

L. A. Hodgman

Ford

THE UNIVERSAL CAR

Price List
Labor Operations

Effective Jan. 15, 1923

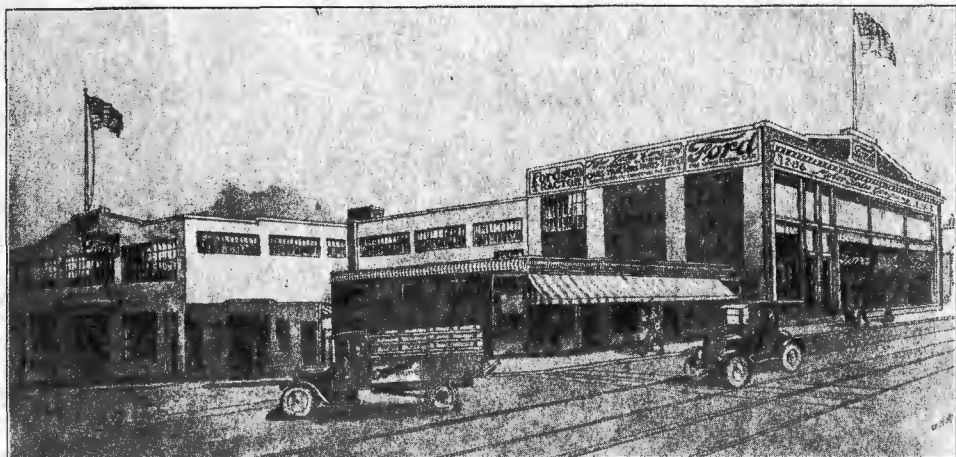
Ford
Motor Sales Company
OF NEW BEDFORD

FORD HEADQUARTERS BUILDING

Purchase and Pearl Sts.
NEW BEDFORD, MASS.

Tel. 5550

Lincoln *Ford* Fordson
CARS-TRUCKS-TRACTORS
HEADQUARTERS



MOTOR SALES COMPANY
Purchase and Pearl Streets, New Bedford, Mass.

OUR WHOLEHEARTED GUARANTEE AND POLICY

We guarantee every repair job, and stand ready and willing at any time to make good our work, if brought to our attention within a reasonable time. Our employees are courteous and reliable. Any inattention on the part of any employee, we will deem it a favor if same is reported to the office.

IMPORTANT

As it is impossible to know in advance what parts will be found broken or badly worn, the prices herein are for **LABOR ONLY**.

Necessary parts will be charged extra at current prices established by the Ford Motor Company of Detroit, Mich. Gasoline, Oil, Greases and Other material or accessories are **EXTRA**.

Parts removed will be held for inspection, if so instructed at time job is authorized.

FOREWORD

THIS little book is designed to help you.

It is to clear away the fog which has surrounded labor charges on your car, and to show the proper charge for each repair operation as plainly and as definitely as the Ford catalog shows the price of each part. It is to tell you in advance whether your bill will be large or small; in fact, it will tell you exactly what the **labor charge** will be for a guaranteed job.

IN OTHER WORDS, it is the modern, efficient, out in the open way of doing business, the Flat Rate System.

It has been evolved from many years' experience, combined with labor saving machinery, and skilled Ford mechanics. Each charge shown is the average of many similar jobs done satisfactorily. The basis is fair both to you and us. In other words we guarantee to tell you before we start the work on your car what the labor charge will be and guarantee the job.

It therefore, puts us on our mettle to turn out mechanically perfect jobs, as every comeback costs us money. In our own interest and yours, we employ only first class mechanics and use tools and machinery specially designed for Ford repairs.

This book we commend to you for the plain, honest qualities of its contents. You order work done at a fixed price; we undertake to do good work at that price. Both parts and workmanship are fully guaranteed.

In size this book just matches the Ford parts catalog. Keep them together on your desk or in your car. We are at your service always.

Note: The prices quoted are effective Jan. 15, 1923. (subject to change without notice.)

Ford
Motor Sales Company
OF NEW BEDFORD

C. J. Collopy, President.

KNOWING HOW IS A GUARANTEE OF MERIT

MOTOR DIVISION

Opr. No.	Description	Price
		30.00
1	Overhaul motor and transmission.....	3.00
1a	Remove motor	6.00
1b	Install motor	24.00
2	Overhaul motor only.....	16.00
3	Overhaul transmission only, repair or replace magneto.....	
4	Rebraze crankcase arms or support or repair leak in case by taking out motor.....	14.00
		12.00
4a	Change crankcase	5.00
5	Install or refit one piston or one connecting rod.....	6.50
6	Install or refit two or more pistons or connecting rods.....	2.50
7	Tighten one connecting rod bearing.....	5.00
8	Tighten two or more connecting rod bearings.....	3.25
9	Replace transmission bands open cars (add 50c for starter)....	4.00
9a	Replace transmission bands closed cars (add 50c for starter)...	3.00
10	Replace transmission cover gasket open cars (add 50c for starter)	3.75
10a	Replace transmission cover gasket closed cars (add 50c for starter)	7.00
10b	Repair transmission cover only.....	7.00
11	Change motor.....	6.00
12	Replace cam shaft and refit bearings.....	3.00
13	Replace cam gear—large.....	3.00
14	Replace cylinder front cover	3.50
15	Grind valves and clean carbon.....	1.75
16	Remove carbon only.....	3.00
17	Repair cylinder head bolts stripped—one or two.....	6.00
18	Repair cylinder head bolts stripped—under dash.....	3.50
19	Clean out oil feed pipe.....	
20	Replace cylinder head gasket (extra for cleaning carbon \$1.25)	1.00
		.90
21	Replace radiator or all three hose connections.....	.50
22	Replace one hose connection only.....	2.00
23	Replace crankshaft starting pin or pulley.....	1.50
24	Tighten motor to frame.....	.75
25	Clean crankcase only or install gasket under lower cover....	1.00
26	Replace carburetor or manifold or repair leak in manifold..	1.00
27	Install new butterfly spring.....	2.00
28	Overhaul Carburetor	1.25
29	Repair leaky carburetor75
33	Replace or rebush fan pulley assembly.....	1.50
33a	Replace broken blades or repair fan (old style \$2.00) new style75
34	Adjust clutch fingers and transmission bands open cars.....	1.50
34a	Adjust clutch fingers and transmission bands closed cars....	.75
		.90

Real bargains are not what you save now—but later.

MOTOR DIVISION—Continued.

Opr. No.	Description	Price
35	Adjust transmission bands only open cars.....	.50
35a	Adjust transmission bands only closed cars.....	.60
36	Stop oil leak in valve doors.....	.75
37	Install transmission band springs, brake and reverse only—each60
		.60
38	Repair cylinder water jacket plug—one or more.....	.60
39	Install new starting crank handle.....	.60
40	Install arm or end of spark control rod.....	.60
41	Replace high speed collar or spring.....	9.00
42	Replace inlet or outlet water gasket.....	.60
43	Replace transmission band shaft or ratchet—each.....	3.00
46	Tighten motor or transmission bolts to stop oil leaks.....	.25
47	Drain crank case—flush and refill.....	.30
48	Install new fan belt.....	.60
49	Clean magneto terminal only.....	.90
49a	Clean magneto terminal and test magnets.....	1.25
50	Replace crankcase front bearing cap.....	3.00
51	Tighten center and front main bearings.....	7.50
	Operations 5 and 15 on one order.....	9.00
	Operations 6 and 15 on one order.....	3.00
	Operations 12 and 15 on one order.....	5.00
	Operations 15 and 17 on one order.....	
	No charge for operation 19 when done with transmission jobs.	

