

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Scranton, Pa.

GENERAL LETTER

FEB 13TH-1922

No. 28

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

It has been definitely decided that all Ford dealers, in territory where a Lincoln dealer is not located, will handle this new addition to our business. The following prices are effective at once:

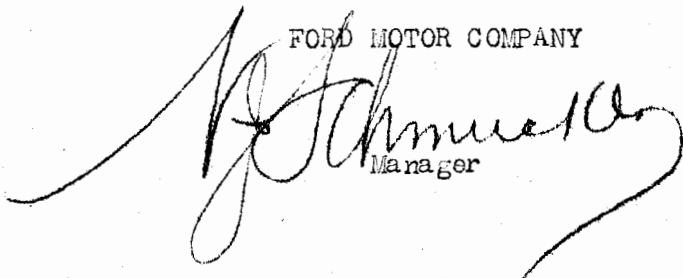
Touring (7 or 5 passenger)	\$3300.00
Touring (permanent top)	3400.00
Roadster (2 passenger)	3800.00
Phaeton (4 passenger)	3800.00
Coupe (4 passenger)	3900.00
Sedan (5 passenger)	4200.00
Sedan (7 passenger)	4900.00
Town Car (7 passenger)	4800.00
Limousine	5100.00
Sedan (custom built - 4 passenger)	5200.00

The above carry a discount of 20% FOB Detroit!

In order that we can get some idea for a production requirements for the balance of this month, please write us at once the types you will take immediately and any information you can give us as to the possibilities in your territory for this years business will be appreciated.

We believe every dealer is familiar with the Lincoln Car and its qualities, as at all automobile shows it attracted the most attention and you have probably availed yourself of the opportunity to examine it.

FORD MOTOR COMPANY


Manager

NJS H

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Scranton, Pa.

GENERAL LETTER

MAR 15TH-1922

No. 46

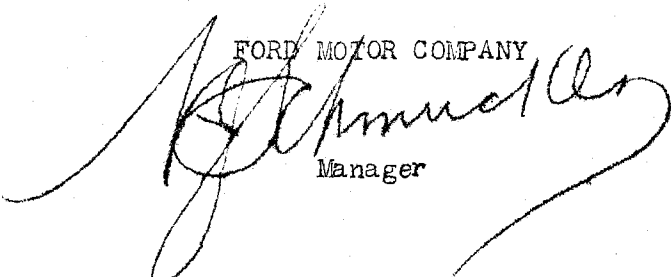
IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

The Lincoln Motor Co., had a loose leaf manual which was complete in every detail, and very handy for a dealer and salesman. This manual sold for \$5.00, and it is now the purpose of our company to put this manual out at a cost of \$1.00, provided they are able to secure requisitions sufficient to enable them to get them made up at this price. Every dealer should have at least one for himself and one for each salesman.

So that we can intelligently advise our Home Office how many our territory will need, please advise us at once how many you will take at \$1.00 each.

FORD MOTOR COMPANY


Manager

NJS H

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Scranton, Pa.

GENERAL LETTER

MAR 7TH-1922

No. 40

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

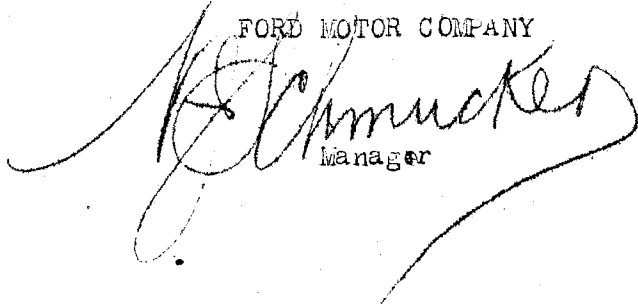
We are sending you under separate cover one Lincoln catalogue. Our supply is very limited and we are not in a position at this time to furnish any more. This catalogue is sent you for your own use to show to your prospects and not for distribution. We shall expect you to put in to good use and there is now no reason why you cannot call on the prospects you have in mind that could be interested in this wonderful car. If you have anyone who wants to see a Lincoln before you get your demonstrator you can arrange for your prospect to see the car at Scranton, Wilkes Barre or Williamsport.

In order to arrive at a delivery price you will add 5% War Tax to list price after deducting the 20%. The actual freight, plus War Tax, amounts approximately \$70.00, plus \$15.00 for unloading, making \$85.00 for delivery charge. Two (2) automobiles constitute a carload.

We shall expect all of our dealers to lend their best efforts to promote Lincoln sales, and the dealer should devote some of his own time to this car, and have an exclusive salesman.

If there is any other information you might require please take the matter up with this office.

FORD MOTOR COMPANY


Manager

NJS H

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Scranton, Pa.

GENERAL LETTER

LINCOLN REPAIR PARTS.

MAY 5TH-1922

No. 85

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

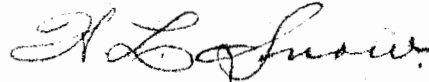
Within a short time the SCRANTON BRANCH will be in a position to distribute LINCOLN parts to all dealers operating in our territory. This stock will consist principally of Chassis items that would ordinarily be required for repairs.

A discount of 30% F.O.B. Branch will apply to all dealers, which is identical with the discount allowed by the Lincoln Motor Company on shipments made direct to distributors.

