



Ford Motor Company Public Relations records collection  
Office of Public Relations subgroup  
Speeches series

**EXECUTIVE SPEECH COLLECTION SUBSERIES, 1946-1987**  
**Accession 1856**

**SCOPE AND CONTENT NOTE**

The Executive Speech collection subseries contains speeches given by Ford Motor Company executives. The speeches are arranged chronologically. Names are listed as they appear on the speech.

**BOX AND FOLDER LISTING**

**Box no. Description**

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**Box 1**

1946

April 25, Mel B. Lindquist, "Responsibility in Collective Bargaining"

May 23, Albert J. Browning, "Motivating Tomorrow's Sales Management"

November 30, Harold T. Youngren, "Your Car of Tomorrow"

1947

January 10, J. R. Davis, "The New American Market"

February 26, Albert J. Browning, "Tomorrow's Purchasing Agent"

March 10, Albert J. Browning, "Marketing's Postwar Challenge and the Industrial Purchasing Agent"

September 9, J. R. Davis, "The New Automobile Market: A Realistic Approach"

September 11, Albert J. Browning, Address to Purchasing Agents' Association

October 2, John S. Bugas, "Labor Relations and Productivity"

October 2, William T. Gossett, "Partners in Freedom"

October 6, Harold T. Youngren, Address to Society of Automotive Engineers

October 31, William T. Gossett, "The Law Belongs to You"

November 6, Howard S. Currier, "Discarded Designs Don't Die"

November 24, L. D. Crusoe, "Cost Determination as a Factor in the Financial Management of Ford Motor Company"

December 2, Walker A. Williams, "The Ford Sales Story"

1948

January - June

January 27, Charles E. Carll, Dearborn Junior Chamber of Commerce

February 24, William T. Gossett, "Labor Law and Christian Ethics"

March 22, G. J. Guinan, Ohio University

April 25, Walker A. Williams, Address to Georgia Hotel Association

1948 (cont.)

January – June (cont.)

**Box 1 (cont.)**

May, E. R. Breech, J. R. Davis, Henry Ford II, W. A. Williams, H. T. Youngren,  
“Toward Our Goal of Leadership”

May 6, Thomas W. Skinner, Dedication of Lincoln-Mercury Plant in Los Angeles

May 29, Donald Kehl, “Freedom Above All”

June 2, Victor G. Lottmann, “Cost Reduction Through Purchasing”

June 3, J. R. Davis, “Around the Corner”

June 14, Benson Ford, Dedication of the Metuchen, New Jersey Assembly Plant

July - December

September 15, J. R. Davis, “The Road Ahead”

September 30, L. W. Smead, “We’re A Mile High”

October 1, Del S. Harder, Dedication of Parts and Equipment Manufacturing  
Division Buildings

October 27, Don McCutcheon, “Experimental Work Employing Radioisotopes  
Cobalt and Selenium”

October 27, Harold T. Youngren, “Passenger Car Design and Notes on the  
Development of the 1949 Ford”

October 28, Walker A. Williams, “Dealer’s Choice – Sun or Sunburn”

November, R. S. Dunham, “Industrial Relations and the College Graduate”

November 4, T. A. Beaver, “Industry’s Challenge to the College Graduate”

November 16, J. R. Davis, “Distribution in Tomorrow’s Market”

November 19, Archie A. Pearson, “The Ford Foreman Program”

1949

January – June

February 16, William T. Gossett, “Unionization of Foreman at Ford Motor  
Company”

February 17, William T. Gossett, Address to Senate Committee on Labor and  
Public Welfare

February 21, Earle S. MacPherson, “Passenger Car Design and Notes on the  
Development of the 1949 Ford”

February 28, Benson Ford, “Five Jobs for Young Men”

March 15, J. R. Davis, “Return of the Salesman”

March 23, L. W. Smead, “We’re On the Level”

March 31, L. E. Briggs, Address to American Bankers Association Conference

April 27, John S. Bugas, “Industrial Relations – Unfinished Business”

May 24, William T. Gossett, “Social Responsibilities of the Corporation Lawyer”

June 7, L. E. Briggs, “Progress Unlimited”

June 16, Archie A. Pearson, “Industry’s Responsibility in Apprenticeship”

July - December

September 2, John S. Bugas, Wyoming State Bar

October 4, L. E. Briggs, “A Good Neighbor”

October 10, R. F. G. Copeland, Peoria, Illinois, Advertising and Selling Club

October 13, J. R. Davis, Mid-Day Club

October 14, J. R. Davis, “The New Market and Some Mutual Responsibilities”

1949 (cont.)

July – December (cont.)

**Box 1 (cont.)**

- October 21, R. E. Roberts, “Management’s Responsibility for Keeping Employees Informed”
- December 6, Walker A. Williams, “New Horizons for the Dealer”
- December 8, Benson Ford, “Some Unfinished Business for Young Americans”
- December 15, J. C. Doyle, “The Job Ahead”

**Box 2**

1950

January - June

- January 31, Mel B. Lindquist, “Preparation for Collective Bargaining”
- February 2, Walker A. Williams, “Selling Begins in Your Mind”
- February 21, Benson Ford, “Cooperation for Progress”
- February 21, Robert J. Hampson, Dearborn Chamber of Commerce
- March 16, Del S. Harder, “Our Jobs are Bigger than we Think”
- March 16, Walker A. Williams, “Where are the Salesmen Coming From”
- May 12, L. W. Smead, Pacific Northwest Marketing Conference
- May 24, Walker A. Williams, Massachusetts State Automobile Dealers Association
- June 2, Lewis D. Crusoe, “Price of Performance –Key to Quality”
- June 2, Lewis D. Crusoe, “What Management Expects from Quality Control”
- June 6, Harold T. Youngren, “The Mercury-Ford Automatic Transmission”
- June 15, William T. Gossett, “Big Labor in the Democratic Society”
- June 27, Karlton W. Pierce, “One Approach to Better Collective Bargaining”

