
Genuine Ford Battery

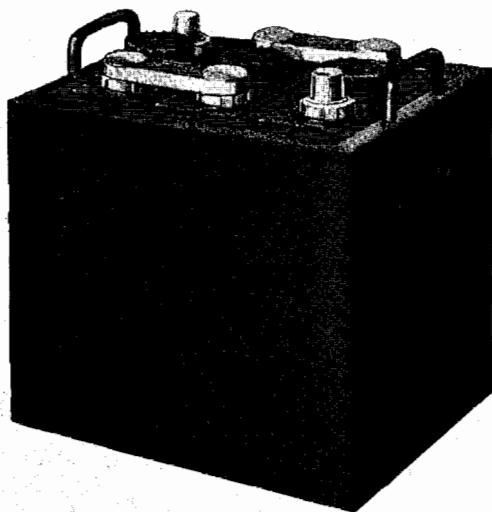
WHOLESALE PRICE LIST

of

Ford
BATTERY

and

BATTERY REPAIR PARTS

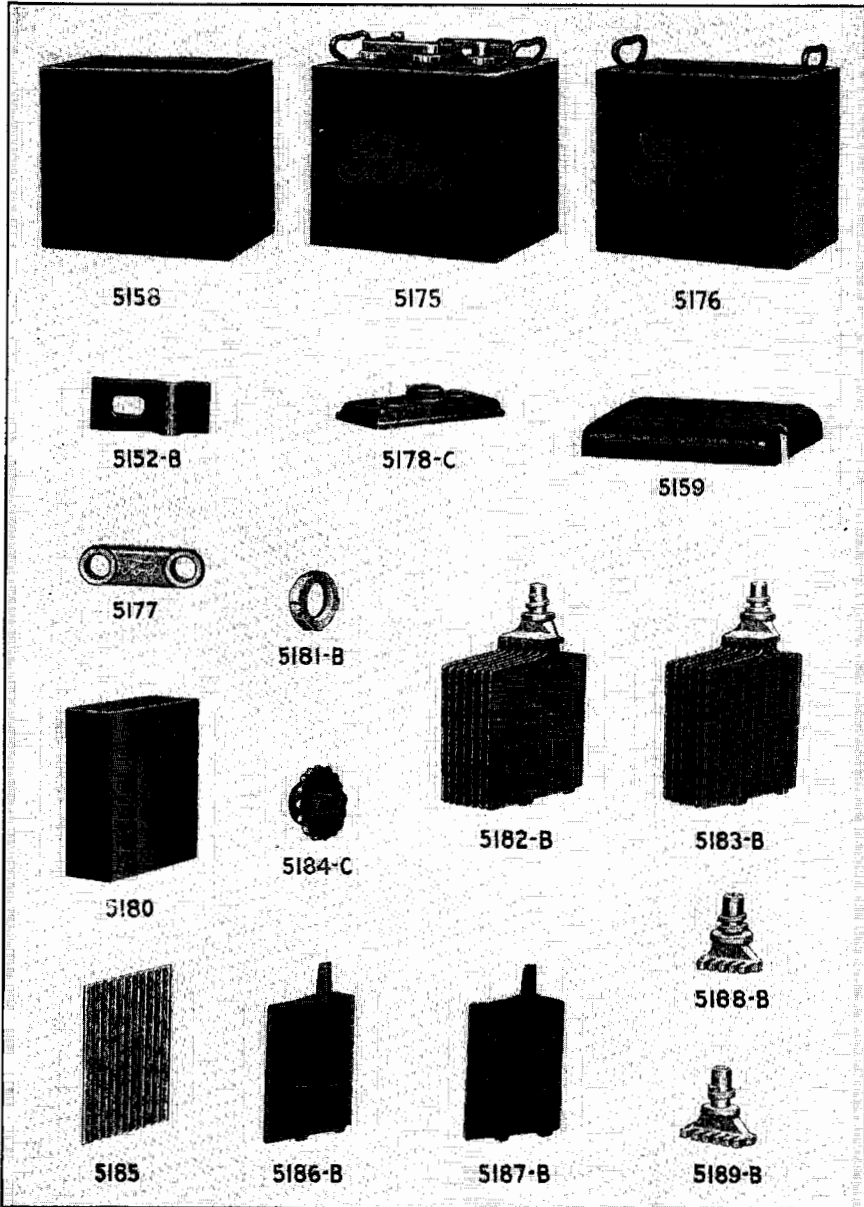


Ford Motor Company

DETROIT, MICHIGAN

Use Genuine Ford Parts

Genuine Ford Battery



6 Volt—13 Plate—80 Ampere Hour

Retail Price—\$16.50

Order Ford Batteries and Battery Parts from an—

Authorized Ford Dealer

Number Required	Part No.	Fac. No.	Name of Part	Year	LIST PRICE				Tax Status
					Lots of 10 per lot	Lots of 100 per lot	Lots of 1000 per lot	Each	
	5151	8846	Battery clamp bolt	1919-24					03
	5151B	28B	Battery clamp bolt nut	1921-24	20	1 50	8 00		03
	5152	8844AR	Battery clamp	1919-23					05
	5152B	8844B	Battery clamp	1921-24					05
	5158	7671	Battery box—less cover	1921-24					75
	5159	5491	Battery box cover assy.	1921-24					60
	5175	7670	Battery	1919-24				*16 50	MH
	5176	5434	Battery case assembly	1919-24					1 25
	5177	5435	Cell connector	1919-24	1 00				15
	5178	5436AR	Cell cover	1919-22					30
	5178B	5436B	Cell cover	1921-24	2 00				25
	5178C	5436C	Cell cover	1923-24	2 00				25
	5179	5437AR	Terminal post gasket	1919-22					01
	5179B	5437B	Terminal post gasket	1921-24			75		01
	5179C	5437C	Terminal post gasket	1923-24			75		01
	5180	5438	Rubber jar	1919-24	6 00				65
	5181	5439AR	Terminal post nut	1919-22	30	2 50			04
	5181B	5439B	Terminal post nut	1921-24	30	2 50			04
	5182	5440AR	Negative group assy.	1919-22					2 00
	5182B	5440B	Negative group assy.	1921-24					1 80
	5183	5441AR	Positive group assy.	1919-22					2 00
	5183B	5441B	Positive group assy.	1921-24					1 80
	5184	5444AR	Filler plug with gasket	1919-22	1 25	10 00			15
	5184B	5444B	Filler plug with gasket	1921-24	1 25	10 00			15
	5184C	5442C	Filler plug	1923-24	75	5 00			10
	5185	5445	Plate separator	1919-24		2 50	20 00		05
	5186	5427AR	Positive plate	1919-22					25
	5186B	5427B	Positive plate	1921-24					25
	5187	5428AR	Negative plate	1919-22					25
	5187B	5428B	Negative plate	1921-24					25
	5188	5425AR	Negative terminal post	1919-22	1 75				20
	5188B	5425B	Negative terminal post	1921-24	1 25				15
	5189	5426AR	Positive terminal post	1919-22	1 75				20
	5189B	5426B	Positive terminal post	1921-24	1 25				15
