

ACCESSION #1576

Box 1

Sales Planning Dept., Edsel Marketing, E-E-L Division
Operating Trends
Financial Statement Report
Sales Review and Summary, Dealer Contact Program
Signs
Salesman Package (#3 complete)
Intercompany Communication
"Edsel for 1960"...new...nifty...thrifty...your meeting guide
Remarks by George S. Coats to Edsel District Division
Merchandising Manager
"Implementing Market Development" Richard E. Krafve
Prize Parlay Payoff - field standings, June 10, 1959
"E" Dealer Operation Guides, Special Products Division
Regional Introductory Shows
Edsel Sales Planning Department
Research Report - Penetration Experiences
Retail Delivery Averages
Edsel Announcement
Marketing Project
Communications
Reports
Planning Program Development
Edsel Pricing
E-E-L
Profit Expansion Program
Region
Eds 1, New Dealer Data, Confidential
Suggested Reports & Records, Western Region
Mr. G.J. Crimmins (Market Representation)
Ideas to help you profit from Edsel, Prepared by San Francisco
District
Edsel Dealership Survey
Zone Manager, Buick Motor Div., (a term paper)
The Personalities of Eight Makes of Cars (2 copies)
The Market & Personality Objectives of the Edsel Car
Management Conferences (suggested conferences)
Research Reports, Edsel Division, 1957 (June, July, October)
Research Report, Edsel Division, 1956 (July & August)
Research Report, Edsel Division, 1957 (March)
Research Report, Edsel Division, 1955 (March) & 1956 (March)
1958 Edsel Service Manual - missing, 1/6/93
Permanent Merchandising Materials & Equipment Catalog - 1/6/93, missing

Reprints, Articles & Advertisements
Edsel Product Literature (1958 Owner's Manual, 1958 Specs,
1958-59 brochures, Paint & Trim) - removed to Auto Prod. Lit collection
1/6/93
Edsel Training & Sales
Edsel Dealers & Sales Managers
Edsel Data, 1959 - missing, 1/6/93

ox 2 --- Approved Used Car Facilities & Material Kit, Edsel Division
(legal size box) * Removed - Instruction Books, Model T & B Porter, 11 (incorp.
into Product Literature)