A REAL SPECIAL

We will tighten flywheel and rear main bearing in Ford motor, without taking out the motor, guaranteed—

\$8.00

IGNITION DIVISION

52	Go over ignition.....	1.25
53	Clean and adjust spark plugs.....	.40
54	Replace spark plugs or porcelains.....	.30
55	Replace spark plug wires.....	.30
56	Replace commutator wire loom.....	1.00
57	Replace commutator case, brush or roller.....	.60
58	Replace commutator pull rod.....	.50
59	Test and adjust coil units.....	.40
60	Install points per unit.....	.25
	Operations 56 and 57 on one order.....	1.00

We use only GENUINE Ford Parts

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21	Replace radiator or all three hose connections.....	.90
22	Replace one hose connection only.....	.50
23	Replace crankshaft starting pin or pulley.....	2.00
24	Tighten motor to frame.....	1.50
25	Clean crankcase only or install gasket under lower cover....	.75
26	Replace carburetor or manifold or repair leak in manifold..	1.00
27	Install new butterfly spring.....	1.00
28	Overhaul Carburetor	2.00
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59	Test and adjust coil units.....	.40
60	Install points per unit.....	.25
	Operations 56 and 57 on one order.....	1.00

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REAR AXLE OVERHAUL

Operation No. 96.

The causes that necessitate a rear axle overhaul are in the majority of cases due to neglect, carelessness or abuse.

Lack of lubrication is the most prolific cause of trouble. Overloading the car, hard and reckless driving will soon wreck any rear axle and differential. Applying the foot pedals too quickly and hard places undue strain on the rear system. Failure to keep rear wheels tight on axle shafts soon ruins the shafts and bearings. Trying to get out of a mud hole without the use of chains puts a tremendous strain on the entire rear system and will materially shorten its life.

Natural wear and tear will in time make a rear axle overhaul necessary, but if Ford owners will only use discretion in the use of their cars they need not think of a rear axle overhaul for a long time.

When we overhaul a rear axle in our shop, we proceed as follows:

The rear end of the car is hoisted and rear wheels are removed, rear spring perch nuts, as well as brake rod clevis pins, are removed. The rear axle assembly is disconnected at the universal joint and pulled from car. The assembly is now placed on a special rear axle bench and disassembled. All internal parts are washed and cleaned. Each part is subjected to a minute inspection and all worn parts are replaced. All parts to be replaced are removed and new parts installed through the use of special jigs and arbor presses. The axle shafts are tested and if out of true they are straightened in a straightening press.

All internal parts having been assembled, delicate and final adjustments are made. All parts are thoroughly greased and enclosed in housing. The assembly is now brought back to car and installed. New felts are placed at the outer ends of the rear axle to prevent oil leaks before wheels are put on. Brake rods are equalized and adjusted. The axle is then given a thorough and final test and when the car is turned over to the owner he can rest assured that we have done a good job.

Our labor charge for this work is \$6.00, necessary parts extra.

We use **Genuine Ford** parts, exclusively.

Prompt delivery of **GENUINE Ford Parts** anywhere.

Phone your order.

REAR SYSTEM DIVISION

Opr. No.	Description	Labor Charge
96	Overhaul rear axle and rebush springs and perches when necessary	3.50
97	Repair or replace drive shaft tube	1.75
98	Repair or replace one rear radius rod	2.50
99	Replace rear spring tie bolt or new leaf including polishing and graphiting of leaves and lining up of body	2.00
99a	Install new leaf in rear spring	5.00
100	Remove front and rear springs, polish and graphite leaves only	1.50
100a	Dope rear end	1.50
100b	Graphite rear spring when removed from car	1.50
101	Replace spring perches	2.00
102	Pad rear spring to line up body, or replace rear spring tiebolt only	2.00
103	Rebush springs and perches	2.00
104	Install universal joint	2.00
105	Straighten axle shaft (without removing from car)	2.00
106	Tighten rear radius rod	1.50
107	Install felt and steel washers	1.50
108	Install brake shoes and equalize emergency brakes	1.50
109	Tighten universal ball cap bolts	1.50
110	Install or tighten rear spring clips	1.50
111	Tighten rear hub lock nut	1.50
112	Fit new hub keys	1.50
113	Replace pull rods supports	1.50
114	Replace or rebush hub brake cam—each side	1.50
115	Replace rear axle assembly	1.50
116	Adjust pull rods or replace one	1.50
117	Straighten rear radius rod (in car)	1.50
118	Install outer roller bearing (each)	1.50
119	Replace rear axle shaft, drive shaft pinion, or drive gear (no other work necessary)	1.50
119a	Replace rear spring clip or hanger each	1.50
	Operations 96 and 99 on one order	7.00
	Operations 96 and 102 on one order	7.00
	Operations 96 and 110 on one order	7.00

The following extra charges should be made on cars with sp equipment:

Axle overhaul when necessary to remove special trunk racks or truss rods	1.00
Axle overhaul when car is equipped with shock absorbers	1.60
Axle overhaul when car is equipped with special hub brakes	1.50

REAR AXLE—"Dont's"

Don't operate your car without proper amount of rear axle lubricant.

Don't overload the car.

Don't use the foot pedals roughly.

Don't neglect tightening rear wheels frequently.

Don't use different size tires on rear of car at same time.

We recommend "LUBRIMORE" for rear end

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All internal parts having been assembled, delicate and final adjustments are made. All parts are thoroughly greased and enclosed in housing. The assembly is now brought back to car and installed. New felts are placed at the outer ends of the rear axle to prevent oil leaks before wheels are put on. Brake rods are equalized and adjusted. The axle is then given a thorough and final test and when the car is turned over to the owner he can rest assured that we have done a good job.

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REAR SYSTEM DIVISION

Opr. No.	Description	Labor Charge
96	Overhaul rear axle and rebush springs and perches when necessary	3:50
97	Repair or replace drive shaft tube	1:75
98	Repair or replace one rear radius rod	2:50
99	Replace rear spring tie bolt or new leaf including polishing and graphiting of leaves and lining up of body	4:00
99a	Install new leaf in rear spring	0:00
100	Remove front and rear springs, polish and graphite leaves only	1:50
100a	Dope rear end	1:50
100b	Graphite rear spring when removed from car	1:50
101	Replace spring perches	0:00
102	Pad rear spring to line up body, or replace rear spring tiebolt only	0:00
103	Rebush springs and perches	0:00
104	Install universal joint	0:00
105	Straighten axle shaft (without removing from car)	0:00
106	Tighten rear radius rod	0:00
107	Install felt and steel washers	0:00
108	Install brake shoes and equalize emergency brakes	0:00
109	Tighten universal ball cap bolts	0:00
110	Install or tighten rear spring clips	0:00
111	Tighten rear hub lock nut	0:00
112	Fit new hub keys	0:00
113	Replace pull rods supports	0:00
114	Replace or rebush hub brake cam—each side	0:00
115	Replace rear axle assembly	0:00
116	Adjust pull rods or replace one	0:00
117	Straighten rear radius rod (in car)	0:00
118	Install outer roller bearing (each)	0:00
119	Replace rear axle shaft, drive shaft pinion, or drive gear (no other work necessary)	0:00
119a	Replace rear spring clip or hanger each	0:00
	Operations 96 and 99 on one order	0:00
	Operations 96 and 102 on one order	0:00
	Operations 96 and 110 on one order	0:00

The following extra charges should be made on cars with sp equipment:

Axle overhaul when necessary to remove special trunk racks or truss rods	1:00
Axle overhaul when car is equipped with shock absorbers	1:60
Axle overhaul when car is equipped with special hub brakes	1:50

REAR AXLE—"Dont's"

- Don't operate your car without proper amount of rear axle lubricant.
- Don't overload the car.
- Don't use the foot pedals roughly.
- Don't neglect tightening rear wheels frequently.
- Don't use different size tires on rear of car at same time.