July - December

- July 20, L. D. Crusoe, Los Angeles Area Ford Dealers
- August 15, William T. Gossett, “Highways and Horizons”
- September-October, Stanley W. Ostrander, “What Lies Ahead for 1951”
- September 11, Ernest R. Breech, “America’s Secret Weapon”
- September 14, Karlton W. Pierce, “Problems in Joint Administration of Pension Plans”
- September 19, T. J. O’Neil, “Dealing with Futures”
- November 2, Benson Ford, American Hotel Association
- November 10, L. E. Briggs, Arizona Bankers Association
- November 13, Benson Ford, “A Moral Basis for Our Leadership”
- December 2, R. E. Krafve, “Sources of our Strength”
- December 27, G. H. England, “Better Facts and Better Automobiles”

1951

January – June

- January 6, W. J. O’Sullivan, Urban League of Cleveland
- January 16, Karlton W. Pierce, “Industrial Relations Aspects of Economic Stabilization”
- January 16, E. B. Rickard, “How Good In Your System of Internal Control”
- January 17, Robert S. Dunham, Ypsilanti High School Appreciation Day

1951 (cont.)

January – June (cont.)

**Box 2 (cont.)**

February 8, Benson Ford, San Francisco Chamber of Commerce and Commercial Club

February 20, Dale Roeder, “Preventive Production”

March 6, Walker A. Williams, “Business Not as Usual: The Role of Auto Distributors in a Time of Emergency”

March 7, H. D. Everett, Jr., U. S. Chamber of Commerce

May 5, M. P. Havstad, Wisconsin Industrial Relations Association

May 17, William C. Ford, Address to Junior Achievement

May 17, Richard E. Krafve, National Security Industrial Association

May 23, Ernest R. Breech, Cincinnati, Ohio

May 23, I. A. Duffy, Automatic Transmission Division Open House

July - December

September 20, Joseph E. Bayne, Address to National Association of Travel Organizations

September 28, Mel B. Lindquist, “The Dealer’s Stake in Good Industrial Relations”

October 1, Benson Ford, “Engineering for Tomorrow”

October 1, William T. Gossett, “Justice and TV,” Address to International Association of Industrial Accident Boards and Commissions

October 1, L. W. Smead, “Gasoline and Spring Wheat”

October 25, Theodore O. Yntema, “Some Economics of Rearmament”

November, Mott B. Heath, “The Ford Motor Company’s Industrial Arts Awards Program: Its Implications for Industrial Arts and Vocational Industrial Teachers”

November 12, R. E. Roberts, “Suggestion Systems –Democracy in Action”

November 19, C. R. Ordal, “The Training Program at Ford Motor Company”

November 29, Walker A. Williams, Lincoln-Mercury Division Central Region Dealers Organization

December 1, William C. Ford, “Let’s Remember the Future We Want”

**Box 3**

1952

January - March

Undated, William T. Gossett, Statement before the NPA Appeals Board

January 10, Andrew A. Kucher, “A Glimpse into the Future”

January 10, Harold T. Youngren, “A Day with Ford Engineers”

February 15, O. U. Walker, “The Industrial Relations Responsibilities of a Supervisor”

February 18, Thomas R. Reid, “Economic Education”

February 26, Benson Ford, National Conference of Christians and Jews

March 11, Dana M. Norton, Ford-Sponsored Junior Achievement Companies

April – June

April 17, William T. Gossett, “Which Road to Brotherhood?”

1952 (cont.)

April-June (cont.)

**Box 3 (cont.)**

April 18, William T. Gossett, "A Call to Greatness" and "A Call to Leadership"

April 29, Malcolm L. Denise, "Effect of Arbitration and Fact-Finding on Labor-  
Management Relations"

May 3, John S. Bugas, "Industry's Responsibility to Youth"

May 5, Owen A. Williams, "Preventive Maintenance"

May 6, R. A. Leutheuser, "Careers in Industry"

May 23, Ernest R. Breech, "Let's Keep It 'The Workshop of Liberty'"

June 4, William T. Gossett, "A Call to Leadership"

June 5, Ernest R. Breech, Dallas Chamber of Commerce

June 24, John S. Bugas, "Order Out of Chaos in Fund Raising"

July – December

July 2, Thomas R. Reid, National Education Association

July 22, Thomas R. Reid, "Economic Education"

July 29-31, William McPeak, "Financing Higher Education in the Future"

September 5, William T. Gossett, Michigan Judges Association

September 23, Thomas R. Reid, "Freedom Calls for Action"

October 2, Ben D. Mills, "The Harnessing of Hu-Manpower"

October 3, John S. Bugas, "Guarantees for Security"

October 13, Benson Ford, United Foundation Kickoff Dinner

October 14, John S. Bugas, United Fund Kickoff Dinner

October 21, R. E. Roberts, "Let's Bake a Bigger Pie"

October 31, R. E. Roberts, "Let's Quit Talking to Ourselves"

December 5, R. E. Roberts, "Human Relations at Ford"

December 15, Thomas R. Reid, Fiftieth Anniversary of the Employers  
Association of Detroit

December 27, Theodore O. Yntema, "The Outlook for 1953"

1953

January – March

February 16, Walker A. Williams, N.A.D.A. Inter-Industry Highway Safety  
Committee

March 3, Ernest R. Breech, "Some Responsibilities of American Business in the  
Free World"

March, 10, Benson Ford, Florida Chapter of the National Conference of  
Christians and Jews

March 26, D. S. Harder, "The Automatic Factory"

March 27, Thomas R. Reid, Ohio Industrial Arts Association

March 30, Charles F. Moore, "Public Relations in the Public Interest"

April - June

April 15, John S. Bugas, Senate Labor and Public Welfare Committee

April 15, Ben R. Donaldson, Advertisers' Club of Cincinnati

April 20, William T. Gossett, United Negro College Fund

May 4, G. E. Altmansberger, "Building An Integrated Reports System"

1953 (cont.)

April – June (cont.)

**Box 3 (cont.)**

May 19-21, Ernest R. Breech, “The Ford Spirit”

May 25, Lewis D. Crusoe, Commencement Speech at Texas Technological College”

June 1, Robert S. Dunham, “A New Dimension in Your Future”

July – December

July 30, Alan L. Gornick, “The Michigan Business Receipts Tax – its Basis and Economic Theory”

August 28, G. J. Crimmins, “An Overlooked Opportunity?”

