



## Archival Collection Finding Aid

**TITLE:** Ford Motor Company Pinto Advertising Records

**ACCESSION NUMBER:** 72.300.1102

**CREATOR:** Ford Motor Company

**INCLUSIVE DATES:** circa 1972

**QUANTITY:** 0.4 cubic ft. (1 box; includes 4 reels of 16mm film and one reel of audio recording)

**LANGUAGE:** English

**ABSTRACT:** The Ford Pinto was sold between the 1971 and 1980 model years. Offering three different body styles, over 3 million Pintos were sold during the decade. The materials in this collection pertain to the Pinto advertising campaign of 1972, and includes tear sheets, 4 reels of 16mm film containing television ads, scripts and sheet music for television ads, an audio recording of a simulated Henry Ford voice, the 1972 Pinto copy strategy, and preliminary storyboard approval for television ads.

**ACCESS RESTRICTIONS:** The collection is open for research.

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