

PROFITS
in
FORD PARTS
for the
GARAGE

Ford Motor Company

DETROIT, MICHIGAN, U. S. A.

Genuine Ford parts are one of the fastest selling lines in which the garage man can invest his money. The assortment of parts listed in this folder represents material that is in greatest demand, assuring quick turnover with consequent profits to the garage.

A special stock unit has been designed to carry this selection of parts and assist the garage man in serving his customers more promptly and satisfactorily.

This stock unit combines effective display with convenient grouping of parts. It stands three feet wide, seven feet high, and one foot deep. It is of bolted construction throughout, shelves and dividers being adjustable. Each bin is labeled with the proper part number. It is completely assembled—there is no erection cost—the finish is an attractive velvet green enamel.

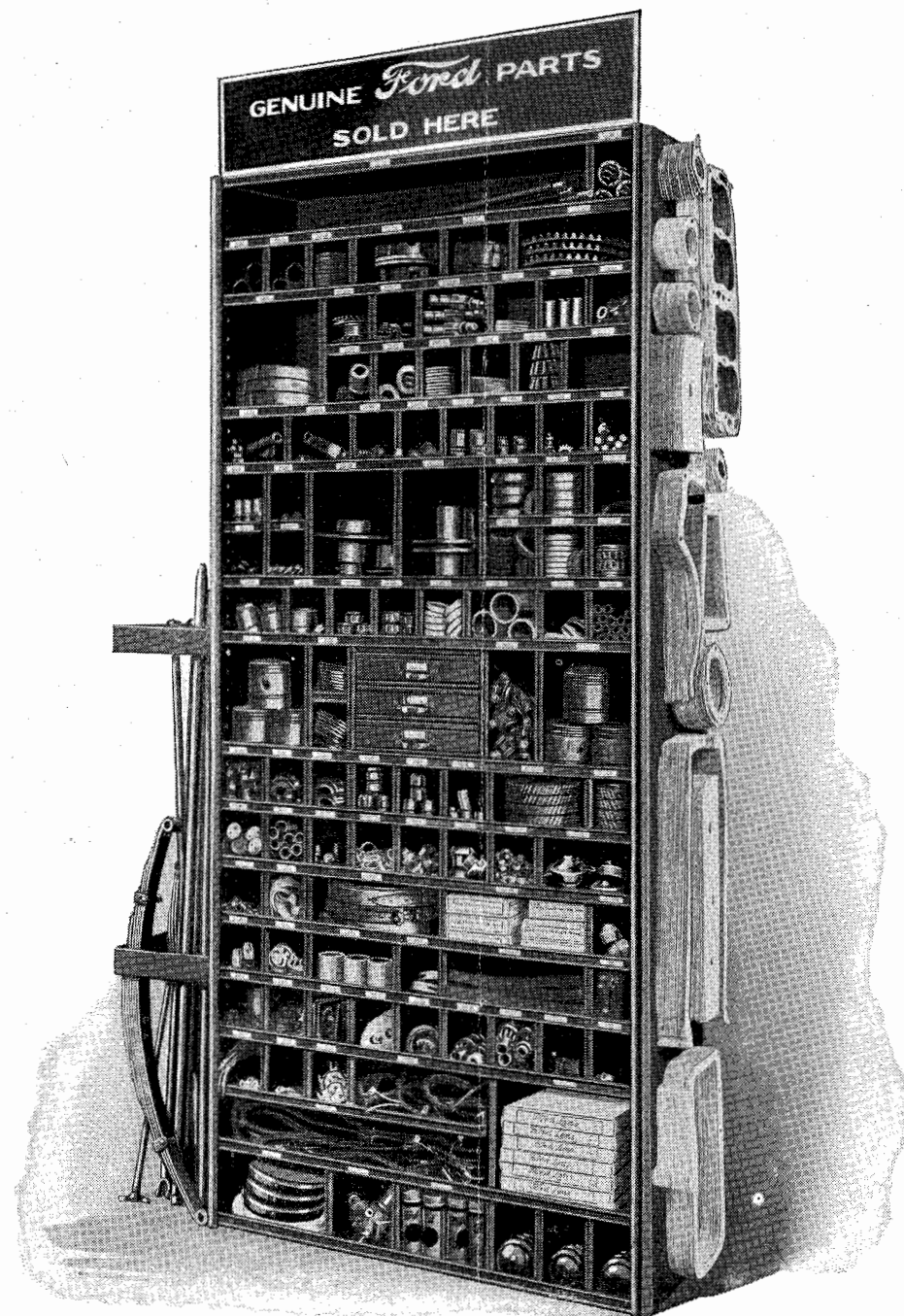
The following advantages to the user are readily apparent:

