

#19

FORD MOTOR COMPANY ADVERTISEMENT COLLECTION

1903-

The Ford Motor Company Advertisement Collection consists of print advertisements intended for publication in magazines and newspapers. These advertisements feature Ford Motor Company products and services and include both proof sheets and tear sheets.

Proof sheets are copies of advertisements provided by the advertising company to the client for approval before publication. Client and agency corrections, changes, annotations and acceptance authorization may be noted on the copies, providing information on the development process of an advertisement. Publications in which the ad is intended to appear may also be listed on the proof sheets. Tear sheets are advertisements torn or otherwise removed from a publication. Correspondence which may have accompanied proofs or tear sheets remains attached.

The advertisements in the collection have been arranged in the following series: Automobiles; Other Ford Motor Company Vehicles; Dealer Services; Other Ford Motor Company Products & Services; International Products & Services; and Advertisement Scrapbooks/Wall Plaques. Some of these series are further divided into subseries. Series descriptions provide a general summary of the content and physical organization of the materials included in each series/subseries.

Within each subseries the advertisements are then arranged by size, with most items in BB-size boxes. Oversize materials are arranged at the end of each sub-series and may contain both items which are variants of those in smaller boxes as well as unique ads. A variant of an advertisement has the same text with slight variations in size, publication, color, graphic content, or annotations. All items are arranged by model year when applicable, or year of publication, and then alphabetically by title of the advertisement. If no title can be determined then the advertisement is arranged by the first word of the text.

The bulk of the Ford Motor Company advertisement material was donated to the Henry Ford Museum by Ford Motor Company in 1964 and continual additions from various sources have since been made to the collection. Museum registrar numbers on individual items indicate specific provenance when known.

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United States--Export--

All Branches

Argentina

Bolivia

Brazil

Canada

Central & South America

Chile

Cristobal

Cuba

England

Finland

France

Nigeria

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Sweden

Uruguay

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Scrapbooks

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SERIES I
Automobiles
Boxes 1-72, Unboxed

This series consists of advertisements for the Ford Motor Company automobile makes: Edsel, Ford, Lincoln, and Mercury. Special use automobiles, such as police cars and taxis, as well as advertisements for dealer shows featuring new models may be found in this series. Vehicles such as trucks, mini-vans, vans, and sport utility vehicles are classified as trucks. These advertisements

are filed in the Other Vehicles series (Series II-E), however if trucks appear as part of a full line advertisement they are filed in the Automobile series.

For FMC automobiles imported to the United States (i.e., Merkur, Anglia, Fiesta, etc.) or manufactured in a country other than the United States see the International Products & Services series (Series V). Advertisements which feature Ford Motor Company automobiles and racing achievements can be found in the Automobile Racing subseries of Other Ford Motor Company Products & Services series (Series IV-A). For advertisements featuring prices and available models as well as information on the payment plans available, see the Payment Plans subseries in the Other Ford Motor Company Products & Services series (Series IV-G). For additional advertisements featuring 1934 Ford automobiles and 1963 FMC automobiles see the Advertisement Scrapbooks series (Series VI).

Advertisements which feature the full line of Ford Motor Company automobiles have been organized with the ads entitled Ford, unless the illustration or text refers to a specific make and then is filed in the appropriate grouping. Likewise, advertisements which feature both Lincoln and Mercury automobiles have been placed with Lincoln. Although there were no automobiles produced during the 1942 through 1945 model years, there were advertisements in 1945 promoting the resumption of new models for the 1946 model year. These advertisements have been designated as 1945 advertisements whereas the 1946 advertisements focus on the features of the actual 1946 models.

Organization of the Automobile series is by model year and then alphabetically by title of the advertisement. When there is no applicable model year, the date has been determined by the date of publication.

Series I: Automobiles (cont.)

(Size BB)

BOX 1	Edsel--1958-1959
BOX 2	Ford--1903-1915
BOX 3	Ford--1922-1924
BOX 4	Ford--1925
BOX 5	Ford--1926-1928
BOX 6	Ford--1929--A-M
BOX 7	Ford--1929--N-Z
BOX 8	Ford--1930--A-O
BOX 9	Ford--1930--P-Z; 1931--A-F
BOX 10	Ford--1931--G-Z
BOX 11	Ford--1932-1934--A-F
BOX 12	Ford--1934--G-U
BOX 13	Ford--1934--V-Z; 1935--A-L
BOX 14	Ford--1935--M-Z
BOX 15	Ford--1936--A-F
BOX 16	Ford--1936--G-R
BOX 17	Ford--1936--S-Z
BOX 18	Ford--1937--A-Q
BOX 19	Ford--1937--R-Z; 1938--A-D
BOX 20	Ford--1938--E-S
BOX 21	Ford--1938--T-Z; 1939--A-E
BOX 22	Ford--1939--F-L
BOX 23	Ford--1939--M-Z

Series I: Automobiles (cont.)

(Size BB) (cont.)

BOX 24	Ford--1940--A-I
BOX 25	Ford--1940--J-Z
BOX 26	Ford--1941--A-R
BOX 27	Ford--1941--S-Z; 1942; 1945-1946
BOX 28	Ford--1947-1949--A-C
BOX 29	Ford--1949--D-I
BOX 30	Ford--1949--J-Z
BOX 31	Ford--1950-1954
BOX 32	Ford--1955-1958
BOX 33	Ford--1959-1969; 1971
BOX 34	Ford--1974-1986; 1991
BOX 35	Lincoln--1923-1925
BOX 36	Lincoln--1926-1929
BOX 37	Lincoln--1930-1932
BOX 38	Lincoln--1933-1935
BOX 39	Lincoln--1936; 1937--A-O
BOX 40	Lincoln--1937--P-Z; 1938
BOX 41	Lincoln--1939
BOX 42	Lincoln--1940
BOX 43	Lincoln--1941
BOX 44	Lincoln--1942; 1946-1953
BOX 45	Lincoln--1954-1960
BOX 46	Lincoln--1961-1963; 1966-1967; 1969; 1973-1974; 1977-1980; 1984; 1986; 1988-1993

Series I: Automobiles (cont.)

(Size BB) (cont.)

- BOX 47 Mercury--1939
- BOX 48 Mercury--1940
- BOX 49 Mercury--1941-1942; 1945-1946
- BOX 50 Mercury--1947-1956
- BOX 51 Mercury--1957-1964; 1967; 1976; 1978-1981
- BOX 52 Mercury--1984-1986; 1988-1993

(Size C)

- BOX 53 Edsel--1958-1959
- BOX 54 Ford--1907; 1910; 1912; 1922; 1925-1928
- BOX 55 Ford--1929; 1930--A-H
- BOX 56 Ford--1930--I-Z; 1931
- BOX 57 Ford--1932-1938--A-F
- BOX 58 Ford--1938--G-Z; 1939-1940
- BOX 59 Ford--1941; 1946-1947; 1949-1951
- BOX 60 Ford--1952-1958; 1960
- BOX 61 Ford--1961-1965; 1967; 1973-1978; 1983
- BOX 62 Lincoln--1927-1939
- BOX 63 Lincoln--1940-1942; 1946; 1950-1953; 1956-1957; 1959-1973; 1988; 1990 1960; 1964;
- BOX 64 Mercury--1939-1941; 1946; 1949; 1951; 1953-1956
- BOX 65 Mercury--1958-1964; 1967; 1975-1976; 1989-1990

Series I: Automobiles (cont.)

(Size F)

- BOX 66 Edsel--1958
 Ford--1928-1933; 1935-1938
- BOX 67 Ford--1939-1942; 1946-1947; 1949-1952
- BOX 68 Ford--1953-1958
- BOX 69 Ford--1962-1964; 1967; 1972; 1974-1976; 1978; 1984
- BOX 70 Lincoln--1927; 1930-1932; 1934-1938; 1941; 1949-1950
- BOX 71 Lincoln--1952-1956; 1958; 1960; 1990-1993
- BOX 72 Mercury--1949; 1953-1954; 1956; 1990

(Unboxed-Size G Folder)

Ford--1982

SERIES II
Other Vehicles
Boxes 73-106

These advertisements cover Ford Motor Company vehicles other than automobiles: aircraft, busses, military vehicles, tractors, and trucks.

