



Guide to the J. Walter Thompson Company. Detroit Office. Ford collateral literature, 1939-2007 and undated

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David M. Rubenstein Rare Book & Manuscript Library

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Summary

Collection Title:

J. Walter Thompson Company. Detroit Office. Ford collateral literature, 1939-2007 and undated

Creator:

J. Walter Thompson Company. Detroit Office

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. JWT maintained an office in Detroit from 1909-1920 and reopened it in 1944. Collection includes catalogs, direct mailings, newsletters and magazines, owner's manuals, posters, sales incentive and sales training materials, service manuals, technical bulletins and other printed materials. Competitor companies documented include American Motors (Jeep), Chrysler (Dodge, Plymouth), Datsun/Nissan, General Motors (Chevrolet, GMC trucks), International Harvester, Lincoln-Mercury, Mazda, Mitsubishi, Subaru, Toyota and White/Freightliner. Materials primarily in English but also Arabic, Chinese, Czech, Danish, Dutch, Flemish, French, German, Hungarian, Italian, Japanese, Norwegian, Portuguese, Russian and Spanish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

50.0 Linear Feet
398 Megabytes

Language:

Materials in English, Arabic, Chinese, Czech, Danish, Dutch, Flemish, French, German, Hungarian, Italian, Japanese, Norwegian, Portuguese, Russian and Spanish.

Collection ID:

RL.11679

Permalink:

<https://idn.duke.edu/ark:/87924/m1j63f>

Preferred Citation

[Identification of item], J. Walter Thompson Company. Detroit Office. Ford collateral literature, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes catalogs, direct mailings, newsletters and magazines, owner's manuals, posters, sales incentive and sales training materials, service manuals, technical bulletins and other printed materials. Competitor companies documented include American Motors (Jeep), Chrysler (Dodge, Plymouth), Datsun/Nissan, General Motors (Chevrolet, GMC trucks), International Harvester, Lincoln-Mercury, Mazda, Mitsubishi, Subaru, Toyota and White/Freightliner. Materials primarily in English but also Arabic, Chinese, Czech, Danish, Dutch, Flemish, French, German, Hungarian, Italian, Japanese, Norwegian, Portuguese, Russian and Spanish. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Founded in 1864, the J. Walter Thompson Company (JWT) is one of the oldest and largest enduring advertising agencies in the United States. It is headquartered in New York. JWT maintained an office in Detroit from 1909-1920 and reopened it in 1944.

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Arrangement

Organized into the following series: General Files; Cars, Police/Emergency Vehicles, Taxicabs; Trucks, Vans, Industrial Vehicles; Competitive Brands; International Materials; Technical Literature.

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Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

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URL: <https://library.duke.edu/rubenstein/>

Access Restrictions

Collection is open for research.

Access note. Some materials in this collection are electronic records that require special equipment. Contact Research Services with questions.

Acquisition Information

The J. Walter Thompson Company. Detroit Office. Ford collateral literature was received by the David M. Rubenstein Rare Book & Manuscript Library as gifts in 1991-2008.

Processing Information

Processed by Richard Collier.

Accessions described in this collection guide: 1991-0097, 1993-0015, 1993-0033, 1993-0069, 1995-0129, 1996-0089, 1997-0109, 1998-0195, 1998-0383, 2002-0139, 2002-0202, 2004-0028, 2004-0064, 2005-0096, 2006-0088, 2007-0040, 2007-0101, 2007-0102, 2007-0106, 2008-0148

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

J. Walter Thompson Company. Account files;

J. Walter Thompson Company. Domestic advertisements collection;

J. Walter Thompson Company. Detroit Office. Goldfarb Consultants Ford research reports;

J. Walter Thompson Company. Detroit Office. Wallace W. Elton papers;

J. Walter Thompson Company. International advertisements;

J. Walter Thompson Company. Norman H. Strouse papers;

Team Detroit Office records;

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Names and Subjects

- Advertising
- Advertising -- United States -- History
- Advertising agencies
- Advertising agencies -- United States
- Ford automobile -- Marketing -- History
- John W. Hartman Center for Sales, Advertising & Marketing History
- Ford Motor Company
- Ford Motor Company. Lincoln-Mercury Division

Collection Inventory

General Files, 1947-2005, undated

Access Restrictions:

Access note. Some materials are electronic records that require special equipment. Contact Research Services with questions.

