



5460 Pinecrest Drive Lockport, NY 14094-9014
Toll-Free Order Phone: 800-431-5768 Direct Line: 716-478-0059
Fax: 716-478-0059
Email: robm@lincolnpublishing.com

Dear Potential Dealer:

Thank you for your interest in becoming a Lincoln Publishing dealer. Our dealer program included over 200 books about antique automobiles, with discounts up to 50%. We have enclosed a copy of our wholesale dealer policies, wholesale catalog, and a copy of our dealer credit information sheet and acknowledgement.

Listed below are some of the benefits of being a Lincoln Publishing dealer:

1. You have the potential of making between 35 and 50 cents on every dollar's worth of books sold; that's a 35-50% profit margin!
2. Books and manuals consume very little inventory shelf space.
3. Books are very easy to ship.
4. All restorers need books and manuals to complete their restoration.
5. Most people view books as an investment.
6. Customers' use of books and manuals result in part purchases.
7. 99% fill rate on all orders.

If you are interested in becoming a Lincoln Publishing dealer, please complete the enclosed information sheets, then fax or mail them to us. If you are in New York State, we also need a completed and signed New York resale certificate. Upon receipt and review of this information, we will make a decision as regards acceptance or denial of your application. If approved, you will then need to:

- A. Place an initial order of at least \$500.00, at retail, accompanied by a cashier's check, money order, or credit card number with expiration date for payment in full. Future orders will be open account, net 30, after approval.
- B. Read and sign the attached sheets concerning our wholesale dealer policies, terms, and conditions.

If we do not receive your initial order within 90 days, we will assume you do not intend to accept our dealer approval and will accordingly retract it and delete your name from our approval dealer list. We look forward to receiving your application and welcoming you into our world-wide dealer program, and to helping you and your business grow.

Yours Truly,

Rob and Rick McIntosh
Lincoln Publishing Co.



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DEALER CREDIT INFORMATION

Dealer # _____ Date _____

TO BE FILLED IN BY LINCOLN PUBLISHING

Business Name _____

Owner's Name _____

Mailing/Billing Address _____

Shipping Address _____

Phone # _____ Fax # _____ Hours _____

Fed ID # (if incorporated) _____ SS# (if sole proprietor) _____

State Sales Tax Resale # _____ Business Lic. # _____

Bank Name & Address _____

Bank Contact Person _____

Location of your Business _____

Hours & Days of Operation _____

Years in Business _____ Years at Present Location _____

Tell Us About Yourself _____

TRADE REFERENCES

1. Name _____

Address _____ State _____ Zip _____

Acct # _____ Phone _____ Fax _____ Contact _____

2. Name _____

Address _____ State _____ Zip _____

Acct # _____ Phone _____ Fax _____ Contact _____

3. Name _____

Address _____ State _____ Zip _____

Acct # _____ Phone _____ Fax _____ Contact _____



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DEALER ACKNOWLEDGEMENT

By signing this document, I hereby acknowledge the following:

1. That the information supplied on the DEALER CREDIT INFORMATION form is accurate and correct.
2. That I am a dealer and resell to others at retail.
3. That I have read the WHOLESale DEALER POLICIES information and understand it and agree to all the conditions.
4. That I have met all the state and local requirements necessary to operate my business.

Signed _____ Title _____ Date _____

Print Name _____

Company Name _____

Company Address _____

Company Phone # _____ Company Fax # _____ email _____

CREDIT CARD AUTHORIZATION FORM

I WISH TO CHARGE MY BOOK ORDERS TO THE CREDIT CARD LISTED BELOW:

Cardholder's Name _____

Please Print

Card Number _____ Card Expiration (Month and Year) _____

Cardholder's Signature _____ Date _____

Please note that all credit card payments will be charged a 2% fee in addition to the total value of the order.



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WHOLESALE POLICIES

Dear Dealer:

As a dealer, please be advised that the following policies and information are in addition to those printed in our wholesale book list. They are itemized below with the hope of making it easier for you to understand our system and method of operation, and to help you place and receive your orders.

Lincoln Publishing wishes to assure you that it is our intention to operate our wholesale program in such a manner as to benefit our dealers. Every effort possible has been made to make the ordering of books as easy as possible. To that end, please be aware of the following:

1. Book part numbers almost never change, even if listed on an old wholesale price list.
2. Prices, as always, are subject to revision without advance notice. New wholesale price lists are published about every twelve months. Lincoln Publishing operates a fully computerized ordering and invoicing system.
3. Lincoln Publishing operates a 24 hour, 365 day fax phone. Orders are accepted by fax. We suggest you use the order forms supplied with your wholesale price list. Please print legibly and large enough so that the faxed order is readable.

OUR FAX NUMBER IS 716-478-0059, AND IS LISTED AT THE TOP OF ALL ORDER FORMS.

4. Order hours are 8:00 AM to 5:00 PM Monday through Friday, and 8:00 AM to 12:00 PM on Saturday.

Lincoln Publishing is in the Eastern Time Zone.

Central Time is 1 hour different. Mountain Time is 2 hours different. Pacific Time is 3 hours different.

5. All authorized dealers have a dealer number. It's a simple number to remember. It consists of 3 parts: the letter "L" followed by your (sold to) "zip code" followed by the first three letters of your company name. Your dealer number appears on all invoices. **Please put your dealer number on all orders and correspondence.**
6. The order phone number is 800-431-5768., or 716-478-0059, and is listed at the top of all order forms. At the beginning of all phone orders, please indicate that this is a Lincoln Publishing order and give your dealer number. Anyone who answers is capable of accepting your order.



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WHOLESALE POLICIES CONTINUED

7. The office phone number is 716-478-0059. This number can be used for any billing or invoice problems, which should be directed to Rob McIntosh. He is usually available any weekday from 8:00 AM to 5:00 PM. If he is not available, you can always leave a voice mail message.
8. Lincoln Publishing includes an invoice as a packing list in an envelope on the outside of Box #1 of each shipment. **Statements will not be sent.** Please pay from your invoice. Upon request, an additional invoice will be faxed or emailed to all dealers with fax numbers or email addresses in our files.
9. Please fill out and return the attached application form as soon as possible. All of the pages **must** be filled out **completely**. This is necessary for us to consider you to become a dealer.

PLEASE NOTE: LINCOLN PUBLISHING RESERVES THE RIGHT TO NOT GRANT A DEALERSHIP TO A POTENTIAL DEALER WHOSE BUSINESS IS WITHIN A 50 MILE RADIUS OF AN EXISTING LINCOLN PUBLISHING DEALER, AND TO REVOKE ANY DEALERSHIP AT ANY TIME FOR ANY REASON.

10. Regrettably, the world is an imperfect place, and despite our best efforts we do make mistakes. As infrequent as they may be, we do try to promptly rectify the problem. If you have a problem with invoices contact Rob McIntosh at 716-478-0059.
11. If we encounter printing delays, there may be temporary shortages and outages on some books. If this occurs, these will be indicated as "Temporarily Out Of Stock" or "Reorder in # to # Weeks" on your invoice. We regret this, but please be aware that action has or is being taken to rapidly correct such deficiencies. We have a 99% fill rate.
12. We are always available to talk to our dealers. If you have need to discuss any matter, please call or email us.
13. Last but not least, our goal is to help you grow and allow you to be able to offer quality books at competitive prices. We want to be your wholesale book source, and we want you to be our dealer.

Your Truly,

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