SUBSERIES II-A
Aircraft

The Aircraft subseries includes advertisements for FMC-produced aircraft, including the Ford Tri-Motor airplane and Stout Metal Airplane Company.

Advertisements for military aircraft may be found in the Military Vehicles subseries (Series II-C) and advertisements for advanced aircraft such as missiles are filed in the Ford Aerospace and Communications Corporation section of the Subsidiary Corporations subseries of the Other Ford Motor Company Products & Services series (Series IV-J).

Organization of the Aircraft subseries is by year of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 73 Aircraft--1927-1929--A-M

BOX 74 Aircraft--1929--N-Z-1932

(Size C)

BOX 103 Aircraft--1929-1930

SUBSERIES II-B
Busses

The Busses subseries consists of advertisements for school busses, bus chassis, and public transportation vehicles.

Organization of the Busses subseries is by year of publication and then alphabetically by title of advertisement.

Subseries II-B: Other Vehicles--Busses (cont.)

(Size BB)

BOX 75 Busses--1924; 1931-1949

(Size C)

Box 103 Busses--1937

SUBSERIES II-C
Military Vehicles

Vehicles which Ford Motor Company produced for the United States military are included in the Military Vehicles subseries. These vehicles include jeeps, tanks, airplanes, and engines made during World War II. The 1958 advertisements illustrate the history of Ford Motor Company in aviation with a special emphasis on advanced military aircraft.

For more recent and advanced defense and military products, such as missiles and satellites, see Ford Aerospace & Communications Corporation in the Subsidiary Corporations subseries of the Other Ford Motor Company Products & Services series (Series IV-J).

Organization of the Military Vehicles subseries is by year of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 75 Military Vehicles--1943; 1957-1958; 1961

(Size C)

BOX 103 Military Vehicles--1943

(Size F)

BOX 106 Military Vehicles--1943

**SUBSERIES II-D
Tractors**

The Tractors subseries includes advertisements for Ford and Fordson tractors as well as farm implements.

Organization of the Tractors subseries is by year of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 76 Tractors--ca. 1920 (Dealer proof sheets/photo images)
Tractors--1923-1925

BOX 77 Tractors--1926; 1930; 1935; 1938

BOX 78 Tractors--1947; 1951-1952; 1956-1960; 1963; 1981-1982

(Size C)

BOX 103 Tractors--1947; 1951-1952; 1955; 1957; 1982

(Size F)

BOX 106 Tractors--1982

**SUBSERIES II-E
Trucks**

Advertisements in the Trucks subseries include trucks, commercial vehicles, mini-vans, vans, and sport utility vehicles.

Advertisements which feature both cars and trucks are filed in the Automobile series. For additional advertisements featuring 1934 and 1963 trucks, see the Advertisement Scrapbooks series (Series VI). Ford trucks from 1943-1993 are also featured in Fifty Years of Better Ideas: Ford Advertising 1943-1993.

Organization of the Trucks subseries is by model year and then alphabetically by title of the advertisement. When there is no applicable model year, the date has been determined by the date of publication.

Subseries II-E: Other Vehicles--Trucks (cont.)

(Size BB)

BOX 79	Trucks--Ford--1923-1924
BOX 80	Trucks--Ford--1925--A-N
BOX 81	Trucks--Ford--1925--O-Z; 1926--A-J
BOX 82	Trucks--Ford--1926--K-Z; 1930
BOX 83	Trucks--Ford--1931--A-K
BOX 84	Trucks--Ford--1931--L-Z
BOX 85	Trucks--Ford--1932; 1934--A-M
BOX 86	Trucks--Ford--1934--N-Z
BOX 87	Trucks--Ford--1935--A-P
BOX 88	Trucks--Ford--1935--Q-Z
BOX 89	Trucks--Ford--1936--A-F
BOX 90	Trucks--Ford--1936--G-Z
BOX 91	Trucks--Ford--1937
BOX 92	Trucks--Ford--1938
BOX 93	Trucks--Ford--1939--A-N
BOX 94	Trucks--Ford--1939--O-Z; 1940--A-H
BOX 95	Trucks--Ford--1940--I-Z
BOX 96	Trucks--Ford--1941--A-F
BOX 97	Trucks--Ford--1941--G-Z
BOX 98	Trucks--Ford--1942; 1945-1946
BOX 99	Trucks--Ford--1947-1948
BOX 100	Trucks--Ford--1949
BOX 101	Trucks--Ford--1950-1959; 1961-1962

Subseries II-E: Other Vehicles--Trucks (cont.)

(Size BB) (cont.)

BOX 102 Trucks--Ford--1963-1964; 1966-1967; 1969; 1971; 1978-1980; 1984-1986;
Trucks--Mercury--1950; 1993

(Size C)

BOX 104 Trucks--Ford--1925; 1930-1932; 1934-1939

BOX 105 Trucks--Ford--1946-1950; 1957

(Size F)

BOX 106 Trucks--Ford--1931-1932; 1940-1941; 1946-1950

SERIES III
Dealer Services
Boxes 107-133

The Dealer Services Series consists of advertisements that promote dealer relationships with the Ford Motor Company, other FMC dealers, and the consumer.

Advertisements have been subdivided into various subseries: Corporate Communication; Edsel, Ford, Lincoln-Mercury; Parts & Accessories; Service; and Used Cars.

SUBSERIES III-A
Corporate Communication

Corporate Communication refers to advertisements that have the dealer community as the target audience. These advertisements cover automobile features, dealer programs, company policies, and other information of general interest to the dealer and sales community. The subseries is further divided into Dialogue & Ford Family of Fine Cars and Parts & Accessories.

Advertisements about service and repair aimed at the dealer audience are filed in this subseries.

For service advertisements aimed at a consumer audience, see the Service subseries (Series III-D).

Organization of the Corporate Communication subseries is by model year and then alphabetically by title of the advertisement. When there is no applicable model year, the date has been determined by the date of publication.

(Size BB)

BOX 107	Corporate Communication--1906; 1916; 1934-1935; 1939-1949; 1952	1942; 1945-
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BOX 108	Corporate Communication--1953-1954; 1956-1960; 1962-1967; 1976; 1979	1964; 1966-
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(Size C)

BOX 124	Corporate Communication--1940-1941; 1946-1947; 1949; 1955; 1957; 1967; 1976-1979	1952; 1954-
---------	--	-------------

(Size F)

BOX 132 Corporate Communication--1938; 1947-1951; 1953-1955; 1977-1979

SUBSERIES III-A.1**Corporate Communication--Dialogue & Ford Family of Fine Cars**

The Ford Motor Company designed two special series of trade publication advertisements which served as a way to communicate between Ford Motor Company officials and its dealers. The first series was the weekly Ford Family of Fine Cars Clearinghouse which highlighted items of special interest to those who sold and serviced Ford Motor Company products. The series is almost complete from No. 1 through No. 337 with various individual ads from 1964-1967 (No. 388-423).

The second special series Ford Motor Company designed for its dealers was Dialogue, which continued the Ford Family of Fine Cars series. Unlike the Ford Family of Fine Cars, this series was published sporadically from 1967-1974. The collection is also not as complete as the Ford Family of Fine Cars series.

The organization of the Ford Family of Fine Cars and Dialogue series is numerical in order to preserve the continuity of the series.

(Size C)

BOX 124 Dialogue--427; 434; 436-444; 446; 448-449; 452-453; 455-459;
461-469

BOX 125 Dialogue--471-473; 531-533; 536; 540; 542-557; 559-560; 563-565;
Ford Family of Fine Cars--1-17; 19-24; 26-34; 36-58; 60-86

BOX 126 Ford Family of Fine Cars--87-104; 106-209

BOX 127 Ford Family of Fine Cars--211-277; 279-315

BOX 128 Ford Family of Fine Cars--316-337; 388-390; 392-395; 398-401; 403-405; 407;
411-423

Subseries III-A: Dealer Services--Corporate Communication-
Dialogue & Ford Family of Fine Cars (cont.)