Accessories price lists, 1949	Box GEN1
Advance Product Highlights, 1979	Box GEN1
Announcement Action Plans, 1968	Box GEN1
Antique automobiles--Images with Fords of the 1930s, undated	Box GEN1
Antique automobiles--Materials for Ford Truck Times article (Russ Anthony), 1970-1971	Box GEN1
Armchair Estimator--Price list, 1972	Box GEN6
Articles on exhaust emissions, pollution, unleaded gasoline, 1970-1971	Box OV2
Autolite Merchandising News, 1969-1970 Physical Description: 2 folders	Box GEN1
Automotive News--Almanac Issues, 1959-1974	Box GEN7
Automotive News--Ford 75th Anniversary Issue, 1978	Box GEN7
Blue Oval Certified "Thumbie Awards", 2001	Box GEN6
Bottling industry, 1958-1963 Physical Description: 3 folders	Box GEN1
Brochure--Cars and Trucks, 1997	Box GEN1
Calendar--Motorcraft, 1993	Box GEN6
Calendar--Predictions for the Next 1000 Years, 1983	Box GEN6

Champion Spark Plugs, 1973	Box GEN1
Chicago area body builders and equipment companies, 1958	Box GEN1
City congestion (Ford/American Trucking Association advocacy campaign), 1967	Box GEN1
Contests and prizes, 1966-1973 Physical Description: 2 folders	Box GEN1
Contests and prizes--Including Punt, Pass and Kick, 1965-1973	Box GEN6
Contests and prizes--Including Punt, Pass and Kick, 1969	Box OV3
Contests and prizes--Including Punt, Pass and Kick, 1970-1973	Box OV1
Creating Effective Print Ads, 1995 Physical Description: 2 folders	Box GEN1
Customer Relations News Bulletin, 1965	Box GEN1
Dealer Parts Salesman Reminder Calendars, 1949 Physical Description: 2 folders	Box GEN1
Dealer Parts Salesman Reminder Calendars, 1949	Box OV3
Dealer sales promotions, 1947-1949	Box GEN1
Dealer sales promotions, 1954-1989 Physical Description: 3 folders	Box OV3
Dealer Sales Tips, 1949	Box GEN1
Dealer showroom promotions, 1964-1971 Physical Description: 2 folders	Box GEN6
Direct mail--Next Generation, undated	Box GEN1
Direct mail designs, 1979	Box GEN1

Driver education, 1967-1969	Box GEN1
Driving Safety Home, undated	Box GEN1
Facts Book--Accessories, 1987	Box GEN1
FDAF (Ford Dealer Advertising Fund) booklet, 1978	Box GEN1
FDAF Chairman's Guide Book, 1999	Box GEN1
Fleet Buyer's Kit, 1970	Box GEN6
Fleet management, 1967-1974	Box GEN1
Fleet Owner Warranty and Policy Review, 1961	Box GEN1
Ford.com (Internet sales), 1998	Box GEN1
Ford Around the World, 1993	Box GEN1
Ford Car and Truck Price Specifications, 1963-1964	Box GEN1
Ford Credit (English and Spanish), 1999	Box GEN1
Ford Dealer Advertising Kit--Official Clearance, 1989	Box GEN6
Ford Dealer Advertising Kit, 1987	Box OV1
Ford Dealer Advertising Planner, 1999	Box GEN1
Ford Dealer field report, 1950	Box GEN1
Ford Dealer Outdoor Poster Designs, 1995-1999	Box GEN1
Ford Dealer Toolbox, 2000	Box GEN1
Ford Dealer's Straight Talk, 1980	Box GEN1
Ford Facts, 1999	Box GEN1
Ford Global Partnership (JWTimes), 1997	Box GEN1
Ford Oval Owner's Manual, 2003	Box GEN1
Ford Owner newsletter, 1963	Box GEN1

