

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER #3

Jan 4 1923

NEW YORK CITY

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.

For your information we are quoting below weights of the various types of Lincoln cars:

Brunn Town Car	4200 lbs
Brunn Open Drive Limousine	4200 lbs
Judkins Berline 2 & 3 Window	4510 lbs
Judkins 2-Passenger Coupe	4200 lbs

There is practically no variation in these weights when wire or disc wheels are used.

As soon as we are in production of Coupes and 5-Passenger Sedans you will be advised the weight of these jobs.

FORD MOTOR COMPANY

P.W. Schumacher
Sales Department

PWS EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

NEW YORK
Scranton, Pa.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #10

Jan. 19 1923

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.

The rather limited quantity of custom built Lincoln cars which we ordered for delivery this Fall and Winter were received with great enthusiasm. In fact, most of the jobs were ordered by dealers and actually sold at retail before they were shipped from the factory.

Due to the great popularity of these custom jobs and due also to the fact that these very fine bodies are extremely good advertising and tend to tone up the whole line, we have decided this coming year to bring a limited number of custom jobs thru as follows:

TYPE

Limousine (Fleetwood Body #2340)		
Coupe, 2 Passenger (Judkins Body #702)		
Berline. (Judkins Body #741)		
Open Drive Limousine (Brunn Body)		
Town Car	"	"
Cabriolet	"	"

A detailed description of these jobs is given in the Lincoln Sales Manual with the exception of the Brunn Cabriolet, which will be illustrated and described in Manual insert sheet to be supplied later, at which time we will also advise the price.

The Fleetwood Limousines will be upholstered in one-color Laidlaw's De Luxe broadcloth, to harmonize with the paint colors, and the bodies will also be appropriately striped. Spare tires will be mounted on the running boards with trunk rack in the rear, unless otherwise specified.

The colors offered on this lot of Fleetwood Limousines are the same as previously with the addition of Brewster Green. We are, of course, in position to accept orders for Fleetwood Limousines, Brunn Town Cars and Open Drive Limousines in paint and upholstery combinations other than those we have adopted, but it will take approximately eight to ten weeks to deliver special jobs, depending upon the number of unfilled orders we have on hand.



New York, N. Y.
1710 Broadway

-2-

The two passenger Judkins Coupe will be finished in the standard Cobalt Blue, Orriford Lake (Maroon), and Brewster Green. The jobs in the latter two colors will be upholstered in one-color Laidlaw's DeLuxe Broadcloth to match the paint colors, and the Cobalt Blue job will be upholstered in a dark blue Laidlaw's DeLuxe fabric with a faint brown stripe. We will be able to supply a few of these jobs in velour but the number will be so limited that customers wherever possible should be influenced to accept broadcloth. This two passenger Coupe is one of the most attractive jobs we have ever offered on the Lincoln chassis and has proven to be so popular that the last lot were all sold long before the first car was shipped and we have several orders to be applied against the new lot.

Heretofore the Judkins Berline has been painted and trimmed in exactly the same combinations as we use in our standard closed job production. However, beginning about March 1st, the Orriford Lake and Brewster Green jobs will be upholstered in one-color broadcloth to match the paint colors, and the Cobalt Blue will be upholstered in a dark blue broadcloth with a faint brown stripe, no velour being available in any of these jobs.

This information is passed to you so that you may see the importance of placing orders for the above mentioned jobs just as far in advance as possible, because, as indicated above the previous lots were sold out in advance of production, and we already have a limited number of orders on file to apply on the new quantities.

Please canvass your Lincoln prospects carefully for by placing your orders now your customers may be assured of early Spring delivery.

FORD MOTOR COMPANY

J. W. Schwalb
Sales Department

PWS EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #48

Scranton, Pa.

February 28 1925

NEW YORK

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.

Relative to our General Letter #10, dated January 19th in connection with custom built jobs for Lincoln chassis, please be advised that we are placing no additional orders for Fleetwood Town Cars and Cabriolets. The upholstery and color combinations for the Fleetwood jobs are as follows:

<u>Ditzler's</u> <u>Colors</u>	<u>Laidlaw</u> <u>Upholstery</u>
Maxine Blue	745-D
Suburban Blue	745-D
Crimson Lake	743-D
Thistle Green	748-D
Brewster Green	748-D
Green-Gray	748-D

The colors used on the Brunn jobs are manufactured by Ditzler with the exception of the Auto Brown color which is manufactured by Willey.

The upholstery used by Brunn & Company includes a wide range, some of which are Boyriven, Wiese and Laidlaw, together with some imported fabrics which have not yet been determined upon.

As soon as definite information is available covering the Brunn Cabriolet you will be promptly informed.

FORD MOTOR COMPANY

P. H. Skunk
Sales Department

FWS EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

GENERAL LETTER #53

March 5 1923.

TO ALL DEALERS:

#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 following weights are now effective on the Ford, Lincoln and Fordson:

	<u>FORD</u>				
	:	:Less	:	:Less	:Less
	:Starter	:Starter	:Starter	:Starter	:Starter
	:Clincher	:Clincher	:Dem.	:Dem.	:Solid
	:Wheels	:Wheels	:Wheels	:Wheels	:Tires
Touring Car	1571 lbs	1477 lbs	1625 lbs	1535 lbs	- - - -
Runabout	1480 "	1385 "	1533 "	1445 "	- - - -
Truck Chassis			1520 "	1427 "	1480 lbs
# Passenger Chassis			1230 "		
# " " 4-dr Sedan			1271 "		
(Including front fenders and shields	1175 "	1082 "		1140 "	
Sedan-Two door			1900 "		
Sedan-Four door			1939 "		
Coupe			1729 "		
FORDSON.....					2562

Bodies-Including Top & Windshields

Runabout	303 lbs
Touring	395 "
Coupe	499 "
Sedan-Two Door	670 "
Sedan-Four Door	668 "

Dunnage

1 Truck Chassis on side of car	75 "	each
1 Truck Chassis on floor	13 "	"
21 Bodies (Touring or Runabout)	889 "	
10 Chassis (Passenger)	369 "	
1 Body in mixed loads (Touring or Runabout)	13 "	each
12 Truck chassis in 40 ft car	31 "	"
8 truck chassis	53.5"	"
4 truck chassis (Passenger) in mixed load	44.5"	"
1 Closed car	48 "	

(#) Including Battery, Instrument Board, front fenders and shields.



Kearny, N. J.

General Letter #53
March 5th 1923.

