

#1342

JAMES R. OLSON RECORDS

Records, 1949-1977
(Predominantly, 1960-1974)

1.67 linear feet

James R. Olson was Assistant Manager, Public Relations for the Lincoln - Mercury Division, Ford Motor Company, when these records were transferred to the Archives in 1978. The material covers several types of special vehicles produced by or for the Lincoln-Mercury Division. These include the Capri from Germany and the Pantera from Italy as well as special limousines for the Pope and the White House for their official use. The records were generated by numerous individuals not including Mr. Olson himself and include items sent from the Public Relations Dept. as well as all in house memo's and intra-office communications dealing with Public Relations. Included are letters from buyers, suppliers, auto buffs, and governmental agencies involved with automobile procurement for official use.

These records were donated to the Archives by Mr. Olson in June of 1978.

Series I
European Imports
Boxes 1 - 3

Correspondence, news releases, photo news releases, owners manual for Pantera, news clippings, periodical stories, and other papers relating to Capri and Pantera.

BOX 1	1- 1	Capri News Releases, Apr 1974
	1- 2	Capri Photo News Releases, Mar/May 1973
	1- 3	Correspondence, Nov 1970-14 May 1971
	1- 4	" , 17-18 May 1971
	1- 5	" , 20-21 May 1971
	1- 6	" , 26 May-Jul 1971
	1- 7	" , Nov-7 Dec 1971
	1- 8	" , 8-10 Dec 1971
	1- 9	" , 13-23 Dec 1971

1-10 " , 3-18 Jan 1972
 1-11 " , 21-31 Jan 1972
 1-12 " , 1-8 Feb 1972
 1-13 " , 14-28 Feb 1972
 1-14 " , 1 Mar-7 Apr 1972
 1-15 " , 10-21 Apr 1972
 1-16 " , 24 Apr-5 May 1972
 1-17 " , 10 May-20 Jul 1972
 1-18 " , 1 Aug-26 Sep 1972
 1-19 " , 27-29 Sep 1972
 1-20 " , 2-9 Oct 1972
 1-21 " , 10-31 Oct 1972
 1-22 " , 7 Nov-15 Dec 1972
 1-23 " , 5-23 Jan 1973
 1-24 " , 6-26 Feb 1973
 1-25 " , 15-28 Feb 1974
 1-26 " , 1 Mar-21 Jun 1974
 1-27 " , 6 Aug 1974-15 Jan 1975
 1-28 " , May-Nov 1977
 1-29 deTomaso Ford Auto's, n.d.

BOX 2 2- 1 deTomaso Press Event; Los Angeles, 3 May 1972
 2- 2 deTomaso Press Event; Detroit, 4 May 1972
 2- 3 Griswalds Convention Packet, Feb 1973
 2- 4 List of Key Michigan Media Representatives, Nov 1971
 2- 5 Pantera AMA Specification Forms, 1973
 2- 6 Pantera Interview by Motor Trend, 4 Jan 1972
 2- 7 Pantera News Clippings, Mar-Apr 1970
 2- 8 " " " , May-Jun 1971
 2- 9 " " " , Dec 1972
 2-10 " " " , Mar-Apr 1974
 2-11 Pantera News Releases, 1969-17 May 1971
 2-12 " " " , 20 May-19 Nov 1971
 2-13 " " " , Dec 1971-Mar 1972
 2-14 " " " , Apr-May 1972
 2-15 " " " , Oct 1972-Mar 1973
 2-16 " " " , Apr 1973-Aug 1974
 2-17 " " " , Jan 1975
 2-18 Pantera Owner Manual
 2-19 Pantera Owner Survey, Oct 1972
 2-20 Pantera Photo News Releases, 1971
 2-21 " " " " , 1972
 2-22 " " " " , 1973-1974
 2-23 Pantera Price Proposal, 1971
 2-24 Pantera Publicity Report, 30 Jun 1971
 2-25 " " " " , Apr 1972

2-26 " " " , 28 Apr 1972
 2-27 Pantera Recall, 1971 (1 of 2)
 2-28 " " , 1971 (2 of 2)

