

Motorcraft 

MERCHANDISING

NEWS

FOR FORD AND LINCOLN-MERCURY DEALERS

MARCH, 1973

New Rotunda Data Retrieval System

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Fifty Round Trips to the Moon!

In 1972, two Turbo-Prop Electras were added to the Ford Parts Division Air Charter Fleet to speed unit down parts deliveries to customers. The Overseas National Airways fleet of nine Electras has totaled 62,000 hours aloft in 4½ years without an accident—that's the equivalent of 50 undisturbed round trips to the moon. Quite a record for reliability! (See story pages 11, 12, 13.) This issue of *Merchandising News* also features quite a parts wholesaling success story . . . but one, nonetheless, that is within reach of many dealers who take this profitable business seriously! (See pages 7, 8, 9.)

Prices shown in this publication are those in effect at time of printing, and are subject to change without notice.

**MERCHANDISING SERVICES DEPARTMENT
FORD PARTS DIVISION
FORD MARKETING CORPORATION
P. O. BOX 3000
LIVONIA, MICHIGAN 48151**

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Ford Marketing Corporation

The Rotunda Data Retrieval System (DRS)...can help you increase dealership business and profits.



The Rotunda Data Retrieval System is simple to operate . . . anyone in the dealership can put it to good use.

The Rotunda Data Retrieval System is probably one of the most valuable and useful pieces of equipment ever designed for dealership sales and service record keeping and merchandising.

The system provides instant retrieval (recall) of important customer sales and service information. It is amazingly simple to operate . . . anyone can put it to good use.

DRS centralizes all vital car, customer and repair history data on a single card which can be stored in any sequence in specially designed storage trays. This eliminates human error and reduces costly filing time and space, yet all data is instantly available at the touch of a button. And, of course, DRS eliminates time-consuming file searching for customer records by providing availability of this information on a single card

which can be retrieved almost instantly.

Many Major Advantages

DRS provides an accurate follow-up system on new customers to get them coming in regularly for service . . . there is always instantly available a trace on customers who haven't been in for service for a long time. The detailed service history of all customers helps in the handling of complaints that arise because of frequent "come backs" or other problems.

DRS provides the information needed to quickly verify a customer's warranty eligibility and reduces the possibility of the dealer submitting an ineligible claim. The system also helps service writers determine the need for services other than those requested.

DRS may even be used to indicate

Rotunda		VEHICLE SERVICE HISTORY RECORD			
SERIAL: 28665 174477	STOCK NO. 1050	NEW <input checked="" type="checkbox"/> USED <input type="checkbox"/> DEMO <input type="checkbox"/> LEASE <input type="checkbox"/> YO	DEL. DATE: 9-30-71		
NAME: GRANT, C.H.	MODEL: LTD 4 DR. TR. 72	FIN. NAT'L BANK	MO. 24" 90	CREDIT: A	
ADDRESS: 301 AMERICAN RD.	BODY CODE: 53K	SALESMAN: SMITH, R.A.	WARRANTY: 1 YR.		
DEARBORN, MICH.	COLOR/TEXT: GOLD/TOBACCO	IG. RET: 1011	TR. RET: 2017	SIC COND: X	
PHONE: 721-7120	MAIL: 721-5022				
P.S. P.B., P.W., AM-FM, V/R.F.					
MAINTENANCE SCHEDULE 8/8 MAINT INTERVAL SERVICE OIL & FILTER CHANGE EMISSION SYSTEM SERVICE TUNE-UP FRONT END ALIGNMENT REPACK FRONT WHEEL BEARINGS BALANCE TIRES ROTATE TIRES BRAKE INSPECTION COOLING SYSTEM INSPECTION COOLING SYSTEM DRAIN & FLUSH STEERING INSPECTION ADJUST AUTO TRANS BANDS AIR COND. INSPECTION BODY WORK NEEDED					
CUSTOMER INITIAL: <u>CH</u> <u>CH</u> <u>CH</u> <u>CH</u>					

DRS centralizes all filing data on a single card which can be stored in any sequence in specially designed storage trays.

inventory of new cars . . . this can be particularly helpful when there are uncertainties in knowing exactly where and what type of units are on hand. The system also provides an efficient system for keeping track of special-order parts.

Valuable in Merchandising

There is virtually no limit to the value and use of DRS in merchandising the sale of parts, services, new cars and used cars. For example, cards can be retrieved by the date cars were sold to indicate approximately when a customer should be in the market for a new car or ready to trade a used car up for a later model.

When "factory" parts and service promotions are released the dealer using DRS can quickly get a list of all customers who probably would be interested in such promotions. For example, assume that a factory-sponsored promotion is built around servicing *air conditioning systems*. A fingertip trip using the DRS would instantly pinpoint customers with air-conditioned cars—only those most likely to respond to air conditioning service specials.

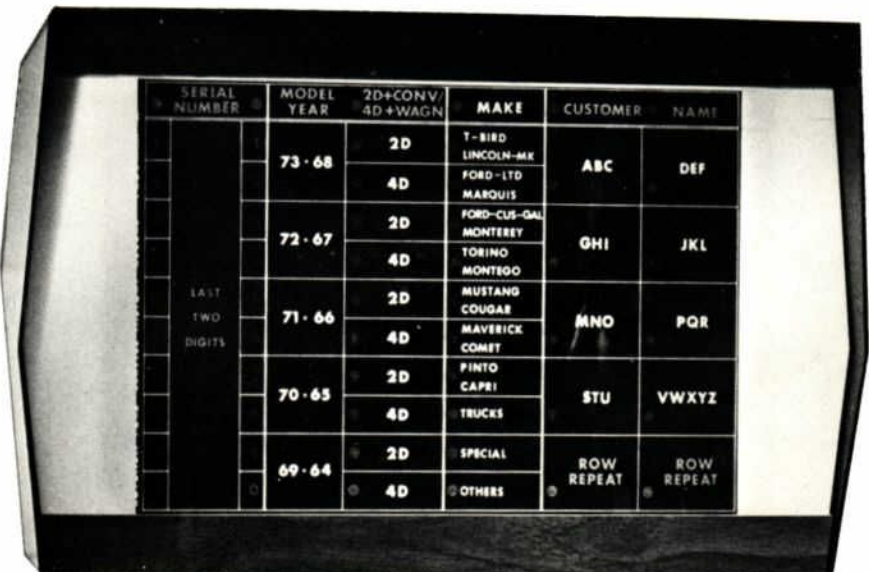
These customers could then be contacted immediately by phone or mail, and this selective merchandising follow-up would be directed against only reasonably good prospects. The same prospect selectivity could also be applied against other factory-sponsored promotions as well as dealer-sponsored promotions developed to take advantage of unique local marketing conditions.

The total capabilities and advantages of the Rotunda Data Retrieval

System are extensive and varied.

DRS will work successfully in those dealerships that have the facilities and technicians to handle increased service business, and management that can implement changes in the way service business is conducted.