#2

LINCOLN

2	Passenger Roadster	4050 lbs	Model 111
7	" Touring	4290 "	" 124
4	" Sedan	4375 "	" 125 and 127
4	" Phaeton	4215 "	" 123
5	" Sedan	4600 "	" 129
5	" Coupe	4580 "	" 126
	Fleetwood Cabriolet	4360 "	" 2451
	Fleetwood Limousine	4690 "	" 119
	Fleetwood Town Car	4630 "	" 2473
7	Passenger Limousine	4720 "	" 118
7	" Sedan	4660 "	" 117
2	" Coupe	4200 "	" 702
4	" Berline	4510 "	" 128
4	" Phaeton	4155 "	" 112
7	" Town Car	4475 "	" 120
7	" Open drive Limousine	4475 "	" 121
	Chassis	3205 "	" 122
	Dunnage - Two Machines	190 "	
	Dunnage - Three Machines	285 "	

The above cancels any previous weights that have been given you in recent general letters.

FORD MOTOR COMPANY

R. V. Schenck
Sales Department

PVS:JW

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER #39

April 21st 1923

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.

To supplement our line of standard Lincoln body types, we shall continue to bring through in limited quantities during 1923 a variety of very fine Custom Built enclosed cars. These cars, built by the foremost body builders in the country, afford you a splendid opportunity to offer discriminating purchasers who seek exclusiveness and distinction, the utmost that can be obtained in motor car satisfaction.

There is a big field for this class of business, and with the proper effort you are in a very good position to secure a large portion of it. This is true because of the high character of these Custom Built jobs and the fact that orders for the bodies are placed with concerns who specialize on Lincoln work and are consequently in a position to offer far better values than can be obtained by individual purchasers who place orders separately. Moreover, you are urged to go after this class of business because special Lincoln cars attract a great deal of attention and will add materially to Lincoln prestige in the localities where they are in service. This is an important phase of the special body situation which you should not overlook.

During the next sixty days we will have available for shipment the following types of custom built cars:

Limousine-Fleetwood Body Job - #2340

6 Suburban Blue
4 Thistle Green
6 Brewster Green
10 Maxine Blue
6 Crimson Lake
6 Green Gray

Coupe-2-Pass. Judkins Body Job - #702

5 Cobalt Blue
3 Orriford Lake
2 Brewster Green

Berline 4-Pass. Judkins Body Job - #741
(2 window type)

16 Cobalt Blue
10 Orriford Lake
3 Brewster Green



New York, N. Y.
1710 Broadway

CONTINUING OUR LETTER OF

SHEET NO.

Sheet #2

April 21st 1923

Berline 4-Pass. Judkins Body Job #741
(3 window type)

3 Cobalt Blue
4 Orriford Lake
1 Brewster Green

Town Car - Brunn Body - Model #120

1 Suburban Blue
1 Green Gray
4 Crimson Lake
1 Orriford Lake
1 Cobalt Blue
1 Auto Brown

Open Drive Limousine, Brunn Body Model #121

1 Cobalt Blue
2 Green Gray
1 Orriford Lake
1 Auto Brown

Cabriolet, Brunn Body - Model #131

2 Cobalt Blue
1 Green Gray
1 Orriford Lake

With the exception of the Brunn jobs, all types listed above are included in the Lincoln Custom Body Sales Manual Supplement issue of July 31, 1922. The Brunn Town car and Open Drive Limousine which are shown on pages 103 and 105 of the Salesmen's manual will, in the future, come through with a leather rear quarter and ornamental bow, the rear windows being 1-1 1/2" narrower than formerly. The Brunn Cabriolet job #131 is a new type, similar in general design to the Brunn Town Car and Open Drive Limousine but with a collapsible leather rear quarter, very much the same as on the Holbrook Cabriolet job #550. The price of the new Brunn Cabriolet is \$6200.00. F.O.B. Detroit.

A more complete description of the Brunn bodies will be contained in a new color catalog which we are now bringing through on special body types, also in a revised edition of the Salesmen's Manual supplement. The Holbrook Cabriolet #550, the Fleetwood Landalette #2493, the Fleetwood Town Car #2473 and the Fleetwood Cabriolets Nos. 2451 and 2421 are no longer available.

Please check over your Lincoln prospect file and advise immediately which of the above mentioned types you desire.

FORD MOTOR COMPANY

R. W. Schwalb
Sales Department

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #94

Apr 25 1923

TO ALL DEALERS:

#34
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 question has come up as to where to place the responsibility in case of loss through fire, or otherwise, of motion picture films loaned to our dealers.

Heretofore, it has not been distinctly understood as to who should assume this liability, and we have now decided that this responsibility should be assumed by the dealer as soon as the film comes into his possession, the liability following the film as delivered from one dealer to another until the same is returned to the branch.

This will in most cases make your responsibility no greater where your fire insurance policies on your buildings and contents are written to include such contents in your possession for which you are liable although the same may belong to this Company or other parties.

FORD MOTOR COMPANY

W. H. Schwab
Sales Department

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #95

April 28 1923

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.

Some short time ago you were advised that The Brotherton Company, 10 Peterboro-West, Detroit, Mich. were publishing a very attractive magazine known as "The Lincoln"; price of which is \$10.00 per month fob Detroit for 50 copies for a period of six months with envelopes for mailing. Extra copies are 20 cents each and 10 copies or less are 25 cents each.

This is a very attractive publication and we feel one of the best methods of reaching Lincoln prospects. The magazine is not only attractive, but contains special articles each month by well known writers and printed in colors on first class paper, and we know will not look out of place in any library.

We are attaching hereto order blank and strongly urge that you arrange to furnish each of your Lincoln prospects and owners with one of these magazines each month.

FORD MOTOR COMPANY

P W Schwab.

Sales Department

FWS EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES,
DETROIT

GENERAL LETTER #126

May 31 1923

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.

While no time limit is specified in the Ford Warranty as embodied in the buyer's order and agreement, adjustments on defective parts, will be confined as in the past to material used not more than 90 days, since it is generally recognized that actual defects in parts will ordinarily develop within the first few weeks of service. The object of this time limit is to give the dealer a workable basis for adjusting claims with his customers, and to prevent incurring needless expense involved in the return of material that cannot be considered defective.

Exceptions to this policy will only be permitted when forgings or castings show absolute defects. The handling of Ford batteries, which hereafter will be guaranteed for one year instead of three months will be discussed in a separate paragraph in this letter.

The exchanges mentioned in this letter are the only ones remaining in force.

CONNECTING RODS: Connecting rods will be exchanged with dealers and garages at 30 cents net, each; with customers at 60 cents net, each. In order to take advantage of this special price, garages must return connecting rods in need of rebabbitting direct to the Kearny Branch. If garages prefer to handle this exchange with the dealer, the latter will make the exchange with the garage at 40 cents net, each, thus allowing the dealer a margin of 10 cents to cover costs of handling. If dealers and garages return connecting rods less caps to the Kearny Branch, they may be replaced with new rods complete at 45 cents net, each. The exchange cost of connecting rods less caps to the customer will be 75 cents net, each. No allowance is to be made on old style heavy connecting rods having a bore of 1 and 1-2 inches and with babbitt 1-8" thick. The above exchanges are also to apply to T-3024-B, connecting rod .025 undersize.

