



Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

Jan. 4th, 1926.

TO ALL DEALERS

#2

IN REPLYING REFER TO

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

NATIONAL SALESMAN'S CONTEST

To create additional interest and enthusiasm in our Winter Sales Drive, we have decided to conduct a National Retail Salesman's Contest commencing January 1, and ending March 31.

This Contest will be conducted along the same line of our March National Salesman's Contest of 1924 except that Tractors will be included and additional credit given for car and truck sales where no trade-in is involved. The Contest will be based upon points as follows:

- Credit of 1 point for each retail CAR OR TRUCK sale where trade-in is INVOLVED.
- " " 2 points for each retail CAR OR TRUCK sale where trade-in is NOT INVOLVED.
- " " 5 points for each retail TRACTOR sale.

This should be of material help in getting all of your dealers and men to more aggressively work the non-owner field and obtain additional business without the necessity of handling trade-ins. It will likewise tend to offset the possibility of using poor judgment in placing values on used cars accepted in trade simply to win the Contest.

We have allowed a credit of five points for the sale of a Tractor so as to include in the Contest Tractor salesmen as well as Car and Truck salesmen and not overlook the combination salesmen in the smaller towns selling Tractors as well as Cars and Trucks. We believe that the grading is equitable and should provide the maximum interest and enthusiasm particularly as we have divided the country into two Divisions, North and South by groups, as follows:

Cities and Towns Having a Population of							2,000 and less	
"	"	"	Ranging in	"	from			
"	"	"	"	"	"	"	2,001 to	5,000
"	"	"	"	"	"	"	5,001 "	10,000
"	"	"	"	"	"	"	10,001 "	15,000
"	"	"	"	"	"	"	15,001 "	20,000
"	"	"	"	"	"	"	20,001 "	30,000
"	"	"	"	"	"	"	30,001 "	40,000
"	"	"	"	"	"	"	40,001 "	50,000
"	"	"	"	"	"	"	50,001 "	65,000



S- / 3 New York, N. Y.

1-4-26

Cities and Towns Ranging in Population from	65,001 to	80,000
" " " " " "	" 80,001 "	100,000
" " " " " "	" 100,001 "	1,000,000
" of -----	1,000,001 and over	

You will understand from the above classifications that the salesmen in each of the various Groups are to be placed in competition with each other. For example, salesmen in all cities in the Northern Division ranging in population from 5,001 to 10,000 will be in competition with each other. These classifications of cities are to be used by both the Northern and Southern Divisions, making a total of thirteen separate Groups for each Division.

You will understand, therefore, that a salesman is to be declared winner in each of the different groups for both the Northern and Southern Divisions. All salesmen in the New York territory will be in competition with the salesmen in the Northern Division where our Branch has been placed.

In the event of a tie between leading salesman in any particular Division, the dollar and cents volume of Ford Cars, Trucks and Tractors retailed figuring the list price at F.O.B. Detroit, will decide the winner.

We offer as a prize to each of the leading salesmen, a trip to Detroit, all expenses paid, for the purpose of making a thorough inspection of each of our factories, after which each salesman will be presented with a handsome gold watch with appropriate inscription. Before credit is given for a retail sale, actual delivery must be made of the Car, Truck or Tractor, as the case may be, or checked out of stock and definitely assigned to a retail customer, the amount being collected in full or notes received to the equivalent. It is to be understood therefore, that immediate or future orders with deposits are not to be included as retail sales.

We intend to keep in very close touch with the progress of the Contest and will advise you every twenty days who the leaders are in each Division so please include with each ten-day report the name of your leading salesman with the total number of points made by him during the period covered by the report. We will then determine the leading salesman in each of the thirteen separate Divisions and give you the name of such salesman, location, the name of the dealer who employs him, and the TOTAL number of points credited to such salesman. We will then be in position here to determine who the leading salesmen are in each of the various groups, in each Division.

To offset the possibility of any unscrupulous methods being employed in the reporting of retail sales, records of the dealer employing the leading salesman are to be carefully checked and verified at the conclusion of the Contest and this should be made very clear to all that it is our intention to see that the rewards are made entirely upon a meritorious basis.

This Contest should provide a wonderful opportunity for salesmen to demonstrate their fitness as merchandisers of Ford products and aside from the additional commissions earned through increased sales made during the period of the Contest, we believe that the trip to Detroit, seeing all of our factories and receiving as a tribute to their accomplishments a permanent keepsake in the way of a gold watch with appropriate inscription, should be a wonderful

Ford Motor Company

CONTINUING OUR LETTER OF

S- 14

New York, N. Y.

SHEET NO.

1-4-26

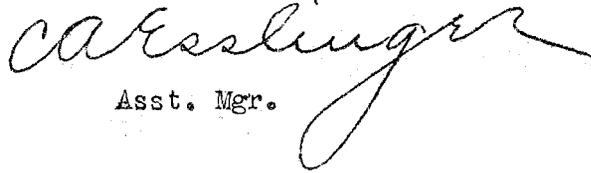
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incentive to every salesman in our entire organization -- something that the leader can always point to with pride and a reward that he will certainly be able to capitalize on as a salesman of Ford products.

We are looking for big results from this Contest and we are sure that you and your organization can get behind it with a great deal of energy and enthusiasm keeping the spirit and interest of all salesmen keyed up as high as possible during the entire period of the Contest, which is bound to produce maximum results meaning more profits to the dealers, more commissions to salesmen, and more business all the way round.

LET'S GO.

FORD MOTOR COMPANY



Asst. Mgr.

CAE LFL

REVISED LIST OF NATIONAL AND STATE FLEET OWNERSNational Fleet Owners

Advance Rumley Thresher Co Inc
 American Agricultural Chemical Co
 American Railway Express Co
 Armour & Company
 Atlantic & Pacific Tea Company
 American Tobacco Company
 American Telephone and Telegraph Co
 Atlantic Oil Company
 Austin Western Machinery Co.
 American Can Company
 Bell Telephone Company
 Byllesby & Co H M
 Booth Fisheries Company
 Brown Williamson Tobacco Co
 Carnation Milk Products
 Certainseed Products Corp.
 Coca-Cola Bottling Company
 Colgate & Company
 Continental Oil Company
 Corn Products Refining Company
 Crane & Company
 Cudahy Packing Company
 Cities Service Company
 Case Threshing Machine Co
 Corn Products Refining Co
 Devoe & Reynolds
 Fairmount Creamery Co
 Fleischmann Company
 Ferry Seed Company D M
 Firestone Tire & Rubber Co
 Goodyear Tire & Rubber Co
 Gulf Refining Company
 General Petroleum Company
 Grand Union Tea Company
 Hartford Steam Boiler Ins & Insp Co
 Humble Oil Company
 Heinz Company H J
 Iton Biscuit Company
 Jewel Tea Company
 Jones Brothers Tea Co
 Kellogg Company
 Kelly Springfield Tire Co
 Kirk & Company James
 Liberty Yeast Company

State Fleet Owners

N Y State & Various Bureaus
 State of Conn " "
 So. New England Telephone Co
 City of New York
 Brooklyn Union Gas Co

National Fleet Owners

Liggett Meyers Company
 Lorillard P & Company
 Miller Rubber Company
 Morroll Company John
 Morris & Company
 Morton Salt Company
 Magnolia Petroleum Co
 National Cash Register Co
 National Refining Company
 Ohio Oil Company
 Oliver Chilled Plow Works
 Peet Brothers Company
 Pillsbury Flour Mills
 Pure Oil Company
 Proctor & Gamble
 Pacific Telephone & Telegraph Co
 Pierce Oil Company
 Pittsburgh Plate Glass Company
 Quaker Oats Company
 Red Star Yeast & Products Co
 Reynolds Tobacco Co R J
 Royal Distributing Co
 Salvation Army Organization
 Swift & Company
 Sinclair Refining Company
 Southern Pacific Oil Company
 Standard Oil Company
 Shell Oil Company
 Saunders System
 Texas Company
 Tidal Oil Company
 Tide Water Oil Company
 Tide Water Oil Sales Company
 U S Bureau of Public Roads
 U S Reclamation Service
 U S Tire Company
 U S Post Office Department
 U S Dept Agriculture
 U S Forest Service
 U S Veterans Bureau
 Union Oil Company
 Val Blatz Brewing Company
 Washburn Crosby Company
 White Eagle Oil & Refining Co

State Fleet Owners

Borden Company
 Sheffield Farms
 Public Service Corp.
 Knickerbocker Ice Co
 N Y Telephone Company

Municipal Gas Co - Albany

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

Jan. 5th, 1926.

TO ALL DEALERS

#2

IN REPLYING REFER TO

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

-- SPECIAL SHOW NOTICE --

We are attaching copy of a letter which we suggest you have type-written or mimeographed and mailed out to your best prospects..

You will note that this letter states that you are sending out a new catalogue or folder covering the Ford cars with special equipment. These folders will be in your hands within a very short time.

This letter is a special invitation for your prospects to view good-looking Ford models a day in advance of the opening of the regular Show, which is January 11th.

We want you to capitalize and get the best out of this Show that you possibly can and we believe that this will be of some assistance along this line.

FORD MOTOR COMPANY

W. S. Chrysler
Asst. Mgr.

CAE LFL

(DATE)

Dear Sir:

From January 9th to 16th, we are going to have on exhibition in our saleroom, the finest display of Ford Passenger Cars the public has ever had an opportunity to see. This special exhibit is being sponsored by the Ford Motor Company in connection with the first Ford National Show -- featuring the latest Ford equipment.

You may have casually observed the improved Ford models but our display will interest you we know because they are shown with wire wheels in various colors, natural wood wheels, windshield wings, bumpers, etc., all of which go to make up a very stunning appearance. Add to this the ease of handling, simplicity of control, ease of parking, and we have the ideal car which we wish you to see.

We predict more good looking Ford cars will be seen this year than any other make - and they will be seen around churches, universities, golf clubs, private clubs, in fact any place where prominent people gather.

We are sending you a catalog showing the various models in a few of the color schemes. The Runabout will particularly appeal to any young person who likes something real sporty looking. The Coupe will be admired by any man or woman for their own personal use as no one likes to be constantly depending upon a chauffeur. Most people prefer to have their own car to use in business, for social functions, to go to their golf club, or wherever they may see fit. The good looking Touring car, particularly appeals to the young college student who prefers the open type of car, whereas the two Sedan models, the Tudor and Forder, offer real closed car comfort and are exceptionally good looking cars for all round use by any member of the family.

The first showing of this special exhibit is Saturday, January 9th, but for the benefit of a specially selected list of residents in this city we are arranging to have a pre-opening on Friday, January 8th, and you and the members of your family are cordially invited to attend.

Will you drop in on us, if only for a few minutes, please?

Yours very truly,

FORD DEALER

P. S. Remember the date - Friday, January 8th.

s/ 75

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

January 5th, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen:

#204

IN REPLYING REFER TO

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FORD SNUBBING UNITS

The increasing popularity of balloon tire equipped cars has increased the public demand for a snubbing device, that will counteract rebound and that will further improve the riding qualities of the car.

Appreciating the need of the Ford owner, the Ford Motor Company has developed a snubbing unit peculiarly adapted to this purpose. In order that the car owner can obtain a snubbing device that when installed will function satisfactorily without further adjustment, a steel cable was decided upon for fastening axles to units, in preference to snubbing straps. This cable is of plow steel stranded construction, processed to prevent rust under most severe conditions.

These Ford snubbing units are easily applied in a very few minutes without any change of construction or drilling of holes. Adjustment is made at the factory to handle average conditions and it is strongly recommended that the units be installed and tried before changing this adjustment.

Following are the part numbers and prices:-

T-3208 - Pair of Snubbing Units and brackets (in carton)
All models except Touring.

T-3209 - Pair of snubbing units and brackets (in carton)
Touring

These sets will retail at \$9.00 per set of one front and one rear unit, complete with all necessary brackets, bolts, etc., for installing. This price subject to dealers discount of 40%. Recommended installation charge is \$1.00 per set.

Please note carefully that the name of this device is "Ford Snubbing Unit", and it is important that all reference to it, whether verbal or written, should at all times be made under this description.

FORD MOTOR COMPANY

W. J. McCarthy
HEAD SERVICE DEPARTMENT.

WJMcC AG

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

January 6th, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen,

#204

IN REPLYING REFER TO

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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 dealers shop, but no discount will apply on sales over the counter.

We have increased the discount on parts installed in the dealers 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.

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.

8/35

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY
New York City, N.Y.

January 6th, 1926.

GENERAL LETTER

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HIGH COMPRESSION CYLINDER HEAD FOR FORDSON

It is a known fact that the normal efficiency of gasoline engines is reduced when operated at high altitudes because of the rarified atmosphere. Notwithstanding this handicap, the Fordson has given a very good account of itself under these conditions and a large number are being operated at high altitudes. In order to increase the efficiency of these tractors, we have made available a high compression cylinder head, the part number of which is F-133B.

The new head raises the compression from 55 pounds to 72 pounds, thus increasing the horsepower at the rated speed of 1000 R P M from 21.4 to 24.6. This increase of 3.2 brake horsepower is accomplished without any change in fuel consumption.

While this cylinder head was designed primarily for use at high altitudes there will doubtless be many owners operating tractors under ordinary conditions who feel that they can use more power to good advantage. The high compression head can ~~be used under~~ ordinary atmospheric conditions where more power is required, in which case, gasoline as fuel will give greater efficiency than kerosene. Either kerosene or gasoline may be used with equally satisfactory results, however, for high altituderwork.

The price of the high compression head is the same as the standard, viz \$12.00 subject to regular discount.

FORD MOTOR COMPANY

M. J. McElanthy
HEAD - SERVICE DEPARTMENT.

WJMcC AG

FORD MOTOR COMPANY, 1710 Broadway, N. Y. City

DEALER _____

LOCATION _____

Kindly ship me via _____ High Compression Cylinder Heads.

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY
New York City, N.Y.

January 6th, 1926.

GENERAL LETTER

TO ALL DEALERS

Gentlemen:

IN REPLYING REFER TO #204

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The following changes in List Price become effective at once: -

4800-D	40108	Front Fender - R	\$6.00	M.H.
4801-D	40109	" " - L	6.00	M.H.
	18804-A	Back window glass channel	.30	N.T.
	18804-B	" " " "	.30	N.T.
	57319	Battery Trap Door	1.00	M.H.

NOTE: Effective at once, no discount will be allowed the Wholesale Trade on passenger car or truck bodies, cabs, canopy roof or screens.

FORD MOTOR COMPANY

M J McCarthy
HEAD SERVICE DEPARTMENT.

WJMCC AG



Detroit, U. S. A.

SHEET NO. 2

TO ALL FORD RETAIL SALESMEN

If such program is not already arranged, it should be started immediately.

This will now permit your planning the most aggressive, persistent campaign for business that you have ever attempted. It will afford you an opportunity of self-analysis -- to more fully appreciate your real ability as an automobile salesman -- and develop those latent qualities which spell the difference between a mediocre and a high-grade, high-powered salesman. Your remuneration will likewise be proportionately increased and you will have formed a higher and more definite opinion of your own ability which you can and should capitalize on thereafter.

And think of your SERVICE to Ford prospects -- Why, when you consider the prospects you interview who have use for Ford products -- When you think of the many advantages which will accrue to them through their use -- When you realize the real benefits to be derived by the prospect through your influencing the sale, HOW CAN YOU BE DENIED THE ORDER?

Ford salesmen, particularly in their contact with non-car owners, are performing a splendid work when they deliver Ford cars to families of modest means. And if this applies to families of modest means, it certainly applies equally as well to those who are more comfortably situated. Your analysis of your prospects should disclose these facts, permitting you to simplify the sale by presenting it on a basis in keeping with the financial circumstances of the individual. The flexibility of your dealer's deferred payment plan plus the Ford Weekly Purchase Plan, places you in position to do this.

We are all enthusiastic about this Contest as never before have Ford salesmen been in position to deliver such good looking Ford cars. Never before have you had special equipment to offer backed by FORD QUALITY AND PRICE. Never have you had such a high quality job to deliver.

These days LOW INITIAL PRICE, LOW MAINTENANCE COSTS and HIGH RESALE VALUE are vital dollar and cent factors - Therefore, be prepared to show comparative prices of replacement parts and impress your prospect with the fact that the average cost to Ford owners for parts replaced does not exceed \$20.00 per year over the entire life of the car. And most important of all, the extremely low price of the Ford car places it within reach of practically everyone, giving it by far greater dollar for dollar value than any other automobile on the market -- And where is there a car with as high a resale value?

When you have such outstanding advantages to offer every prospect you interview, we repeat HOW CAN YOU BE DENIED THE ORDER?

We don't think you can be -- We don't think you will be, so we hope to meet you at Detroit as one of the winners -- WILL YOU COME?

Yours very truly,
FORD MOTOR COMPANY

W. Ryan
Manager of Sales



CONTINUING OUR LETTER OF Jan. 8, 1926

Detroit, U. S. A.

SHEET No. 2

TO ALL FORD RETAIL SALESMEN

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Yours very truly,
FORD MOTOR COMPANY

W. Ryan
Manager of Sales

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

S/59

Jan 11 1926

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.

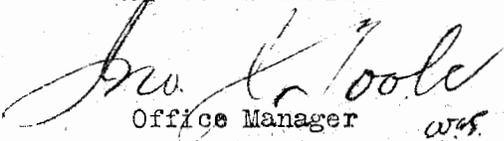
Effective January 2nd, old style model T Commercial Chassis when sold for use in the construction of light delivery trucks, also the improved model T Commercial Chassis will both be considered by the Government as Trucks to be sold tax free.

The Internal Revenue Department will not make this retroactive consequently no rebate can be secured for dealers covering chassis on hand.

As you were previously advised, we will not sell the old style model T Chassis except for Fleet Owners or commercial purposes, furthermore, it is necessary that this ruling be strictly adhered to, as it is upon this understanding that all such chassis were so sold that we were able to procure a ruling classifying them as Truck Chassis.

Yours very truly

FORD MOTOR COMPANY


Office Manager

T S

5/84

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

TO ALL DEALERS:

New York, Jan. 15, 1926.

Gentlemen:

IN REPLYING REFER TO 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.

We present the name of the leading salesmen in the National Salesmen's Contest for the first ten days. Some of the leaders are in the front by a very small margin, and in order for them to keep in the lead it will be necessary for them to put on extra steam during the next ten-day period.

Be sure to list the name of your leading salesman and the total points scored from Jan. 1st to Jan. 20th on the back of your ten-day report to be mailed Jan. 20th and each report thereafter for the balance of the contest. It is very important we get this data as a wire is sent to Detroit each ten-day period listing the leaders.

Remember tractors count 5 points.

<u>Group</u>	<u>Salesman</u>	<u>Dealer</u>	<u>Town</u>	<u>Points</u>
A	J Knipfing	M J Knipfing	Westbury L I	17
B	D Josephson	Jackson Bros	Portland Conn	9
C	W Wayne	I R Wilson	Madison N J	7
D	C Hault	Eastern A S	Long Branch N J	10
E	W Williams	Forlin Mtr	Glens Falls N Y	4
	H Friedlander	Jamaica A & S	Jamaica N Y	4
F	S Wright	Waterman & Wolfe	New London Conn	10
G	R Stritter	J D Mockridge	Montclair N J	9
H	G Schweitzer	D W Flint	Stamford Conn	2
I	A Lawrence	Automotive S & S	New Britain Conn	5
J	H Altman	H J Sprague	Passaic N J	4
	R Coleman	Union Hill M S	Union Hill N J	4
K	J Wittman	Hampton-O'Connor	Bayonne N J	10
L	H Frank	D W Flint	Bridgeport Conn	8
M	W Matthiessen	J J Hart	Brooklyn N Y	9

CJS/L

E. J. Duffer
Wholesale Manager

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, January 23rd 1926

GENERAL LETTER

TO ALL DEALERS

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.

Under date of December 4th we addressed a letter to our dealers suggesting price to be charged for installing Ford Wire Wheels (drop center rims) on new cars equipped with balloon tires.

We have received several inquiries from our dealers as to price to be charged and therefore suggest that you charge \$55.00 installed (five wire wheels, five drop center tires, wheel hub, hub caps, hub nuts, hub nut wrench). This suggested price is based on balloon equipped cars only due to the Firestone Tire & Rubber Company, The United States Tire and Rubber Company, and the Goodyear Tire & Rubber Company agreeing to exchange four 29-440 balloon casings and tubes for four drop center casings and tubes and charge 10% for handling.

FORD MOTOR COMPANY

M. J. McCarthy

HEAD - SERVICE DEPARTMENT.

WJMCC AG

Ford Motor Company

S/136

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

TO ALL DEALERS:

January 25, 1926

Gentlemen: IN REPLYING REFER TO 209
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

The Used Car Plan has now been in operation for approximately the past year. Much improvement is apparent and the consensus of opinion is that our policy has resulted in considerably eliminating unfair competition, and promoted confidence on the part of the public.

We expect and shall insist that each dealer display on his showroom window a triangular used car sign. We likewise insist on the constant use of the standard Valuation sheets and used car Stickers. Triangular window transfer signs may be ordered from the Sales Equipment Company, Detroit, or suitable triangular sign painted. Current newspaper advertising is featuring the used car triangular sign and you should cash in on this nationally recognized identification mark. Triangular road signs may be secured from the General Advertising Sign Co., St. Louis. Stickers and Reports are furnished by us gratis. Our Valuation sheets are \$1.00 per thousand.

For the purpose of tabulating the current use of signs and forms kindly fill in the blank below and return it to us at once.

FORD MOTOR COMPANY

R. Parker
Used Cars

RP L

Tear off here -

Ford Motor Co
1710 Bway N Y City

Att No 209

Date _____

We are using the following:

Triangular			Valuation sheets	Retain copy Report
Window Signs	Road Sign	Stickers		

(Over for
Remarks)

(Write yes, no or ordered)

Dealer _____ Address _____

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

To All Dealers

1/25/26

Gentlemen,

IN REPLYING REFER TO

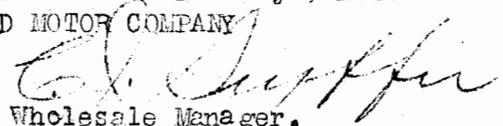
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

We list the names of the leading salesmen for the National Salesmen's Contest the first twenty days of the campaign. You will note a good many changes have been made in the various standings over the previous period, indicating that anyone of the salesmen in your organization has the same opportunity to lead his particular group when the next report is mailed you.

We again urge that you mail the name of your leading salesman and the total points scored by him at the end of this period promptly.