(Size F)

BOX 132 Dialogue--482; 537

SUBSERIES III-A.2
Corporate Communication--Parts & Accessories

The Corporate Communication--Parts & Accessories subseries includes advertisements for a dealer audience. The contents include products which dealers should include in their service departments, special options and parts which are available to the dealer to sell to the consumer as well as general in-house information about the products.

Organization of the Corporate Communication--Parts & Accessories subseries is by year of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 108 Parts & Accessories--1933-1938

BOX 109 Parts & Accessories--1939-1941; 1945-1950; 1952; 1965-1966; 1977-1979

(Size C)

BOX 128 Parts & Accessories--1945-1946; 1948; 1976-1979

SUBSERIES III-B
Edsel, Ford, Lincoln-Mercury Dealerships

The general contents of these advertisements vary from announcing new dealerships to contests and special promotions at the local dealership. Lincoln and Mercury have been filed together since the advertisements usually promote both makes at once after the 1939 introduction of Mercury. Advertisements for dealerships which feature more than one automobile make are filed within this subseries under Ford.

Subseries III-B: Dealer Services--Edsel, Ford, Lincoln-Mercury Dealerships (cont.)

Organization of the Edsel, Ford, Lincoln-Mercury Dealerships subseries is by model year and then alphabetically by title of the advertisement. When there is no applicable model year, the date has been determined by the date of publication.

(Size BB)

- BOX 110 Edsel--1958;
Ford--1924; 1927-1928; 1931-1942
- BOX 111 Ford--1947-1949; 1954; 1956-1957; 1968; 1972-1979; 1991
Lincoln-Mercury--1924-1925; 1927; 1929-1931
- BOX 112 Lincoln-Mercury--1932-1933; 1935-1936; 1938-1942; 1946-1947; 1956-1957

(Size C)

- BOX 129 Edsel--1958
Ford--1928; 1931-1932; 1935; 1938-1940; 1947-1950; 1952-1954; 1956-1957;
1972-1974
Lincoln-Mercury--1932; 1940-1941; 1959

(Size F)

- BOX 132 Ford--1938; 1940; 1953-1954; 1956-1957; 1972-1973
- BOX 133 Lincoln-Mercury--1941

SUBSERIES III-C
Parts & Accessories

The advertisements in the Parts & Accessories subseries are aimed at the consumer audience and consist of advertisements for the products available to the consumer from FMC dealers, such as reconditioned engines, optional equipment, and replacement parts. This subseries also includes FMC-produced industrial and marine engines.

Organization of the Parts & Accessories subseries is by year of publication and then alphabetically by title of advertisement.

Subseries III-C: Dealer Services--Parts & Accessories (cont.)

(Size BB)

- BOX 112 Parts & Accessories--1928-1931; 1933-1934
- BOX 113 Parts & Accessories--1935-1940; 1946-1947
- BOX 114 Parts & Accessories--1948-1950; 1956; 1958-1965; 1967-1969
- BOX 115 Parts & Accessories--1975-1979; 1985

(Size C)

- BOX 130 Parts & Accessories--1931; 1933; 1937; 1940; 1946-1949; 1951; 1959; 1977

(Size F)

- BOX 133 Parts & Accessories--1931; 1947; 1949-1951; 1954; 1967; 1976

SUBSERIES III-D
Service

This subseries includes advertisements for a consumer audience for service and repairs, such as tune ups and brake repairs, performed by the dealer's service department. Also included are advertisements which describe various warranties offered by Ford Motor Company.

Organization of the Service subseries is by year of publication and then alphabetically by title of advertisement.

(Size BB)

- BOX 115 Service--1923; 1925; 1928-1932; 1934-1935
- BOX 116 Service--1936; 1939; 1941-1942; 1944; 1946-1947-- A-F
- BOX 117 Service--1947--G-S
- BOX 118 Service--1947--T-Z; 1948--A-E

Subseries III-D: Dealer Services--Service (cont.)

(Size BB) (cont.)

- BOX 119 Service--1948--F-R
- BOX 120 Service--1948--S-Z; 1949
- BOX 121 Service--1963-1964; 1967; 1973-1976; 1978; 1980; 1984-1986; 1990

(Size C)

- BOX 130 Service--1924; 1928-1930; 1932; 1934; 1941-1942; 1947-1948
- BOX 131 Service--1949; 1967; 1973; 1975-1976; 1979

(Size F)

- BOX 133 Service--1932; 1949; 1963; 1976; 1991

SUBSERIES III-E
Used Cars

The Used Cars subseries predominately features used cars but also includes used trucks and general dealer services for used cars.

Organization of the Used Cars subseries is by year of publication and then alphabetically by title of advertisement.

(Size BB)

- BOX 121 Used Cars--1925-1927; 1931; 1934-1936
- BOX 122 Used Cars--1937-1939--A-G
- BOX 123 Used Cars--1939--H-Z-1941; 1947-1949; 1959; 1963-1964

(Size C)

- BOX 131 Used Cars--1930; 1934-1938; 1941; 1949

Subseries III-E: Dealer Services--Used Cars (cont.)

(Size F)

BOX 133 Used Cars--1935; 1939-1940

SERIES IV
Other Ford Motor Company Products & Services
Boxes 134-156

The Other Ford Motor Company Products & Services series consists of advertisements which promote or describe the variety of activities and functions of the Ford Motor Company beyond the manufacturing and marketing of vehicles. The series has been further divided into the following subseries: Automobile Racing; By-Products; Community Relations; Employee Recruitment; Institutional Messages; Manufacturing Processes; Payment Plans; Radio & Television Programs; Research & Testing; Subsidiary Corporations; Traffic Safety; and Visitor Attractions.

SUBSERIES IV-A
Automobile Racing

The Automobile Racing subseries consists of advertisements that describe Ford Motor Company's participation in various racing activities. Some advertisements feature racing achievements and were intended to advertise the regular production models available to the consumer and are filed in this category rather than the regular Automobiles series. Therefore, the subjects include Ford, Lincoln, and Mercury automobiles, and achievements in races such as the Gilmore-Yosemite Economy Run, Indianapolis 500, and the NASCAR circuit.

Organization of the Automobile Racing subseries is by model year and then alphabetically by title of the advertisement. When there is no applicable model year, the date has been determined by the date of publication.

(Size BB)

BOX 134 Automobile Racing--1904; 1934-1935; 1938-1941; 1956-1957; 1963-1964; 1969-1970; 1983-1984; 1988-1990

(Size C)

BOX 151 Automobile Racing--1938; 1954; 1956; 1963-1964; 1988

(Size F)

BOX 155 Automobile Racing--1956-1957; 1964; 1988; 1990

SUBSERIES IV-B
By-Products

This section includes advertisements for by-products made by the Ford Motor Company. By-products represented include Ford Portland Cement, Ford Charcoal Briquets, coal, coke, and soy beans. The charcoal section also includes accessories that dealers could provide such as a special cookstove. Advertisements which feature more than one by-product or a singular type of product not listed individually, for example, plant food, are filed in the Miscellaneous Products folder.

Organization of the By-Products subseries is by type of product, date of publication and then alphabetically by title of advertisement.

(Size BB)

- BOX 134 By-Products--Cement--1936-1941
- BOX 135 By-Products--Charcoal--1929-1932; 1934-1941; 1947
- BOX 136 By-Products--Coal--1926; 1928-1933;
By-Products--Coke--1928-1930
- BOX 137 By-Products--Coke--1931-1934; 1936-1937; 1939-1941;
By-Products--Miscellaneous Products--1924; 1947
By-Products--Soy Beans--1940-1941

(Size C)

- BOX 151 By-Products--Coke--1928-1930

(Size F)

- BOX 155 By-Products--Coke--1928

SUBSERIES IV-C
Community Relations

This subseries includes advertisements which feature Ford Motor Company's presence in various geographic localities. The intent of these advertisements was to foster good relations with communities where FMC facilities were located. Topics include

Subseries IV-C: Other FMC Products & Services--Community Relations (cont.)

plant openings, commemorative anniversaries of city foundings and Ford partnerships, and special achievements, such as special World War II citations won by Ford employees.

