



CONTINUING OUR LETTER OF

SHEET NO.

AGENTS GENERAL LETTERS

NO. 23  
MAR 6 1917

COMMERCIAL BUSINESS

We have noticed that Agents are not following Commercial Concerns located in their territory as closely and as energetically as they should, for the reason that we have not allowed them any commission on such business obtained for delivery in other agents' territory.

We have therefore decided, in order to make the solicitation of such commercial business profitable, to allow Agents obtaining orders from Commercial Concerns for delivery outside of their territory to apply such sales against their contract and allow them 5% commission for obtaining this business; 10% commission to be passed to the Agent in whose territory the car is to be permanently operated to cover any expense he might be put to in making delivery and giving service on such car.

All orders for this business are to be handled by this Branch; in other words, we desire to direct such transactions, also the passing of commission.

Please understand that this ruling refers to commercial business ONLY and does not apply to sales of cars to individuals, which must be handled as heretofore and in accordance with the terms set forth in the contract.

FORD MOTOR COMPANY

MANAGER

R Mc

AGENTS GENERAL LETTERS.

NO. 20A  
MAR 6 1917

CARS BUILT DURING FEBRUARY

In pursuance of our General Letter No. 20, dated February 12th 1917, be advised that Ford Model T cars bearing motor numbers 1680000 to 1739900 were manufactured during the month of February.

FORD MOTOR COMPANY  
SCRANTON BRANCH

CVR Mc



HENRY FORD, President.  
E. E. FORD, Vice Pres. & Secretary.  
F. L. KLINGENSMITH, Vice Pres. & Treas.

Automobile Manufacturers

Detroit, U.S.A.

April 20, 1917.

**TO FORD AGENTS:**

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 instructions will, hereafter, govern the replacing of parts by agents. It is usually recognized that defects in parts will develop within the first few weeks' service, and during this time parts that show evidence of defect may be replaced. All claims on account of alleged defective material which has been used more than 90 days must be referred to the Branch for adjustment. Agents are also permitted to replace parts on which we have an exchange price. The exchanges mentioned in this letter are the only ones remaining in force.

**CONNECTING RODS:**

Connecting rods may be exchanged with customers at 75¢ each.

**TRANSMISSION BANDS:**

Transmission bands may be exchanged with customers at 40¢ each.

**CRANK CASES:**

Within six months' service a crank case may be replaced gratis providing its condition was not brought about by accident or abuse. After six months' service if a customer prefers a new crank case rather than have his old one repaired, it will be necessary to purchase it outright, no allowance being made on the old case.

**MAGNETOS:**

Within six months, 3/4" magnets may be replaced gratis if not damaged other than being demagnetized. Beyond six months, a charge of \$2.00 is to be made to cover the cost of handling the magnets. Within six months, 3/4" magneto coil assemblies may be replaced gratis if not damaged by accident or abuse. Beyond six months no allowance is in order.

We have discontinued supplying or repairing magneto parts prior to those of the 3/4" type, hence all exchanges on these parts are withdrawn. When customers having cars equipped with 1/2" or 9/16" magneto parts wish to

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replace the magnets, coil assembly or both, it will be necessary for the agents to furnish parts of the 3/4" type in exchange at \$10.00 net. When replacing the 5/8" magnets, coil assembly or both, the agents may furnish the 3/4" coil assembly, magnets, magnet clamps and screws in exchange at \$8.00 net.

**CARBURETORS:**

Any actual defect in a carburetor will develop within three months' service and within this period gratis replacement may be made if defect exists. After three months' service and within six months, carburetors of the current type may be replaced on the exchange basis of \$3.00 net. Beyond six months' service no allowance is in order.

**RADIATORS:**

Radiators which under normal use and service develop defect within three months may be replaced without charge. When a radiator has been in use over three months and is replaced by a new one within six months due to defect a charge of \$8.00 net for replacement to cover the use and depreciation of the old part is in order. After six months service radiators may be replaced at \$16.00 net, providing in the judgment of the agents an allowance is due the owner, the old radiator being retained by the agents. Customers should not expect any allowance on radiators damaged beyond repair by accident or abuse further than their value as scrap as determined by the agent.

**COIL UNITS:**

Spark coil units may be replaced gratis within 90 days. After this period and within six months any unit considered defective may be returned to the Branch for inspection and replacement at \$1.50 net.