<u>Population</u>	<u>Salesman</u>	<u>Dealer</u>	<u>Town</u>	<u>Total Points</u>
2000 Less	J. Knipfing,	M. J. Knipfing & Sons,	Westbury, N.Y.	17
2001-5000	D. Adams,	H.E. Campbell Motor Co.	Riverhead, N.Y.	17
5001-10000	S. Silver,	Lewy Auto Sales Co.,	Far Rockaway, N.Y.	17
10001-15000	T.C. Haulet,	Eastern Auto Sales Co.	Long Branch, N.J.	17
15000-20000	M. Kester,	Jamaica Auto & Supply Co.,	Jamaica, N.Y.	19
20001-3000	(S. Wright, C. Marshall,	Waterman & Wolfe, Inc., D.W. Flint, Inc.,	New London, Conn.) Norwalk, Conn.)	14
30001-40000	W. Plain,	Patterson Auto Sales Co.,	Poughkeepsie, N.Y.	18
40001-50000	(G. Schweitzer, C. J. Kelly,	D.W. Flint, Inc., Dorsey Motors, Inc.,	Stamford, Conn.) Perth Amboy, N.J.)	5
50001-65000	W. Lawrence,	Automotive Sales & Service Co., Inc.	New Britain, Conn.	16
65001-80000	H. Altman,	Henry J. Sprague CO.,	Passaic, N.J.	9
80001-100000	J. Kenney,	D. W. Flint, Inc.,	Waterbury, Conn.	14
100001-1000000	A. Coehlke,	Campbell Motors, Inc.,	Albany, N.Y.	15
1000000 Over	H. Wallich,	Joseph F. Haas Motors, Inc.,	Brooklyn, N.Y.	29

FORD MOTOR COMPANY



Wholesale Manager.

F

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Kearny, N.J.

January 29th 1926.

To ALL DEALERS: (General Letter #169.)

IN REPLYING REFER TO

532

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.

Superseding our General Letter #165 we cite several examples explaining the handling of contract and advance freight charges on MIXED carload shipments. General Letter #158 specifies amount of advance freight to be added in all sales of Truck Body equipment which covers freight cost from Detroit to Kearny.

Our Dealers pay the freight on Truck Cabs and Bodies included in MIXED carload shipments of Autos and Chassis. The weight of such equipment is deducted from total weight from here to Dealer's destination when equalizing freight on our invoice. We allow freight from here up to carload minimum when carload weight, less weight of Truck equipment does not equal minimum.

(6) Autos - requiring (36 foot Car.)

3	Tourings.....	5184 lbs	
3	Coupes.....	5580 "	
	Dunnage.....	246 "	
	Amount due Railroad	11010 @ 34½ cwt.	37.98
3	Contract Freights (OPEN CARS)	@ 24.40	\$73.20
3	" " (CLOSED CARS)	@ 30.40	91.20
	Less amount freight charges (due Railroad).....		37.98
	Amount shown on our invoice as "FRT"		126.42

(8) Chassis - requiring (36 foot Car.)

8	Truck Chassis.....	11784 lbs.	
2	Closed Cabs & Stake Body ...	2004 "	
	Dunnage	611 "	
	Amount due Railroad.....	14391 @ .27¢ Cwt	38.86
6	Contract Freight @ 24.40 each		146.40
	Less amount freight on Chassis and		
	Dunnage only (12396 lbs) @ 27¢ Cwt		33.47
	Amount shown on Invoice as "FRT".....		112.93
	Plus advance freight on Cab & Bodies		18.00
			130.93

The Freight charges you pay the Railroad are arrived at by multiplying the the weight by the rate, both of which are always shown on our (Bill-of-Lading.), and which you surrender to Railroad Agent to secure delivery of shipment.

Yours truly,
FORD MOTOR COMPANY.

J. J. Smith
Traffic Department.

S/177

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 1st, 1926.

GENERAL LETTER

TO ALL DEALERS:

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.

PARTS DISCOUNTS TO SERVICE DEALERS AND GARAGES

Under separate cover you will receive a letter entitled "Parts Discounts to Service Dealers and Garages". This letter will outline the classifications of service dealers and accessory stores who are to receive 25% discount on parts. It will also advise the classifications of those who are not to receive 25% discount on parts but who are to receive 15% discount on parts.

In order to re-vamp our list of service dealers would request that you fill out the enclosed form supplying all the information as listed at the heading of each column. We must have a complete list of all service dealers, garages and accessory stores who purchase parts from you and are classified to you as the wholesale trade. Would request that you be very thorough and furnish us with a complete list of parts purchasers. When we have received this information we can analyze your territory and we will forward you a supply of service agreements which you will use to sign up real Ford service stations who are equipped to render service, who also have the interest of the Ford owner and Ford Motor Company behind his efforts in servicing Ford products.

After service dealers in territory of multiple dealer cities have been classified by us, would recommend that our dealers and service dealers get together in a meeting, the purpose of which will be to outline the object in granting preferential discounts. This is an opportunity for our dealers to impress upon your service dealers that the object of this move is to raise the standard of repair work on Ford cars by enabling service dealers to specialize on Ford repair work at sufficient profit to justify improving their service facilities.

In cases of unfavorable reaction from garages whose discount has been reduced from 25% to 15% on parts, would recommend that the dealer make a personal call upon each garage and tactfully explain that the granting of 25% discount was intended to encourage garages to carry stock of Ford parts and specialize in Ford repair work. Also that you as the dealer have been obliged to carry your investment in parts, pay freight, and carry handling expense, and then sell parts to the service dealer and wholesale trade at what practically has been a retail basis. It is absolutely necessary that the part discount of 25% must be confined to service dealers with whom the dealer has executed contracts or service dealer presenting properly authorized identification cards.

S/ 178
Ford Motor Company

New York, N. Y.

CONTINUING OUR LETTER OF

SHEET NO.

- 2 -

Our dealers will not appreciate that this move means greater profits from their parts business and that the success of this plan depends upon the dealer's complete co-operation. This is an opportunity for Ford dealers to circularize all Ford owners in his vicinity inviting their service work into the dealer's shop.

Your co-operation is requested by us to help put this new discount program in successful operation at once.

FORD MOTOR COMPANY

M. J. McCarthy
HEAD - SERVICE DEPARTMENT.

WJMCC AG

S/182

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 1st, 1926.

GENERAL LETTER
TO ALL DEALERS:

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.

With the idea of promoting better standard of service for the benefit of Ford owners, it appears necessary to encourage the better class of service stations to specialize in Ford repair work, and in order to accomplish this, we have decided to differentiate in the parts discounts applying to Service Dealers and others. The following qualifications will, hereafter, govern the classification of those entitled to 25% discount.

1. Garages whose monthly purchases average \$50.00 net or more will be designated as Service Dealers and those qualifying on this basis will be given a "Service Agreement", specifying 25% discount on parts. In view of the preferential discount, Service Dealers must conduct a respectable place of business, open to Ford owners for service throughout the day. The proprietor shall gain his livelihood through the sale and servicing of automotive products. He will be expected to sell parts at the current established retail prices and develop his repair business without resorting to unfair means of competition.
2. Accessory Stores whose purchases of Ford parts exceed \$50.00 net per month will receive 25% discount on parts, but no Service Agreement will be expected or Service Dealer's signs be given this class of trade.
3. Service Dealers will be expected to sell the entire line of genuine Ford parts and accessories at current Ford prices, to insure Ford owners receiving quality material at reasonable cost.

Garages who do not meet the above specifications will receive but 15% discount. This will include dealers representing other makes of cars, as well as second hand car dealers.

Service Dealers located at points where we have no Ford Dealer will continue to receive 25% discount on parts until their present agreement is cancelled. It is considered advisable to retain these Service Dealers for the representation they can give us from a sales or service standpoint. Hereafter, Service Dealers will not be appointed unless qualified according to the standards outlined above.

8/183

Ford Motor Company

New York, N. Y.

- 2 -

In cities where we are represented by Ford Dealers, you may cancel the contracts of Service Dealers, after the expiration of ninety days, who do not qualify by purchasing an average of \$50.00 worth of parts per month or more. In multiple dealer cities it will be in order to immediately cancel any Service Dealers whose parts purchases are below the requirements, particularly when they do not conduct a respectable place of business. As a general rule, however, an effort should be made to build up our present Service Dealers before considering their cancellation.

Dealers should encourage Service Dealers to improve the appearance of their buildings, install stock of parts, use modern tools and equipment, charge legitimate prices for repair work and take any other steps necessary to establish their business on the proper foundation. If the Dealer can instill in the minds of his Service Dealers the idea that their interests are mutual in improving the quality of repair work done on Ford cars, it will be a long step in the right direction.

In all multiple dealer cities, Service Agreements should be made effective between all dealers located within or adjacent to that city, so that Service Dealers will not be obliged to confine their purchases of parts to any one dealer. You should arrange to have a roadman call meetings of dealers in all multiple dealer cities, at which time garage purchases can be reviewed and authority granted for the signing of Service Agreements with those qualified for the 25% discount. It is understood that any garage whose parts purchases have averaged more than \$50.00 net per month for a period of three months is entitled to classification as a Service Dealer, regardless as to whether the parts have been purchased through one or more dealers. To simplify the checking of future purchases the Service Dealer should be encouraged to confine the purchases of Ford parts and accessories to the Ford Dealer who is able to serve him to the best advantage.

We will furnish "Identification Cards" bearing the name of the Service Dealer so that he can properly identify himself when applying to the Dealer with whom he signed the contract, or to be used in event the garage is obliged to call on a neighboring dealer for parts that cannot be obtained from his contract connection. These identification cards will expire by limitation at the end of three months, when the Branch will re-issue identification cards to qualified Service Dealers for the next three months. This will prevent the continued use of identification cards after Service Dealers agreements have been cancelled.

Since every dealer must absolutely confine the granting of 25% discount to his Service Dealers with whom he has executed contracts or Service Dealers presenting properly authorized identification cards, there can be no possible excuse for any misunderstanding or any infringement between dealers.

Ford Dealers must appreciate that this move means greater profits from their parts business, and realize that the success of the plan depends upon their complete co-operation.

Every wide awake dealer will take advantage of this opportunity to circularize the Ford owners in his vicinity, inviting their service work into his own shop. If the service capacity of the dealer will not permit him to handle additional work, he should encourage owners to have their work done by Service Dealers who have proper facilities and are interested in the customers' welfare.

W. J. McCarthy
HEAD, SERVICE DEPARTMENT.

S/188

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 3rd 1926

GENERAL LETTER

TO ALL DEALERS

IN REPLYING REFER TO

204

AGREEMENTS 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 January 26th, 1926, the following prices apply to Ford Wire Wheels (Drop Center Rims):

5	T-2846-R	Wire Wheel Assembly	* \$8.00	M F
2	T-2841-R	Front Hub with Bolts & Nuts Inc. R B Cups	3.00	M H
2	T-2842-BR	Rear Hub and brake drum with bolts & nuts (11" drum)	3.50	M H
2	T-2840-R	Front hub grease retainer	.20	N T
5	T-7727-BR	Hub Cap	.45	M H
2	T-2809-R	Hub bolt nut	.15	N T
1	T-2839-R	Wire wheel socket wrench	.40	N T
1	T-2852-R	Wire wheel locking nut	.25	N T

Following are repair parts for Ford Wire Wheels, with list price and tax status:

T-3-DR	Hub brake drum	1.00	M H
T-7332-BR	Rear hub bolt	.10	N T
T-2811 R	Front hub bolt	.10	N T
T-2842 AR	Rear hub & brake drum with bolts & Nuts (8" drum)	3.00	M H

(* Subject to 25% discount to dealers. Note that this applies to sets of wire wheels as well as to separate wheels.

From the above prices you will note that the dealers discount on Ford Wire Wheels decreases from 40% to 25%, while the retail price remains the same. Also note that we can furnish wire wheels with 8" drum for cars previous to improved models.

Have you secured your supply of Ford Wire Wheels in five different colors (black-green-red-vermillion-straw). If you have not now is the time. You have pen and ink, we attach order form.

FORD MOTOR COMPANY

W J McCarty
HEAD - SERVICE DEPARTMENT.

WJMcC AG

S/190

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 3rd, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen:

IN REPLYING REFER TO 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.

The following list prices on Ford Bumpers becomes effective at once:

- | | | | |
|----------|--|------|-----|
| T-3101-R | Front bumper assembly | 7.00 | M H |
| | includes | | |
| | 4 T 2431 front bumper arm and brkt to frame bolt | | |
| | 4 T 339 " " " " " " " " nut | | |
| | 4 T 5636 " " " " " " " " washer | | |
| | 2 T 1320 " " brkt to frame bolt | | |
| | 2 T 1154 " " " " " " " " nut | | |
| | 2 T 1943 " " " " " " " " washer | | |
| | | | |
| T-3119-R | Rear bumper assembly - T.C. - Fordor - Tudor | 7.50 | M H |
| | includes: | | |
| | 4 T 2431 Rear bumper arm to frame bolt | | |
| | 4 T 339 " " " " " " " " nut | | |
| | 4 T 5636 " " " " " " " " washer | | |
| | 6 T 526 " " brkt and reinf. to frame bolt | | |
| | 6 T 517 " " " " " " " " nut | | |
| | 6 T 1943 " " " " " " " " washer | | |
| | | | |
| T-3120-R | Rear Bumper Assembly - Road. - Coupe | 7.50 | M H |
| | includes: | | |
| | 4 T 2431 Rear bumper arm to frame bolt | | |
| | 4 T 339 " " " " " " " " nut | | |
| | 4 T 5636 " " " " " " " " washer | | |
| | 6 T 1320 " " brkt. and reinf. to frame bolt | | |
| | 6 T 517 " " " " " " " " nut | | |
| | 6 T 1943 " " " " " " " " washer | | |

Following is a list of bumper parts which will be supplied through Service. Prices will be furnished you later.

- | | |
|----------|--|
| T 3102-R | Front bumper arm and bracket assy - R |
| T 3105-R | " " " " " " " - L |
| T 3123-R | Rear " " reinf. and bracket assy - R Road. Coupe |
| T 3127-R | " " " " " " " - L " " |
| T 3134-R | " " " " " " " - R - T.C. Tudor, Fordor |
| T 3135-R | " " " " " " " - L - " " " |
| T 3113-R | Bumper rail center clamp assy - outer |

S/191 *Ford Motor Company*

SHEET NO.

New York, N. Y.

- 2 -

T-3114-R	Bumper rail	center clamp assy - inner
T-3110-R	"	" end clamp - inner
T-3111-R	"	" " - bolt
T-3112-R	"	"
T-3117-R	"	" end clamp and spacer assy - outer
T-78	"	" " bolt nut
T-926	"	" center clamp bolt nut
T-1599	"	" " " washer
T-2823	"	" end clamp bolt lock washer

FORD MOTOR COMPANY

M. J. McElarthy
 HEAD - SERVICE DEPARTMENT.

WJMCC AG

5/192

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 3rd, 1926.

GENERAL LETTER

TO ALL DEALERS:

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.

Please refer to our letter of January 23rd. This letter is now amended to confirm to the following suggestions:

The dealer's discount on Ford Wire Wheels (Drop Center Rim) has decreased from 40% to 25%, the list price remaining the same.

Due to decreased discount on wire wheels the following price is suggested.

On balloon equipped cars we suggest that you charge customer \$65.00 installed (for Ford Wire Wheels, including five wire wheels, four drop center tires, front hubs, rear hubs, hub caps, hub bolts, hub nut wrench, nuts for spare wheel, front wheel grease retainers, 10% tire handling charge, labor, salesman's commission).

This suggested price of \$65.00 installed considered on balloon equipped cars only due to exchange policy of tire companies (Firestone, United States, Goodyear) agreed to exchange four 29-4.0 balloon casings and tubes for four drop center casings and tubes, charging 10% for handling.

Dress up your showroom cars with Ford Wire Wheels as the various colored wire wheels do set off an improved Ford car to advantage.

FORD MOTOR COMPANY

W. J. McCarthy
HEAD - SERVICE DEPARTMENT.

WJMCC AG

5/700



Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY
New York City, N.Y. February 4, 1926.

GENERAL LETTER
TO ALL DEALERS

Gentlemen:

218

IN REPLYING REFER TO

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

The NEW YORK BRANCH completed the first half of the FORDSON WINTER SALES CAMPAIGN successfully!

OUR TARGET FOR FEBRUARY IS 300 TRACTORS.

We know we will make this quota, as we have the pledged assurance of our dealers that the LEAST AMOUNT that will be delivered is the minimum of ONE TRACTOR PER DEALER for the month of February. We are confident that our dealer organization will put forth the same untiring, concentrated effort during February that was expended throughout December and January.

There is one infallible method of selling Fordsons. This is through demonstrations. If you have not a demonstrating tractor it is obviously impossible to show what the Fordson can do. This FORDSON DEMONSTRATOR is as important a part of your equipment as your showroom or parts cabinet. We wish to know how many of our dealers have a Fordson demonstrator. Please fill in on the form below the information requested, SIGNING YOUR NAME, as the data received by us is valueless if we do not know from whom it comes.

FORD MOTOR COMPANY,

J. C. Ahlstrom
Fordson Sales.

WRS:HLT

February 5, 1926.

Ford Motor Company,
1710 Broadway,
New York City.

ATTENTION OF TRACTOR DEPARTMENT.

THE MOTOR NUMBER OF OUR FORDSON DEMONSTRATOR IS
THIS WAS PURCHASED FOR OUR USE (give date)
HAVE YOU EVER REPORTED THIS AS A DELIVERY?

DEALER _____

S/ 213

Detroit, Mich., Feb. 6 - Edsel B. Ford, president of the Ford Motor Company has suggested to authorized Ford dealers all over the United States that they paint on the roofs of their places of business the name of their city as guide posts for airplane pilots. Inasmuch as there are Ford dealers in more than 10,000 cities and villages throughout the United States, compliance with this request will constitute an important advancement in the development of facilities for commercial aviation.

Possibilities of such aerial guide posts were demonstrated at the time of the Commercial Airplane Reliability Tour last fall when the Ford dealers along the route identified their cities. Reports by pilots of the seventeen planes in the tour of the practical value of this identification are believed to have prompted Mr Ford to make this service available to aviators all over the country in the general interest of commercial flying.

"We feel that it is our duty to help develop this new mode of transportation", Mr Ford stated in his communication to dealers, "and are using as many of our facilities as are necessary to this end.

"It seems that one of the very great difficulties of cross country flying is in trying to distinguish over what town or city the pilot is traveling. The motorist is usually advised when approaching a town by appropriate sign boards, but so far the air pilot is not so fortunate."

According to Mr Ford's suggested plan, the letters of the name will be printed in white of a size which will be visible from ordinary flying height, the name will extend due east and west with the tops of the letters toward the north with an arrow pointing due north at the end of the word. In this way the lettering and arrow serve as a compass to the pilot.

- - - - -

S/216

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors
1710 BROADWAY
New York City, N.Y.
February 8th, 1926.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER

TO ALL DEALERS:

Gentlemen

#204

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKE, 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.

Kindly refer to our letter of Feb. 3rd, 1926, in which we advised that the dealer's discount on Ford Wire Wheels, Drop Center Rims, has decreased from 40% to 25%, the list price remaining the same.

Our Home Office has found considerable variation in the prices charged by dealers for wire wheel equipment when supplied on new cars. Effective immediately the following prices are established on balloon equipped cars:

Extra charge for 5 wire wheels and 4 drop center casings	\$50.00
Extra charge for 5 wire wheels and 5 drop center tires	75.00

On this basis no allowance will be made to customer for wood wheel equipment taken in exchange since the salvage value of these wheels will apply against the dealers expense in making the change over as well as loss of profit to the reduced discount.

Our Home Office also advises that the tire companies have agreed to charge 5% for handling 29-440 balloon casings and tubes in exchange for drop center casings and tubes.

Kindly be guided accordingly.

FORD MOTOR COMPANY

M. J. Keastly
HEAD SERVICE DEPARTMENT.

WJMCC AG

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors
February 8th, 1926.

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER

TO ALL DEALERS:

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.

We have been advised that some of our dealers are using unsatisfactory tires and tubes on Ford Wire Wheels, Drop Center Rim.

For your information the drop center casings and tubes of the following named tire companies have been passed by our Engineering Department: Firestone Tire & Rubber Company, B. F. Goodrich Rubber Company, Goodyear Tire & Rubber Company, United States Rubber Company, and the Miller Rubber Company. These drop center casings are easily identified by a red line around side walls. This is the warning mark.

As there is a special drop center tube necessary to be used with drop center casing, these tubes are plainly marked as follows:

"DROP CENTER TYPE"

As this matter is vitally important we suggest that our dealers comply with suggestion outlined above.

FORD MOTOR COMPANY

M. J. McCarthy
HEAD - SERVICE DEPARTMENT.

WJMC AG

Smith **Ford Motor Company**

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY
New York City, N.Y.

GENERAL LETTER
TO ALL DEALERS

February 6th, 1926.

Gentlemen:-

218

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 February 4th, we wrote you a letter advising that the New York Branch had successfully completed the first half of the FORDSON WINTER SALES CAMPAIGN, and further that our target for the month of February is 300 TRACTORS.

We also attached a form requesting information in connection with your Fordson Demonstrators, but to date this has not been received from you. We are again giving you this form which is to be FILLED OUT AND RETURNED IMMEDIATELY!!

FORD MOTOR COMPANY,

H. H. Johnston
Fordson Sales.

WRS;HLT

February 9th, 1926.

Ford Motor Company,
1710 Broadway,
New York City.

ATTENTION OF TRACTOR DEPARTMENT.

THE MOTOR NUMBER OF OUR FORDSON DEMONSTRATOR IS
THIS WAS PURCHASED FOR OUR USE (give date)
HAVE YOU EVER REPORTED THIS AS A DELIVERY?

DEALER _____

S/
Gen. Let. #



FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

Feb. 8, 1926.

1710 BROADWAY,
New York City, N.Y.

TO ALL LINCOLN DEALERS:

250-160

IN REPLYING REFER TO

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

The following is the latest list pertaining to stolen Lincoln cars:

- Motor #17585 - Sedan - Stolen January 29, 1926.
- " 23671 - Limo - " November 29, 1925.
- " 24545 - Sedan - " December 11, 1925.
- " 29924 - Coupe - 4-Pass. Stolen January 15, 1926
- " 31545 - Sedan - 4-Pass. " January 16, 1926.

RECOVERED

- Motor #12152
- " 14701
- " 18316

REVISED LIST

<u>Motor No.</u>	<u>Body No.</u>	<u>Key No.</u>	<u>Motor No.</u>	<u>Body No.</u>	<u>Key No.</u>
2362	79	580	15093	56	662
4885	118	522	16068	1-155	620
5592	124	579	16945	2-833	737
6154	234	521	17162	6-705	686
6312	338	609	17585	1-1489	663
6536	616	506	18955	3-103	561
6625	257	654	19146	1-36	668
6741	798	646	19882	1-237	700
7362	7354	672	21653	1-218	653
8118	6-62	540	23671	1-571	629
8753	6-147	565	23718	1-903	504
9040	7423	579	24516	1-1025	702
10561	88	654	24545	1-1009	659
10572	67	613	25154	1-1102	700
11192	6-230	662	27220	1-64	642
11456	1701	686	27633	1-178	545
12305	1-520	520	28891	2-3373	663
13003	2292	615	29924	1-29	540
13105	1815	693	31545	1-381	503
13679	7715	526			

Yours very truly,
FORD MOTOR COMPANY

Charles Kampsperger

8/295

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY
New York City, N.Y. February 15th, 1926.

GENERAL LETTER

TO ALL DEALERS:

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.

HOLLEY VAPORIZERS

Have you any customers who wish to be supplied with a Holley Vaporizer for a Ford car or truck?

This vaporizer is something new in carburation, and from the small amount of vaporizers in use in our territory we have received very creditable reports. We will be in a position to supply a limited amount of Holley vaporizers and suggest that you advise your customers of this, as we are desirous of securing reports from all who may use a Holley Vaporizer.

This Holley Vaporizer will sell for \$12.50 list, subject to 40% discount. For your convenience we attach order form.

May we be favored with your order?

