

FORD MOTOR COMPANY ARCHIVES

ACCESSION NO. 624

LINCOLN & CONTINENTAL DIVISION

INVENTORY OF CONTENTS

BOX NUMBERS

INCLUDES FILES OF: George Haviland (Continental Division Public Relations); Mr. Krieg and Mr. D. McClure. Records relate to Continental, Lincoln and Mercury.

INVENTORY

Continental

Account #C-26
Advertising
Appointments

1

Continental

Blue Cross
Brown, Earl A.
Budgets
 Administrative
 Cost and Profit Estimates
 S.P.O. Lifetime Production Budget

2

Continental

Continental & Lincoln-Mercury Division Responsibilities
Auto Haulway
Body Stampings
Cancellation Analysis
Charts
Competitive Information

3

Continental

Correspondence
 District and Regional
 Miscellaneous

4

Continental

Davis Report
Dealer Classification
Dealer Correspondence
Dealer Information
Dealer Inventory

5

Continental

6

Dealer Organization Study #1
Dealer Organization Study #2
Dealer Reports (10 day)
Dealer Status Reports
Dealer Study

Continental

7

Dealer Study
Atlanta
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Dallas
Des Moines
Detroit
Houston
Jacksonville
Kansas City
Los Angeles
Memphis
New York
Oakland
Pittsburgh
St. Louis
Seattle
Twin City
Washington

Continental

8

Dealer Washout Sheets
Atlanta
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Dallas
Denver
Des Moines
Detroit
Houston
Jacksonville
Kansas City
Los Angeles
Memphis

Dealer Washout Sheets (cont'd)

8 Cont'd.

New York
Oakland
Philadelphia
Pittsburgh
St. Louis
Seattle
Twin Cities
Washington
Central Region
Eastern Region
Midwest Region
Southern Region
Western Region
District Letters

Miscellaneous

Continental Releases
Continental Administrative Services
Ford International
Petty Cash
File for: DeMeyer, H.M.
 McClure, D.T.
 Stieper, C.G.
 Wilson, Allan

Travel Expense Reports

Continental Engineering

9

Basic Dimensions - 1956
Design Specifications - 1956
1958 Model
Styling Development to 1939 by Ed Martin from Najar

Continental Engineering

10

Book prepared for Mr. W. C. Ford which includes color
shots of designs submitted for the Continental Mark II.

Binder (Special Leather DeLuxe) for above box's book.

11

Continental

"Birth of the Continental" - a documentary (evaluation
from 1940 - 1954). Album of photos and clippings

(12) oversized
box. Side
211-B-1

Continental	13
Fact File	
Field Representatives	
Finance Department	
Expense Reductions (proposed)	
Monthly Review	
Ford, W. C. (correspondence)	
Ford International	
Ford of Canada	
Continental	14
Forms and Procedures	
Forms - Office Vellums	
General	
General Letters	
History and Development	15
Chronological files - 1953	
Chronological files - 1954	
Chronological files - 1954	16
Chronological files - 1955	
Chronological files - 1956	
Chronological files - 1956 - McClure files	17
Continental	
Legal	
Market Research	
Continental	18
Market Research	
Market Research	19
Market Research	20
Market Research - Personal Interview Program	21

Continental	22
Market Research - Personal Interview Program	
Market Research - McClure Files	23
Continental	24
Meetings - Presentations, etc. - Glass Slides	
Sales	
Merchandising	
Continental	25
Meetings - Presentations, etc. - Slides	
Progress Reports	
Continental	26
Meetings - Slides	
Marketing Presentations	
Sales Presentations	
Continental - Meetings - Slides	27
Marketing Presentations	
Sales Presentations	
Continental - Meetings - Slides	28
Marketing Presentations	
Sales Presentations	
Continental - Meetings	29
Advertising Committee	
Continental Division Program Presentation	
Continental - Meetings	30
Management Conferences - Greenbrier	
1955	
1956 including slides for 1956	

Continental - Meetings	31
Management Conferences	
Merchandising Proposals	
Merchandising Programs, 1956 Continental	
Continental - Meetings	32
Operating Committee	
Product Committee	
Product Show Committee - 1955	
Program Review Presentation	
Quality Committee	
Sales Department Meetings	33
Scheduling Meetings	
Staff Meetings	
Vehicle Quality Committee	
Continental - Miscellaneous	34
Continental and National Lead Negotiations	
Continental National Press Show	
Continental - Name of Car	
Continental and Neved, Otto (Sales Planning & Analysis)	
Continental Neiman-Marcus Show	
1954 Continental Program	
Continental Office Supplies, Furniture and Equipment	
Continental and Safran Printing Co.	
Continental Organization and Administration	35
Operations Manual	
Continental - Owners, Past and Present	36
Ozalid Masters	
Continental	37
Petty Cash	
Private Showings	
Procedures	
Procurement	
Personnel	

Continental - Product	38
Continental	39
Production Programs	
Production Orders submitted to Production Control	
Trim formula	
Production Distribution	
Continental Production Orders	40
Continental Production Orders	41
Continental Production Orders	42
Continental Production Orders	43
Continental	44
Program Status reports	
Progress Reports	
Public Relations	45
Introduction	
Showings	
Press Packet Art Work	46
Letters to Customers	
Customer Order Letters	
Publicity (Wm. Clay Ford's Scrap) (oversize box)	47
Clippings	
Clippings - 1953-54	48
Clippings - 1955	49
Clippings - Futura	50

