

<b>RECORDS TRANSFERRED TO THE FORD MOTOR COMPANY ARCHIVES</b>		<b>FROM</b> J. Schwartz Lincoln Mercury Marketing Plans Dept	1007 ACCESSION NO.
		<b>DATE OF TRANSFER</b> ?	
<b>DESCRIPTION</b> Mark II Continental Study made by J. Schwartz as a guide to introduction of Mark III. Also study of marketing the Continental. Includes historical data on Mark I and Mark II. Releases and speeches are included, also reproductions of sections of the book, <u>The Lincoln Continental</u> by O'Cece Rich. Folders on advertising, colors featured, consumer image, discontinuation reasons, product characteristics, Mark II pre-announcement campaign, pricing, quality control, sales volume, stimulus for product development.			
<b>ARRANGEMENT</b> In folders by subject A-Z		<b>INCLUSIVE DATES</b> 1948-1967	
<b>INDEX</b> -			
<b>QUANTITY</b> 1 document box (3")		<b>TYPE OF CONTAINERS</b>	
<b>RESTRICTIONS</b>		<b>FREQUENCY OF USE</b>	
<b>ARCHIVIST'S SIGNATURE</b>		<b>TRANSFERER'S SIGNATURE</b>	
<b>APPRAISAL</b>			
<b>RELATIONSHIP TO OTHER COLLECTIONS</b>			
<b>SUGGESTED ARRANGEMENT</b>			