FORD MOTOR COMPANY

M. J. McLaughlin
HEAD - SERVICE DEPARTMENT.

WJLCC AG

FORD MOTOR COMPANY, 1710 BROADWAY, N.Y. CITY

DEALER _____ LOCATION _____

Kindly ship me via _____ Holley vaporizers for Ford cars or trucks, \$12.50 each, less 40%.

S/ 294

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 15th, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen:-

IN REPLYING REFER 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.

The following are suggested labor prices for installing Ford Accessories:-

Bumpers	\$2.00 per set
Scrubbing Units	1.00 " "
Automatic Windshield Wiper75
Top Boot & Gypsy Curtains ...	N/C
Windshield Wings	N/C

Kindly be governed accordingly.

Wm Coathy
HEAD - SERVICE DEPARTMENT.

WJMcC AG

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

S/300

1710 BROADWAY
New York City, N.Y.

February 16, 1926

To All Dealers:

IN REPLYING REFER TO

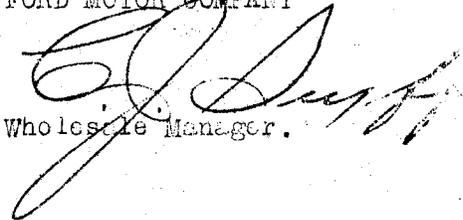
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

We list the leading salesmen as of February 10 in the National Salesmen's Contest. There are two names below who have taken the lead in their respective groups during the period just past. In nearly every group we find that only a few points separate the leader from the runner-up. In the next report we publish you may find a new leader in almost any group.

Read again Mr. Ryan's letter of January 8 to all retail salesmen and if you work along the lines mentioned, you are bound to come out a winner.

<u>Population</u>	<u>Salesman</u>	<u>Dealer</u>	<u>Town</u>	<u>Total Points</u>
2,000 and less	J. Knipfing,	M. J. Knipfing & Sons,	Westbury, N.Y.	29
2,001-5,000	D. Adams,	H. E. Campbell Motor Co.	Riverhead, N.Y.	27
5,001-10,000	W. J. Kinkead,	Duryea Motor Co.,	Somerville, N.Y.	33
10,001-15,000	T. C. Hulet,	Eastern Auto Sales Co.	Long Branch, N.J.	30
15,001-20,000	J. M. Moffatt,	Finn Motor Co.,	Carbondale, Pa.	11
20,001-30,000	F. R. Monroe,	Waterman & Wolfe,	New London, Conn.	18
30,001-40,000	H. Bickford,	W. E. Mount & Son,	New Brunswick, N.J.	37
40,001-50,000	T. Boyle,	D. W. Flint, Inc.,	Stamford, Conn.	14
50,001-65,000	M. Kester,	Jamaica Auto & Supply,	Jamaica, N.Y.	30
65,001-80,000	H. Altman,	H. J. Sprague,	Passaic, N.J.	28
80,001-100,000	J. Wittman,	Hampton & O'Connor,	Bayonne, N.J.	27
100,001-1,000,000	H. Frank,	D. W. Flint, Inc.,	Bridgeport, Conn.	22
Over 1,000,000	H. Wallich,	Haas Motor, Inc.,	Brooklyn, N.Y.	69

FORD MOTOR COMPANY


Wholesale Manager.

REVISED LIST OF NATIONAL AND STATE FLEET OWNERSNational Fleet Owners

Advance Rumley Thresher Co. Inc.
 American Agricultural Chemical Co.
 American Can Company
 American Railway Express Company
 American Tel. & Tel. Company
 American Tobacco Company
 Armour & Company
 Atlantic Oil Company
 Atlantic & Pacific Tea Company
 Austin Western Machinery Co.
 Barrett Company
 Bell Telephone Company
 Booth Fisheries Company
 Brink's Express
 Brown Williamson Tobacco Co.
 Pillsbury & Co. H. M.
 Carnation Milk Products
 Case Threshing Machine Co.
 Certainseed Products Corp.
 Cities Service Company
 Coca-Cola Bottling Company
 Colgate & Company
 Continental Oil Company
 Corn Products Refining Co.
 Crane & Company
 Cudahy Packing Company
 Devoe & Reynolds
 Fairmount Creamery Company
 Ferry Seed Company, D. M.
 Firestone Tire & Rubber Company
 Fleischmann Company
 Folger & Company, J.
 General Petroleum Company
 Goodgear Tire & Rubber Company
 Grand Union Tea Company
 Gulf Refining Company
 Hartford Steam Boiler Ins. & Insp. Co.
 Heinz Company, H. J.
 Humble Oil Company
 Itea Biscuit Company
 Jewel Tea Company
 Jones Brothers Tea Co.
 Kellogg Company
 Kelly-Springfield Tire Co.
 Kirk & Company, James
 Larus & Bros. Co. Inc.
 Liberty Yeast Company
 Liggett Meyers Company
 Lorillard & Company, P.

State Fleet Owners

Borden Company
 Brooklyn Union Gas Company
 City of New York
 Knickerbocker Ice Company
 Long Island Lighting Company
 Municipal Gas Co. - Albany

National Fleet Owners

Magnolia Petroleum Company
 Miller Rubber Company
 Morrell Company, John
 Morris & Company
 Morton Salt Company
 Mountain States Tel. & Tel. Company
 National Cash Register Company
 National Oil Company
 National Refining Company
 Ohio Oil Company
 Oliver Chilled Plow Works
 Otis Elevator Company
 Pacific Tel. & Tel. Company
 Peet Brothers Company
 Perfection Stove Company
 Pierce Oil Company
 Pillsbury Flour Mills
 Pittsburgh Plate Glass Company
 Proctor & Gamble
 Pure Oil Company
 Quaker Oats Company
 Red Star Yeast & Prod. Co.
 Reynolds Tobacco Co. R. J.
 Royal Distributing Company
 Salvation Army Organization
 Saunders System
 Shell Oil Company
 Sinclair Refining Company
 Southern Pacific Oil Company
 Standard Oil Company
 Swift & Company
 Texas Company
 Tidal Oil Company
 Tide Water Oil Company
 Tide Water Oil Sales Co.
 Tobacco Growers Co-operative Assos.
 U - Drive - It Company
 Union Oil Company
 U. S. Bureau Public Roads
 U. S. Dept. Agriculture
 U. S. Forest Service
 U. S. Post Office Department.
 U. S. Reclamation Service
 U. S. Veterans Bureau
 United States Tire Company
 Val Blatz Brewing Company
 Virginia & Carolina Chemical Co.
 Washburn Crosby Company
 White Eagle Oil & Ref. Company

State Fleet Owners

New York Telephone Company
 Public Service Corporation
 Reid Ice Cream Company
 Sheffield Farms
 Southern New England Tel. Co.
 State of Connecticut

State of New York

Ford Motor Company

S/226

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

February 17, 1926.

Raymond Price,
Mountainhome -- Cresco,
Pennsylvania.

Gentlemen:-

#212

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKE, 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

Here's a helping hand to aid you overcome a bad situation - like January - on Truck sales.

Have a stenographer copy the attached letters and mail them out to your truck prospects at three day intervals. Then call on your prospects and give them a demonstration.

Many of our dealers are getting good results by this kind of direct mail advertising.

FORD MOTOR COMPANY



ADVERTISING DIVISION

FAM FB

S/227

STANDARDIZATION LETTER
TO FLEET OWNERS

(YOUR LETTER HEAD)

Date

Mr Fleet Onw
Mr Fleet Owner
Street & Number
Your City

Dear Sir:

Any time the subject of replacements or additions to your present commercial haulage equipment comes up, please consider this:

Many of the largest concerns in the country, in addition to thousands of smaller ones, are standardizing on Ford Trucks.

Why do they do this? Because they get the advantages of similar parts, similar service, and other desirable features attending uniformity, together with a substantial, thoroughly dependable and economical business car.

We would like to discuss the operating expense of Ford Trucks with special bodies to suit your business requirements. Just pencil a note on this letter and send it back.

Very truly yours,
BLANK MOTOR COMPANY

Sales Manager

s/2 30

#1

(YOUR LETTERHEAD)

Mr Truck Prospect
Street Number
Your City

Date

Dear Sir:-

Today you are keenly interested in lessening the cost of your delivery service.

The exceptionally low cost of operating a Ford Truck is a certainty you can depend upon as confidently as you can depend upon its continuous and dependable service.

Why not give us the opportunity to demonstrate the above statement?

Very truly yours,
BLANK MOTOR COMPANY

Sales Manager

Letter #2

(YOUR LETTERHEAD)

Mr Truck Prospect
Street Number
Your City

Date

Dear Sir:-

Business men who buy Ford Trucks do so for the best of business reasons. It has come to be known as a substantial and thoroughly dependable car, and naturally has attracted to it substantial people.

They think of the low gasoline consumption and the high tire mileage. They think of how much they can expend business and how slight the cost in comparison.

We would like to discuss the economy of a Ford Truck with body to suit your business requirements. Just pencil a note on this letter and send it back.

Yours very truly,
BLANK MOTOR COMPANY

ADVER Sales Manager

S/227

#3

(YOUR LETTERHEAD)

Mr Truck Prospect
Street Number
Your City

Date

Dear Sir:-

A Ford Truck represents an investment business men can make with definite profit. It is ready every morning for a new day's work and requires a minimum amount of daily care.

The low cost of operation and remarkably low yearly depreciation will make ownership of this truck a continual source of satisfaction to you.

May we give you a demonstration?

Yours very truly,
BLANK MOTOR COMPANY

Sales Manager

S/304

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY
New York City, N.Y.

February 17th, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen,

IN REPLYING REFER TO #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.

Supplementing our instructions relative parts discounts to the United States Post Office Department, kindly revise these instructions to place the United States Post Office Department on the same status as a National Fleet Owner. Parts discount as follows:

20% discount on parts to the United States Post Office Department for work performed in our dealer's shops. We also quote paragraph #3 of our Fleet Owners letter of January 6th, 1926, which applies to the United States Post Office Department:

"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".

Please be guided accordingly.

FORD MOTOR COMPANY

M. J. McCarthy
HEAD - SERVICE DEPARTMENT.

WJMCG AG

ATTENTION 206:

February 20, 1926.

Dealer _____

Town _____

Please fill in and attach to your 10 Day
Report of February 20.

Leading Salesman _____
Initials B Name

Total accumulative points scored
from Jan. 1 to Feb. 20: _____

Signature of Dealer _____

328

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY, New York City, N.Y. February 22nd, 1926.

GENERAL LETTER

TO ALL DEALERS:

Stop & Tail Lamp

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.

COMBINATION STOP & TAIL LAMP

We are now in a position to supply T-3180-X combination stop and tail lamp assembly. This lamp assembly, together with switch and wiring, is to be sold through service at a price of \$2.50, subject to our usual discount of 40% to dealers, tax status MH.

These stop and tail lights with switch and wiring are packed in individual cartons, plainly marked on the outside so that the dealer can stock them conveniently. Individual cartons will be packed in units of ten for convenience in shipping to dealers.

In designing this stop and tail lamp, consideration has been given to symmetry, appearance, durability and economy. The license bracket included in this lamp assembly is constructed of heavier material than the standard license bracket in order to carry the increased weight of the larger lamp.

We want to draw your attention particularly to the type of switch used in conjunction with this Ford stop lamp. It is very simple in construction and very easily attached by clamping to the bondix cover by tightening one screw. A rod is inserted in the switch which is actuated by the lateral cam action of the brake pedal, thus obviating the necessity of using clamps, pull wires, etc., which are a constant source of annoyance and trouble when used.

This combination stop and tail lamp is easily installed in place of the standard tail lamp and license bracket T-8786CX furnished on the car.

Standard tail lamps replaced by T-3180X may be retained by dealers for sale through Service Stock or may be returned freight prepaid to the Ford Branch for credit on our usual basis of 30% of list price, providing they are in saleable condition.

FORD MOTOR COMPANY

M J McCarthy
HEAD - SERVICE DEPARTMENT.

WJMCC AG

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y. February 22nd, 1926.

GENERAL LETTER

TO ALL DEALERS:

Automatic windshield wipers

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.

T-3318-20R WINDSHIELD WIPERS

It has been brought to our attention that some T-3318R and T-3320R windshield wipers have been tampered with by our dealers.

For dealers information, these automatic windshield wiper motors are not to be opened under any consideration. If, when installed, they do not work satisfactorily, they are to be returned to Keazny with full details attached.

These cleaners are lubricated with special lubrication. The opening of them or the injection of ordinary oil is sufficient to cause trouble. You will therefore please instruct your dealers of these facts.

FORD MOTOR COMPANY

M J McCarthy
HEAD - SERVICE DEPARTMENT.

WJMCC AG

S/ 349

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

February 25th, 1926.

GENERAL LETTER

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.

Gentlemen:

#204

PARTS DISCOUNTS TO SERVICE DEALERS AND GARAGES

Under date of February 1st, 1926, we addressed letter to all our dealers entitled "Parts Discounts to Service Dealers and Garages". The letter of February 1st, 1926, is cancelled by this letter and we request all our dealers to be governed by the following instructions as to Parts Discounts to Service Dealers, Garages, and Retail Accessory Stores.

An analysis of our dealers parts business indicates that the number of garage accounts has increased from year to year, while the average amount of each purchase has decreased accordingly. This indicates that the repairing of Ford cars has become less attractive to the larger service stations, due to competition with "shade tree" mechanics or small shops that do inferior work at correspondingly low prices.

With the idea of promoting a higher standard of service for the benefit of Ford owners, it appears necessary to encourage the better class of service stations to specialize in Ford repair work and in order to accomplish this, all properly qualified service stations will hereafter be designated as Service Dealers. The classification of Service Dealers will include those concerns who qualify under the following conditions:-

1. Garages whose monthly purchases average \$50.00 net or more will be designated as Service Dealers and it is recommended that the dealer give those qualifying on this basis a "Service Agreement", specifying 25% discount on parts. In view of the preferential discount, Service Dealers must conduct a respectable place of business, open to Ford owners for service throughout the day. The proprietor shall gain his livelihood through the sale and servicing of automotive products. Service signs will only be furnished to qualified Service Dealers upon recommendation of the authorized Ford dealers.
2. Retail accessory stores whose purchases of Ford parts exceed \$50.00 net per month may be given 25% discount on parts, but Service Agreements should not be executed and Service Dealers signs be given this class of trade.

Garages and accessory stores who do not meet the above qualification cannot consistently expect more than 15% discount on Ford parts.

Concerns handling other makes of cars, or dealing in second hand cars, cannot expect to receive more than 15% discount on Ford parts, regardless of the volume purchased.

Service dealers located at points where we have no Ford dealer will continue to receive 25% discount on parts, regardless as to their acting in the capacity of sales agents for other makes of cars, so long as their service agreement remains in force. It is considered advisable to retain these Service Dealers, regardless of their monthly parts sales volume for the representation they can give us from a sales or service standpoint. It is unnecessary to execute new contracts with our existing Service Dealers.

In cities where we are represented by Ford Dealers, the contracts of Service Dealers may be cancelled after the expiration of ninety days, providing their monthly purchases are not sufficient to warrant their continuance. In multiple dealer cities it will be in order to immediately cancel any service dealer whose parts purchases are below the requirements, particularly when they do not conduct a respectable place of business. As a general rule, however, an effort should be made to build up our present Service Dealer before considering their cancellation.

Dealers should encourage Service Dealers to improve the appearance of their buildings, install stock of parts, use modern tools and equipment, charge legitimate prices for repair work and take any other steps necessary to establish their business on the proper foundation. If the dealer can instill in the minds of his Service Dealers the idea that their interests are mutual in improving the quality of repair work on Ford cars, it will be a long step in the right direction.

In undertaking the work of classifying the garages in your territory you should first request your dealers to submit the names and addresses of all garages and accessory stores as well as the amount of their parts purchases for the past three months. This list should also contain the names of Service Dealers, regardless as to the amount of their monthly parts business, since they are entitled to the 25% discount so long as their present contract is in effect.

With this information at hand, our representative will call on the dealer at the first opportunity for the purpose of checking up the garages recommended by the dealer for service contracts. Furthermore, our representative will also check garages whose monthly parts purchases range between \$30.00 and \$50.00, and if they have proper facilities for serving the Ford owner in their community, it may be advisable to continue them on a 25% discount basis for a probationary period of 90 days. During the past three months climatic and road conditions may have been such that certain garages who normally do a considerable volume of business would not qualify from a dollars and cents standpoint. We do not want to run the risk of offending or losing the business of garages who will



SHEET NO.

S/ 350 New York, N. Y.

February 23, 1935

2

Garages and accessory stores who do not meet the above qualification cannot consistently expect more than 15% discount on Ford parts.

In multiple dealer cities, concerns representing other makes of cars or dealing in second hand cars, should be given a discount of 15% on Ford parts.

Service Dealers located at points where we have no Ford dealer will continue to receive 25% discount on parts, regardless as to their acting in the capacity of sales agents for other makes of cars, so long as their service agreement remains in force. It is considered advisable to retain these Service Dealers, regardless of their monthly parts sales volume for the representation they can give us from a sales or service standpoint. It is unnecessary to execute new contracts with our existing Service Dealers.

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S/35
Ford Motor Company

CONTINUING OUR LETTER OF

New York, N. Y.

February 1936, 1936

SHEET NO.

3.

no doubt be able to qualify as soon as the driving season opens. Such garages should be given an opportunity to purchase a stock of parts, clean up his place of business and get in line for a service dealership. Outside of multiple dealer cities, the matter of classifying these garages entitled to 25% discount will naturally be determined by the dealer's recommendation. This plan contemplates retaining all worthwhile accounts and dealers must realize that no loss of business is expected.

In all multiple dealer cities, Service Agreements should be made effective between all dealers located within or adjacent to that city, so that Service Dealers will not be obliged to confine their purchases of parts to any one dealer. We will arrange to have a representative call meetings of dealers in all multiple dealer cities, at which time garage purchases can be reviewed and Service agreements executed. It is understood that any garage whose parts purchases have averaged more than \$50.00 net per month for a period of three months is entitled to classification as a Service Dealer, regardless as to whether the parts have been purchased through one or more dealers. To simplify the checking of future purchases, the Service Dealer should be encouraged to confine the purchases of Ford parts and accessories to the Ford Dealer who is able to serve him to the best advantage.

We will furnish "Identification Cards" bearing the name of the Service Dealer so that he can properly identify himself when applying to the Dealer with whom he signed the contract, or to be used in event the garage is obliged to call on a neighboring dealer for parts that cannot be obtained from his contract connection. These identification cards will expire by limitation at the end of three months, when the Ford Motor Company, New York, will re-issue identification cards to qualified Service Dealers for the next three months. This will prevent the continued use of identification cards after Service Dealers agreements have been cancelled.

Following the classification of Service Dealers in multiple dealer cities, we recommend a meeting of dealers and Service Dealers be called for the purpose of outlining our object in granting preferential discounts. You should take advantage of this opportunity to impress upon these Service Dealers that our prime object in making this move is to raise the standard of repair work on Ford cars, by enabling the Service Dealers to specialize on Ford repair work at sufficient profit to justify improving their service facilities.

In order to forestall any unfavorable reaction from unqualified garages, whose discount has been reduced from 25% to 15%, we recommend that the dealer call on them personally for the purpose of outlining the new discount policy. It is very important that the dealer should tactfully explain that the granting of 25% discount was originally intended to encourage garages to carry stocks of parts and specialize in Ford repair work for the accommodation of Ford owners. Since the dealer is obliged to carry the whole investment in parts, pay freight and handling expenses and then sell the garage on practically a retail basis, the reasons for this change are perfectly logical. The dealer should point out to the garage the fact that 15% on our ten lot prices is equivalent to 25% discount from list. The Dealer should, however, make it a point to encourage the unqualified garage to build up his business as quickly as possible so that he can favor him with the maximum discount.

S/ 354

Ford Motor Company

New York, N. Y.

CONTINUING OUR LETTER OF

February 28, 1934, SHEET NO.

4.

Service Dealers and Garages alike will continue to receive 10% discount on all items subject to 25% discount to Ford Dealers. Net price items such as batteries, spark plugs, etc., will be sold by dealers to both Service Dealers and Garages at a net price based upon the quantity taken, rather than a discount from list. A discount of 15% will apply on parts installed in dealers shops for Service Dealers or Garages.

In order to make sure that this discount is being consistently carried out, every dealer should submit on the first of each month a statement showing the previous months purchases of the Service Dealers with whom he has signed contracts. This information will enable this Office to study the trend of the business, provide information for a check up by Service Roadmen, as well as data on which the cancellation of contracts may be recommended.

Service dealers doing repair work on Ford cars and working in harmony with our dealers should be given every consideration before recommending cancellation.

FORD DEALERS MUST APPRECIATE THAT THIS MOVE MEANS GREATER PROFITS FROM THEIR PARTS BUSINESS, AND REALIZE THAT THE SUCCESS OF THE PLAN DEPENDS UPON THEIR COMPLETE CO-OPERATION.

EVERY WISE AWAKE DEALER WILL TAKE ADVANTAGE OF THIS OPPORTUNITY TO CIRCULARIZE THE FORD OWNERS IN HIS VICINITY, INVITING THEIR SERVICE WORK INTO HIS OWN SHOP. If the service capacity of the dealer will not permit him to handle additional work, he should encourage owners to have their work done by Service Dealers who have proper facilities and are interested in the customers welfare.

We request that you get the new plan in operation as quickly as possible and if necessary we will assign additional service representatives to the task of checking up the situation in the larger cities.

Keep us informed as to the progress made in the classification of garages in your territory, and should any problem arise in the establishing of this new policy, let us know at once.

As the above instructions are self-explanatory, we sincerely request the co-operation of our dealers to institute this new discount policy, as it is only through the co-operation of our dealers that this policy can be instituted.

FORD MOTOR COMPANY

M. J. McAnally
HEAD - SERVICE DEPARTMENT.

WJMC AG

S/ 37r

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

February 26th, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen:

IN REPLYING REFER TO

204
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS OR FOR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

The following list of parts are to be installed in improved cars now on hand in dealers stocks, and also to be installed on improved cars that have been sold:

- T-50208 Windshield weatherstrip, bottom
- 40D95 Sediment bulb weather pad
- 45197 Ventilator weatherstrip
- 45198 Ventilator weatherstrip hook
- 18825 Ventilator weatherstrip
- 45591 Pedal weather pad assembly
- 45295 Adjusting Rod anti-rattler, on dash

We insist that you recall to your shop all improved cars and install the parts above enumerated to bring the customers cars up to date.

We wish all dealers to use the attached form to advise us the amount of each part required for use as explained above. Kindly give this matter your immediate attention and fill out the enclosed form with the necessary information so that we may immediately commence distribution of these parts to dealers gratis.

FORD MOTOR COMPANY

W J McCarty
HEAD - SERVICE DEPARTMENT.

WJMcC AG

Order order
Mar 5/26

3/375-

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

February 26th, 1926.