Organization of the Community Relations subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 138 Community Relations--1934-1935; 1939-1940; 1942-1944; 1952; 1954; 1956-1960; 1962-1964; 1977; 1979

(Size C)

BOX 151 Community Relations--1934; 1940; 1956; 1958; 1960-1962; 1964

(Size F)

BOX 155 Community Relations--1935-1937; 1939-1941; 1952; 1957-1958; 1960; 1964; 1967

**SUBSERIES IV-D
Employee Recruitment**

The Employee Recruitment advertisements focus on the employment opportunities available at Ford Motor Company, especially professional opportunities.

Organization of the Employee Recruitment subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 138 Employee Recruitment--1937; 1958-1959; 1961-1965; 1967-1969

BOX 139 Employee Recruitment--1970; 1973; 1976-1978

SUBSERIES IV-E
Institutional Messages

This subseries consists of advertisements which communicate to the public the corporate positioning of Ford Motor Company. Topics include the following:

- * Henry Ford's personal management, social, and political philosophies
- * Henry Ford Trade School, Camp Legion, and the Village Industries
- * Ford Motor Company policies on labor, price structuring and its products
- * Sponsorship of various contests and organizations such as the 4-H Club and the Future Scientists of America
- * Messages of congratulations and appreciation to companies and individuals

Included in these advertisements are examples from four different advertisement series which focused on aspects of Henry Ford and the Ford Motor Company.

- * The 1924 series entitled An Industrial Epic focuses on Ford Motor Company's philosophy on available natural resources and their use in its manufacturing processes.
- * A 1944 series focuses on events and achievements in Henry Ford's early life and their impact on the Ford Motor Company. Wall plaques featuring selected advertisements from this series are filed in the Advertisement Scrapbooks/Wall Plaques series (Series VI).
- * The Famous Ford Firsts series ran in 1945 and highlights various "firsts" Ford Motor Company introduced. One wall plaque featuring an advertisement from this series is filed in the Advertisement Scrapbooks/Wall Plaques series (Series VI).
- * The American Road series in 1952 and 1953 illustrates how the Ford automobile helped change society.

Organization of the Institutional Messages subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

- BOX 139 Institutional Messages--1906-1908; 1924-1925; 1929-1932
- BOX 140 Institutional Messages--1933; 1935-1941
- BOX 141 Institutional Messages--1942-1947; 1949-1953; 1955-1960
- BOX 142 Institutional Messages--1962-1964; 1966-1969; 1973;
1976-1978; 1981; 1983

(Size C)

- BOX 151 Institutional Messages--1924
- BOX 152 Institutional Messages--1929-1932; 1936; 1938-1943; 1946; 1952-
1953
- BOX 153 Institutional Messages--1959; 1966-1967; 1975; 1978; 1983

(Size F)

- BOX 155 Institutional Messages--1932; 1939-1943; 1946; 1948
- BOX 156 Institutional Messages--1949-1950; 1952; 1959; 1967; 1972; 1977

SUBSERIES IV-F Manufacturing Processes

The Manufacturing Processes subseries focuses on activities at the Rouge Plant. Such topics include the manufacture of steel and glass, Ford Paper Mill, the Ford Fleet, and the use of raw materials during the manufacturing process. For advertisements which feature Ford Motor Company's usage of natural resources in the manufacturing process, see the 1924 Industrial Epics series filed in the Institutional Messages subseries (Series IV-E).

Organization of the Manufacturing Processes subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 142 Manufacturing Processes--1929; 1931; 1934-1936

BOX 143 Manufacturing Processes--1937; 1939-1940; 1952; 1960

(Size C)

BOX 153 Manufacturing Processes--1932; 1935

(Size F)

BOX 156 Manufacturing Processes--1935

SUBSERIES IV-G Payment Plans

Advertisements in the Payment Plans section focus on consumer payment programs such as the Ford Weekly Purchase Plan, National Payment Plan, and the Universal Credit Company (U.C.C.).

Organization of the Payment Plans subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 143 Payment Plans--1924-1926; 1931; 1936; 1949

(Size C)

BOX 153 Payment Plans--1923; 1926; 1936

SUBSERIES IV-H Radio & Television Programs

The Radio & Television Programs subseries consists of advertisements for programs sponsored by Ford Motor Company and the Ford Dealers of America, Inc. Many of the advertisements list guest stars and featured performers.

Subseries IV-H: Other FMC Products & Services--Radio & Television Programs (cont.)

The radio programs include:

- * Ford Sunday Evening Hour, sponsored by Ford Motor Company, featuring the Ford Symphony Orchestra and Chorus, 1934-1940
- * Ford Dealers Radio Program, sponsored by the Ford Dealers of America, Inc., featuring Fred Waring & his Pennsylvanians, 1934-1936
- * Ford Summer Hour, sponsored by Ford Motor Company, featuring the Mercury Chorus and Ford Summer Hour Orchestra, 1939-1940
- * Ford Theater, sponsored by Ford Motor Company, 1947-1948
- * Fred Allen Show, sponsored by the Ford Dealers of America, Inc., 1948

The television programs include:

- * Ford Festival, 1951
- * Ford Theatre, 1952-1956
- * Ford Star Jubilee, 1955-1956
- * Producers' Showcase, 1955-1956
- * Ford Show, featuring Tennessee Ernie Ford, 1956
- * The Edsel Show, 1957
- * Ford Motor Company Sunday Evening Hour, 1967

Organization of the Radio & Television Programs subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 143 Radio & Television Programs--1934-1935

BOX 144 Radio & Television Programs--1936-1941; 1947-1948; 1950-1952; 1954-1957; 1960-1967

(Size C)

BOX 153 Radio & Television Programs--1957

SUBSERIES IV-I
Research & Testing

The Research & Testing subseries consists of advertisements which focus on Ford Motor Company research facilities and methods and equipment for testing automobiles and parts. Subjects that can be found in this subseries include quality control, precision testing, test tracks, weather tunnels, and concept vehicles. The Recent Findings by the Research Laboratories advertisement series was aimed at the scientific community.

Organization of the Research & Testing subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 145 Research & Testing--1934-1936; 1938-1940; 1947-1949; 1953; 1958-1964; 1966-1969

BOX 146 Research & Testing--1976-1978

(Size C)

BOX 153 Research & Testing--1939; 1949-1950; 1976

(Size F)

BOX 156 Research & Testing--1950; 1976

SUBSERIES IV-J
Subsidiary Corporations

The Subsidiary Corporations subseries consists of advertisements for Ford Motor Company subsidiaries. Advanced defense-oriented products such as missiles, satellites, and communication systems are featured for the Ford Aerospace & Communications Corporation (formerly known as Aeronutronic Ford and Philco Ford). Johansson Gage Division (C.E. Johansson, Inc.) focuses on the precision gages manufactured by Ford Motor Company. Philco Corporation advertisements focus on home appliances such as refrigerators, stereos, and televisions.

Organization of the Subsidiary Corporations subseries is by date of publication and then alphabetically by title of advertisement.

Subseries IV-J: Other FMC Products & Services--Subsidiary
Corporations (cont.)

(Size BB)

BOX 146 Ford Aerospace & Communications Corporation--1959-1961; 1963; 1977-1979
Johansson Gage Division--1929-1931; 1934-1935

BOX 147 Johansson Gage Division--1936-1941; 1946-1948
Philco Corporation--1962; 1966

(Size F)

BOX 156 Ford Aerospace & Communications Corporation--1961; 1979
Philco Corporation--1964

SUBSERIES IV-K
Traffic Safety

The Traffic Safety subseries contains advertisements which focus on safe driving habits. Included in the subseries are advertisements for general traffic safety announcements; Ford Good Drivers League Driving Contests; Ford's chief test driver Al Esper on traffic safety; safe driving hints aimed at a high school-age audience; and the Safe Driving Incentive Program.