		M6022	Battery sealing compound (10-lb. cartons)					per lb.	15
		M1051	Electrolyte (Inquire of nearest Ford Branch or Dealer for price)						

The above prices are subject to 25% discount to the wholesale trade.

*Lots of four or more (delivered from dealers' stock) net each \$12.00

*Lots of eight or more (f. o. b. nearest Ford branch) net each 11.50

Long Life—Capacity—Starting Ability

Genuine Ford Battery

INSURE Complete Battery Satisfaction to Your Customers by Supplying Ford Batteries and Genuine Ford Battery Parts

THE efficiency of a battery is a vital factor in the serviceability of any motor car; therefore a high standard of quality and workmanship is of the utmost importance. Ford batteries are built to meet the same exacting standards that apply to the production of Ford Cars and Trucks. You can, therefore, sell the Ford battery with the assurance that you are giving your customers the best battery made for the Ford car, regardless of price.

You cannot build up a permanent battery repair business unless your customers receive satisfactory service from their batteries, and no battery will give satisfactory service if the materials used in repairing it are not of proper specifications. Battery repair parts, including electrolyte and sealing compound, supplied by the Ford Motor Company, conform to specifications adopted by Ford engineers after exhaustive tests. Therefore, to assure your customers of the most efficient service from their Ford batteries it is essential that you use Genuine Ford Battery Repair Parts.

Electrolyte of improper specifications, due to impurities in the solution, shortens the life of a battery, particularly through destructive action upon the battery plates.

In order to prevent seepage of electrolyte it is essential that the sealing compound adhere tightly to both cover and jars, without checking. This result can only be accomplished by using a sealing compound of a certain analysis, whereas some of the "tar products" sold for this purpose are worth little or nothing.

By purchasing electrolyte and sealing compound, as well as battery repair parts, from the Ford Motor Company, your customers are assured of the most satisfactory battery service.

Use Genuine Ford Parts