The factory have promised us a shipment of LINCOLN Instruction Manuals and Parts Catalogues; a copy of each will be mailed to every dealer as soon as they are received.

You will be advised further, just as soon as our LINCOLN parts are ready for distribution.

FORD MOTOR COMPANY



Service Dep't.

HLS H

Scranton, Pa.

CONTINUING OUR LETTER OF

Mar 10, 1922

SHEET No.
2

The stripes used with each of the body colors mentioned in the above chart is as follows:

<u>Color</u>	<u>Stripe</u>
Standard Dark Blue	French Gray medium
Blue Devil Blue	French Gray medium
Town Car Maroon	Coronado Tan
Sage Brush Green	Yosemite Gray
Brewster Green	Gold
Marne Green	Ailsa Gray
Orriford Lake	Carmine
Biege Color	Naples Yellow Dark
Cobalt Blue	Champagne

The following items of special equipment when included in specifications for body types will be furnished at the prices indicated, subject to the regular car discount, plus war tax:

Nickel plated radiator shell	\$ 25.00
Nickel plated lamps	25.00
Natural wood wheels	15.00
Set of five Rudge-Whitworth Wire Wheels-Black Enamel	175.00
Set of six " " " " " "	225.00
Set of five Disteel Wheels to match body	75.00
Set of six " " " " " "	100.00

Three standard makes of tires are used as Lincoln equipment - Goodyear, United States and Goodrich Cord tires. Goodyear and Goodrich Cord are furnished non-skid in the rear and plain tread in front. United States tires are furnished non-skid all around. No options are given in tire equipment, however, as to do so would naturally interfere greatly with production and shipping operations.

The 4-passenger, custom-built Sedan is supplied with either two or three-window type. The two-window type is that illustrated in the catalog, showing the rear quarter enclosed in leather. The top of this body is of solid construction, however, and is not collapsible, the bracket being put there for appearance only. In the three-window type, this enclosed rear quarter is replaced with a glass window on each side. Standard equipment on this car includes a high grade waterproof trunk containing two large suitcases. This body is strictly custom-built, and is manufactured for us by the J. B. Judkins Company, custom body builders, Merrimac, Mass.

In placing orders, specify body colors but do not specify special upholstery, understanding that suitable upholstery will be furnished, which will harmonize with body colors selected. We are rapidly standardizing our program in such a way as to provide a specified number of fabrics, and in a short time literature will be forwarded to you specifying several optional combinations of body color and upholstery from which customers can make their selections.



Scranton, Pa.

SHEET NO.

GENERAL LETTER

MARCH 10TH-1922

No. 44

We are herewith giving you a few advance instructions relative to standard and special equipment on Lincoln cars, which will help you to intelligently talk to any prospect you might have.

<u>Type</u>	<u>List Price</u>	<u>Seating Capacity</u>	<u>Wheel Base</u>	<u>Standard Paint Color</u>	<u>Special Colors that can be supplied for \$60 extra list subject to regular car Disc.</u>
Touring	\$3300	7-Pass.	130"	Very Dark Blue Hood & Radiator Shell Black Enamel	Town Car Maroon Sage Brush Green Blue Devil Blue Brewster Green
Roadster	3800	2-pass.	136"	Cobalt Blue	Orriford Lake Marne Green and Biege (Chocolate Brown)
Phaeton	3800	4-pass.	136"	Cobalt Blue	Orriford Lake Marne Green and Biege (Chocolate Brown)
Coupe	3900	4-pass.	130"	Very Dark Blue Black Enamel Rad- iator and Hood	Town Car Maroon Sage Brush Green Blue Devil Blue Brewster Green
Sedan	4900	7-pass.	136"	Cobalt Blue	Orriford Lake (Maroon) Marne Green, Biege Brewster Green
Sedan	4200	5-pass.	130"	Very Dark Blue Black Enamel Rad- iator and Hood	Town Car Maroon Sage Brush Green Blue Devil Blue Brewster Green
Town Car	4800	7-pass.	136"	Cobalt Blue	Brewster Green Town Car Maroon
Limousine	5100	7-pass.	136"	Cobalt Blue	Orriford Lake Marne Green, Biege Brewster Green
Sedan Custom Built	5200	4-pass.	136"	Cobalt Blue	Orriford Lake Marne Green Biege

The 5-passenger Touring Car and Touring Car with permanent top are not included in the above, as these types have been discontinued and there are none on hand available for shipment.

GENERAL LETTER

Mar 10, 1922

3

Lincoln cars can be shipped either one or two to a 36-foot car, and three in a 50-foot car, but the shipping of two to a carload is highly preferable on account of the big saving in freight charges to the customer, which will be figured on actual cost to the dealer plus a \$15.00 charge per car to cover his expense of unloading and getting car in proper shape for delivery.

