



Finding Aid for

**JAMES SNITGEN COLLECTION, 1936-1940**  
**Accession 1653**

Finding Aid Published: December 2011



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## OVERVIEW

REPOSITORY: Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
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ACCESSION NUMBER: 1653

CREATOR: Snitgen, James

TITLE: James Snitgen collection

INCLUSIVE DATES: 1936-1940

QUANTITY: 1 oversize box (chest of drawers)

LANGUAGE: The materials are in English

ABSTRACT: The collection contains phonograph records and filmstrips used as promotional and training materials for Ford Motor Company dealerships.

## ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research. Use of original audio or visual 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](mailto: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:** Acquired from James Snitgen, 1983
- PREFERRED CITATION:** Item, folder, box, accession 1653, James Snitgen collection, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Benson Ford Research Center staff, June 1984.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared and published by Benson Ford Research Center staff in June 1984.
- 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

The collection contains promotional and training materials including twenty-six 33 1/3 RPM long playing phonograph records and thirty-two corresponding filmstrips created by Ford Motor Company to distribute to Ford dealers. These training materials address how to sell cars, trucks, service and vehicle parts as well as general sales techniques.

## SUBJECT TERMS

### Subjects

Automobile dealers

Sales promotion

Selling--Automobiles

Selling--Trucks

### Genre and Form

Filmstrips

Sound recordings

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
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### Box 1

#### Car

Brochure, "This Ford-A-Scope Does It!"

"How to Sell Fords Number 4" (phonograph record and filmstrip; Side 1: "The Torque Tube Drive", Side 2: "Ford V-8 Durability")

"How to Sell Fords Number 5" (phonograph record and filmstrip; Side 1: "Prospects (Where to Find Them)", Side 2: "Prospects (How to See Them)")

"How to Sell Fords Number 6" (phonograph record and filmstrip; Side 1: "Demonstrations (How to Get Them)", Side 2: "Demonstrations (How to Make Them)")

"How to Sell Fords Number 7" (phonograph record and filmstrip; Side 1: "Answering Questions and Objections", Side 2: "Making and Presenting the Appraisal")

"How to Sell Fords Number 8" (phonograph record and filmstrip; Side 1: "Closing Sales", Side 2: "Turn Minutes into Money")

"Buying the Trade-In" (phonograph record and filmstrip)

"Modern Used Car Selling" (phonograph record and filmstrip)

"The New Ford V-8 Cars and Trucks for 1939" (phonograph record and filmstrip)

"Facts about Fords" (phonograph record and filmstrip)

"The Proof's in the Ride" (phonograph record and filmstrip)

"A New Car Joins the Ford Quality Group" (phonograph record and filmstrip)

"Selling the Mercury Market" (phonograph record and filmstrip)

"The Story of Wool and Mohair" (phonograph record)

"Your Rising Star" (phonograph record)

"The 1957 Mercury Turnpike Cruiser" (phonograph record and filmstrip)

"Look beyond the order pad" (filmstrip)

"Ford V8 Riding Comfort" (filmstrip)

"Two for the Money" (filmstrip)

"A New Year with R and C" (filmstrip)

"The Safest Ford Ever Built" (filmstrip)

"The Car without a Price Class for 1939" (filmstrip)

#### Truck

"A New Truck - A New Market"/"Ford V-8 Trucks with Two-Speed Axles"  
(phonograph record and filmstrip)

"Bring 'Em Back" (filmstrip)

"Facts About Ford Trucks" (filmstrip)

Cleaning brush

Service

"It's the Layout" (phonograph record and filmstrip)

Parts

"Profits from the Air" (phonograph record and filmstrip)

"The Other Half" (phonograph record and filmstrip)

"It Pays to Control" (phonograph record and filmstrip)

General

"Building a Clientele" (phonograph record and filmstrip)

"Building a Business" (phonograph record and filmstrip)

"Seven Stepping Stones to Sales" (phonograph record and filmstrip)

"Successful Selling Methods" (phonograph record and filmstrip)

"Selling Ford Quality" (phonograph record and filmstrip)

"Hawkshaw Gets the Dope" (phonograph record and filmstrip)