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A Year-End Telegram to the 10,000 Ford Motor Company Dealers of America

(Text of a message sent by Henry Ford II, President, Ford Motor Company, shortly after the close of business in 1954)

1954 was a great year for America.

We proved that we can have peace and prosperity at the same time.

1954 was a great year for Ford Motor Company, too.

In 1954, our domestic payrolls totaled more than \$950,000,000, averaging better than \$18,000,000each week.

1954 was the best sales year in the 51 years we have been in business.

In 1954, the American public bought more Ford Motor Company passenger cars and trucks than in any other year. In total, our customers selected and purchased more than 2,000,000 Fords, Lincolns, Mercurys, Ford trucks and Ford tractors.

During 1954, the public swing to the Ford passenger car was clearly established.

Complete sales information for the industry is available, at this moment, only to November 1st.

For the first 10 months of 1954, more people bought Ford passenger cars than any other make. In fact, for the entire 15-month period from August 1, 1953, to November 1, 1954-a postwar period of free competition-the Ford car is first in sales . . . and our sales are continuing at a leadership rate.

We are proud of this record for 1954. We are grateful to the people who made the record possible -our employees, our dealers, our suppliers and, most importantly, our customers.

As still another great year for America begins, we remind ourselves that any achievements of ours are made possible only by the kind of country in which we live and work.

We believe that American freedom and American opportunity are the silent partners of all the individuals and all the companies that have helped keep this country always new, young, vigorous

Sterry and I

Ford Motor Company

FORD . LINCOLN . MERCURY CARS . FORD TRUCKS . FORD TRACTORS AND FARM IMPLEMENTS . FORD INDUSTRIAL ENGINES