Organization of the Traffic Safety subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 148 Traffic Safety--1939-1941; 1947-1948

BOX 149 Traffic Safety--1949; 1955; 1957; 1966; 1968; 1975

(Size C)

BOX 154 Traffic Safety--1940; 1948-1949; 1955; 1966-1968

SUBSERIES IV-L
Visitor Attractions

The Visitor Attractions subseries consists of advertisements for activities sponsored by Ford Motor Company. The following events and attractions are included:

- * Plant tours and open houses
- * Industrial expositions
- * Ford Rotunda
- * World's Fair exhibits
- * Dearborn Inn
- * Greenfield Village
- * Ford-sponsored picnics
- * "Auto Daredevils" shows
- * Motor Circuses
- * Milestone (eg., 25 millionth) automobile tours, exhibits, displays
- * Christmas shows and tree lightings

Announcements of the openings of new plants will be found in Community Relations while advertisements describing the activities of these events will be found in Visitor Attractions. Dealer shows are filed in the Automobiles series (Series I).

Organization of the Visitor Attractions subseries is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 149 Visitor Attractions--1924; 1928-1932; 1935-1938

BOX 150 Visitor Attractions--1939-1941; 1947-1949; 1951; 1956-1957; 1959-1964; 1967;
1975; 1977-1979

(Size C)

BOX 154 Visitor Attractions--1924; 1929-1931; 1934; 1936; 1938-1939; 1946; 1950; 1957;
1962; 1967

(Size F)

BOX 156 Visitor Attractions--1930-1932; 1938; 1951; 1960; 1963

SERIES V
International Products & Services
Boxes 157-166

The International Products & Services Series consists of advertisements for products and services made in the United States for export to other countries, and for FMC products and services made in other countries.

The advertisements in this series are in a variety of languages. Translations are included for some of the non-English advertisements. Where no English translation is attached, refer to a related series within this collection for a similar advertisement written in English. Conversely, since the international branches were often responsible for providing their own translations of a standard advertisement developed by the advertising agency, copies of some foreign advertisements in this series may be available only in English.

Items in the International Series are filed by the country which is the originator of the product or service. Export refers to a product or service made in the country listed but with another country as the target market. For example, Ford cars made in England but sold in United States would appear as England--Export--United States. If the target market is the same as the originating country, the heading will be as follows: Canada--Automobiles--1967, which means that the Ford product was made in Canada and targeted for a Canadian market.

Some advertisements were designated as being "Sent to Foreign Branches" and were used by all international markets. These items have been kept together and are filed as United States--Export--All Branches. Advertisements with a broad Latin America designation have been filed as "Central and South America" while those with a specific country designation have been filed accordingly. Advertisements for products exported to what Ford Motor Company officials designated the South America & Asiatic market have also been filed with Central and South America.

In the original arrangement by Ford Motor Company staff, Hawaii was considered part of the foreign grouping since it was not yet a state when the advertisements were published. However, these advertisements are now filed in the Automobile series (Series I) to simplify access since Hawaii is now part of the domestic market and the advertisements were similar to those items found there.

Items in the International Products & Services subseries are filed by country of origin for the product or service, model year and then alphabetically by title of the advertisement. When there is no applicable model year, the date has been determined by the date of publication.

Series V: International Products & Services (cont.)

(Size BB)

- BOX 157 Asia--Automobiles--1988
 Belgium--Parts & Accessories--1936
 Canada--Automobiles--1914-1915; 1924; 1940; 1946; 1950-1951
 Canada--By-Products--1931
 England--Automobiles--1924-1926; 1928; 1931; 1933; 1935-1938; 1948
 England--Dealer Services--1936; 1948
- BOX 158 England--Export--United States--1948-1949; 1954-1958; 1960; 1966
 England--Institutional Messages--1924; 1940
 England--Research & Testing--1948
 England--Service--1914
 England--Tractors--1948
 England--Trucks--1925-1926; 1948
 France--Automobiles--1924; 1936
- BOX 159 Germany--Dealer--1938
 Germany--Export--United States--1958; 1978-1979; 1985-1986; 1988-1989
 Holland--Automobiles--1923
 Spain--Institutional Messages--1976
 United States--Export--All Branches--1935-1938; 1941-1942; 1945
- BOX 160 United States--Export--Argentina--1946
 United States--Export--Bolivia--1934
 United States--Export--Brazil--1930-1932; 1934-1936; 1938
 United States--Export--Canada--1929; 1940-1941
 United States--Export--Central & South America--1925; 1931-1932
- BOX 161 United States--Export--Central & South America--1933; 1935-1938
- BOX 162 United States--Export--Central & South America--1939-1940
- BOX 163 United States--Export--Central & South America--1941-1942; 1944-1948

Series V: International Products & Services (cont.)

(Size BB) (cont.)

BOX 164 United States--Export--Chile--1931
 United States--Export--Cristobal--1931; 1935; 1946
 United States--Export--Cuba--1935; 1942; 1946
 United States--Export--England--1929
 United States--Export--Finland--1940
 United States--Export--France--1907
 United States--Export--Nigeria--1978
 United States--Export--Puerto Rico--1941
 United States--Export--Sweden--1943
 United States--Export--Uruguay--1946
 United States--Traffic Safety--1976

(Size C)

BOX 165 Canada--Automobiles--1946
 Canada--By-Products--1929
 England--Export--United States--1967
 France--Automobiles--1939
 Germany--Export--United States--1989
 United States--Export--All Branches--1935

(Size F)

BOX 166 Denmark--Automobiles--1934
 Egypt--Trucks--1936
 England--Institutional--1914
 Germany--Export--United States--1988
 Sweden--Trucks--1948

SERIES VI
Advertisement Scrapbooks/Wall Plaques
Boxes 167-170; Unboxed

The Advertisement Scrapbooks/Wall Plaques series consists of advertisements compiled into scrapbooks by Ford Motor Company. Also included in this series are a set of wall plaques featuring selected advertisements.

Organization of the wall plaques in the Advertisement Scrapbooks/Wall Plaques series is by date of publication and then alphabetically by title of advertisement.

(Size BB)

BOX 167 Scrapbook, 1934
 Includes automobile and truck advertisements developed by the advertising firm, McCann-Erickson, for individual dealers.

Scrapbook, World War II
 Includes advertisements produced during World War II featuring Ford and Lincoln automobiles.

BOXES 168-170

Wall Plaques, 1944-1945
 Features selected advertisements from a 1944 series which focuses on events and achievements in Henry Ford's early life and their impact on the Ford Motor Co.

 Also included is a selected advertisement from the Famous Ford Firsts series which highlights various "firsts" introduced by the Ford Motor Company.

 For additional advertisements from these series, see the Institutional Messages subseries in the Other FMC Products & Services series (Series IV-E).

Box 168 1944 Series--A-N

Box 169 1944 Series--O-S

Box 170 1944 Series--T-Z
 1945 Series

Series VI: Advertisement Scrapbooks/Wall Plaques (cont.)

(Unboxed)

Scrapbook, 1961

Includes 1961 corporate advertisements for Ford Motor Company, as well as advertisements for General Motors and Chrysler Corporation. The advertisements for General Motors and Chrysler were divided into sections according to the intended audience for the advertisement.

Ford Motor Company

Corporate--1961

General Motors

Farmers--1957-1961

Investors--1957-1961

Special Promotions--1957-1961

Fisher Body--1957-1961

Youth Magazines--1957-1961

Corporate--1957-1961

Chrysler Corporation

Youth Magazines--1957-1961

Investors--1957-1961

Corporate--1957-1961

Scrapbook, 1963

Includes advertisements for the 1963 models of Ford, Lincoln and Mercury automobiles. Also included are advertisements for various competitive makes for the 1963 model year.

