

Ford Motor Company of Canada

LIMITED

"FORDCANADA"
WESTERN UNION CODE

East Windsor, Ontario. February 17, 1931.

ALL DEALERS.

Lists Nos. 2 and 3.

Gentlemen:

COMMERCIAL BODIES.

In order that you may be fully advised as to the latest developments in Commercial Body styles, we are enclosing various folders prepared by the Ford Motor Company, Detroit, Mich.

The bodies illustrated have been adopted as standard models by the Detroit organization, and show their endeavour to make bodies for all ordinary requirements. The trend among commercial car builders is decidedly in favour of making bodies for all practical uses.

The circulars we are mailing are for the Service Car, Panel Body, Ambulance, Police Patrol, Funeral Coach, Heavy Duty Express, Town Car Delivery, Natural Wood Panel Delivery, Drop Floor Panel Delivery, Open Express Body, De Luxe Police Patrol, Coal Truck, and Stock Racks.

In order that you may have an idea as to prices of these models we give you herewith tentative list prices, F.O.B. Detroit, which, of course, include Chassis:

Ambulance and Funeral Coach	1,800.00
"AA" De Luxe Delivery, 131½" Wheel	
Base	730.00
Patrol Wagon, 131½" Wheel Base	925.00
Ice Body with Closed Cab	735.00
Heavy Duty Express with Closed Cab	735.00
De Luxe Police Patrol	1,500.00

The F.O.R. New York prices have not yet been set. We will give you these prices as soon as available.

These bulletins are sent with the thought that you will obtain ideas and suggestions which will stimulate similar activity through your local body building concerns. If you feel that by obtaining blue prints and specifications you can have body built locally, we will be pleased to supply same, or if you place an order for any of the bodies, we will arrange to ship chassis to match up with the bodies at seaboard.

February 17, 1931.

We should always endeavour to get some of the newer designs on the road, so that the prospects can see there is something different than ordinary chassis models, from which we are confident you will obtain a most favourable reaction in Commercial sales. It is more evident each day that we must concentrate our efforts on what the trade requires. Endeavour to elevate the type of Commercial Body being used on our Commercial Chassis and Trucks, and have special bodies mounted on chassis in show room, so that prospects can examine same and obtain delivery without delay.

The success of one of our largest dealers in 1930 is attributed to the fact that they had various types of bodies displayed on Commercial and Truck Chassis. You should endeavour to show the public the latest developments in commercial lines, and thereby gain prestige.

In a short time we expect to forward the latest edition of the Brantford Catalogue showing further improvements, which product compares most favourably with any Commercial Bodies we have had experience with in this country, as to price, quality and appearance. In many cases it is possible to ship Brantford Bodies at a lower cost than those produced by other manufacturers.

Our Advertising Department is now mailing to you, at intervals of one month, broadsides of Commercial vehicles. You are no doubt using same to good advantage. We are most anxious for you to keep this Commercial development in front of your organization, at all times. We look to our Commercial business to provide a substantial increase in our sales volume. We will continue to forward you information on Commercial Bodies, units and equipment. If you have not already arranged for a Commercial File to keep such data, we suggest this be done.

Will be pleased to receive suggestions or requests for information on this subject.

Yours very truly,

FORD MOTOR COMPANY OF CANADA, Limited,

G. L. Murdoch
Sales Department.

GTM/NM..