



**INTERNATIONAL DIVISION PURCHASING OFFICE RECORDS,
1947-1962 (bulk 1960-1961)
Accession 1942**

1.4 cubic ft.

HISTORICAL NOTE

Starting in the late 1940s, Henry Ford II initiated a thorough study of Ford Motor Company's overseas operations with an eye toward modernization and greater control of its complex foreign interests. The late 1950s and early 1960s saw further inspection and analysis, along with growing cash infusions, product development, and plant expansions within Ford's worldwide operations. The International Division Purchasing Office (which underwent numerous changes in name, function, and structure during this period) was involved throughout from high-level planning to such specifics as materials acquisition and shipping, with an emphasis on the latter.

The Cardinal automobile, a front-wheel drive car (the first ever built by Ford) planned for joint production by Germany and the United States, was intended to replace the popular German Ford Taunus 12M and compete with Volkswagen and Renault in the small car market in both Europe and America. Despite an extensive and detailed development phase from 1959 to 1961, plans for the release of the Cardinal in the U.S. market were abandoned in 1962. The Cardinal was sold as the new Taunus 12M in the German market only.

SCOPE AND CONTENT NOTE

The International Division Purchasing Office records, which cover Ford Motor Company's overseas program development and equipment and tool purchasing, consist of correspondence, meeting notes, and working papers maintained by P. J. Fuller and L. H. Hyde and are made up of three series. The **Product and Program Planning series** (0.6 cubic ft.), 1950-1961, consists of two subseries. The Cardinal Car Program subseries (0.4 cubic ft.), 1958-1961, contains planning documents for the development and production of the Cardinal automobile in Cologne, Germany. The Other Programs subseries (0.2 cubic ft.), 1950-1960, includes files on the Fordomatic transmission; Segment I economy car planning; the Cologne foundry; and cost accounting analyses of the Cardinal small car program, Canadian X and Canadian Y car programs, and the 1961-1963 Thunderbird program. The **Plant Overviews and Analysis series** (0.7 cubic ft.), 1956-1962, is made up of summary information including general financial histories, organization charts, and photographs of operations in Argentina, Belgium, Brazil, Chile, Cuba, Denmark, Egypt, England, Finland, France, Germany, Italy, Japan, Netherlands, Portugal, Sweden, and Uruguay; and plans for plant construction and expansion in Argentina, Canada, Colombia, England, Mexico, New Zealand, and South Africa. The series also contains overall analyses of overseas purchasing organization and logistics. The **Industrial**

Purchasing Lectures series (0.2 cubic ft.), 1947-1948, consists of lectures delivered by Ford Purchasing Division personnel at Wayne University (now Wayne State University).

BOX AND FOLDER LISTING

Box no. Description

Box 1

PRODUCT AND PROGRAM PLANNING FILES

Cardinal Car Program

Program overview, 1961 (4 folders)
Automatic transmission study, 1960-1961
Ford of Germany status review, 1961
Overseas packaging, 1961
Product plans, 1959-1961
Status meetings, 1961

Box 2

Other Programs

Cologne Foundry, 1960
Cost Accounting Analysis: Cardinal A, Cardinal B, Canadian X, 1958-1960 (also Canadian Y and 1961-1963 Thunderbird)
Fordomatic Transmission: Operational Diagrams, 1950
Segment I Car Status Report, 1959-1960 (competition with "Volkswagen type" imports)

PLANT OVERVIEW AND ANALYSIS FILES

International Division Overview, 1958 (4 folders) (photographs, organization charts, and histories of Dagenham, Cologne, Alexandria, Amsterdam, Antwerp, Bologna, Copenhagen, Helsinki, Lisbon, Stockholm, Buenos Aires, Paris, Mexico City, Havana, Montevideo, Santiago, São Paulo, and Yokohama; includes information on Briggs Motor Bodies Ltd., Henry Ford & Son Ltd.)
Overseas Distributors and Export Supply Operations Organization, 1956-1959 (purchasing bulletins)
Overseas Procurement of Production Parts, 1960

Box 3

Ford International Purchasing Meeting Agenda: New Zealand, Dagenham, England, 1961
Argentina
Argentina Car program: Buenos Aires Plot Plan, 1961
Car program overview, 1961-1962
Ford of Argentina management overview, 1961
General, 1961
Canada: Ford Motor Company of Canada Purchasing Audit, 1961
Colombia: Proposal to Establish Assembly Plant in Colombia, 1960 (2 folders)
Mexico, 1961

PLANT OVERVIEW AND ANALYSIS FILES (CONT.)

Box 4

South Africa

Ford South Africa Review of Local Content and Planning, 1961
General, 1961

LECTURES

Industrial Purchasing Lectures, 1947-1948