1. *Display*—Its striking, clean-cut appearance actually sells parts. Parts are always visible—and they are *genuine "Ford" parts*.
2. *Convenience*—By compact grouping of parts it makes any needed part easy to find.
3. *Space Saving*—Requires a floor space of only 4' x 1', including space for long parts.
4. *Balanced Stock*—Inventory can be taken at a glance, and reorders placed accordingly.
5. *Adjustability*—Bolted construction gives this without sacrificing rigidity.
6. *Quick Service*—Parts instantly available.
7. *No Lost Parts*—A properly labeled space for every part.
8. *Permanence*—Steel construction and baked enamel withstand hard usage. Fire resisting.
9. This unit can be moved with the parts in the bins. A wooden storage unit is usually wrecked in moving.
10. The price complete, assembled and labeled, f. o. b. Branch, is \$45.00. Shipping weight crated is approximately three hundred pounds.

This assortment of Ford parts if purchased individually, at usual discount, would cost the garage man \$250.04 net. But when purchased at the prevailing quantity prices, the net cost amounts to but \$232.69, which means a saving of \$17.35 over the customary discount. These same parts sold at retail will bring in \$335.99, making a profit of \$103.30, or about 44% on the investment.

These figures will indicate to the garage man the profitableness of investing in a reasonable stock of Ford parts, as compared to buying in small quantities for each repair job.

Take advantage of this opportunity to increase your profits and your customers' satisfaction by installing a suitable stock unit system. The nearest Ford dealer can arrange delivery for you.



Genuine Ford Parts Render Genuine Satisfaction

Quantity	Part No.	Description	Retail List	Cost to Garage
Rear Axle				
20	T 2503-E	Axle Housing Bolt.....	\$.60	\$.30
20	2503-F	Axle Housing Bolt Nut.....	.40	.23
6	2505	Axle Shaft.....	9.00	6.75
4	2508	Axle Shaft R. B.....	3.00	2.25
2	2509	Axle Shaft R. B. Sleeve—R.....	.30	.23
2	2509-B	Axle Shaft R. B. Sleeve—L.....	.30	.23
10	2510-B	Axle Outer Roller Brg. Felt Washer.....	.50	.30
2	2512-C	Differential Case—Left.....	3.00	2.25
2	2513-C	Differential Case—Right.....	1.80	1.35
100	2515	Differential Stud Nut.....	3.00	1.13
3	2518	Differential Drive Gear.....	7.50	5.63
50	2519	Differential Drive Gear Screw.....	1.50	.94
10	2519-A	Differential Gear Lock Ring.....	.20	.11
2	2520-B	Differential Gear.....	1.80	1.35
10	2521-B	Differential Gear Key.....	.50	.30
6	2524-C	Differential Pinion.....	2.10	1.58
2	2526-B	Differential Spider.....	1.50	1.13
4	2528	Differential Thrust Washer.....	.60	.45
4	2529	Differential Thrust Plate.....	.60	.45
10	2545	Rear Axle Grease Cup.....	1.00	.45
50	2551-B	Radius Rod Bolt Nut.....	1.50	1.13
6	2566	Hub Brake Shoe.....	2.10	1.58
2	2571	Universal Joint Assembly.....	3.00	2.25
10	2580	Ball Cap Gasket.....	.50	.23
10	2584-B	D. S. R. B. Cap Screw.....	.50	.38
20	2584-C	D. S. R. B. Stud Nut.....	.60	.38
2	2587	D. S. Roller Brg.....	2.00	1.50
2	2591-B	D. S. Thrust Ball and Retainer Assy.....	.40	.30
2	2595-B	D. S. only.....	6.00	4.50
2	2596	D. S. Sleeve.....	1.20	.90
3	2597-B	D. S. Pinion.....	3.00	2.25
6	2598-B	D. S. Pinion Key.....	.30	.23

