POOR DOCUMENT





Ford

SALES AND SERVICE

Ford, Ontario, January 7th, 1922

little child.

shoulders.

In Open Cells To All Ford Dealers and Service Garages

Service that will increase the confidence of Ford owners

DEAR SIRS:-

Service is the most vital factor in creating and maintaining the confidence and good will of the Ford Owner. A satisfied Ford Owner not only means a repeat sale but a strong force in effecting sales to others.

That is why, at the beginning of this New Year of 1922, we are taking this means of telling you our conception of Service that a purchaser of a Ford car, truck or tractor should receive from you.

The Purchaser should be able to obtain-

- (a) A Genuine Ford Part or Parts, whenever required, at the fixed prices as set out in the Ford Price List. (This should be possible as every Ford Dealer is required to stock a sufficient number of Spare Parts for the requirements of his territory - and the blue and white Service sign, now so familiar to the Public, will guarantee to him that only Genuine Ford Parts are carried.)
- (b) The putting of the part or parts in place by the dealer satisfactorily and at the minimum of cost. (The latest improved machinery, special laborsaving devices and highly trained mechanics in each Ford Garage should enable you to prove to the owner that the elimination of lost motions and the accuracy permitted by proper equipment save him dollars when the work is handled by you.)
- (c) In the event of the Ford car not running to his satisfaction, service that will locate the trouble and remedy it quickly, effectively and at minimum cost to the Purchaser. (Since the Ford Motor Company of Canada, Limited has fixed the price for every repair operation, based on the shortest possible time in which that operation can be performed properly, and has established standardized prices to be charged, you can create a most favorable impression on the mind of the owner by telling him *in advance* what the cost will be.)

We are convinced that the continued close adherence of the dealer to this Service Policy will result in greater sales and steadily increasing confidence on the part of Ford Owners.

Yours truly,

Ford Motor Company



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