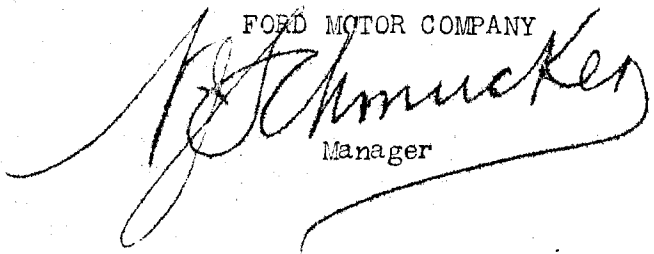
An extra charge of \$12.00 will be made, temporarily at least, on each automobile shipped to take care of the canvas covering used. The coverings are to be returned by you direct to the Lincoln factory by Express or Parcel Post prepaid, and upon receipt a credit of \$10.80 will be issued to you, thus leaving a net charge of \$1.20, this item, however, was taken into consideration when the \$15.00 delivery charge was arrived at.

With this information you should now be in a better position to start active work in your territory and push enthusiastically for retail business.

We are advised by our Home Office that orders are piling in fast, and while they are gradually getting production under way it will be some time before they get caught up and if you have any prospects who are considering the purchase of a Lincoln Car you had better make every effort to secure their order so that they will not be disappointed.

Please make a canvass of your entire territory and advise us your estimated requirements for the balance of this year. This information should be in our hands not later than the 20th of this month.

FORD MOTOR COMPANY


Manager

NJS H



Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Scranton, Pa.

GENERAL LETTER

No 114

June 26th 1922

"LINCOLN COLOR COMBINATIONS"

IN REPLYING REFER TO

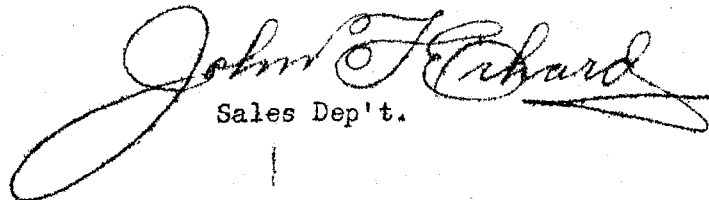
ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

In the future, you will please understand there will be no extra charge in Lincoln shipments of Orriford Lake or Brewster Green colors. These two colors and Cobalt Blue will hereafter be considered as standard.

Upholstery on open type cars will be standardized to Long Grain Bright Finish Black Leather. Upholstery on enclosed types will be furnished in either velour or broadcloth fabric in one suitable color each to match whichever of the above body colors is specified. In other words, for the enclosed cars, there will be one color of fabric in both velour and broadcloth to harmonize with each of the three body colors, so all the customers need specify is a choice between velour and broadcloth upholstery.

We are of the opinion that reducing the number of colors to three and standardizing upholstery as above will materially facilitate our manufacturing program and at the same time provide a sufficient variety to suit the tastes of practically every prospective purchaser. However, if a customer insists on some other color, this should be arranged for by the dealer and the job will be shipped from the Lincoln factory ready for the six coats of color varnish, and an allowance made of \$40.00 on open cars and \$55.00 on enclosed cars.

FORD MOTOR COMPANY


Sales Dep't.

JFE R

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER #459

August 18 1922

TO ALL DEALERS:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

This is to advise that we cannot ship Lincoln Cars from the factory minus head lamps and brackets, and to make changes in a job from time to time would disrupt our entire production organization.

In the case where special head lamps are to be attached to Lincoln cars, allowance on the standard head lamps will be as follows:

Headlamps, \$24.50 per pair
Headlamp brackets \$3.00 per pair
Headlamp bracket tie red 50 cents

These prices prevail only when parts returned are in such condition that they can be used as new,

The above allowance will be made only on head lamps removed from new cars prior to delivery and does not apply on cars that have been used for demonstrating purposes and later sold.

It is not our desire to attach special head light lamps on Lincoln Cars and request that same only be done at the urgent request of purchaser.

When you are in receipt of Lincoln cars and same are not in proper condition for immediate delivery, such as paint or upholstery defects, etc, please arrange to immediately notify this office, where instructions for inspection of car will be given.

When a car is delivered or placed, if you will
with this office, we will have some instructions and instructions
as to how cars should be handled.

Recently, many shipments of Lincoln cars have been with
various items, such as mirrors, vanity cases, door lockers, etc.
When unloading said cars and any article is missing, immediately
communicate with this branch, so that we may have shipment checked
by our Inspector, so we will be in a position to prevent claim for
any shortage.

~~Mr. J. H. Hester, etc.~~

R. W. Schwab

Manager of Sales

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER # 404

Aug 22 1922

TO ALL DEALERS:

No 4

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Deliveries of the new Lincoln Sales Manual are now being received from the printers. These manuals are along the same order as the old sales manual, with several additions and such revisions as were necessary to bring the various information up to date, including of course, half-tone cuts and descriptive line drawings of the new types. The manual is printed on loose-leaf sheets, enclosed in a leather ring binder, which will enable us to furnish supplemental sheets from time to time for insertion.

As advised in our letter, these manuals will be charged to dealers at cost, and we will bill you for them at the price of \$1.00 each.

We also have available now, upholstery and paint sample books for the Lincoln car, but only in a limited quantity. We would appreciate hearing from you immediately how many of these upholstery and paint sample books you will need.

These sample books are made up in convenient size 4½" x 6" for the use of dealers and their salesmen in showing prospective customers the various paint and upholstery combinations of the different Lincoln types and, we are sure, will be of material assistance in obtaining Lincoln business.