September 4, William T. Gossett, “Freedom and Imagination”

September 22, Robert T. Ross, President’s Committee on Employment of the Physically Handicapped

October 8, Ray H. Sullivan, Address at Fall Industrial Relations Conference

November 10, William T. Gossett, “The Law and Group Ethics”

November 24, R. E. Roberts, “The Ford Story”

December 3, Ernest R. Breech, “Competition – Spur to Progress”

December 11, Thomas R. Reid, “Good Government is Good Business”

December 14, Ernest R. Breech, National Conference of Christians and Jews

**Box 4**

1954

January 8, Ernest R. Breech, Golden Jubilee National Conference of Ford of Canada

February 23, William T. Gossett, Centennial Senior Day Convocation

April 6, Walker A. Williams, “The Big Wheel Run by Faith”

April 10, William T. Gossett, Municipal Judges Association

April 16, William T. Gossett, “The Right to Be Wrong”

June 12, Ernest R. Breech, “Breaking Through the Barrier”

June 23, Benson Ford, “Can We Beat the Business Cycle?”

August 19, Alan L. Gornick, “Big Taxes: A Challenge and Opportunity for Progressive Management”

August 27, D. S. Harder, “Automation – Key to the Future”

September 2, A. L. Haynes, “Engineering Opportunities in Industry”

September 14, Benson Ford, “A Businessman Looks at Health”

November 8, Thomas R. Reid, “A Job for Citizens”

November 17, Alan L. Gornick, “Tax Incentives and our National Foreign Policy”

1955

January - February

January 23, John S. Bugas, Wyoming Press Association

January 26, R. H. Sullivan, Cleveland Society of Professional Engineers

February 16, William T. Gossett, Detroit Women’s Division of the American Jewish Congress

February 17, Thomas R. Reid, “Partners in Education”

February 25, Thomas R. Reid, Seattle Chamber of Commerce

1955 (cont.)

**Box 4 (cont.)**

March

- 8, Ben D. Mills, "The Continental Concept"
- 10, R. H. Sullivan, Address to Southern Hardwood Producers
- 16, W. W. Booth, "Profit Control at Ford Motor Company"

April – May

- April 11, Ernest R. Breech, New York Financial Writers Association
- May 17, L. D. Crusoe, San Jose Chamber of Commerce
- May 29, Robert S. McNamara, University of Alabama Commencement

June

- 12-17, G. A. Weinert, "Pneumatic and Sonic Measurement of Combustion Chamber Volume"
- 14, A. M. Smith, "Radioactivity and Automotive Measurements"
- 17, George P. Hitchings, "The Ford-UAW Agreement and The Guaranteed Annual Wage"

September

- 14, No Name, "Guaranteed Annual Wage – Supplemental Unemployment Benefit Plans: A Consideration of the Practical Problems Posed by This New Development in Collective Bargaining Agreements"
- 16, Wilbur C. Hampton, "The Ford Supplemental Unemployment Benefit Plan and Its Effect on State Unemployment Compensation Laws"
- 21, Joseph A. O'Reilly, "The Ford Supplemental Unemployment Benefit Plan"
- 26, Malcolm L. Denise, "The 1955 Ford-UAW Contract"

October

- 6, James M. Osborne, "The Ford Supplemental Unemployment Benefit Plan"
- 20, Joseph A. O'Reilly, "The Ford Supplemental Unemployment Benefit Plan and How It Works"
- 24, John J. DeMott, Jr., "The New Labor Agreements in the Automobile Industry"

November

- 1, Frank C. McCoard, "How a Supplemental Unemployment Plan Affects Production Planning"
- 3, Thaddeus J. Obal, "The Ford Supplemental Unemployment Benefit Plan"
- 8, Malcolm L. Denise, "The Ford Supplemental Unemployment Benefit Plan"
- 9, Manton M. Cummins, "You Can't Stand Still"
- 15, Karlton W. Pierce, "The Ford Supplemental Unemployment Benefit Plan"
- 16, R. L. Johnson, "The Economic Aspects of Supplemental Unemployment Benefits"
- 16-19, Alan L. Gornick, "Instituting Tax Planning and Controls in Corporations"
- 21, Wilbur C. Hampton, "The Ford Supplemental Unemployment Benefit Plan"
- 22, Nathan B. Hall, "The Supplemental Unemployment Benefit Plan and Its Tax Aspects"

December

- 6, James M. Osborne, "Collective Bargaining at Ford Motor Company"
- 7, James M. Osborne, "Collective Bargaining at Ford Motor Company"

1955 (cont.)

December (cont.)

**Box 4 (cont.)**

12, Joseph A. O'Reilly, "The Ford Supplemental Unemployment Benefit Plan and How It Works"

**Box 5**

1956

January - June

January, R. E. Roberts, "Management and Employee Information in Ford Motor Company"

January 23, Benson Ford, "Design for Living"

January 25, R. H. Sullivan, Address to Lima Association of Commerce

February 3, F. C. Reith, Speech to Greater Des Moines Chamber of Commerce

February 22, Nevin L. Bean, "Automation in Russia"

March 12, Lewis D. Crusoe, Statement before the Subcommittee on Automobile Marketing Practices of the U. S. Senate Interstate and Foreign Commerce Committee

April 20, Malcolm L. Denise, "The Guaranteed Annual Wage"

May, William T. Gossett, "Corporate Citizenship"

May 9, Elvin W. Day, "Ford Is Your New Neighbor"

May 17, Malcolm L. Denise, "Trends in Labor and Industrial Relations"

June 20, Del S. Harder, Ford's Engineering Forum

July - December

July 26, Charles F. Moore, Jr., "PR Without the BS"

August 21, Richard A. Leutheuser, "The Ford Supplemental Unemployment Benefit Plan"

August 29, J. M. Arnfield, "Financial Planning and Control at Ford"

September 19, Clarence C. Donovan, "Preparations for Collective Bargaining at Ford"

September 27, Charles F. Moore, Jr., "Industrial Arts Education for Modern Living"

October 2, Benson Ford, "Building for the Future"

October 10, Richard A. Leutheuser, "Administration of the Ford Supplemental Unemployment Benefit Plan"

November 11, Dick Johnson, "Ford Supplemental Unemployment Benefit Plan"

November 30, Joseph A. O'Reilly, "Management Looks at GAW-SUB: Principles and Problems"

December 6, H. R. Foss, "Modern Manufacturing Practices"

1957

January - June

January 28, D. J. Davis, "Management Controls in Industry"

March 5, William P. Porch, "Shall We Audit Unit Costs?"