If you believe your dealership has these ingredients and you desire more information, please contact your Ford Customer Service Division Service Development Manager.



The most important element of the DRS is the display screen which can be programmed to meet individual needs . . . punching a card is simple, fast and accurate.

"ROTUNDA Means Profit"

Heavy Truck Transmission and Rear Axle Overhaul Kits...

put you in high gear for extra parts profits!

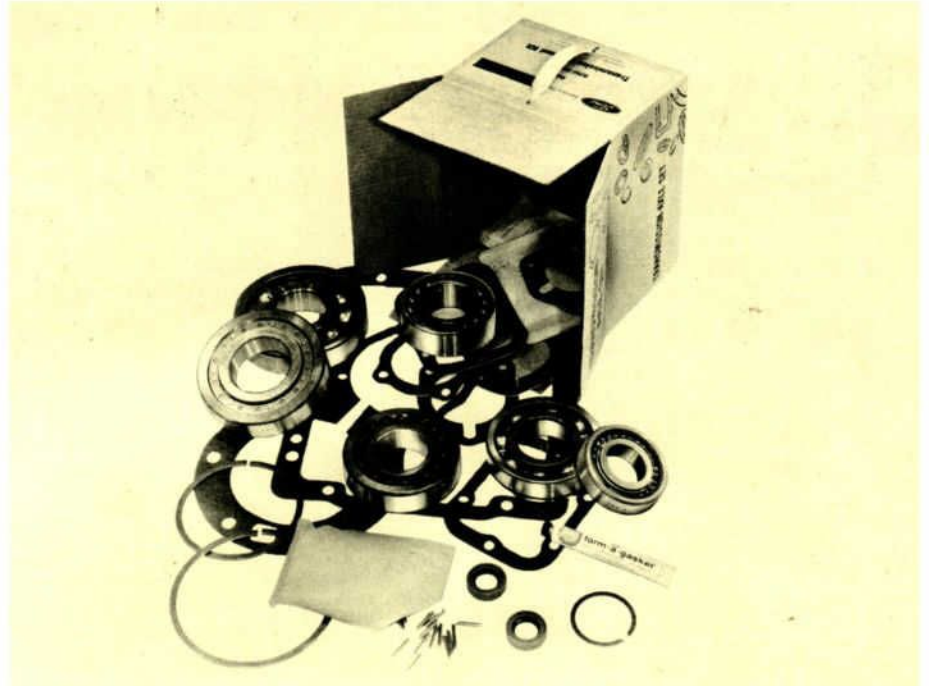
The Heavy Truck Transmission and Rear Axle Overhaul Kits now available from Ford Parts Division provide you with a great competitive edge when soliciting heavy truck parts business. The kits cover 75 percent of the heavy truck transmission models and 70 percent of the heavy truck rear axle models in use on Ford Heavy Trucks . . . and the same kits may also be used to repair competitive make trucks.

Transmission and Rear Axle Overhaul Kit Program

Included in the Transmission and Rear Axle Overhaul Kit Program are 10 transmission overhaul kits and 9 rear axle overhaul kits . . . all orders for these kits are direct vendor ship to dealers only . . . minimum order quantity is \$750.00 at dealer net.

In addition, orders of \$4,000 or more (dealer net prices) are eligible for an added discount of 4 percent and a 90-day deferred payment plan.

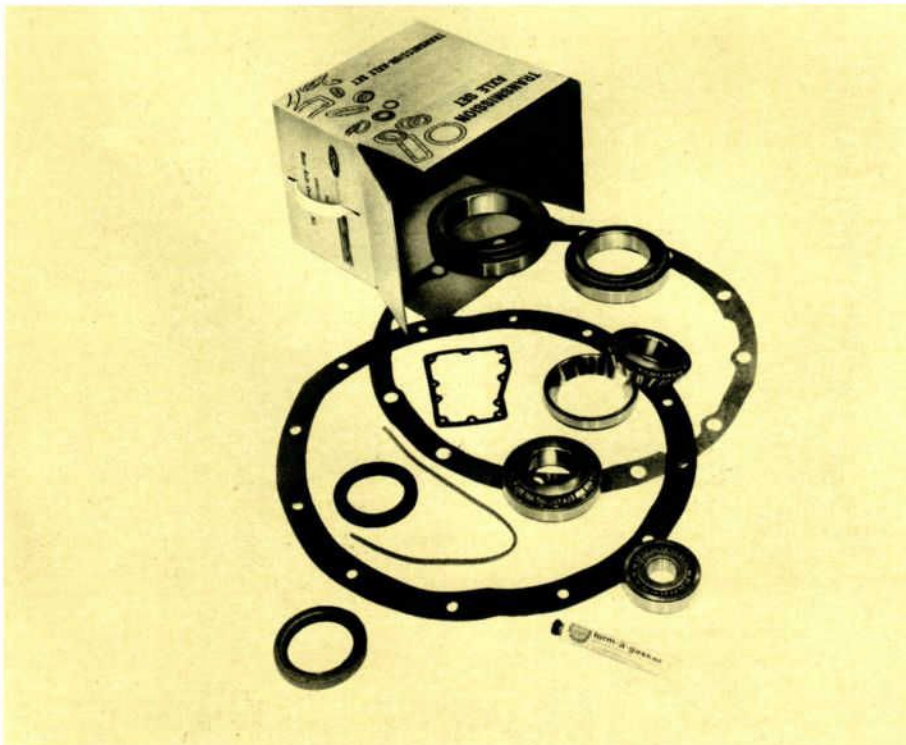
Kits, rather than individual parts are the practical, economical approach to heavy truck repairs for owner-operators and fleets . . . kits generally cost less than the same



parts purchased individually . . . all parts needed for normal high-mileage overhauls are included . . . stocking is simplified . . . truck downtime is substantially reduced . . . premature

axle/transmission failures are eliminated because *all* worn parts are replaced.

Stock up . . . let these versatile overhaul kits put you in high gear for extra parts profits!



