

February 7th, 1923

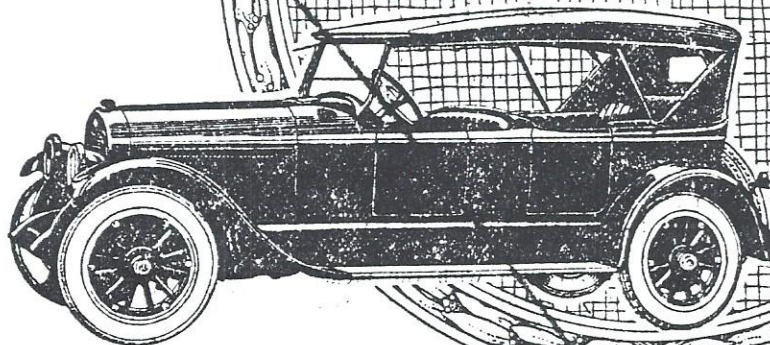
MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.

LINCOLN

Get Behind the Wheel



The Phaeton

\$3800
F.O.B. DETROIT

Ten Body Types

Beyond contradiction, Lincoln occupies first place in every consideration of quality in automobile construction. It is easier riding, smoother running, sturdier under hard service, more readily handled, more flexible under control than any other car, regardless of price or claims.

These outstanding elements of superiority are the result of greatest mechanical accuracy ever realized in motor car construction.

H. S. Newcomer, Mount Joy, Pa.

July 11th, 1923

MT. JOY BULLETIN
MOUNT JOY, PA.
J. E. SCHROLL, Editor & Pro'r.



You Know
OLD FIELD
Cord Quality

**BUY NOW From Regular Tire Dealers
at These Astonishing LOW PRICES**

FABRICS			
Size		Tire	Tube
36x3	“999”	7.40	1.65
30x3½	“999”	9.85	1.75
CORDS			
30x3½		11.25	1.75
32x4		20.80	2.55
33x4		21.95	2.65
32x4½		26.00	3.30
33x4½		28.30	3.50
33x5		34.90	3.95
35x5		35.80	4.15
36x6		60.25	8.70
38x7		85.75	10.60
40x8		110.50	13.75

Oldfield Cord Tires are race tested—holding all of the track records made in the past three years.

Oldfield Cord Tires are road tested—in the Wichita, Kansas, Economy Road Test, in the winter of 1922, the official record showed a set of Oldfield Cords had traveled 34,325 miles before the first tire gave way. And this is only one of many instances of unusual highway performance.

Oldfield Cords are built by one of the largest tire manufacturers, who must maintain the established reputation of these remarkable cords.

Here are the biggest tire and tube values ever offered by anyone. Come in today. Buy your tires now before our stock is exhausted. Purchase from a regular tire dealer, located near you. We stand behind these tires and are ready at all times to give you prompt service.

H. S. Newcomer, Mount Joy

September 5th, 1923

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.

NUMEROUS CHANGES IN NEW MODELS OF FORDS

Detroit, Mich, Aug. 28—Introduction of a higher radiator, bringing new and improved body lines to all types of Ford cars, is announced today by the Ford Motor Company.

The changes have just gone into effect and the various types are now in production.

While the larger radiator has been made standard on all types and while it has made possible other betterments in body design, there is no radical departure in construction, but rather a general improvement which has resulted in more graceful lines.

The new radiator sets an inch and a half higher than the former and has an apron at the bottom which joins a similar apron effect of the fender on either side, giving a highly finished appearance to the front of the car. The larger radiator also increases cooling efficiency.

Most conspicuous among the new types is the Ford Coupe which is of entirely new body design and construction, resulting in a more trim exterior appearance, more comfortable seating arrangement and a greater luggage carrying capacity.

From the dash there is a graceful sweep in the cowl to the radiator bringing a pleasing effect to the front. The doors are wide and open forward, making access and exit easy. They are heavily framed for rigidity and strength. The compartment at the rear has been enlarged to afford increased carrying capacity. The gasoline tank is under the seat, with divided cushions to afford easy filling of the tank from the right side making it unnecessary for the driver to leave his seat. Ventilator in the cowl and a visor over the wind shield add much to the attractiveness of the car. A new rear fender of more sturdy character also is a feature.

Interior fittings are of choice material and the arrangement of the deeply cushioned seat has been effected so that at the rear there is a small recess shelf for carrying parcels. The rear vision window is much larger and oblong in shape. Door windows have been equipped with revolving type window regulators and door locks are provided. Side windows are equipped with the lever type window lifters.

Marked, too, is the improvement in the Four Door Sedan. Highly popular since its introduction a year ago, because of its low graceful lines the car now presents even much better lines and a sturdier appearance.