We recommend "LUBMORE" for rear End

FRONT SYSTEM OVERHAUL

Operation No. 167

The front system of the Ford car takes in front axle, spring, steering connecting rods, wheels and front radius rods.

Lack of proper lubrication and hard usage wear out the parts composing the front system, the direct results of which are premature wear of tires, hard steering, broken springs, broken wheel bearings, loose bolts, etc. Any of these may contribute to a serious accident.

A front system overhaul is really inexpensive, and considered from a safety standpoint, no owner ought to drive or let others drive a car needing an overhauling of this kind.

When we overhaul a front system, the procedure is as follows:

The front end of the car is hoisted and front axle, spring, steering connecting rods, wheels and front radius rods are removed from chassis.

All parts are disassembled, thoroughly cleaned and inspected, down to the last bolt and nut. All worn parts (where wear cannot be taken up) are replaced by new ones. All broken parts are similarly replaced. Spindle bodies and arms are rebushed and reamed if necessary.

The steering arm connecting rod ball caps are brought up snug when assembled.

Front hubs repacked with grease before wheels are placed back on axle, and bearings are then adjusted.

Front spring and perches are rebushed if necessary. All spring leaves are free from rust, oiled and reassembled.

The front system is now assembled to chassis and radius rod ball socket attached with relation to its bearing surface.

The front axle is tilted at the correct angle and front wheels properly aligned.

The job is now complete and our labor charge for this work is \$5.00, necessary parts extra.

FRONT SYSTEM SUGGESTIONS

Drive carefully. Avoid bad bumps or chuck holes. These are the causes of spring breakage and the ruin of front wheel bearings. Avoid hitting curb. This causes misalignment of front wheels and uneven wear of front tires. Oil your spring leaves. It will prolong the life of the car as well as the springs and make for easier riding. At least once a week drop oil in oil cups in front system (8 in all). Adjust front wheel bearings on an average of twice monthly. At the same time see that the bearings are sufficiently packed with cup grease. It is better to have too much than not enough.

If you will follow out these instructions you will seldom need our services.

FRONT SYSTEM OVERHAUL

Opr. No.	Description	Labor Charge
167	Overhaul front axle including rebushing of springs and perches when necessary, straightening and lining up, and adjusting of wheels	6.00
168	Rebush spindle bodies and arms—each side	1.00
169	Replace or straighten front axle (no other repairs)	1.00
170	Rebush spindle body—each	1.00
171	Rebush spindle arm—each	1.00
172	Replace broken off radius rod ball cap stud	1.00
173	Replace front spring tie bolt or new leaf, including polishing and graphiting of leaves	1.00
174	Replace front spring or tie bolt only	1.00
175	Install or tighten front spring clips	1.00
176	Tighten radius rod or steering gear ball cap	1.00
177	Replace radius rod	1.00
178	Straighten front radius rod and line up front assembly	1.00
179	Replace spindle arm or body and line up assembly	1.00
180	Replace radius rod ball cap with new style	1.00
181	Tighten all sockets and joints of front end	1.00
182	Replace or straighten spindle or steering gear connecting rod	1.00
	Operations 167 and 172 on one order	2.00
	Operations 167 and 173 on one order	2.00

CHASSIS DIVISION

FRONT END AND FRAME

228	Replace front cross member	7.00
229	Replace front cross member when radiator is off	6.00
230	Straighten front cross member without removing from car	5.00
231	Replace rear cross member	4.00
232	Replace side member or frame	4.00
233	Install engine pans—each	1.00
234	Tighten engine pans	1.00
235	Tighten crankcase front end bearing cap	1.00
236	Install hood clips or springs on hood board—each side	1.00
237	Free up hand brake lever	1.00
238	Remove radiator to replace radiator stud or tighten fender brackets	1.00
239	Replace starting crank ratchet pin	1.00
240	Replace starting crank or sleeve	1.00
241	Install running board bracket	1.00
242	Repair hand brake lever assembly, including replacing pawl	1.00
243	Replace hand brake lever quadrant without removing running board shield	1.00
244	Tighten all bolts and nuts on car	1.00
245	Tighten body bracket bolts	1.00
246	Install tail lamp bracket	1.00
246a	Replace tire carrier	1.00
246b	Replace arms on tire carrier	1.00

FENDERS AND RUNNING BOARDS

258	Replace one fender or running board	1.00
259	Tighten all fenders, running boards, shields, and truss rods	1.00
260	Remove fender or running board and straighten	1.00
261	Replace running board shields each	1.00
262	Install fender-to-shield bracket each	1.00
263	Install metal tool box	1.00
264	Replace rear fender iron	1.00
265	Replace truss rods—both	1.00

DASH

Opr. No.	Description	Labor
276	Replace dash	5:00
277	Replace dash when motor is out.....	1:75
278	Tighten dash bracket to body and dash.....	1:15
279	Replace coil box, install lock.....	1:75
280	Install new switch.....	

STEERING GEAR

291	Overhaul steering gear including replacing of quadrant o gear case and rebushing of bracket.....	4:00
292	Overhaul steering gear when motor is out.....	1:00
293	Tighten rivets of internal gear case.....	1:15
294	Tighten at dash and rebush bracket.....	1:15
295	Replace wheel or spider.....	1:15
296	Tighten at dash and post.....	1:15
297	Replace steering gear assembly.....	1:15
298	Rebush bracket only.....	1:15
299	Tighten steering gear case cover.....	1:15

MUFFLER

310	Change long exhaust pipe.....	1:00
311	Replace muffler	1:00
312	Repair muffler	1:00
313	Repack exhaust pipe pack nut.....	1:00

GAS TANK AND LINE

323	Repair leak in touring car gas tank.....	2:00
324	Repair leak in touring car gas tank when necessary to remove body	2:00
325	Clean sediment bulb, gasoline feed line and drain carburetor90

HOOD

336	Straighten hood	1:00
337	Install hood leather	1:75

RADIATOR

348	Overhaul radiator	8:50
349	Install new core in radiator.....	1:00
350	Repair radiator, solder one or two tubes.....	1:00
351	Solder neck or top tank or repair without removing from car	1:50
352	Solder casting to lower or top tank when necessary to remove radiator	1:75
353	Replace broken petcock.....	.75
353a	Replace radiator shell.....	.75
353b	Replace radiator support.....	7:00

We are not always perfect—Merely doing our best

WHEELS

Opr. No.	Description	Labor
365	Change hub, rear or front.....	1:50
366	Replace wheel and tire—each.....	1:25
367	Adjust and dope front wheels.....	1:25
368	Remove front wheels and replace bearing parts.....	1:00
369	Line up front wheels	1:00
370	Oil and dope car including graphiting springs.....	1:00

TOP AND WINDSHIELD DIVISION

458	Install and fit top.....	1:00
460	Replace front or rear bow—Touring or runabout.....	1:00
461	Replace center bow—Touring or Runabout—each.....	1:00
464	Replace back curtain.....	1:00
466	Refit complete set of side curtains.....	1:00
468	Replace top bow socket—Touring or Runabout.....	1:00
469	Replace windshield—and line up windshied frame.....	1:00
470	Replace windshield glass—upper.....	1:00
471	Replace windshield glass—lower.....	1:00
472	Replace hinge	1:00
473	Replace or tighten dash clips and hinge screws.....	1:00
475	Replace windshield bracket.....	1:00
476	Repair windshield lower frame and install glass.....	1:00

PAINT DIVISION

Ford Roadster or Touring	1:00
Ford Coupe	1:00
Ford Sedan	1:00
If Pain Burnt Off add	1:00

Quotations on commercial jobs on request.