April 24, John S. Bugas, "Industrial Relations - 1975"

April 30, R. A. Leutheuser, "Management Looks at SUB: Principles and Problems"

1957 (cont.)

January - June (cont.)

**Box 5 (cont.)**

May 10, Theodore O. Yntema, "A Liberal Education"

June 9, James J. Nance, "... To Whom Much Is Given..."

July - December

October 11, Theodore O. Yntema, "Wage Inflation: Public Enemy No. 1"

October 15, J. O. Wright, National Teen-Age Press Conference

November 4, Benson Ford, "To the Dealers"

November 4, Luther H. Gulick, "The Hole in the Doughnut"

November 19, Charles F. Moore, Jr., Address to Public Relations Society of America

December 9, W. H. Dorrance, "Launching a New Plant"

1958

January - June

January 23, Ernest R. Breech, "Union Monopoly vs. The Public Interest"

January 23, D. J. Davis, "Controls in Industrial Management"

January 30, A. A. Kucher, "New Concepts in Engineering"

February, Theodore O. Yntema, "Investigation of the Financial Condition of the United States"

February 4-5, Theodore O. Yntema, Statement Before the Subcommittee on Antitrust and Monopoly of the Committee on the Judiciary, United States Senate

March 28, Ray H. Sullivan, "Science Education – Time for a Model Change"

May 6, Benson Ford, "Customers, Cars and Contradictions"

July - December

July 22, James O. Wright, "Detroit Answers the Critics"

September 22, Benson Ford, "Customer Satisfaction – Key to Growth"

October 20, George P. Hitchings, "Causes of Price Changes and Effects on Economic Activity"

December 1, Ernest R. Breech, "A New Challenge from the Old World"

December 8, M. M. Cummins, Address to Richmond Truck Association

1959

January 26, Thomas R. Reid, "Political Action: A New Dimension of Responsibility for Management"

February 2, William T. Gossett, "Should Employers Be Forced to Finance Strikes Against Themselves?"

March 24, Malcolm L. Denise, "Unions, Management and the Public Interest"

April 2, Malcolm L. Denise, "Management Views Financing of Hospital and Medical Care"

April 20, William T. Gossett, "Labor Law and Group Ethics"

April 21, 1959, Robert J. Eggert, "Marketing Research – An Important Aid to Management Decisions"

April 24, M. M. Cummins, "The Public's Stake in Collective Bargaining"

April 28, Benson Ford, "Your Stake in Practical Politics"

September, Ernest R. Breech, Address at the Ford Dealer Preview of the 1960 Models

1959 (cont.)

**Box 5 (cont.)**

September 18, Thomas R. Reid, "Let's Return Politics to the People"  
December 23, Malcolm L. Denise, Statement to Subcommittee on Problems of the Aged and Aging of the Committee on Labor and Public Welfare

**Box 6**

1960

January 19, M. M. Cummins, Address to Rotary Club of Austin, Texas  
March 9, R. W. Russell, "Sales Objectives and Today's Market"  
April 5, Malcolm L. Denise, "A Management View on the Financing of Medical Care"  
April 20, Malcolm L. Denise, "Some Current Problems in Management-Union Relations"  
June 8, M. M. Cummins, "What Does Labor Expect From a Medical Program?"  
June 28, Malcolm L. Denise, Address to 10<sup>th</sup> Annual National Forum on Trucking, Industrial Relations, American Trucking Associations, Inc.  
October 7, Malcolm L. Denise, "The Impact of Automation on Job Security"  
October 27, Malcolm L. Denise, "A Management Approach to Medical Care Plans"  
October 27, Manton M. Cummins, "Unions, Management and the Public Interest"  
December 29, Theodore O. Yntema, "Economic Adjustments Among Nations"

1961

January - June

January 5, Manton M. Cummins, "Address to Industrial Relations Research Association"  
January 16, Joseph A. O'Reilly, "Why Pay for Not Working?"  
February 2, Malcolm L. Denise, Address to Industrial Relations Research Association  
March 3, David B. Smith, "Planning and Creating Profitable New Products: Planning a Product Program"  
April 17, Malcolm L. Denise, Statement to the Subcommittee on Unemployment and Automation, Committee on Education and Labor  
April 27, K. D. Cassidy, Address to Tennessee Industrial Personnel Conference  
June 14, Malcolm L. Denise, "So What Do We Do the Other Two Years and Ten Months?"  
June 28, Theodore O. Yntema, "Automobile Sales Financing and Insurance"

July - December

September 9, David B. Smith, "Critical Decision Points in Technological Innovation"  
September 19, John Dykstra, National Defense Transportation Association  
October 6, Thomas R. Reid, "Living With Government"  
October 26, Dr. George H. Brown, Address to Transportation Club of Buffalo  
November 17, Dick Cuddohy, Untitled  
December 4, Irving A. Duffy, "Expanding Horizons in Automotive Transportation"

**Box 6 (cont.)**

1962

January - September

- February 28, Theodore O. Yntema, "Liberal Education"
- March 12, Manton M. Cummins, "Negotiating the Collective Bargaining Agreement"
- March 21, M. H. Harris, "The Paperwork Explosion and The Rising Expectation of Clerical Work Management"
- March 21, Kenneth D. Cassidy, "Automation in Perspective"
- April 16, Theodore O. Yntema, "Education: A Backward Industry?"
- April 27, Kenneth D. Cassidy, "Automation and Jobs in Perspective"
- May 3, Manton M. Cummins, "Collective Bargaining in the Auto Industry"
- June 4, Lee A. Iacocca, "Dealer's Choice"
- June 7, Manton M. Cummins, "Collective Bargaining in the Auto Industry"
- September 24, Malcolm L. Denise, Address to American Management Association