TRANSMISSION BANDS: Transmission bands will be exchanged by the Kearny Branch with dealers and garages at 25 cents net each, and with customers at 45 cents net each. If the garage prefers to make this exchange with the dealer the cost, in that case, will be 35 cents net, each, which allows the dealer 10 cents net each, to cover his cost of handling.



New York, N. Y.
1710 Broadway

G L #126 May 31 1923
Sheet #2

MAGNETOS: Within three months the present type 3-4" magnets that have become demagnetized may be replaced gratis; beyond three months magnets will be exchanged by the Kearny Branch with dealers at \$1.50 net per set; with garages and customers at \$2.00 net per set. Within three months 3-4" magneto coil assemblies of the present type may be replaced gratis; beyond three months and up to one year, coil assemblies of the present type may be exchanged at \$3.00 net to dealers and \$4.00 net to garages and owners; beyond one year no allowance is in order. We have discontinued supplying magneto parts prior to those of the present design, for the reason that the expense of making the old parts is in excess of their present value.

CARBURETORS: Carburetors which develop defects within three months may be replaced gratis; beyond three months no allowance is to be made.

RADIATORS: Radiators which under normal use and service prove defective within three months may be replaced without charge. After three months' service if the customer prefers a new radiator rather than having his old one repaired, it will be necessary to purchase it outright. No allowance is to be made for scrapped radiators returned.

COIL UNITS: Defective coil units may be replaced gratis within 90 days; beyond that period no allowance should be made.

GENERATOR & STARTING MOTORS: Complete Generator and starting motors are not to be returned by dealers to the Kearny Branch for credit or repairs. It is expected that by this time all dealers will have the necessary equipment for testing and repairing these units, and that there will no longer be any necessity for returning complete generator and starting motors to the Kearny Branch. Generator or starting motor parts which prove defective within three months may be returned to the Kearny Branch for inspection.

ARMATURES: Generator and starting motor armatures proving defective within three months may be replaced gratis; after three months dealers are expected to exchange armatures with customers at \$4.00 net each, as outlined in the model "M" parts price list. In order to recover this allowance dealers can arrange to have the old armatures re-wound.

BENDIX DRIVE ASSEMBLY: Bendix drive assemblies which prove defective within 90 days may be replaced gratis; beyond that time, no allowance is in order.

CUTOUTS, ETC: Within three months ammeters, cut-outs and ignition and lighting switches that prove defective may be replaced gratis; beyond three months no allowance is in order. Dealers must exercise extreme care in packing cut-outs, so as to avoid damage while in transit.

Ford Motor Company

CONTINUING OUR LETTER OF

SHEET NO.

New York, N. Y.
1710 Broadway

G L #126 May 31 1923
Sheet #3

BATTERIES: Experience has proven that defects in batteries will ordinarily develop within three months after delivery to the owner. In view of the fact that all parts such as the plates, cells, separators, used in the construction of Ford batteries are made from the highest grade of materials obtainable, we have such confidence in this battery that we are willing to guarantee the battery against defects for one year from date of delivery. It is, of course, understood that batteries will not be considered defective that have been damaged by lack of charge, failure to keep the plates covered with solution by filling the cells with distilled water at specific times, or driving with battery hold-downs not properly tightened. Neither is it expected that the guarantee will cover the charging of batteries. On the other hand, a battery which proves incapable of delivering its rated capacity when fully charged will be considered defective. The fact that a battery may develop a defect does not mean that it is necessary to replace the entire battery. In such cases the dealer should make the necessary repairs by replacing the units that are not up to standard and returning them in their regular shipments to the Kearny Branch for inspection.

MAGNETO AND BATTERY HORNS: Investigation has shown that fully 90% of all magneto and battery horns returned, could have been put in first-class condition for service by a few minor adjustments on the part of the dealer. There should be no occasion for dealers returning horns of either type, unless inspection shows that such horns contain parts which have broken because of defects.

GENERAL: All parts on which an allowance is asked must be returned to the Kearny Branch. Information showing the serial number of the car from which each part was removed, name and address of the owner, and whether or not credit has already been allowed must be furnished with all parts returned, connecting rods and transmission bands excepted.

FORD MOTOR COMPANY

P. W. Schwab
Sales Department

PWS WCH

BRUNN CUSTOM BODIES
 Available for Shipment During Months Specified

T O W N C A R				O P E N D R I V E L I M O U S I N E			C A B R I O L E T		
MONTH	COLOR	UPHOL STERY	CARD NO.	COLOR	UPHOL STERY	CARD NO.	COLOR	UPHOL STERY	CARD NO.
JULY				Willey's Orriford Lake(Med)	W.703	12			
AUG	Willey's Auto Brown Dark	B. 10	2	Willey's Auto Brown Dark	B.10	2	Willey's Brunn Cobalt Blue	B.527	4
	Willey's Orriford Lake(Med)	L.20006	8				Willey's Orriford Lake (Med)	L.1501	13
	Willey's Brunn Cobalt Blue	L.20010	9	Willey's Brunn Cobalt Blue	L.20010	9		1596 Head-	
	Willey's Orriford Lake(Med)	W.703	12				lining)		
SEPT	Willey's Brunn Cobalt Blue	B.27	3	Willey's Brunn Cobalt Blue	B.27	8			
	Willey's Brunn Cobalt Blue	B.527	4	Willey's Orriford Lake(Med)	L.20006	8	Willey's Brunn Cobalt blue	L.20011	10
	Willey's Brunn Cobalt Blue	L.20011	10						
OCT	Willey's Brunn Cobalt Blue	L.20010	9	Willey's Brunn Cobalt Blue	L.20011	10			
	Willey's Orriford Lake(Med)	L.51-8	14	Ditzler's Green Gray(Deep)	L.51-6	15	Ditzler's Green Gray(Deep)	L.51-6	15
	Ditzler's Green Gray(Deep)	L.51-6	15						
	Willey's Brunn Cobalt Blue	L.51-5	16	Ditzler's Princess Pat Blue	B.104	No Samp	Jet Black with Ivory Stripe	B.9614	No samp
	Willey's Brunn Cobalt Blue	W.713	No Samp.						
NOV	Willey's Brunn Cobalt Blue	L.20011	10	Willey's Brunn Cobalt Blue	L.20011	10	Willey's Auto Brown(Dark	B.10	2
	Ditzler's Maxine Blue	L.20012	No Samp.	Willey's Orriford Lake(Med)	L.51-8	14	Willey's Orriford Lake(Med)	L.51-8	14
				Willey's Brunn Cobalt Blye	L.51-5	16	Willey's Brunn Cobalt Blue	L.51-5	16
	Ditzler's Green Gray(Deep)	L.20011	"						
	Ditzler's Green Gray(Deep)	L.20012	"						
DEC				Willey's Orriford Lake(Med)	L.20012	No. Samp	Willey's Brunn Cobalt Blue	L.20010	9
							Willey's Orriford Lake (Med)	L.20011	11
							Willey's Brunn Cobalt Blue	L.20012	No Samp

B. Indicates Boyriven Upholstery
 L. " Laidlaw "
 W. " Wiese "

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #130

June 8 1923

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.

