Finding Aid for

LINCOLN V-12 SALES LETTERS RECORDS, 1932

Accession 1760

Finding Aid Published: July 2012

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OVERVIEW

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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.

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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 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

<table>
<thead>
<tr>
<th>Box no.</th>
<th>Description</th>
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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