



Finding Aid for

**MARKETING PRE-PUBLICATION COLLECTION, 1974
Accession 1902**

Finding Aid Published: January 2011



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

SUMMARY INFORMATION

CREATOR: Ford Motor Company

TITLE: Marketing Pre-Publication Collection

INCLUSIVE DATES: 1974

QUANTITY: 0.4 cubic ft.

ABSTRACT: Consists of pre-publication materials for works published by the Marketing Department of Ford Motor Company Industrial Engine Operations.

ADMINISTRATIVE INFORMATION

ACCESS RESTRICTIONS: The collection is open for research.

ACQUISITION: Ford Motor Company Archives donation, 2006

PREFERRED CITATION: Item, folder, box, accession 1902, Ford Marketing Pre-Publication collection, Benson Ford Research Center, The Henry Ford

PROCESSING INFORMATION: Finding aid prepared by Kathy Steiner, May 2006

SCOPE AND CONTENT NOTE

The collection consists primarily of photographs along with working papers and printing proof materials for various Ford marketing and dealer-related publications. The collection is arranged in three series: Ford Marketing News, Ford Power Times, and Miscellaneous. Ford Marketing News, a publication whose focus was the promotion of Ford power products through case studies of their various applications, was published by the Marketing Department of Industrial Engine Operations and distributed to industrial customers and Ford Power Products distributors. The title was changed to Ford Power Times in the summer of 1974. The Ford Marketing News series and The Ford Power Times series, which together comprise most of the collection, consist of preparatory material for these two publications. The two series are comprised mainly of photographs (with captions) of service vehicles and industrial, marine, and agricultural machinery that were produced by companies other than Ford but have Ford engines. Some files include product literature from these customer-companies. The Miscellaneous series contains production materials (mainly photographs) for another publication, Ford Leasing & Rental, along with Lincoln-Mercury Dealer Association printed material such as informational leaflets and ad copy. Of note within this series is a photograph of Ford dealer Birkett L. Williams being honored by Henry Ford II, Lee Iacocca, and others for his fiftieth anniversary with Ford.

BOX AND FOLDER LISTING

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

Box 1

FORD MARKETING NEWS, 1974

- Airline Assistance Vehicles, Nordco News
- Ditch Witch Ditch Digger
- Foundation De-Watering System
- Garbage Collection Vehicle
- Hydraulic Hammer
- Log Loader
- Nut Harvester and Haybaler
- Refuse Compaction Trailer
- Ski Area Chair Lift

FORD POWER TIMES, 1974

- Agricultural Wind Machines
- Automobile Scrap Metal Salvage Equipment
- Compact Industrial Switch Engine
- Crop Fertilization Vehicle
- Fish Hatchery Incubation Tank Aerator
- Industrial Concrete Pump and Steel Wheel Roller
- Jumbo Hoist
- Limestone Spreader
- Name change
- Oil Mop
- Trencher
- Vac-U-Vator, Dunbar Kapple, Inc.

Box 2

MISCELLANEOUS, 1974

- Birkett Williams Ford, Inc. 50 Year Celebration (includes Henry Ford II and Lee Iacocca)
- Lincoln Mercury Dealer Leasing Association
 - Photographs
 - Printed Material