

Acc # 569

FORD ARCHIVES

ACCESSION AR-65-38

F. C. Reith - Product Planning

BOX INVENTORY OF CONTENTS

File consists of series of packages of correspondence; no subject designations etc.

1 General Correspondence files as maintained by F. C. Reigh. 1949-1952

 Longevity of Dealer organization as of 12/31/1949

Pkt. #1

 Longevity of Dealer Organization 12/31/1949

 American Enterprise Association 9/15/1950

 Northern Michigan Operations 9/6/1950

 Review and disposal of available machine tools, productive equipment
 (other than machine tools) and plant equipment 9/11/1950

 Professor E. R. Barlow, Harvard University...file of complaints on car.
 (Feb.-May, 1950)

Pkt. #2...Departmental communications, memos, etc.

 Personnel data for Ford Division Directory (March, 1950)

 Moving instructions (1951)

Pkt. #3...Departmental communications, memos, reports, correspondence, etc.

 Memphis District Sales Office location study (Aug., 1950)

 Rearrangement of Field Service Depots (Aug. 1950)

 Assembly Plant facilities program (July, 1950)

 Proposed sale of Pittsburgh parts depot building (July, 1950)

 Assembly Plant facilities program status reports (June-July, 1950)

 Forward facilities program, July, 1950

 Parts Depot program for central region...status report, etc. (1950)

 Mercury production location (7/1950)

 Construction of facilities in State of Indiana (7/1950)

 Lincoln-Mercury Sales Office Space-Cincinnati and Cleveland Parts
 Depot (May, 1950)

 Relocation of Dallas District Sales Office (April, 1950)

 Report of status of project covering construction and equipping of
 Buffalo Stamping Plant (April, 1950)

 Minutes of Facilities and other types of committee meetings (1950)

 Relocation of Dallas District Sales Office (April, 1950)

 Chester District and Regional Sales Offices (April, 1950)

 Location of parts depot to serve the Northern Ohio and Northern Indiana
 Areas (March, 1950)

 Location of Service Department (March, 1950)

 Facilities Committee established as subcommittee of Policy Committee
 (H.F. II executive communication March 6, 1950)

 Possibility of acquiring additional land at Louisville Assembly Plant site,
 Feb., 1950

 Stampings for Ford passenger cars and trucks...capacities, requirements
 and plans (March, 1949)

 Status report of AA priority changes--Ford Truck 11/10/1950 and 11/3/1950
 "A" priority changes status report (11/10/1950)

Box #1 - Pkt. #3 continued

Status report of AA priority changes...Ford Car...11/3/1950
Automobile Transport, Inc. report (April, 1950)
Ford International vehicle requirements (April, 1949)

Pkt. #4

Copies of Mr. Reith's correspondence from July 10, 1951-Dec. 28, 1951 (Inc.)

Pkt. #5

Copies of Mr. Reith's communications from Jan. 3, 1952-June 30, 1952 (Inc.)

Pkt. #6

Inter-Divisional purchasing agreement (12/17/1951)
1952 operating pattern for export station wagon production (Oct. 1951)
Prices of Ford trucks and service parts (Dec. 1951)
1952 Ford passenger car prices (11/1951)
Price of Ford car frame (11/1951)
Truck prices (11/1951)
Station wagon body savings (11/1951)
1952 model pricing (11/1951)
Price negotiations-1952 Ford car frame and steering gear (Oct. 1951)
Roof panel pricing agreement (10/1951)
Luggage compartment door; 1952 front suspension; body sides and instrument panel; captive items pricing agreements (Oct. 1951)
Statement of Ford Division's vehicle selling prices vs. principal competition (Oct. 1951)
Pricing, cost policies; cost data, etc., memos, status reports, cost program billing details, intra-company pricing, export price procedure, reports of time and travel used on defense work; defense projects' costs, defense products status reports, etc. 1950-1951

Pkt. #7

Administrative details such as heating and air conditioning service, appearance of offices, courtesy car service, personnel directory,

Pkt. #8

Automatic transmission memos, project follow up records, etc., cost studies, etc. (1950-1951)

Pkt. #9

Budget files...administrative budget reports, budget performance reports, budget variances, 1950 budget (manual for procedures, instructions, etc., pertinent to developing budgets). (1950-1951)

Pkt. #10

1950 communications

Pkt. #11

Requests to Central Parts Depot for sample service parts...procedures, Nov. 1951.