We are attaching four news stories for immediate release in your local newspapers. The news story dated May 23 regarding Ford expansion throughout various cities in the United States is an exceptionally interesting piece of news. As you know, people are always interested in the expansion of the Ford industry throughout the United States, and without a doubt your local newspaper will be glad to use these.

The two stories regarding the Brumm Lincoln town car, and open drive limousine will assist you materially in furthering Lincoln sales in your territory. We have samples of these cars on our showroom floor at the present time. We ask that you arrange with your local newspapers to give these stories all the publicity possible; also take up the subject of special built jobs in your territory. Arrange to bring your customers to New York City, where you will find ready to assist and co-operate with you, men who are expert on the Lincoln car, and who will gladly place themselves at your service in your endeavors to sell Lincoln cars to your customers.

The news stories that we have been sending you are being run in all Metropolitan New York newspapers. The city editors are only too glad to get these items. Such papers as the Wall Street Journal, of N Y City, for instance, 'phone this office almost every day, to secure every scrap of information available, regarding Ford industries. We are, therefore, certain that these stories should go big in your territory.

FORD MOTOR COMPANY

F. W. Schwab
Sales Department.

PWS EP

"In beauty of design the Lincoln open-drive five-passenger
Limousine with custom body is a motor car of unusual attractiveness"

_____ of the _____ said today.

"One of these new cars is now on display at the New York Branch
of the Ford Motor Company, where interested persons are given the op-
portunity of a thorough inspection.

"The body, of graceful and imposing lines, commands instant
attention because of its striking individuality. It has a strong ap-
peal to those who seek exclusiveness.

"The interior, which is exceptionally roomy, is particularly
attractive. Fabrics of the choicest kind are used in the upholstery,
with silk curtains and rich floor rugs harmonizing in the color scheme.

"Appointments anticipate every desire of the occupants and are
elaborate only insofar as they are within the range of refined good
taste.

"The front compartment is upholstered in long-grain, bright-
finish black leather, and the roof of the car extends to the windshield.

"The Lincoln Open-Drive Limousine is mounted on the standard
136-inch wheel-base Chassis.

"No one can fully appreciate the rare beauty of the Lincoln
Open Drive Limousine without seeing it. Arrangements can be made for
its showing to persons who are interested in high quality cars and who
desire something that is distinctly individual.

"One of the new custom-built Lincoln Town Cars of special design has just arrived at the N. Y. branch of the Ford Motor Company, and according to Mr _____ of the _____, persons who like to keep informed regarding quality cars of exclusive character will find much to interest them in this new model.

"The body is the design of Brumm & Company, Buffalo, N.Y., one of America's foremost body-builders. It is distinctive in appearance and presents the utmost in appointments and refinements. There have only been a very limited number of this type produced which assures the purchaser something that is exclusive.

"The car is finished in a beautiful, Suburban Blue color, unusually rich in lustre and tone and the interior combines elegance with luxurious comfort. Upholstering material, Boyriven #27 Broadcloth is the choicest of fabrics. Nothing has been overlooked in the matter of affording every convenience to the occupants.

"The body is mounted on the standard 136" wheelbase eight cylinder Lincoln chassis.

"No one can fully appreciate the rare beauty of the Lincoln Town Car without seeing it. Arrangements easily can be made for its showing to persons who are interested in quality cars and who desire something that is distinctly individual."

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #131

June 8 1923

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.

The following weights will be effective June 4, 1923 at
Highland Park:

FORD

	: Starter	: Loss	: Starter	: Loss	: Loss	:
	: Clincher	: Starter	: Dem.	: Starter	: Starter	:
	: Wheels	: Clincher	: Wheels	: Dem.	: Solid	:
	:	: Wheels	:	: Wheels	: Tires	:
Touring Car	1596 Lbs	1510 Lbs	1655 Lbs	1573 Lbs		
Runabout	1474 "	1388 "	1533 "	1451 "		
Truck Chassis			1565 "	1480 "	1560 Lbs	
#Passenger Chassis	1196 "	1110 "	1255 "	1173 "		
2-Door Sedan Chassis			1245 "			
Coupe Chassis			1245 "			
Sedan-4-Door			1945 "			
Sedan-2-Door			1923 "			
Coupe			1744 "			
Tractor					2562 Lbs	

BODIES-COMLETE

	Touring Car	400 Lbs
	Runabout	278 "
x	Coupe	499 "
	Sedan-4-Door	690 "
	Sedan-2-Door	678 "

NOTE: Gas Tanks are included in weight shown on the Coupe and Two-Door Sedan Body. Chassis weights include all fenders, tools, also the oil lamps on cars less starters.

(#) Used on 4-Door Sedan

(x) No change



New York, N. Y.
1710 Broadway

CONTINUING OUR LETTER OF

G. L. #131 SHEET NO.
June 8 1923
#2

DUNNAGE

7-Sedan Bodies	36 ft car	143 Lbs
8 Sedan Bodies	40 ft car	165 "
16 Sedan Bodies	40 ft car- high	1380 "
x 1 Closed car in Mixed Load		48 "
1 Touring or Runabout Body in mixed load		6.5"
1 Passenger Chassis		33.5"
8 Truck Chassis	36 ft car	484 "
12 Truck Chassis	40 ft car	456 "
1 Truck Chassis on side of car		101 "
1 Truck Chassis on floor		26 "
14 Touring Bodies		
5 Runabout Bodies		295 "
7 Touring Cars- 40 ft car (Cuba)		298 "

(x) No change

LINCOLN

2 Passenger Roadster	4050 Lbs.	Model 111
7 Passenger Touring	4290 "	" 124
4 Passenger Sedan	4375 "	" 125 & 127
4 Passenger Phaeton	4215 "	" 123
5 Passenger Sedan	4600 "	" 129
5 Passenger Coupe	4380 "	" 126
Fleetwood Cabriolet	4830 "	" 2451
Fleetwood Limousine	4890 "	" 119
Fleetwood Town Car	4680 "	" 2473
7 Passenger Limousine	4720 "	" 118
7 Passenger Sedan	4660 "	" 117
2 Passenger Coupe	4200 "	" 702
4 Passenger Berline	4610 "	" 128
4 Passenger Phaeton	4165 "	" 112
7 Passenger Town Car	4475 "	" 120
7 Passenger Open Drive Limousine	4475 "	" 121
Chassis	5205 "	" 122
Dunnage- 2 Machines	190 "	
Dunnage- 3 Machines	285 "	

No change in Lincoln weights.

The above cancels previous general letters on the subject of weights of Ford Cars, bodies and Lincoln Cars.

FORD MOTOR COMPANY

P. W. Schumacher
Sales Department

PWS WCH

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #138

June 15 1923

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.