Ford Salesman's 1966 Ford Prices, 1966	Box GEN1
Ford/Thompson Times, 2001	Box GEN1
Ford Times, 1954	Box GEN1
Ford Times, 1955-1991	Box GEN2
Physical Description: 19 folders	
Ford World newsletter, 1973-1981	Box OV1
Frontline (sales magazine), 2002-2005	Box GEN2
Physical Description: 2 folders	
Gateway to the American Road of Tomorrow, undated	Box GEN2
Good Bye Edsel!, 1985	Box GEN2
Great Goings On campaign, 1979	Box GEN2
Jennie Nash--A Day with Rosie (tribute to Rosie the Riveter), 2003	Box GEN2
Key Price and Product Comparisons--49-state, 1979	Box GEN2
Leasing, undated	Box GEN2
Merchandising, 1965-1971	Box GEN2
Motor Trend--Car of the Year issue, 1964	Box GEN2
Motor Trend--How Ford Became #1, 1987	Box GEN2
Motorcraft spark plugs, 1978	Box GEN2
Motorsports accessories catalog, 1995	Box GEN2
MT Coty Caliper Artwork, 1999	Digital-materials RL11679-SET-0001 Oversize-folder 1 > Optical-disc RL11679-OP-0001
Physical Description: 177 Megabytes 2 files	

Scope and Contents

Includes graphic design files

My Ford, 2003 Box GEN2

Mystique JWT, 1997 Digital-materials RL11679-
SET-0001
Oversize-folder 1 > Optical-disc
RL11679-OP-0002

Physical Description: 202 Megabytes
1 file

Scope and Contents

Includes a still image file

NADA (National Automobile Dealers
Association) Used Car Guide, 1978-1985 Box GEN5

National Dealer Council, 2004 Box GEN2

New England Journeys #6, 1958 Box GEN2

No Boundaries--Logo guidelines, 2001 Box GEN2

No Boundaries--Welcome to the Ford Family
direct mail, 2003 Box GEN2

Parts and accessories, 1949 Box GEN3

Parts and accessories, 1948-1949 Box GEN6

Parts and accessories, 1947-1949 Box OV1

Performance products, 1968-1970 Box GEN3

Personal Portfolio--Cars and Trucks, 1999 Box GEN8

Posters, 1949-1970, undated Oversize-folder 1

Scope and Contents

Includes: Demo Paydays sales incentive, with lunar landing tie-in, 1969; Ford Employee Tent Sale Days, 1965; "Ford Feel", 1949; Ford High Performance Parts, 1969; Ford Truck Baja 500, 1970; Free Wheeling/Built Ford Tough, undated; November Car Advertising Schedule, 1968; Used Car Classified Ad Writer promotion, 1949

Posters and advertising designs, cars and trucks, 1966-1971	Box OV3
Product information kit--Cars and trucks, 1998	Box GEN6
Promotion--CitiBank card, 1993	Box GEN3
Promotion--Gold Digger mail campaign aimed at housewives, 1970	Box OV1
Promotion--Olympic Edition Fords, 1980	Box GEN6
Promotion--Quiet Break Travel Award, 1970	Box GEN3
Promotion, new car introductions, 1951-1991	Box OV1
Road Report: Federal Highway Program (Ford/ATA publication), 1960	Box GEN3
Safety campaigns, 1949, 1966 Physical Description: 2 folders	Box GEN3
Safety Headquarters sign, undated	Box GEN6
Sales campaigns, 1954-1994 Physical Description: 8 folders	Box GEN3
Sales programs feature in Detroit Free Press, 1966	Box GEN6
Sales campaigns--Dr. Seuss, 1949	Box GEN3
Sales campaigns--Go 70, 1970	Box GEN3
Sales campaigns--Go with the Going Thing, 1969	Box GEN4
Sales campaigns--Spring Zing, 1949	Box GEN4
Salesman's Guide to Direct Mail, 1969	Box GEN6
Salesmanship--Advertising: The Right Hand of Salesmanship, 1976	Box GEN4
Salesmanship--Double-knit blazers, 1976	Box GEN4
Salesmanship tips posters, 1970	Box OV1

Sarsaparilla song book for NADA convention, 1965	Box GEN4
Selling Plans for Ford Dealers, 1967	Box GEN6
Selling Strategy, 1972	Box GEN4
Selling the Product, undated	Box GEN4
Service Depot directory, 1965	Box GEN4
Service Station and Independent Garage Operators Program, 1964	Box GEN4
Small Business Administration--Operating Hints for the Small Business Man, 1950s	Box GEN4
Sponsorship--Punt, Pass and Kick competition, 1965-1975	Box GEN4
Physical Description: 3 folders	
Stickers, decals, hang tags, etc., undated	Box OV1
Tax Saving Tips for the Independent Businessman, 1958	Box GEN4
The Best of the Times (compilation of Ford Times articles), 1977	Box GEN4
The Collection catalog, 2000	Box GEN4
Trailer with Ford, undated	Box GEN4
Transcribed radio spots, 1971	Box GEN4
Unlabeled disk, 1999	Digital-materials RL11679-SET-0001 Oversize-folder 1 > Disk RL11679-FL3-0001
Physical Description: 0.1 Megabytes 2 files	
Scope and Contents	
Includes graphic design and system files	