Ford Division

Falcon

Fairlane

Galaxie

Thunderbird

Ford Truck

Lincoln-Mercury Division

Comet

Meteor

Monterey

Lincoln Continental

Ford Corporate

Chevrolet

Pontiac

Oldsmobile

Buick

Cadillac

Chevrolet Trucks

General Motors Corporation

Series VI: Advertisement Scrapbooks/Wall Plaques (cont.)

(Unboxed) (cont.)

Scrapbook, 1963 (cont.)

Valiant
Dodge
Chrysler
Imperial
Dodge Trucks
Chrysler Corporation
Studebaker Corporation
American Motors Corporation

APPENDIX A

Ford Motor Company Advertising Agency Chronology

The following chronology is a compilation of the advertising agencies which have had Ford Motor Company for a client.

1903-1904	Chas. H. Fuller Advertising Agency; O.J. Mulford Advertising Company
1903-1908	Ford Motor Company (No official internal advertising department or staff; company would buy space in publications)
1910-1911	J. Walter Thompson Company
1912	Glen Buck
1914	MacManus Company
1915-1916	Power, Alexander & Jenkins Advertising Agency
Early 1917-1923	Discontinued paid advertising except for tractors and Lincolns; Individual dealers provided own advertising
1923	Brotherton Advertising Agency
1924	McKinney, Marsh & Cushing
1924-1925	Critchfield Company
July 1926-late 1927	No official company advertising; individual dealers provided own advertising
1927-1940	N.W. Ayer & Son, Inc. (advertising discontinued for most of 1933)
1933-1941	McCann-Erickson, Inc. (branch offices)
1940-1941	McCann-Erickson (Ford automobiles & corporate advertising) Maxon, Inc. (Lincoln, Mercury)
July 1942-Nov. 1943	Maxon (No print advertising until Nov. 1942)

Nov.1943-1957	J. Walter Thompson Company
1945-1946	Maxon (23 sales district accounts)
1945-1979	Kenyon & Eckhardt (Lincoln-Mercury; FMC Corporate)
1958	Foote, Cone & Belding (Edsel)
1960-1963	Honig, Cooper & Harrington
1961-1963	Batten, Barton, Durstine & Osborn, Inc. (Autolite)
1967-1975	Grey Advertising, Inc. (FMC Corporate)
1970-	J. Walter Thompson (Ford Division) Meldrum & Fewsmith, Inc. (Tractors)
1980-1987	Young & Rubicam (FMC Parts & Service)
1980-	Wells, Rich, Greene, Inc. (FMC Corporate) Young & Rubicam (Lincoln-Mercury)
1987-	Uniworld Group, Inc. (Lincoln-Mercury - Black & Hispanic)
1988-	Ogilvy & Mather (FMC Parts & Service)
1989-	Burrell Advertising (Ford Division - Black)

Advertising agency information compiled from Lewis, David L., The Public Image of Henry Ford and Standard Directory of Advertisers (1970-1992).

For more information on the advertising policies of Ford Motor Company, see Lewis, David L., The Public Image of Henry Ford.

For advertisements placed by N.W. Ayer & Son which describe their Ford Motor Company accounts and feature FMC products see the General Advertisement Collection, Advertising Agencies folders.

APPENDIX B

Ford Motor Company Chronology

Following is a chronology of Ford Motor Company which focuses on key events and products represented in the print advertisement collection.

1903	Jun 16 Ford Motor Company officially incorporated
1903	Jul 23 First Model A appears on market
1904	Jan 12 Henry Ford sets world's speed record by driving "999" 91.37 mph on frozen Lake St. Clair
1904	Aug 17 Ford Motor Company of Canada, LTD. incorporated
1908	Oct 1 Model T made available to public
1911	First overseas FMC plant established in Manchester, England
1915	Dec 10 One millionth Ford car built
1917	Jul 2 First Ford truck introduced
1917	Oct 1 Fordson tractor production begins
1918	Jan 4 First Rouge complex construction begins
1922	Feb 4 Ford Motor Company purchases Lincoln Motor Company
1924	Jun 24 Ten millionth Ford car built
1924	Aug 5 First public tours of Rouge Plant begin
1925	Apr 15 First factory-produced Ford pickup truck
1926	Jun 11 Ford Tri-Motor Airplane makes maiden flight
1927	Feb 10 First radio-range system guided Ford Tri-Motor plane from Dearborn to Dayton, Ohio
1927	May 26 Model T production ends after 15 million produced

1927 Dec 2 New Model A introduced to public

1928 Feb 14 Tractor production discontinued at Rouge

1928 Late Introduction of Ford's first panel truck, Model A Panel

1928 Nov 1 FMC first to use safety glass as standard equipment

1929 Fordson tractor production transferred to Cork, Ireland

1931 Apr 14 Twenty millionth Ford built

1932 Feb 28 End of production of Model A passenger cars and trucks

1932 Mar 9 First Ford V-8 automobile built

1933 Jan 8 Final Ford Tri-Motor plane completed

1933 Jun 12 Greenfield Village opened to the public

1934 May 26 Ford Exhibit (Ford Rotunda) opened at Chicago's Century of Progress World's Fair

1935 Nov 2 Lincoln-Zephyr introduced

1936 May 16 Ford Rotunda opened in Dearborn

1937 Jan 18 Twenty-five millionth Ford car built

1937 Dec 31 First Ford tire manufactured at Rouge

1938 Oct 8 Production of 1939 Mercury begins

1939 Apr 30 Ford Exposition Building featuring ride on the "Road of Tomorrow" opens at New York World's Fair

1939 Oct Introduction of Lincoln Continental

1940 Jun 16 Twenty-eight millionth Ford at New York's World Fair

1940 Nov 20 Six-cylinder Ford production started

1941 Mar 1 First jeep produced

1942 Feb 10 World War II halts civilian car production

1942 Nov 2 First complete bomber, B-24, built

1945 Jan 1 Civilian truck production resumes

1945 Jul 3 Ford passenger car production restarted

1945 Oct 22 Lincoln-Mercury Division established

1948 F-1 pickup becomes first brand-new postwar vehicle produced by Ford

1948 Feb 24 Eight-cylinder V-type engine replaces V-12 for 1949 Lincoln-Mercury

1948 Apr 8 Production begins on 1949 Ford automobile, the first new post-war design

1948 Apr 22 1949 Lincoln and Lincoln Cosmopolitans introduced

1948 Apr 29 1949 Mercury introduced

1949 Feb 11 Ford Division organized to assemble and market Ford cars and trucks

1952 Courier Custom Sedan Delivery truck available

1952 Aug Henry Ford Trade School closes after nearly 36 years of operation

1953 Mar 13 Introduction of Ford F-100 Pickup

1953 Jun 16 Ford Rotunda reopens to the public after being closed since Jan 28, 1942; FMC celebrates 50th anniversary

1953 Sep 9 Forty millionth FMC vehicle produced

1954 Oct 22 Two-passenger Ford Thunderbird introduced

1955 Apr 18 Separate Lincoln and Mercury divisions established and new Special Products Division formed

1955 Oct 4 Lincoln Continental Mark II luxury automobile introduced

1956 May 10 Aeronutronics Systems, Inc. established

1956 Jul 21 Lincoln & Continental divisions consolidated

1956 Nov 12 Ford Ranchero introduced

- 1956 Nov 19 New Edsel car announced; Special Products Division becomes Edsel Division
- 1957 Apr 18 Introduction of automotive industry's first retractable hardtop; 2,500,000th Ford-built tractor produced
- 1957 Aug 31 Lincoln and Mercury divisions combined
- 1957 Sep 4 Public introduction of the Edsel
- 1957 Oct 9 Integrated body and frame announced for 1958 Lincoln and Continental Mark IV
- 1958 Jan 10 Ford Division enters heavy and extra-heavy duty truck field
- 1958 Jan 15 Lincoln-Mercury and Edsel divisions combine to form M-E-L Division
- 1958 Feb 14 Four-passenger Thunderbird replaces 2-passenger version
- 1958 Mar 12 First United States-built diesel engine announced for Ford Tractor Series 801 and 901
- 1958 Nov 14 Lincoln Continental Limousine and Town Car introduced
- 1959 Apr 21 Aeronutronic Systems, Inc. selected as prime contractor for Army's \$23-million Shillelagh surface-to-surface guided missile program
- 1959 Apr 29 FMC's 50-millionth vehicle produced
- 1959 Jun 24 Aeronutronic Systems, Inc. becomes Aeronutronic, a division of FMC
- 1959 Sep 2 Falcon introduced to dealers via first nationwide closed-circuit television news conference
- 1959 Oct 8 Falcon introduced to public
- 1959 Nov 19 Dropping of Edsel announced
- 1960 Mar 17 Public introduction of Mercury Comet
- 1960 Sep 27 Ford is first in auto industry to extend new car warranty to 12,000 miles or one full year; Ford Division introduces new Econoline truck series, including van, pickup, and station wagon bus
- 1960 Oct 6 Mercury introduces new Meteor line