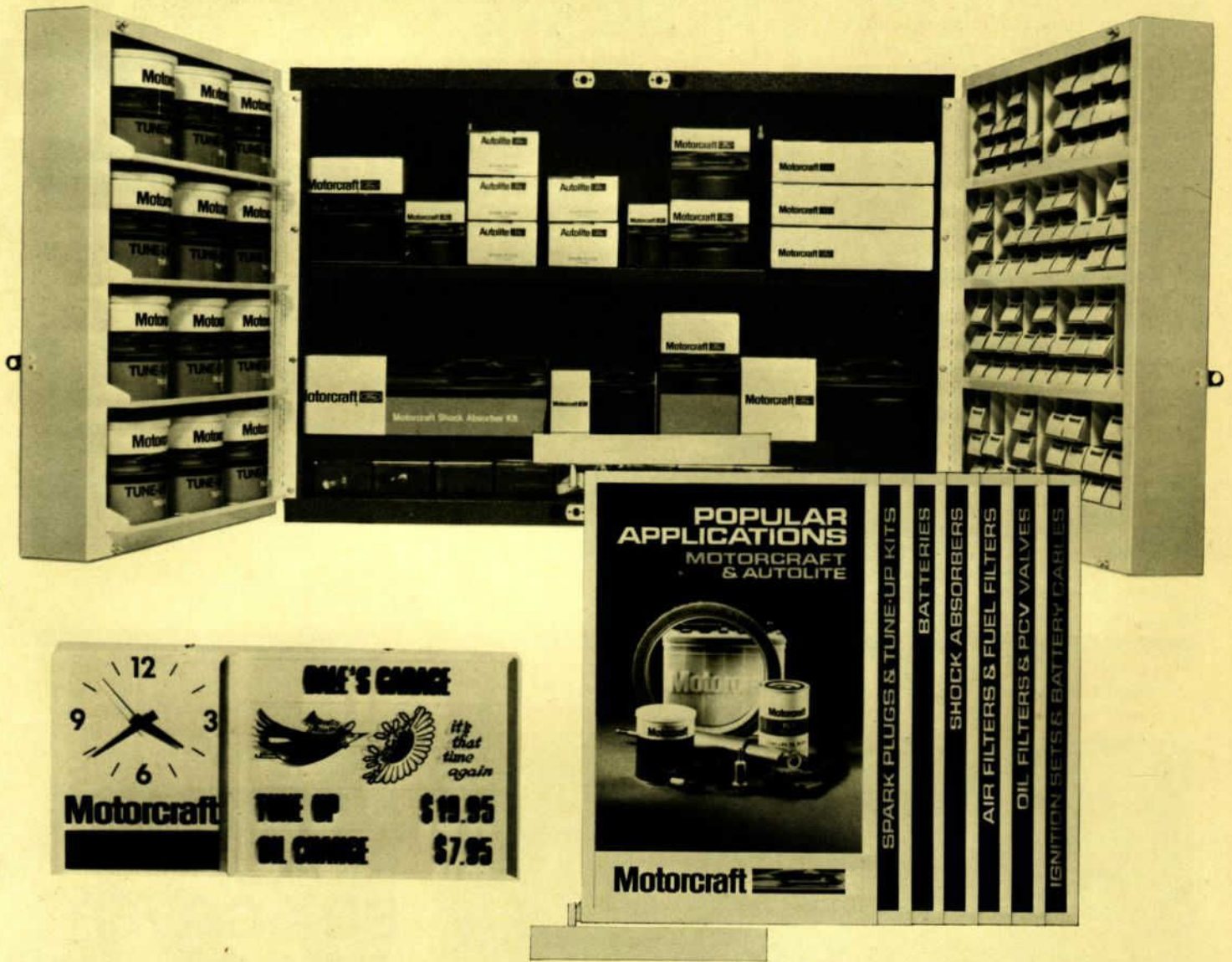
Non-Program Kits

Also available but not in the Kit Program—two overhaul kits for Allison transmissions: Part Number D2TZ-7153-A for AT-540 transmissions replaces 46 individual parts, and Part Number D2TZ-7153-B for MT 30 and MT 40 series transmissions replaces 96 individual parts. A Fuller RT-910 Transmission Overhaul Kit which includes an input shaft, Part Number D1TZ-7B331-A, replaces 28 parts.

All transmission and rear axle overhaul kits can be ordered on special order forms in the March-April Profit Maker Pad or from your Zone Manager.

**ORDER NOW . . .
THE BIG TRUCKS CARRY
BIG DIVIDENDS**

Great new merchandising center... with better-than-ever cabinet



Motorcraft's new merchandising center is one of the most tempting, effective wholesale account "door openers" in the market. For a modest investment of only \$200 in fast-moving parts—those that are in on the action most every day—your service centers get free:

- A new better-than-ever cabinet with generous two-door storage space. One door holds up to twelve Motorcraft Tune-Up Kits . . . the other door holds up to 144 small parts

cartons. Everything's neat and efficient and Part Number labels are included with the cabinet to simplify inventory and ordering chores.

- The small parts storage area is labeled with ten clear plastic drawers to simplify identification of wire terminals, small parts, customers' keys and small tools. Each drawer has a spill-proof, built-in stop.

These two new features plus the Window Clock Sign, Wall Chart Rack, Service Information Plan, Ad-

justable Shelving and rugged construction combine to help make the AP1 Cabinet outstanding for simplicity, utility and convenience. It's compact, takes up a minimum of space . . . talk it up, make it a "clincher" in your wholesale trade.

Also, don't forget to offer your retailer and fleet accounts the updated DeLuxe AP2 Service Control Center with attached fluorescent lamp . . . a complete and productive aftermarket service aid.

Please Help Us Help You!

In our efforts to deliver parts to you as promptly as possible—and in good saleable condition—a number of improvements have been made progressively in our parts delivery system.

As you know, in 1970 a new Parts Redistribution Center—Ford Motor Company's largest single facility—was completed. This Center is highly automated to speed the filling and shipping of orders. A One-Depot Ordering System was inaugurated, which automatically makes a nationwide parts inventory available to all dealers.

Still later, overnight air charter parts delivery service became a reality. (See pages 11-13.)

Improvements will continue to be made as the need becomes evident . . . and this is where you can help us help you. Let us know about *any* unsatisfactory condition of parts delivery which you may encounter—picking or packing errors, poor packaging, damage, transit complaints or any others that may occur.

To simplify reporting problem areas of any kind, we developed a number of years ago a Service Improvement Card, FP 9558, available from your Parts Distribution Center. If you have a problem, regardless of

Service Improvement Card

INFORMATION CONCERNING ORDERS WHICH HAVE BEEN FOUND INCONSISTENT WITH TOTAL QUALITY SHOULD BE DETAILED IN APPLICABLE COLUMNS. YOUR COOPERATION IN FORWARDING COMPLETE INFORMATION IS APPRECIATED AND WILL SUBSTANTIALLY ASSIST US IN GIVING YOU THE BEST SERVICE POSSIBLE.

<input type="checkbox"/> WSO	<input type="checkbox"/> WILL CALL	INVOICE NO.	DATE	PICKER BADGE NO.	<input type="checkbox"/> PICKING ERROR	<input type="checkbox"/> SHORTAGE
<input type="checkbox"/> UNIT DN	<input type="checkbox"/> CRITICAL				<input type="checkbox"/> BILLING ERROR	<input type="checkbox"/> OVERAGE

PART NUMBER ORDERED	QUANTITY	PART NUMBER RECEIVED	QUANTITY

DEFECTIVE PACKAGING DAMAGED PARTS NO IDENTIFICATION
 INCORRECT IDENTIFICATION (DETAIL UNDER REMARKS FOR CORRECTIVE ACTION)
 ORIGIN OF SHIPMENT (INDICATE PARTS DISTRIBUTION CENTER IF OTHER THAN FACING LOCATION)

TRANSIT COMPLAINT (INDICATE CARRIER) NOTE COMMENTS IN REMARKS

REMARKS

CUSTOMER CODE CUSTOMER NAME SIGNATURE

FP 9558 S & D SEP 72

how small it may appear to be, please use this card to send us details of your complaint . . . any problem you may have is our problem, too.

