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**EARLY FORD V-8
CLUB**

ON THE ROAD

ST. LOUIS R.G. #124

May 2021

Volume 36 No. 5

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by Bruce Williams

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Installing The 1936 Grille Wasn't For The Faint of Heart

The decision was made earlier this week to discontinue Mary's treatment. The cancer has continued to spread, despite the meds, and the side effects of the treatment were too much to continue to bear. Focus has now shifted to pain management, in-home hospice help, and making Mary as comfortable as possible. Mary wants to thank everyone for all the nice notes, prayers and other acts of kindness sent her way. It has really lifted her spirits during these difficult times. She is not able to reply to everyone, but wants everybody know how very much it is appreciated.



Don't stop now! I still need articles!!!!

Lunches & Breakfasts Starting Up
See Future Events on Page 8 For Details



Bird Dogs and Sales Incentives-

A snapshot of how the Pettijohn Motor Company did business

By Bruce Williams



Pettijohn Motor Company shortly after opening in 1924- King City, MO

In this third, and perhaps final installment of what it was like at the Pettijohn Motor Company in King City, Missouri, I will take a brief walk through some of the interactions between Pettijohn and the Ford Motor Company Branch Sales Manager in Kansas City in the great Ford year of 1939. You may recall that I became acquainted to Jim Pettijohn, the grandson of Cory Pettijohn who started his Ford dealership in the 1920's. Jim furnished me with some files and information that included the attached correspondence between the Branch and the dealership. Careful review gives some interesting per-

spectives of the daily activities in a typical small town Ford dealer. Things were clearly pretty sleepy and quiet at Pettijohn Motor Company in the late Thirties, as they didn't even sell two new Fords a week. But used car sales (a lot of Chevy's) were probably 50% or more greater than new car sales. It's probably true that Pettijohn was typical for small, rural Ford dealers of its day, but the current Pettijohn dealership is far more active (check out its web site at www.pettojohnauto.com, and click on the "about" header to see a cool photo of a '50 Ford being delivered).

Some details of the Pettijohn business:

Operating Comparison Report (7 months from Jan-July 1939)

Sold 33 new Ford cars, 11 commercial and, 3 trucks ... less than 7 new Fords per month!

Average car retail price \$828, gross profit \$186

Average Parts & Accessory sales \$148. Gross profit \$43

Repair order- Labor sales per order \$3.25, parts/matl sales per order \$6.72

District Sales Targets

Mr. Pettijohn was challenged to sell in January 4 cars, 1 commercial vehicle and 1 truck. He was told to make sure his displays were attractive, he had a sharp sales team, and to make sure his trade-in appraisals weren't too low that they drove away customers. In September, he was told that he made his June/July quota, but that his profits actually declined. He was told that "he needs to be easy to deal with".

Commission sharing

My late brother Doug, who sold cars and motorcycles over the years, frequently mentioned to me that he picked up a "bird dog", which was a referral that earned him a piece of some other salesman's commission on a sale. This was often an \$50 cash payment, and he deemed a bird dog as "free money" to go toward purchases of another Ford memorabilia item, porcelain sign, Ford china, and so forth. He would regularly call me with news of his latest bird dog-funded Ford collectible. It seems that the bird dog process was a standard

procedure among Ford dealers in 1939, as I found two letters demanding that Pettijohn Motor Company reimburse another dealership for a lead. At the rate of \$30, that was quite a large piece of the profit that dealers made on each sale, recalling that my earlier Pettijohn story described the cost of pulling, rebuilding and reinstalling a failed transmission as less than \$11.

I hope you enjoyed a little peek into the daily business operations of the Pettijohn Motor Company in 1939.

**The following two pages have examples of some of the
Commission Sharing correspondence!!**



Pettijohn Motor Company today in Bethany, MO

Ford Motor Company

FACTORY AND GENERAL OFFICES
DEARBORN, MICH.

KANSAS CITY, MO.

