#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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Ford Motor Company Advertising Agency Chronology

Ford Motor Company Chronology

Ford Motor Company Advertising Slogans

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.
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BOX 72  Mercury--1949; 1953-1954; 1956; 1990

(Unboxed-Size G Folder)

         Ford--1982
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)

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(Size C)

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**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

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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)
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BOX 103 Military Vehicles--1943

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SUBSERIES II-D
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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.

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(Size C)
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(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.
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(Size BB) (cont.)


Trucks--Mercury--1950; 1993

(Size C)

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

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(Size F)

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


(Size C)

Subseries III-A: Dealer Services—Corporate Communication (cont.)

(Size F)


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)

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(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


(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
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(Size C)

BOX 129 Edsel--1958
Lincoln-Mercury--1932; 1940-1941; 1959

(Size F)

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)

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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
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BOX 118  Service--1947--T-Z; 1948--A-E
Subseries III-D: Dealer Services--Service (cont.)

(Size BB) (cont.)

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BOX 120 Service--1948--S-Z; 1949

(Size C)

BOX 130 Service--1924; 1928-1930; 1932; 1934; 1941-1942; 1947-1948

(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 productions 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)


(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 soybeans. 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
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         By-Products--Miscellaneous Products--1924; 1947
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(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
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)
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.
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.
Subseries IV-F: Other FMC Products & Services--Manufacturing Processes (cont.)

(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


* 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


(Size C)

BOX 153 Radio & Television Programs--1957
Series IV: Other FMC Products & Services (cont.)

**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 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. Johannson, 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)

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)

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


(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
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.
(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

          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
          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
(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
(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.