Only a prompt knowledge of the everyday difficulties you may en-

counter will enable us to correct conditions unsatisfactory to you . . . your cooperation in reporting parts delivery problems will also help in fulfilling our mutual pledge, "No Unhappy Owners!"



NEW FIBERGLASS PICKUP BOX COVER AVAILABLE

The new fiberglass Pickup Box Cover, designed for Styleside model trucks with 8-foot box and offered as a Regular Production Option is also available through the Ford Parts Division as a complete assembly. This recreation-oriented box cover should be of special interest to outdoor recreation enthusiasts who want a compact, snug retreat from the weather

when it's time to relax or "turn in" for the night.

The cover is available as a standard all-white unit, or deluxe which has accent stripes and mouldings to match the five pickup cab covers—lime, blue, white, red and ginger. Added features of the deluxe box cover include: interior lamps, roof vent, side mouldings, sliding side windows

with screens, tinted glass windows, two-tone paint. For additional information, check with your Ford Parts Division Zone Manager.

The attaching bracketing and hardware must be ordered separately and is listed in your Parts Catalog, Illustration Section 400, pages 2-5.

Wholesaling is a Million Dollar Business at Duthler Ford!



Paul Miller, Parts Manager (left) with Joe Duthler, Dealership principal (seated) mapping plans for merchandising parts at wholesale.

They do things in a big way at Duthler Ford, Grand Rapids, Michigan. Last year, for example, they sold over \$1,000,000 in wholesale parts . . . greatly exceeding 1971 sales of approximately \$750,000 in the same market.

According to Paul Miller, parts manager, the key to their success is *service*. "You've got to have a complete inventory available at all times and make certain that parts are delivered to customers when they need them—not when it suits your own convenience to make deliveries."

The Duthler parts and service departments are open from 7 A.M. to midnight five days a week, and from 7 A.M. to noon on Saturday. "We put in a lot of hours to make certain that no customer is ever left stranded because he couldn't get a part from us when he needed it, particularly if a unit-down is involved.

"We even furnish customers with our home phone numbers so that we may be reached at any time of emergency . . . even at three o'clock in the morning. Once," added Miller, "I was called out of church to deliver an alternator . . . the alternator on a snowplow had burned out in the middle of a heavy snow storm. Believe me, the

plow operator appreciated getting back on the job in a hurry . . . next time he needs a part or two, he won't hesitate to call us."



According to Paul Miller, the key to Duthler success is service . . . making certain that parts are always delivered to customers when they need them.

Occasionally, Duthler Ford gets a call for a part that may temporarily be out of stock. Do they wait for a parts delivery? Never. They locate the part where available locally, pick it up and deliver it (or send it on its way) the same day.

"Giving extraordinary service may not always pay immediate dividends," commented Joe Duthler, "but over the long haul we make a lot of friends and build a solid bank of repeat business. Good service is more important to most of our customers than getting some kind of a price concession because delays in making repairs can be very costly in unit downtime."

Duthler Ford has one wholesale salesman, Paul Lind, on the road throughout the week contacting County Road Commissions (with heavy truck fleets) and other likely high-volume parts prospects, including body shops. According to Miller, "a lot of our business develops simply because we make regular personal calls . . . we know from our own experience that most people we sell to welcome special consideration. Nothing beats a personal appearance!"

(continued on next page)

At one time, Lind was followed up by a station wagon making deliveries after receipt of orders . . . now the volume of business generated through regular customer contact requires deliveries by the truckload. Two pickups, a station wagon, and Paul Miller's personal car are used for local deliveries.

Clayton Boven, assistant parts manager, also calls on local fleets and other wholesale parts prospects regularly . . . the company now serves about 100 fleet accounts. About 60% of their wholesale business comes from truck fleets, 40% from passenger car fleets. Duthler feels that their heavy truck wholesale business could be substantially increased if they were more widely recognized as heavy truck parts suppliers.



The parts counter is a busy place with four counter men filling in-dealership orders. (Pictured left to right: Clayton Boven, Paul Miller, Dale VanGilder, Rich Sherman).



Because Duthler Ford is often thought of as being primarily in the passenger car business . . . new facilities will emphasize heavy truck parts and service.



Two Ford pickups, a station wagon and Paul Miller's personal car are kept busy making local wholesale deliveries.

"People think of us as being principally in the passenger car business and not seriously involved with truck parts and service. When truck fleets have a problem," observed Duthler, "they usually look for a recognized truck parts and service outlet and often pass us up because of our strong new-car identity. However, we expect to remedy this situation when we move into separate truck parts and service headquarters."

In addition to passenger car mechanics, Duthler keeps a roster of five truck mechanics busy doing truck warranty service work. However, aside from letting out warranty work, truck fleets generally maintain their own service departments where maintenance work is usually performed during the day, repairs are made at night when trucks would normally be idle anyway.



The Duthler parts and service departments are open 7 A.M. to midnight five days a week, and from 7 A.M. to noon on Saturday.

One of Duthler Ford's biggest assists in attracting wholesale business is the "Watts" direct phone line to their parts department. Customers from out of town can call in on the "hot line" and get needed parts on the way by bus or United Parcel Service the same day their orders are phoned in.

An accurate inventory control is maintained by one full-time man who—being familiar with fluctuations in parts demands—also does the parts ordering and follows up on unit-down orders. Two full-time pickup drivers are employed and one man handles shipping and receiving. Two retail parts counter men and four wholesale parts counter men handle in-dealership order taking.

The entire parts and service team is welded together into one smooth-operating unit. Each man understands his responsibilities and how they relate to the responsibilities of others. Paul Miller, parts manager, recommends that only the best available men be hired . . . men who know trucks, the parts business and what makes it tick. "They may cost a little more," observes Paul, "but they are worth more in delivering the kind of service our customers have come to expect."

The Duthler inventory—about \$300,000 worth of parts—turns over approximately every two months. Inventory content may vary from season to season, but it is always balanced according to anticipated needs so that customers may always be sure

of adequate supplies. "It just isn't good business," says Duthler, "to have to send a customer down the street to a competitor . . . he may never come back!"

In addition to the attraction of this superior service, Duthler Ford uses the regular seasonal promotions sponsored by Ford Parts Division to stir up business, improvising at times with promotions of their own keyed to local market opportunities. They subscribe to monthly *Shop Tips* mailings to fleet and other wholesale accounts so as to maintain regular customer contacts by mail in addition to personal contacts.

