



SPECIAL 8-PAGE MUSTANG ACCESSORIES INSERT IN THIS ISSUE — SEE PAGE 4.

PARTS AND SERVICE

# MERCHANDISING NEWS

*For Ford Dealers • Parts Sales Managers • Service Sales Managers*

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PASS IT AROUND!

DEALER  
SERVICE  
SALES MGR.



PARTS  
SALES MGR.



PARTS AND SERVICE MARKETING

FORD DIVISION



MOTOR COMPANY

## Facts to Remember about the

# ACCESSORY SAMPLING PROGRAM

Comments and inquiries that have been received recently indicate that some misunderstandings may exist about the provisions of the Accessory Sampling Program. For example, in some instances Parts Managers were not aware that their Dealer had signed the Accessory Sampling Agreement, because the samples were returned as "not ordered." For this and other reasons, the purpose and provisions of the program are outlined below. Please see that all concerned are familiar with them.

- 1 PURPOSE OF THE PROGRAM**—The Accessory Sampling Program is designed to provide Dealers with an opportunity to get a first-hand look at new accessories as fast as they are introduced. Upon arrival at the dealership, the Parts Manager should arrange to show the new products to the Dealer and all dealership sales personnel. This enables everyone to take full advantage of the profit potential represented by the new items as soon as they are introduced.
- 2 HOW ACCESSORIES ARE SUPPLIED**—Upon introduction of a new item in the FoMoCo and Rotunda Accessories Lines, subject to the limitations explained below, an initial sampling shipment consisting of one standard unit package is made to each dealer who has signed up for the program.
- 3 LIMITATIONS**—Sampling shipments are limited to new accessories that have a dealer net price of \$50.00 or less per standard unit pack, and do *not* include production installed accessories, seat covers, or any accessories listed on the new model advance stock order pad.
- 4 SHIPMENT**—Sampling shipments are made via prepaid transportation as they become available.
- 5 CANCELLATION**—Dealer's authorization is subject to cancellation at any time upon written notice by the dealership.
- 6 DEALER ADVICE**—Notice is included on the depot invoice with the notation "Authorized Sampling Shipment."
- 7 RETURN PRIVILEGE**—Any accessory sample received under this program may be returned any time up to *one full year* after date of shipment. *Full credit (including normal prepaid return transportation)* will be allowed without prior approval if returns (accompanied by Form FD-340) are made within one year of date of shipment and provided the accessory is in the original container and in salable condition.
- 8 HOW TO SIGN UP FOR THE PROGRAM**—If you have not yet signed up for the Accessory Sampling Program, you can do so at any time simply by signing a "NEW ACCESSORIES INTRODUCTORY SHIPMENT AUTHORIZATION," (Vol. 63 PSM-37-A), which is available from your District Sales Office, and forwarding the signed form to your Facing Parts Depot.

**EVERY CARE HAS BEEN TAKEN TO MAKE THE ACCESSORY SAMPLING PROGRAM EASY AND PROFITABLE TO PARTICIPATE IN — WITH FAIR AND EQUITABLE PROVISIONS. AS AN EXAMPLE, SEE THE RETROACTIVE PRICE REDUCTION ALLOWANCE ON SIMULATED WIRE WHEEL COVERS ON THE FOLLOWING PAGE.**

## PLEASE NOTE

This combined March-April issue of "Merchandising News" includes a special Mustang Accessories insert. The special departments

"Parts Wanted" and "In the Mailbag" are not in this issue but will be resumed in the May issue.

# BIG-BIG-BIG

Price reductions on



stainless steel

## SIMULATED WIRE WHEEL COVERS

New Dealer Net Price  
Per Set of 4

**\$25<sup>00</sup>**  
(was \$35.00)

These BIG price reductions offer you BIG sales opportunities . . .

- FOR NEW 1964 MODELS INCLUDING MUSTANG
- FOR DRESS-UP ON USED CARS
- FOR ALL MAKES AND MODELS
- FOR 13", 14", AND 15" WHEELS

### *special notice!*

Price reductions are effective March 16, 1964. These new prices will apply on samples shipped under the Accessories Sampling Program. Dealers who received Simulated Wire Wheel Covers under the Accessories Sampling Program should request credit for the difference between the old and new price by submitting a Form FD-340 identifying reason for submitting, under Section C—Other, as "Wire Wheel Cover Price Adjustment."



