



Finding Aid for

**LINCOLN V-12 SALES LETTERS RECORDS, 1932**

**Accession 1760**

Finding Aid Published: July 2012



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<http://www.dalnet.lib.mi.us>



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## OVERVIEW

**REPOSITORY:** Benson Ford Research Center  
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**ACCESSION NUMBER:** 1760

**CREATOR:** Ford Motor Company. Lincoln Division.

**TITLE:** Lincoln V-12 sales letters records

**INCLUSIVE DATES:** 1932

**QUANTITY:** 0.4 cubic ft.

**LANGUAGE:** The materials are in English.

**ABSTRACT:** In 1932, the Lincoln Division of Ford Motor Company initiated an individualized sales program to promote their new line of 12 cylinder Lincoln luxury cars. The Lincoln V-12 sales letter records contains over 300 original and facsimile letters to and from the Lincoln Division Sales Department concerning the 1932 12 cylinder Lincoln.

## **ADMINISTRATIVE INFORMATION**

- ACCESS RESTRICTIONS:** The series is open for research.
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Ford Motor Company Archives donation, 1964
- PREFERRED CITATION:** Item, folder, box, accession 1760, Lincoln V-12 sales letters records, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Ford Motor Company Archives staff, date unknown
- DESCRIPTION INFORMATION:** Original collection inventory list prepared and published by Ford Motor Company Archives staff, date unknown
- Finding aid prepared by Elyssa Bisoski, July 2012, and published in July 2012.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## **HISTORICAL NOTE**

In 1932, the Lincoln Division of Ford Motor Company initiated an individualized sales program to promote their new line of 12 cylinder Lincoln luxury cars. Arthur Hatch, Lincoln sales manager, wrote letters to current Lincoln owners giving them details about the new line of cars.

## **SCOPE AND CONTENT NOTE**

The Lincoln V-12 sales letter records contains over 300 original and facsimile letters to and from the Lincoln Division Sales Department concerning the 1932 12 cylinder Lincoln. The responses are varied, including some recipients who immediately bought a new Lincoln but many more who were not interested in making a purchase due to personal financial woes, complaints of problems with their current Lincoln, or because they had only recently purchased a new car. The records also contain one folder of branch check-up sheets which includes lists of branches and the size of their mailing lists.

## **SUBJECT TERMS**

### Names, Personal and Corporate

Hatch, Arthur D.

Ford Motor Company. Lincoln Motor Company Division

Ford Motor Company. Lincoln Division.

Lincoln Motor Company (Detroit, Mich.)

### Subjects

Automobile industry and trade

Branches (business enterprises)

Lincoln automobile

Sales letters

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
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### Box 1

Branch check-up sheets, 1932

Correspondence

June 1-June 24, 1932

June 25-30, 1932

July

1-4, 1932

5-10, 1932

11-14, 1932

15-19, 1932

20-24, 1932

25-31, 1932

August, 1932

September, 1932