Duthler Ford also makes good use of Pacemaker Prize Points in soliciting wholesale parts business. "We also furnish Parts and Service Manuals to assist accounts in ordering and making repairs," adds Duthler, "and we make good use of the Ford

Parts Interchangeability Book in maintaining a properly balanced inventory as well as in prescribing for customers."

"As far as making business calls on customers and prospects is concerned, they are always glad to see us come around. We take their orders, sell them only what they need—or may need—and deliver right on schedule. Superior service has helped us build a more-than-a-million-dollar wholesale parts business," concludes Duthler, "and the best is yet to come!"

Although the Duthler Ford success story is one that we are happy to applaud, the same opportunity to greatly increase dealership income through development of local wholesale parts markets is wide open to all dealers. It is a market that is virtually untapped in many areas . . . yet it is there just waiting to be called on!

SPECIAL CONGRATULATIONS



Paul Miller, Duthler Ford parts manager has been a Medallion Manager Award winner every year since its inauguration with the exception of 1969. He won a Gold Medallion in 1972 and expects to repeat in 1973. Awards are based not only on sales accomplishments, but overall superior management in parts department operation.

MOTORCRAFT CARBURETOR TUNE-UP KITS...

broadest total application coverage with the fewest part numbers in the industry!



Motorcraft Carburetor Tune-Up Kits provide greater coverage with fewer kits because, whenever possible, Motorcraft uses one kit to cover several applications. There are several advantages to this simplification: less inventory space is required; inventory investment is trimmed; broader coverage increases profit potential and results in greater inventory turns.

Gross income from Motorcraft Kits — as a percent of total customer cost — is significantly greater, as much or more than double the percentage of

return from rebuilt or new carburetor installations. Customers are also attracted to the lower repair costs made possible with Motorcraft Kits.

All the newest Motorcraft Carburetor Tune-Up Kits complete with the latest installation sheets are available for:

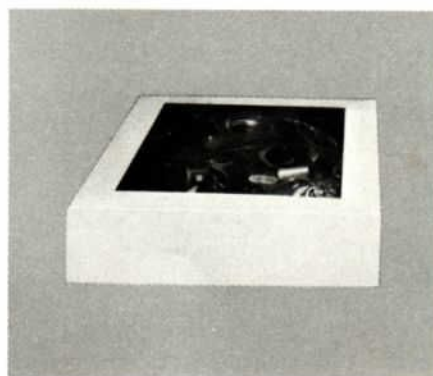
- All Domestic Passenger Cars
- Trucks
- Import Cars
- Farm and Industrial Applications

- Lawn and Garden Equipment
- Garden Tractors
- Go Karts
- Air Cooled Engines
- Inboard and Outboard Engines
- Snowmobiles

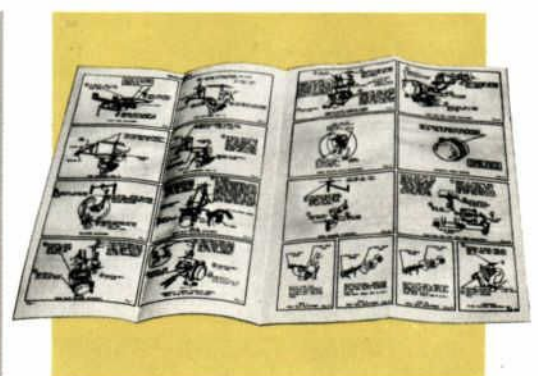
You and your customers have a lot going for you with Motorcraft Carburetor Tune-Up Kits . . . make certain your wholesale customers know the whole story!



EASY TO STOCK—stack them flat or on their sides, the Motorcraft Carburetor Tune-Up Kit Part Number is easy to read



LOOSE PART PROTECTION — All loose parts are packaged in a sealed window tray, protected against damage and loss



SIMPLE INSTRUCTIONS — Easy-to-read and follow installation sheets are included with each kit



This is an actual photo of a DC-9, one of four planes in the Ford Parts Division Air Charter Service, lifting off from Willow Run Airport at Ypsilanti, Michigan. Photo was taken from a helicopter hovering near the point of lift-off. Camera used was a 200mm Electric Nikon with f4 lens . . . setting 1/30th second, Triax film. Photo is used courtesy Gray Advertising, Inc., Ford Motor Company Corporate Advertising Agency . . . photo was used in a two-page advertisement featuring Ford Parts Division Air Charter Service.

The "Midnight Special" . . . another industry "first" to provide better customer service

What began as a hopeful experiment in 1971—taking to the air to speed slow-moving parts to Ford and Lincoln-Mercury dealers—has worked out so well that Ford Parts Division now charters a fleet of three aircraft on regularly scheduled flights. A fourth plane is scheduled as needed.

Originally, one DC-9 cargo plane was chartered to get unit-down and critical parts orders to dealers in the Division's "problem" areas—sections of the country west of the Appalachian Mountains and east of the Rockies. The one-plane service was inaugurated to determine if weather or traffic control problems would make air delivery service impractical. Alternate plans to expedite parts shipments to dealers were also under study at the time.

An "Overnight" Success

As a by-product of the air charter program, customer claims declined. Also contributing to the success of the air service was the fact that previous split shipments were largely

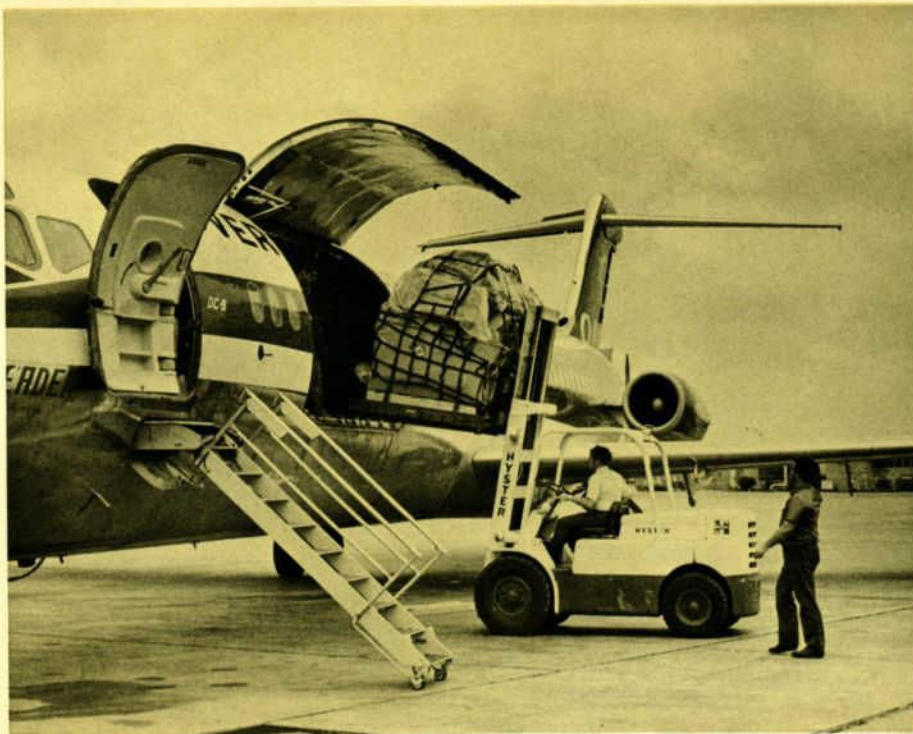
eliminated and all parts of a customer's order were on the same plane. There was less handling of parts with the attendant risk of parts damage. Also, there was less opportunity for

pilferage or loss of parts.