Front Axle

2	2694-B	Spindle Body—Right.....	3.00	2.25
2	2695-B	Spindle Body—Left.....	3.00	2.25
2	2696-C	Spindle Arm—Right.....	.90	.68
2	2696-D	Spindle Arm—Left.....	.90	.68
12	2704	Stationary Cone.....	1.80	1.35
6	2705	Adj. Cone Right Thread.....	.90	.68
6	2706	Adj. Cone Left Thread.....	.90	.68
6	2707	Spindle Nut Right Thread.....	.30	.23
6	2708	Spindle Nut Left Thread.....	.30	.23
20	2709	Spindle Washer.....	.40	.23
20	2710	Spindle Bolt with Oiler.....	4.00	2.40
20	2713	Spindle Body Bushing (Pair).....	4.00	2.70
20	2714	Spindle Arm Bushing.....	1.00	.23
2	2717	Spindle Conn. Rod.....	3.50	2.63
20	2718	Spindle Conn. Rod Bolt.....	3.00	1.80
20	2719	Spindle Conn. Rod Bolt Nut.....	.60	.45

Quantity	Part No.	Description	Retail List	Cost to Garage
Front Axle (Cont.)				
2	2725-B	Steering Gear Conn. Rod.....	\$1.60	\$1.20
6	2728	Ball Socket Cap.....	.60	.45
4	2733-B	Front Radius Rod.....	6.00	4.50
6	2736	Radius Rod Ball Cap.....	.60	.45
10	2741	Radius Rod Ball Cap Stud.....	.30	.23
10	2742	Radius Rod Ball Cap Spring.....	.30	.15

Wheels

2	2803-B	Front Hub with R. B. Cups.....	4.00	3.00
6	2804	Outer Race.....	.60	.45
6	2805	Inner Race.....	.90	.68
10	2806	Outer Ball Retainer.....	.20	.11
10	2807	Inner Ball Retainer.....	.30	.15
10	2808	Dust Ring.....	.30	.19
10	2809	Front and Rear Hub Felt Washer.....	.50	.34
100	2810	Large Balls.....	4.00	2.25
100	2811	Small Balls.....	3.00	1.13
2	2815-C	Rear Hub.....	2.50	1.88
10	2816-B	Rear Hub Key.....	.30	.15
10	2819	Hub Caps.....	1.50	.98
5	2833	Front Hub Bearing Cup—Inner.....	2.50	1.88
3	2834	Inside Cone and Roller Assy.....	3.30	2.48
5	2836	Front Hub Bearing Cup—Outer.....	2.00	1.50
3	2837	Outside Cone and Roller Assy.—Right.....	2.25	1.69
3	2838	Outside Cone and Roller Assy.—Left.....	2.25	1.69

Gasoline Tank

10	2901	Filling Plug.....	1.00	.68
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Motor

20	3002	Cylinder Head Gasket.....	6.00	4.20
20	3003-B	Cylinder Head Cap Screw.....	1.00	.53
20	3005	Cylinder Head Outlet Conn. Gasket.....	1.00	.45
10	3006	Cylinder Head Outlet Hose.....	1.50	1.13
20	3007	Cylinder Head Outlet Hose Clip.....	1.00	.60
20	3017-C	Time Gear Cover Gasket.....	.20	.15
20	3018	Cylinder Water Inlet Gasket.....	.60	.30
8	3021-R	Piston and Pin.....	9.60	7.20
4	3021-S	Piston and Pin .0025 Oversize.....	4.80	3.60
8	3022	Piston Pin.....	2.40	1.80
10	3023	Piston Ring.....	1.50	1.01
10	3023-C	Piston Ring .007 Oversize.....	1.50	1.01
8	3024	Conn. Rod.....	9.60	7.20
10	3025	Conn. Rod Cap Bolt.....	.50	.30
10	3026	Conn. Rod Cap Bolt Nut.....	.50	.23
10	3029	Conn. Rod Clamp Screw.....	.30	.19
2	3031	C. S. Rear Brg. Cap.....	1.00	.75
2	3032	C. S. Front Brg. Cap.....	.80	.60
2	3033	C. S. Center Brg. Cap.....	.80	.60