SEDAN AND COUPE GLASS

477	Installing Sedan or Coupe door glass.....	1:50
478	Installing Sedan or Coupe front or rear quarter.....	1:00
479	Installing Sedan or Coupe lower windshield.....	1:00
480	Installing Sedan or Coupe upper windshield.....	1:00

THIS LABOR PRICE LIST PRINTED BY REYNOLDS THE PRINTER

William and Second Sts. New Bedford, Mass.

FORD DEALERS—The Labor Price List Forms will be kept standing. If you are contemplating sending out a similar price list you will be able to save heavy composition charges by having the work done here. We also keep standing repair order, parts order and other forms used by Ford dealers in this vicinity. If interested drop a line to

Reynolds The Printer New Bedford, Mass.

Greater Sales are Greater Endorsements

LAMP AND HORN DIVISION

Opr. No.		
502	Replace or repair electric headlight switch.....	I. 75
506	Install horn and wire.....	I. 25
507	Install headlights (pair).....	I. 25

SPECIAL

	Tow in—per mile (each way) up to 5 miles.....	I. 60
	Start up within 3 mile radius.....	I. 50
	Special prices on tow-ins for longer distance.	
	Tow-in and start up jobs after 6.00 p.m. double rate.	

STARTING AND LIGHTING DIVISION

521	Replace starting motor.....	I. 75
522	Replace bendix drive assembly.....	I. 25
523	Replace generator.....	I. 75
524	Replace ammeter.....	I. 60
526	Replace brushes.....	I. 50
527	Replace brush holder.....	I. 75
528	Replace generator bearings.....	I. 75
529	Replace switch assembly.....	I. 90
530	Replace cut-out.....	I. 50
531	Overhaul starting motor.....	I. 50

BATTERY DIVISION

550	Overhauling battery.....	I. 7.00
551	Recharging 6 volt batteries.....	I. 2.00
552	Rental of service batteries—per day.....	I. 2.00
553	Replacing battery case.....	I. 2.00
554	Replacing one rubber cover.....	I. 2.00
555	Replacing one rubber jar.....	I. 2.00
556	Replacing positive group (one cell).....	I. 2.00
557	Replacing negative group (one cell).....	I. 2.00
558	Reinsulating one cell.....	I. 2.00
559	Clean battery terminals.....	I. 2.00
560	Replace positive cable.....	I. 2.00
561	Replace starting pedal.....	I. 2.00
562	Replace battery cradle.....	I. 2.00
563	Change battery position to running board.....	I. 2.00

**HEADLIGHTS FOCUSED
FREE TO
FORD OWNERS**

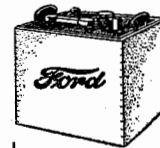
TRUCK DIVISION

96a	Overhaul rear axle and rebush springs and perches when necessary.....	I. 14.00
97a	Repair or replace drive shaft tube.....	I. 8.00
98a	Repair or replace one rear radius rod.....	I. 3.50
99a	Replace rear spring (one \$3.00) both.....	I. 6.00
100a	Remove front and rear springs polish and graphite leave only.....	I. 6.00
101a	Replace spring perches (one \$1.50) both.....	I. 8.50
103a	Rebush springs and perches.....	I. 2.50
104a	Install universal joint.....	I. 2.00
106a	Tighten rear radius rod.....	I. 2.00

Others might promise more; we promise only what we can ful

TRUCK DIVISION—Continued

Opr. No.		
107a	Install felt and steel washers (one side \$1.25) both sides....	I. 2.50
108a	Install brake shoes and equalize emergency brakes (one \$1.25) both.....	I. 2.50
109a	Tighten universal ball cap bolts.....	I. 2.50
110a	Install or tighten rear spring clips.....	I. 2.00
111a	Tighten rear hub lock nuts (one side \$.50) both sides.....	I. 2.00
112a	Fit new hub keys (one side \$1.00) both sides.....	I. 2.00
113a	Replace pull rods supports.....	I. 3.00
114a	Replace or rebush hub brake cam, each side.....	I. 6.00
115a	Replace rear axle assembly.....	I. 11.00
116a	Adjust pull rods or replace one.....	I. 2.00
117a	Straighten rear radius rod in car.....	I. 2.00
118a	Install outer roller bearing each.....	I. 2.00
119a	Replace rear axle shaft, drive shaft worm or worm gear (no other work necessary).....	I. 30.00
120a	Replace frame.....	I. 30.00



Genuine 13 Plate
FORD BATTERY \$22.

BATTERY RENTALS 20c A DAY

Free Service to Ford Owners

Your battery tested and distilled water put in whenever you need it, without charge.

We have the most modern equipped battery and generator repair department in the city, in charge of an expert workman, who has been schooled by the Ford Motor Company at their plant. We are prepared to do battery, generator, starter and radiator work of every description, and our work is absolutely guaranteed. Service batteries that are fully charged, are rented at 20c per day.

BRING YOUR WORK TO US AND WE WILL GUARANTEE IT

When you need a new battery, don't buy just any old battery. Buy a FORD battery with the FORD guarantee and FORD service. Remember, this battery retails for the very low price of \$22.00, which price was unheard of until Henry Ford entered the list of battery manufacturers.

MOTOR SALES CO.

FORD HEADQUARTERS

Purchase and Pearl Sts., New Bedford, Mass.



ACQUAINT YOURSELF WITH THE NEW TRAFFIC ORDINANCE

MODEL T AND TT PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

Overhaul motor and transmission	20.00
Overhaul motor only	14.00
Overhaul transmission only	5.00
Rebore block	5.00
Rebore block and fit pistons	10.00
Rebore and rebabbitt block, fit pistons.....	3.50
Rebabbitt block	5.00
Rebabbitt block, fit crank shaft, run-in.....	12.00
Rebore and rebabbitt block, fit pistons, crankshaft and connect- ing rods, run-in	14.00
Rebore and rebabbitt block, fit pistons, crankshaft, connecting rods push rods, valves and cam shaft, and run-in	7.00
Rebore and refit pistons and valves	7.50
Rebore and refit pistons, valves, push rods, straighten and fit cam shaft	3.00
Fit pistons, crankshaft and run-in.....	3.00
Rebush three transmission drums.....	2.75
Rebush transmission drums, each.....	2.50
Rebush triple gears, each	1.50
Braze crank case arms or supports.....	1.25
Overhaul and repair carburetor	1.90
Change magnets on flywheel	1.50
Straighten crankshaft	
Straighten cam shaft.....	
Straighten cam shaft and fit bearings.....	

REAR SYSTEM—MODEL T

Overhaul rear axle	5.00
Straighten or repair rear radius rod	2.75
Overhaul differential assembly with shafts.....	2.00
Remove old and press new gear on axle shaft, each.....	.50
Install drive shaft sleeve.....	.90

FRONT SYSTEM

Straighten front axle	1.75
Rebush spindle body and arm.....	.90
Rebush spindle arm.....	.50
Rebush spindle body60

REAR SYSTEM—TON TRUCK

Overhaul rear axle	10.00
Change worm	2.00
Overhaul differential assembly.....	3.00
Remove old and press on new gear on axle, each.....	.90

Your Satisfaction Is Our Success.