These sample books will be sold to dealers at cost, and you will be billed at the price of \$1.25 each.

These sales manuals contain some very valuable and necessary information to assist dealers in obtaining Lincoln business, and coupled with the upholstery and paint sample books now going forward, together with the new Lincoln catalog, which should be ready for shipment within the next ten days, our organization generally will be in much better position to more intelligently present the Lincoln to prospective purchasers.

FORD MOTOR COMPANY
F W Schwab
Manager of Sales.

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER #479

Oct 7 1922

Gentlemen:

No 4

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

The Lincoln Four Passenger Sedan was originally designed by the J B Judkins Company of Merrimac, Mass. as a custom job. Because of its distinctive lines and exceptionally fine coach work, it created such a favorable impression that it was later adopted as one of the standard Lincoln body types. It has since been produced in limited quantities for our use by the Judkins Company.

The increasing popular demand for this type of body has caused us to enter into a contract with a body building concern in Detroit for delivery of a larger quantity of these bodies at a substantially lower cost, but of course, we do not want you to gain the impression that this 4-passenger sedan has been cheapened in any way. In fact, it has really been improved upon, for we have been able to lower the cost, due to quantity production, plus the fact that the bodies are being made in Detroit instead of in the East with a consequent saving of freight. Because of this arrangement it has made it possible to reduce the list price of the complete job from \$5200 to \$4600, fob Detroit.

The new body, with the exception of a few minor improvements, is identical in appearance, material and workmanship with the present Judkins design. It will be built in both two and three window styles with the two-suitcase trunk at rear. The new body has been given 1" greater head room without increasing the height of the roof. It is also fitted with Sterling Bronze hardware and doors that close flush with the body panels, the same as on the present seven passenger sedan. In exterior appearance, it is practically identical with the Judkins Four Passenger Sedan illustrated in the new Lincoln catalog. Optional colors are the same as prevail for other standard types, viz, Cobalt Blue, Brewster Green or Orriford Lake with velour or broadcloth upholstery to harmonize. At the former price of \$5200 the Lincoln Four Passenger Sedan represented a splendid value and we believe that as a result of the new price a greatly increased volume of business should follow.

Ford Motor Company

New York, N. Y.

GENERAL LETTER #479

Oct 7 1928

CONTINUING OUR LETTER OF

SHEET NO. 2

We will continue to supply the Four Passenger Berline Sedan, described on the last page of the Lincoln Sales Manual Supplement, at the \$5200.00 price, but only as a custom-built job. This job is 3" longer than the old Four Passenger Judkins Sedan and has a dividing partition between the two compartments. The Berlins will come thru at the rate of thirty monthly commencing this month and only a limited number will be built.

From the above you will understand that we have discontinued the present Four Passenger Lincoln Sedan as a partially custom-built job, and in its place have a new standard Four Passenger Sedan and a strictly custom-built Four Passenger Berline. Will you please, therefore, go over all orders you have placed with us for "Four Passenger Judkins Sedans" and advise us promptly how many such orders should be changed to "Four Passenger Sedans" listing at \$4600.00, the balance to be changed to "Berline" Sedans at \$5200.00, sending in supplemental order forms to cover.

FORD MOTOR COMPANY

FMS WCH

Sales Department

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER # 480

New York, N.Y.

Oct 9 1922

Gentlemen:-

No 4

IN REPLYING REFER TO

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On July 25, in our general letter #450 we mentioned that we had received at this Branch a Lincoln 7-passenger touring car for immediate use as a demonstrator to assist our dealers in closing prospects; particularly the smaller dealers thruout our territory who do not have Lincoln cars available for such use. It was our wish to encourage dealers in our territory, both large and small to bring their Lincoln prospects to this office and receive every assistance that we could give them, in order to close all possible sales. No commission will be retained for any of the orders closed on our showroom floor.

To date very few of the dealers in the New York territory have taken advantage of the services of our service man or salesman, and the number of demonstrations that we have given have been very few when we consider the number of potential prospects thruout our Branch territory. In nearly every community regardless of size there is a banker or influential citizen, who is a good prospect for a Lincoln car, so that practically every Ford dealer in the territory should be able to make at least one Lincoln sale.

Take advantage of the services of our Lincoln sales staff, and the demonstrator that we have here. Line up your prospects, and we will gladly give you every possible assistance thru demonstration and salesmanship to aid in closing the sale. In making arrangements for demonstrations please get in touch with Mr Gentleman, 1710 Broadway, N Y City, who will see to it that every possible attention is given to your prospect. Now is the time to get started to reap the benefit of Lincoln business, so line up your prospect and arrange for an immediate demonstration.

FORD MOTOR COMPANY

P W Schwab

PWS WCH

Sales Department



Manufacturers of Automobiles, Trucks and Tractors

New York, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #481

Oct 9 1922

Gentlemen:-

No 4

IN REPLYING REFER TO

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Small Parcel Post shipments of the new Lincoln catalog have been sent out to all dealers. This catalog is an expensive piece of literature and must be used conservatively. It is not to be mailed to prospects by dealers or to be used for general distribution in any way. In order to provide for general distribution requirements we have in the course of preparation, a smaller Lincoln folder which like the catalog will contain illustrations of all body types, specifications, etc. and it will be suitable for distribution at fairs, automobile exhibits, or as a mailing folder.