It is being brought to our attention from time to time that dealers are not recalling Lincoln cars for inspection during the first four months of service.

Please be advised that Mr. Ford desires every Lincoln car sold to be periodically inspected, and the service which is performed is without charge for either labor or parts and consists of the following operations:

- 1 Change oil in motor at end of first 400 miles and each 750 miles thereafter.
- 2 Oil and grease car (including lubricator connections, oil and grease cups)
- 3 Examine lubrication of transmission and rear axle.
- 4 Check oil pressure at idling and maximum engine speeds for accuracy.
- 5 Check oil indicator level.
- 6 Examine gasoline fuel strainer.
- 7 Examine gasoline gauge on tank and check for accuracy.
- 8 Battery - check for water, gravity and connections.
- 9 Generator - check for charging rate.
- 10 Starting motor - check oiling, brush, contacts and commutator
- 11 Distributor - check all adjustments
- 12 Check condition of lights.
- 13 Brakes - check adjustments, both internal and external.
- 14 Front wheels - check alignment and bearing adjustments.
- 15 Wheel rims - check for true running
- 16 Springs - tighten clips and lubricate.
- 17 Carburetor - check all adjustments.
- 18 Radiator - check operation of siphon and shutters.
- 19 Timing chain - check adjustments
- 20 Clutch - see that all adjustments are properly set.
- 21 Clean carbon if necessary.
- 22 Tighten body bolts.

Please carry out the above instructions in order that every Lincoln owner receive satisfactory service and his car be kept in perfect condition.

FORD MOTOR COMPANY

H. W. Schurab
Sales Department.

RS EP

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER #139

JUNE 15 1923

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.

Please be advised that the following prices prevail when wire and disc Lincoln wheels are sold thru service stock, less the usual 30% discount:

<u>Wire Wheels</u>			<u>Disc Wheels</u>	
Set of 5	\$200.00	:	Set of 5	\$175.00
Set of 6	230.00	:	Set of 6	200.00

A set of wheels of either type includes four hubs, five or six wheels and tool equipment.

We also quote the list prices at which wire and disc wheel carriers are to be sold thru service.

<u>Wire Wheels</u>				
Single Carrier	\$40.00	:	Single Carrier	\$30.00
Double Carrier	55.00	:	Double Carrier	40.00

F/S EP

FORD MOTOR COMPANY

H. V. Schwalb
Sales Department.

Ford Motor Company

FACTORY AND GENERAL OFFICES
DETROIT

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

GENERAL LETTER #140

June 15 1923

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.

Our Lincoln Phaeton and Roadster production is being changed to include a dull Gray color, and the production schedule has been arranged as follows:-

<u>%</u>	<u>COLOR</u>	<u>UPHOLSTERY</u>	<u>TOP</u>
50%	Gray dull gloss	Gray Leather	100% Khaki
32%	Cobalt Blue	Black Leather	90% Khaki 10% Black
14%	Orriford Lake	Black Leather	90% Khaki 10% Black
4%	Brewster Green	Black Leather	90% Khaki 10% Black

The Gray Phaeton and Roadster are provided with a black moulding extending to the radiator shell, and the fenders, running boards and shields are also black. The wheels are finished in dull Gray with a Black stripe similar to the other standard jobs. A khaki cover is supplied for the trunk to match the top.

You will note that we are specifying 10% of Cobalt Blue, Orriford Lake and Brewster Green to be brought through with black leather top similar to the standard Touring Car. However, please instruct your salesman to sell the Phaetons and Roadsters with the standard khaki top equipment on which delivery is more easily obtained. The limited number of black top jobs are being brought through to take care of customers that insist on this equipment and cannot be sold unless it is supplied.

Roadsters in dull Gray will not be available until the latter part of July. In the very near future, we will have displayed on our showroom floor at the above address, a Gray Phaeton, thereby enabling each dealer who has Phaeton orders to bring in his customer to view this car. In the event that you have unfilled Phaeton orders, please advise immediately whether or not it will be agreeable to supply same in Gray with Gray Leather.

FORD MOTOR COMPANY

P. W. Schwalb
SALES DEPARTMENT

PWS EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

GENERAL LETTER #165

August 4 1923

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.

Your attention is called to our general letter #160 informing you of the new Lincoln Service Policy to which was attached two copies of a letter covering this subject, stating that the arrangements as contained in general letter #160 were understood and accepted by you.

We would refer you to the last paragraph of page #2 of this general letter wherein you will note that you were requested to return one copy of this form signed the same day it was received by you.

Please be informed that we have not as yet received this and would appreciate your checking into the matter immediately and forward same to the above address at once.

FORD MOTOR COMPANY

C. A. Esslinger
ASST. MGR.

CAL EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

TO DEALERS:

August 8, 1923

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 attach hereto schedule of Brunn custom built bodies, which you will note indicates the color and upholstery combinations, also the months when these jobs will come through.

To assist in the sale of these cars we have available a very limited number of sample cards showing these paint and upholstery combinations. You will note that the schedule does not include all the cars which are being built, but they contain the majority of types.

It will be readily seen that from the wide range selection of color combinations that prospective buyers of Brunn custom bodies are assured very distinctive and exclusive paint and upholstery jobs, as there will be only a very few custom bodies brought through in any one kind of fabric.

With this complete information in your hands you should now be in a position to obtain retail orders for these Brunn custom body types, and due to the limited number that will be brought through we naturally expect them to be sold months in advance of the scheduled production.

FORD MOTOR COMPANY

C. A. Eslinger
ASST. MGR.

CAE:F

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

GENERAL LETTER #171

August 22, 1923

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.

Attached hereto you will find a questionnaire that will give you an opportunity to submit your recommendations as to the paper or papers you feel should be used in your community. This information will assist us in the preparation of schedules to be used in connection with a national newspaper advertising campaign.

The questionnaire which is self-explanatory can be filled in in a very short time, and we further request that you make every effort to return it to our office by return mail if possible.

Our Home Office in Detroit is anxious to get started on this new newspaper advertising campaign, which will undoubtedly benefit every dealer, without any loss of time; in fact they would like to have this information in their office the early part of next week.

Please fill in this questionnaire today and return.

FORD MOTOR COMPANY

C. A. Essinger

ASST. MGR.

CAE:F

NEWS STORY

Ford Motor Company
Detroit, Mich.

Fordson Sales Grow

Increasing use of tractor power in commercial, industrial, and agricultural activities has brought a greater demand than ever for Fordson Tractors. To meet this demand production of these sturdy power plants reached a total of 38,473 during the first four months of this year, more than twice that of the same time last year when 15,467 Fordsons were manufactured by the Ford Motor Company.

FORD FILLERS

The Ford Motor Company has a coal reserve of 600,000 tons in its mines in Kentucky and West Virginia.

The Ford Motor Company has one of the largest private telegraph systems in the country. It connects the general offices at Highland Park, Detroit, with nine of the company's important branches, the River Rouge plant, the Ford radio station at Dearborn, Mich., and the Ford railroad, the Detroit, Toledo & Ironton.