GENERAL LETTER

TO ALL DEALERS:

Gentlemen:

IN REPLYING REFER TO

4204

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

The following is a list covering Ford Combination Stop and tail lamp. Prices covering repair parts will be furnished as soon as costs are available:

T-3180-S	Tail & Stop Lamp with switch & wiring	\$2.50
T-6520	Tail lamp bulb	
T-3178	Stop lamp bulb	
T-3164-BS	Tail and stop lamp red lens	
T-3154-BS	" " " " white lens	
T-3198-S	" " " " to bkt nut	
T-1565	" " " " " washer	
T-3158-S	Stop light switch assy	
T-8103	" " " clamp bolt	
T-1347	" " " " " nut	
T-6029	" " " terminal bolt nut	
T-7696	" " " " " lock washer	
T-3182-S	" " " to terminal block wire assy	
T-3184-S	" " " " light wire assy	

FORD MOTOR COMPANY

M. J. McCarthy

HEAD - SERVICE DEPARTMENT.

WJMc AG

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

IN REPLYING REFER TO

March 1/26

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.

BODY PRICES

Type	List Price	Freight from Detroit to Kearny	Crating
Fordor	\$ 300	\$ 15.00	\$ 20.00
Tudor	275	15.00	20.00
Coupe	250	15.00	20.00
Touring *	100	6.00	10.00
Runabout *	100	6.00	10.00
Truck Cab (Open)	65	1.75	3.50
Truck Cab (Closed)	85	2.50	3.50
Express Body	55	2.75	3.50
Canopy Roof	30	1.25	2.50
Screens	25	.50	1.50
Stake Body	65	6.50	3.00
Pick Up Body (Runabout)	25	1.25	1.50
Platform Body	50	4.25	3.00

All body prices subject to 20% discount to dealers, f.o.b. Detroit, Michigan.

No crating charge when body is taken over counter at Kearny.

	Top	Windshield
Touring Car	\$27.00	\$ 10.75
Runabout	22.00	10.75

Tops subject to 25% discount and windshields subject to 40% discount to dealers.

* Does not include top or windshield.

FORD MOTOR COMPANY

WJMcC AG

SERVICE DEPARTMENT.

Ford Motor Company

March 2, 1926.

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

TO ALL 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.

250-164

Ditzler's Thistle Green has been adopted as a fifth standard Lincoln color. Bodies in this color will be striped in Ditzler's Apple Green Deep and enclosed cars will be upholstered in 504 broadcloth and 2500 mohair except Judkins Coupes and Berlins, which will have Wiese 1835 broadcloth and 2500 mchair.

In addition to the present standard Roadster color, Biege Brown Deep and Onandaga Brown, we will also supply Cobalt Blue, Maxine Blue, Brewster Green, Green Gray Deep and Thistle Green at no extra charge.

Customers and Dealers now have a selection of five colors on all standard models with the exception of Club Roadsters, on which the two-tone color combination, Bakst and Tartan Green, is the only color option. We will continue to charge \$50.00 extra for special paint when any color other than Bakst and Tartan Green is specified on a Club Roadster.

Orriford Lake Extra Dark will continue to be offered as an additional color option on all custom built cars, including Judkins two-passenger Coupe and Berline.

Yours very truly,
FORD MOTOR COMPANY

Charles Ramsperger
For Geo. H. Robertson
Supervisor-Lincoln Div.

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors Mar. 6, 1926.

NEW YORK, N. Y.

IN REPLYING REFER TO

GENERAL LETTER
TO ALL DEALERS

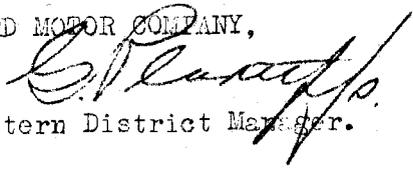
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

We have found that in a number of instances tractors are being sold by our dealers to Federal and State Governments without sufficient consideration being given for the dealer who is to service the tractors.

It is the policy that in selling tractors to be used in a territory other than your own, you are to remit one-half the commission on the tractor, which represents the service commission to the dealer in whose territory this tractor is placed.

This should be a great help to you in selling tractors, as you can assure the buyer of service regardless as to where delivery is to be made.

FORD MOTOR COMPANY,


Eastern District Manager.

GP:HLT

Ford Motor Company

Mar. 6, 1926.

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

GENERAL LETTER
TO ALL DEALERS

IN REPLYING REFER TO

Gentlemen:

220

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.



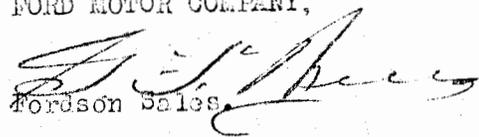
ACTION!

We are well in the last month of our FORDSON WINTER SALES CAMPAIGN. Our quota for March is 400 tractor deliveries. This is no mean target and it requires for its accomplishment the continued co-operation of our dealers in tractor sales effort. We ask every dealer to use a fair portion of his time and the time of his organization in a DAILY analysis of your tractor prospects and as many demonstrations as can be arranged.

If you will impress on your salesmen the absolute necessity of arranging tractor demonstrations as a part of their sales program and then give us the opportunity of assisting you when the demonstration is made, we are quite confident of the favorable result. At any rate we have a good sized target to shoot at for the FORDSON WINTER SALES CAMPAIGN and we certainly anticipate and expect the work on the part of our dealers which will be necessary to put this over.

The support of our dealers in the month of February, while disappointing because of the fact that we failed for the first time to make our monthly quota, was fairly effective and we therefore look for a favorable return both on the report for March 10th and all succeeding Ten Day reports, indicating that your prospects are on the increase, that a fair proportion of demonstrations are being held, that exclusive tractor salesmen are being employed, and THAT YOUR SALES QUOTA (at least the minimum of one tractor delivery for March) IS BEING ACCOMPLISHED.

FORD MOTOR COMPANY,


 J. L. Spence
 Fordson Sales

JFW:HLT

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors 10th, 1926

NEW YORK, N. Y.

IN REPLYING REFER TO

3/431

General Letter # 174

To All Dealers:

Parts Wise

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.

#204

APPLICATION OF NEW PARTS DISCOUNT POLICY TO GARAGES

According to letters being received from garages, it appears that some of our dealers have taken a very arbitrary attitude in putting our new parts discount policy into effect among garages. For instance, discounts have been refused garages purchasing less than a specified amount in dollars and cents, because Ford parts were not handled exclusively, or on account of the garage acting as sales representatives for some other make of car. Instead of calling and giving the garage trade a tactful explanation as to the reason for the change in discounts, many dealers have taken the opportunity upon themselves to withdraw discounts altogether.

We must not lose sight of the fact that in the aggregate this small garage trade represents an enormous volume of business. Our dealers must understand that we expect them to secure the maximum volume of business within their trade area and that the application of this new policy does not contemplate any loss of business.

It is essential that every dealer keep in close touch with these small garages, encouraging them to develop their Ford Service work with the idea of later qualifying for a service dealer's contract. These small garages can build up their parts volume by specializing in Ford repair work and they should either do this or devote their repair facilities to other lines.

Suppose a dealer has forty garage accounts, five of which qualify as Service Dealers by purchasing in excess of \$50.00 worth of parts per month; ten garages purchase between \$30.00 and \$40.00 worth of parts per month; twentyfive garages purchase between \$3.00 and \$10.00 worth of parts per month. The roadman in calling on the dealer found that the ten garages doing between \$30.00 and \$40.00 worth of parts business per month would readily qualify on the \$50.00 basis as soon as the driving season opened. Furthermore

S/422
GL 174

March 10, 1926.

2.

these garages and facilities and were doing fairly good repair work, charging reasonable prices and working in harmony with the dealer. Under the circumstances, the dealer would be warranted in continuing to give these ten garages 25% discount on parts for a period of 90 days. This situation presents an opportunity for the dealer to call on these particular garages, and explain that although their volume of purchases has not qualified them for Service Dealers, he is going to recommend to the Ford Motor Company to continue them on a 25% basis, providing they are readily interested in building up their Ford repair business. The garages can evidence this interest by buying a reasonable stock of parts, cleaning up their place of business, installing tools and other equipment essential for satisfactory work.

Any garage doing a parts business in excess of \$30.00 monthly at this season of the year can usually be sold sufficient Ford parts, batteries and accessories to bring their volume up to the required amount. If our dealers will work along these lines, we believe they can secure considerable business on competitive parts which were formerly purchased from other sources.

In addition to the identification cards that will be furnished for authorized Service Dealers, we are also preparing to furnish identification cards for garages in the 15% class. These cards will be distributed by the dealer and are re-issued quarterly.

FORD MOTOR COMPANY

W. J. McCarty

HEAD - SERVICE DEPARTMENT.

WJMcC AG

51481

Ford Motor Company

March 18, 1926.

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

GENERAL LETTER
TO ALL DEALERS

Gentlemen:

220

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.

Saturday, March 27th, is FORDSON DAY and every dealer in the United States will display Fordson tractors and equipment for spring farm work. He will also hold a public demonstration of some suitable and practical power application of the Fordson -- preferably plowing. This demonstration is to be certified as to performance by some Banker, County Agent, County Judge, or Farm Representative, on form supplied by the Ford Motor Company. This certificate of demonstration together with suitable photographs will be returned to Detroit.

If you will realize the enormous potential field for prospects, and at the same time appreciate what results can be had for the expenditure of a sincere and intelligent effort, you can just begin to paint the picture of the field for Fordson sales, and with the many more favorable conditions existing from now on over the past few months, your FORDSON sales should show a marked increase.

Sunday, March 21st is the first day of Spring and nothing should stop your territory from ushering in this Spring season in real Fordson style. Dealers in more important points will naturally make a bigger thing out of Fordson day than some others, but WE NEED EVERY DEALER'S HELP AND ARE DEPENDING UPON YOUR ORGANIZATION TO LEND A REAL SPIRIT OF ENTHUSIASM AND CO-OPERATION.

We want the New York Dealer Organization 100% behind this Spring drive, starting the Spring in the real Fordson way with every dealer doing his part. A real successful Fordson day with certified performance of the Fordson will create real interest and enthusiasm on the part of the farmers, contractors, builders, and salesmen.

A form is attached giving an outline of your contemplated plans. Please fill it in and mail it in to us IMMEDIATELY.

FORD MOTOR COMPANY,

G. F. Kelly

Head Tractor Department.

GFw:HLT

S/487

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

March 19, 1926.

Ford Motor Company,
1710 Broadway,
New York City.

ATTENTION OF MR. G. PLANTIFF.

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.

This will acknowledge receipt of your General Letter of March 18th, informing us that Saturday, March 27th, is FORDSON DAY, and that every authorized Ford Dealer in the United States will display Fordsons and equipment for spring farm work. We wish to go on record as being in hearty accord with the purpose of this Spring opening and we will do everything in our power to make this the biggest thing the NEW YORK BRANCH has ever put across.

Below we give you our contemplated plan of activity:

1. We are putting on display immediately a Fordson tractor and _____ (plow, harrow or industrial equipment).
2. We have arranged for a public demonstration of the Fordson and _____ (equipment) at _____
3. We have arranged for _____ (Agent, Banker, Farm Representative) to officially witness the demonstration.
4. We are advertising and in other ways informing the public in general to the fact that Saturday, March 27th, is Fordson Day, and that a public demonstration will be held at the place specified.
5. Photographs will be taken of the event and upon completion of the demonstration will be forwarded you.

Yours truly,

Dealer.

Ford Motor Company

S/512

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

March 23 1926

TO ALL DEALERS

G L #175

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.

INSTRUCTIONS COVERING REFUND OF EXCISE TAX ON ALL CARS RETAILED FROM
MIDNIGHT MARCH 2ND TO MIDNIGHT MARCH 28TH ON WHICH TWO PER CENT TAX
REDUCTION WAS ABSORBED

We have mailed to you, under separate cover, a supply of affidavit forms to be used by our dealers in submitting to us a statement of cars retailed from midnight March 2nd to midnight March 28th on which the two per cent tax reduction was absorbed as per our telegram of March 3rd.

The form is self-explanatory. We desire to have the type of car retailed by you indicated, the motor number, date sold, name and address of purchaser, also the amount of tax paid by purchaser.

An easy way for the dealer to determine the amount of tax to be absorbed by him is to take one-fifth of the amount billed against you by us which will also be the amount to be refunded by us.

This refund will only be made to those dealers who agreed to the arrangement outlined in our telegram of March 3rd whereby the dealer agreed to stand one-half of this tax reduction and we agreed to stand the remaining half.

Affidavits covering cars retailed by you from midnight March 2nd to midnight March 28th, after being filled out properly including sworn statement, should be sent to us with your Ten Day Report of March 31st.

This affidavit form has no connection with the refunding to dealers of the two per cent excise tax due them on new cars on hand at midnight March 28th. This latter refund will be handled on a Government Inventory form (#887) concerning which full instructions will be given you in another letter.

FORD MOTOR COMPANY

W. L. Cook
Office Manager

T-S.



Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICE
DETROIT

S/513

March 24 1926

TO ALL DEALERS

G L #176

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.

INSTRUCTIONS COVERING REFUND EXCISE TAX ON NEW LINCOLN AND FORD CARS ON HAND
MIDNIGHT MARCH 28, 1926

On all new Ford and Lincoln cars on hand at midnight March 28, 1926, on which dealers paid five per cent excise tax, there will be due you a refund of two per cent, which will be handled as follows:

Refund of this tax will be made through Ford Motor Company based on Government Form 887, Inventory Schedule to be prepared and executed by you and submitted to us. Copies of this form, sufficient for your needs, will be forwarded to you within a day or two.

We suggest that you carefully read the instructions on the reverse side of the Inventory Schedule. These instructions seem complete so that comment by us is not necessary. In general, it should be noted that you fill in all of the first page of the Inventory Schedule, except the column headed "This column for use of manufacturer". It is also important to note that, after you have prepared the Schedule, you must notify the local Collector of Internal Revenue who will have a revenue officer check the Inventory Schedule and certify to its correctness on the reverse side of the form.

The Inventory Schedule must be made out in quadruplicate. The original and two copies to be forwarded to this Branch and one copy retained for your files.

Separate Schedules must be made out to cover Ford and Lincoln cars.

You will include in Inventory Schedule all cars in transit upon which you have picked up and paid sight draft prior to March 28, 1926. This is very important.

On the morning of March 29th, we will have outstanding sight drafts drawn against our dealers on which the tax is computed at the old rate of five per cent, as the drafts had to be drawn in this manner due to the fact that reduction in the excise tax did not become effective at the time the draft was drawn. Dealers will please pay these drafts on and after March 29th that were drawn at the old rate and credit will be issued to you immediately for this excess two per cent tax difference, upon receipt of advice from you that our draft has been paid. This will enable us to handle drafts outstanding on morning of March 29th with the least amount of delay.



New York, N. Y.

G L #176

S/514 TO ALL DEALERS

In other words, if you paid our drafts prior to March 28th and the cars are still in transit to you, such cars should be included on the Government Inventory Schedule form 887, the same as cars actually on hand at your place of business. If our draft is paid on or after March 29th, you should not include the latter cars in your Inventory for the reason that on all drafts drawn with the tax included at the old rate paid on and after March 29th we will issue a credit memorandum and rebill them to you at the new tax rate.

In making up Inventory Schedule, be sure that information called for is furnished correctly, especially kind of article, serial number, and number and date of invoice.

Form should be properly signed and sworn to.

In view of the fact that this Inventory must be certified to by a Government officer, we urge you to see that same is prepared carefully. The Internal Revenue Department will have a large number of these affidavits to be checked. Any errors or omissions that our dealers may make in preparing their Inventory Schedule will, undoubtedly, take considerable time and effort to rectify, therefore, the greatest care should be used in making up your Inventory Schedule to make certain of its correctness when originally prepared.

FORD MOTOR COMPANY

Office Manager

T S

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER NO.

NEW YORK, N. Y.

March 25, 1926.

IN REPLYING REFER TO

TO ALL DEALERS

#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 recommend two ways of paying salesmen, viz: salary or commission. We are very much in favor of the salary method, as more and more dealers are following this plan with marked success.

It is particularly beneficial for new salesmen whose capabilities have not been tested and whom the dealer would probably be unable to obtain unless assuring the salesmen of regular income. The principal advantage of a salary for salesmen who have been with the dealer for some time is that it permits the dealer to have much better control and supervision over their activities, which is very essential in many instances.

The Commission basis of paying salesmen has always been more or less of a problem from the standpoint of both revenue and direction of salesmen. We have given the subject very careful study and believe that a form of commission payment arrived at and which has been given a thorough test by several dealers, all of whom endorse it as the best commission plan they have yet tried, will work our very advantageously for the dealer, the salesman and the customer. The plan in brief is as follows:

5% commission on all sales, BOTH NEW AND USED CARS.

5% commission on all service sales, that is both labor and parts to customer to whom the Salesman sold the car, NEW OR USED, when the work is done in the dealer's shop and where repair order is made out in the regular way. (On parts sold over the counter to customers, no commission is to be paid to salesmen, also other conditions stated later in this letter.)

5% commission on the sale of accessories when installed or included with the Car, new or used, when sold.

On the sale of a new car where trade-in is involved, the salesman will only receive 5% commission on the cash difference. A commission of 5% will be paid on the sale of the used car to whatever salesman makes the sale.

Your reaction to the above plan will probably be from the standpoint of whether or not it would be profitable for you. The dealer knows that he can pay 5% to the salesman on new or used Cars and still make a good profit himself, but how about 5% on service sales? Dealers make 40% discount on parts. When they sell to the wholesale trade, they give 15% to 25% of this away depending upon the volume. Isn't it much better for the dealer to do the work in his own shop and instead of giving 25% away, only give 5% to the salesman? He makes 66-2/3% gross profit on the cost of his parts, so why couldn't he well afford to do this? It is good profitable business for the dealer, and should be readily seen by him.

Another advantage to you is that the buyer of a used car from your establishment will be followed for service work by the salesman who sold him the car to the same extent as a new car. This means the used car purchaser will be kept satisfied, will keep his car in good running condition and be a constant prospect for a new car.

And there is still another big advantage. The salesman by receiving 5% on service sales has an opportunity to earn added revenue on both the new car and the used car taken in trade when he retails it. You will benefit because the salesman will naturally be anxious to quickly retail the used car in order to build up his service sales.

And it is very important that the salesman take an interest in these used car buyers -- the service is just as important as on a new car, if not more so, as naturally the used car needs more attention than a new one.

When Ford Owners take their cars to outside garages where the proprietor is usually anything but sympathetic or interested in the Ford owner, the result in too many cases is that the owner is discouraged in the further operation of his Ford car or in the purchase of a new one, and frequently influenced in the purchase of some other make in which the proprietor of the garage has a discount arrangement. These are the Ford owners that we are trying to get into authorized Ford dealers' shops. They need courteous treatment and satisfactory service, and the Ford dealer's place of business is where they should go and not some disinterested garage owner. We can't emphasize too much the importance of this and the value of this angle of the above plan.

To further insure this salesman contact with owners, we suggest that each salesman be given a quota of two or three calls on owners every day and then follow the salesman's work to see that he makes these calls.

The salesman would welcome a plan of this kind as it gives him an opportunity to greatly increase his revenue which has been one of your real draw-backs in being able to employ and retain high-grade salesmen.

To give you some idea of how the salesman can add to his revenue through this plan, we will take the case of a salesman who has about 400 customers to whom he has sold Ford cars. If he is successful in getting all of the 400 into the dealer's place of business for their regular service work, his revenue would be increased to the extent of \$1,200 a year. If he were successful in getting 300 out of the 400 to have their cars serviced at his dealer's place of business his revenue would be increased about \$900 a year. You will note that these figures are based on a revenue for the salesman of \$3.00 per year per car, not

much on any one car, but a great help to the retail salesman's income.

The customer benefits through a plan of this kind by having the salesman who sold him the car REMAIN INTERESTED IN HIM. This in itself is of vital importance. It creates good-will for both you and the salesman and makes the owner a constant source for the names of prospective buyers.

With respect to the commission on the sale of labor and parts, this can be handled by preparing a list immediately of all customers to whom you have sold Cars and Trucks and add this to your present list of service customers then segregate the names of all owners who have been into your place of business for service during the preceding ninety days and stamp each one of such cards "house sales"; the balance of the cards to be segregated according to the salesman who sold the Cars. A list of such names should be given to the salesman who will be told that he will receive 5% commission on both labor and parts sold to such customers in the dealer's shop and on which regular repair order is made out. On cards marked "house sales", if the customer does not return to you for service work during a ninety day period, the cards should then be turned over to a salesman, pro-rating such cards equally.

There will, in most cases, be a number of cards still remaining if the salesmen who sold such cars are no longer with you, and we recommend that these cards be pro-rated equally among the entire sales staff on the same basis as though such customers had been sold the car by the salesman to whom the cards are given.

We also recommend that the salesmen be told that if they are instrumental in bringing to your place of business for service work a Ford owner who has not been previously listed by you that he will likewise receive the regular 5% service commission on both labor and parts.

On fleet owner business, there should be no service commission paid as the regular 15% discount to such owners precludes this.

We believe we have explained the plan in sufficient detail and recommend that it be adopted generally, and we request that you do this, as there is no question but that this method is practical and has many advantages over other forms of COMMISSION payment.

Regardless of how good any plan for the payment of salesmen might be, however, it can not offset poor judgment on your part in hiring salesmen. We say "hiring" because too many Ford dealers we believe do not carefully select their salesmen. How can you expect to get good salesmen by advertising for them? Generally speaking, if the salesmen you get through this source were any good they wouldn't be looking for a new connection. The safest and best way to get good salesmen is to SELECT them from among the men already employed in other lines of endeavor; men who from your personal observation are courteous, intelligent and indicate a desire to SERVE.

It is of the utmost importance to you that you obtain the highest and best-grade man available to represent you as a retail salesman. He is your mouth-piece. When the customer talks to the salesman he feels that he is talking to you; in fact, he is virtually a representative of Mr. Ford so far as the customer is concerned, so we cannot understand how any dealer can afford to take

a chance on injuring his good-will through hiring and sending out into the field any but the best salesman he can obtain.

There is plenty of salesmanship material in every Ford dealer's community, and you should be constantly on the look-out for the right kind of man. He will usually be found in one of the local stores as a shoe or clothing salesman, an insurance or bond salesman, or even a young man who has had no sales experience at all but who comes from a good family, is popular, has a large circle of friends and acquaintances and is receptive to the dealer's directions and suggestions. This is very, very important.

In our opinion, all dealer's salesmen should be given a definite block of territory to work. This is for the purpose of having each salesman assume definite responsibility for a specific area of the dealer's trade zone. The value of this is obvious.

In the first place, it permits you to always hold some member of your sales staff responsible when sales are lost in a certain district, or when sufficient volume is not being obtained in that district. Without this zoning arrangement there is no responsibility --salesmen overlap in their work and make duplicate calls, and this is very costly to both you and the salesman.

We appreciate that under the salesmen's zoning arrangement in the larger cities that some salesmen's zones may overlap, but it will only be two or three salesmen at the outside, whereas now there is nothing to prevent every salesman in the city calling on prospects in the same district. And this is the duplication of effort that we feel can be cut down to the minimum through the above plan.

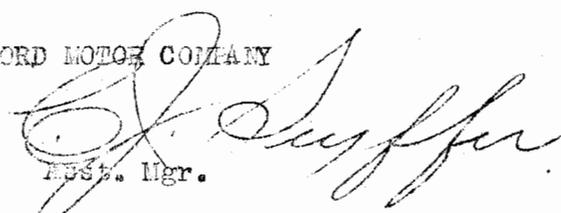
The number of salesmen employed by any dealer will therefore bear relationship to your estimate, prospects in your trade zone and normal wages paid in your city. We request that you send us a map with salesmen's zones marked.