The catalog which we are sending you contains illustrations and descriptions of all standard Lincoln body types, including the new 5-passenger coupe and the new 5-passenger sedan. Coming as it does at the beginning of the fall season it should be invaluable to every dealer, particularly in assisting you to close prospects for closed jobs. Since the supply is very limited, we advise that these catalogs be delivered in person to the prospective Lincoln purchaser.

If the small supply that we have been able to send you is not adequate to meet your needs in case you have a goodly number of prospects, we will of course, gladly supply you with any extra copies that you may need.

FORD MOTOR COMPANY

P W Schwab

Sales Department

PWS WCH

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

GENERAL LETTER #482

Oct 10 1922

Gentlemen:

Nb. 4

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

A new four-door, five passenger Sedan body has been added to the line of standard Ford body types and will probably go into production about the end of this month. This body is an entirely new development in design and construction and does not displace the present two-door Sedan which will continue to come thru, for the production of the new Sedan will be a very limited one, for some time to come, and you should not relax in your efforts to sell the present two-door type. Distribution of the four-door type in quantity to anyone dealer will not be justified, and we must insist that the new jobs be carefully allotted and spread out so that it will cover the entire territory.

The price of this new Sedan is \$725 fob Detroit, including starter and demountable rims. We are not prepared to furnish photographs at this time, but we are bringing thru a descriptive folder with illustrations that will be ready for use in the near future.

The addition of this new type of body will considerably broaden the field of Sedan prospects, so far as Ford business is concerned. However, the present type still represents one of the best automobile values on the market, and with the price differential between it and the new type there is no reason why any sales of the present two-door type should be lost, waiting for delivery on the new four-door type. We believe that it would be best if the new body were only mentioned to prospects who had previously given thoughtful consideration to the purchase of a four-door Sedan, and will not be satisfied with any other type. In other words, continue pushing the sale of our present type Sedan, and only accept orders for the four-door Sedan to prevent actual loss of business. By handling it in this way, the limited demand for the new Sedan can be supplied from the time the production starts.

No advertising copy has been prepared for this new Sedan, for we are giving very little publicity to it, and wish that you would do likewise for it will greatly simplify your selling problems.

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

GENERAL LETTER #491

October 20 1922

To ALL DEALERS:

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

For your information please note below extra equipment which we can supply with Lincoln cars. These are subject to the usual car discount of 20%.

Biflex Bumper-	
Front or rear - black - ea	\$28.00
" " " - nickelplated ea	30.00
Extra spare rim (In addition to onesupplied as regular equipment)	5.50
Extra tire -	
Casing	45.28
Tubing	5.56
Monogram - per job	5.00

The net selling price on the above extra equipment is subject to the regular 5% excise tax. please be governed accordingly.

FORD MOTOR COMPANY

C. J. Sawyer
Sales Department

CJS-RAW

C O P Y

H K SMITH COMPANY

AUTHORIZED
SALES AND SERVICE

FORD

FORDSON TRACTORS
AND IMPLEMENTS

LINCOLN CARS

824 State Street

Springfield, Mass, November 25th

Dear Sir:

You perhaps know of Mr Ford's keen interest in the American working man and of his many successful efforts to improve both living conditions and financial standing.

One of Mr Ford's many schemes is to have every working man own his own car with which to go to and from his work and during off hours to take either himself or his family on pleasure rides. With this in mind we are going to arrange, with the help of your company, for you to own a Ford car. Bulletins have been placed about your shop showing not only the cost but also arrangements made for payments on very easy terms.

Our salesman will be outside of your plant each day during the noon hour starting November 27, 1922.

Yours truly,

H K SMITH COMPANY

Open Saturday, P.M.

LIST OF LINCOLN PARTS TOTTALLING APPROXIMATELY \$500.00 NET

<u>QUANTITY</u>	<u>PART NO.</u>	<u>NAME</u>	<u>PRICE</u>	<u>AMOUNT</u>
6	6431	Front spring bushing	.50	3.00
6	6432	Rear " "	.65	3.90
2	4364	Front spring shackle	5.00	10.00
4	4385 B	Spring shackle bolt long	1.75	7.00
8	4387 B	" " " short	1.75	14.00
12	4309	Front spring bolt dust ring	.05	.60
6	4374 A	Spring bolt spacing washer .002	.20	1.20
6	4374 B	" " " " .102	.20	1.20
6	4374 CR	" " " " .112	.20	1.20
2	3763	Lub. tube rear axle spring seat	1.75	3.50
2	3765	" " " " brake shaft	2.00	4.00

FRONT AXLE

2	3680	Front axle center bushing	1.00	2.00
2	3685	Steering knuckle bearing	3.90	7.80
2	3689	" " bolt	3.00	6.00
1	3687	" " right	10.00	10.00
1	3688	" " left	10.00	10.00
1	3728	" " tie rod	3.00	3.00
4	3738	" " " " yoke bolt	1.50	6.00
4	3735	" " " " bushing upper	.30	1.20
4	3734	" " " " " lower	.80	3.20
4	3742	" " " " bolt key-draw	.05	.20

