



Finding Aid for

**FORD MOTOR COMPANY  
ADVERTISING COST ESTIMATE RECORDS, 1941-1943**

**Accession 00.1814.510**

Finding Aid Published: September 2020

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## OVERVIEW

REPOSITORY: Benson Ford Research Center  
The Henry Ford  
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ACCESSION NUMBER: 00.1814.510

CREATOR: Ford Motor Company

TITLE: Ford Motor Company Advertising Cost Estimate Records

INCLUSIVE DATES: 1941-1943

QUANTITY: 0.4 cubic ft. (1 box)

LANGUAGE: The materials are in English.

ABSTRACT: The records consist of foreign and domestic advertising cost estimates produced for Ford Motor Company by Irwin Vladimir & Company of New York City.

## ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS: The records are open for research.
- COPYRIGHT: Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION: Donated to The Henry Ford by the Ford Motor Company Archives, circa 1964.
- RELATED MATERIAL: Related material held by The Henry Ford:  
- Advertising General File Subseries, 1929-1952. Accession 149.  
<https://findingaids.thehenryford.org/xtf/search?identifier=149>.  
- Financial Records Subseries, 1934-1950. Accession 451.  
Finding aid online at:  
<https://findingaids.thehenryford.org/xtf/search?identifier=451>.
- PREFERRED CITATION: Item, folder, box, accession 00.1814.510, Ford Motor Company Advertising Cost Estimate Records, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION: Collection processed by staff of the Ford Motor Company Archives, circa 1960.
- DESCRIPTION INFORMATION: Finding aid written by Brian Wilson, September 2020, and published in same month.  
  
Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## SCOPE AND CONTENT NOTE

The records consist of foreign and domestic (United States) advertising cost estimates produced for Ford Motor Company by Irwin Vladimir & Company of New York City.

## SUBJECT TERMS

Names, Personal and Corporate  
Ford Motor Company  
Irwin Vladimir & Company

Subjects  
Advertising  
Advertising media planning  
Automobile industry and trade

Genre and Form  
Cost estimates  
Financial statements  
Reports

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
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### **Box 1**

	Estimates – Domestic, 1941
	Expenditures – Competitive, U.S., 1941 (Contents divided by month)
	Latin America, 1942
	Schedules & Estimates - By-products, undated
	Estimates – Foreign, 1943
	Estimates - Latin America, 1943
	Recapitulation - Latin America, 1943
	Schedules - Latin America, 1943