

### No Price Cutting

The dealer who in any way reduces the selling price of Ford cars is not a business man. He's nothing but a short-sighted bungler—and the Ford Motor Company will have none of him. He is a fraud so far as the buying public is concerned and a disorganizer in the business.

One might as well sell postage stamps at a discount as to cut the price of Ford cars. The dealer who can't get full cash price for his Fords, couldn't sell silver dollars at eighty cents each—and he has no place in our organization.

Two of the fundamental policies of this company are: (1) Protection of Ford owners; (2) Protection of Ford dealers.

Secondary to service or protection for owners is the protection this company extends to its dealers. The dealers are a part of the great selling organization. Upon their efforts, to a large extent, depends the future of the business. Therefore it is but natural that the company should do everything possible to promote their welfare and to protect them in every way.

It has long been recognized that a basic principle of protection to both public and dealer is the fixing of a fair price at which a given commodity shall be sold and the insistence that that price shall be maintained.

To sell to one buyer at a lower price than is charged another is manifestly unfair to those who pay the full price in good faith. It is manifestly unfair to give one purchaser an advantage over another. The government by expensive litigation has sustained this principle as applied to charges collected by railroads as common carriers. Any discrimination is wrong—and in the case of Ford cars is absolutely unnecessary and indefensible from any standpoint.

The Ford Motor Company intends that there shall be no discrimination of this character in its business. It intends that every purchaser of a Ford shall have the same square deal that every other purchaser receives.

In its contracts with its dealers the company guarantees them the right, in accordance with certain provisions, to sell Fords within a limited territory for a fixed price, allowing the dealer a fair profit and giving the purchaser more than full measure for every dollar he invests.

Violations of this part of the contract we have always vigorously corrected when brought to our attention—and this we shall do with added vigor now and in the future. We shall

do all in our power to protect the good dealer against the stupidity of the bad dealer—and the punishment for price cutting is invariably a cancelled contract.

All the Model T's that we can possibly build can easily be sold at regular prices. From the dealer's standpoint it is the poorest business conceivable to give away part of his earnings for the sake of making a sale—especially when it can be made easily without so doing.

The demand for Fords has always been in excess of the production, showing that the price has always been right and that dealers could have sold many more Fords at the price asked could they have gotten them.

Usually it is the small dealer who has the strongest inclination to cut the price on a car. He should remember that if allowed to do so, the big dealer could freeze him to death at his own game. For his self-preservation the little dealer above all should fight for price protection to the last ditch.

The provisions of the Ford contract regarding price cutting will be enforced to the dot of an i. Better read the contract and see what will happen if you cut prices on Fords. Then read it again.

### Freight Rates—Important

Read carefully the information on page 269 of the March issue of "Ford Times." There is given the freight rate to be added to the list price of a Ford when bought at retail in any of the principal cities of the country. This information should be posted in some handy place, pasted in your hat, and committed to memory for ready reference when talking to a prospect.

There is only one reason why we will have made this season more cars up to May first than we did all last year. It's the right car.

The salesman who contradicts starts an argument and loses the sale.

### A Record Shipment

One of the largest shipments of automobiles made in the history of the industry left the Ford factory in Detroit last week for North Dakota distribution. It consisted of a train of sixty freight cars in which were four hundred and twenty Model T's. Yet this was not the output of a half day of the factory, nor did it equal the number of orders for Fords received in five hours of that day.