C Pettijohn
King City
Missouri

Dec 29, 1938

Gentlemen:


We notice on your Ten-Day Report of Nov 30th you reported sale to Clarence Thompson of Wheatland, Wyoming.

The Wheatland Motor Co, Ford Dealer at that point, is claiming a \$30.00 Service Commission Fee on this deal, inasmuch as Mr Thompson has taken his car to that dealership for the usual service operation.

Inasmuch as this \$30.00 payment is in line in this instance, we ask that you forward your check immediately to the Wheatland Motor Co, Wheatland, Wyoming.

After you have taken this action we will appreciate your advising us if same has been handled to a definite conclusion.

Yours very truly,
FORD MOTOR COMPANY


Assistant Sales Manager

JJ:WF



FRANCIS AND TENTH STREETS
PHONE 2-5424



AUTHORIZED SALES AND SERVICE
YOUR FORD DEALER FOR 25 YEARS

St. Joseph, Mo.

January 6, 1939

Mr. C. Pettijohn
King City
Missouri

Dear Sir:

Records show that 1939 Ford V-8, Motor #
4735149 was delivered by you to Mr. L. V. Stites,
2721 South 20th Street, of this city.

Our appraisal records show that appraisal
was made on Mr. Stites' 1936 Standard Ford on
November 5th, by our salesman, Mr. F. M. Agee.

Conforming with the Ford Service Policy, we
will appreciate receiving a check for \$30.00 to
cover service on this unit.

Yours truly,

GRANT MOTOR COMPANY

Carl C. Grant

Carl C. Grant

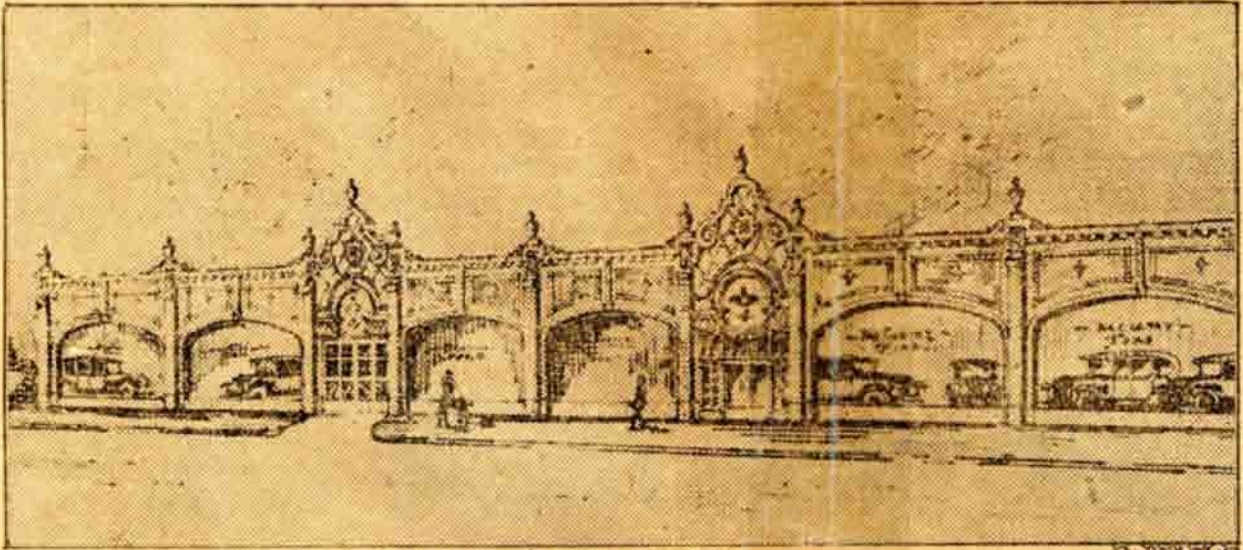
CCG:KJ



Local Mystery??

Did this expansion / relocation ever take place or was it a victim of the Depression.??? Our records indicate that MacCarthy stayed at their Delmar location for many years. Any Clues??