October

- 10, John Dykstra, "Open Cities"
- 15, Malcolm L. Denise, "Management's Viewpoint of Medicine's Responsibility for the Health Program of the Nation"
- 22, K. D. Cassidy, "Rehabilitation and Ford Motor Company"
- 23, Irving A. Duffy, Address to Michigan Aeronautics and Space Association Symposium
- 25, Charles F. Moore, Jr., "Excellence - A Contract with Yourself"
- 28, Ben D. Mills, Address to Teenage Press Conference
- 30, John Dykstra, Address to Detroit Tooling Association
- 31, John Dykstra, Address to Dutch Ford Dealers

November

- 1, Earl G. Ward, Address at 10<sup>th</sup> Anniversary Dinner for Sister Mary Lucille Middleton
- 3, Gene Bordinat, "It's the Curve That Counts"
- 6, Kenneth D. Cassidy, Address to United Foundation Ford Report Luncheon
- 6, Benson Ford, Address to United Foundation Ford Report Luncheon
- 8, Thomas R. Reid, "The Automobile and the City"
- 13, Benson Ford, "Every Problem is a Mutual Problem"
- 15, Benson Ford, Address at T. J. O'Neil Retirement Party
- 15, Thomas R. Reid, Address at T. J. O'Neil Retirement Party
- 16, Charles F. Moore, Address to Young Presidents Organization
- 16, J. S. French, Address to Utah Sales and Marketing Executives
- 20, Charles R. Beacham, Address at 50<sup>th</sup> Anniversary Dinner of the J. C. Lewis Motor Company
- 28, Thomas R. Reid, Address to National 4-H Club Congress
- 30, Malcolm L. Denise, Address to Detroit Business Institute

1962 (cont.)

**Box 7**

December

- 4, Benson Ford, Address to Minnesota Automobile Dealers Association
- 5, John Dykstra, Address to American Ordnance Association
- 7, Thomas R. Reid, Address to Southern College Placement Association
- 10, Benson Ford, "Some Responsibilities of Modern Management"

1963

January

- 7, T. O. Yntema, "Financing Higher Education in the Decade Ahead"
- 8, John Dykstra, Address to Netherland Club of New York
- 11, Thomas R. Reid, Introduction of George W. Romney
- 11, George W. Romney, Address to Detroit Convention Bureau
- 14, Benson Ford, "Six Steps to Highway Safety"
- 22, Benson Ford, Address at Junior Achievement Kick-off Dinner

February

- 14, John Dykstra, Address to Detroit Athletic Club Beavers
- 15, Irving A. Duffy, "The Way We Prefer It"
- 15, T. O. Yntema, "Liberal Education for the Individual in Today's World"
- 19, T. O. Yntema, "Learning and Earning"
- 20, Charles F. Moore, Jr., Address to United Fund of Greater Boston
- 27, Malcolm L. Denise, Address to Navy Industrial Relations Institute
- 28, Charles H. Patterson, Address at Al Jueckstock Retirement Dinner

March

- 12, Charles F. Moore, Jr., Address to United Community Funds and Councils of America
- 18, Malcolm L. Denise, Address to NCCEM, Cardinal Newman Chapter
- 21, Malcolm L. Denise, "An Approach to Labor Relations"
- 25, Charles R. Beacham, Address to Louisiana Automobile Dealers Association
- 26, T. H. Mecke, Jr., Address to Michigan Chapter of PRSA
- 26, Thomas R. Reid, Address at Community Service Awards Dinner
- 28, Irving A. Duffy, Address to Boy's Club of Detroit
- 29, Benson Ford, Address to Nebraska New Car Dealers Association
- 30, Thomas R. Reid, "Somebody is Listening"

April

- 1, Michael Ference, Jr., "Science – A Successful Business Partner"
- 1, Irving A. Duffy, Address to United Community Fund
- 2, James O. Wright, Address to American Bankers Association
- 5, Manton M. Cummins, "Collective Bargaining and the Lawyer"
- 18, Lee A. Iacocca, Address to Inter-Industry Highway Safety Foundation
- 19, Malcolm L. Denise, "The Role of Business and Industry in Modern Society"
- 24, Benson Ford, "What is Better Business?"

May

- 3, Thomas R. Reid, "Business, Public Affairs and the Press"
- 4, Charles M. Patterson, Address to Scottish Rite Bodies
- 4, Benson Ford, Address to Scottish Rite Bodies

1963 (cont.)

May (cont.)

**Box 7 (cont.)**

- 14, Benson Ford, Address to Alabama Automobile Dealers Association
- 16, Charles H. Patterson, "Engineering for Productivity"
- 17, Benson Ford, Press Conference
- 18, I. A. Duffy, Address to Philco Corporation Consumer Products Division Convention

June

- 4, C. H. Patterson, Address to Michigan Post, American Ordinance Association
- 5, Earl G. Ward, Address to Mercy College Honors Convocation
- 10, Irving A. Duffy, Address to U. S. Board of Directors Meeting
- 18, Thomas A. Reid, Address to National Association of Retail Grocers
- 25, Thomas A. Reid, Address to National Conference to Keep America Beautiful
- 25, Michael Ference, Jr., "Research and the Transportation Industry"

**Box 8**

July

- 2, Charles R. Beacham, News Media Luncheon in Dallas
- 25, T. H. Mecke, Jr., Introduction of Allan Nevins
- 30, A. W. Merrell, Address at Henry Ford Plaque Presentation
- 30, A. R. Miller, Address at Henry Ford Centennial Dinner
- 30, C. H. Patterson, Address in Louisville, Kentucky

August

- 19, C. H. Patterson, Address to Ford Dealer Advertising Council

September

- 5, C. H. Patterson, Address to VIP Press Conference in Dallas
- 10, John S. French, Address to United Fund Kick-off Luncheon
- 19, L. A. Iacocca, "Management Development at Ford"
- 20, Malcolm L. Denise, Address at North Texas Personnel and Industrial Relations Conference
- 20, Arjay R. Miller, "The American Economy and the Cold War"
- 24, A. W. Merrell, Address at Physics-Mathematics Center, Trinity College
- 30, Benson Ford, Address at United Red Feather – Red Cross Appeal

October

- 2, Benson Ford, Address to Santa Ana-Tustin Community Chest
- 8, Thomas R. Reid, Address to Council of State Chambers of Commerce
- 8, Malcolm L. Denise, Address to National Metal Trades Association
- 11, Benson Ford, Address at Re-dedication of Lee Chapel at Washington and Lee University
- 15, Irving A. Duffy, Address to United Fund of Greater Monroe County
- 17, T. H. Mecke, Jr., Address at Philadelphia Public Relations Association
- 23, A. R. Miller, Introduction of James E. Webb
- 29, Thomas R. Reid, Address to American Association of Chamber of Commerce Executives
- 30, E. D. O'Leary, "Safety Engineering: A Career and a Challenge"

1963 (cont.)