**GENERAL:**

All parts on which an allowance is asked must be returned to the Branch. Information showing the serial number of the car from which each part was removed, name and address of the owner, and whether or not credit has already been allowed must be furnished with all parts returned, connecting rods and transmission bands excepted. While all adjustments are reviewed by the Branch no exceptions will be made to any credit allowed by an agent if the allowance is in accordance with the provisions set forth in this letter. In questionable cases where the agent is not authorized to make allowances the customer may consider due, the parts should be returned for Branch inspection with a complete report of the use the car is subjected to, grounds on which credit is asked, etc.

FORD MOTOR COMPANY  
Executive Committee

EPH/HWH

## ADJUSTMENTS ON PARTS BY AGENTS

Attached is a copy of revised instructions covering our replacement policy, which supersedes the instructions which were attached to our General Letter No. 21, February 14th. Our policy has changed somewhat, and you will please look over the new instructions carefully and acknowledge the receipt of this letter, in order that we may know whether or not your understanding is clear.

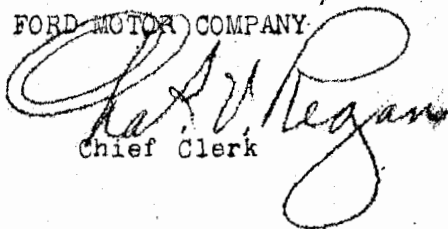
You will observe that there is no exchange on old style rear axle housings; also we have discontinued the practice of exchanging certain old style parts, in view of the fact that they have given adequate service in the cars in which they were originally installed, as the present style parts have been reduced about one-half the cost of the old style, which really enables owners to install the latest design parts more economically than they could install the old style parts, were we to continue manufacturing them.

	NET PRICE TO AGENT	NET PRICE TO CUSTOMER
Connecting rods	\$ .50	\$ .75
Transmission bands	.25	.40
Magnets 3/4" (per set)	1.50	2.00
Flywheel with magnets assembled and coil assembly 1/2" and 9/16"	8.00	10.00
Magnets with clamps and screws and coil assembly 5/8"	6.00	8.00

You will notice we have discontinued making an exchange on crank cases in use over six months; also we have discontinued exchanging 3/4" magneto coil assemblies which have been in use over six months. Also we have limited our \$1.50 exchange on coil units to six months instead of two years.

We wish, at this time, to emphasize the importance of properly filling out a List of Parts Returned Sheet, Form No. 340, about which we wrote you under date of November 28th, 1916, General Letter No. 12 (Read instructions on reverse side of this sheet). If you do not understand this matter clearly, ask questions immediately to cover doubts, and we will respond at once.

FORD MOTOR COMPANY

  
Chief Clerk

CVR Mc

# ADVERTISING ROAD SIGNS

## FOR *Ford* AGENTS

These Signs are made of the best materials, in colors as shown. By making these in large quantities by machinery we can sell them at low prices.

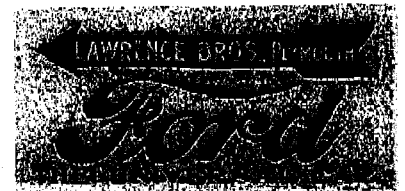
STYLE No. 1



STYLE No. 2



STYLE No. 3



Permanent 1 inch thick wood signs. Size 2 feet x 3 feet. Half of each lot made with arrow pointing to right, and half to left.

Price, including agent's name and town:

Lot of 5.....	\$5.00
Lot of 10.....	8.50
Lot of 25.....	18.75

Folded edge fibre sign. Size 16 inches x 34 inches with blank space where agent may insert the number of miles. Half of each lot with arrow pointing to right and half with arrow pointing to left. Price including agent's name and town:

Lot of 25.....	\$3.25
Lot of 50.....	5.25
Lot of 100.....	9.25

Wood signs. Half inch thick, 12 inches x 24 inches. Half of each lot with arrow pointing to right and half with arrow pointing to left.

Price, including agent's name and town:

Lot of 25.....	\$5.50
Lot of 50.....	10.00
Lot of 100.....	18.00

Terms, net cash with order. F. O. B. Chicago.  
Orders shipped promptly on receipt of check.

## CROSS PRESS & SIGN CO.

### CHICAGO

(Order blank to be torn off)

CROSS PRESS & SIGN CO.  
CHICAGO

Enclosed please find check for \$\_\_\_\_\_ in payment of signs as follows:

Quantity	Road Signs	To be lettered
_____	Style No. 1	Ship to _____
_____	Style No. 2	_____
_____	Style No. 3	_____

*Ford*  
THE UNIVERSAL CAR

HENRY FORD, PRESIDENT  
F. L. KLINGENSMITH, VICE PRES. & TREAS.  
EDSEL FORD, SECRETARY

# Ford Motor Company

SCRANTON, PA.

