



Finding Aid for

DEALER SALES TRAINING AUDIO-VISUAL COLLECTION, 1930-1957
Accession 1668

Finding Aid Published: December 2011



Electronic conversion of this finding aid was funded by a grant from the Detroit Area Library Network (DALNET)
<http://www.dalnet.lib.mi.us>



20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA
research.center@thehenryford.org · www.thehenryford.org

OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 1668

CREATOR: Benson Ford Research Center

TITLE: Dealer Sales Training audio-visual collection

INCLUSIVE DATES: 1930-1957

QUANTITY: 0.4 cubic ft. and 2 oversize boxes

LANGUAGE: The materials are in English

ABSTRACT: This collection contains phonograph records, reel-to-reel audio tapes, filmstrips created by Ford Motor Company for sales training. The collection also includes several compact discs that contain copies of the original materials.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research.
- Original phonograph records and reel-to-reel audiotapes are not available for use. Digital copies on CD are available for use in the reading room.
- Use of original filmstrip material will require production of digital copies for use in the reading room; interested researchers should contact Benson Ford Research Center staff in advance at research.center@thehenryford.org.”
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Donated by Charles and Delores Gilbert, 1984
- PREFERRED CITATION:** Item, folder, box, accession 1668, Dealer Sales Training audio-visual collection, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Benson Ford Research Center staff in September 1985 and reprocessed in May 2005.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared and published by Benson Ford Research Center staff in September 1985 and updated in May 2005.
- Finding aid prepared by Elyssa Bisoski, December 2011, and published in December 2011.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

SCOPE AND CONTENT NOTE

This artificial collection contains seventeen 33 1/3 RPM long playing phonograph records, three reel-to-reel audio tapes, two filmstrips, and two 78 RPM phonograph records created by Ford Motor Company and distributed to Ford dealers for sales training purposes. The collection also includes several compact discs that contain copies of the original audio materials.

SUBJECT TERMS

Subjects

Automobile dealers

Sales promotion

Selling--Automobiles

Selling--Trucks

Genre and Form

Filmstrips

Sound recordings

CONTAINER LIST

Box no.	Description
----------------	--------------------

Box 1

Filmstrips, 1930s
Enter the Duchess
Good Demonstrations Make Sales
Phonograph records, 1930s (33 1/3 RPM)
A New Year with R & G
Enter the Duchess
Ford at the Fair
Good Demonstrations Make Good Sales
I am the 1935 Ford V-8 Truck
Keep the Ball Rolling
Keeping Proper Balance
The 1935 Ford V-8 Truck and Commercial Car
The Car without a Price Class
Reel to reel audiotapes, 1930s
Enter the Duchess
Good Demonstrations Make Good Sales
Compact discs
This Greater Value (includes Looking Forward Through the Past and Lady's Name
on the Dotted line)
Mrs. Steele Meets a Motor Car (includes Ford at the Fair)

Box 2

Phonograph records
33 1/3 RPM, 1930s
Lady's Name on the Dotted Line
Look Beyond the Motor Pad
Looking Forward Through the Past
Mrs. Steele Meets a Motor Car
The New Ford V-8 for 1935
This Greater Value
Selling Your Service
Sixty Thousand Miles or More
78 RPM, 1957
The '57 Ford Theme Song
The '57 Ford Story
Reel to reel audiotapes, 1930s
Ford at the Fair (includes Mrs. Steele Meets a Motor Car)
Selling Your Service (includes Sixty Thousand Miles or More)
Compact Discs
The 1935 Ford V-8 Truck and Commercial Car (3 copies)

Box 3

Compact Discs

- The '57 Ford Theme Song (5 copies)
- A New Year with R & G (2 copies)
- Enter the Duchess (7 copies)
- Ford at the Fair (2 copies)
- Good Demonstrations Make Good Sales (2 copies)
- I am the 1935 Ford V-8 Truck (2 copies)
- Keep the Ball Rolling
- Keeping Proper Balance (2 copies)
- Lady's Name on the Dotted Line (2 copies)
- Look Beyond the Motor Pad (2 copies)
- Looking Forward Through the Past (2 copies)
- Mrs. Steele Meets a Motor Car (2 copies)
- The 1935 Ford V-8 Truck and Commercial Car (2 copies)
- The Car without a Price Class (2 copies)
- Selling Your Service (2 copies)
- Sixty Thousand Miles or More (4 copies)