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


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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1903</td>
<td>Jun 16</td>
<td>Ford Motor Company officially incorporated</td>
</tr>
<tr>
<td>1903</td>
<td>Jul 23</td>
<td>First Model A appears on market</td>
</tr>
<tr>
<td>1904</td>
<td>Jan 12</td>
<td>Henry Ford sets world's speed record by driving &quot;999&quot; 91.37 mph on frozen Lake St. Clair</td>
</tr>
<tr>
<td>1904</td>
<td>Aug 17</td>
<td>Ford Motor Company of Canada, LTD. incorporated</td>
</tr>
<tr>
<td>1908</td>
<td>Oct 1</td>
<td>Model T made available to public</td>
</tr>
<tr>
<td>1911</td>
<td></td>
<td>First overseas FMC plant established in Manchester, England</td>
</tr>
<tr>
<td>1915</td>
<td>Dec 10</td>
<td>One millionth Ford car built</td>
</tr>
<tr>
<td>1917</td>
<td>Jul 2</td>
<td>First Ford truck introduced</td>
</tr>
<tr>
<td>1917</td>
<td>Oct 1</td>
<td>Fordson tractor production begins</td>
</tr>
<tr>
<td>1918</td>
<td>Jan 4</td>
<td>First Rouge complex construction begins</td>
</tr>
<tr>
<td>1922</td>
<td>Feb 4</td>
<td>Ford Motor Company purchases Lincoln Motor Company</td>
</tr>
<tr>
<td>1924</td>
<td>Jun 24</td>
<td>Ten millionth Ford car built</td>
</tr>
<tr>
<td>1924</td>
<td>Aug 5</td>
<td>First public tours of Rouge Plant begin</td>
</tr>
<tr>
<td>1925</td>
<td>Apr 15</td>
<td>First factory-produced Ford pickup truck</td>
</tr>
<tr>
<td>1926</td>
<td>Jun 11</td>
<td>Ford Tri-Motor Airplane makes maiden flight</td>
</tr>
<tr>
<td>1927</td>
<td>Feb 10</td>
<td>First radio-range system guided Ford Tri-Motor plane from Dearborn to Dayton, Ohio</td>
</tr>
<tr>
<td>1927</td>
<td>May 26</td>
<td>Model T production ends after 15 million produced</td>
</tr>
</tbody>
</table>
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
<table>
<thead>
<tr>
<th>Year</th>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1942</td>
<td>Nov 2</td>
<td>First complete bomber, B-24, built</td>
</tr>
<tr>
<td>1945</td>
<td>Jan 1</td>
<td>Civilian truck production resumes</td>
</tr>
<tr>
<td>1945</td>
<td>Jul 3</td>
<td>Ford passenger car production restarted</td>
</tr>
<tr>
<td>1945</td>
<td>Oct 22</td>
<td>Lincoln-Mercury Division established</td>
</tr>
<tr>
<td>1948</td>
<td></td>
<td>F-1 pickup becomes first brand-new postwar vehicle produced by Ford</td>
</tr>
<tr>
<td>1948</td>
<td>Feb 24</td>
<td>Eight-cylinder V-type engine replaces V-12 for 1949 Lincoln-Mercury</td>
</tr>
<tr>
<td>1948</td>
<td>Apr 8</td>
<td>Production begins on 1949 Ford automobile, the first new post-war design</td>
</tr>
<tr>
<td>1948</td>
<td>Apr 22</td>
<td>1949 Lincoln and Lincoln Cosmopolitans introduced</td>
</tr>
<tr>
<td>1948</td>
<td>Apr 29</td>
<td>1949 Mercury introduced</td>
</tr>
<tr>
<td>1949</td>
<td>Feb 11</td>
<td>Ford Division organized to assemble and market Ford cars and trucks</td>
</tr>
<tr>
<td>1952</td>
<td>Aug</td>
<td>Henry Ford Trade School closes after nearly 36 years of operation</td>
</tr>
<tr>
<td>1952</td>
<td>Mar 13</td>
<td>Introduction of Ford F-100 Pickup</td>
</tr>
<tr>
<td>1953</td>
<td>Jun 16</td>
<td>Ford Rotunda reopens to the public after being closed since Jan 28, 1942; FMC celebrates 50th anniversary</td>
</tr>
<tr>
<td>1953</td>
<td>Sep 9</td>
<td>Forty millionth FMC vehicle produced</td>
</tr>
<tr>
<td>1954</td>
<td>Oct 22</td>
<td>Two-passenger Ford Thunderbird introduced</td>
</tr>
<tr>
<td>1955</td>
<td>Apr 18</td>
<td>Separate Lincoln and Mercury divisions established and new Special Products Division formed</td>
</tr>
<tr>
<td>1955</td>
<td>Oct 4</td>
<td>Lincoln Continental Mark II luxury automobile introduced</td>
</tr>
<tr>
<td>1956</td>
<td>May 10</td>
<td>Aeronutronics Systems, Inc. established</td>
</tr>
<tr>
<td>1956</td>
<td>Jul 21</td>
<td>Lincoln &amp; Continental divisions consolidated</td>
</tr>
<tr>
<td>1956</td>
<td>Nov 12</td>
<td>Ford Ranchero introduced</td>
</tr>
</tbody>
</table>
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  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 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 Important 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 Fine Car in its Field
"Test Drive" the '50 Ford

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 You 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...Total 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 Judged
                (Versailles): An Investment in Engineering

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
1988  The Shape You Want to Be In
1989  Where Comfort and Control are One
1989-1990  Quality is Job 1
1992  (Cougar):  The Cure for the Common Car
       (Sable):  The New, Remarkably Sophisticated Sable
       (Tracer):  The Mercury of Small Cars
1993  All This and the Quality of a Mercury

**Ford Tractors**

1947  Ford Farming Means Less Work...More Income Per Acre
1952  Ford Farming Means Better Work...More Production
1956  Ford Farming is New Day Farming
1957  More New Ideas - More YOU Ideas in the Ford Farm Family
       You See More Fords Because They Save More Money
       Ford Farming is Power Farming
       Ford Puts the POW in Power

**Ford Trucks**

1949  Bonus Built:  Built Stronger to Last Longer
       Smart Idea! Smart Move! Smart Bet! Ford Trucks Last Longer
1949-1957  Ford Trucks Last Longer
1951  Ford Trucking Costs Less Because Ford Trucks Last Longer
1952  Ford Trucking Costs Less and Ford Trucks Last Longer
1953  Designed for Today's Hauling Needs
       Ford Economy Trucks - Save Time
       Save Money! Last Longer!
1955  Ford Triple Economy Trucks
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