LABOR OPERATIONS ON FORDSON TRACTOR ENGINE DIVISION

Opr. No.		Labor Charge
1	Overhaul engine	35.00
2	Change engine.....	12.00
3	Install or refit one piston or connecting rod.....	8.00
4	Install or refit two or more pistons or connecting rods.....	10.00
5	Tighten connecting rod bearing.....	5.00
6	Tighten two or more connecting rod bearings.....	6.00
7	Replace cam shaft.....	6.00
8	Replace cylinder front cover or gasket.....	4.00
9	Replace cylinder head or gasket.....	2.00
10	Remove carbon and grind valves.....	6.00
11	Remove carbon only.....	4.00
12	Remove broken cylinder head bolt.....	6.00
13	Replace or clean crank case and oil tube, and install new gaskets	3.00
14	Drain crank case and change oil.....	.50
15	Replace starting crank.....	.50
16	Tighten one crank shaft line bearing.....	5.00
17	Tighten two or three crank shaft line bearings.....	6.00
18	Tighten all bearings on crank shaft.....	8.00
19	Replace oil pipe (no other work necessary).....	8.00
20	Replace cylinder water jacket plug front or rear.....	2.00
21	Stop oil leak in or around valve cover.....	.50
22	Replace large time gear.....	4.00
24	Replace fan bracket	1.00

PARTS BROUGHT IN OR SHIPPED IN FOR REPAIR

26	Overhaul engine	25.00
27	Rebore cylinders only	8.00
28	Rebore cylinders including fitting of pistons.....	10.00
29	Rebore and rebabbitt cylinder block including fitting pistons	15.00
30	Rebabbitt cylinder block only	4.00
31	Rebabbitt cylinder block, fit crank shaft and run in.....	6.00
32	Rebabbitt and rebore cylinder including fitting of pistons, crank shaft and running-in.....	16.00
33	Rebabbitt and rebore cylinder block, fit pistons, valves, push rods, cam shaft, crank shaft, connecting rods and running-in	20.00

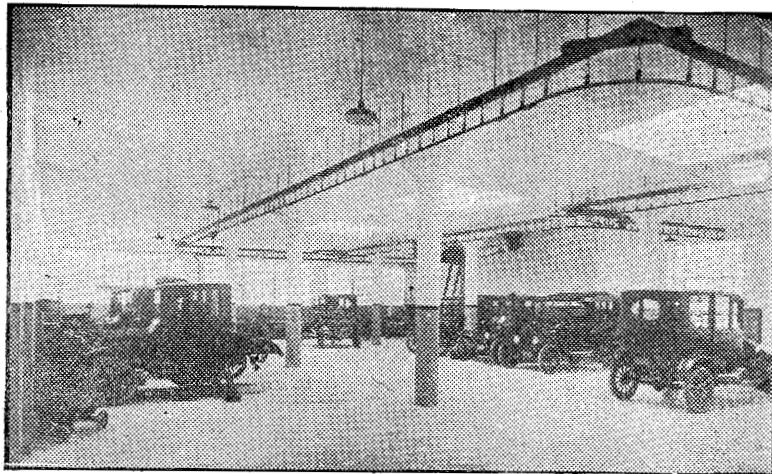
FOX LOCK STEERING WHEEL

We recommend the above wheel for the following reasons:

- | | |
|-------------------------------|---------------------------|
| Protects your car from theft. | Is correct in principle. |
| Eliminates insurance penalty. | Sturdy in construction. |
| Reduces Theft Premium 15%. | Makes driving a pleasure. |

Motor Sales Co. Ford Headquarters
Purchase and Pearl Streets.

Honesty is the foundation of our aim—your satisfaction is our success.



View of Our Exclusive Ford Repair Shop

**WE WANT YOU TO KNOW OUR ORGANIZATION
THESE FOLKS ARE AT YOUR SERVICE**

C. J. COLLOPY, President.

E. C. COLLOPY, Treasurer.

OFFICE DIVISION

L. A. Hodgman, Office Manager
Richard Cole, Bookkeeper
Peter Seymour, Assistant
W. L. Hawes

SALES DEPARTMENT

Wm. Maley
Richard K. Dyer
Rene Savoie
Jos. Hendricks
A. S. Goulart
Emile Lavallee
A. C. DeMello

FREE DRIVING LESSONS

Wm. Corey

PARTS DEPARTMENT

John Oliver
Harry Wade

USED CAR DEPARTMENT

Dave L. Tripp
Sam Ellison

SERVICE DEPARTMENT

Smith Marshall, Superintendent
Wm. Downey, Shop Foreman
Karl Kimball, Assembly Foreman
Chas. B. Blanchard
Antone Sears
Al Greenfield
John Mellor
Jos. Jolly
Arnold Bridge
Manuel Costa
Rene Schoos
Jas. Hughes
Louis Beaucage
Jos. Borges
John Wesley
Wm. Nerbonne
Mathew Rogers
John Perry
Wm. Boyles

BATTERY & RADIATOR DEPT.

Herbert Gobell
Emile Berube

TRACTOR DEPARTMENT

Robt. Sabins
C. W. Morissey

MOTOR SALES COMPANY

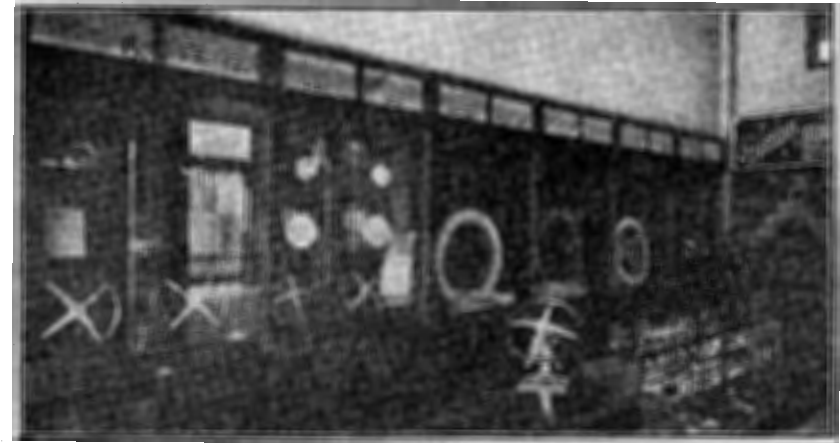
Ford Headquarters

Purchase and Pearl Streets.

NEW BEDFORD, MASS.

It Will Pay You to Wait for Our Weekly Accessory Specials.

OUR NEW SUPERIOR FORD ACCESSORY DEPARTMENT



The above is a view of our Accessory Department where we carry a large stock of standard Ford Accessories, which have been carefully selected and bear our guarantee that they will render absolute satisfaction.

Please bear in mind that we have adopted these accessories only after an exhaustive investigation as to their ability to render safety, economy and comfort.

List of Accessories

Stewart Bumpers	Folbert Windshield Cleaners
Hassler Shock Absorbers	Pedal Pads
Battery Horns	Legal Headlight Lenses
Stop Lights	Car Heaters
Bosch Ignition Systems	Step Plates
Mirrors	Radiator Caps
Parking Lights	Oil Gauges
Approved Oil and Electric Tail Lights	Locking Steering Wheels
Dome Lights	Crank Holders
Hood Covers	Trouble Lights
Skid Chains	Sun Visors
Locking Door Handles	Foot Accelerators
Motometers	Tool Boxes
Dash Lights	Tire Carriers
Windbreaks	Luggage Carriers
	Aluminum Running Boards

MOTOR SALES CO.