1961 Apr 16 Ford Parts Division formed

1961 Apr 18 Motorcraft Division organized

1961 Aug 14 Motorcraft Division renamed Autolite Division

1961 Nov 16 Ford Division introduces Fairlane

1961 Dec 11 Philco Corporation acquired by FMC

1962 Feb 1 Car-Lite trademark replaces FoMoCo on all glass manufactured or installed as original equipment on FMC products

1962 Jul 2 Thirty millionth V-8 engine produced by Ford

1962 Sep 18 New blue and white color combination replaces traditional red and gray on all FMC tractors and implements

1962 Nov 9 Fire destroys Ford Rotunda in Dearborn

1963 Jan 7 Sixty millionth FMC vehicle produced

1963 Jun 13 Aeronutronic Division transferred to Philco Corp.

1963 Jun 16 FMC celebrates 60th anniversary

1963 Jul 30 100th anniversary of Henry Ford's birth

1963 Sep 4 New acrylic enamel finish introduced

1964 Apr 17 Ford Mustang introduced

1964 Apr 22 Ford Wonder Rotunda exhibit building featuring Walt Disney's Magic Skyway Ride opens at New York's World's Fair

1965 May 30 A Lotus-Ford racer wins the Indianapolis 500

1965 Oct 1 Public introduction of new four-wheel drive Bronco utility vehicle

1966 Mar 2 One millionth Mustang built

1966 Sep 30 Mercury Cougar introduced

1967 Mar 8 Automotive Safety Research Center and Service Research Center dedicated

1967 May 3 FMC's 70-millionth U.S.-built vehicle produced

1967 Sep 22 Mercury Montego introduced

1967 Oct 8 Fiftieth anniversary of Fordson tractor

1968 Mar 25 One millionth Lincoln Continental produced

1968 Apr 5 Introduction of Continental Mark III

1968 Sep 30 Mercury introduces Marquis

1969 Apr 17 Ford Maverick introduced

1969 Sep 18 Introduction of Model 9000, most powerful farm tractor

1970 Apr 17 Lincoln-Mercury introduces European-built Capri

1970 Sep 11 Pinto introduced by Ford

1970 Sep 18 Lincoln-Mercury introduces Comet

1970 Dec 1 Autolite name changed to Motorcraft for all parts except spark plugs, with introduction of 1972 products

1971 Apr 12 Ford Customer Service Division established

1971 Sep 24 Mini-pickup, Ford Courier, introduced

1972 Apr 6 Autolite-Ford Parts Division changed to Ford Parts Division

1973 Sep 21 Mustang II introduced to public

1974 Jun Introduction of Super Cab pickup

1974 Aug 5 Ford Guest Center opened to public on 50th anniversary of Rouge tours

1974 Dec 22 Ford Parts and Service Division formed

1976 FMC starts "California Strategy," offering special option packages for West Coast buyers only

1976 Sep New sub-compact Fiesta introduced to European market

1976 Oct 1 New introductions include LTD II, trim-size Thunderbird, Cougar, and Continental Mark V

1976 Dec 1 Aeronutronic Ford Corp. becomes Ford Aerospace & Communications Corporation

1977 Mar 28 Lincoln Versailles introduced

1977 Oct Ford dealers begin selling CL-9000, new over-the-road linehaul diesel truck

1977 Oct 7 Ford Division introduces Fairmont and all-new four-wheel drive Bronco; Mercury Zephyr goes on sale at Lincoln-Mercury dealerships

1977 Nov 15 FMC's 100 millionth vehicle, 1978 Fairmont Futura, is built

1978 Ford begins importing Fiesta from its German plant

1978 Jun 16 Ford Motor Company celebrates 75th anniversary

1978 Oct 6 Mercury Capri introduced; Lincoln Continental and Mark V add new Collector's Series for 1979 models

1978 Dec 14 150 millionth FMC vehicle produced

1979 Oct 12 Introduction of all-new Lincoln Continental and Mark VI

1980 Aug 11 Launch of Ford's "World Cars" -- 1981 Ford Escort and Mercury Lynx

1980 Sep 3 New European Escort introduced

1980 Sep 30 Planned formation of Ford's Special Vehicle Operations announced

1980 Oct 22 Laser introduced in Asia-Pacific market

1981 First domestic V-6 engine available; Ford forms Special Vehicle Operations Dept. to supervise FMC's involvement in motorsports and to develop special limited-edition high-performance vehicles

1981 Apr 9 Two-seaters Ford EXP and Mercury LN7 debut

1981 Sep One millionth Ford Escort produced

1981 Sep 24 Ford Mustang GT introduced

1981 Oct Series 10 "World" tractor line introduced

1981 Oct 1 All-new Lincoln Continental introduced

1982 Mar 12 Ford Ranger pickup introduced for 1983 model year

1982 Oct 1 Sierra introduced in Europe to replace Taunus-Cortina

1982 Oct 4 Telstar introduced for Asia-Pacific market

1982 Nov Mustang convertible introduced

1983 Apr Mercury Topaz introduced

1983 May Introduction of Ford Tempo

1983 Aug 25 Escort Cabriolet introduced in Europe

1983 Sep 22 Ford Mustang SVO and turbo-charged Ford EXP and Escort GT available

1983 Oct 1 75th anniversary of Model T

1983 Dec 17 Lincoln introduces Continental Mark VII

1984 Lincoln-Mercury imports Merkur XR4Ti from Ford Werke AG, West Germany; Ford Bronco II available

1984 Dec 5 New Cargo-Ram "World Truck" announced

1985 Anti-lock brakes available as option on Lincoln Continental and Mark VII

1985 Mar 20 Scorpio launched in European markets

1985 Jul 17 Ford Aerostar minivan introduced

1985 Dec 26 Ford Taurus and Mercury Sable go on sale

1986 Anti-lock braking standard on all Continentals and Marks

1987 Introduction of all-wheel-drive Ford Tempo; Anti-lock brakes standard on Ford Thunderbird Turbo Coupe

1987 Dec 26 New front-wheel-drive Lincoln Continental introduced

1988	May 12	Ford Probe introduced
1988	Jul 1	Ford Aerospace Corp. acquires BDM
1989	Mar 13	Ford's fleet of Great Lakes ore ships sold to a Cleveland-based steamship firm
1989	Apr 17	Ford Mustang celebrates 25th anniversary
1990	Oct 24	Ford completes sale of Ford Aerospace Corp. to Loral Corporation
1992	Sept	New 1993 Ford Probe, Ford Ranger and Ford Villager go on sale
1992	Dec 26	Public introduction of the all-new Lincoln Mark VIII
1993	Jun 1	Ford first company to have dual air bags as standard equipment in most cars
1993	Jun 16	Ford Motor Company marks 90th anniversary

APPENDIX C

Ford Motor Company Advertising Slogans

The following advertising slogans have been compiled from the advertisements in this collection.

