# FORD MOTOR COMPANY ARCHIVES

**ACCESSION 449**

**SALES AND ADVERTISING - DEALERS**

<table>
<thead>
<tr>
<th>BOX NO.</th>
<th>INVENTORY OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INVENTORY</strong></td>
<td><strong>GENERAL FILES</strong></td>
</tr>
<tr>
<td>1</td>
<td>A - B</td>
</tr>
<tr>
<td>2</td>
<td>C - D</td>
</tr>
<tr>
<td>3</td>
<td>D - G</td>
</tr>
</tbody>
</table>

## A - B
- Advance Cities (1938-1941)
- Advertising
- "$100 Over Book" Ad
- American Trucking Association
- Automobile Manufacturers Association
- Automotive Trade Association
- Auto Shows

- Additional Branches
- "Bring Em Back" - letters
- - program (1940)

- Volume Bonus
- L. V. Brown Reports
- Business Management
- Transit Bus

## C - D
- Check Sheets
- Chevrolet
- Christmas Greetings
- C.I.O.
- Commercial
- Competitive Programs
- Consent Degree
- Consolidated Development Company

- J. R. Davis
- Dealer Meetings
- 100 Car Dealers (May, 1939) (1940)

- Dealer Relations
- Alexandria Branch (5-22-41)
- Dealer Reserve
- Dealer Statistics

## D - G
- Defense Activities
- Diesel
- District Supervisors
- Dodge
- "Do You Know"

- Employment Applications and Forms
- Excerpts from Magazines
- Thought Starters - Excerpts
<table>
<thead>
<tr>
<th>BOX NO.</th>
<th>INVENTORY OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>D - G (cont.)</td>
</tr>
<tr>
<td></td>
<td>Federal Trade Commission</td>
</tr>
<tr>
<td></td>
<td>Finance Charges - Comparative</td>
</tr>
<tr>
<td></td>
<td>Finance Companies</td>
</tr>
<tr>
<td></td>
<td>Fleet Owner Discount</td>
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<td></td>
<td>Ford Good Drivers League</td>
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<tr>
<td></td>
<td>Henry Ford Letters</td>
</tr>
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<td>Ford Motor Company</td>
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<td></td>
<td>General Motors Acceptance Corporation</td>
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<td>General Motors Corporation</td>
</tr>
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<td>General Motors Holding Company</td>
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<tr>
<td></td>
<td>Gratis Labor and Guarantee</td>
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<td>4</td>
<td>H - M</td>
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<tr>
<td></td>
<td>&quot;How Do They Do It&quot; Branch Comments</td>
</tr>
<tr>
<td></td>
<td>Hull-Dobbs-Kensinger</td>
</tr>
<tr>
<td></td>
<td>Itineraries</td>
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<tr>
<td></td>
<td>Jewish Situation</td>
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<td></td>
<td>Junkers</td>
</tr>
<tr>
<td></td>
<td>Legislation</td>
</tr>
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<td></td>
<td>Lincoln Zephyr</td>
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<tr>
<td></td>
<td>Magazine Articles</td>
</tr>
<tr>
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<td>Management Changes</td>
</tr>
<tr>
<td></td>
<td>Meetings - Branches</td>
</tr>
<tr>
<td></td>
<td>Personnel Records</td>
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<tr>
<td></td>
<td>Memorandums</td>
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<tr>
<td></td>
<td>1941</td>
</tr>
<tr>
<td></td>
<td>1942</td>
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<td></td>
<td>Miscellaneous</td>
</tr>
<tr>
<td></td>
<td>Modern Merchandising Operations</td>
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<td>Modernized Selling - &quot;How Do They Do It?&quot;</td>
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<tr>
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<td>Multiple Dealer Points</td>
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<tr>
<td>5</td>
<td>N - Q</td>
</tr>
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<td></td>
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<td>Personnel (Miscellaneous Information)</td>
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<td>R. R. Powell</td>
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<tr>
<td></td>
<td>Prices (1942)</td>
</tr>
<tr>
<td></td>
<td>Production Reports (1940-1941)</td>
</tr>
<tr>
<td></td>
<td>Progress Reports Analyzed</td>
</tr>
<tr>
<td></td>
<td>Publicity</td>
</tr>
<tr>
<td></td>
<td>Purchase Authorizations</td>
</tr>
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<td></td>
<td>Quotas</td>
</tr>
<tr>
<td>6</td>
<td>R - S</td>
</tr>
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<td>Railroad Extension Service, Inc.</td>
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<td>Readings</td>
</tr>
<tr>
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<td>Representation</td>
</tr>
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<td>Retail Sales</td>
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<td>Estimate</td>
</tr>
<tr>
<td></td>
<td>Rotunda Deliveries</td>
</tr>
</tbody>
</table>
BOX NO. INVENTORY OF CONTENTS

6  R - S (cont.)
   Cont.
   Salary
   Sales Agreement
   Reactions to
   Sales Department, General
   Sales Equipment Company (McMillan Suit)
   Sales Managers Meeting (April 30, 1941)

7  Sales Promotion
   Layouts
   Modernized Dealerships
   Sales Control, Edgewater Branch (1936)
   "Onward With Ford, Your Job for 1938"

8  Sales Training Schools (1938)
    General Letters
    Salesmen (1937-1938)
    Producers Club (1934)
    Schedule
    Service
    Service Commission
    Signs
    Six-Cylinder Ford
    T. W. Skinner, Personal
    Specifications
    Surveys

9  T - Z
   Talks
   Material for
   To Branch Men
   To Dealers
   To Salesmen
   Taxes
   Ten Day Report Forms
   Test Track Reports
   Texas vs Ford Motor Company
   Tractor
   Transportation Charges
   Universal Credit Company
   Used Car File
   McCann Erickson Summary
   Annual Clearance Sale
   Vacations, Branch
   Volume Operations
   Weights

10  DIRECT MAIL CAMPAIGNS
    1936-1938
    Sales and Advertising News Releases
    1937
    "Your Job" Expenditures
    1939
    Brochures
    Mailing Report
    Analysis of Inquiry Cards
    1940
    Expenditure Authorizations
    Speeches (Edsel Ford, Doss, others)
DIRECT MAIL CAMPAIGNS (cont.)

11 1941

General
Appreciation Letters, Ford, Mercury, and Truck
Auto Shows
Branch Managers
Campaign Testimonials
Contribution to "Go Signal"
Estimated Costs

12 Imprints sent - Ford, Mercury, Truck

13 Letters on Service Program
Letters to Branch Managers
Letters to Independent Garage Men and Filling Stations
List of Dealers not ordering imprints
Polk Reports
Prospects
Quotas
Surveys
Totals Mailed

SALES PROMOTION (J. M. McDonald, 1937-1942)

14 Branch Dealer Lists
Retail Salesmen
Wage and Hour Law
Imprints
National Association of Real Estate Boards

15 Letters of Appreciation, 1940
Letters of Appreciation, 1941
Letters of Appreciation, 1942
Ford
Lincoln
Mercury
Truck
"Sell A Deal"
Merchandising, Plan
Prospects obtained at Rotunda
Purchase Order
Reports - "Your Job"

16 Service Making Testimonials
Shipping Requests
Slide Films
Scripts

17 Activity Reports
Associated Sales
Suggested Programs
Movie, "The Flowering Earth"

Used Cars
Trade In Activity Report
Trade Rates