REAR AXLE

1	7586 BR	Axle drive gear mated pinion 12-55	29.00	29.00
1	3748	" shaft right	12.00	12.00
1	5487	" " left	12.00	12.00
2	5329	Rear axle housing cover gasket	.20	.40
6	5333	" " shaft oil retaining felt large	.10	.60
6	5334	" " " " " small	.10	.60
24	5425	Rivet for axle drive gear	.02	.48
2	5367	Axle drive pinion nut	.15	.30
6	5438	Axle shaft locking wire	.08	.48
1	5 410	Differential spider	4.00	4.00
4	5411	" pinion	1.00	4.00
2	5409	" gear	5.00	10.00
1	5362	Axle drive pinion shaft	10.00	10.00
1	5367	" " " " nut	.10	.10
1	5373	" " " " bearing front	5.20	5.20
1	5375	" " " " " rear	6.99	6.99
1	3402	Propeller shaft front bearing assy	4.50	4.50
2	3711	Front wheel brg. felt and retainer assy	1.00	2.00
6	3743	" " " dust felt	.10	.60
2	7601 R	" " " adjusting nut	1.00	2.00
2	3718	" " " jam nut	.20	.40
6	3716	" " " adj. nut locking ring	.10	.60
2	5633 B	" " hub cap	3.00	6.00
6	3704	Rear wheel brg. grease retaining felt	.15	.90
6	5495	" " " " washer ring	.05	.30
2	5634 B	" " hub cap	4.00	8.00

<u>QUANTITY</u>	<u>PART NO.</u>	<u>NAME</u>	<u>PRICE</u>	<u>AMOUNT</u>
<u>SPARK & THROTTLE</u>				
2	3534	Spark and throttle lever plunger spring	.05	.10
2	3533	" " " " "	.30	.60
<u>DRAG LINK</u>				
1	3518	Steering gear connecting rod assy	14.25	14.25
<u>ACCELERATOR</u>				
2	4340	Accelerator foot rest	1.10	2.20
6	4342	" " " cushion	.05	.30
<u>CYLINDER AND CYL. HEAD</u>				
4	8358 AR	Cyl. to crankcase gasket	.10	.40
4	2223	Inlet valve	1.50	6.00
6	2224	Exhaust valve	2.50	15.00
25	2251	Valve spring	.25	6.25
12	2255	" " seat lock	.10	1.20
8	2253	" " " upper	.20	1.60
8	2254	" " " lower	.20	1.60
2	3902	" lifter guide	1.75	3.50
2	4908	" " with roller and adj. screw	5.50	11.00
4	2256	" " adj. screw	.25	1.00
4	2439	" " " " nut	.20	.80
6	8357 AR	Cylinder head gasket	1.50	9.00
6	8357 B	" " " "	1.50	9.00
3	2390	Priming cup	.50	1.50
<u>FRONT END COVER</u>				
3	2435	Engine front end cover gasket	.10	.30
3	4029	Camschaft oil retainer felt	.08	.24
<u>PISTON AND RINGS</u>				
25	8325 N	Piston rings	.25	6.25
25	8325 KR	" "	.25	6.25
4	8324 B	" pin	1.50	6.00
4	8355	" " locating pin	.05	.20
4	8356	" " " " sleeve	.10	.40
<u>CONNECTING ROD</u>				
4	2218	Piston pin bushing	.60	2.40
4	7606 R	Connecting rod lower bushing	4.00	16.00
12	2466 A	" " plain bearing shim 003	.02	.24
12	2466 B	" " " " " 004	.02	.24
12	2466 C	" " " " " 005	.02	.24
12	2466 D	" " " " " 006	.02	.24
12	2466 E	" " " " " 007	.02	.24
12	2466 F	" " " " " 008	.02	.24

<u>QUANTITY</u>	<u>PART No.</u>	<u>NAME</u>	<u>PRICE</u>	<u>AMOUNT</u>
<u>CRANKSHAFT</u>				
1	8028 R	Crankshaft front bearing bushing assy	4.00	4.00
2	8030 R	" int. " " "	3.50	7.00
1	8029 R	" center " " "	4.00	4.00
1	8031 R	" rear " " "	5.00	5.00
6	2290 A	" main bearing shims front .010	.02	.12
6	2290 C	" " " " " .012	.02	.12
6	2290 E	" " " " " .014	.03	.18
6	2300A	" " " " int. .010	.02	.12
6	2300 C	" " " " " .012	.02	.12
6	2300 E	" " " " " .014	.03	.18
6	2310 A	" " " " center .010	.02	.12
6	2310 C	" " " " " .012	.02	.12
6	2310 E	" " " " " .014	.02	.12
6	2320 A	" " " " " .010	.02	.12
6	2320 C	" " " " " .012	.02	.12
6	2320 E	" " " " " .014	.03	.18

TIMING CHAIN

3	2438 AR	Timing chain	9.00	27.00
3	2438 B	" "	9.00	27.00
6	5641	" " seat pin	.05	.30
6	5640	" " rocker pin	.03	.18
12	5642	" " washer dz	.05	.05

WATER PUMP

6	2384	Water pipe gasket	.10	.60
6	2482	" Pump to crankcase gasket dz	.15	.08
6	2483	" " cover gasket dz	.15	.08
3	3994	" " and generator yoke disc	.15	.45
6	4011	" " outlet pipe gasket	.10	.60