Edsel Automobiles

- 1958 This is the Edsel for 1958
Newest Expression of Fine Engineering from Ford
Motor Company
This Year's Only All-New Car
New Member of the Ford Family of Fine Cars
- 1959 America's Finest Car in the Low Price Range
- 1960 New, Nifty, Thrifty

Ford Automobiles

- 1905 Don't Experiment - Just Buy a Ford
- 1906 1906 will be a "Ford Year"
- 1907 A Demonstration is a Revelation
- 1909 Ford - The Car That Lasts Longest
- 1912-1925 The Universal Car
- 1922 Buy a Ford - and Spend the Difference
- 1925 Make Safety Your Responsibility
Beauty-Comfort-Convenience-Utility
- 1926 "We have never lowered the quality of the car to reduce the price"
22 Years of Leadership and Still Leading in Price-Design-Quality
- 1934-1940 Watch the Fords Go By
- 1934 If It's Less Than an Eight, It's Out-of-Date

1936	Get That V-8 Feeling Borrow a Car From Your Dealer Today...Get That V-8 Feeling	
1937	Ford V-8 - The Quality Car in the Low-Price Field	
1938	The Quality Car in the Low-Price Field Economy is a Ford Word	
1939	Have You Driven the 1939 Ford V-8? This is the Year to Go Ford Ford-Built Means Top Value Ford V-8 Excels in the Things That Count For Low-cost Transportation at its Best - Now as always! Ford V-8 First in <u>Important</u> Improvements for 1939	
1940	Ford-V-8...Different from Any Low-Price Car You've Ever Seen Step Up to the V-8 Class	
1940-1942	Get the Facts...and You'll Get a Ford	
1942	America's Modern 6...America's Lowest-priced 8	
1945-1948	There's a Ford in Your Future!	
1946-1948	Ford's Out Front	
1947	Ford's Finer in '47	
1949	There's a New Ford in Your Future Take the Wheel...Try the New Ford "Feel" Drive a Ford and Feel the Difference The Car of the Year	
1950	There's a Ford in Your Future - with a Future 50 Ways New...Ford for '50 The One <u>Fine</u> Car in its Field "Test Drive" the '50 Ford	Built In
1951	You Can Pay More but You Can't Buy Better! When You Buy for the Future...Buy Ford There's a Ford in Your Future - Built for the Years Ahead	
1952	You Can Pay More...But You Can't Buy Better! The Ablest Car on the American Road	

1953-1955	Worth More When You Buy It...Worth More When You Sell	It!
1953	The New Standard of the American Road See It...Value Check It...Test Drive It	
1955	You Go Finer When You Go FORD The Fine Car of its Field America's "Worth More" Car Have <u>You</u> Driven One...Lately?	
1956	Worth Even More than Ever Before! Ford Goes First Sells More Because It's Worth More (V-8) The Fine Car at Half the Fine Car Price	
1957	The New Kind of Ford Ford Gives You the Fine Car Feeling at Half the Fine Car Price Go First with Ford	
1958	Nothing Newer in the World Proved and Approved Around the World Another First from Ford More New Ideas - More YOU Ideas in The Ford Family of Fine Cars The First Car Ever to Use the Whole World as a Test Track (Thunderbird): America's Most Individual Car	
1959	Get That New Ford Feeling World's Most Beautifully Proportioned Cars	
1960	The Finest Fords of a Lifetime (Falcon): The New-Size Ford (Falcon): Easiest Car in the World to Own (Thunderbird): The World's Most Wanted Car	
1961	Beautifully Built to Take Care of Itself (Falcon): World's Most Popular/Succesful New Car (Thunderbird): Unique in All the World (Thunderbird): Unmistakably New, Unmistakably Thunderbird	
1962	Live It Up With a Lively One from Ford	
1963	America's Liveliest, Most Care-Free Cars If It's Ford-Built, It's Built for Performance... <u>Total</u> Performance	

- 1964 Try Total Performance for a Change!
Where Engineering Leadership Brings You Better-Built Cars
- 1965 The Young Ideas Come from Ford
Ford-Built Means Better Built
- 1967-1970 Ford...Has a Better Idea
- 1981-1986 Quality is Job-1
- 1982 Look Out World, Here Comes Ford!
- 1983-1986 Have You Driven a Ford...Lately?

Lincoln Automobiles

- 1928-1936 As Nearly Perfect a Motor Car as It is Possible to Produce
- 1937 The Car That is Priced Below Its Specifications
- 1938 It Belongs to the Modern World
- 1939 It is the Only Car of Its Kind
Style Leader for 1939
- 1940 Style Leader: New Size, Power, Beauty
- 1941 The Car That Gives You More Fun Per Gallon
- 1942 The Finest Lincolns Ever Built
- 1946-1951 Nothing Could Be Finer
- 1946-1949 Nothing Could be Finer...or Newer
Lincoln has a New Idea
Lincoln Makes America's Most Distinctive Cars
- 1952-1953 Lincoln - The One Fine Car Deliberately Designed for Modern Living
- 1953 Powered to Leave the Past Far Behind
Completely Powered for Modern Driving
- 1954 Designed for Modern Living
Powered for Modern Driving

1955	Lincoln for Modern Living; for Magnificent Driving	
1956	Unmistakably...Lincoln	
1957-1958	Unmistakably the Finest in the Fine Car Field	
1958	The New Lincoln...the Great New Star Among Motorcars Classic Elegance in Motorcars	
1959	Classic Beauty - Unexcelled Craftsmanship	
1960	The Finest Lincoln in 40 Years	
1961	(Continental): Pure Elegance	
1966-1967	(Continental): America's Most Distinguished Motorcar	
1977	(Continental): A Standard by Which Luxury Cars are (Versailles): An Investment in Engineering	Judged
1986-1993	What a Luxury Car Should Be	

Mercury Automobiles

1939	It's America's Newest Car
1940-1941	Up-and-Comingest Car on the Road
1941-1942	The Aviation Idea in an Automobile
1941	A New and Different Kind of Car The Big Car That Stands Alone in Economy
1946	Step Out with Mercury
1946-1948	More of Everything You Want with Mercury
1949	Make Your Next Car Mercury Not a "New Model"...the All-New Mercury
1950	Go for a Ride - and You'll Go for Mercury Better than Ever for You - New Mercury
1951	Nothing Like It on the Road The Buy of Your Life

- 1952 America's No. 1 Economy Car
- 1953 Move Ahead with Mercury - Get More for Your Money
Best Time Ever to Buy a Mercury
Get the Facts and You'll Go for the New 1953 Mercury
- 1954 It Pays to Own a Mercury
The Car that Makes Any Driving Easy
- 1955 It Pays to Own a Mercury for Future Styling - Super Power
- 1956 For 1956 - The Big Move is to the Big Mercury
The Big M
- 1957 The Big Mercury for '57 with Dream-Car Design
- 1958 Sports-Car Spirit with Limousine Ride
1958 Mercury Means the Most for Your Money
The Performance Champion for 1958
- 1959 Built to Lead - Built to Last
- 1960 Don't Buy Any Car Until You've Driven the Road-Tuned 1960 Mercury
(Comet): Compare All the Compact Cars and You'll Come Away with a 1960 Mercury
- 1961 1961 Mercurys - All in the Popular-Price Range
The Better Low Price Cars
(Comet): The Better Compact Car
- 1962 The Best-Looking Buys - Now in Each Size
- 1967 The Man's Car
- 1975 At the Sign of the Cat
- 1976-1978 Buy or Lease... at the Sign of the Cat
- 1979 (Bobcat): The Most Beautiful Bobcat Ever
(Marquis): A New Marquis Standard of Driving Comfort
(Zephyr Z-7): Styled to Put a Charge in Your Life
- 1980 The High Mileage Mercurys
Ease On Down to the Sign of the Cat
- 1986 Mercury, the Shape You Want to Be In

- 1956 For Big Jobs, Small Jobs, All Jobs - Ford Trucks Cost Less...Less to Own...Less to Run...Last Longer Too
- 1957 Big Fleet Owners Buy More Ford Trucks than Any Other Make
For '57 and the Years Ahead - Ford Trucks Cost Less...Less to Own...Less to Run...Last Longer Too
- 1962 Ford Trucks Cost Less! Save Now...Save From Now On
- 1964 Ford-Built Means Better Built
- 1967 Ford...has a Better Idea