Tooling alterations, project follow-up records, status report of AA priority changes...Ford cars, fender bolt change engineering sketches, office layout revisions, dealer profits after taxes, fabricating aluminum alloy parts directly from primary smelting operation, organizational code numbers, method of charging defense project expenses, 1951 car allocation, Shop of Siebert, Inc...interest in navy ambulances (March, 1951), actual and production records schedules, production programs under government regulations, engineering change requests, joint engineering, facility analysis (memos, communications, etc. concerning the listed subjects...1950-1951)

Copy of supplemental agreement to agreement effective as of May 1, 1949, with Ford Motor Company of Canada, Limited (4/18/1950)

1951 Ford and Chevrolet market research study (1951) memo

Ford Division Consumer Research Survey (1951)

Box #1 - Pkt #12 continued

Appointment of R. J. Eggert as Ford Division Marketing Research
Manager (1/1951)

Proposed Ford car owner survey (11/1950)

Pkt. #13

(RETAINED BY FORD MOTOR COMPANY)

Pkt. #14

Copies of memos, departmental communications, etc., pertinent to
Industrial relations aspects...Performance review program,
reports of employee suggestion plan and management proposal plan,
cost-of-living allowances, procedure for processing annual
improvement factor, revision to procedure for processing change-in-
status form 6; re-employment of hourly and salaried employees after
automatic retirement, wage and salary adjustments WSB and General
Regulation #5, "Setting your course"

Pkt. #15

Schedule for starting of 1952 model production
Status report of Forward Depot program (May, 1951)
Forward modernization program-resolution of Central United States
alternatives (5/7/1951)
New Kansas City Plant facility (5/1951)
Parts Depot estimates
Summary of domestic plant expenditure and special tooling programs
(as of 3/21/1951)
Service stock removal from Ford Division assembly plants (May, 1951)
Modification of new Kansas City Plant (April, 1951)
Ford Division assembly plant facilities program (April, 1951)
Modernization of Dallas Assembly Plant (April, 1951)
Projects covering preparation of 13 assembly plants for 1952 model
production (April, 1951)
Forward depot program status reports
Modernization program--status reports
Parts Depot forward program status reports
Hard top convertible production

Pkt. #16

(RETAINED BY FORD MOTOR COMPANY)

Pkt. #17

Car allocation to Ford International, 2/7/1951
Discontinuance white sidewall tire production, 2/20/1951
Optional Equipment, 4/4/1951
Programming of DO rated orders, 4/15/1951

Pkt. #18

Ford Division action taken to comply with NPA Zinc order (6/28/1951)
Discontinuance of Crestliner (11/1/1950) (10/31/1950)
Crestliner cost and profit (10/1950)
110 HP special police engine for 1951 Ford cars (9/1950) and other
police car engineering data
Time required to process running changes (Feb.-Sept., 1950)
Artificial leather covered windlace

Pkt. #19 - 1950-1951

Personnel memos, reports, procedures, etc., appointments, evidence of
U.S. citizenship, personnel procurement, security procedures, change of
status, security clearances, vehicle permits, employee transportation,
personnel benefits, retirement program, insurance, personnel activity
report, patent agreement forms, routing of personnel forms, attendance
record forms, office practices, postage cost reductions.

Ford car deadener
Design cost comparison (12/1951)
Product service reports
School bus program
Paint costs (Nov., 1951)
Sticking valves in truck engines (Sept., 1951)
Special body types (Aug., 1951)
Cost reduction program
Plating costs
Ford car bright metal finishes, plating, etc. (June, 1951)

Pkt. #21

Vehicles sold to Government, 12/1951
Proposed change in handling commitment cutbacks (12/1951)
Hardtop coupe market (11/1951)
Accessories programming (Sept. 1951)
Special body types (Aug., 1951)
Controlled Materials
Consumer research, including JWT preference survey
Outline of new car basic buying motivation study (March, 1950)
Quality control study outline (March, 1950)

Inventories June 1-2, 1956

Reprocessed 7/27/1976 to remove non-archival items, etc.