PART NUMBERS  
C4OZ-1130-T (13")  
C4AZ-1130-F (14")  
C4AZ-1130-G (15")

SPECIAL SIMULATED  
WIRE WHEEL COVERS

ONLY \$ **00<sup>00</sup>**



### ATTRACTIVELY PACKAGED TO HELP YOU SELL

Rotunda Stainless Steel Wire Wheel Covers are packaged in attractive red and black decorative cartons as an added sales feature. Stack them with a price sign to appeal to impulse buying!

ORDER A SUPPLY NOW ON YOUR  
WEEKLY STOCK ORDER PAD!

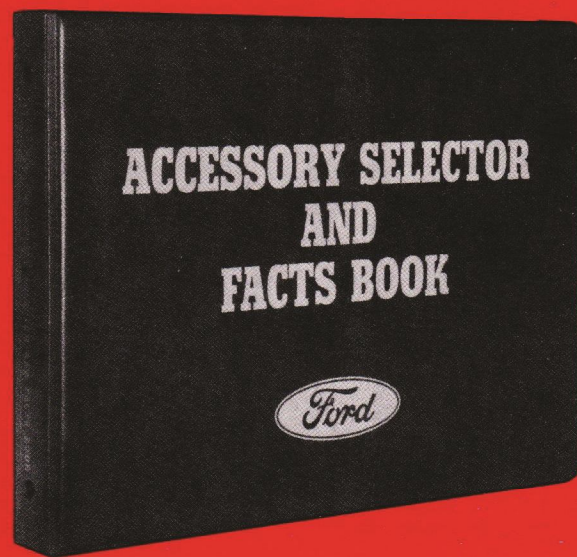
# **IMPORTANT!** *the enclosed*

## *8 page insert is for your Accessory Selector and Facts Book*

Enclosed is a special 8-page section on Mustang Accessories. This insert is intended for insertion and use in your "Accessory Selector and Facts Book" (see illustration), the brown walnut vinyl binder in which you are retaining similar accessories information on other 1964 models.

ALSO . . . pages 7 and 8 of this issue of Merchandising News contain dealer net and suggested list prices on pages that are perforated. You can tear out this price information and use it in conjunction with other pocket price lists that were provided previously.

*Be sure that all new car salesmen are familiar with these new pages and use them in reviewing Mustang accessories with their customers.*



## ***Some Parts Depots closing for inventory***

Because of the annual physical inventory, the following eight Parts Depots will be closed from Wednesday, April 29, 1964, to Monday, May 4, 1964 (normal operations will be resumed on May 4):

BOSTON  
CINCINNATI  
DELAWARE VALLEY  
DETROIT  
KANSAS CITY  
NATIONAL PARTS DEPOT

NEW YORK  
PITTSBURGH

At the above Parts Depots, only valid and bona fide unit down orders will be processed and shipment made during the inventory period.

It is recommended that dealers served by the above Parts Depots anticipate their requirements as much as possible when preparing both Class "A" and Class "B" Weekly Stock Orders scheduled to be processed by these Depots prior to their inventory closing.

# May-June **SPOTLIGHT** program promotes safety... with profits!



The May-June Spotlight Promotion is aimed at providing both your Parts and Service Departments with materials designed to take advantage of the national publicity given to safety during these two months.

To help bring in Service Department traffic, the promotion includes a retail service mailer featuring a 10-Point Safety Check as a special. It also highlights shock absorber and wheel alignment specials. The shock absorber special can be priced very competitively because of the 85¢ Special Ford Discount on shocks. Another Retail Special Ford Discount of 25¢ applies to universal joint kits.

A large retail service poster features a cutaway view of a Rotunda shock absorber to help show service customers the high quality features of this vital part. The poster can be displayed with or without special prices.

The Service Manager's Plan Book contains suggestions on highlighting the "Safety Check" Promotion with a "Safety Clinic." The clinic provides for special inspections on all items affecting safe operation of a car.