**Box 8 (cont.)**

November

- 6, C. H. Patterson, Address to Michigan Post of the American Ordinance Association
- 14, Stanley J. Gillen, "Today's Automotive Customer"
- 15, R. A. Boyle, Introduction of C. H. Patterson
- 15, Charles H. Patterson, Address to American Society of Quality Control
- 18, Thomas R. Reid, Introduction of Richard J. McConnell
- 18, Irving A. Duffy, Address to Stark County United Fund
- 19, A. R. Miller, Address to American Trucking Associations Convention
- 19, Benson Ford, "Can We Afford to Tax Initiative?"
- 20, Charles H. Patterson, NASCAR 1963 Achievement Award
- 25, T. O. Yntema, Address to U. S. Department of Commerce Panel on Transportation Research and Development
- 26, A. R. Miller, Address to United Negro College Fund
- 30, M. L. Katke, "The Automobile Industry: Where It's Been and Where It's Going"

December

- 3, Earl G. Ward, Address to Junior Achievement Leadership Meeting
- 4, Benson Ford, Address to Detroit Rotary Club
- 6, Ben D. Mills, Address to Adcraft Club of Detroit

1964

January

- Undated, Charles H. Patterson, "Casting as a Cost Cutting Tool"
- 9, Thomas R. Reid, Address to Kansas City Junior Chamber of Commerce
- 9, M. M. Cummins, Address to Cincinnati Chapter of Society for the Advancement of Management
- 11, T. R. Reid, Introduction of Charles H. Patterson
- 13, C. H. Patterson, Address at Automotive Industries Award Luncheon
- 15, Benson Ford, Address to Jackson Chamber of Commerce
- 15, Milton J. Kittler, Introduction of Henry Ford II
- 19, Benson Ford, Introduction of Lynn Townsend
- 23, I. A. Duffy, Address to Michigan Chapter of the Defense Supply Association
- 28, Robert S. Olson, "The Anatomy of Confidence"
- 31, Charles H. Patterson, Address to Greater Cincinnati Business Conference

February

- 3, Arjay Miller, Introduction of Harlan H. Hatcher
- 13, Irving A. Duffy, Address to United Community Services
- 14, Arjay Miller, Award Acceptance from Institute of International Education
- 15, T. H. Mecke, Jr., "This Business of Public Relations"
- 17, Irving A. Duffy, Address to United Community Services
- 22, Herbert L. Misch, "The Social Stake in Creative Engineering"
- 28, Theodore O. Yntema, "Double Overtime Pay"

1964 (cont.)

**Box 9**

March

- 5, M. L. Denise, Address to University of Chicago Management Conference
- 18, T. R. Reid, Address to United Community Services of Lorain
- 18, Malcolm L. Denise, "The Process of Collective Bargaining"
- 20, Theodore O. Yntema, "Education – Some Neglected Opportunities"
- 31, I. A. Duffy, Address at Archdiocesan Development Fund Dinner

April

- 2, T. O. Yntema, Address to Japanese Trade Delegation
- 3, Charles H. Patterson, Address to Ohio Automobile Dealers Association
- 10, Charles H. Patterson, Address to Ford of Britain Dealers
- 14, Thomas R. Reid, Address to American Power Conference
- 30, Benson Ford, Address at Community Service Awards Dinner
- 30, Allen W. Merrell, Address at Community Service Awards Dinner

May

- 4, Allen W. Merrell, Address to North Carolina Automobile Dealers Association
- 9, Arjay Miller, Address at UCLA Anniversary Day Dinner
- 13, Thomas R. Reid, Address at American Retail Federation
- 15, Benson Ford, Address at Press Conference in Indianapolis, Indiana
- 21, Arjay Miller, Address at Annual Stockholder's Meeting

June

- 1, C. R. Beacham, Address to Georgia Automobile Dealers Association
- 3, C. William Conn, Address to Eveleth Taconite Company
- 3, Charles H. Patterson, Address to Eveleth Taconite Company
- 3, E. G. Ward, Address to Honors Convocation at Mercy College
- 8, Benson Ford, Address to Missouri Automobile Dealers Association

September

- 17, Allen W. Merrill, Address to Shreveport Advertising Club and Chamber of Commerce
- 18, J. L. Cameron, Address to Bendix Corporation Marketing Meeting
- 19, Peter H. Ponta, Address to Ford Old-Timers Club
- 21, L. A. Iacocca, Address to Great Lakes Consumers Conference

October 29, Theodore O. Yntema, "Why Capitalism?"

November

- Undated, Theodore O. Yntema, "The Enrichment of Man"
- 5, Theodore O. Yntema, "Guides for Economic Policy"
- 12, Theodore O. Yntema, "Frontiers of Education"

1965

- January 14, Thomas R. Reid, "Does Public Affairs Pay Dividends?"
- January 25, Robert J. Hampson, "Calories Count in World Progress"
- February 5, John S. French, "The Sum of the Parts"
- April 19, Donald N. Frey, "What Industry Expects of the Graduate Engineer"
- April 27, Seymour Marshak, Address to Northern New Jersey Chapter of American Marketing Association
- May 11, Donald N. Frey, "The Automobile and Society"

1965 (cont.)