The Ford Car is an Assembly of GENUINE Ford Parts

Quantity	Part No.	Description	Retail List	Cost to Garage
Motor (Cont.)				
2	3042	Cam Shaft Front Bearing.....	\$.70	\$.53
2	3043	Cam Shaft Center Bearing.....	.70	.53
2	3044	Cam Shaft Rear Bearing.....	.30	.23
2	3047-B	Time Gear—Large.....	1.80	1.35
2	3048-B	Time Gear—Small.....	1.20	.90
16	3052	Valve.....	2.40	1.80
16	3054	Valve Spring.....	.80	.60
100	3056	Valve Spring Seat.....	.62	.30
100	3057	Valve Spring Seat Pin.....	.62	.19
16	3058	Push Rod.....	1.60	1.08
100	3063	Inlet and Exhaust Gasket.....	2.00	.90
100	3064	Inlet and Exhaust Pipe Gland.....	1.00	.56
10	3068	Breather Pipe.....	1.00	.60
20	3070-B	C. C. and Cylinder Gasket—Left.....	1.00	.45
20	3071-B	C. C. and Cylinder Gasket—Right.....	1.00	.45
20	3102-B	C. C. Lower Cover Gasket.....	2.00	1.05
10	3111-B	Cylinder Valve Cover Gasket.....	.50	.23
10	3111-C	Cylinder Valve Cover Gasket.....	1.00	.45
Commutator				
20	3165	Comm. Brush Only.....	4.00	2.63
20	3221	Commutator Case with Fibre.....	10.00	7.50
Transmission Cover				
100	3362	Trans. Cover Bolt.....	3.00	1.50
20	3363	Trans. Cover Gasket Front.....	1.00	.45
20	3367	Trans. Cover Door Screw.....	.40	.23
20	3377-B	Trans. Cover Gasket.....	2.00	1.20
20	3379-B	Trans. Cover Door Gasket.....	1.00	.60
20	3381	Bendix Cover Gasket.....	.60	.30
Transmission Control				
3	3413	Transmission Band.....	1.80	1.35
10	3416-B	Transmission Band Lining Set.....	10.00	6.00
Springs				
4	3800	Front Spring.....	10.00	7.50
10	3811	Front Spring Tie Bolt.....	.40	.15
10	3811-B	Front Spring Tie Bolt Nut.....	.20	.11
4	3813-B	Front Spring Hanger.....	1.00	.75
12	3814	Front Spring Hanger Bar.....	.60	.45
2	3818-B	Front Spring Perch—Right.....	1.00	.75
2	3819-B	Front Spring Perch—Left.....	1.00	.75
10	3838	Rear Spring Tie Bolt.....	.50	.38
4	3840-B	Rear Spring Hanger.....	1.00	.75
Radiator				
5	3926	Radiator Cap.....	.75	.56
10	3944	Outlet Conn. Hose.....	1.00	.75
20	3945	Outlet Conn. Hose Clip.....	1.00	.60

Insist upon Genuine Ford Parts and Accessories

Quantity	Part No.	Description	Retail List	Cost to Garage
Fan				
20	3964-E	Fan Belt.....	\$7.00	\$4.50
Spark Coil				
4	5007	Coil Unit.....	6.40	4.80
20	5008	Vibrator.....	2.00	.75
20	5009	Vibrator Bridge.....	2.00	1.05
Switch				
2	5012	Switch Assembly.....	2.00	1.50
2	5014	Starting Switch Assy.....	1.30	.98
Ammeter				
2	5016	Ammeter.....	1.30	.98
Starter Drive				
2	5018	Starter drive.....	8.00	6.00
2	5021	Starter drive Shaft and Gear.....	7.00	5.25
3	5022	Starter drive Spring.....	1.05	.79
Wiring				
4	5026	Spark Plug Wire.....	.40	.30
4	5027	Spark Plug Wire.....	.40	.30
4	5028	Spark Plug Wire.....	.40	.30
2	5030-B	Comm. Wire.....	2.00	1.50
4	5031	Comm. Wire.....	4.00	3.00
Cut-Out				
2	5055	Cut-Out.....	2.00	1.50
Carburetor				
1	6200-B	Carburetor.....	4.50	3.38
20	4134	Carburetor Flange Gasket.....	1.00	.30
Headlamps				
2	6594-HX	Door Assembly.....	1.30	.98
5 pr.	6576-HX	Headlamp Lens.....	2.50	1.88
5	6592-X	Plug with Thimble.....	.50	.38
20	7962-X	Loctite Repair Kit.....	8.00	3.60
5	5760-X	Dash Lights.....	3.00	2.25
4	18259-X	Rear View Mirrors.....	6.00	4.50
5	18257-X	Windshield Wipers.....	6.25	4.69
6	4095-BX	Emergency Kits.....	9.00	7.20
TOTAL			\$335.99	\$232.69

The Nearest Service is Ford Service