We have had several letters asking us if there was any objection to dealers paying their salaried salesmen a commission of 5% on parts and labor under the same conditions as quoted above.

Of course, if you are going to pay 5% commission on parts and service, you are going to make allowance for this in quoting a salary to your salesman.

The new Salesman's Agreement, which is being made up, will allow dealers to pay salesmen salaries, commission, drawing accounts, and practically any combination of these.

FORD MOTOR COMPANY


Asst. Mgr.

CJS LFL

Ford Motor Company

March 26th, 1926.

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

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.

Under date of January 6th we addressed a letter to our dealers entitled "Delivery of Ford Parts to Garages", wherein we requested discontinuance of delivery of parts to garages in multiple dealer cities.

As all dealers are now familiar with our new discount policy on parts, we have decided that in the larger cities where accessory houses and jobbers deliver parts and accessories that it will be a very good plan for our dealers to meet this competition by delivering parts, thereby enabling them to retain the good-will of the wholesale trade.

This is an opportunity for our dealers to canvas the wholesale trade endeavoring to market Ford parts, Ford accessories, Ford batteries,

FORD MOTOR COMPANY

M J McCarthy
Head - Service Department.

WJMCC AG

Ford Motor Company

March 25th, 1926.

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

GENERAL LETTER

TO ALL DEALERS:

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.

HIGH COMPRESSION CYLINDER-HEADS FOR FORDSON TRACTORS - #F-154B

Supplementing our letter of January 6th, entitled "High Compression Cylinder Head for Fordson", would request that you keep this letter conspicuously displayed to allow your entire organization to make use of the following information, which is forwarded to enable you to distinguish between a tractor cylinder head regular and a tractor cylinder head high compression.

The high compression cylinder heads produced previous to February 10th, were marked with an "X" between #3 and #4 cylinder-head bolt holes on the right side of the head. Those manufactured since that date were marked "S" between #1 and #2 spark plug holes on right side of the head. The letter "S" is 3/8" wide and 5/8" long.

When desired, tractors may be secured direct from the factory with the high compression cylinder-head installed at no additional charge. These tractors have a tag attached to the radiator cap which is marked, "HIGH COMPRESSION CYLINDER HEAD". This tag should not be removed until the tractor is delivered to a purchaser. When tractors are desired by Dealers with these heads, orders should be marked "H C C H" opposite each item.

It is understood, of course, that we do not advocate the use of this cylinder-head under ordinary atmospheric conditions. It was designed primarily to increase the efficiency of Fordsons operated in high altitudes and only in those cases where owners or prospects insist upon having more power should they be sold on tractors which are operated under normal conditions or territories around sea level.

FORD MOTOR COMPANY

W. J. McCarty
Head - Service Department.

WJMcC AG

NATIONAL FORDSON TRACTOR DAY MARCH 2

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Kearny, N.J.

March 27 1926

Mr Raymond Price
Cresco
Pa

Dear Sir:

IN REPLYING REFER TO 521

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.

Replying to yours of the 24th inst., would advise the price on battery acid is as follows:

150 lbs. @ \$2.50 per cwt.
Net charge for carboy - \$5.00

We trust this answers your inquiry.

FORD MOTOR COMPANY

McD HJW

Service Department

PRICES ON CARS DRIVEN FROM THE KEARNY PLANT
EFFECTIVE -- March 29, 1926.

L LIST	TYPE		NET	FRT	TAX	GAS & OIL	ADV. ASSESS.	ADV. FRT	DEALER'S PRICE	CUSTOMER'S PRICE
225.00	Chass.	C	180.00	24.40		2.50	2.50	-	209.40	258.90
245.00	Chass	D	196.00	24.40		2.50	2.50	-	225.40	278.90
270.00	Chassis		216.00	24.40		2.50	2.50	-	245.40	303.90
	Balloon									
290.00	Chassis	SC	232.00	24.40		2.50	2.50	-	261.40	323.90
310.00	Chassis	SD	248.00	24.40		2.50	2.50	-	277.40	343.90
335.00	Chassis		268.00	24.40		2.50	2.50	-	297.40	368.90
	Start. Balloon									
290.00	Runabout	C	232.00	24.40	7.69	2.50	2.50	-	269.09	331.59
310.00	Runabout	D	248.00	24.40	8.17	2.50	2.50	-	285.57	352.07
335.00	Runabout		268.00	24.40	8.77	2.50	2.50	-	306.17	377.67
	Balloon									
555.00	Runabout	SC	284.00	24.40	9.25	2.50	2.50	-	322.65	398.15
375.00	Runabout	SD	300.00	24.40	9.73	2.50	2.50	-	339.13	418.63
400.00	Runabout		320.00	24.40	10.33	2.50	2.50	-	359.73	444.23
	Start. Balloon									
311.00	Runabout	C	248.80	24.40	7.60	2.50	2.50	1.25	287.05	353.75
	Pick-Up Body									
331.00	Runabout	D	264.80	24.40	8.08	2.50	2.50	1.25	303.53	374.23
	Pick-Up Body									
376.00	Runabout	SC	300.80	24.40	9.16	2.50	2.50	1.25	340.61	420.31
	Pick-Up Body									
396.00	Runabout	SD	316.80	24.40	9.64	2.50	2.50	1.25	357.09	440.79
	Pick-Up Body									
421.00	Runabout		336.80	24.40	10.24	2.50	2.50	1.25	377.69	466.39
	Pick-Up Body (Balloon)									
310.00	Touring	C	248.00	24.40	8.17	2.50	2.50	-	285.57	352.07
330.00	Touring	D	264.00	24.40	8.65	2.50	2.50	-	302.05	372.55
355.00	Touring		284.00	24.40	9.25	2.50	2.50	-	322.65	398.15
	Balloon									
375.00	Touring	SC	300.00	24.40	9.73	2.50	2.50	-	339.13	418.63
395.00	Touring	SD	316.00	24.40	10.21	2.50	2.50	-	355.61	439.11
420.00	Touring		336.00	24.40	10.81	2.50	2.50	-	376.21	464.71
	Start. Balloon									
500.00	Coupe		400.00	30.40	12.91	2.50	2.50	-	448.31	552.81
525.00	Coupe		420.00	30.40	13.51	2.50	2.50	-	468.91	578.41
	Balloon									
520.00	Tudor Sedan		416.00	30.40	13.39	2.50	2.50	-	464.79	573.29
545.00	Tudor Sedan		436.00	30.40	13.99	2.50	2.50	-	485.39	598.89
	Balloon									
565.00	Fordor Sedan		452.00	30.40	14.17	2.50	2.50	-	501.87	619.37
590.00	Fordor Sedan		472.00	30.40	15.07	2.50	2.50	-	522.47	644.97
	Balloon									

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.

418.90
375.00
33.90

418.63
9.73
408.90

375.00
39.13
414.13

244.0
2.50
250
9.73
391.3

4/586

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

March 31 1926

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.

I M P O R T A N T

All dealers were advised under date of March 24th of the proper procedure to be followed in preparing inventory schedules, which, after same have been verified by a representative from the Internal Revenue Department, are to be submitted to us in triplicate.

Apparently, a large number of dealers are paying no attention to these instructions because we have already received from dealers inventory schedules on which the following defects appear:

1. Name and address of dealer missing.
2. Date inventory taken not shown.
3. Types of cars not properly specified. Dealer fails to state whether the car is equipped with a starter, balloon tires, pickup body, etc. In other words, the type of car must be described completely.
4. Motor numbers not shown.
5. Number and date of invoice to dealer not shown.
6. Inventory schedules not rendered to us in triplicate.
7. Inventory schedules not signed by dealer.
8. Inventory schedules not notarized.
9. Revenue Officer's Certificate not completed on Inventory Schedule.

We believe our previous letter covered in detail the proper procedure to be followed in making out these forms so that they could be handled by us promptly.

Ninety-nine percent of inventory schedules supplied us so far are incomplete and have been returned to the dealers who submitted same.

Please read our letter of March 24th over again and see that your inventory schedule is filled out and handled in accordance with instructions contained therein, as otherwise there is no use sending it to us as we will not accept it and no credits will be passed to our dealers except in those cases where the instructions are followed in complete detail.

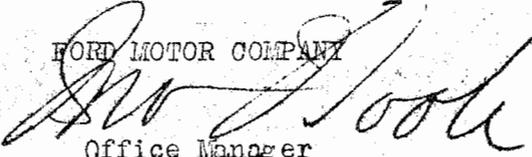
The above remarks also apply in general to affidavits being submitted by our dealers covering sales made by them from midnight March 2nd to midnight March 28th.

*Ford Motor Company*New York, N. Y.
3/587SHEET NO.
3-51-26

2

There is a great deal of work involved in checking these affidavits before credits are going to be passed to our dealers for the amount involved. You will save us time, also delay to yourself in receiving the money coming to you, if you will observe the instructions previously given, as otherwise no credit will be passed to you unless the forms are submitted made out correctly.

FORD MOTOR COMPANY


Office Manager

. JUT C

Ford Motor Company

March 31, 1926.

Manufacturers of Automobiles, Trucks and Tractors

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.

We wired you today as follows:

"EFFORTS OF NATIONAL FORDSON DAY SO PRODUCTIVE TRACTOR SALES WE HAVE DECIDED CONTINUE AGGRESSIVE AGRICULTURAL AND INDUSTRIAL ACTIVITY ON THESE UNITS RIGHT THRU APRIL WITH THOUGHT MAKING IT BIGGEST IN HISTORY BY RETAILING SIX HUNDRED STOP ALSO TO SPUR UP COMMERCIAL BUSINESS LET US INCLUDE TRUCKS IN THIS AGGRESSIVE PROGRAM RETAILING TWO THOUSAND. SEE OUR LETTER TODAY BUT IN MEANTIME START YOUR DEMONSTRATING AND SALES FORCES OUT WORKING APRIL FIRST AND CONTINUE DRIVE RIGHT THRU MONTH
F M CO"

The results of the National Fordson Day on March 27th were very encouraging, and we want you to know that we appreciate the effort which you expended to make this event successful. The reports and pictures which we have received of the demonstrations and exhibitions given by our dealers are just another proof of the wonderful results that are forthcoming to us in the tractor field if we will intelligently analyze the requirements of the prospect and then demonstrate the Fordson tractor along with the proper equipment.

Because of this success, we have decided to continue with an active, aggressive program on tractors during April - always considered the best tractor month. In our territory the agricultural field opens up, the farmer begins his plowing and other usual Spring work on the farm, and there is no question but that the Fordson tractor can save every farmer time, labor and expense.

Accordingly, by starting out on April 1st through your demonstrating and sales forces, analyzing the requirements of your farmers and then demonstrating the Fordson with the proper equipment, we are positive you will retail a larger number of tractors for agricultural purposes than in any other previous single month in the history of our Branch. Keep in mind the thought

s/546

that "every farmer needs a Fordson", and because of the many that are already in use by farmers the majority of your prospects already have a "smattering" of knowledge as to its value on the farm. Accordingly, we say that in the majority of cases all that is needed on these particular prospects is a proper demonstration.

In addition to this, we would say that we are very well pleased with the manner in which a large number of our dealers have applied the Fordson tractor to the industrial field. Practically all our retail sales since January 1st have been for industrial purposes, and we are glad to advise you that they have indeed been large in number. Think, now, of the opportunity you have during the month of April of working up a good industrial business on tractors in the contracting field, road building and grading, land developing, back filling, hoisting, stump pulling, etc.

Because of these ideal conditions, we ask that you capitalize on them to the utmost, throwing your entire Tractor Department efforts into the job of selling

600 TRACTORS IN THE NEW YORK BRANCH TERRITORY IN APRIL, 1926.

Our wire also mentioned a driving "wedge" into the commercial field for the sale of Ford trucks. This is another department of your business which you know pays well if properly supervised and directed into the commercial channels of your community. In our opinion, conditions for increased sales of Ford trucks at this particular time also are ideal --- the first month of Spring --- the time when the merchant looks over his equipment and considers its worth from the viewpoint of adequate transportation and advertising. Remember also, that all Winter long these merchants have been telling you that they would not be ready to buy until Spring --- and here it is Spring.

Again you are confronted right now with the absolute need of an exclusive transportation man, who has the knowledge to properly approach these merchants and prove to them the value of Ford One Ton Trucks as the best type of transportation media. Eventually, there is no doubt, you will realize this need, so why not now take advantage of our recommendation and the experience of other Ford dealers who are meeting with success in the commercial car field by having trained the proper man in their organization and having him now in a position where the results of his training are bearing fruit.

Have you the proper equipment with which to demonstrate both Fordson tractors and Ford trucks? On the latter, have you a full line of Ford Cab and Body Equipment available for demonstration? Surely you know that the demonstration method is the most practical and quickest way of convincing your prospect. Do not be so unwise as to overlook a single opportunity to physically demonstrate your line.

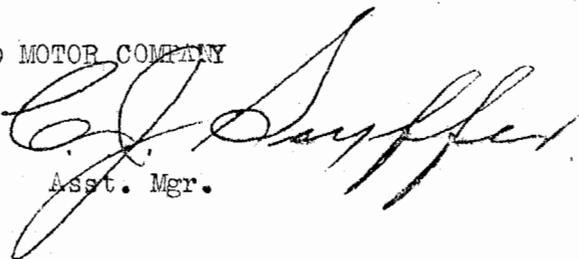
OUR APRIL QUOTA FOR TRUCKS IS 2000

We are enthusiastic about the possibilities of this dual tractor and commercial car drive in April. We believe if you will plunge whole-heartedly

into it and give it your best attention and direction at the end of April you will be gratified by the results you have obtained and, along with the excellent car business available right now, your volume and return will be well worth the effort you expended to make this one of your best Spring months.

May we have an expression from you as we are counting on the support and co-operation of the entire territory organization to put over this big job.

FORD MOTOR COMPANY


Asst. Mgr.

CJS LFL

S-594

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

April 1st, 1926

Raymond Price,
Cresco,
Pa.

IN REPLYING REFER TO

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

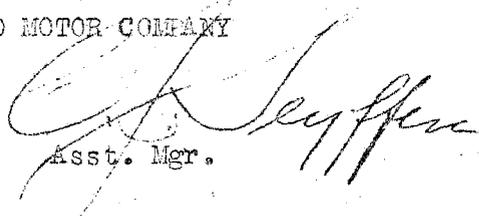
We wired you today as follows:

"WE WIRED YOU SEVERAL DAYS AGO RELATIVE REFUND AVAILABLE
DUE TO PRICE CHANGE STOP YOU HAVE UNTIL APRIL TWENTIETH
TO TAKE ADVANTAGE THIS OFFER COMMUNICATE YOUR LINE UP
OPEN CARS AT ONCE TO OUR CAR DISTRIBUTOR
F M CO"

The offer to make good your loss due to price change in the form of open jobs will expire on midnight of April 20th.

We trust you will see the advisability of immediately giving us your line up of Tourings and Runabouts to make up your loss.

FORD MOTOR COMPANY


Asst. Mgr.

CJS LFL

Ford Motor Company

April 1st, 1926.

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

IN REPLYING REFER TO

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.

DISCOUNTS TO DEPARTMENTS OF THE U. S. GOVERNMENT

Until June 30th, 1926, Ford cars operated by the following departments of the U. S. Government or repair shops operated by the departments mentioned are to receive 25% discount on Ford parts purchased over the counter from Ford Authorized Sales Dealers regardless of the amount purchased. When parts are installed in the dealer's shop, a discount of 20% is to be allowed, the same as applies to National Fleet Owners.

This discount expires June 30th, 1926. After this date all departments of the U. S. Government are to be handled on the same basis as a National Fleet Owner.

U S State Department
 U S Treasury Department
 U S War Department
 U S Post Office Department
 U S Navy Department
 U S Interior (Dept of the Interior)
 U S Agriculture Department
 U S Commerce Department
 U S Labor Department
 U S Veterans Bureau
 U S Reclamation Service

FORD MOTOR COMPANY

J. J. McCarthy
 Head - Service Department.

WJMcC AG

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

April 6 1926

5/613

TO ALL DEALERS

G L #178

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.

Supplementing our letter of March 24, 1926, a ruling has just been received from the Government that demonstrators on which we, as manufacturers, have paid five per cent Excise Tax and upon which you have reimbursed us, may be included in your Inventory as of midnight, March 28th, providing title or possession has never been transferred by you. However, if such demonstrators are not intended for sale, they should not be inventoried.

By the last sentence of the ruling of the Government, in the preceding paragraph, we understand that the test as to whether or not a demonstrator may be inventoried is whether or not it is held and intended for sale on date of Inventory. We understand also that you may include such demonstrators in your Inventory even though you may have, for convenience of accounting purposes, carried such demonstrators, temporarily, in your equipment accounts, rather than merchandise accounts. We further understand that cars taken over by the dealer for permanent personal or family use may not be inventoried.

We are passing this information to you so that you can prepare your Inventories accordingly for inspection of the Internal Revenue Agent, who, of course, we understand to be practically the final judge as to whether or not the cars are properly included.

We also understand that the Revenue Agent, when he inspects the Inventories, may take exception to certain items and make notation of such exceptions upon the Inventory Sheet for consideration of his head office after the Schedules are submitted by us, as to whether the items questioned by him should be allowed. In these cases, where items are questioned, refunds will be held in abeyance on those items until such time as the Internal Revenue Department have passed upon them.

FORD MOTOR COMPANY



Office Manager

JJT:S

Ford Motor Company

April 9th, 1926.

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

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.

SELL GENUINE XXXXXXXXXX BATTERIES
13 PLATE - 6 VOLT - 80 AMPERE

Effective April 1st, 1926, the retail price of a Genuine Ford Battery has been reduced \$1.50. This makes the retail price of Ford Batteries \$15.00 each, and this price should be a wonderful incentive to canvass your customers for Ford Battery business.

As our battery business in this territory is very small, it denotes that our dealers are not securing the proportion of battery business from owners of Ford cars and trucks.

Is this not the opportune time to use your service follow up file and repair orders to canvass your service customers for battery business. Unless you have batteries in stock you are not prepared to merchandise batteries and we are therefore enclosing order form.

We have also reduced the quantity price allowing our dealers to purchase batteries at the following lot prices:

Lots of 24 or more	\$9.00 each net
Lots of 4 or more	9.60 " "
Less than 4	9.90 " "
<u>Wholesale Trade Prices</u>	
Lots of 4 or more	11.25 each net
Less than 4	12.00 " "
Lots of 25 or more	10.00 " "

All prices f.o.b. Kearny, N. J.

FORD MOTOR COMPANY

M. J. McCarthy
 Head - Service Department.

WJMCC AG

Ford Motor Company

April 12th, 1926.

GENERAL LETTER

Manufacturers of Automobiles, Trucks and Tractors

TO ALL DEALERS:

NEW YORK, N. Y.

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.

Please refer to our Branch Service Bulletin issued March 31st, 1926.

You will note on Page Four under "Accessories" we have listed Automatic Windshield Wipers, both closed and open.

T-3318RX is used on the closed cars, and T-3320RX on the open cars, and we will therefore ask you to make the following change:

T-3318RX	Automatic Windshield Wiper (Closed Cars)	\$5.00 each
T-3320RX	" " " (Open ")	5.00 "

FORD MOTOR COMPANY

M. J. McCarthy
Head, Service Department.

WJMcC AG

s 672

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

April 13, 1926.

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 are very much elated over our tractor sales for the month of March, which proved to be one of the best tractor months we have ever had. However, in reviewing the reports of our dealers, and considering the number of prospects listed by you, and also analyzing the activities of some of our dealers and the inactivity of others, and then noting the high retail tractor volume in March, it is more apparent than ever, without question, that the turning point has come and we must quickly muster and line up all our forces resulting in the biggest tractor year in our history.

But to bring this about makes it necessary for every dealer to vision before himself the positive productive field before him. The necessity of this was made clear in a letter written to you by our Home Office under date of Aug. 15, 1925. We request that you get out this letter, as it is apparent that the recommendations made in that letter were not carried out in a large part of our territory as intended. We have concluded this because of the increased business obtained in territories where the plan was rigidly followed. Our contention is logical - prospects financially able to buy can be sold tractors - their names can be obtained and their financial standing verified by the bank - and then this group of preferred prospects can be demonstrated to and sold complete tractor outfits. It was for this reason that we wrote our dealers months ago in part as follows:

"Look at the sale of Tractors in a good, broad way - from the standpoint of actually placing money in the purchaser's pocket rather than taking money away from him.

"Analyze your sales zone; make up a list immediately of all potential buyers, classified as to their financial worth. This can be indicated in rural sections by their ownership of farms, furnishings of their homes, condition of farm buildings, etc. Submit such list to your banker, stating to him your intention of putting on a Tractor campaign - which should be launched right now to obtain the maximum of fall business - and that you desire him to look over the list of prospects who according to your analyses have sufficient finances and should have Tractors. Your

S *Ford Motor Company*

4-13-26
SHEET NO.

New York, N. Y.

2

"banker may not agree entirely with your ideas of the list submitted, but will, no doubt, confirm in most cases your ideas of the prospects, and indicate a willingness to handle the paper, if necessary.

"This places you in position to begin your bombardment for Tractor business with financial worries removed, because of the bank's assurance to assist in this matter. This brings it down to a matter of delivering the Tractors, without any worry on your part or the prospect's part as to payment. You are not interested in the farmer's alibi of crop conditions nor his ability to afford a Fordson. You make the sale on the basis of his being the judge as to how and when the Tractor is to be paid for. He practically buys on his own terms because the bank has advised they will stand back of you in the handling of his paper."

The apparent failure of the majority of our dealers to carry out our recommendations makes it necessary your reaching the point of contact with this class of farmers at the earliest possible moment.

We, therefore, request that you immediately get in touch with your banker and solicit his assistance in the compiling of a list of names of farmers of "good credit risk" and who your banker would be willing to finance to purchase tractors and the necessary equipment. Finances need not stand in the way of adopting power on the farm of these "good credit risks". The bank will loan such farmers money DIRECT WITHOUT RECOURSE TO THE DEALER OR THE DEALER'S ENDORSEMENT, as this transaction takes the sale of the tractor entirely out of the finance class and makes two distinct dealers - one where the banker loans the money and the other where the dealer makes the sale.

The banker appreciates, probably more than anyone else, that his business, together with any other business in his community, is dependent almost entirely upon the farmer. The banker also realizes that farming as a business must occupy a position second to none in the industries if continued prosperity is to be assured. He also realizes that we are living in an Age of Power, and in order to realize the pleasure and profit in the business of farming, Power and its applications must be considered in how much hard work can be eliminated and profits increased. It is for this reason we believe that these bankers will co-operate with you when you have properly put the proposition before them and there can be no territory where the banker does not know of at least one farmer who can increase his profits through the use of Fordson Power and is entitled to credit at the bank.

Accordingly, it is essential that you immediately get in touch with your banker and talk over the entire proposition with him. First, point out to the banker the advantages of Power Farming and then ask him to give you the names of all the farmers in that community to whom he would loan \$1000., which is the average cost of the Fordson and implements for a period of six months, a year, or two years if necessary. Then this list of names is to be immediately sent to this office. We will then send to these people a personal letter, advising

S 674 *Ford Motor Company*

CONTINUING OUR LETTER OF

4-13-26 SHEET NO.

New York, N. Y.

