

Preliminary Draft
May 13, 1964

FORD MOTOR COMPANY ARCHIVES

ACCESSION 465

PUBLIC RELATIONS - RESEARCH & INFORMATION SERVICES

BOX INVENTORY OF CONTENTS

- 1 Link Audits
 Report on the Link Audit of May, 1951
 The Link Audit...a review and evaluation
 Link Audit of public's attitude toward leading industrial companies,
 November, 1953
 Link Audit...May 1954
 Highlights of the May 1954 Link Audit
 Link Audit Nov. 1954
 Highlights of the November 1954 Link Audit
- 2 Letters
 Marketing Research Behind the Ford of the Future
 (Illustrative charts used in talk before Financial Advertising and
 Business Divisions of the Special Libraries Association by R. J.
 Eggert 6-13-55)
 Copy of chart "How A Car is Assembled"...a non-serial imprint item
 Research Letter - 1953
 Research Letter - 1954

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