Ford Headquarters,

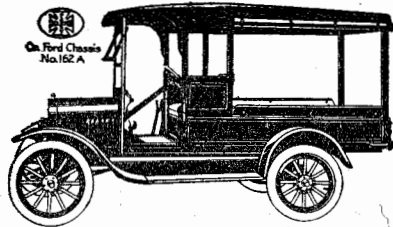
Purchase and Pearl Sts., New Bedford, Mass.

Phones 5550 - 5551

We invite your comments on our service... Help us by your criticism.

Martin-Parry

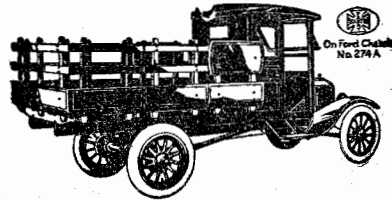
STANDARDIZED COMMERCIAL BODIES



Thirty-nine distinct models of the latest design and construction sold by Ford dealers from coast to coast.

Watch our advertising in the Saturday Evening Post.

Commercial Bodies, fitting every commercial use, composed of interchangeable parts, thus eliminating delays and minimizing cost in case of accident. All parts are standard and easily replaced.



Largest Builders of Commercial Bodies in the World.

We Recommend for Quality

Stewart Products

Speedometers

Battery Horns

Single and Double Bumpers

Spot Lights

Mirrors

Warnometers

See Them In Our Accessory Dept.

Motor Sales Co.

Ford Building
Purchase and Pearl Streets.

Quality is the result of experience.

LABOR OPERATIONS ON FORDSON TRACTOR

Opr. No.		Labor Charge
34	Rebore and fit pistons and valves.....	9.00
35	Rebore, fit pistons, valves, push rods, straighten and fit cam shaft	11.00
36	Fit pistons, crank shaft, and running-in (rebored block).....	5.00
37	Straighten crank shaft	1.00
38	Straighten cam shaft.....	1.00
39	Replace small time gear on crank shaft.....	.50

THE FUEL DIVISION

46	Overhaul fuel system complete.....	5.00
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FUEL SUPPLY

47	Replace large fuel tank.....	1.00
48	Replace gasoline tank.....	.75
49	Replace fuel line (either one).....	.50
50	Replace sediment bulb.....	.50
51	Overhaul sediment bulb75
52	Clean all fuel lines including shifter valve and spray nozzle....	1.00
53	Repair small leak in fuel tank.....	1.50

AIR WASHER AND TUBES

56	Replace air washer	1.50
57	Overhaul air washer (dismantle clean and inspect).....	1.50
58	Replace air washer float or baffle plate.....	.75
59	Replace primary or main air tube, tube flange or gaskets.....	.50

FLOAT CHAMBER

61	Replace float chamber assembly.....	.60
62	Overhaul float chamber assembly	1.00
63	Replace float in float chamber.....	.25
64	Replace or tighten spray nozzle or needle valve seat.....	.25

MANIFOLD

66	Replace manifold and vapor system complete.....	2.00
67	Replace vapor tube and clean shifter valve when necessary	1.00
68	Replace manifold	2.00
69	Replace shunt valve	1.00
70	Replace inlet and exhaust port gaskets.....	1.00
71	Replace manifold outlet60
72	Replace exhaust tube60

MIXING CHAMBER

76	Replace mixing chamber60
77	Overhaul mixing chamber.....	1.50
78	Clean gasoline passage in shifter valve.....	.50
79	Replace shifter valve.....	.60
80	Replace shifter valve lever60

Past experience proves future reliability.

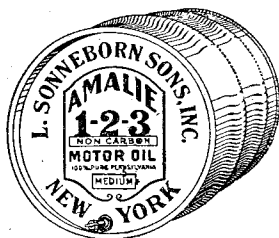
Protect Your Investment-- How? "Amalie Oil" Best for Fords

You owe it to yourself to protect your Ford car, truck or tractor investment. Long life and economical use of automobile equipment depends almost entirely upon the **oil used.**

After thorough investigation and comparison of a number of lubricating oils, we have selected AMALIE 1-2-3 NON-CARBON OILS AND GREASES as BEST for Ford cars, trucks and tractors.



**SPECIAL
5 GAL. CAN
\$4.50**



We Recommend and Guarantee "Amalie"

When you ask for oil at our service station you will get "Amalie." We handle no other. We suggest you have your crank case drained and filled with "Amalie," at once.

Barrel, per gal. 80c
 1/2 " " " 85
 15 gal. " " " 90
Includes Drum and Faucet
Phone Today

1 Gallon Can \$1.00

Carry Your Own Oil With You

**Motor Sales Co. FORD HEADQUARTERS
PURCHASE AND PEARL STS.**

The BECKLEY-RALSTON CO.

Manufacturers and Wholesale Distributors

High Grade Automobile and Motor Accessories

We carry a complete line of radio sets and parts.

NEW YORK CITY

Represented by
HARRY F. MEYERS.

Our Equipment and Permanent Organization Means Something to You.

TRACTOR PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

Opr. No.		Labor Charge
86	Overhaul air washer	1.00
87	Overhaul vapor system	2.50
88	Replace vapor tube.....	.60
89	Overhaul mixing chamber75
90	Overhaul float chamber75
91	Repair small leak in fuel tank	1.00
92	Overhaul sediment bulb60
93	Repair small leak in air washer float.....	.60

IGNITION DIVISION

96	Replace magnets on flywheel	12.00
97	Replace magneto coil support	12.00
98	Replace commutator wire loom50
99	Replace commutator case or brush50
100	Replace coil box80
101	Overhaul coil box.....	1.50
102	Special tune up, adjust carburetor and coil units, changing points if necessary; clean spark plugs and commutator case and roller	1.50

PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

106	Replace magnets on flywheel.....	1.00
107	Overhaul coil box50

COOLING SYSTEM DIVISION THE FAN

111	Replace starting pin or lower pulley50
112	Replace and adjust fan belt.....	.25
113	Replace fan assembly50
114	Overhaul fan assembly	1.00

THE RADIATOR

116	Replace radiator core or header gaskets	4.00
117	Replace lower tank to cylinder front cover gaskets.....	.80
118	Replace upper tank to fan bracket gasket.....	.80
119	Replace fan brackets to cylinder head gasket80
120	Replace top tank cover80
121	Replace side member (each)	1.20
122	Replace top tank or top tank to core gasket.....	2.50
123	Replace bottom tank or bottom tank to core gasket	2.50
124	Replace all gaskets	6.00
125	Repair one or two small leaks (when core is removed).....	1.50
126	Replace headers (when core is removed)—each.....	1.20
127	Replace tubes (when core is removed)—each	1.00
128	Replace broken or leaky drain cock.....	1.00

You can't afford to not afford what you need.

HILL CO. SIGNS
 Flag and Bunting Decorations
 354 ACUSHNET AVE.
 Between Union and William Sts.
TEL. 1780
 Chas. R. Halliday. Fred E. Beaumont.

Business Car Lettering a Specialty

Brewer & Co., Inc.