**Box 9 (cont.)**

June 6, Arjay Miller, "The Individual and the Organization"  
July 21, Arjay Miller, "A New Approach to Highway Safety"  
October 4, Arjay Miller, "The Challenge of Decision Making"

1966

January 10, Donald N. Frey, "Plugging Science into the Market Place"  
March 2, Paul F. Lorenz, "Education for the Next Generation"  
March 30, Edward S. Hughes, "Ask the Man Before He Owns One"  
September 15, Arjay Miller, "New Roles for the Campus and the Corporation"  
November 16, Unknown Speaker, "Unleashing the Mercury Cougar"  
November 18, Allen W. Merrell, Downtown Rotary Club, Fort Worth, Texas  
November 30, Lee A. Iacocca, Union League Club of New York  
November 30, Allen W. Merrell, Address to 4-H Club  
December 1, Thomas R. Reid, "Transportation in the New City"

**Box 10**

1967

January 30, Arjay Miller, "Future of the Franchise System"  
February 16, Charles H. Patterson, "The Forty-Year Look"  
April 21, Arjay Miller, "The Corporation and Social Responsibility"  
May 1, Benson Ford, Virginia State Chamber of Commerce  
May 5, Malcolm L. Denise, "The Labor Outlook"  
November 30, Arjay Miller, "Human Values in the Computer Age"  
December 13, Robert J. Hampson, "What Management Expects of the Engineer"

1969

January 15, Semon E. Knudsen, Society of Automotive Engineers  
February 10, Lee A. Iacocca, "Safety Needs the Hard Sell"

1970

September 9, Lee A. Iacocca, "Concerning Pending Senate Changes to the Clean Air Act"

1976

April 9, William O. Bourke, Akron Rubber Group, Inc.  
September 21, Lee A. Iacocca, International Conference on Automotive Electronics and Electric Vehicles  
September 27, Lee A. Iacocca, Detroit Athletic Club  
October 21, M. S. McLaughlin, Connecticut Automotive Trades Association  
November 16, Lee A. Iacocca, National Foreign Trade Council

1977

January 18, Lee A. Iacocca, Charlotte Chamber of Commerce  
February 25, Lee A. Iacocca, Chicago Auto Show opening  
June 17, Lee A. Iacocca, Swiss-American Chamber of Commerce  
October 14, Lee A. Iacocca, Harvard Business School  
October 26, Lee A. Iacocca, American Society for Metals

1978

January 19, Louis R. Ross, Detroit Chapter of the American Foundrymen's Society

1978 (cont.)

**Box 10 (cont.)**

February 24, Lee A. Iacocca, Chicago Auto Show opening  
April 3, Bennett, E. Bidwell, National Installment Credit Conference  
April 19, Philip Caldwell, "The Fiesta Factor: Turning Point in Multinational Management"  
April 26, Lee A. Iacocca, Motor Car Dealers Association of Southern California  
May 20, Philip Caldwell, Upper Iowa University Commencement  
June 16, William O. Bourke, Ford Motor Company 75<sup>th</sup> Anniversary  
July 17, William O. Bourke, National News Conference for the 1979 Mustang and Capri  
October 31, Philip Caldwell, American Trucking Association

1979

January 18, Philip Caldwell, "A New International Framework for Business"  
February 27, Philip Caldwell, Automotive Service Industry Association  
March 23, Philip Caldwell, Senate Committee on Commerce, Science and Transportation  
October 12, Philip Caldwell, "Technology: An Opportunity for the 1980s"  
November 1, Philip Caldwell, "Toward a Renaissance of the Private Sector"

1980

May 8, Philip Caldwell, Annual Stockholders' Meeting  
May 11, Philip Caldwell, Miami University Commencement  
June 16, Donald E. Peterson, "Taking the Wraps Off Ford Technology for 1981"  
September 2, Philip Caldwell, World Car Day  
September 30, Philip Caldwell, 1981 Car and Truck Press Preview  
October 11, Philip Caldwell, The Business Council  
December 4, Philip Caldwell, 1980 Year-End News Conference

1981

January – June

February 7, Philip Caldwell, National Automobile Dealers Association  
March 2, Donald E. Peterson, 1982 Ford EXP and Mercury LN7 News Conference  
April 21, Donald E. Peterson, "Where in the World is the Auto Industry Going?"  
May 14, Philip Caldwell, Annual Stockholders Meeting  
June 13, Donald E. Peterson, University of Washington Graduate School of Business Administration Commencement

July – December

July 14, Donald F. Kopka, Urban Car News Conference  
July 14, Thomas J. Feaheny, Urban Car News Conference  
July 19, Donald E. Peterson, "The Future Task of the Worldwide Auto Industry"  
September 1, D. F. Hagen, 1982 Continental National News Conference  
September 1, John A. Manoogian, 1982 Continental National News Conference  
September 1, D. L. Rivard, 1982 Continental National News Conference  
November 30, Donald E. Peterson, Economic Club of Detroit and Greater Detroit Chamber of Commerce

1981 (cont.)

July-December (cont.)

**Box 10 (cont.)**

December 4, Donald E. Peterson, "The Contemporary Marketing Process: Caring About People"

December 10, Philip Caldwell, Henry Ford Technological Award Program

December 10, Donald E. Peterson, Henry Ford Technological Award Program

1982

January – June

January 7, Dr. W. Dale Compton, AFV News Conference

January 7, Thomas J. Feaheny, AFV News Conference

January 7, Donald F. Kopka, AFV News Conference

January 19, William Clay Ford, Detroit Auto Dealers Association

January 21, Donald E. Peterson, "Revolutionizing the Auto Industry: We've Only Just Begun"

February 2, William P. Benton, "There's a New Day Coming in the U. S. Auto Industry"

February 9, Philip Caldwell, U. S. Chamber of Commerce

February 22, Donald E. Peterson, Automotive Industries Man of the Year

March 2, Donald E. Peterson, "Working Together: A Matter of Trust and Caring for People"

April 1, Philip Caldwell, "Products, Prudence, People and Pride – The Challenge to U. S. Industry"

April 13, William F. Benton, "Ford's Worldwide Marketing Strategy"

April 15, Donald E. Peterson, "The Second Bottom Line: A Discussion of the Historic Ford-UAW Contract"