It was found that the "next day" charter service saved the customer time over the average two days usually required to fill unit-down orders.



Two Turbo-Prop Electras were added to the Ford Parts Division "fleet" to provide overnight delivery service of automotive parts to Ford and Lincoln-Mercury dealers with eastern locations.



Under the Air Charter Program, dealer claims declined.

Customers could also order unit-down and save the cost of critical order handling because of reduced transit time . . . and, of course, customers were relieved of the necessity to carry large inventories of slow-moving parts, resulting in a saving of money and storage space.

A Fleet is Born

Following a study of over-all results, a second DC-9 was added to the air "fleet" . . . and in 1972, two turbo-prop Electras were put in service. The DC-9's fly replacement parts to Ford and Lincoln-Mercury dealers throughout the midwest and southeast. The Electras serve dealers in the east.

Airports serving Ford all permit instrument landing approaches down to 200' above ground level and with visibility as low as 1/2 mile. The record for reliability is excellent. During a ten-month period, over seventeen hundred touchdowns were scheduled, with only seven overflights (to a different airport) being caused by weather.

Now, about 75% of all parts shipped out of the National Parts Distribution Center are shipped by air . . . this includes some parts shipped on regular commercial flights which are used to expedite shipments to points not on charter routes.

Over one thousand tons of parts are flown to dealers in an average month. Only the U.S. government, in its logistic support of the armed forces, moves more parts by air.

"No Unhappy Owners"

At terminal flight points, parts shipments may be transferred to connecting air lines for delivery almost anywhere in the United States . . . or, they may continue their travel by surface carriers as expediency dictates.

The "Midnight Special" is another industry "first" for Ford.

The Air Charter System, a 70-acre Parts Redistribution Center and one of the largest, most modern order processing computer communication networks in the industrial world adds up to the finest—and fastest—parts transportation system in the industry. This unique combination enables Ford and Lincoln-Mercury dealers to promise, and deliver, more efficient service to their parts customers . . . it helps achieve fulfillment of the "No Unhappy Owners" consumer pledge.

"Your" Fleet

Since the charter service with a fleet of four planes has been set up to serve you better, you might be interested in some of the fleet's vital statistics. The aircraft have a freight capacity of about sixteen tons.

There are specific guidelines for determining freight limitations. For example, an Electra with capacity freight and fuel load weighs 58 tons. Of this, 28 tons represents the weight of the plane itself, leaving thirty tons to be split up between fuel and freight loads. If fifteen tons of fuel are on board, as much as fifteen tons of freight can be boarded. This 50-50

ratio may vary somewhat. Conversely, a larger freight load eats into fuel allowances.

Two-and-one-half Tons of Fuel Hourly

According to Captain Jim Whitehouse, Chief Pilot for Overseas National Airways, an Electra will burn 2 1/2 tons of fuel an hour. In six hours of continuous flight, the plane would burn 15 tons of fuel and travel about 2200 miles . . . normal flight speed of an Electra is 365 mph. With a tail wind pushing it along, the Electra can attain a speed as high as 500 mph. (Normal flight speed for the DC-9's is 500 mph . . . which, too, can be increased with the wind at its back.)

It is interesting to note that with our prevailing westerly winds, planes flying east will average somewhat higher speeds than planes flying west into the wind . . . flight time allowances are calculated accordingly.

50 Round Trips to the Moon!

The Electras have quite an amazing safety record. In 4 1/2 years, the ONA fleet of nine Electras has totalled 62,000 hours aloft without an accident. Calculating the distance travelled by the normal cruising speed of 365 mph, the fleet has travelled approximately twenty-five million miles . . . that's the equivalent of about 1,000 trips around the world or 50 round trips to the moon!

Although three planes in the ONA fleet fly automotive parts to Ford and Lincoln-Mercury dealers five nights



The reliability record is excellent. During a ten-month period over seventeen-hundred touchdowns were scheduled, with only seven overflights being caused by weather.

a week, some ONA planes get involved in rather unusual transport work. For example, in May of 1970, an ONA plane carried 1116 28-lb. gold bars from Kennedy Airport in New York to Singapore in Southeast Asia. The shipment weighed nearly sixteen tons and was worth \$11,791,758.

An Electra can be fitted out with

stalls and carry 18 thoroughbred horses (with handlers) from location to location. This spares horses the strain of long periods of standing and perhaps being jostled around on a long trailer trip.

Ford's Tri-Motor

One of the first successful commercial cargo planes was built in the early

twenties by William B. Stout. It was capable of carrying $\frac{3}{4}$'s of a ton of freight plus fuel and pilot. This plane was a forerunner to Ford's Tri-Motor which virtually brought the aircraft industry to its feet and provided the momentum for further progress.

SPECIAL NOTE

An interesting, full-color slidefilm detailing operations of the Ford Air Charter System, is being released this month for showing at P & S Club meetings . . . watch

for it. For additional information on the availability of this film—entitled "Midnight Special"—check with your Zone Manager.

DIALOGUE FEBRUARY 16, 1971, 80¢ PER COPY

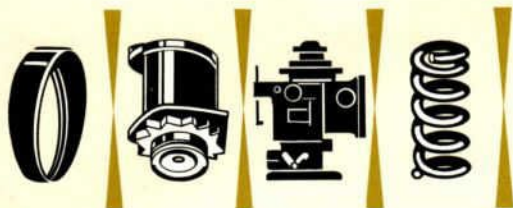
From this airport, five nights a week, Ford Parts Division helps you serve customers better.

The Ford Parts Division is a leading supplier of replacement parts for Ford and Lincoln-Mercury vehicles. It is a division of the Ford Motor Company, which is the world's largest manufacturer of motor vehicles. The Ford Parts Division has a long history of providing quality parts and service to its customers. It is committed to providing the highest quality parts and service to its customers. The Ford Parts Division is a leading supplier of replacement parts for Ford and Lincoln-Mercury vehicles. It is a division of the Ford Motor Company, which is the world's largest manufacturer of motor vehicles. The Ford Parts Division has a long history of providing quality parts and service to its customers. It is committed to providing the highest quality parts and service to its customers.

Ford
Ford Motor Company
Dearborn, Michigan 48116

LIFT OFF!!