Another triumph of the Lincoln is recorded in the grilling test given the Lincoln Touring Car which is being used by the Michigan State Police department. This car has been driven more than 50,000 miles and in telling of its performance in a letter to the Ford Motor Company, Roy C. Vandercock, commissioner, says: "We have been compelled to drive it long distances with heavy loads at top speed and it has never faltered or failed us in any emergency. To my mind it is the best balanced, easiest handled car I know of."

NEWS STORY
FORD MOTOR COMPANY DETROIT MICH.

FORD EXPANSION PROGRAM AFFECTS NUMEROUS CITIES

Survey Shows Extensive Improvements Made at Assembly Plants
Throughout Country.

Detroit, Mich, May. One phase of the Ford Motor Company expansion program, entailing the expenditure of millions of dollars, is strikingly illustrated in a survey of improvements made in assembly plants throughout the country, all of which have brought better business and employment conditions to the several cities affected.

The survey which is just announced through The Ford News, shows that every assembly plant of the company, numbering twenty-eight, is now in full operation and producing more Ford Cars and Trucks than ever before.

New additions have been erected, or are under construction, new equipment has been installed and greater facilities afforded all around.

The plant at Atlanta, Ga. has been considerably enlarged since its reopening a year ago. At that time its capacity was 150 cars and trucks a day. This already has been increased to 210 and when improvements are completed the maximum for an eight-hour day will be from 250 to 275.

Railroad tracks which formerly ran inside the building have been removed to make way for an assembly line and a new concrete loading dock will be completed in June on which big stock conveyors will be installed running into the building.

The Cleveland, O. assembly branch, has been entirely re-equipped and is now assembling cars at the rate of 150 a day. A new electric enameling oven is in process of construction there to further facilitate the work.

Several changes have been made at the Louisville, Ky, branch where a one-story addition has been erected. The assembly line has been removed from the third to the first floor, a body oven has been installed for drying all paint coats on open bodies and the finish varnish coat on closed bodies, and a new type electric enameling oven is being erected. Production has been increased from 100 to 170 cars a day.

At Indianapolis, Ind. the Branch assembly line has been greatly extended and dock facilities increased which permits this branch to turn out 300 cars a day.

Denver, Colo. and Portland, Ore. have again been opened as assembly plants with daily production of 150 and 50 cars respectively.

Columbus, O. and Houston, Tex. branches have been equipped with extensive drying ovens and recently enameling ovens have been lengthened in twelve other assembly plants.

The New Orleans, La. Branch is now housed in a complete new building, 425 by 425 feet, employing approximately 700 men and turning out from 150 to 200 cars a day, together with 25 closed bodies daily.

NEWSPAPER ADVERTISING

Raymond Price
Name of Dealer

Annual Estimates _____

Cresco Pa
Address

CARS _____ TRUCKS _____ TRACTORS _____ LINCOLNS _____

List Newspaper you are now using for display Advertising:

NAME OF PAPER	ADDRESS	DAILY OR WEEKLY	LOCAL RATE	SIZE OF CONTRACT
<i>The Record & Democrat</i>	<i>Stroudsburg Pa</i>	<i>Daily</i>		
<i>The Morning Press</i>	<i>East " "</i>	<i>" "</i>		

WHAT OTHER NEWSPAPERS WOULD YOU RECOMMEND USING?

Have you been using large or small sized copy? _____ How Often? _____

What Papers cooperate with you in using Ford Publicity?

Names of men on various newspapers with whom you do business?

NAME	PAPER	NAME	PAPER

COMMENTS

Date _____

Signature _____

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

August 22nd, 1923.

GENERAL LETTER #172

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.

It has been called to our attention by our Service Department at Detroit, that many of our dealers are installing spring covers on Lincoln cars which are so constructed that it is necessary to remove rebound clips from the springs.

We find that removal of the spring clips allows the leaves to separate on the rebound, a condition which in our estimation does not make for safety.

While we do not consider the installation of special spring boots or covers at all necessary, if such equipment is demanded by your customers, please install covers of the fabric type which can be easily laced into position on the spring, and the installation of which does not necessitate the removal of the spring clips.

FORD MOTOR COMPANY,

C. A. Esslinger
Sales Department.

CLG AJA

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

August 22nd, 1923.

GENERAL LETTER #173.

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.

Beginning with Lincoln Engine No. 12143, the spacer and bushing assembly for distributor shaft was changed to provide an oil seal and prevent the crank case breathing through the distributor. This keeps the oil vapor out of the distributor head and prevents the distributor points from burning black, which results in hard starting.

We have a supply of these parts for distribution so that when a car is in your shop for any extensive work on the engine, or whenever you are experiencing trouble with distributor points burning black, one of these spacer and bushing assemblies should be installed in place of the one in the engine. (For removing old spacer see Page 3, January, 1923, issue of the Service Bulletin.)

When replacing the spacer and bushing assembly the shaft which drives the distributor should be removed and cleaned; also the lower ball bearing in the distributor should be carefully inspected and replaced if it is rusted or corroded.

The new spacer and bushing assemblies will be charged to you at the time of purchase and upon the return of the old part, with the number of the engine on which the exchange was made, credit will be allowed.

FORD MOTOR COMPANY,

C. A. Esslinger
Sales Department.

CLG AJA

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

TO ALL DEALERS:

September 22 1923

GENERAL LETTER #192

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 attaching hereto an interesting news item for immediate release in your local newspapers.

Please see that this is given space at an early date, and don't forget to send us copies of the papers running same.

FORD MOTOR COMPANY

CHIEF ROADMAN

(Encls)
CJS JH

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #198

Sept. 26 1923

TO ALL DEALERS

IN REPLYING REFER TO #2

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.

With the object of improving the efficiency of the motor-generators used on Lincoln cars numbered below 11,745, arrangements have been made through the United Motors Service Branches to do the following repair work gratis on Delco motor-generators:

1. Turn Down commutators, and undercut mica.
2. The Motor-generator will be checked throughout and any parts replaced necessary to place it in satisfactory operating condition.
3. A 1-4" hole will be drilled in the bottom of each cover band for draining any accumulation of water.
4. The charging rate will be set at not to exceed 17 amperes on bench test.

It is advisable to have this work done on motor-generators which do not crank the engine over with the rapidity required for quick starting.

Inasmuch as the Delco people are interested to the extent of doing this work free of charge, you should remove the motor-generators from Lincoln cars below number 11745 and deliver them to the nearest United Motor Service Branch for repairs mentioned above. This work should be done simultaneously with the replacing of spacer and bushing assembly for distributor shaft mentioned in General Letter #173.

A quantity of motor-generators have been shipped to the various United Motor Service Branches for the purpose of replacing or repairing any unit delivered to them for attention.

