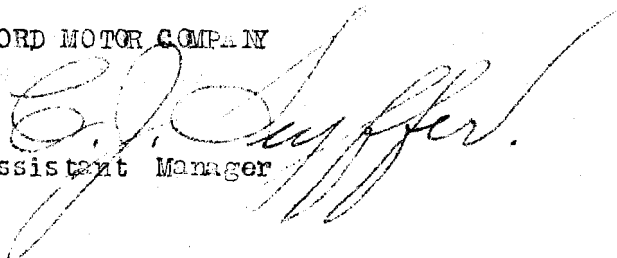
to obtain increased business volume from the customer and his acquaintances.

We recommend that you discuss this subject of financing with our Traveling Representatives and also the representative of Gash-Stull Company, who will give you other light on the features of the plan, as well as answering what further inquiries you might have.

To us it is worthy of your trial. It has helped other dealers who have used the plan, as is shown by their testimonials in the "A.B.C. Corp. Broadside", which was sent you some time ago. If you would care to discuss the subject with us we would gladly have you call at our office, or we will send our Traveler to you, if you so desire.

Will you advise us when you have forwarded your agreement to the Gash Stull Co. on the plan?

FORD MOTOR COMPANY

  
Assistant Manager

CJS LFL

5/1011

# Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES  
DETROIT

New York, N.Y.

Oct 21 1927

GENERAL LETTER  
TO ALL DEALERS

Gentlemen:

IN REPLYING REFER TO

#2

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The past four months have served dealers, in many cases, for "THE DISCOVERY OF THEIR SERVICE DEPARTMENTS". The discovering dealers have found that the SERVICE DEPARTMENT is a business in itself, CAPABLE, if properly handled, of producing a REAL PROFIT.

The un-informed, wasteful automobile dealers of this country have built up, thru their lack of understanding, about 80,000 independent garages and service stations. These independent operators make a good living out of the business that dealers have "kicked" from their doors. The sooner you learn the number of profitable departments that there are in your business the sooner you will learn to make the real money possible from the automobile business.

Where are cars washed?

Who greases cars?

Who paints cars?

Who sells and services batteries?

Who sells tires?

Who goes after accessory volume?

Who sells genuine parts at retail?

Who sells the bulk of repair labor?

Who sells automobile supplies?

Who makes it easy for the owner to drive in, get prompt courteous service and go out satisfied?

Do you send your customers over to the "Auto Laundry" and let them take \$2.00 or \$2.50 that should be yours?

Do you send your customers over to an "Oil Station" to have their cars greased and lose another \$2.00 or \$2.50?

3/10/11  
*Ford Motor Company*

CONTINUING OUR LETTER 9FO-21-27

New York, N. Y.

SHEET NO.

Why is it easier for owners to spend their money with someone else than it is with you? You created the business in the sale of the unit, and if you were live and properly organized practically all the money it takes to operate that car each month would be yours.

What would you think of a Ford dealer who called on an independent garage man to go out and pick up a wreck because he was not equipped to do it?

True, we must have unit sales to remain in business, as much from the standpoint of service volume as from the standpoint of new car profits, but the future depends on your knowledge to properly organize REAL SERVICE.

We just want to repeat that the automobile business is sound and wonderfully profitable to the dealer who understands the "back end" of the business as well as the "front end". The business of selling transportation is as fundamental and essential as agriculture:- it is the only business where a number of States have enacted laws forcing business into your doors - it is the only business where profits can be made by properly handling a volume that is already created.

The dealer with foresight and common sense is ready for the "NEW CAR".

His building is clean and painted.

His shop is well equipped.

He has a good shop organization.

He has an adequate, intelligent bookkeeping system, without which his business is doomed.

He works all departments:- parts, labor, batteries, accessories, tires, supplies, painting, washing and polishing and greasing.

His service and sales records are complete.

His plans call for well-trained, capable salesmen in his sales organization.

YOU have a profitable future, but that future depends on YOURSELF, as well as the new car.

THINK IT OVER.

FORD MOTOR COMPANY

*E. J. Suffer*  
 Assistant Manager

CJS LFL