3

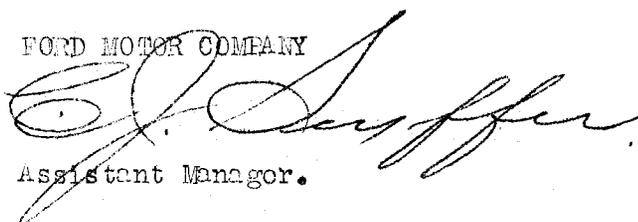
you when they have been mailed, and also giving you a copy. We will then follow up this prospect with additional letters, in each case giving you a copy in order that you, either personally, or through your salesmen, may capitalize on the contact already established with these prospects.

After analyzing the above, and with your job squarely before you, there is every reason to believe that by a week from today, April 20th, we will have in our possession from you a list of select names of farmers in your territory who have the ability to borrow \$1000., or more, from their bank, at the prevailing rate of interest, for such time as they deem necessary to finance Power on the farm. Do not lose any time, therefore, in immediately communicating with your banker on this important subject.

Because of the lateness of the Spring in our territory, farmers realize that much of the success or failure of their crop is dependent on what they do with the soil, in preparing the right kind of seed bed, and, more important, preparing it at the right time. That is why we feel that this is the most important Fordson campaign we have ever instituted, and for your own benefit you should follow it through to a conclusion.

Call us on the telephone, or wire us, if there are any points in connection with the plan which are not entirely clear to you. Above all things, **ACT QUICKLY.** We are willing to give you every assistance that you may need. Therefore, do not hesitate to call upon us.

FORD MOTOR COMPANY



Assistant Manager.

CJS LFL

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

TO ALL DEALERS

IN REPLYING REFER TO

April 15, 1926

Gentlemen:

227

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.

"Good Morning" - a Dance Manual of the Old American Dances is now ready for distribution.

This interesting book is a compilation of the Old American Dances which have been so successfully revived by Mr. & Mrs. Henry Ford.

It contains 170 pages of complete descriptions including calls for the dances taught at the Ford School, Dearborn, together with some music for the more popular dances.

The prices are as follows:

To the dealer - 50¢ a copy
To the Public - 75¢ a copy

Copies of this book may be obtained at the above price. Orders must be accompanied by remittance, or copies will be shipped c.o.d. or billed through the branch on open account.

We are also forwarding you, under separate cover, a sample copy of a recent issue of the Dearborn Independent. We are very anxious that you endeavor to make this copy count for at least one subscription. We suggest that you spend about fifteen or twenty minutes glancing through this copy, and we feel that as a result of your inspection you will become so convinced of the value of the magazine that it will enable you to secure a fairly large number of subscriptions.

FORD-MOTOR COMPANY

W. L. G. Hess
Sales Department

WCGH/L

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

April 15th, 1926.

GENERAL LETTER

TO ALL DEALERS:

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

FORD WIRE WHEELS

In connection with Ford Wire Wheel equipment, we formerly established a price of \$50.00 for 5 Wire Wheels with 4 tires and \$75.00 for five Wire Wheels with 5 tires.

Since the recent reduction in tire prices, we suggest that the charge on the 5 Wire Wheels be reduced from \$75.00 to \$70.00.

We have Wire Wheels in Service Stock at present and attach below blank order form for Wire Wheels.

FORD MOTOR COMPANY

M. J. McCarthy
Head - Service Department.

FORD MOTOR COMPANY, 1710 BROADWAY N Y CITY

DEALER _____ ADDRESS _____

SHIP VIA _____

_____ Sets Ford Wire Wheels, (Black, Green, Red, Vermillion, Straw)

\$50.00 per set

25% discount.

Ford Motor Company

May 6th, 1926.

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

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.

REDUCED BATTERY PRICES

Effective immediately the following is the price of T-5175, Grand Ford Battery:

Lots of 12 \$8.50 Net Each, f.o.b. Kearny, N.J.

This reduction in price from \$9.00 each net to \$8.50 each net, in lots of 12, should stimulate sales of genuine Ford Batteries, as the retail price of a Ford Battery is \$15.00. When this Ford product is purchased in lots of 12 you secure approximately 75% gross profit on your investment. Discount on batteries in lots of 12 is approximately 24%. With this low price should we not sell more batteries in the future than we have in the past, and to secure larger sales of batteries we request our dealers to interview the wholesale trade in accordance with the following.

We enclose a supply of agreements which, if signed by a purchaser of batteries and the Ford dealer, should enable the dealer to market larger quantities of batteries. We solicit your co-operation in securing more wholesale business in batteries.

In conjunction with the enclosed agreement, we are mailing to all dealers a list of freight charges that they may add to the price of batteries to signers on the enclosed agreement.

Kindly let us have your comments on this proposition as it is securing the opinion of our dealers in all matters pertaining to sales of our products that assist us in forming our opinions in merchandising Ford products.

FORD MOTOR COMPANY

M. J. McAnthy
Head - Service Department.

WJMc AG

Ford Motor Company

May 6th, 1926.

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

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.

FORM 1590 SERVICE DEALERS IDENTIFICATION CARDS
FORM 1589 GARAGE IDENTIFICATION CARDS

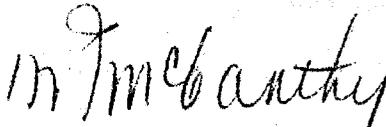
As our dealers are now sufficiently familiar with our discount policy, we can rely upon our dealers to distribute identification cards to the wholesale trade.

In the future we will forward a supply of discount cards to each dealer upon request. Dealers will then issue these identification cards to those entitled to receive 25% and 15% discount. In order for dealers to maintain a proper distribution of these discount cards, it is imperative that dealers keep a record of parts purchased by the wholesale trade to guide them in the issuance of these identification cards.

This should be an opportune time for dealers to explain and advise service stations the necessity for cleaning up their shop, equipping their shop, stocking parts, stocking batteries, (See our letter on battery price to wholesale trade dated May 6th) Ford accessories, in order to be in a position to secure the profits that will be derived from the repairs of Ford products.

We request dealers' personal attention to discount cards.

FORD MOTOR COMPANY



Head - Service Department.

WJMcC AG

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Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.
1710 BROADWAY

May 25, 1926.

Raymond Price,
Cresco,
Pa.

Dear Sir:

#206

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.

Replying to yours of May 24th, we quote you the following prices
on Ammonium Sulphate:

Price per ton.....	\$60.00	(Frt. FOB Kearny	\$10.30)	Total..	\$70.30
" " 100 lb.bag	3.00	" " "	.51 $\frac{1}{2}$	" "	3.51 $\frac{1}{2}$

Carload shipment consists of 20 tons.
Freight rate f o b Kearny per carload is \$0.32 $\frac{1}{2}$ per 100 lbs.
Freight rate f o b Kearny LCL is \$0.51 $\frac{1}{2}$ per 100 lbs.
Freight rate varies through territory.

Dealers commission is 10%

Example:

Cost of ton to customer	\$60.00	plus freight
" " " " dealer	54.00	" "

Trusting that the above is the information you desire, we are

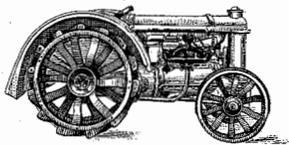
FORD MOTOR COMPANY

J. J. Schellman
Sales Department

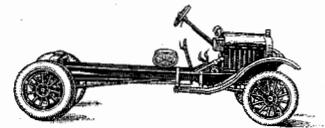
ET LFL

VISIT THE FORD POWER EQUIPMENT EXPOSITION, FIFTH AND SIXTH FLOORS

Ford Power Equipment Exposition



BROADWAY AT 54TH STREET
 NEW YORK CITY
 CHARLES N. HART, MANAGER



EXECUTIVE COMMITTEE

GASTON PLANTIFF, CHAIRMAN, EASTERN DIST. MGR. FORD MOTOR CO.

W. D. GASH, TREASURER, GASH-STULL COMPANY
 N. GUY SNYDER, OLIVER CHILLED PLOW WORKS

H. O. MAINZINGER, WHITEHEAD & KALES CO.
 R. R. HOWARD, ANTHONY CO., INC.

R. P. HENDERSON, MARTIN-PARRY CORP.
 E. R. WEHR, WEHR COMPANY

Come in - And see these new Exhibits

TO ALL FORD DEALERS:-

We are constantly on the look-out for new attachments - those which have been tried and proven successful - for the Fordson tractor and Ford truck, and are pleased to advise that the following new exhibits are now on display on our fifth and sixth floors.

We hope you will come in to inspect these new pieces of equipment at the earliest opportunity for they open up new avenues for increasing your tractor and truck sales. It goes without saying that the EXPOSITION is the only institution of its kind in existence, and it is being maintained for your benefit. As a medium of convenience for yourself and prospects, it cannot be surpassed, MAKE USE OF IT. DO NOT BE ONE OF THE DEAD ONES.

WHITTELSEY UTILITY BODY - for Ford Model T Chassis.

An excellent all-purpose body. Suitable for touring, camping, country clubs, private estates, or for any light delivery work in town or country. Can be equipped with winter enclosure for protection against severe weather conditions. And natural wood wheels to harmonize with the body.

Price - WHITTELSEY UTILITY BODY (weight 450 lbs.)	\$ 322.00
Ford model T chassis	343.90
Winter enclosure, extra	98.00
Balloon tires "	26.00
Natural wood wheels for balloons only, extra	15.00

Distributors - Detroit Coach Works, 647 West 50th Street, New York City
 J. G. Reichstetter & Son, 597 S. Orange Ave., Newark, N. J.

Manufacturer - WHITTELSEY BODY COMPANY, STAMFORD, CONN.

WIEDMAN CAMPING BODY

Vacation time is now at hand, and hundreds of thousands of people all over the country will spend their holidays either camping or touring. Nothing serves these purposes quite so well as the Wiedman Sport Model camping body mounted on the Ford ton truck. Dealers can materially increase

their truck sales by suggesting to their tourist and camping prospects the absolute practicability of this mode of traveling and living. Most every one has a little gipsy blood in him and a vacation spent this way will be a real one. The Wiedman camping body can be fitted with all the conveniences of home - kitchenette, water pump, refrigerator, special box springs and mattresses, wicker chairs, chemical toilet, dining-ette, etc.

Price - WIEDMAN SPORT MODEL WITH REGULAR EQUIPMENT	\$ 830.00
Tax and delivery charge	35.00
Ford truck chassis with starter	<u>463.90</u>
For delivery in New York, additional	<u>100.80</u>
For special furnishings - see printed price list.	

Distributor - Russell Archibald, Delhi, N. Y.

Manufacturer - WIEDMAN BODY COMPANY, NORTH TONAWANDA, N. Y.

METALWELD "RUNABOUT" COMPRESSOR-TRACTOR

The age of compressed air is here! For rock drilling, paving breaking, trench tamping, riveting, caulking, sand-blasting and other purposes too numerous to mention. This is equipment that contractors, builders and railroad men are using to great advantage. The METALWELD "RUNABOUT" compressor will furnish you 118 cubic feet of free air per minute at 100 pounds gauge pressure. It will operate one large rock drill to a depth of 15 feet, two small drills to a depth of 8 feet, two large paving tampers, breakers, three riveting hammers, one sand blast, paint sprays, and four tampers.

Prices - 110 cu. ft. RUNABOUT attachment equipped with silent chain drive as a complete unit drilled and fitted for Fordson tractor, weight 1990 lbs.	\$ 1250.00
110 cu. ft RUNABOUT Fordson driven on steel cleated tractor wheels, weight 4510 lbs.	1775.00
Extra set (4) rubber tired disc wheels, 1030 lbs.	250.00
110 cu. ft RUNABOUT Fordson driven on rubber tired disc wheels, 5540 lbs.	1995.00
Extra set (4) cleated steel wheels	60.00

Manufacturer - METALWELD SERVICE CORPORATION, 2617 Hunting Park Avenue,
Philadelphia, Pa.
New York office - 250 West 54th Street.

SARGENT SNOW PLOW FOR FORDSON FULL-CRAWLERS

Sargent snow plows operated by Fordson tractors equipped with Full-Crawlers are guaranteed to remove snow efficiently and economically. The "Sargent" snow plow has proved its worth. It is no experiment and the fact that it has been successfully operated for the past five years in all states in the snow belt and that 95% of all tractor plows now in operation are SARGENTS testify to its success. The plow consists of a V er nose, two wings, and the necessary runners to carry these parts and allow for adjustment of the nose, which may be raised to leave on the road any depth of snow desired or lowered to entirely remove the snow. Now is the time to get busy on your snow removal prospects for next fall and winter.

Price - SARGENT, Full-Crawler type - \$ 465.00 factory.
Wheel type 440.00 "

Distributor - Gasg-Stull Company.

Manufacturer - UNION IRON WORKS, INC., BANGOR, MAINE.

FENTON BACK-UP HITCH

With this hitch, you have absolute control over the Fresno Scraper at all times. It is advantageously used for digging basements, back filling, street and road work, irrigation work, railway new line work, preparing subdivisions, excavating for sidewalks, golf courses, blind alleys and drive ways. It enables the operator to move directly back and forth on the job, eliminating wide circling. On short hauls it is indispensable. On long hauls it will give emergency ability to get into and out of excavating spots that ordinarily kill time.

Price - \$ 47.50

Distributor - Gasg-Stull Company.

Manufacturer - THE FENTON MANUFACTURING CO., CLEVELAND, OHIO.

LESSMANN LOADER

Just what you have been waiting for. Will be on exhibition July 1st, 1926. This loader will lift 800 to 1000 lbs. at a time to the desired height, carries it to the wagon or truck for delivery, performing all the work of a man with a shovel. Indispensable equipment for contractors, brick yards, stone quarries, excavating, snow removal, gravel pits, cement plants, factories, foundries, railroad yards and farmers.

Distributor - Gasg-Stull Company.

Manufacturer - LESSMANN LOADER MFG CO., DES MOINES, IOWA.

VAN METAL DUAL PNEUMATIC WHEELS FOR FORD TRUCKS

The use of dual pneumatic tires on the rear of buses has met with the approval of both the manufacturer and user, and today 95% of all buses built, having a capacity of 25 passengers or more, are operating on dual tires. The Van Dual Pneumatic Tire Wheel for Ford trucks is furnished in pairs of two wheels, with standard Ford hubs and brake drums mounted, and four standard clincher rims and rim parts. Thus replacement is simple, as the wood wheel is pulled off, and the Van Dual mounted.

Price - \$ 75.00, wheels only.

Rubber to be furnished by dealer, extra.

Distributor - Gasg-Stull Company.

Manufacturer - ERIE MALLEABLE IRON CO., ERIE, PA. (Van Metal Wheel Division)

VAN DORN ELECTRIC TOOLS

Van Dorn tools and drills have reached a high degree of standardization and are famous the country over. They are excellent equipment for your service department as labor saving devices. Their parts are easily duplicated.

Manufactured - VAN DORN ELECTRIC TOOL CO., 30 CHURCH ST., N. Y.

FORD POWER EQUIPMENT EXPOSITION.

C. N. Hart

C. N. HART.
MANAGER.

CNH/B

June 5, 1926.

File for future reference.

Ford Motor Company

June 7th, 1926.

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER

NEW YORK, N. Y.

TO ALL DEALERS:

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.

PARTS PRICES

2990B-532D Motor Assy. less starter	# 1000.00 X	# 110.00
5175-7670 Battery - Lots of 12 or more	8.50 net ea. to dealers	
(Wholesale trade contract price - 60 or more per year at 9.50 net each - delivered from dealers stock-Where no contract entered into with dealer, prices in Wholesale Price List govern).		

NOTE: In view of above reduction in price to dealer the following price should be put into effect at once.

5175-7670 Battery - Less than 12	9.00 net ea. to dealers
----------------------------------	-------------------------

NOTE: # Dealer's discount 25%.

Please add the following to Price List, with list prices effective at once:

3257SX	W/S wing glass clamp rubber pad	.10
3260SX	" " " "	.10
3261SX	" adj. wing nut	.20
3272SX	" glass clamp to brkt. screw	.05
3317SX	" wiper kit (contains W/S wiper parts)	14.50
5001B-1383D	Coil	8.00
2511-198A	Rear axle oil retainer	.20
2511B-221	" " " " washer	.05
2511C-245	" " " " assy (198A with 221 pressed on)	.25
2511D-224S	" " " " Set (2 - 245 in carton)	.50

The following special net prices effective at once:-

8016BR	Radiator apron - nickle	.35 net each
7962BR	Tire repair kit - small	.07 " "

We have obsoleted T-2839R Wire Wheel Wrench and are supplying 5-Z-161 Body Bracket Connecting Bolt Wrench.

s/54

PARTS PRICES (Cont'd)

6517	Rod (head lamp tie) and brkt. assy.	1.00
6504	Bolt (" " brkt swivel)	.03
4691	" (front license plate)	.01
6516	Clip (front license)	.05
6511M	Lamp (head) assy. - cars with starter	5.50 pr.
6511N	" " " " without "	5.50 pr.
6518	Nut (head lamp swivel bolt)	.02
6509	Washer " " bracket conical	.02
T-3205S	Front snubbing unit and brkt assy ##	4.75
T-3206S	Rear " " " " " Road.Cp.Tudor,Fordor,	4.25
T-3207S	" " " " " " T.C.	4.25
T-3210S	Cable for front snubbing unit	.50
T-3211S	" " rear " " T.C.	.75
T-3212S	" " " " " Road.Cp.Tudor,Fordor	.75

NOTE: ## Includes front axle fitting.

CORRECTIONS TO FORM 2414 - BODY PARTS LIST - MAY 15TH ISSUE

Page #9	4512EX Bracket (side sill to dash) RH should be	\$ 0 15
" "	4512EX " " " " ") LH " "	15
" "	4513EX Plate (handbrake lever)	" " 10
" 17	43583X Tip (seat binding finish) 1926	" " #3583X
" 35	50527EX Carboard (cowl) RH 1926	" " .25
" "	50536BX " " LH 1926	" " .25
" 37	50501X Retainer (door header trim)assy RH should be	.40
" "	50578X " " " " " LH " "	.40
" 55	45124X Bracket (side sill to dash)RH 1926	" " .15
" "	45125X " " " " " LH 1926	" " .15
" 59	50378X Seat (bucket) less cushion should be "with cushion" #	22.50
" 71	44417X Clip (windshield glass) lower LH should be	54417X
" "	24418X " " " upper LH	" " 54418X
" "	34418X " " " lower RH	" " 54418X
" "	14417X " " " upperRH	" " 54417X
" "	54255X Frame (roof) assembly 1926	Should be eliminated
" "	16225X " (rear seat cushion) assy 1926 - should be	2.25
" 79	T-50216X Bracket (windshield swing arm) and boss assy should be	.25
" "	T-9462 Cushion (window) should be	.03
" "	TT-12694X Door assy - LH (less glass) should be	RH
" 81	T-10419X Fastener (carpet) female	" " .05
" "	T-8170-X Plate (door lever floor board)	" " .10
" 38	T-50049 Strip (back window finish) assy	" " .75

NOTE: # Dealer's discount 25%.

Page #3	7023BX Deck assembly -	should be \$20.00
" 81	TT-12629X Handle (lock) inside -	" " TT-12630X
" 85	TT-12757X Rack (rear side)assy R	" " TT-12760X
" 85	TT-12758X " " " " L	" " TT-12761X

PRICES ON CARS DRIVEN FROM THE KEARNY PLANT
EFFECTIVE JUNE 19, 1926.

LIST	TYPE	NET	FRT	TAX	GAS & OIL	ADV. ASSESS.	ADV. FRT.	DEALER'S PRICE	CUSTOMER PRICE
300.00	Chassis Starter Balloon	240.00	24.40		2.50	2.50	-	269.40	333.90
360.00	Runabout Starter Balloon	288.00	24.40	9.37	2.50	2.50	-	326.77	403.27
381.00	Runabout Pick-Up Body (Balloon)	304.80	24.40	9.28	2.50	2.50	1.25	344.73	425.43
380.00	Touring Start. Balloon	304.00	24.40	9.85	2.50	2.50	-	343.25	423.75
485.00	Coupe Balloon	388.00	30.40	12.55	2.50	2.50	-	435.95	537.45
495.00	Tudor Sedan Ballonn	396.00	30.40	12.79	2.50	2.50	-	444.19	547.69
545.00	Fordor Sedan Balloon	436.00	30.40	13.99	2.50	2.50	-	485.39	598.89

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.

S/64

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

June 15 1926

TO ALL DEALERS

Gentlemen

IN REPLYING REFER TO 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.

This is to advise that we have discontinued the distribution of T-3208 and T-3209 Ford snubbing units. In the future, business on this accessory will be handled by the Byrd-Gilman jobber in the territory.

If you have any back orders on file for snubbing units we will turn same over to the jobber handling this accessory with your commission.

Kindly be guided accordingly.

For your information there will be no April or May issues of the Ford Service Bulletin. The next one you will receive will be the June issue.

W. J. McC
HEAD - SERVICE DEPARTMENT

WJMcC WFL

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.
1710 BROADWAY

TO ALL DEALERS

June 28 1926

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 THE DULY AUTHORIZED EXECUTIVE OFFICER OF THE FORD MOTOR COMPANY.

Effective June 25th, 1926, the price of Ford Drop Centers Wire Wheels is Forty Dollars (\$40.00) list, per set of five wheels, including hubs, hub caps, hub nuts, spare wheel hub nuts, less 25% discount.

Wire wheels are available in the following colors: Black, Green, Red and Straw.

You know the interest shown by your prospects in Ford Wire Wheels, therefore you should capitalize on this additional price reduction by endeavoring to interest your car prospects in this popular Ford product.

This price reduction on Ford Wire Wheels is in conformity with our recent reduction in car prices.

May we be favored with your order?

FORD MOTOR COMPANY

M. J. McCarthy
Head - Service Department

FORD MOTOR COMPANY
1710 Broadway, N.Y.C.

Date _____

Ship via _____

_____ sets Ford Wire Wheels	Black	_____ Sets Ford Wire Wheels	Green
_____ sets " " "	Red	_____ sets " " "	Straw

Dealers Name

Address

S/105

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

TO ALL DEALERS

July 7 1926

Gentlemen

IN REPLYING REFER TO 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.

We recently circularized our dealers on the reduced price of Ford drop center wire wheels. As the standard tire equipment of all balloon cars is now interchangeable to allow you to use these balloon tires on wire wheels, we believe the following will be of benefit to you.

We have made a special allowance of \$11.50 per set of four standard balloon wheels returned to Kearny, freight prepaid. This allowance applies to balloon wheels only. When furnishing this wire wheel equipment on new cars and returning a set of balloon wheels at the allowance price noted above you realize approximately \$20. gross profit on the sale of wire wheels. If our dealers can sell these balloon wheels through service the gross profit will be larger.

The labor expense involved in making the change from balloon to wire wheels is very small, and with this reduced price as an added incentive you should merchandise larger quantities of Ford wire wheels, drop center rim.

For your convenience we attach order form.

FORD MOTOR COMPANY

W. J. McCarthy
Head - Service Department

WJMCC WFL

Ford Motor Company
1710 Broadway
New York City

Date _____

ATT: 204

SHIP VIA _____

_____	Sets Ford Wire Wheels	RED)	
_____	" " "	GREEN)	@ \$40.00 list less 25%
_____	" " "	STEEL)	

Dealers Name _____

Address _____

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

TO ALL DEALERS:

Kearny, N. J.