This has been brought about by the installation of an entirely new cowl with a graceful sweep from the dash blending into the larger hood and radiator. The change also affords an increase in leg room for occupants of the front seat.

In the open types, the Touring Car and Runabout, the cowl has been enlarged and flows in a graceful curve to the higher hood.

The result brings a most pleasing effect to the exterior appearance of both types. The improvement in the Touring Car which came when the one man top and slanting windshield were introduced, is greatly enhanced by the larger radiator, the car appearing lower and more attractive than ever. The effect on the Roadster is likewise most appealing, giving it a more rugged and sturdy appearance.

The new radiator also is extended to the Ford Truck chassis, affording improved appearance and better cooling to delivery services.

These new Ford types and the generally recognized performance ability of the Ford under all motoring conditions, promise to bring a greater demand than ever before as the public becomes more fully acquainted with the higher standards and greater values which have been incorporated. No changes are contemplated in prices.

FORD CARS

REDUCED IN PRICE

Lowest Prices In History
Of Ford Motor
Company

THE FOLLOWING LIST PRICES BE-
COME EFFECTIVE OCT. 2, 1923:

CHASSIS	\$230.00
RUNABOUT, Regular,	\$265.00
RUNABOUT, Starter and Dem. . .	\$350.00
TOURING, Regular	\$295.00
TOURING, Starter and Dem., . . .	\$380.00
TRUCK, Chassis,	\$370.00
COUPE,	\$525.00
4-DOOR SEDAN	\$615.00
TRACTOR,	\$420.00

All Prices F. O. B. Detroit.

Now is your time to buy the best de-
pendable car at an unheard of price.

Enlist in the \$5.00 per week plan and
own the most economical car built.

Before buying consult

H. S. NEWCOMER

Mount Joy, Penna.

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.

October 3, 1923

Wednesday, October 31, 1923

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.

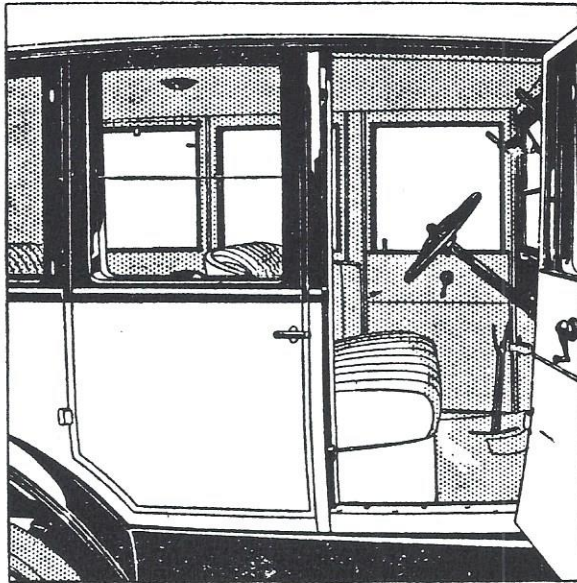
New Elevator Installed ✓
Mr. W. J. Greenawalt has just completed the installation of a very modern and up-to-date two ton automobile elevator in Mr. H. S. Newcomer's fine new building here.

Wednesday, November 14, 1923

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.



Four-Door Sedan Interior Features

A cozy, attractive interior has been achieved in the Ford Four-Door Sedan. Broadcloth upholstery, soft brown with a slightly darker stripe, harmonizes with the lighter shade in the head lining.

\$685

F. O. B. Detroit

This car can be obtained through the Ford Weekly Purchase Plan.

Ornamental interior fittings are finished in nickel.

Doors are made of one solid sheet of heavy aluminum, very light and strong

Ford

CARS · TRUCKS · TRACTORS

H. S. NEWCOMER, Authorized Agent
Mount Joy, Penna.

Wednesday, December 5, 1923

MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.