Public Relations (cont'd)

Publicity

Clippings - Mark II	51
Clippings - 1956 Lincoln Introduction	52
Clippings - Lincoln Production - 1955	53
Clippings - Mark II Introduction, Sept., 1955	54
Clippings - August-September 1955	55
Clippings - September, 1955	56
Clippings - October, 1955 - Saul Pett Story	57
Clippings - 1955 Clips General	58
Clippings - 1955 Clips General	59
Clippings - January-July, 1956	60
Clippings - July-August, 1956	61
Clippings - September, 1956	62
Clippings - September-November, 1956 - General	63
Clippings - December, 1956	64
Clippings - January-March, 1956 - General	65
Clippings - February-March, 1956 - By Subject	66

Public Relations (cont'd)	
Publicity	
Clippings - April-June, 1956 - General	67
Clippings - July-September, 1956	68
Clippings - October, 1956	69
Clippings - November-December, 1956	70
Clippings - January-March, 1956	71
Clippings - Pan American Road Race - 1951 Oversize Scrap Book	72
Continental	73
Publications	
Continental	74
Purchasing	
Regional and District Addresses	
Continental	75
Requirements (Space and Manpower)	
Retirement plans	
Sales agreements	
Sales	
Customers	
Sales DSO Information	
Sales Orders (Special)	
Sales - Regional - District Allotments	
Sales Shipments - Introductory Units	
Sales Vice Presidents' Continentals	
Sales - Kreig Files	76
Sales - McClure Files	77
Sales - Preferred deliveries	78
Sales	79 - 82

Continental Studies Plant Site Plant Engineering	83
Continental Security Service Space requirements Telephone Communications Traffic D & D files DSO Load Sheets Shipments Shipping and Production Storage	84
Continental - Traffic Taxes (D & D, etc.) Vehicle Production Reports Weekly Status Reports	85
Continental x 1500 Design Requirements x 1500 Styling Prototype phase Interchangeability Planning Schedule	86
Lincoln Mexican Road Race 1950-52-53	87
Mexican Road Race - 1953	88
Lincoln Sales Lincoln-Mercury	89

Lincoln-Mercury
Dealers

90

Lincoln-Mercury
Dealers Council and Merchandising Meetings

91

NOTE:

- 1) Books interfiled in existing book collections.
- 2) Mr. Wm. Clay Ford's Radio Interview Broadcast record is interfiled in Accession No. 600.
- 3) Manuals and catalogs interfiled in Accession No. 182 (3 feet)
- 4) Pictures of Lincolns, Continentals etc., including color transparencies of products were given to Photographic Unit.
- 5) Original Art work of proposed designs of cars ect. in evaluation of the Mark II filed in Photographic Unit (3 feet)
- 6) Mexican Road Race photos to Photographic Unit ($4\frac{1}{4}$ "
Periodicals interfiled in the periodical files already existing.
Non-Serial imprints interfiled in existing files.
- 7) Advertising proof sheets etc. and dealer aids to Accession No. 19.

January 9, 1963

FORD MOTOR COMPANY ARCHIVES

ACCESSION NO. 624

ADDENDA

CONTINENTAL DIVISION-PUBLIC RELATIONS

INVENTORY OF CONTENTS BOX NUMBERS

INVENTORY

Personnel 1955-56 1
 Brown, E. A.
 Simmons, D. R.
 Stieper, C. E.
 Thornton, John P.
 Walker, J. M.

Public Relations

 Auto Show, Paris ("Project Lapin")
 Clippings - 1956
 History of Car - 1938-56
 Correspondence 1952-54
 Correspondence 1956 April-June

 Correspondence 1956 July-December 2
 Correspondence 1956 October-December

Projects 1955-56

Speeches:

 Requests - 1953-56
 Ford, Wm. (refused)
 Johnson, H.W. - 1956
 Reinhart, J. M. - 1955
 Reinhart, J. M. - 1956
 Richards, J. W. - 1955
 Richards, J. W. - 1956
 Wallace, W. L. - 1956

Styling - 1955

Tapes, Film and Slides 3

Tapes, Film and Slides 4

See attached list for Film filed w/ Archival Film Collection

January 9, 1963

FILM FROM ACCESSION # 624 STORED IN ARCHIVES FILM COLLECTION

(for complete information see ARGUS catalog records)

<u>ID</u>	<u>FILM.NUM</u>	<u>TITLE</u>
64.167.624.2	FM-38 7104	GENERAL TIRE DUAL "90"
64.167.624.3	FM-39	MOBY DICK SPANS NATION IN EAST-WEST PREMIERES
	N-2646T6	
64.167.624.4	FM-40	INSIDE STORY
64.167.624.5	FM-41	CONTINENTAL MARK II INTRODUCTION
64.167.624.6	FM-42	FINAL ASSEMBLY AND TEST DRIVE OF CONTINENTAL MARK II
64.167.624.7	FM-43	CONTINENTAL MARK II ON HIGHWAYS
64.167.624.8	FM-199	REBIRTH OF A PROUD TRADITION: THE CONTINENTAL MARK II