These materials are designed to complement the Safety-Check program made available through the 1964 Drive-For-Safety Campaign being conducted by the Auto Industries Highway Safety Committee. Again this year, Ford Motor Company is cooperating in this campaign. Together with the Spotlight promotion, the Drive-For-Safety Campaign enables Ford dealers to provide their communities with a real public service while actively promoting their own service business.

Parts Managers will be able to offer wholesale parts accounts two outstanding Special Ford Discounts—40¢ on Rotunda shock absorbers and 25¢ on universal joint kits. The Discounts, backed by use of Spotlight materials and active merchandising, can help increase sales of these fast-moving parts during the entire two months.

## New Seat Belt Retractor

Here's a convenience that every seat belt user will want! It's the new, practical Rotunda Seat Belt Retractor that "rolls up" the belt automatically. This handy accessory avoids the possibility of seat belts being caught in doors and helps to keep the car uncluttered and the seat belts clean.

The new Retractor can be clipped on the seat belt in a minute—fits right and left hand sides, both front and rear—and is usable in all cars and trucks with all types of seat belts. This means a lot of sales prospects for you.

To help you sell and display them, a pair of Retractors is enclosed in a "bubble pack" mounted on an attractive 8" x 10" self-display card highlighting the features of this new accessory.

Part number C4AZ-62611A06-A (Rotunda Sales No. R 51-AJ) covers a carton of 6 pairs (12 Retractors) with a dealer net price of \$15.78 a carton. Suggested list price is \$3.95\* a pair. Order a good supply on the special order form furnished recently (see illustration) or an on interim form FD-419-M with your Weekly Stock Order.

\*Suggested price only. You are to determine the price you wish to charge.



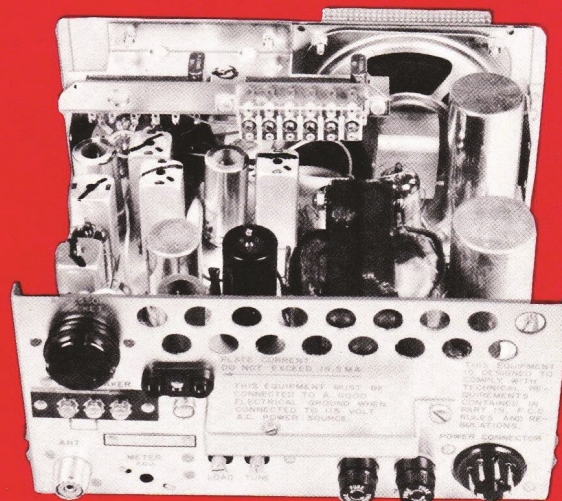
# Two-Way Radio Transmitter-Receiver Improved

The Citizens' Band Two-Way Radio Transmitter-Receiver, part number C2AZ-18805-B, is now being furnished in a new, improved design for even better performance. The new unit, TWR-4, combines the proven abilities of the previous model, TWR-2, with the following improvements:

1. *Increased selectivity and sensitivity*—to enable the receiver to detect weaker signals than was possible before—to filter out more noise for more satisfactory and quiet mobile operation.
2. *Six crystal controlled channels*—an increase of 1 channel over the TWR-2.
3. *"S Meter"*—which enables the user to see the strength of the incoming signal and check his output while transmitting—and permits the antenna to be properly loaded more simply.

The Two-Way Radio is a highly profitable investment for anyone in the service business. With it, it is possible to quickly communicate with key personnel, delivery trucks, etc., on the road. Dealerships, of course, find it highly useful in contacting parts delivery trucks and other vehicles. Since the radio utilizes citizens' band, an F.C.C. license is obtainable without any test requirement.

Order the improved Transmitter-Receiver under the same part number as before, C2AZ-18805-B on page A-10 of your Weekly Stock Order Pad.



## CASH IN ON THIS TISSUE DISPENSER SPECIAL OFFER!

Now through April 30—with every special order of 4 Rotunda Tissue Dispensers, you'll receive FREE . . .