Want List for Genuine Ford Parts (images of hoods and grilles 1936-1949), 1949	Box GEN4
Warranty Facts booklet, 1974	Box GEN4
Wasted: \$3 Billions Yearly: A Positive Program of Highway Building (Automobile Manufacturers Association), 1953	Box GEN4
Who Cares When the Construction Stops? (Ford/ATA), 1967	Box GEN4
Your Car and Clean Air, 1970	Box GEN4

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Cars, Police/Emergency Vehicles, Taxicabs, 1941-2007, undated

Accessories catalog, 1955	Box CAR1
Brochures, catalogs, etc., 1941-1969 Physical Description: 9 folders	Box CAR5
Brochures, catalogs, etc., 1946-1983 Physical Description: 38 folders	Box CAR1
Brochures, catalogs, etc., 1949-1972 Physical Description: 2 folders	Box OV3
Brochures, catalogs, etc., 1971-1986 Physical Description: 6 folders	Box CAR6
Brochures, catalogs, etc., 1984-2007 Physical Description: 24 folders	Box CAR2
Brochures, catalogs, etc., 1987-1990 Physical Description: 3 folders	Box CAR7
Brochures, catalogs, etc., 1991-2005 Physical Description: 3 folders	Box CAR8
Brochures, catalogs, etc.--Anglia, 1960	Box CAR2

Brochures, catalogs, etc.--Cortina, 1969-1971	Box CAR2
Physical Description: 4 folders	
Brochures, catalogs, etc.--Cortina, 1969	Box CAR8
Brochures, catalogs, etc.--Country Squire, 1949	Box CAR8
Brochures, catalogs, etc.--Mustang, 1964-1982	Box CAR2
Physical Description: 4 folders	
Brochures, catalogs, etc.--Mustang, 1964-1991	Box CAR8
Brochures, catalogs, etc.--Mustang, 1983-2006	Box CAR3
Physical Description: 3 folders	
Brochures, catalogs, etc.--Mustang 30th anniversary poster "Time Machine", 1994	Box OV3
Brochures, catalogs, etc.--Mustang first birthday, 1965	Box OV1
Brochures, catalogs, etc.--Parts and accessories, 1949-1950	Box CAR3
Physical Description: 2 folders	
Brochures, catalogs, etc.--Sales, 1970-1974	Box CAR3
Brochures, catalogs, etc.--Spanish language, 1983-1999	Box CAR3
Physical Description: 2 folders	
Brochures, catalogs, etc.--Spanish language, 1986	Box CAR8
Brochures, catalogs, etc.--Thunderbird, 1955-2005	Box CAR3
Physical Description: 8 folders	
Brochures, catalogs, etc.--Thunderbird, 1957-1965	Box CAR8
Physical Description: 2 folders	
Brochures, catalogs, etc.--Thunderbird, 1958	Box OV3

Brochures, catalogs, etc.--Thunderbird, 1958-1973	Box OV1
Brochures, catalogs, etc.--Thunderbird, 1966-1991	Box CAR9
Physical Description: 5 folders	
Buyer's Digest of New Car Facts, 1959-1979	Box CAR3
Physical Description: 4 folders	
Car Buying Made Easier, 1979	Box CAR3
Car Facts Sheet, 1975	Box CAR9
Connecta (electric concept car), undated	Box CAR3
Connecta/Ecostar electric vehicles, undated	Box CAR3
Contour media launch plan, 1995	Box CAR3
Direct mail, 1966-1969	Box CAR3
Physical Description: 5 folders	
Fashion Academy award, 1949	Box CAR3
Fleet Guide Preview, 2005	Box CAR3
Fleet Owner Handbook, 1962	Box CAR3
Flex Fuel Taurus, 1993-1994	Box CAR3
Physical Description: 2 folders	
Focus "Fanfare" binder, 1999	Box CAR3
Futura announcement, 1977	Box CAR9
Hot New Dishes on Ford's Giant Menu, 1963	Box CAR3
Lease, rental programs, 1965-1968	Box CAR9
Motor Trend Car of the Year, 1964	Box CAR3
Mustanger newsletter, 1967-1969	Box CAR3
Owner's manual, 1956-1957	Box CAR3
Physical Description: 2 folders	