COR. 6th and UNION STS

NEW BEDFORD

TIRES - TUBES - RIMS

FIRETONE, OLDFIELD, KELLY-SPRINGFIELD
 KELLY-SPRINGFIELD CATIPILLAR—MOXIE CUSHION
 FIRESTONE CUSHION—FIRESTONE SOLID
 AUTO ETHER — VOL-KI POLISH

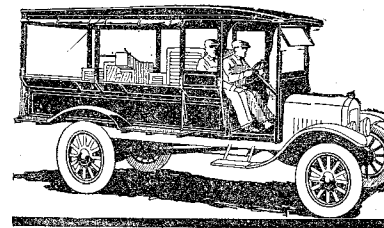
FORD PARTS PRICE LIST SENT FREE ON REQUEST

TRACTOR PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

Opr. No.		Labor Charge
132	Repair one or two small leaks in core.....	1.50
133	Replace headers—each	1.20
134	Replace tubes—each	1.00
135	Replace core	3.00

FRONT SYSTEM DIVISION

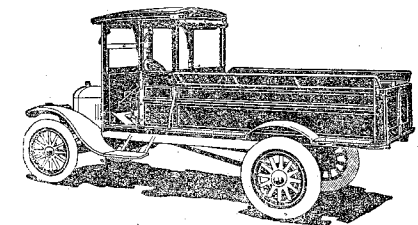
141	Overhaul front axle including rebushing, straightening and lining up and adjusting wheels	6.00
142	Rebush spindle bolts and arms—each	2.00
143	Replace or straighten axle (no other repairs necessary).....	4.00
144	Rebush spindle body—each	1.50
145	Rebush spindle arm—each	1.00
146	Replace radius rod.....	.80
147	Straighten radius rod and line up assembly.....	1.50
148	Replace spindle arm, or body and line up assembly.....	1.50
149	Tighten all sockets and joint of front end.....	1.20
150	Replace steering connecting rod and line up assembly.....	1.20
151	Take play out of or replace steering drag link.....	1.20



Springfield Commercial Bodies

For *Ford* THE UNIVERSAL CAR Ton Truck and Light Chassis

Various different models enable us to furnish you with a body to suit your particular requirements.



Various different models

AMALIE OIL — BEST FOR FORDS

TRACTOR PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

Opr. No.		Labor Charge
156	Straighten front axle	1.00
157	Straighten radius rod50
158	Rebush spindle body and arm.....	.50
159	Rebush spindle arm25
160	Rebush spindle body25

TRANSMISSION DIVISION

165	Overhaul transmission including clutch and shifter plate.....	16.00
166	Overhaul transmission only	14.00
167	Install disc in or replace transmission housing plate.....	7.00
168	Overhaul clutch only	5.50
169	Overhaul shifter plate	2.50
170	Replace shifter plate	1.20
171	Replace or install belt pulley gear and drive shaft.....	7.00

PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

176	Overhaul clutch	1.00
177	Replace bearing or gear on drive or transmission shaft.....	.50
178	Overhaul shifter plate	1.00
179	Replace or install belt pulley gear on drive shaft.....	.50

DASH AND CONTROL ASSEMBLY DIVISION

181	Replace dash assembly or gasket.....	2.00
182	Overhaul dash including steering gear and clutch pedal.....	5.00
183	Replace steering shaft	3.00
184	Replace steering arm rear.....	2.50
185	Replace steering sector or pinion.....	2.50
186	Replace wheel or spider50
187	Replace clutch pedal, cam release plate, or lever, or adjust clutch	2.50
188	Replace any of the control or adjustment rods.....	1.00

PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

196	Overhaul dash, including steering gear and clutch pedal.....	1.25
197	Replace steering shaft.....	.50
198	Replace steering arm rear.....	.50
199	Replace steering sector or pinion.....	.50
201	Replace clutch, pedal cam, release plate or lever.....	.50
200	Install wheel on spider25

ASK US ABOUT

LAMBERT TROUBLE PROOF TIRES

THEY'RE SOMETHING NEW

Appreciation is sound business sense—not sentiment.

Pay Cash for your next Ford

By the time you get your car paid for it is well on its' way to wearing out.

• Now that the payments are all made, why not continue them in our Savings Department.

Then when you need a new car you have the price and paying cash you can save good money, besides having started a Good Habit.

First National Bank of New Bedford

WE CARRY A COMPLETE LINE OF FARM AND
INDUSTRIAL EQUIPMENT FOR

Fordson

THE UNIVERSAL TRACTOR

Harrows
Plows
Wheels
Wood Saws
Hoists
Enslilage Cutters

Shovels
Belts and Pulleys
Trailers
Snow Plows
Air Compressors

LET US DEMONSTRATE TO YOU FREE

Motor Sales Co. FORD HEADQUARTERS
PURCHASE AND PEARL STS.

Ask us About our New Low Time Payment Plan

LABOR OPERATIONS ON FORDSON TRACTORS

REAR SYSTEM DIVISION

Opr. No.		Labor Charge
206	Overhaul rear axle assembly.....	10.00
207	Install felt washer on axle, one side.....	.60
208	Replace axle shaft or differential gear, one side.....	5.00
209	Replace axle shaft or differential gear, two sides.....	7.00
210	Replace worm or worm bearing.....	3.00
211	Replace worm and gear.....	7.50
212	Line up differential.....	3.50
213	Replace axle housing, right or left each.....	2.50
214	Replace transmission housing.....	10.00
215	Replace draw bar cap.....	.50
216	Replace rear wheels each.....	1.00
217	Remove broken cap screw from rear hub.....	2.00
218	Replace outer roller bearing sleeve, each.....	1.00

PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

226	Overhaul differential assembly.....	2.00
227	Replace differential gear on axle shaft.....	.50
228	Replace bearing on worm.....	.50
229	Overhaul rear axle and transmission including shifter plate when rear is delivered.....	10.00
230	Replace transmission housing when rear end assembly is delivered.....	5.00

WHEEL DIVISION

236	Replace bearings in front wheels each.....	1.00
237	Replace bearings in front wheels and install new races—each wheel.....	1.50
238	Install new cleats—each.....	1.00
239	Install new cleats, complete wheel.....	15.00
240	Install grousers, each wheel.....	3.00
241	Install extension rim necessary to drill wheel.....	4.00

PARTS BROUGHT IN OR SHIPPED IN FOR REPAIRS

246	Install new bearings, or races in front wheels, each.....	.60
247	Install new cleats, each.....	1.00
248	Install new cleats, complete wheel.....	15.00
249	Install grousers, each wheel.....	3.00
250	Install extension rim when necessary to drill wheel, each.....	4.00

Low Price on New Ford Motor

With Transmission and Equipped for Starter

\$115.00

MOTOR SALES CO. Purchase and Pearl Sts.

Buy a Spare Motor

MISCELLANEOUS DIVISION

Opr. No.		Labor Charge
256	Install belt pulley.....	1.00
257	Overhaul belt pulley when removed from tractor.....	1.00
258	Replace seat or seat springs.....	.50
259	Paint tractor.....	10.00

SUGGESTIONS

The battery requires constant care..Have hydrometer reading taken and water replenished every two weeks.

A loose battery terminal will cause light bulbs to burn out.

What looks worse than a lop-sided car? See that spring tie bolts are in place and tight.

Loose rear hubs cause broken axle shafts—Tighten them.

Springs kept greased ride easier and save breakage.

WE INSTALL HASSLER SHOCK ABSORBERS FOR FORD CARS AND TRUCKS

MOTOR SALES CO.

Purchase and Pearl Sts.

New Bedford, Mass.

Equip Your  with a
"BOSCH IGNITION SYSTEM"

We Carry Complete Systems and Repair Parts.

Motor Sales Co. Ford Headquarters
Purchase and Pearl Streets.

We serve you because no other policy pays.

See "Paint Division" Page 9 for Low Prices on
Ford Painting.

Get our price on painting automobiles other than Fords—We
Guarantee Quality, Satisfaction and Low Price

Fairhaven Auto Paint Shop

64 Rotch St., Fairhaven, Mass.

Tel. 5707.

We carry a complete stock of windshield glass for Ford Cars
Also Plate Glass for Coupe and Sedan Windows and Doors
for all makes of automobiles.