- 1—Tissue Dispenser (which *saves* you money)
- 1—Counter Display (which helps you *make* money)

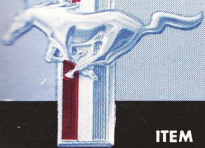
And, as you know, the Tissue Dispenser fits **NEW CARS . . . USED CARS . . . ALL CARS . . .** and can be sold the year around for extra profits.

The Counter Display you get as part of the special offer, is 22" x 16" in size, is easy to set up, and holds an actual Tissue Dispenser to attract impulse buying on your tables and counters.

The special kit (5 Tissue Dispensers and 1 Counter Display) has part number C4AZ-19A549-A, with a dealer net price of \$11.88. Since this part number is not in your Weekly Stock Order Pad, you should order it on an interim form FD-419-M, or on the special order form distributed recently (see illustration).



Order by special part number, C4AZ-19A549-A before the April 30, 1964 expiration date!

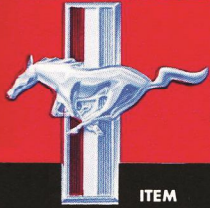


# MUSTANG ACCESSORIES DEALER NET PRICE LIST

Prices subject to change without notice

ITEM	PART NUMBER	DEALER NET PRICE	ITEM	PART NUMBER	DEALER NET PRICE
AIR CONDITIONER 6 Cyl. 8 Cyl.	C5ZZ-19700-A C5ZZ-19700-B	\$165.00 165.00	FLOOR MATS—REAR	C5ZZ-6513106-A, B, C, D, E	\$2.98 Pr.
ANTENNA	C5ZZ-18813-A	3.42	GLOVE BOX AND CONSOLE LOCK	C4DZ-6206081-A	1.49
BACK-UP LIGHTS	C5ZZ-15499-A	6.25	HEATERS—ENGINE COOLANT 550 Watt 1000 Watt	C3RZ-8B152-A C3RZ-8B152-B	9.34 10.77
CIGARETTE LITE-LIGHTER	C2RZ-15072-A	1.80	LAKE PIPES	C4AZ-5C246-A	42.76
COMPASS	C4RZ-19A548-A	4.75	LICENSE PLATE FRAME	C2AZ-17A387-A	2.29
DOOR EDGE GUARDS	C5ZZ-6520910-A	4.86 (Pkg. of 3)	LITTER BASKET	C1AZ-18348-A	8.82 (Ctn. of 6)
DRESS-UP KITS Cobra Engine Dress-Up Kit Cobra Valve Cover Kit	C4OZ-6980-A C4OZ-6A547-A	48.00 30.65	LUGGAGE RACK—REAR DECK		
ENGINE OR TRUNK COMPARTMENT LAMP	C2RZ-15A700-A	1.41	MIRROR—INSIDE NON-GLARE	C5ZZ-17700-B	2.97
FIRE EXTINGUISHERS 2 3/4 lb. Dry 4 lb. Dry	C3RZ-19B540-A C3RZ-19B540-B	9.90 24.95	MIRROR—MATCHING RIGHT HAND	C5ZZ-17696-B	4.05
FLOOR MATS—FRONT	C5ZZ-6513086-A, B, C, D, E	4.77	MIRROR—REMOTE CONTROL	C5ZZ-17696-A	7.65
			MIRROR—UNIVERSAL (OUTSIDE)	C3RZ-17696-A	1.59
			PARKING BRAKE WARNING LIGHT	C4DZ-15A852-A	2.29
			POWER BRAKES	C5ZZ-2A091-A	28.20

**NOTE:** Cut off at dotted line and use bottom portion as Salesman's Pocket Price Reference (fold in half horizontally to fit in pocket). Blank spaces are provided so you can fill in your own prices.



