



Finding Aid for

**FORD MOTOR COMPANY ADVERTISING AND
SALES PROMOTION RECORDS**

Accession 2009.1.1949

Finding Aid Published: August 2020

Benson Ford Research Center
The Henry Ford
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OVERVIEW

REPOSITORY: Benson Ford Research Center
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20900 Oakwood Blvd
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ACCESSION NUMBER: 2009.1.1949

CREATOR: Ford Motor Company

TITLE: Ford Motor Company Advertising and Sales Promotion
Records

INCLUSIVE DATES: 1953-1964

QUANTITY: 0.3 cubic ft. (1 box)

LANGUAGE: The materials are in English.

ABSTRACT: Collection consisting of Ford Motor Company advertising
and sales records related to the 1964 vehicle model year.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is 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, 2009.
- Materials originally transferred to the Ford Motor Company Archives in 1973, and assigned ID No. AR-73-09736.
- PREFERRED CITATION:** Item, folder, box, accession 2009.1.1949, Ford Motor Company Advertising and Sales Promotion Records, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by staff of the Ford Motor Company Archives, circa 1973.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by staff of the Ford Motor Company Archives.
- Finding aid written by Brian Wilson, August 2020, and published in same month.
- Finding aid prepared using Describing Archives: A Content Standard (DACs) and local guidelines.

SCOPE AND CONTENT NOTE

The Ford Motor Company Advertising and Sales Promotion Records consist of material pertaining to dealer demonstration vehicles and their use; the use of testimonials in advertising; 1964 Ford model specifications; Merchandising Office materials from a 1964 conference held in Boca Raton, Florida; and policies for loan-out cars.

SUBJECT TERMS

Names, Personal and Corporate

Ford Motor Company

Subjects

Advertising

Automobile dealers

Automobile industry and trade

Automobiles--Marketing

Genre and Form

Correspondence

Reports

Specifications

CONTAINER LIST

Box no.	Description
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Box 1

Demo Rides (Dealer demonstration programs)
Summer Fellowship Presentations
Responsibilities in Building the Automobile Selling Profession
Liabilities (Insurance liabilities for demo loan autos, service replacement, leasing and daily rentals)
Definitions of Terms Involving Dealer Cars
Contests, 1955-1963 (Model close-out and sales contests by calendar year)
Specifications - 1964 Ford Line Cars (Falcon, Fairlane, Thunderbird, etc.)
Testimonials - Use in Advertising
Policies - Loan Out Cars
California Motor Vehicle Pollution Control Board
Nationwide Wholesalers Service Company (Investigation report on the company, etc.)
Merchandising Office Panel Discussion, Boca Raton, 1964 (Single bound report; marked, "Back-up Book")
Boca Meeting, January 1964 (Single bound report)