BOX 3 3- 1 Pantera Recall Owners List, A - C
 3- 2 " " " " , D - K
 3- 3 " " " " , L - P
 3- 4 " " " " , R - W
 3- 5 Pantera Repair and Replacement Procedure Manual
 3- 6 Pantera, Road Test "Sports Car of Year", May 1973
 3- 7 Periodicals, Mar-Aug 1970
 3- 8 " , Dec 1970-Mar 1972
 3- 9 " , Jun-Nov 1972
 3-10 " , May-Oct 1973
 3-11 " , Apr 1975
 3-12 Question and Answer Summary, Jan 1972
 3-13 Review of the Capabilities of deTomaso, Inc
 3-14 "Save the Omnipotent Pantera" Campaign

Series II
 Papal Limousine
 Box 3

Correspondence, news releases, photo news releases, press kit,
 news clippings, and articles pertaining to the Papal Limousines
 used in 1965 New York visit and 1968 South American tour.

BOX 3 3-15 Correspondence, 20-27 Sep 1965
 3-16 " , 28 Sep 1965
 3-17 " , 29 Sep-20 Oct 1965
 3-18 " , 21 Oct 1965
 3-19 " , 27 Oct 1965-28 Jun 1968
 3-20 " , 1-16 Jul 1968
 3-21 " , 23 Jul-2 Aug 1968
 3-22 News Clippings, Sep-Nov 1965
 3-23 News Digest Report, Oct 1965
 3-24 News Releases, 1965
 3-25 " " , 1968
 3-26 Periodicals, 1965
 3-27 Photo News Releases, ca. 1965 (1 of 2)
 3-28 " " " , ca. 1965 (2 of 2)
 3-29 Press Kit, Aug 1968

Series III
 Presidential Limousines
 Boxes 4 - 5

Correspondence, memo's, news releases, photo news releases, press kits, news clippings, periodical stories, and related items on the history and present use of Lincoln cars by the White House. Included are FDR's "Sunshine Special" 1939 Limo, "Bubble Top" 1951 Limo, and JFK's 1961 Limo.

BOX 4	4- 1	Early Limo's; correspondence, Jun 1949-Apr 1951
	4- 2	Early Limo's; " " , May 1951-Apr 1963
	4- 3	Early Limo's; News Clippings, n.d.
	4- 4	Executive Limousine's; News Releases, 1966
	4- 5	Executive Limousine's; Periodicals, Oct 1968
	4- 6	Executive Limousine's; Press Kit, 1966
	4- 7	1939 Limo; Correspondence, Aug 1950
	4- 8	1939 Limo; Photo News Release, n.d.
	4- 9	1951 Limo; Correspondence, Jan-Jun 1949
	4-10	1951 Limo; " " , Jul 1949-Apr 1951
	4-11	1951 Limo; " " , Jun 1953-Jun 1958
	4-12	1951 Limo; " " , Jul 1958-Jan 1961
	4-13	1951 Limo; " " , Jun 1961-Sep 1965
	4-14	1951 Limo; News Releases, 1950-1957
	4-15	1951 Limo; Photo News Releases, n.d.-1965
	4-16	1961 Limo; Correspondence, Mar 1957-Apr 1961
	4-17	1961 Limo; " " , May-21 Jun 1961
	4-18	1961 Limo; " " , 29 Jun-Jul 1961
	4-19	1961 Limo; " " , Aug-Nov 1961
	4-20	1961 Limo; " " , Jan-Apr 1962
	4-21	1961 Limo; " " , May 1962-Jun 1963
	4-22	1961 Limo; " " , Jul-Dec 1963
	4-23	1961 Limo; " " , Jan-May 1964
	4-24	1961 Limo; " " , Jun-Dec 1964
	4-25	1961 Limo; " " , Mar-Oct 1965
	4-26	1961 Limo; News Clippings, Dec 1963
	4-27	1961 Limo; News Releases, Jun 1961 (1 of 2)
	4-28	1961 Limo; " " , Jun 1961 (2 of 2)
	4-29	1961 Limo; " " , Mar 1962
	4-30	1961 Limo; " " , May 1963-Oct 1967
	4-31	1961 Limo; " " , n.d.
	4-32	1961 Limo; Photo of President Nixon and Mr. Brezhnev
	4-33	1961 Limo; Presentation on background, and development drafts, n.d.
	4-34	1961 Limo; Presentation on background, development, costs, and schedule, n.d.