## MUSTANG QUALITY ACCESSORIES

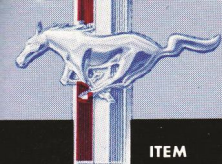
Price List and Monthly Payment Guide

Prices subject to change without notice

\*Suggested Prices only. You are to determine the price you wish to charge

ITEM	PART NUMBER	SUGGESTED* LIST PRICE	DEALER INSTALLATION CHARGE	MONTHLY PAYMENT 36 MONTHS
AIR CONDITIONER 6 Cyl. 8 Cyl.	C5ZZ-19700-A C5ZZ-19700-B	\$220.00 220.00	\$	\$
ANTENNA	C5ZZ-18813-A	5.70		
BACK-UP LIGHTS	C5ZZ-15499-A	10.40		
CIGARETTE LITE-LIGHTER	C2RZ-15072-A	2.85		
COMPASS	C4RZ-19A548-A	7.95		
DOOR EDGE GUARDS	C5ZZ-6520910-A	2.70		
DRESS-UP KITS Cobra Engine Dress-Up Kit Cobra Valve Cover Kit	C4OZ-6980-A C4OZ-6A547-A	78.35 47.85		
ENGINE OR TRUNK COMPARTMENT LAMP	C2RZ-15A700-A	2.35		
FIRE EXTINGUISHERS 2 3/4 lb. Dry 4 lb. Dry	C3RZ-19B540-A C3RZ-19B540-B	16.50 33.70		
FLOOR MATS—FRONT	C5ZZ-6513086-A, B, C, D, E	7.95		
FLOOR MATS—REAR	C5ZZ-6513106-A, B, C, D, E	2.48		
GLOVE BOX AND CONSOLE LOCK	C4DZ-6206081-A	2.49		
HEATERS—ENGINE COOLANT 550 Watt 1000 Watt	C3RZ-8B152-A C3RZ-8B152-B	13.45 15.50		
LAKE PIPES	C4AZ-5C246-A	57.00		
LICENSE PLATE FRAME	C2AZ-17A387-A	3.95		
LITTER BASKET	C1AZ-18348-A	2.45		
LUGGAGE RACK—REAR DECK				
MIRROR—INSIDE NON-GLARE	C5ZZ-17700-B	4.95		
MIRROR—MATCHING RIGHT HAND	C5ZZ-17696-B	6.75		
MIRROR—REMOTE CONTROL	C5ZZ-17696-A	12.75		
MIRROR—UNIVERSAL (OUTSIDE)	C3RZ-17696-A	2.25		
PARKING BRAKE WARNING LIGHT	C4DZ-15A852-A	3.95		
POWER BRAKES	C5ZZ-2A091-A	47.00		
POWER STEERING 6 Cyl. 8 Cyl.				

(Continued)

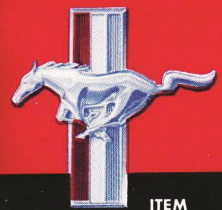


# MUSTANG ACCESSORIES DEALER NET PRICE LIST

Prices subject to change without notice

ITEM	PART NUMBER	DEALER NET PRICE	ITEM	PART NUMBER	DEALER NET PRICE
POWER STEERING 6 Cyl. 8 Cyl.			STUDIOSONIC SOUND SYSTEM	C5ZZ-18875-A	\$24.00
RADIO Lots of 1 to 9 Lots of 10 to 99 Lots of 100 and up	C5ZZ-18805-AA	42.95 39.95 34.95	TACHOMETERS 8000 RPM—4" 5000 RPM—4" 6000 RPM—3" (6 Cyl.) 6000 RPM—3" (8 Cyl.) 9000 RPM—4" Mounting Kit—Univ. type Mounting Kit (for C2RZ-17A326-B & C Tachs.)	C2RZ-17A326-B C2RZ-17A326-C C3RZ-17A326-A C3RZ-17A326-B C4AZ-17A326-A C4AZ-17368-A C2RZ-17368-B	19.05 19.05 21.24 21.24 42.00 3.66 3.66
RALLY PAC 6 Cyl. 8 Cyl.	C5ZZ-10B960-B C5ZZ-10B960-A	50.00 50.00	TIRE INFLATOR & SEALANT	C2RZ-19C543-A	17.82 (Ctn. of 6)
REAR SEAT SPEAKER	C3AZ-18875-A	7.16	TISSUE DISPENSER	C3RZ-19A549-A	2.97
ROCKER PANEL MOULDING Right Hand Left Hand	C5ZZ-6510176-A C5ZZ-6510177-A	5.54 5.54	TONNEAU COVER White Black	C5ZZ-76501A42-A C5ZZ-76501A42-B	39.50 39.50
SEAT BELT—METAL-TO-METAL	C3RZ-6261200-S, T, U, V, W, X, Y	4.75	TOOL KIT	B7A-17003-A	2.37
SEAT BELT RETRACTOR	C4AZ-62611A06-A	15.78 (Pkg. of 6)	TRUNK RELEASE—REMOTE CONTROL	C4AZ-62432A00-A	4.50
SEAT CUSHION—VENTILATED	C05B-19B501-B01, C4SZ-19B501-A, B, C	5.90 (Ctn. of 2)	WHEEL COVERS— "KNOCK OFF HUB" DESIGN 13" 14"	C5ZZ-1130-B C5ZZ-1130-D	4.98 ea. 4.98 ea.
SKI RACK—REAR DECK			WHEEL COVERS—SIMULATED WIRE 13" 14" 15"	C4OZ-1130-T C4AZ-1130-F C4AZ-1130-G	25.00 25.00 25.00
SPOTLIGHT	C5ZZ-15313-A	17.95	WINDSHIELD WASHER	C5ZZ-17A603-A	8.69
STORAGE POCKET—DOOR-MOUNTED	C3RZ-6220130-A	1.77			