Parts, accessories, service, 1949	Box CAR3
Performance Corner, 1970	Box CAR9
Performance Days mail campaign, undated	Box CAR3
Peanuts campaign, 1960	Box CAR3
Police, emergency packages, 1949-1998 Physical Description: 6 folders	Box CAR3
Police, emergency packages, 1957-1996	Box CAR9
Price lists, 1960-1961	Box CAR3
Promotions, 1966-1978 Physical Description: 2 folders	Box CAR3
Promotions--Contests, 1964-1969 Physical Description: 2 folders	Box CAR3
Promotions--Diamond Jubilee, 1978	Box CAR3
Promotions--Ford Sports Club (Cortina), 1968	Box CAR3
Promotions--Four Seasons Outdoor Association, 1970	Box CAR3
Promotions--Topps trading card booklet, 1998	Box CAR3
Promotions--Wild Wild Coloring Book, 1979	Box CAR3
Quick Facts, 1947-1949	Box CAR4
Radio spot scripts, 1949	Box CAR4
Road and Track Enthusiasts' Guide, 1999	Box CAR4
Safety campaigns, 1949	Box CAR4
Sales literature--Using Your Ford Mileage- Maker Six Demonstration Kit, 1958	Box CAR4
Sales promotion--Going Thing Fling, 1969	Box CAR9
Sales promotion--New Car Introduction, 1979	Box CAR9

Salesmanship--Get a Corner on Performance, 1969	Box CAR4
Taxi service packages, 1949-1974 Physical Description: 4 folders	Box CAR4
Taxi service packages, 1957-1969	Box CAR9
Trustmark postcard, undated	Box CAR4
Value Book, 1969	Box CAR4
World Car program, 1981	Box CAR4

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58 Ford Truck Product Knowledge quiz contest promotion, 1958	Box T1
Accessories catalog, 1964-1978 Physical Description: 3 folders	Box T1
Advertising, dealer promotions, 1962-1971	Box OV2
Advertising proof binder, 1975	Box T1
Ambulance, 1969	Box T1
Big Fleets Keep Buying Ford Tractors, 1964	Box T1
Big Rigs Rolling, 1960	Box T1
Bottling industry, 1946-1967 Physical Description: 2 folders	Box T1
Brochures, catalogs, etc., 1945-1967 Physical Description: 29 folders	Box T1
Brochures, catalogs, etc., 1951-1958 Physical Description: 2 folders	Box OV3

Brochures, catalogs, etc. (some Spanish in 1985 folder), 1953-1985	Box T11
Physical Description: 8 folders	
Brochures, catalogs, etc., 1967-1979	Box T2
Physical Description: 30 folders	
Brochures, catalogs, etc., 1980-1995	Box T3
Physical Description: 27 folders	
Brochures, catalogs, etc., 1985-1989	Box T12
Physical Description: 5 folders	
Brochures, catalogs, etc., 1990-2004	Box T13
Physical Description: 3 folders	
Brochures, catalogs, etc., 1995-2007	Box T4
Physical Description: 22 folders	
Brochures, catalogs, etc.--Engines, 1965	Box T4
Brochures, catalogs, etc.--Escape, 2001	Box T4
Brochures, catalogs, etc.--Harley Davidson edition, 2004	Box T13
Brochures, catalogs, etc.--Spanish language, 1983-1992	Box T4
Physical Description: 2 folders	
Brochures, catalogs, etc.--Tractors and industrial, 1980s	Box T4
Brochures, catalogs, etc.--"Triple Economy" campaign, 1955	Box OV2
Building Truck Sales Through Advertising and Sales Promotion, undated	Box T4
Building Truck Service Volume and Profit, undated	Box T4
Careers in Trucking Companies, 1973-1974	Box T4