NEW ENGLAND

Plate and Window Glass Co.

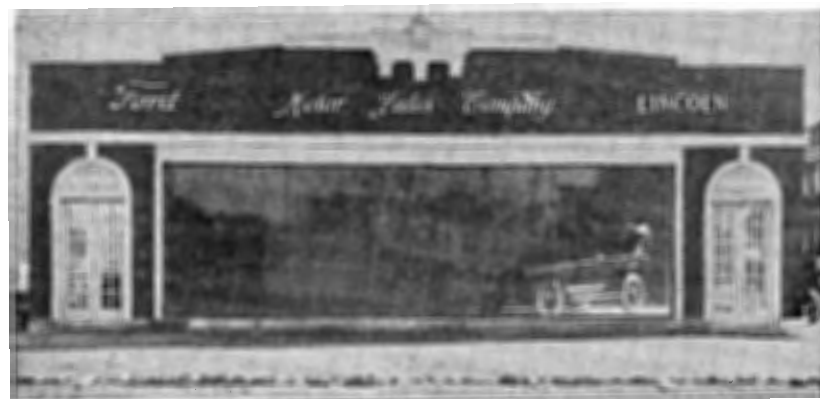
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THE UNIVERSAL CAR

MOTOR SALES CO.—Used Car Department



ASHLEY BOULEVARD AND GLENNON STREET.

We are the largest Ford dealers in Southern Massachusetts and pioneers in the marketing of used automobiles on a strictly business basis.

In our used car department we have consistently maintained a policy of honestly representing the exact conditions of a used car and pricing same accordingly.

We rebuild used cars, thereby assisting the purchaser in getting the most value for his money.

We trade new Ford cars and trucks for used Fords and trucks.

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USED CAR DEPT. Tel. 5868, Ashley Blvd and Glennon St.

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Your Patronage Is Our Aim.

Commandments of the Road.

The National Council of Industrial Safety has presented these rules for automobilists. They should be respected by everyone who drives an automobile and everyone who bestrides a motorcycle.

First—Be considerate.

Second—Go slow; first, passing children; second, passing vehicles; third, approaching crossings; fourth, turning corners.

Third—Stop, first, at railroad crossings; second, behind standing street cars.

Fourth—Use chain on slippery pavements.

Fifth—When in doubt go slow or stop.

The National Council asks all automobilists to obey to the letter these ten commandments of the road:

Don't run fast into or across main highways.

Don't take blind curves too fast.

Don't run on the wrong side of the road.

Don't pass street cars when passengers are boarding or leaving.

Don't fail to sound your horn before passing other vehicles.

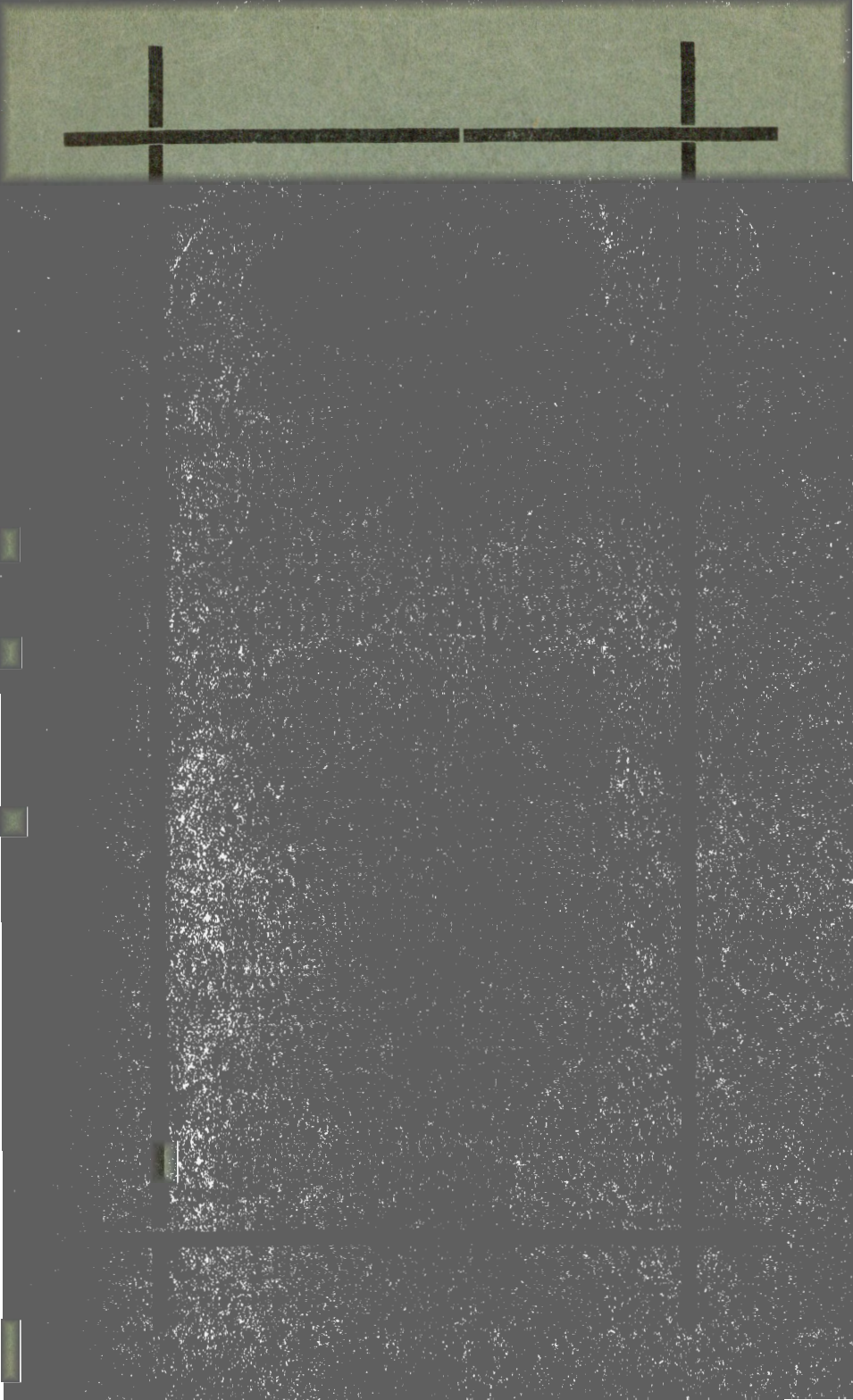
Don't forget that a car or a person may be just around the turn.

Don't forget that the other fellow may be dull, reckless or drunk.

Don't fail to look out for pedestrians.

Don't forget that children dash suddenly and unexpectedly.

Don't take chances. That's the simple embracing rule.



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Runabout, Regular, \$269.



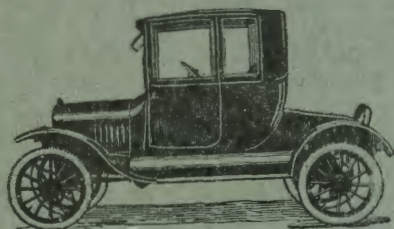
Touring, Regular, \$298.



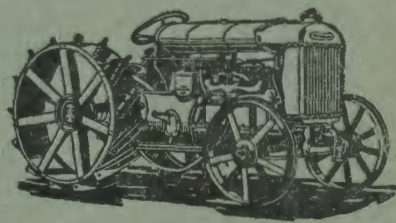
4-Door Sedan, \$725.



2-Door Sedan, \$595.



Coupe, \$530.



Tractor, \$395.

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