FAN

2	5775 R	Fan hub with studs and cups	6.50	14.40
2	5317	" driving pulley with collar	4.00	8.00
3	2465	" belt	2.25	6.75
6	4918	" " segment	.08	.48
12	4916	" " screw dz	.15	.15
12	4917	" " nut dz	.10	.10
1	3916	" bearing ball and retainer assy	.50	.50

RADIATOR

2	4197	Radiator adj. washer	.15	.30
2	4199 A	" stud washer thick	.03	.06
2	4199 B	" " " thin	.03	.06
2	4201	" " spring	.20	.40
2	6148	" filler cap	2.25	4.50
3	4203	" " " gasket	.10	.30
2	4124	" hose upper	1.25	2.50
2	4075	" " lower	1.00	2.00
2	4127	" " clamp	.25	.50
1	6021	" thermostat sylphon	14.00	14.00
6	4123	" " " gasket dz	.10	.05
2	4064	Condensor tank hose	.15	.30

<u>QUANTITY</u>	<u>PART NO.</u>	<u>NAME</u>	<u>PRICE</u>	<u>AMOUNT</u>
<u>LUBRICATOR SYSTEM</u>				
1	3758	Oil filler cap	1.00	1.00
2	518	" " drain plug	.25	.50
3	2456	" pan gasket upper	.40	1.20
3	2457	" " " lower	.40	1.20
1	2481	" level indicator float & guide assy	2.00	2.00
3	4909	" " " " luminous ball	1.25	3.75
1	2281	" pressure regulator ball	.15	.15
2	5512	" " gauge glass	.15	.30
6	5513	" " " " gasket	.30	.15
6	2277	" pump suction pipe gasket	.05	.03
6	2497	" level indicator body gasket	.05	.03
12	2352	" pipe flange gasket	.10	.10
1	4282	Fuel gauge assy	9.00	9.00
2	4276	" tank filler cap	2.50	5.00
3	5519 R	" " gauge gasket over glass	.05	.15
3	5521 R	" " " " under "	.05	.15
3	5522 R	" " " pointer	1.00	3.00
3	5518 R	" " " glass	.12	.36
6	4278	" " filler cap gasket	.15	.90
6	4283	" " gauge gasket	.20	.10
<u>INLET MANIFOLD</u>				
12	2338 AR	Inlet Manifold gasket	.20	2.40
12	2338 B	" " " "	.20	2.40
12	4587	Carb. spacer gasket	.03	.36
6	6127	Manifold hot air pipe gasket	.25	1.50
1	7703	Carb. heater assy	8.00	8.00
<u>EXHAUST SYSTEM</u>				
6	2386	Exhaust manifold gasket	.10	.60
6	2387	" pipe gasket upper	.20	1.20
<u>CLUTCH</u>				
1	2179	Clutch front disc with studs	5.00	5.00
6	2174	" driving disc with lining plain	1.85	11.10
6	2105	" driven disc plain	1.75	10.50
2	7165	" driving disc with lining rear	3.70	7.40
1	8184 R	" shaft	26.50	26.50
1	2173	" release brg assy	2.70	2.70
1	2125	" " rod	.75	.75
1	2124	" " " spring	.20	.20
<u>TRANSMISSION</u>				
6	2014	Trans. countershaft thrust washer	.75	4.50
1	2019	" drive shaft	10.00	10.00
1	2029	High end second sliding gear	9.00	9.00
1	2030	Low and reverse " "	11.00	11.00
6	2070	Trans. case bottom gasket	.02	.12
2	2072	" " drain plug	.60	1.20
6	2075	" " cover gasket	.02	.12
6	2074	Tire pump gasket	.02	.12

<u>QUANTITY</u>	<u>PART NO.</u>	<u>NAME</u>	<u>PRICE</u>	<u>AMOUNT</u>
<u>BRAKES AND CONTROLS</u>				
110	5449	Internal brake band lining rivet	.02	2.20
4	5472 AR	External " " " "	3.00	12.00
4	5472 B	" " " " "	5.00	20.00
6	5458	" " anchor brake spring	.03	.18
6	5461	Internal " band end bracket spring	.02	.12
2	2212	Hand brake pawl rod spring	.10	.20
2	3963	" " pull " "	.25	.50
1	5705 R	Internal brake band with lining	8.00	8.00
6	5455	" " releasing spring	.05	.30
2	5452	" " contracting spring	.08	.16
2	7536	Foot brake pull rod spring	.35	.70
1	5706 AR	External brake band assy right	8.00	8.00
1	5706 B	" " " " "	8.60	8.60
1	5702 AR	" " " " left	8.00	8.00
1	5702 B	" " " " "	8.60	8.60
2	5630	" " anchor bracket adj. screw	.20	.40
2	5480	" " band expanding spring	.05	.10
<u>EQUIPMENT</u>				
1	4135	Starting crank	3.00	3.00
2	3313 AR	License plate holder	.85	1.70

QUANTITY PART NO.

