#739

FORD MOTOR COMPANY PUBLIC RELATIONS

Records, 1953-1959
(Marc Parsons' Files)

2.33 linear feet

BOX 1

Advertising and Sales Promotion (Rothman correspondence)
Sales Department, Ford Motor Company
American Road Shows - Correspondence
Radio and Television coverage
Advertising, Institutional (J. McMechan correspondence) -
1954-1957
1958-1959
Studio-TV Car Program Report, 1959
Civic Affairs - General (T.R. Reid correspondence) -
1953-1957
1958-1959
Community Relations (Mott Heath correspondence) -
1955
1956
1957-1959
Jack Clarke -
Inter-Office correspondence, Dec 1954-Dec 1958
Inter-Office correspondence, 1959

BOX 2

Continental Division Public Relations, 1954
Continental Division Public Relations, 1955
Continental Division Public Relations, 1956
A Proposal - Public Relations at the Special Products Division, FMC
Continental Owners Club Meet, 1954, booklet
Continental Mark II
Director, General Public Relations Office (S.W. Morrell)
Report on cooperation of Public Relations in the recruitment of engineers for Ford Motor Company
Agenda for the special subcommittee on Traffic Safety of the House Interstate and Foreign Commerce Committee
Edsel Division Public Relations
Special Products Division, 1955
Special Products Division, 1956
Inter-Office correspondence, 1957 and January, 1958
Educational Affairs
Educational Relations, 1953-1955 (Barich and Ralston correspondence)
Educational Affairs, 1956
Educational Affairs, 1957-1958-1959 (M. Raddock correspondence)
Graphic and Information Services Dept., 1958 (Raddock corresp.)
Report on Ford Motor Company - Teacher Tour Program, 1952-1953 (Prepared by School and College Projects Department)
Ford Educational Forum; 1955, 1956

BOX 3 Engineering Staff, 1958-1959
Field Operations - TWX Reports
Inter-Office correspondence, 1959
Ford Division - Inter-Office correspondence, 1956-1957
Ford Division Public Relations, 1958-1959
Ford Consumer Panel

BOX 4 International, 1954-1959
Lincoln-Continental Public Relations
Lincoln Division, 1955
Lincoln-Continental Division, 1957
Mercury Division Public Relations
Lincoln-Mercury Division, 1955-1956
Lincoln Division, 1956
Mercury Division, 1956
Mercury Division, 1957 (Lincoln and Mercury - last quarter)
M-E-L Division, 1958-1959
Negotiations, 1955

BOX 5 News Department, 1954-1955; 1956; 1957-1958; 1959
Jose Fernandez
Photographic, 1954-1955; 1956-1959
Minutes of Motion Picture Conference
Motion Pictures and Radio-TV, 1958-1959
Motion Pictures, 1955-1957
A study of the Public Relations motion picture and still picture programs
Test Driver
American Farmer
The Ford People script
Public Relations film distribution report
Radio and TV Relations; 1955, 1956, 1957

BOX 6 Press Shows -
50th Anniversary Press Party, 1953
National Press Show, 1955
Ford Division Press Show, 1956
Mercury Division Press Show, 1956
Edsel Division Press Show, 1957
Ford Division Press Show, 1957
Ford Division Press Show, 1958
M-E-L Press Show, 1958
Press Previews, 1959
1959 Ford Division Press Show (Falcon introduction)
50-millionth car
Ford Division Press Shows, 1959
Ford Division Press Shows, 1960
M-E-L 1959 Press Show
M-E-L 1960 Press Show
1960 Truck Introduction

BOX 7 Shows and Exhibits
Special Events, 1953-1955; 1956-1959
Speech Services
Stockholder Relations
Styling, 1957-1959
Tractor and Implement, 1955-1959

April 1985