NEWCOMER'S

USED CAR LIST

† † † †

ONE 1923 FORD SEDAN

ONE 1921 FORD ROADSTER S. & D

ONE 1920 FORD TOURING

TWO 1921 FORD TON TRUCK
CHASSIS

TWO 1917 FORD ROADSTERS

ONE FORDSON TRACTOR

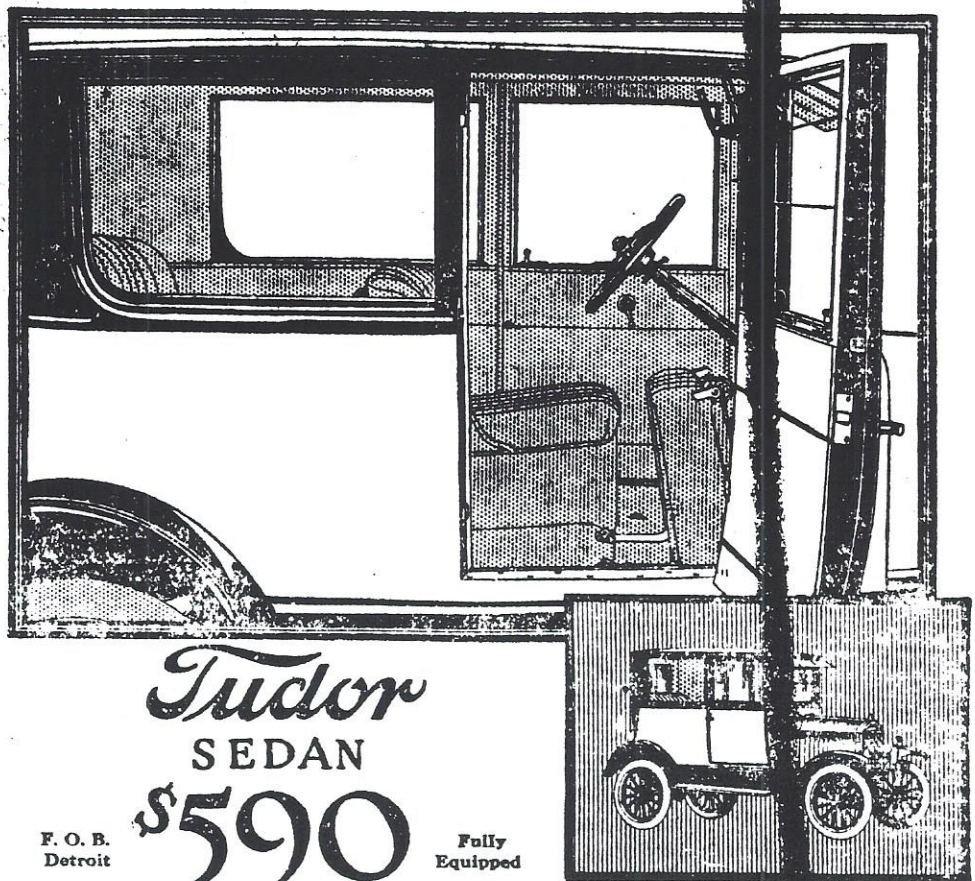
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H. S. NEWCOMER

MOUNT JOY, PA.



Wednesday, December 12, 1923



Tudor
 SEDAN
 \$590

F. O. B.
 Detroit

Fully
 Equipped

The Lowest Priced Sedan

IN the Tudor Sedan a wholly new Ford body type is offered American motorists.

It is distinguished by a compact, roomy body, two wide doors opening forward, and folding right front seat. It is a car you can get into easily, drive handily, and park quickly.

Long-panel windows affording an open view in every

direction, make for safer driving and greater motoring enjoyment.

Upholstery is both attractive and serviceable.

At \$590, this is the lowest priced Sedan ever placed on the American market. Combining all the familiar Ford qualities with the utility of its

distinctive body type, it is a car of broad appeal and compelling value.

*This Car can be obtained through the
 Ford Weekly Purchase Plan*

H. S. NEWCOMER, Authorized Agent

Ford

CARS · TRUCKS · TRACTORS

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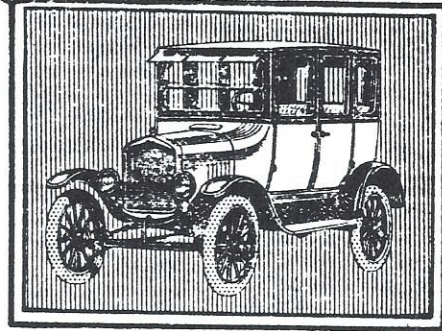
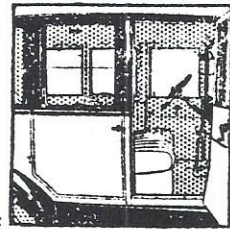
MT. JOY BULLETIN

MOUNT JOY, PA.

J. E. SCHROLL, Editor & Pro'r.

Wednesday, December 19, 1923

Fordor Sedan
\$685
F. O. B. Detroit



—for Christmas

IT IS not at all surprising that the new Fordor Sedan is proving extremely popular as a Christmas gift. For this handsome closed type body is a truly exceptional

value at its present price —\$685, fully equipped.

Inspect this new Fordor Sedan at your first opportunity and arrange for its delivery on Christmas morning.

You can buy this car through the Ford Weekly Purchase Plan

Ford
CARS TRUCKS TRACTORS

H. S. NEWCOMER, Authorized Agent