NAME

LIST

QUANTITY	PART NO.	NAME	LIST
4	6431 R	Front Spring bushing	\$.50
4	6432 R	Rear " "	.65
2	4385 B	Spring bolt long	1.75
4	4387 B	" " short	1.75
6	4379	" " dust ring	.05
2	4374 B	" " spacing washer	.20
2	3650	Front axle center bushing	1.00
2	3685	Steering knuckle bearing	3.90
2	3689	" " bolt	3.00
1	3687	" " R.H.	10.00
1	3688	" " L.H.	10.00
1	3728	" " tie rod	3.00
2	3738	" " " " bolt	1.50
2	3735	" " " " " bush-upper	.30
2	3734	" " " " " lower	.05
1	7586	Axle drive gear and mated pinion	29.00
1	3748	" shaft R.H.	12.00
1	5487	" " L.H.	12.00
10	5415	Rivet for axle drive gear	.02
2	5488	Axle shaft lock wire	.08
1	3402	Propellor shaft front bearing	4.50
1	3710	Front wheel brg roller & cone assy-outer	3.25
2	5489	Rear wheel bearing	4.23
2	2223	Inlet valve	1.50
2	2224	Exhaust valve	2.50
2	2251	Valve spring	.25
6	8357 AR	Cylinder head gasket	1.50
4	8357 B	" " "	1.50
2	8324 B	Piston pin	1.50
2	2218	" " bushing	.60
2	7606 R	Connecting rod bushing	4.00
4	2466 F	" " shim	.02
4	2466 B	" " "	.02
4	2466 C	" " "	.02
1	8028	Crankshaft bearing - front	6.50
1	8030 R	" " intermediate	4.50
1	8029 R	" " center	6.00
1	8031 R	" " rear	8.00
3	2438 AR	Timing Chain	9.00
2	2438 B	" "	9.00
5	5641	Chain seat pin	.05
5	5640	" rocker pin	.03
12	5642	" seat pin washer	.05 doz.
1	2384 B	Water pipe gasket	.10
1	2482	" pump to crankcase gasket	.15 doz.
1	8197 B	" inlet pipe gasket	.20
1	5775 R	Fan hub with studs	6.50
1	5317	" driving pulley	4.00
2	2465	" belt	2.25
1	6148	Rad. filler cap	2.50
1	2401	Oil indicator float & guide	2.00
1	4282	Fuel tank gauge	9.00
1	4276	" " filler cap	2.50
6	2338 AR	Inlet Manifold gasket	.20
6	2338 B	" " "	.20
6	6127	Hot air pipe gasket	.25
6	2386	Exh. manifold gasket	.10
1	2125	Clutch pedal release rod	.75
1	2124	" " " " spring	.20
1	4135	Starting crank	3.00
1	6021	Termostat	14.00

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

Scranton, Pa.

GENERAL LETTER #556

Dec 22 1922

TO ALL DEALERS;

NEW YORK

#3

IN REPLYING REFER TO

ALL STATEMENTS OR AGREEMENTS CONTAINED IN THIS LETTER ARE CONTINGENT ON STRIKES, ACCIDENTS, FIRES, OR ANY OTHER CAUSES BEYOND OUR CONTROL AND ALL CONTRACTS ARE SUBJECT TO APPROVAL BY THE SIGNATURE OF A DULY AUTHORIZED EXECUTIVE OFFICER OF THIS COMPANY. CLERICAL ERRORS SUBJECT TO CORRECTION.

Tractor Cylinder blocks bored 1-32" oversize will hereafter be furnished with reground crankshafts assembled, at a price of \$50.00, less twenty-five percent to dealers, under number F-2259-R.

As this demand will absorb the total quantity of oversize blocks available at the factory, it is understood that orders for individual cylinders must hereafter be filled with the standard bore.

Tractors that have been in service a sufficient length of time to require new cylinders ordinarily need new crankshafts and these reground crankshafts, when properly fitted, should give practically as good results as new parts, with a considerable saving in cost.

FORD MOTOR COMPANY

E. J. Luff
Sales Department

CJS-WAG

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

WESTERN UNION



TELEGRAM

NEWCOMB CARLTON, PRESIDENT GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

RECEIVED AT _____

192

NUMBER	RECEIVED BY	CHECK
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DATED _____

TO _____

No Change in Lincoln Prices and none contemplated in view of numerous improvements and our desire to make a still finer car run price change advertisements similar advertisements concerning previous reductions announcing lowest prices in history of company this being covered by appropriation Ford motor co

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
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RECEIVED AT _____

192

NUMBER	RECEIVED BY	CHECK
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DATED *New York* _____

TO *Raymond Price* _____

*Express Pk
Following list prices F.O.B. Detroit effective October second Chasio two hundred thirty dollars Runabout Regular \$265*

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

WESTERN UNION TELEGRAM



CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

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If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise its character is indicated by the symbol appearing after the check.

NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

RECEIVED AT

192

NUMBER <i>7 N</i>	RECEIVED BY <i>G</i>	CHECK <i>133 N.L.</i>
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DATED *New York*

TO *Raymond Price*

Express Co.
 Following list prices F.O.B. Detroit effective October second Chassis two hundred thirty dollars Runabout regular \$265, Runabout S.D.W. \$350, Touring regular \$295, Touring S.D.W. \$380. Truck Chassis \$370. Coupe \$525. Fordor \$685. New list price starter \$65. Dismountable \$20. when supplied with open types Tractor prices increased \$25. New list price \$420.