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1  Sales - Advertising and Truck Fleet Sales - General Files
   Resolutions by F.D.A. Committees re allocation
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   Programs, 1946
   Resolutions authorizing advertising contributions - 1946
   1946 Ford Truck direct mail
   Sales agreements
   Ford Dealers' Advertising Fund -
   Chicago District Territory: Report on examination for 10
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   Audit of Barrow, Wade, Guthrie & Co.
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2  Central Advertising Fund Accounting, 1946, 47, 48
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   Scripts:
   "Ford Motor Co., presents Previewing the Plan"
   "Easel Chart on What Makes A Good Truck Specialist"
   Scenario of sound slide film on Merchandising Used trucks
   entitled "My Business Is Different"
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   "Easel Chart on Who Does The Truck Selling Job"

3  Ford Dealers Advertising Committee, 1947
   District & Regional Correspondence, 1947-1948
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   Central Region Dealers Meeting, Oct. 20, 1947

4  1947 Truck data
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5  1948 Truck Data
   W. L. Stensgaard & Associates, Inc. New car introduction 1948 (2)

6  W. L. Stensgaard & Associates, Inc. - Fall & Winter Material 1948
   J. W. T. Call Reports 1948
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   Review of 1948 Advertising plans - trucks (a J. W. T. report)
   J. Walter Thompson - Correspondence 1948
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Dearborn Motor Corp - Correspondence - 1950
Photo album of Denver Ford Dealers' Truck Premier, 1948
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Clippings, photos, correspondence, etc. re: truck fleet sales
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First Postwar Truck; 1945 promotion photographs; 1948
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Scrapbook of photos & clippings covering Liberty Bell Tour -
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