Clues (To Successful Truck Operations), 1952-1954	Box T4
Physical Description: 3 folders	
Clues (To Successful Truck Operations), 1954-1966	Box T5
Physical Description: 15 folders	
Comparison guides, 1961	Box T5
Competitive Selling Assistant, 2000	Box T5
Concrete Mixer Application Data Books (truck selection guides), 1959-1960	Box T5
Confidential Pocket Facts, 1957	Box T5
Construction--Tractors, 1968	Box T5
Courier dealer advertising material, 1972	Box T13
Daily Expense and Record Books (truck driver logs), 1959-1965	Box T5
Dealer advertising materials, 1974	Box T5
Designed for the Construction Industry, 1970	Box T5
Detailed Component Descriptions: W-WT-9000 Diesels, 1973	Box T5
Diesel Engine Operating and Maintenance Instructions, 1963	Box T5
Diesel models, 1961-1962	Box T5
Direct mail, 1951-1963	Box T13
Physical Description: 4 folders	
Direct mail, 1952-1963	Box T5
Physical Description: 15 folders	
Direct mail, 1964-1974	Box T14
Physical Description: 2 folders	

Direct mail, 1964-2000	Box T6
Physical Description: 29 folders	
Direct Route to Double Savings coupon book, 1970	Box T6
Dump Body Specification Guide, 1970	Box T6
Eaton--Fuller transmission parts, undated	Box T6
Eaton--Truck Topics newsletter, 1976-1977	Box T6
Econoline (includes testimonial mailings), 1960-1967	Box T6
Physical Description: 2 folders	
Engines, 1959-1979	Box T6
Physical Description: 2 folders	
Experimental gas turbine truck (Big Red), 1964-1965	Box T6
F-150 campaign clipping, 2003	Box T6
Farm, ranch use, tractors, 1958-1994	Box T6
Physical Description: 5 folders	
Fashions for Women campaign, 1966	Box T6
Federal Highway Program (Ford/ATA advocacy campaign), 1970	Box T6
Final Results 50- Million Mile Ford Truck Economy Run, 1951	Box OV2
Fire and rescue--Blitz Buggy, 1958	Box T6
Fire and rescue--Boardman, 1965	Box T6
Fire and rescue--Darley, 1965	Box T6
Fire and rescue--Gerstenslager, 1965	Box T7
Fire and rescue--Hahn Motors, 1966	Box T7
Fire and rescue--Howe, 1965	Box T7

Fire and rescue--John Bean, 1965	Box T7
Fire and rescue--Miscellaneous (includes Ford publications), 1953-1975	Box T7
Physical Description: 3 folders	
Fire and rescue--Peter Pirsch and Sons, 1965	Box T7
Fire and rescue--Pierce, 1963	Box T7
Fire and rescue--Seagrave, 1965	Box T7
Fire and rescue--Snorkel/Pitman, 1965	Box T7
Fire and rescue--Ward/La France, 1966	Box T7
Fire and rescue--Young, 1965	Box T7
Fleet management, 1965-1970	Box T14
Fleet management, 1968-1971	Box T7
Physical Description: 2 folders	
Fleet Owner Handbook, 1961	Box T14
Fleet truck finance plan, 1962	Box T7
Ford/ATA advertising campaign, 1966	Box OV2
Ford Dealer Newspaper Advertising Ideas, 1969-1974	Box T7
Physical Description: 2 folders	
Ford Explorer Owner's Club, 1998	Box T14
Ford F-100 Built Like the Big Ones, 1963	Box T7
Ford Heavy Truck Advisory Committee, 1968	Box T7
Ford Spring Tandem Sales Contest, 1960	Box T7
Ford Tandem Trucks, 1963	Box T7
Ford Truck 100,000 Mile Reliability Run, 1963	Box T7
Ford Truck Product Improvements, 1970-1971	Box T7

Ford Truck Times, 1948-1975	Box T7
Physical Description: 16 folders	
<hr/>	
Ford Trucks for the Construction Industry, 1961-1968	Box T7
Physical Description: 2 folders	
<hr/>	
Four Seasons Trails, 1970-1971	Box T7
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Guide to Cutting Truck Costs, 1962	Box T7
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Guides to truck selection for the construction industry, 1956-1961	Box T7
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Handy Guide for the One-Truck Fleet Owner, 1972	Box T7
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Hard Runners: On the Road with America's Long-Haul Truckers (Bryan Di Salvatore, Elma Garcia), 1988	Box T14
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Heavy-duty trucks, 1962-1966	Box T7
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Heavy-duty testimonials, 1962	Box T7
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Heavy truck press information, 1966	Box T7
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Hi-Lo newsletter, 1952	Box T7
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Horses to Horsepower, 1948	Box T7
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Hot Tips for Selling Ford Tandems, 1960	Box T7
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Hybrid Escape, 2005	Box T7
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Industrial/Agricultural Tractors and Equipment, 1968	Box T7
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Kentucky Truck Plant, 1992	Box T14
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Leasing, 1995	Box T7
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Lifelines: How Trucks Serve America (Automobile Manufacturers Association), 1965	Box T7
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Light-duty trucks, 1964-1971	Box T7