This dramatic takeoff photograph—used in a 2-page spread of *Automotive News*—was taken at Willow Run Airport, Ypsilanti, Michigan where Ford Air Charter flights originate. The photo was taken at sundown to achieve the unusual lighting effect. Photo was shot from a helicopter hovering ahead of the plane (DC-9) near the point of lift-off.



"Parts Wanted"

DEPARTMENT

1940 FORD 4-DOOR ■ We need one trunk light and handle base housing, Part Number 99A-13550, for a trunk lid. Please contact Richard Paskowski, Bob Simmers Ford Sales, Inc., 972 Chestnut Street, Nanty Glo, Pennsylvania 15943.

1940 MERCURY COUPE ■ We need the following: one 99A-17757, rear bumper; one 09A-3600A, steering wheel; one 09A-13404, right hand tail lamp assembly; two 01A-13045B, head lamp doors; one 09A-9775B, throttle rod; one 09A-3627A, horn-button; one molding across dash, above instrument cluster. Contact Mr. Michael Powlin, Parts Department, Nortz & Virkler Inc., South State Street, Lowville, New York 13367. Phone: (315) 376-6594.

1947 FORD ■ We need one each of the following Part Numbers: 51A-7004400-A, 51A-7004401-A. Please contact Bill Knuth, Parts Manager, Diers Motor Company, Box 640, Grand Island, Nebraska 68801.

1948 FORD 5-WINDOW COUPE ■ We need one each of the following Part Numbers: 51A-17513-C, wiper knob; 6A-10883, temperature gauge; 6A-7004414, beige plastic radio grill; 6A-7004400-1, instrument panel trim panels. Please contact Scott Owens, Owens Ford Company, P. O. Box 456, Dumas, Texas 79029.

1948 FORD ■ We need Part Numbers 6A-16003 and 6A-16196-A, mouldings. Please contact Dick Canfield, Ashland Motor Company, 130 East Centre Street, Ashland, Pennsylvania 17921.

1949 FORD PICKUP ■ We need the following Part Numbers: 7C8121402-B, 7C8121403-B, vent frame assemblies. Please contact William E. Massey, Cavanaugh Ford, North Division Street, Salisbury, Maryland 21801.

1951 FORD TRUCK ■ We need the following Part Numbers: 1C-16005, 1C-16006, 7C-16450-F, 7C-16451-F. Please contact Ben Rott, Parts Sales Manager, Petersburg Motor Company, Inc., 10 North Market Street, Petersburg, Virginia 23803.

1951 MERCURY ■ We need two of Part Number 8CM5246. Please con-

tact Bill Topping, Parts Manager, Santa Monica Ford, 1230 Santa Monica Blvd., Santa Monica, California 90404.

1952 FORD 1/2 TON PICKUP ■ We need the following Part Numbers: one 1C-16433, skirt; one 7C-16451-F, running board; two 21CS-17718-B, mirrors; two 51C-17688, arm and clamp; twelve floor skid strips. Please contact Gene Martin, Parts Manager, Chuck Salyer Ford Sales, Inc., 850 Harding Way West, Galion, Ohio 44833.

1952 F-100 PICKUP ■ We need one Part Number 1C16433, left front fender panel and one Part Number 1C8188, gravel deflector. Please contact Donald Seay, Parts Manager, John Hadert Ford, Inc., P. O. Box 247, Purcellville, Virginia 22132.

DEALER "PARTS WANTED" SERVICE...

The "Parts Wanted" Department" is made available in *Merchandising News* to give dealers (at no charge) an opportunity to make their needs for hard-to-find parts and equipment known to other dealers across the country. If you have a request that you would like to have published in this column, send us a note with *full* information including correct part numbers, mailing zip code (and area code if a phone number is included) to:

PARTS WANTED—
MERCHANDISING NEWS
MERCHANDISING SERVICES
DEPARTMENT
FORD PARTS DIVISION
P. O. BOX 3000
LIVONIA, MICHIGAN 48151

1956 MARK II ■ We need one brake cable, Part Number 4047041. Please contact Douglas Post, Parts Manager, Stamford Motors, Inc., 717 Washington Blvd., Stamford, Connecticut 06901. Phone (203) 348-6461.

1956 F-100 PICKUP ■ We need one Part Number B6C-16006-A metal left fender and one Part Number B6Q-11135-A, cab floor. Please contact Bill Wright, Carter Lincoln-Mercury, 490 Mantua Avenue, Woodbury, New Jersey 08096.

1956 THUNDERBIRD ■ We need any parts available for a 1956 Thunder-

bird. Please contact Jerry Gostynski, Parts Manager, Luzerne Motor Company, 301 Main Street, Luzerne, Pennsylvania 18709.

1957 FORD ■ We need one Part Number B7A-9600-K, air cleaner assembly for dual four barrels. Please contact Martin Bersch, Parts Manager, Burgess Motor Company, Box C, Castle Rock, Colorado 80104.

1957 EDSEL ■ We need the following Part Number, B8E-13279-B, taillight lens. Please contact McAuley Motors, 744 17th Street, Merced, California 95340.

1957 LINCOLN ■ We need Part Number LD8005-G, radiator. Please contact Ralph Geyer at Jack Heskett Lincoln-Mercury, 1814 Park Avenue, Chico, California 95926. Phone (916) 342-5456.

1957 THUNDERBIRD ■ We need one Part Number B7S-4043500-A, trunk handle ornament. Also need any factory stock 1957 supercharger parts. Please contact Nick Ruospo, Parts Manager, Coppola Motors, Inc., 500 Kings Highway, Fairfield, Connecticut 06432. Phone (203) 336-4749.

1958 FORD RETRACTABLE HARD-TOP ■ We need right hand and left hand quarter panels, Part Numbers 1-B8A-5127846-A and 1-B8A-5127847-A. Please contact Bill Reed, Parts Manager, Ralph's LaJunta Ford, Inc., P. O. Box 1126, LaJunta, Colorado 81050. Phone (303) 384-7716.

1959 EDSEL ■ We need one gas tank, Part Number PB9E-9002-A or B. Please contact Douglas Post, Parts Manager, Stamford Motors, Inc., 717 Washington Blvd., Stamford, Connecticut 06901. Phone (203) 348-6461.

1959 LINCOLN CONTINENTAL ■ We need one Part Number B9FL-18561-C, heater control and one each of the following Part Numbers: HJK-12820-B, PB9L-5310176-A, PB9L-5310177-A, BAK-5731294-A, BAK-5731295-A. Please contact Lebert Brothers, Lincoln-Mercury Sales, 956 Massachusetts, Arlington, Massachusetts 02174. Phone (617) 646-2000.



in the mailbag

Q. Part Number C7TZ-5255-Z, the replacement short outlet pipe for C5TZ-5255-S, will not fit the longer wheelbase on an F-100.

A. Part Number C5TZ-5255-S should be replaced by C7TZ-5255-Z for 115" wheelbase units and should be replaced by C7TZ-5255-AA for 131" wheelbase units. The 1964-72 Ford Truck Catalog will be corrected accordingly.