We are attaching hereto report which please forward to us on the last day of each month stating thereon the motor numbers of the cars on which the motor generators have been repaired as well as distributor shaft assemblies replaced.

Please give this report careful attention and see that same is forwarded on the date requested.

FORD MOTOR COMPANY

CA Esslinger
ASST. MANAGER

CAE EP

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

1710 BROADWAY,
New York City, N.Y.

FACTORY AND GENERAL OFFICES
DETROIT

GENERAL LETTER #207

Oct. 9 1923

TO ALL DEALERS

#2

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.

Please be advised our costs on wire wheels for Lincoln Cars have been steadily increasing and have now reached a point where it is necessary for us to make a substantial increase in our list prices in order to prevent an actual loss. Therefore, effective immediately, the new list prices for this equipment when supplied with Lincoln cars in place of the regular wood wheels, are as follows, subject to car discount:

Set of 5 Wire Wheels, black enamel	\$100.00
" " 6 " " " " " "	140.00
" " 5 " " painted other color	120.00
" " 6 " " " " " "	160.00

Prices on Distel and Natural Wood Wheels remain the same as given in former general letter.

FORD MOTOR COMPANY

CA Eslinger
ASST. MANAGER.

CAE EP

S/2240

Supplement No. 29.

Following is a list of additions to Master Price List, with prices and tax status, effective Oct. 1, 1925.

PART NO.	NAME	LIST PRICE	TAX STATUS
10019	Strap	.10-	NT
40004	Hood top and side assy. R.	3.00	NT
40005	Hood top and side assy. L.	3.00	NT
40010	Hood hinge rod top	.10	NT
40018	Radiator rod retainer	.05	NT
40104	Front fender reinf. R.	.10	NT
40105	" " " L.	.10	NT
40121	Rear fender brkt. -R	.30	NT
40110	Radiator apron assy.	.35	NT
40122	Rear fender bracket -L	.30	NT
41002	Rib socket #2 assy -R	1.00	NT
41003	do -L	1.00	NT
41004	do #5 "	1.00	NT
41005	do #4 " -R	1.00	NT
41006	do -L	1.00	NT
41008	do #1 "	1.00	NT
40136	Rear fender bracket	.20	NT
40160	Steering column cushion upper	.05	NT
40168	Gas tank clamp	.20	NT
40300	Windshield assy.	12.00	MH
40303	Windshield frame lower	1.00	NT
40306	Windshield glass lower	3.25	NT
40312	" brkt. weatherstrip lower	.05	NT
40313	" " " upper	.05	NT
40314	" weatherstrip bottom	.25	NT
40315	" glass clamp	.05	NT
40320	" frame upper	1.00	NT
40323	" glass upper	3.00	NT
40324	" center channel	.35	MH
40325	" bracket assy. RH	1.00	MH
40326	" bracket assy. LH	1.00	MH
40328	" lower frame & glass assy.	4.75	MH
41000	Top assy.	*27.00	MH
41009	Rib socket assy RH	4.00	NT
41010	" " " LH	4.00	NT
41032	Bow rib #1	.30	NT
41033	" " #2	.30	NT
41034	" " #5	.30	NT
41035	" " #4	.30	NT
41045	Front curtain rod right	.40	MH
41046	" " " left	.40	MH

*Dealers Discount 25%

Oct. 1, 1925.

S/2241

Supplement No..50

Following is a list of additions to Master Price List, with prices and tax status, effective at once.

PART NO.	NAME	LIST PRICE	TAX STATUS
41047	Rear curtain rod right	.40	MH
41048	Rear curtain rod left	.40	MH
41050	Top assy	*22.00	MH
41065	Front side curtain right	2.25	MH
41066	Front side curtain left	2.25	MH
41067	Rear side curtain right	1.00	MH
41068	Rear side curtain left	1.00	MH
41069	Back curtain assy.	2.50	MH
41070	Deck assy.	3.50	MH
41079	Rib socket assy. Right	3.00	NT
41080	Rib socket assy. Left	3.00	NT
41100	Front side curtain right	2.25	MH
41101	Front side curtain left	2.25	MH
41102	Center side curtain right	2.25	MH
41103	Center side curtain left	2.25	MH
41104	Rear side curtain right	1.00	MH
41105	Rear side curtain left	1.00	MH
41106	Back curtain assy.	2.50	MH
41110	Deck assy.	6.50	MH
41123	Flush type fastener-Female-double	.05	NT
41124	do single	.05	NT
41125	do Male	.05	NT
41128	Lift the dot fastener	.03	NT
41132	Flush type fastener-Male-washer	.01	NT
41158	Visor assy	.75	NT
41126	Rear side curtain grommet washer	.01	NT
41127	do	.01	NT
41129	Lift the dot fastener-female	.05	NT
41130	do -washer	.01	NT
41131	Clinch fastener-double	.05	NT
45015	Instrument panel	1.50	MH
45055	Steering column support	.20	NT
45063	Front hood board center	.75	MH
45064	Rear hood board	.75	MH
45067	Rear seat frame support rear	.10	NT
45074	Rear cross housing assy.	1.50	NT
45075	Gas Tank overflow pipe	.85	NT
45077	Rear seat frame side right	.45	NT
45078	Rear seat frame side left	.45	NT
45082	Front door scuff plate right	.40	NT
45083	Front door scuff plate left	.40	NT
40021	Hood hinge rod retainer	.05	NT

*Dealer's discount.

Oct. 1st, 1925.

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Supplement No. 31.

Following is a list of additions to Master price list with prices and tax status, effective at once:

PART NO.	NAME	LIST PRICE	TAX STATUS
45086	Top Iron	.10	NT
45091	Rear door scuff plate right	.40	NT
45092	Rear door scuff plate left	.40	NT
45101	Door hinge assy right	.45	NT
45102	Door hinge assy left	.45	NT
45110	Door hinge-male-lower	.10	NT
45112	Gas Tank splash plate	.50	NT
45117	Gas tank overflow pipe	.25	MH
45119	do set screw	.05	NT
45122	Side curtain rod grommet	.02	NT
45123	Trim fastener nail	.30	NT
45124	Side sill to dash bracket right	.15	NT
45125	Side sill to dash bracket left	.15	NT
45128	Rear floor mat	1.00	MH
45129	Front floor mat	1.00	MH
45152	Gas Tank stop	.15	NT
45159	Side oil lamp bracket right less starter	.30	NT
45160	Side oil lamp bracket left less starter	.30	NT
45161	Cowl and dash assy. Branch assy.	17.50	NT
45202	Front seat back trim rail	.30	NT
45203	Rear seat back trim rail	.25	NT
45213	Floor board pedal plate #1	.10	MH
45218	do #2	.10	MH
45233	Side sill filler	.05	NT
45235	Front hinge filler trim strip RH	.40	NT
45236	do LH	.40	NT
45244	Battery trap door assy	1.20	MH
45307	Fender and top iron brace assy-RH	.55	NT
45308	do LH	.55	NT
45330	Rear floor board assy	1.00	MH
45510	Rear door cardboard right	.30	NT
45511	Rear door cardboard left	.30	NT
45512	Front door cardboard right	.30	NT
45513	Front door cardboard left	.30	NT
45514	Cowl cardboard right	.15	NT
45515	Cowl cardboard left	.15	NT
45516	Rear lock pillar cardboard right	.15	NT
45517	do left	.15	NT
45520-A or B	Windshield glass retaining strip upper	.10	NT
45521-A or B	do retainer strip lower	.10	NT
45529	Front seat cushion assy	6.00	MH
45545	Rear seat cushion assy	6.50	MH
45560	Front seat back assy	5.00	NT

Oct. 1st, 1925.