Light Truck Pocket Facts, 1979	Box T8
Light Truck Selling Manual, 1982	Box T8
Louisville Story, 1965	Box T14
Louisville Truck Plant, 1996	Box T8
Merchandising--Built Ford Tough Insider, 2000	Box T8
More Truck for the Money, 1954	Box T8
No Boundaries campaign, 2000	Box T8
Operator's manuals, 1958-1974 Physical Description: 10 folders	Box T8
Owner's guides, 1980	Box T8
Owner's manual, 1957-1977 Physical Description: 5 folders	Box T8
Owner's manual--Bronco, 1968	Box T8
Parcel delivery trucks, 1958	Box T8
Parts, accessories, service, 1949	Box T8
Paying Your Truck Sales Manpower, 1957	Box T8
Price list, 1980	Box T8
Production schedules, literature, etc., 1967	Box T8
Profitable Used Truck Merchandising, 1958	Box T8
Promotion--Island Takeover, 1969	Box T8
Promotion--Snowplow attachments, 1968-1969	Box T8
Ranchero mounted advertisement, 1966	Box T14
Quick Facts, 1958-1968 Physical Description: 3 folders	Box T8

Recreational vehicles, campers, 1962-1971	Box T8
Physical Description: 5 folders	
Recreational vehicles, campers, 1965-1973	Box T9
Physical Description: 4 folders	
Recreational vehicles, campers, 1973	Box T14
Safety campaigns--Motor Carrier Safety Regulations (Interstate Commerce Commission), 1941	Box T9
Safety campaigns--Safe Winter Driving Facts, 1953	Box T9
Safety campaigns--Vehicle manual, 1966	Box T9
Sales and service directories, 1958-1965	Box T9
Physical Description: 3 folders	
Sales campaigns, 1965-1973	Box T9
Physical Description: 2 folders	
Sales literature--Presenting the Product, 1961	Box T9
Sales Training Newsflash, 1976	Box T9
Salesman flip book--Get Set to Blast Off Into 1961, 1961	Box T9
Sport Trac Guide to Life, 2007	Box T10
Suggested retail prices, 1978	Box T10
Suspension photographs, 1960	Box T10
Tandem trucks, 1964	Box T10
Tax Saving Tips for the Independent Businessman, 1958	Box T10
The ABC of Ford Truck Selling, 1946	Box T14
The Big Ones with Better Ideas, 1969	Box T10
Tilt Cab Tandem Series, 1960	Box T10

Tractor selection guides, 1962-1967	Box T10
Truck sales recognition programs, 1968-1971	Box T10
Trucks for the Bell System, 1954	Box T10
W-Series Salesman Guide, 1966	Box T10
Physical Description: 2 folders	
Why '62 Ford Trucks Are More Service-Free, 1962	Box T10

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Competitive Brands, 1948-2004, undated

Acura, 1986	Box COM1
American Motors--American Motors News Illustrated, 1964-1965	Box COM8
American Motors--Americana Magazine, 1965-1967	Box COM1
American Motors--Eagle, 1993	Box COM1
American Motors--Jeep, 1959-1987	Box COM1
Physical Description: 6 folders	
American Motors--Jeep, 1967-1986	Box COM8
Physical Description: 4 folders	
American Motors--Jeep direct mail, 1966-1975	Box COM1
Physical Description: 3 folders	
American Motors--Jeep print advertising and miscellaneous, 1962-1980	Box COM1
American Motors--Jeep product information and data book, 1985	Box COM1
American Motors--Jeep/Renault, 1981-1985	Box COM1
Physical Description: 3 folders	
Austin (trucks, U.K.), 1950s	Box COM1

Autocar (White), 1955-1974	Box COM1
Physical Description: 3 folders	
BMW motorcycles, 1998	Box COM1
Brockway (Mack), 1968-1975	Box COM1
Physical Description: 2 folders	
Buick, 1964, 1995	Box COM1
Buick, 1973, 2004	Box COM8
Physical Description: 2 folders	
Bus bodies--Americoach, 1950s	Box COM1
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Chevrolet--Engineering Features of Chevrolet Trucks, 1966	Box COM2
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