New Ford Dealer Plans Skinker Ave. Home



MACCARTHY MOTORS' NEW BUILDING

The new home of the MacCarthy Motor Company, authorized Ford dealer, at the northeast corner of Skinker boulevard and Enright avenue, which is shown in the above photograph, is expected to be completed about May 1.

The new building, erection of which will start within a few weeks, will be one story in height, of brick and terra cotta construction. It will have a frontage of 185 feet on Skinker and a depth on En-

right of 110 feet. Kennerly & Schlegelmeyer are the architects.

The new and used car display rooms, parts department and main exit will be on the Skinker boulevard side. The new car display room will have a frontage of 70 feet, with a depth of 53 feet, while the parts department will occupy a space which has a frontage of 43 feet and the same depth. A 15-foot drive-out will separate the parts department from the used car display room, which will have a frontage of 55 feet and a depth of 32 feet.

The main offices will be located in the rear of the new car display room. In the rear of the show-rooms, facing Enright, the main entrance, the quick service grease and wash racks will be located, while the balance of the rear will be occupied by the shop and main repair department.

A concrete ramp will lead to the basement from the Enright avenue side, where the body department and Duco rooms will be located. Employees' showers and lockers and the boiler room will also be located in the basement.



MACCARTHY MOTOR COMPANY
ST. LOUIS, MISSOURI

H. E. MACCARTHY
President

J. D. MACCARTHY
Vice-President

Authorized Sales and Service

Telephone Parkview 2526
6153 DELMAR BOULEVARD



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Vice-President

Authorized Sales and Service

Telephone Parkview 2526
6153 DELMAR BOULEVARD

Lincoln Engineering Company,
5701 Natural Bridge Ave.,
St. Louis, Mo.

Dear Sirs:

You undoubtedly will be interested in what we think of our complete Lincoln installation. We are glad to state that the actual results in dollars far surpassed anything we thought possible. The increase in volume of lubricants sold—about 350 per month—is an increase of over 100% and this increase alone soon paid for the complete equipment.

We have never had anything in our institution which creates such favorable comment and the confidence which your equipment has created. This statement is borne out by the fact that 90% of the customers who drive on our lifts prefer complete oil changes, which is a very large increase over anything we did before installing your equipment.

Lincoln Engineering Company,
5701 Natural Bridge Ave.,
St. Louis, Mo.

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Future Events:

FIRST SATURDAY OF THE MONTH— Breakfast at 8 AM at Village Café, 6127 Ronald Reagan Dr., Lake St. Louis, MO 63367. Just off Hwy 64 at Hwy N across the street from Walmart.

636-561-0235 **Resuming May 1st!!!!!!!**



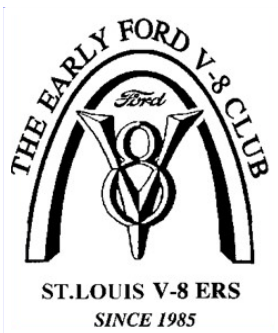
EVERY WEDNESDAY – The ROMEOs meet at Culvers 4351 State Hwy K, O’Fallon, MO 63368 at 11:00 AM **Resumed April 7th!!!!**

EVERY THURSDAY – The ROFers meet at Lion’s Choice 17294 Chesterfield Airport Rd., Chesterfield, MO 63005 at 11:00 AM **ON HOLD !!**

May

Birthdays & Anniversaries

- 9 Terry Hagan and Vicki Henry
- 10 Seth Swoboda
- 13 Ray Aumann
- 14 Suzette McPhail [R. Bauer]
- 22 Claudette White
- 23 Gina Shepard



Don Rogers, Editor
The Early Ford V-8 Club of America
St. Louis Regional Group #124
422 Gunnison Gorge Dr
Wildwood, MO 63011-1738

FIRST CLASS MAIL

St. Louis R.G. Web Site

<https://stlv8club.org/>