



Archival Collection Finding Aid

TITLE: Ford Motor Company 1949 Ford Introduction Scrapbook

ACCESSION NUMBER: 00.1334.498

CREATOR: Ford Motor Company

INCLUSIVE DATES: 1948

QUANTITY: 2.4 cubic ft. (1 volume)

LANGUAGE: English

ABSTRACT: The collection consists of a single oversize scrapbook titled, "Presenting the 1949 Ford". A variety of aspects of the introduction of the 1949 Ford are described, including planning, advertising, television appearances, dealer and regional showings around the US, magazine and periodical appearances, attendance figures, and the public introduction at the Waldorf-Astoria Hotel in New York City on June 18, 1949.

ACCESS RESTRICTIONS: The collection is open for research.

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