April 16, Philip Caldwell, Davidson College Board of Visitors

April 27, Philip Caldwell, "Rebuilding America's Competitiveness"

May 13, Philip Caldwell, Annual Stockholders Meeting

June 29, Donald E. Peterson, Ford/UAW Local Mutual Growth Forum

July – December

July 27, Donald E. Peterson, "Competing in the California Market – A Ford Opportunity"

July 28, Donald E. Peterson, "Competing in a Changing World: Ford's Global Challenge Begins at Home"

September 13, Philip Caldwell, Production Launch of 1983 Ford LTD and Mercury Marquis

September 27, Donald E. Peterson, Production Launch of 1983 Ford LTD and Mercury Marquis

September 28, Philip Caldwell, "A Dedication to Human Growth and Understanding"

October 1, Donald E. Peterson, "The Magic Machine at the Crossroads"

October 5, Donald E. Peterson, Congress on Transportation Electronics

October 6, Donald E. Peterson, "Competing in the North American Market – A Ford Opportunity"

October 8, Donald E. Peterson, "Rebuilding America's Competitive Strength"

1982 (cont.)

July-December (cont.)

**Box 10 (cont.)**

October 18, James W. Ford, "Financial Outlook: 1983 and Beyond"

November 4, Philip Caldwell, "Some of the World's Best-Kept Secrets"

**Box 11**

1983

January – June

January 20, Philip Caldwell, "A Strategy for the Eighties"

February 9, Philip Caldwell, Bay Area Council, San Francisco

February 22, Philip Caldwell, Booker T. Washington Business Association

February 24, Louis E. Lataif, Tempo National News Conference

March 24, C. V. Barion, News Conference

March 31, Philip Caldwell, 50<sup>th</sup> Anniversary of Harvard Business School Club of Washington

May 4, Donald E. Peterson, Production Launch of 1984 Ford Tempo and Mercury Topaz

May 12, Philip Caldwell, Annual Stockholders Meeting

July – December

July 10, Philip Caldwell, "State of the Industry"

September 12, Philip Caldwell, "Resurgence of the U. S. Automobile Industry"

September 22, Donald E. Peterson, Cincinnati Rotary Club

September 27, Philip Caldwell, Conference Board's "Human Resources Outlook – 1984"

September 29, Philip Caldwell, National Press Club

November 18, Philip Caldwell, School of Management, Brigham Young University

November 30, James J. Travers, Jr., Ford Lifetime Service Guarantee News Conference

1984

January – June

March 1, Philip Caldwell, "Technology: Unfinished Business"

March 1, Donald E. Peterson, Society of Automotive Engineers

April 11, Philip Caldwell, Harvard Business School Club of New York

April 14, Philip Caldwell, National Association of Elementary School Principals

April 17, Donald E. Peterson, Western Highway Institute

May 10, Philip Caldwell, Annual Stockholders' Meeting

May 22, Donald E. Peterson, "New Automotive Fuels: It's Time for Government Action"

May 24, Philip Caldwell, "Sound the Steel Trumpets, Beat the Iron Drums: An Industrial Call to Arms"

June 3, Philip Caldwell, "Make a Difference"

July – December

July 24, Peter J. Pestillo, Ford-UAW Labor Contract Negotiations

1984 (cont.)

July – December (cont.)

**Box 11 (cont.)**

August 7, Mervyn H. Manning, National Farm & Power Equipment Dealers Association

September 18, Philip Caldwell, Massachusetts Institute of Technology

September 25, Philip Caldwell, Ohio University Symposium on Productivity and Quality in American Manufacturing

December 5, Donald E. Peterson, Society of Automotive Engineers Truck and Bus Meeting and Exposition

December 13, Philip Caldwell, Harvard Business School Club of Columbus

1985

January 15, Philip Caldwell, "The Other Balance of Power"

January 29, Philip Caldwell, Mercury Sable and Ford Taurus News Conference

January 31, Philip Caldwell, Detroit Institute of Arts

January 31, Philip Caldwell, Rawsonville Plant

February 5, Donald E. Peterson, Automotive Service Industry Association

February 25, Philip Caldwell, Automotive Industries Award

March 15, Donald E. Peterson, "Writing the Book on People-Centered Management"

May 9, Donald E. Peterson, Annual Stockholders Meeting

May 23, Donald E. Peterson, "Managing the Customer-Centered Company"

July 4, Donald E. Peterson, "Our World of Tomorrow"

July 29, Donald E. Peterson, "First Down and Goal to Go"

August 19, Donald E. Peterson, "Is Manufacturing Un-American?"

September 30, Donald E. Peterson, Atlanta Rotary Club

October 11, Harold A. Poling, "Don't Bother Me – I'm Contending"

October 25, Harold A. Poling, "What is Fair Trade?"

1986

February 1, Donald E. Peterson, "Whose Market is It?"

February 2, Harold A. Poling, "Who are the Heroes?"

May 8, Donald E. Peterson, Annual Stockholders Meeting

July 24, Donald E. Peterson, Vancouver Board of Trade

July 29, Allan D. Gilmour, "The Importance of Finance in Diversification or, What's a Nice Automaker Like Ford Doing in a Business Like Financial Services?"

September 18, Donald E. Peterson, U. S. Hispanic Chamber of Commerce

September 26, Donald E. Peterson, Dedication of the University of Michigan's Electrical Engineering and Computer Science Building

October 2, Ed Hasel, Ford Tractor/Light Truck News Conference

October 21, Donald E. Peterson, International Congress on Transportation Electronics

November 4, Robert F. Moglia, Agricultural Machinery Conference

December 2, Ed Hasel, New England Dealers Association

1987

January 12, Harold A. Poling, "What in the World is Going on in the World?"

January 16, Donald E. Peterson, "The Free Press and the Corporate Culture"

**Box 11 (cont.)**

Undated

Bugas, John S., "Protecting Our Most Precious Resource"

Denise, Malcolm L., "Professional Education in Industrial and Labor Relations"

Merrill, Allen W., "The Search for Shangri-La"

Roggenback, R. A., "Training in Mathematics: What Does It Mean to You"