March 7 1917

Raymond Price  
Cresco  
Penna

Dear Sir:

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

We wrote you on February 23rd, enclosing cut of advertisement and a form for estimating the number of cars you wanted for March and April.

We do not understand why you should ignore a letter of such great importance to you. We absolutely know that you have orders on hand at the present time, and very shortly you will want to know why you cannot get cars. We want a reply to the enclosed letter within the next few days, or we will assume that you do not want any cars for March and April.

Give this matter your immediate attention, or the loss will be yours.

FORD MOTOR COMPANY

*C. W. Bastable*

ASSISTANT MANAGER

CWB Mc



CONTINUING OUR LETTER OF

SHEET NO.

Raymond Price  
Cresco  
Penna

Mar 7th 1917

Dear Sir;

To emphasize to the automobile buying public our present policy of applying our production against immediate bona fide orders only, we are attaching hereto copy of an advertisement which we would request you to insert in your local papers and which should impress upon prospective customers the importance of accepting delivery at this time to avoid delay. You should have on hand the regular border and script Ford trade mark shown in this copy. If you haven't these cuts, have your newspaper set up copy following as closely as possible the style shown.

Think of it! Over 320,000 cars have been actually retailed from the first of last August to February first -- with six of the best selling months still before us and no cars in stock unsold.

We venture to say there are thousands of customers throughout the country who anticipate purchasing Ford cars for Spring delivery but are delaying their purchases until early Spring, feeling sure delivery can be obtained when they are ready to buy. The attached advertisement should bring this class of buyers to you. It is a follow-up to the selling talk you have made prospects listed with you and this advertisement should not only be run but copies of it should be carried by your salesmen to emphasize to prospects the warning which the Ford Motor Company has issued.

To fortify yourselves against the inevitable Spring shortage, you should analyze your sales organization, take on additional salesmen if needed and extend yourselves to the very limit during the next thirty days in obtaining every order possible for immediate delivery.

We are sure the advertisement will materially help you in this work and would thank you to indicate your willingness to run it, specifying the name of paper and date of insertion, submitting to us as well individual figures covering your March and April requirements.

The attached form is for your convenience and we would thank you to immediately fill it out and mail today.

FORD MOTOR COMPANY

Branch Manager

NJS Mc





CONTINUING OUR LETTER OF

SHEET NO.

FORD MOTOR COMPANY

SCRANTON, PENNA

Gentlemen;

Agreeable to your request, we will insert the  
advertisement attached to your letter of Feb. in

\_\_\_\_\_  
(Name of paper)

\_\_\_\_\_  
(Date of issue)

We estimate that our requirements for cars for  
immediate delivery for the months of March and April will  
be as follows:

	T.	RT.	CH.	C.	S.	TN.
MARCH	_____	_____	_____	_____	_____	_____
APRIL	_____	_____	_____	_____	_____	_____

.....  
(Name of Agent)

.....  
(City or Town)

# Ford

THE UNIVERSAL CAR

## 320,817

Have been built and actually delivered to retail buyers since August 1, 1916.

These figures—320,817—represent the actual number of cars manufactured by us since August 1st, 1916, and delivered by our agents to retail buyers.

This unusual fall and winter demand for Ford cars makes it necessary for us to confine the distribution of cars only to those agents who have orders for immediate delivery to retail customers, rather than to permit any agent to stock cars in anticipation of later spring sales.

We are issuing this notice to intending buyers that they may protect themselves against delay or disappointment in securing Ford cars. If, therefore, you are planning to purchase a Ford car, we advise you to place your order and take delivery now.

Immediate orders will have prompt attention.

Delay in buying at this time may cause you to wait several months.

Enter your order today for immediate delivery with our authorized Ford agent listed below and don't be disappointed later on.

**PRICES:**

Runabout \$345, Touring Car \$360, Coupelet \$505  
Town Car \$595, Sedan \$645, f. o. b. Detroit

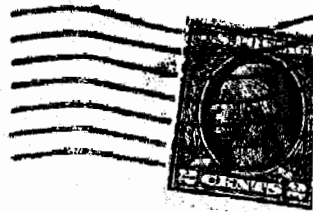
*Ford Motor Company*

(Insert Agent's Name and Address)

AFTER FIVE DAYS RETURN TO

*Ford Motor Company.*

SCRANTON, PA.



MR. RAYMOND PRICE,  
Cresco,  
Pennsylvania.