

*E. B. Anderson*

# *Ford Sales Bulletin*

*Issued every Saturday by the Sales Department of the Ford Motor Company, Detroit  
In the Interests of the Selling Force of Ford*

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## *To the Selling Force of Ford:*

With the close of March ended the biggest six months' business in the history of Ford.

*We sold from October 1, 1912, to March 31, 1913, 78,470 Ford cars.*

*A total volume of business in dollars and cents, at the list price, of nearly \$47,000,000.*

Great, isn't it, to feel that you have been a part of a business like this?

Our January increase over 1912 was 14,983 cars; February was 12,324 cars, and March was 11,084 cars.

*A brilliant record, is it not?*

Even the pessimists will have to admit we have been "going some" and we want to express our appreciation and thanks to everyone connected with our sales force who has "made good," direct and indirect—branch men and dealers—owners, boosters and buyers—for the magnificent work that has made this immense increase in our half year's business possible.

We are confident—barring accidents or things beyond our control—that the next three months—April, May and June—will equal, if not exceed, the wonderful business of the past six months—so that by the end of the third quarter of our fiscal year, we will have to our sales credit at least 150,000 Model T's. To accomplish this and to prepare for a still larger expanse we propose organizing "The Car a Minute Club" and the managers, dealers and salesmen in our organization who are rated in the "AAA-1" class will be the eligible ones for Charter Membership.

If you are not now traveling at a rate to put your name in the "sixty second" class—get busy with the retail orders and agreements; you should be 100% for the rest of the year.

From now on we will issue this "Ford Sales Bulletin" weekly, to stimulate the sales force and put out up-to-the-minute Ford information. Copies will be mailed direct to all Ford branch men, dealers and salesmen. We want you to read them carefully, digest them thoroughly and file them systematically. They are to be considered personal and confidential and we hope to make them stimulating and helpful to every member of our organization.

So get all the good out of them you can and assist us in every way possible to make them "peppery."

*A. A. Hawtins*  
Manager of Sales