Q. What is the difference between Part Number C1AA-7A247-A and C1AA-7A247-B transmission control switch?

A. Although these parts appear the same in exterior design, the internal contact points differ and could cause a malfunction. Therefore we do not recommend interchangeability or usage other than that called out in the catalog.

Q. Part Numbers D0AZ-7150860-A and D1AZ-7150860-A are both listed as "less support." We ordered D1AZ-7150860-A and it has threaded knobs for support. Do we use it anyway?

A. These air deflectors must be used in conjunction with the center support, Group Number 50862, and the corner supports, Group Number 55058-9. The words "less support" do not mean that the deflector panels do not require a support, but rather that the deflector panels are supplied without the supports.

Q. Part Numbers D1TZ-1015-A and D2TZ-1015-A. Which of these wheels is used for a '71 (and up) E-100/300?

A. Part Numbers D1TZ-1015-A and D2TZ-1015-A are 16.5 x 6 wheels and are not used on model E-100/200. Part Number D2TZ-1015-A is a standard wheel and is used on E-300's with vehicle GVW's up to 7800 pounds. Part Number D1TZ-1015-A is a heavy duty wheel and is used on E-300's with vehicle GVW's of 7800 and 8300 pounds.

Q. Concerning D-99 back order items. Wish we could have them cancel or try to find another location. One or two months is too long for a customer to wait.

A. All distribution centers are interrogated for stock on a Critical or Unit Down order before the order becomes

"D-99," refer to merchandiser. If this merchandiser has stock moving to the distribution center, he holds the back order for normal allocation. If stock is not in transit, he attempts to have the order filled direct from the supplier, or Ford-of-Canada. When no stock is available, he can only hold the back order until stock becomes available at some source. If the dealer inquires about the order through his facing distribution center, the merchandiser can provide a promise date or attempt to locate the part from another dealer through the AIMS System. If the dealer is not satisfied with the promise, or does not wish to purchase the part from another dealer, he can cancel the back order through his facing distribution center.

Q. Pin Number 383032-S100 (BB444B) looks the same as C7SZ-13A165-A.

A. These will be mixed and sold as C7SZ-13A165-A.

Q. Part Numbers C9AZ-17A553-B & G. There is no way these switches can be interchanged.

A. Part Number C9AZ-17A553-B has been reinstated as a Class "A" part and will appear in subsequent changes to all affected catalogs. Meanwhile, we suggest that you segregate any stock you may have of these two parts by the identification numbers. Parts identified C9AB-17A553-D should be marked as service Part Number C9AZ-17A553-B, and parts identified C9AB-17A553-G should be marked as service Part Number C9AZ-17A553-G.

Q. Part Number D3AZ-17682-A. 1973 Ford right hand mirror listed as a remote control, but does not come complete. Lacks nuts, etc. No complete mirror is listed in accessories.

A. This part is available as an option through production and as such, does not warrant availability as an accessory. For a complete installation, the parts required are D3AZ-17682-A mirror, D3AZ-17B732-A nut, and D3AZ-17530-A bezel. This will be noted in changes in the 1973 Ford and Lincoln-Mercury catalogs.

Q. Part Number 17255. Catalog does not show a speedometer assembly for a 1973 Mercury, but the Illustration Catalog Number FP-8095-B shows 17255 as the Basic Number.

A. The service Part Numbers for this application are D3AZ-17255-A for all except Police Cars, and D2AZ-17255-B for Police Cars. This information will be added to the 1973 Lincoln-Mercury Catalog.

Q. Part Numbers D3AZ-17984-A, D3MY-17984-A, D3OZ-17984-A, D3AZ-17996-B and D3OZ-17996-B are listed in the Advance Stock Order Pad and identified as "Late Availability." When will these become available and listed in the catalog?

A. The above part numbers were listed as "Late Availability" because at the time of publication the production status of front and rear bumper guards had not been determined. However, due to a

higher than anticipated bumper guard installation in production, it has been decided not to provide the foregoing accessory kits for service. Therefore, if bumper guards are required for a 1973 vehicle, the service details must be purchased. A note to this effect will be added to the appropriate group numbers in the Accessories Section of the 1973/Ford and Lincoln-Mercury catalogs.

Q. Basic Part Number 16B020 as shown in illustration is not listed in Text Catalog.

A. The Lincoln-Mercury Exterior Moulding Illustration Section A, page 2, shows Part Number for the above moulding to be Part Number 16B020 in error. The illustration will be revised to show the correct Basic Number as 16074.

Q. Part No. D1AZ-15052-A was replaced by D3TZ-15052-B. This does not seem to be correct.

A. Part Number D1AZ-15052-A has been reinstated for service, however, the stock is not yet available. You will be notified through normal channels when stock becomes available for service.

Q. Why not list choke covers under Basic Number 9848 with cross reference to Part Number stamped on the cover?

A. We are adding an Identification Chart to Basic Group 9848 (Housing-Thermostatic Choke), cross referencing the Part Number stamped on the cover to the correct service Part Number. This Cross Reference Chart will be added to all catalogs.

Q. Basic Number 13713. Please advise the Part Number of courtesy lamp switch for 1973 F-100/350 trucks.

A. Use D3TZ-13713-A (Switch Assembly-Courtesy Lamp) on the 1973 F-100/350 trucks. This Part Number was inadvertently omitted in a previous change. The Ford Truck Parts Catalog (FP-8096-M) will be revised to include this change.

Q. Basic Number 16003. No wood grain mouldings listed for the 1972 Pinto, body type 73 Squire.

A. The Ford Car Catalog will be changed to show Part Number D2FZ-16003-D as having a wood grain vinyl insert.

NOTICE:

The following question appeared in the January 1973 edition of the Merchandising News.

"Will D3RY-16005-A, D3RY-16006-A, and D3RY-16612-B eventually replace the D0RY numbers?"

The following is a corrected reply:

"The 1973 Capri hood, part number D3RY-16612-A (not B) and fenders, part numbers D3RY-16005-A and D3RY-16606-A will replace the 1971 and 1972 Capri hood and fenders."

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New Ford carpeted insert selector showing all six colors Free with any order of carpeted insert floor mats. Free floor mat display with orders of 25 mats.

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Ford's new deluxe carpeted insert floor mats—available in black, red, green, blue, brown and grey gold—virtually sell themselves on sight. The new carpeted insert floor mats fit all Ford Motor Company vehicles, for both front and rear. They're durable and anchor securely to the carpeting of the vehicle.

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mats ordered . . . and there's no limit to how many carpeted insert floor mats you can order.

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The attractive, self-selling counter or desk top Floor Mat Display, which is styled for use in the new car showroom or service write-up area, is yours free with an order of *any* 25 floor mats—carpeted insert, rubber or vinyl. A carpeted insert selector will be included with any order of carpeted insert floor mats . . . attach it to your free display.

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Note: Selector does not contain carpeted insert floor mat samples.

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