G. L. #236

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October 26, 1923

You will observe from the Service Inspection Report that all dealers are expected to see that oil changes are taken care of as specified in operation No. 1, of the Inspection Report and that no charge is to be rendered by the dealer for oil or grease used during the Four Months Inspection Service period. This feature of Lincoln service, which is a departure from the usual service practice, should be put into effect by every Lincoln dealer, because it places the responsibility for changing oil directly upon the owner and insures the use of a high grade lubricant adapted to the Lincoln engine.

FORD MOTOR COMPANY

CA Esslinger
ASST. MGR.

CAE:f

Ford Motor Company

Manufacturers of Automobiles, Trucks and Tractors

FACTORY AND GENERAL OFFICES
DETROIT

New York, N.Y.

Service

General Letter #236

Oct 27, 1923

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.

The Four Months Free Inspection Service for Lincoln Cars was put into effect because systematic attention to lubrication and mechanical adjustments are vitally important points of care in a new car. Investigation shows now that many dealers are overlooking this inspection altogether; while the inspection service as rendered by others is not only incomplete but is being carried out with little or no regularity.

The Four Months Service Inspection is included in the Purchase price of a Lincoln Car and it should be your duty in selling a Lincoln car to see that the purchaser receives the benefit of this inspection at regular intervals. You should not consider the cost of this inspection service but rather the selling and advertising advantages of maintaining owners' Cars in a high state of mechanical efficiency, thus avoiding possible trouble and complaints and at the same time building good-will on the parts of owners.

In order to assist in carrying out the service inspection in a systematic manner and to aid this branch in checking dealers to make sure that inspections are being taken care of, we are forwarding you a supply of "Dealer's Lincoln Service Inspection Reports", Form No 1544, which will be distributed in this territory to all who are servicing Lincoln cars. This report is made out in duplicate, one copy of which is to be retained by the dealer and the other forwarded to this branch to serve as our record on the servicing of each Lincoln car.

With this information the Service Department will be able to determine whether you are actually giving the Free Inspection service which goes with every Lincoln Car.

Our roadmen are instructed to check those dealers who are servicing Lincoln Cars to make sure that you are carrying out the Service Inspection Policy in the proper manner. The Lincoln Service Man will also check individual owners from time to time to ascertain whether or not their cars are being called in by dealers for this inspection service.

Before one roll has been run out, the starting end of another is sewed on, so that the coating operation may continue uninterrupted.

When the cloth finally emerges from the oven, with one side hidden beneath a black and glossy, but flexible coat, it is re-wound on a roll and separated from its successor. Then it is weighte to ascertain if sufficient coating mixture has been applied.

Next comes the embossing process by means of which the leather pattern is produced on the coated side of the cloth. This is accomplished through flat and rotary presses, heated by steam to 230 degrees Fahrenheit and under pressure ranging on some from 400-500 tons to 600-700 tons on others.

After the leather imprint has been made, the cloth goes to the final oven for its finish of lustre coat. After a final inspection it is passed along to go into automobile production.

Approximately 2,100 gallons of coating mixture are required to supply the seven ovens during an eight-hour working shift and with the department now operating on a sixteen-hour day, 4,200 gallons are used daily.

This means that another Ford venture has been fully justified, that another functioning productive unit has taken its place in the Ford Industry.

NEWS STORY
FORD MOTOR CO
DETROIT, MICH.

Detroit, Mich., Sept.____, From a daily output of 5,860 yards in October, 1920, to the manufacture of from 30,000 to 50,000 yards of artificial leather a day at present, after two years effort, is one of the interesting achievements of the Ford Motor Company's plant in Highland Park.

Five grades of leather, each suited to a different purpose, are produced and with these the company is able to supply, wholly or in large part, its own side curtains, side quarters, back curtains, cushions, cushion facings, tops, sedan roof covering.

The artificial leather manufacture, which was first begun as an experiment in 1918, has reached a high state of perfection and now proceeds on the continuous production system.

The principal cloths used are drill, twill, moleskin, sateen and Ford cloth, which is woven at Highland Park. The average length of strip of any of these is 300 to 400 yards, with widths from 36 to 52 inches and weights running between 200 and 500 pounds per roll.

As soon as a roll of cloth enters the manufacturing section of the department it is placed on a re-rolling device and carefully inspected for any possible defect.

Next it is weighed and started through the coating ovens where the coating proceeds on a continuous system. As the cloth passes the first station or section, the coating mixture flows onto one side of it and is evenly distributed by a spreading knife. After the coat is applied the cloth passes into a drying chamber which is heated by steam to 210 degrees Fahrenheit. By the time it emerges from the drying chamber it is ready for the next coat and so the process is repeated until the desired surface covering is secured when the cloth leaves the oven.

NEWS STORY
FORD MOTOR CO
Detroit, Mich.

Detroit, Mich., Sept. ____, Changes, including the transposition of a number of manufacturing departments, nearing completion at the Lincoln plant division of the Ford Motor Company form an interesting sidelight on efficiency methods of the organization.

When a manufacturing plant is carrying on a heavy production, it is a matter of considerable difficulty to move a large portion of machinery from one place to another. Yet this is just what is being done at the Lincoln plant and without the least halt in output.

In fact, with the steadily increasing demand which the Lincoln is enjoying, production, through the introduction of greater facilities, has been moved up and a new output record was established in August with shipments of 897 cars during the month, a gain of 97 over July.

During the eleven months of Ford ownership in 1922 Lincoln car shipments totaled 5,242, while so far this year 5,273 Lincolns have been manufactured.

Moving of the several departments into the new addition, which increases the Plant floor space 311,000 square feet, is being effected under a highly scientific arrangement. The plan provides that raw materials and stock shall enter one end of the receiving room and gradually pass through the manufacturing processes to emerge at the other end of the building as finished product.

Conveyor systems, new and improved machinery and many other facilities are being installed to bring greater quality and refinement to Lincoln Motor cars.

Illustrative of the close attention to detail which enters into every phase of Lincoln car production is one small department where clocks used on Lincoln cars are received. These are manufactured by one of the country's foremost watch makers. Nevertheless, in this department, every clock undergoes an eight-day test before being permitted to take its place on a Lincoln car instrument board.