July 17, 1926.

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.

Effective July 17, 1926, the following prices will be in effect on Tractors driven from the Kearny Plant:

<u>LIST</u>	<u>NET</u>	<u>FRT</u>	<u>DEALER'S PRICE</u>	<u>DISCOUNT</u>	<u>CUSTOMER'S PRICE</u>
495.00	346.50	\$12.60	\$359.10	30%	\$522.60
With Pulley Attachment		(Net Price Pulley \$16.50)	\$375.60		\$544.60
495.00	396.00	\$12.60	\$408.60	20%	\$522.60
With Pulley Attachment		(Net Price Pulley \$16.50)	\$425.10		\$544.60
495.00	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.

The only change in this list from our list which was effective Jan. 2, 1926, is that the former Advertising Assessment of \$2.50 per Tractor has been eliminated.

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

FORD MOTOR COMPANY

McG-McF.

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

July 17 1926

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.

We wired you today as follows:

"EFFECTIVE JULY SEVENTEENTH ADVERTISING ASSESSMENT TWO DOLLARS FIFTY CENTS IS DISCONTINUED. LINCOLN ASSESSMENT CONTINUED. ARRANGE PROGRAM OF LOCAL ADVERTISING FOLLOWED UP BY CONSISTENT SALESMEN'S CALLS TAKING FULL ADVANTAGE RECENT PRICE REDUCTION. EXPECTING YOU TO SHOW STEADY INCREASED SALES PARTICULARLY TRUCKS BECAUSE OUR PRODUCT AND PRICES JUSTIFY IT. SEE LETTER TODAY".

We know you will appreciate this decision, in that it permits you to meet your local requirements, and to use your individuality in the advertising copy. Accordingly we suggested you to start an immediate program of local advertising, featuring at this time particularly the recent reduction in prices.

It is gratifying to note the increase in our volume due to the reduced prices, but in analyzing we find that this increase comes largely from those of our dealers who are out working hard to capitalize on these new prices. It behooves everyone of us, therefore, to realize the absolute necessity of going to work right now. You can't afford, nor can your salesmen, to sit back and await the results of the reduction. On the other hand, by a program of advertising, followed up by hard work on the part of your sales organization, there are satisfying results to be obtained.

Truck business, as you know, is deserving of your personal attention at this time. We recently conducted a truck demonstrating campaign here in New York City, Brooklyn, Jersey City and Newark, and the resulting truck business was definite proof to us that where constant pressure is brought in the commercial field, thru more calls and practical demonstrations, more trucks are sold.

Consider, if you will, the first reports received from 13 dealers, showing 416 calls, 212 demonstrations and 21 actual sales from the calls and demonstrations. Are not these figures conclusive proof of our contention that hard work properly directed is beneficial from the viewpoint of increased business.

Ford Motor Company

7-17-26 SHEET NO.

New York, N. Y.

2

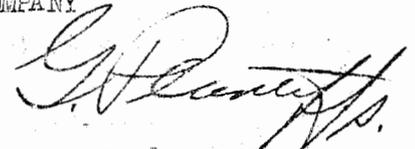
Considering the dollar for dollar value of the present Ford truck, the larger tire equipment in front providing a more sturdy appearance, the new low price, your extra discount - these all should contribute and aid you in building up your sales volume in this department. All these features, however, mean nothing, unless you advertise, call on owners and prospects and thru intelligent and practical demonstration prove that there is no better buy today than the Ford truck.

Where is some of this enthusiasm that you had on this transportation unit, because of which for twenty some odd years no one came anywhere near the Ford truck on leadership? Introduce some of that enthusiasm in your salesmen now and keep up a continued bombarding in this commoreial field. It will mean increased profits to you.

Let's all stop talking now and go to work. Ford products and their present low prices justify your and our expectancy for steady increased sales in all of them.

We await with personal interest the results you will obtain for the coming months.

FORD MOTOR COMPANY



Eastern District Manager

GP LFL

S/130

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y. July 21 26

TO ALL DEALERS:

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.

After having overcome numerous obstacles in producing Ford Bumpers, we are now in a position to supply all dealers with all the Ford Bumpers you can sell. In the past, due to various difficulties experienced, we were unable to supply you with Bumpers. For your convenience, we are attaching order form.

Effective July 1 1926, the list price of Automatic Windshield Wipers is \$4.00 list less 40% discount. At this price you should merchandise this Automatic Windshield Wiper in preference to any other product now in your stock. For your convenience we are attaching order form.

FORD MOTOR COMPANY

M. J. McCahey
Head - Service Department

WJMCC FAX:

_____	T 3318 SX Automatic Windshield Wiper-closed cars)	\$4.00 List
)40% Discount
_____	T 3320 SX " " " open ")	Fittings
_____	T 3144 SX Bumper Assembly Front with fittings	\$7.50 list
		40% discount
_____	T 3145 SX " " Rear Rbt. " " "	
_____	T 3146 SX " " Rear Coupe " " "	
_____	T 3147 PSX " " Tudor-Touring" " "	
_____	T 3148 SX " " Fordor " " "	

5/146

Ford Motor Company

TO ALL DEALERS

Manufacturers of Automobiles, Trucks and Tractors July 28, 1926

NEW YORK, N. Y.

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 AN AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Following is a list of finished Ford bodies and Ford wire wheels. Prices shown are list prices subject to regular discount. This list supersedes that given on supplement 60.

Symbol Number	Description	Size of Container	List Price
M 109	Emerald green striping	1/2 Pt	\$.65
M 118	Champagne "	1/2 Pt	.65
M 123	Drake green Satin Finish Pyrox.	1 Gal.	6.75
M 125	Moleskin Satin Finish Pyrox.	1 Gal.	6.75
M 127	Black Satin Finish Pyroxylin	1 Gal.	6.75
M 134	Straw Enamel	1/2 Pt.	.35
M 136	Casino red enamel	1/2 Pt.	.35
M 140	Emerald green enamel	1/2 Pt.	.35
M 145	Pyroxylin thinner (To be put up in gallon cans at Branches)	1 Gal.	2.85
M 193	Drake Green Pyrox. touch-up	1/2 Pt.	.55
M 194	Moleskin Pyrox. Touch-up	1/2 Pt.	.55
M 401	Tack rag varnish	1 Pt.	.55
M 430	Spar Varnish	1 Qt.	1.00
M 701	Pyroxylin Primer	1 Gal.	5.75
M 702	Pyroxylin Glaze	1/2 Pt.	.65
M 703	Pyroxylin Surfacer	1 Qt.	1.00

WJMCC CFB

FORD MOTOR COMPANY
M. McCarthy
 Head - Service Department

5/11/77

6279	Adjusting needle bushing (Order 6208B)		
	Adjusting needle and head assembly	.45	6335 G
	Float valve seat gasket (Order 6219)		
	Float valve seat (Order 6212)		
6283	Float valve assembly (Order 4453A)		
	Adjusting needle seat	.10	2231
	Float and lever assembly (Order 6201)		
	Float lever pin (Order 6210)		
	Spray nozzle (Order 6214 B)		
	Float chamber gasket (Order 6203)		
	Spray nozzle gasket (Order 6204)		
	Float chamber (Order 6202 C)		
	Drain valve body gasket (Order 6205)		
6291	Drain valve body	.10	6328 E
	Drain valve plug assembly (Order 6216)		
	Feed Pipe Gasket (Order 2913)		
	Gasoline inlet pack nut (Order 2910)		
6295	Gasoline inlet elbow (cars previous to 1926)	.50	2208
	Gasoline inlet elbow (Order 6055)		
6297	Steering post throttle lever assembly	.20	2214 S
6298	Vaporizer pull rod, all cars 1925, TT chassis 1926	.10	2225
6299	Vaporizer pull rod, Road. T. C. Cpe. Tudor '26	.10	2223
	Adjusting needle rod sleeve (Order 4131)		
6300	Vaporizer pull rod, Fordor, T. Chassis 1926	.10	2248
6302	Choke Rod	.05	8797 E
4129 H	Vaporizer adj. rod. Cp. tudor, Closed Cab	.25	6123 B
4129 I	Vaporizer adj. rod, Road., T.C. Fordor	.25	6124 B
	Vaporizer adj. rod, open cab (Order 4129 G)		
	Vaporizer adj. rod, T & TT chassis (Order 4129D)		

FORD MOTOR COMPANY

m. m. mcCarthy
Head - Service Department

WJMCC CFB

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

S/147

TO ALL DEALERS

July 28, 1926

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.

Gentlemen:

204

The following list price becomes effective at once to Dealers and becomes effective to the Wholesale and Retail Trade August 1st.

3318 SX	Automatic W/S Wiper	35.00 X	4.00
3320 SX	Automatic W/S Wiper	35.00 X	4.00

Following is a list covering Holley vaporizer parts, with list prices effective at once:

PART NUMBER	NAME	LIST PRICE	FACTORY NUMBER
6251	Intake manifold	1.00	512 D
	Inlet & Exhaust manifold gasket (Order 3063)		
6253	Mixing chamber to intake manifold gasket	.02	2210
6254	Mixing chamber complete assembly	3.75	2202
6255	Mixing chamber to intake manifold screw	.05	2237
6256	Choke lever assembly	.50	6327 E
6257	Choke plate	.02	2220
6258	Choke lever spring	.05	6342 D
6259	Throttle lever and rod assembly	.35	4836 E
	Throttle plate (Order 6209)		
6261	Throat	.15	2243
6262	Air Valve	.15	6355 C
6263	Air valve shaft assembly	.15	6381 C
6264	Air valve shaft retainer screw	.05	2235
6265	Air valve stop screw	.02	2244
6266	Air valve stop screw lock washer	.01	7696
6267	Vapor outlet tube screw	.01	2236
6268	Choke lever (Inner)	.10	2212
6269	Vapor outlet tube	.20	2241
6270	Vapor outlet tube gasket	.02	2209
6271	Vapor outlet tube nut	.10	2216
6272	Exhaust manifold	1.75	4483 C
6273	Vapor heating plate	.15	2221
6274	Manifold cover and float bracket assembly	4.00	2250
6275	Exhaust manifold cover screw	.02	2233
6276	Primary air tube	.25	2242
6277	Vapor heating plate support	.05	2240

(Continued)

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

July 29 1926

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.

There still seems to be some confusion as to the proper handling of the division of commissions on the following classes of Ford car, truck and tractor sales.

- (A) Sales to individuals where orders are obtained by one dealer and delivery made by another dealer.
- (B) Sales to commercial concerns where orders are obtained by one dealer and delivery made by another.
- (C) Sales to manufacturing concerns who rebuild Ford units into other pieces of machinery such as road rollers, fire apparatus, etc.
- (D) Sales to State or Federal Governments.

INDIVIDUALS

Where a dealer obtains an order from an individual and REQUESTS that delivery be made by another dealer, the commission should be divided evenly, the dealer making delivery to look after the service.

COMMERCIAL CONCERNS

On sales to commercial concerns where the order is obtained by one dealer and delivery made by another, the commission should be evenly divided to cover selling expense of one dealer and delivery and service expense of the other.

MANUFACTURING CONCERNS

On Sales to manufacturing concerns who rebuild Ford units, as outlined above, delivery to such manufacturing concerns is usually made by the local dealer, in which case half of the commission is to be passed along to the dealer in whose community the equipment is to be operated understanding that the latter will render service. There will be a few instances where the manufacturer of such equipment desires the Ford dealer who assisted in obtaining the order to receive the full commission and there will be no objection to this, understanding that arrangements for delivery will be made on a Branch transfer basis having the dealer who obtains the order request his Branch to authorize delivery to the manufacturer by the

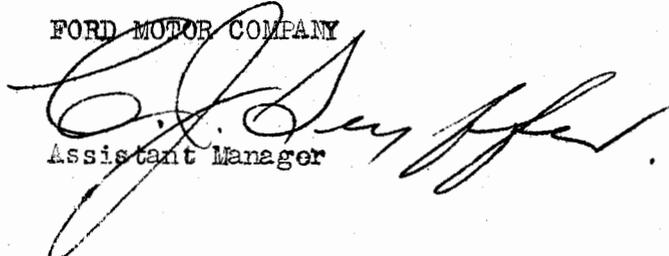
MANUFACTURING
CONCERNS
(CONT'D)

Branch supervising the territory in which the manufacturer is located.

FEDERAL
AND
STATE
GOVERNMENTS

Sales to Federal and State Governments and political divisions thereof where the Ford units are to be permanently operated in a section of the territory other than that in which the dealer who obtains the order and makes delivery is located, a service commission representing half the total commission should be passed along to the logical dealer with the understanding that the latter will render service. There will be a few instances where the Ford units will not be permanently operated in any particular section of the territory, i.e., moved from place to place, in which cases there will be no particular dealer entitled to the service commission, therefore full commission should be retained by the dealer obtaining the order.

FORD MOTOR COMPANY



Assistant Manager

CJS LFL

S/

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

S/168

1710 BROADWAY
New York City, N.Y.

Aug 6 26

TO ALL DEALERS:

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.

FORD DROP CENTER WIRE WHEELS

Effective August 5th, 1926, Ford Drop Center Wire Wheels have been reduced from \$40.00 per set of five to \$35.00 per set of five, subject to 25% discount.

A set of five wire wheels costs you \$26.25 net and retail for \$35.00 per set. As an incentive to merchandise these wire wheels you are to allow the customer \$5.00 per set for new balloon type wheels removed from cars.

As we allow \$11.50 per set for balloon wheels returned to Kearny this allowance enables you to secure \$6.50 for installing wire wheels.

25% discount from the list price enables you to secure a gross profit of \$8.75 for the sale of a set of wire wheels. This profit added to \$6.50 which you secure for installing wire wheels allows you to gross \$15.25 per set of wire wheels. With possibilities of securing this profit we request that you advise your entire organization the selling points of these wheels. For your information 29" x 4.40" balloon casing and tube received by you from us as standard equipment is interchangeable with the drop center wire wheels. For your convenience we attach order form.

WJMCC FAE:

FORD MOTOR COMPANY

M. J. McCarthy
Head - Service Department

Sets of Drop Center Wire Wheels (consisting of five wheels)
\$35.00 per set with 25% discount.

DEALER'S NAME

DEALER'S ADDRESS

SHIP VIA:

5/178

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

Aug 12 26

GENERAL LETTER

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.

Gentlemen:

204

BODY PRICES

<u>Type</u>	<u>List Price</u>					<u>Freight Detroit to Kearny</u>	<u>Crating Charge</u>
Fordor	\$275.00	20%	Disc	FCB	Detroit, Mich.	\$15.00	\$20.00
Tudor	250.00	20%	Disc	FOB	Detroit, Mich.	15.00	20.00
Coupe	225.00	20%	"	"	"	15.00	20.00
Touring (X)	90.00	20%	"	"	"	6.00	10.00
Runabout (X)	85.00	20%	"	"	"	6.00	10.00
Pick-Up Body (Roadster)	25.00	20%	"	"	"	1.25	1.50
Truck Cab (Open)	65.00	22%	"	"	"	1.75	3.50
Truck Cab (Closed)	85.00	22%	"	"	"	2.50	3.50
Express Body	55.00	22%	"	"	"	2.75	3.50
Canopy Roof	30.00	22%	"	"	"	1.25	2.50
Screens	25.00	22%	"	"	"	.50	1.50
Stake Body	65.00	22%	"	"	"	6.50	3.00
Platform Body	50.00	22%	"	"	"	4.25	3.00

(X) Does not include top or windshield.

No crating charge when body is taken over counter at Kearny.

	<u>Top</u>	<u>Windshield</u>
Touring Car	\$27.00 less 25% disc	\$10.75 less 40% di
Runabout	22.00 " " "	10.75 " " "

FORD MOTOR COMPANY
W. J. McCarthy
 SERVICE DEPARTMENT.

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER
TO ALL DEALERS

Aug 18 26

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.

Kindly refer to our General Letter to you dated Aug 12 1926, giving you BODY PRICES and destroy same. We are giving you below new Body Prices by which we ask that you be governed:

BODY PRICES

<u>Type</u>	<u>List Price</u>					<u>Freight Detroit to Kearny</u>	<u>Crating Charge</u>
Fordor	\$275.00	20% Disc	FOB	Detroit, Mich.		\$15.00	\$20.00
Tudor	250.00	20% " "	"	"	"	15.00	20.00
Coupe	225.00	20% " "	"	"	"	15.00	20.00
Touring	90.00	20% " "	"	"	"	6.00	10.00
(Does not include top or windshield)							
Runabout	85.00	20% Disc	"	"	"	6.00	10.00
(Does not include top or windshield)							
Pick-up-Body	25.00	20% Disc	"	"	"	1.25	1.50
- - - 0 - - -							
Truck Cab (Open)	65.00	20% Disc	FOB	Detroit, Mich.		1.75	3.50
Truck Cab (Closed)	85.00	20% " "	"	"	"	2.50	3.50
Express Body	55.00	20% " "	"	"	"	2.75	3.50
Canopy Roof	30.00	20% " "	"	"	"	1.25	2.50
Screens	25.00	20% " "	"	"	"	.50	1.50
Stake Body	65.00	20% " "	"	"	"	6.50	3.00
Platform Body	50.00	20% " "	"	"	"	4.25	3.00

No Crating Charge when body is taken over counter at Kearny.

	<u>Top</u>	<u>Windshield</u>
Touring Car	\$27.00 less 25% Disc.	\$10.75 less 40% discou
Runabout	22.00 " " "	10.75 " " "

FORD MOTOR COMPANY
W. J. McCarthy
Head - Parts Department

WJMCC FAE:

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors September 7, 1926.

GENERAL LETTER
TO ALL DEALERS

NEW YORK, N. Y.

IN REPLYING REFER TO

Gentlemen:

205

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.

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 dealers shop, but no discount will apply on sales over the counter.

"We have increased the discount on parts installed in the dealers 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.

- "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

5/208 - 2

9/8/26

GENERAL LETTER TO ALL DEALERS:

2

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."

FORD MOTOR COMPANY

W. Weiss

TRACTOR DEPARTMENT.

WJMcC-AG-HJF

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER
TO ALL DEALERS

NEW YORK, N. Y.
IN REPLYING REFER TO

Gentlemen:

204

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The August, 1926, issue of the Ford Service Bulletin contains instructions in the methods of using Pyroxylin finishes now used on all Ford cars.

On page 43 of this bulletin we list the various equipment necessary. All dealers interested in securing this equipment can communicate with the following:

Sprayco Paint Equipment Co
Boston, Mass

W N Mathews Corp
St. Louis, Mo

Binks Spray Equipment Co
3114 Carroll Av
Chicago, Ill

De Vilbiss Company
Toledo, Ohio

Plumber Huff Company
Napoleon, Ohio.

The approximate cost of the equipment, exclusive of air compressor and motor is as follows:

Air Brush or Spray Gun (45# Pressure)	\$25.00
Cup (1 Qt.)	1.50 to 2.00
Transformer (oil and water separator)	20.00 to 28.00
Hose (15 ft. with connections)	2.90 to 3.50
Exhaust Fan (as illustrated in bulletin)	50.00 to 60.00

FORD MOTOR COMPANY

M. J. McLeanthy
Head - Parts Department

WJMCC FAE:

S/244

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

Sept 23 1926

TO ALL DEALERS:

IN REPLYING REFER TO #2

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

Recent reports from various dealers indicate that where the plan of paying salesman 5% on service has been given a thorough testing excellent results have been obtained, not only from the standpoint of added revenue for the salesman but increased shop work for the dealer.

We wish to quote letters received from a number of dealers to give you their views on the subject:

"During the short time the plan has been in effect our salesmen have retailed 24 additional cars thru calls on service customers and our average parts sales per month have increased \$3,000. while our average labor sales have shown a monthly increase of \$700."

"We have shown an increase in our service work of 35% since the institution of the plan while our leading salesman received \$48 added revenue in July and several other salesmen added amounts as high as \$30 for service work obtained during one month."

"We added \$1000 to our service business during the month of July as a result of salesman's calls on service customers".

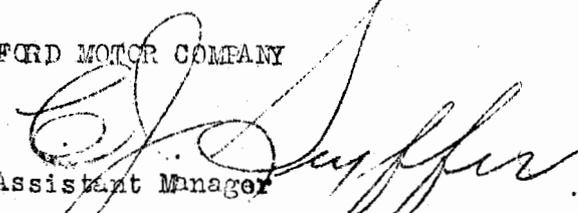
"Our salesmen are earning as high as \$40. a month extra from service solicitation, while a substantial increase has been made in the number of service customers".

There are other similar cases, but the above will suffice to indicate the results that can be accomplished thru this plan if the dealer is thoroughly sold on its advantages.

We are more firmly convinced than ever that this program is a constructive and practical one as a means of increasing the earnings of the salesman as well as assisting to build up your service department.

We would appreciate any comments you have to make on the subject.

FORD MOTOR COMPANY


Assistant Manager

CJS LFL

S/7441

FORD MOTOR COMPANY, 1710 Broadway, N. Y. City.

DEALER		LOCATION		
		In Lots Each	In Lots of 10	In Lots of 100
T-18259X	Rear View Mirror, closed body	\$ 1.00	\$ 8.00	\$ 70.00
T- 7853X	" " " , open body	1.00	8.00	70.00
T-18257X	Windshield Wiper	.75	5.50	50.00
T-50229X	" " Improved Model	1.00	5.50	50.00
T- 5761X	Dash Lamp	.60	5.50	50.00
T-7962ARX	Tire Repair Kit	.30	2.40	20.00
M-230-F	Body Polish - 1 Pt.	.65	6.00	50.00
M-255-F	Top Dressing- 1 Pt.	.65	6.00	50.00
M-111	Black Touch-Up Enamel - 1/2 Pt.	.65 Not		60.00 Not
M-165	" Enamel (Air Dry) 1 Qt.	.65 "		60.00 "
	Ford Nickel Polish	.50 per can		
		In Lots of 48	In Lots of 8 or More	Less Than 8
T-5175	Battery	\$9.00	\$ 9.60	\$ 9.90

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors 1926

NEW YORK, N. Y.

TO ALL DEALERS

IN REPLYING REFER TO

Gentlemen:

#2

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U S E D C A R S

In order that there may be no misunderstanding, we are attaching resume of our policy relative to the handling of used cars.

Primarily let it be understood that the used car departments of our dealers should operate on a profit making basis the same as all other departments. Let us not be so unwise as to permit losses to exist in this department, and thus reduce the net returns from the entire business. Careful analysis of this end of your business, and close application of legitimate methods, will enable you to conduct this department on a profitable basis.

Be sure that our suggested appraisal sheet forms are used in your program of merchandising. These sheets will assist you in formulating a table for future appraisals. They are an educational medium for your entire organization. Further still, if you have a claim of unfair competition, the basis of your claim will be your file of appraisal sheets, showing your strict adherence to the plan of handling used cars on a profitable scale.

Heretofore, we have suggested giving one copy of the appraisal sheet to the prospect. Experience with this method has proven impractical and hence we recommend its discontinuance.

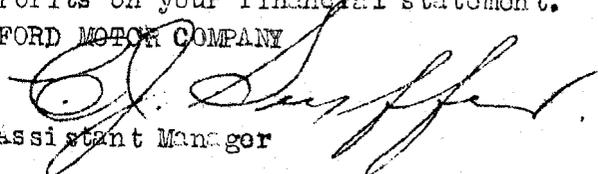
We request that your Used Car Report accompany each Ten Day Report. Even though you trade in no cars, or sell no used cars, please send in the Report with the notation that no used cars were taken in or sold, as the case may be.