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## MUSTANG QUALITY ACCESSORIES

Price List and Monthly Payment Guide

Prices subject to change without notice

\*Suggested Prices only. You are to determine the price you wish to charge

ITEM	PART NUMBER	SUGGESTED* LIST PRICE	DEALER INSTALLATION CHARGE	MONTHLY PAYMENT 36 MONTHS
RADIO	C5ZZ-18805-AA	\$	\$	\$
RALLY PAC 6 Cyl. 8 Cyl.	C5ZZ-10B960-B C5ZZ-10B960-A	75.95 75.95		
REAR SEAT SPEAKER	C3AZ-18875-A	11.95		
ROCKER PANEL MOULDING Right Hand Left Hand	C5ZZ-6510176-A C5ZZ-6510177-A	9.55 9.55		
SEAT BELT—METAL-TO-METAL	C3RZ-6261200-S, T, U, V, W, X, Y	6.65		
SEAT BELT RETRACTOR	C4AZ-62611A06-A	3.95		
SEAT CUSHION—VENTILATED	C05B-19B501-B01, C4SZ-19B501-A, B, C	4.95		
SKI RACK—REAR DECK				
SPOTLIGHT	C5ZZ-15313-A	29.95		
STORAGE POCKET—DOOR-MOUNTED	C3RZ-6220130-A	2.95		
STUDIOSONIC SOUND SYSTEM	C5ZZ-18875-A	29.95		
TACHOMETERS 8000 RPM—4" 5000 RPM—4" 6000 RPM—3" (6 Cyl.) 6000 RPM—3" (8 Cyl.) 9000 RPM—4" Mounting Kit—Univ. Type Mounting Kit (for C2RZ-17A326-B & C Tachs.)	C2RZ-17A326-B C2RZ-17A326-C C3RZ-17A326-A C3RZ-17A326-B C4AZ-17A326-A C4AZ-17368-A C2RZ-17368-B	31.75 31.75 35.40 35.40 60.00 6.10 6.10		
TIRE INFLATOR & SEALANT	C2RZ-19C543-A	4.95		
TISSUE DISPENSER	C3RZ-19A549-A	3.95		
TONNEAU COVER White Black	C5ZZ-76501A42-A C5ZZ-76501A42-B	52.70 52.70		
TOOL KIT	B7A-17003-A	3.95		
TRUNK RELEASE—REMOTE CONTROL	C4AZ-62432A00-A	6.95		
WHEEL COVERS—"KNOCK OFF HUB" DESIGN 13" 14"	C5ZZ-1130-B C5ZZ-1130-D	8.30 ea. 8.30 ea.		
WHEEL COVERS—SIMULATED WIRE 13" 14" 15"	C4OZ-1130-T C4AZ-1130-F C4AZ-1130-G	58.35 58.35 58.35		
WINDSHIELD WASHER	C5ZZ-17A603-A	14.50		