Keep in mind the fact that your shop space should be filled with Ford Service rather than cluttered up with non-salable used cars - the former insuring you a profit.

Read over the attached resume of the Used Car Plan - read it over continually have every member of your sales organization read it thoroughly and study it. From the view of good business and the elimination of poor merchandising methods make it a part of your daily operations.

We are requesting your cooperation to the fullest extent on this Plan. Its prosecution by you as a dealer means more profits on your financial statement.

FORD MOTOR COMPANY


Assistant Manager

CJS LFL

PRICES ON CARS DRIVEN FROM THE KEARNEY PLANT

EFFECTIVE - - - - -

Oct. 11, 1926

<u>LIST</u>	<u>TYPE</u>	<u>NET</u>	<u>FRT</u>	<u>TAX</u>	<u>GAS & OIL</u>	<u>ADV. FRT.</u>	<u>DEALER'S PRICE</u>	<u>CUSTOMER'S PRICE</u>
300.00	Chassis Start.Balloon	\$240.00	\$24.40	-----	\$2.64	--	267.04	334.04
360.00	Runabout Start.Balloon	288.00	24.40	\$9.37	2.64	--	324.41	403.41
381.00	Runabout Start.Pick-up Body (Balloon)	304.80	24.40	9.28	2.64	1.25	342.37	425.57
380.00	Touring-Start. Balloon	304.00	24.40	9.85	2.64	--	340.89	423.89
485.00	Coupe Balloon	388.00	30.40	12.55	2.64	--	433.59	537.59
495.00	Tudor Sedan Balloon	396.00	30.40	12.79	2.64	--	441.83	547.83
545.00	Fordor Sedan Balloon	436.00	30.40	13.99	2.64	--	483.03	599.03

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.

HANDLING OF USED CARS

Oct 11 1926

(1) We want our dealers to make a profit on used cars, and at the same time Ford owners should receive FULL value for their used cars which means that cars taken in trade should be FAIRLY valued; in other words, an allowance made which is fair to the owner, fair to the dealer, fair to us and FAIR TO NEIGHBORING FORD DEALERS. Dealers' experiences will guide them as to the proper allowances which will be indicated to us through your Used Car Reports and let it be understood that these Used Car Reports will be closely checked and analyzed.

(2) The Used Car Report provides for a "Profit" column but no "Loss" column. If a used car is sold at a loss, the profit column will be left blank as a signal for an immediate investigation. We have also provided for the listing of cars accepted in trade as well as those sold, so that we will be able to maintain a much closer check to prevent unfair competition. We will also periodically check "Dealers Used Car Reports" against their monthly financial statements which should likewise reveal any losses in handling of used cars as well as losses in any other departments.

(3) Used cars offered for sale should be in good running order, washed, polished, tires inflated, placed on proper display and SOLD UPON A 30 DAY GUARANTEE BASIS. We mean by this "Guarantee" that the purchaser should be protected by the dealer against any expense which might be necessary through any mechanical trouble developing within the 30-day period as a result of ordinary usage. Many of our dealers are now selling used cars on this basis with very satisfactory results.

(4) We also encourage the general adoption of the plan which gives the used car purchaser one week's option of returning the used car purchased, if for any reason he becomes dissatisfied with his purchase, the amount paid to be applied against another used car or such new Ford Car as he might select.

(5) While the dealer's 30-day guarantee to used car purchasers should act as a safeguard on used car appraisals because of the fact that there will be a certain percentage of these cars which will need gratis repairs within the guarantee period, on the other hand a large percentage of these cars will run beyond the 30-day period and will then, of course, be repaired upon the order of the owner the same as would apply were he a new car owner. This should automatically place a proper appraisal upon each car taken in trade.

(6) Dealers should receive 20% gross profit on each used car taken in trade inasmuch as the average dealer's overhead will absorb 15% of this profit, leaving 5% net profit to the dealer. Dealers should receive at least \$50.00 gross profit on all Used Cars retailed for \$250.00 or more. Of course, there is no objection to dealers realizing more than \$50.00 on such used cars.

(7) More time should be devoted to the non-car owner field. Salesmen should be directed to concentrate their activities on the mass of population who have not as yet purchased their first automobile, with no curtailment of trade-ins which can be obtained through dealers' contact with their service customers. In other words, most of our dealers can supply the demand for second hand cars by walking into their service departments or consulting their service records and making sufficient trades with their service customers, which will give them as many second hand cars as they can sell.

HANDLING OF USED CARS

(8) If our dealers are properly lined up on the above basis, and handle the merchandising of our products along the lines recommended, the natural result will be the eventual elimination of outside merchandisers of used Ford Cars and the confining of this business to the authorized Ford dealers where it should be, in order to safeguard the interests of Ford owners and prospective buyers of Ford used cars.

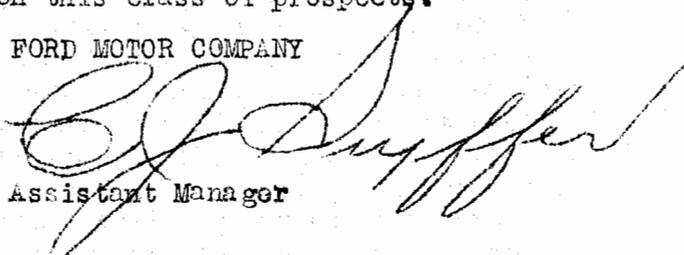
(9) We will not permit our supervision of our dealers' used car departments to react adversely from the standpoint of reduced new car sales. In other words, we don't want our dealers to say, "Our sales are 20 cars less this month than last month because we are now Good Merchandisers". They can still be good merchandisers and profit through trade-ins, but to properly represent us they must cover the non-car owner field and it is this latter tremendous field that must be worked and worked hard to bring about an actual increase in sales which we can and do rightfully expect.

(10) Obviously the guarantoeing of used cars will result in an increase in the dealer's service work as it should naturally tie up practically all purchasers of used cars to the dealer as service customers, and inasmuch as the service work taken care of on these used cars following the expiration of the protection period will be handled by the dealer in the regular way, dealers' shop profits should show a corresponding increase. Then too, with our dealers handling the purchase and sale of their used cars on a 20% gross profit basis, there will be no occasion for customers to "shop around" as it will not take long for Ford owners to realize that each Ford dealer has appraised a used car from the standpoint of giving the customer its actual value in unused transportation. This will result in customers preferring to trade with the dealer who renders the best Service rather than making the rounds and buying their Ford Cars from a dealer who allows a little more for the used car.

(11) Every used car sold on the above basis should sooner or later result in a NEW CAR SALE as the owner through the interest taken in him by the dealer from a service standpoint will naturally be anxious to purchase his next new car from that dealer, and with this thought in mind a "service customer" card should be made out for each used car customer for service follow up and also for later sales follow-up, with the idea of converting the used car owner to a NEW CAR OWNER. It is preferable to have a different colored card for the used car service customer to make it readily distinguishable and focus the attention of the dealer on these cards, with the idea of getting them changed as quickly as possible from the used car owner to the NEW CAR OWNER class.

(12) The more intense working of the tremendous non-car owner field is of vital importance, particularly in view of the laxity evidenced through the prospect survey showing such a large percentage of owners listed as prospects, and this situation will be gone over very thoroughly with our dealers. There are thousands of families in our territory who do not as yet own an automobile and there are enough non-car owners in each dealer's community to warrant their concentrating the effort of their salesmen on this class of prospects.

FORD MOTOR COMPANY


Assistant Manager

Ford Motor Company

Oct 19 26

Manufacturers of Automobiles, Trucks and Tractors

GENERAL LETTER
TO ALL DEALERS:

NEW YORK, N. Y.

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.

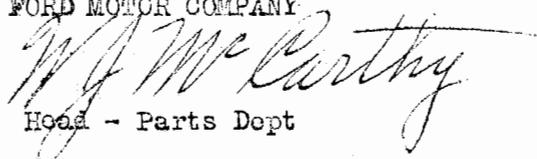
SUBJECT: INSTRUCTIONS FOR RETURNING NEW PARTS SALVAGED FROM FORDSON TRACTORS

In order to establish a definite and uniform policy in respect to accepting new Fordson parts removed because of the installation of such equipment as special axles, rubber tired tractor wheels, etc., or because of tractors being converted into hoists, locomotives, road graders, etc., parts salvaged due to such installation are to be returned on the following basis:

- (a) New parts returned from tractors as result of substituting special equipment may be accepted for credit at 30% of the list price, F O B Kearny, N. J., with necessary information such as sales order number tractor was purchased on and specifying as follows: "New parts salvaged from tractor returnable at allowance price". For example, a part listed at \$1.00 would be acceptable for credit at 30¢ net.
- (b) It is understood that material returned for credit on this basis must be new and in A-1 condition.
- (c) Obsolete stock is, of course, not returnable.
- (d) This policy does not apply to new parts returned from dealers stock because of having been shipped in error, either on the part of the Branch or the dealer's stockman. New parts are not to be returned for credit unless you have received permission in writing from this office. In order to secure this permission, it is necessary that you address a communication to us itemizing the parts you wish to return, the sales order number parts were purchased on and your reason for requesting permission to return.

Kindly be guided by the above instructions.

FORD MOTOR COMPANY


 Head - Parts Dept

WJMCC FAE:

S/335

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

GENERAL LETTER
TO ALL DEALERS:

Gentlemen:

204

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Please note following corrections to November issue of Form 2041, Monthly Stock Order, and October 1st issue of Form 3617, Parts Price List:

3547	929-B	should be	3547-B-	929-C
3628C	7104	" "	3628-B-	7104
4054	4037	" "	4054	40037

7810X	- bolt	- Correct price is.....	\$0.10
7845ARK	bracket	" "	0.50
7816	cone	" "	0.15

NOTE: All colored hoods will hereafter be carried under catalogue number 4050-E and you should specify Channel Green, Drake Green, Highland Green, Windsor Maroon, Royal Maroon, Moleskin, Gummetal Blue, Phoenix Brown or Fawn Gray, when ordering. The list price of any of these colored hoods is \$8.00 each.

FORD MOTOR COMPANY

M. M. Conroy
Head - Parts Dept

WJMCC FAE:



Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Kansas City, Mo.

TO ALL DEALERS:

Nov 5 1926

FORD CARS IN COLORS

IN REPLYING REFER TO

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

A wonderful array of colors is now available on Ford Cars from which prospective purchasers may make a choice. Closed cars come in the following colors:

Royal Maroon
Highland Green
Fawn Gray

Open car colors are:

Gun Metal Blue
Phoenix Brown

We would suggest that you arrange to acquaint your prospects with the new Ford cars in striking colors at once. The Kansas City dealers placed these new colors before the people of Kansas City by means of four parades in different sections of the city at the noon hour of four days last week. This parade consisted of thirty-nine Ford cars and attracted throngs during its procession in the down-town district. More enthusiasm has been created for Ford products in Kansas City. Dealers report prospects walking in to get a closer view of these new colors. Many sales have been made.

The success of this effort in Kansas City leads us to suggest that you immediately arrange to hold a parade in your territory. It might be well for two or three dealers to unite in holding parades as a more complete line of colors could be shown and parades could be held in each dealer's town on different days.

In the parades held in Kansas City each type car was lettered with a suitable sign announcing that Ford Cars are now available in colors and giving the price FOB Detroit.

Ford Motor Company

Kansas City, Mo.

CONTINUING OUR LETTER OF 11-5-26

SHEET NO.

TO ALL DEALERS:

Ford cars in colors is another vast improvement in our product. Placing them before the public quickly through parades and by demonstration to every prospect in your files, we know, will stimulate your business. See that your salesmen have demonstrators available and immediately after parades have been held start one of the most intensive campaigns of calling on Ford prospects that has ever been instituted in your territory. We would be interested in hearing of the results of your parade.

FORD MOTOR COMPANY

M. D. Brown
ASSISTANT MANAGER.

MDB w

*10-3-94
This might be of
interest to Tom Miller of Livonia, Mich.
Don Miller
RR 1
Westphalia, Kansas 66093*

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

Nov 9 1926

TO ALL DEALERS

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.

The following are now standard colors on Ford cars.

For the Coupe, Tudor and Fordor Sedan, there will be a choice of three colors; for the Touring and Runabout there will be a choice of two colors.

CLOSED CARS

Highland Green Pyroxylin - with
Stripe Cream Pyroxylin

Fawn Gray Pyroxylin - with
Stripe Cream Pyroxylin

Royal Maroon Pyroxylin - with
Stripe Vermillion Pyroxylin

OPEN CARS

Gun Metal Blue Pyroxylin - (No stripe)

Phoenix Brown Pyroxylin @ (No stripe)

The pickup body will be painted in either the Gun Metal Blue or Phoenix Brown to match the Runabout body.

The truck cab, stake and express bodies will be finished in Commercial Green Pyroxylin.

The above should be turned over to your salesmen for their information.

Lively interest has already prompted increased inquiry relative to these color jobs. On our own showroom floor we have already noticed a stimulus to our business because of the color feature.

Why not capitalize on it by conducting a parade in your community. We shall appreciate your informing us of the result of such parades.

FORD MOTOR COMPANY

Assistant Manager

CJS LFL

5/3/1

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

Dec 3 1926

TO ALL DEALERS

IN REPLYING REFER TO

Gentlemen:

#2

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Recent visits with dealers show that while they are evidencing increased interest, yet analysis with them proves conclusively that many are not concentrating on the work of the individual salesman, who are not obtaining maximum results because they are not making sufficient calls. Further discussion also brought out the fact that dealers themselves were not intelligently analyzing the individual salesman's calls.

Proper handling of salesman, particularly at this time, provides for his obtaining the order, an enrollment, or reporting to you the reason the sale was not made, thereby indicating the sales resistance you, as the dealer, must break down; and, if you cannot supply the necessary answer to break down that resistance, to come to us for help.

On this basis of handling salesman, we find a gross negligence on the part of our dealers generally, and in endeavoring to ascertain definitely what some of the sales resistance might be, we find many dealers and salesman inclined to mention generalities - nothing specific, and accordingly, despite our sincere desire to help the dealer, nothing definite was brought out that needed help from our Company. In the main the situation can be pictured as follows:

- Salesmen not properly directed.
- Salesmen not working a full day.
- Salesmen without sufficient prospects.
- Salesmen not turning in true reports.
- Salesmen receiving no help from dealer.
- Salesmen not being checked in their work.

- Dealer not in contact with his sales force.
- Dealer (many of them) working thru sales head who, in most cases, is not a good salesman himself.
- Dealer unable to talk specifically - deals in generalities - has no facts.
- Dealer free to quote any local general adverse condition.
- Dealer not concentrating upon and visualizing tremendous Ford field.

Ford Motor Company

SHEET NO.

~~New York~~ Never the above again and see if all, or part of it, does not apply to your organization!

THESE GLARING AND COSTLY WEAKNESSES IN MANAGEMENT AND SUPERVISION MUST BE DISCONTINUED IMMEDIATELY.

This outlines your job in no misunderstandable way. It indicates to you that our salesman's time has not been fully occupied on account of their having too few prospects. It also indicates that prospects listed have given their time to consider our products, but you and we are still left without the knowledge as to why they did not buy because of no apparent interest being shown by you, the dealer, in obtaining all this vital information from the salesman who made the call.

Take a specific case. If the writer asked you for the name of a listed prospect, and said he would like to call on such prospect and obtain an order, and the call was made, and the writer returned to your establishment without having obtained the order, don't you think you would be sufficiently interested, and your curiosity aroused, to inquire of the writer as to why he was unable to obtain the order, and that you would want to know what stopped me? OF COURSE YOU WOULD - and you would not be satisfied in my telling you that the prospect "was not interested", "Unable to buy at this time", "Did not have the finances", "Will see him later", or such other flimsy excuses as might be made. You would want to know more about the "licking" the prospect gave me, what barriers he threw out that I could not surmount and just why I returned EMPTY HANDED.

It is this interest we want the dealer to manifest in each of his salesmen for each of their prospects, so that the salesmen will on these over the help, assistance and education they will receive through this plan and thereby be encouraged to work even harder. It is this process of selling which will indicate to us resistances which our dealers are unable to overcome and so place us in a position to help them. Where you are unable to remove resistances which will show themselves specifically in your prospect records as a reason for failure to close, then we should immediately be advised so as to assist you in your help with the salesman.

We recommend that you immediately adopt this program of analyzing salesmen's calls for the previous day, and continue the program for the next thirty days, so that in the absence of the order, or enrollment, you will know definite reasons why the prospect has not purchased and so be in a position to help the salesman.

When this plan once gets into action, you will find the barriers to sales, the so-called resistances, the trivial weak alibis previously offered as general resistances will immediately disappear because you will not admit inability to obtain business through any such excuses, but will tear into the reports of your salesmen as to WHY THE ORDER WAS NOT OBTAINED, give them the assistance needed and, if necessary, seek our help to offset any resistances you are unable to surmount, just exactly like your salesmen in making their reports seek your help.

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Ford Motor Company

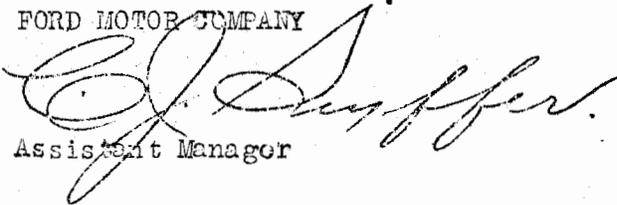
New York, N. Y.

The program of close supervision and checking of salesmen is a permanent one - it is Ford policy - and there is no question that the carrying out of the plan by our entire dealer organization will mean an immediate tremendous increase in sales, consequently the importance of quick action on your part.

With the splendid car we are now building - with its enhanced beauty - with the variety of colors furnished - with the advantages of the vaporizer now standard equipment - there are no resistances advanced by prospects that our organization of SALESMAN, DEALER, BRANCH and FACTORY cannot break down.

We would be pleased to have you advise us the results of your efforts in perfecting the above plan.

FORD MOTOR COMPANY



Assistant Manager

CJS LFL

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

IN REPLYING REFER TO

Dec 6 1926.

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.

The appearance of the dealer's shop and the men with whom owners come in contact indicate the character of the establishment and the kind of service that may be expected. Clean shop coats and unionalls of uniform color and design create a favorable impression, and the extra cost is negligible in comparison with the results obtained.

Through buying in large quantities, we can supply the best quality shop coats and unionalls to our dealers' men at the following low prices, and these garments, lettered for either Ford or Lincoln, will be carried in our stocks for your accommodations.

	<u>Size</u>	<u>Per Doz.</u>	<u>Single</u>
Lincoln shop coat	36 to 44	\$28.50	\$2.50
" " "	46 " 50		2.75
Ford " "	36 " 44	27.00	2.25 ✓
" " "	46 " 50		2.50
Lincoln unionalls	36 " 44	31.50	2.75
" "	46 " 50		3.00
Ford " "	36 " 44 ✓	28.50	2.50 -
" "	46 " 50		2.75

Since a large percentage of Ford owners are now driving closed cars, it is particularly important that the men on the Service Floor wear clean uniforms, as nothing is more disturbing to the owner than having the interior of his car soiled by a mechanic whose clothing is greasy and dirty. Your co-operation in providing your service men with suitable uniforms is another step in the direction of Better Service.

FORD MOTOR COMPANY

E. J. Suffer
Assistant Manager

CJS LFL

✓ J. J. G. ✓

Ford Motor Company

December 21 1926

Manufacturers of Automobiles, Trucks and Tractors

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 VAPORIZERS

We formerly sold vaporizers through service in wooden boxes.

This boxed vaporizer allowed you to properly display a complete vaporizer assembly and when sold you delivered complete vaporizer boxed and ready for delivery.

We request that you continue to order vaporizer assemblies in boxes for sale over your counter, and to aid you to accomplish these sales we will box vaporizers if you will specify that you wish vaporizers in boxes.

The list price of a vaporizer in a box is \$9.00 each, less 40% discount, F O B Kearny N J.

You can continue to purchase vaporizer parts in any quantity you require.

If you purchase as parts and assemble from your stock you can secure an additional net profit of 60¢ per vaporizer.

May we suggest the vaporizer as a Christmas gift to Ford owner?

Ford Motor Company

M. J. McLaughlin
Head - Parts Dept

WJMc IGH

5/457

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK, N. Y.

Dec 24 26

IN REPLYING REFER TO
GENERAL LETTER TO ALL DEALERS
AND EXCLUSIVE COMMERCIAL SALESMEN:

Gentlemen:

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

Here is some information that should help you sell Ford Ton Trucks if consistently and properly used.

The Ford Ton Truck Chassis weighs 1,405 pounds less than the average weight of fifteen other makes of One Ton Capacity and 308 pounds less than its nearest competitor. This gives the Ford Truck a decided advantage over any of its competitors in ratio of rated pay load capacity vs. chassis weight. There are, chiefly, two reasons for this advantage, namely, correct engineering design and the progress made by the Ford Motor Company in the science of metallurgy or proper blending and heat treatment of steel and other metals.

The Ford Ton Truck Chassis weighs 380 pounds less than its rated pay load capacity while the average of the fifteen other Ton Trucks referred to above shows that they weigh 1,025 pounds MORE than their rated pay load capacity giving the Ford Truck an advantage of 1,405 pounds diverted from chassis weight to useful pay load convenience and savings in operation cost.

It should not be hard to convince the average thinking type of commercial prospect that it costs more money to move more non-pay weight (chassis weight).

We hope that our Dealers and Salesmen will keep this information handy and use it at every possible opportunity.

FORD MOTOR COMPANY

R.C. Hayden

HEAD TRUCK & FLEET OWNER DEPT

DCH FAE:

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

Dec 30 1926

Raymond Price
Cresco
Pa

Dear Sir:

IN REPLYING REFER TO

#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.

According to the pleasure car registration figures for the month of November in Monroe County Ford registrations increased 40% as compared with the corresponding period of a year ago, while Chevrolet shows an increase of 600%.

There certainly were possibilities for pleasure car sales as evidenced by the figures of the total car sales in this County, which showed a very fine increase as compared with the corresponding period of a year ago. Therefore, we are inclined to believe that our poor showing was due to an apparent lack of effort on the part of some of our sales organizations. How much of this is actually due to the lack of effort on your part? How many more calls could have been made and how many actual demonstrations made during this period, which we feel would have influenced the buyer? When the total registrations for the County for all makes of cars exceeds that for the same period of a year ago it causes us to believe that our products are not placed before the public in the proper manner and we are, therefore, going to ask that you immediately go through the prospect file, have each prospect listed called upon immediately and followed by an actual demonstration. By demonstration we mean taking a Tudor prospect out in a new Tudor Sedan, a Coupe prospect in a new Coupe, etc. This we believe is not asking too much of you, but we feel certain it is going to prove that there is an amount of business available providing you insist that your sales organization follow out the above suggestions.

With your sales organization functioning 100% for the balance of the month we feel that the results are bound to show in the registration figures for the month of January, at which time we hope to reverse the figures for November and trust that never again will such a poor showing be made in this particular County.

We wish you to feel that our entire organization is only too willing to assist you in any possible manner and we suggest that you call upon the numerous department heads for assistance at any time.

FORD MOTOR COMPANY



Wholesale Manager

FER LFL