



Ford Motor Company Automotive Divisions records collection  
Continental Division (Ford Motor Company) subgroup

**WILLIAM CLAY FORD RECORDS SERIES, 1949-1956**  
**Accession 773**

**SCOPE AND CONTENT NOTE**

The William Clay Ford records series contains material regarding administration, public relations, and styling for the Continental Division of Ford Motor Company. The administrative records include correspondence regarding policymaking and organization, intra-company communications, executive communications with Ernest R. Breech and other executives, committee reports, and a Continental Division organization chart. The public relations records include press releases, newspaper clippings, and magazine articles regarding William Clay Ford and the Continental Mark II, and correspondence regarding invitations to social functions. The styling records include photographs of interior and exterior views of Continental automobiles, photographs of clay models of the Continental, and correspondence with Walter B. Ford of W. B. Ford Design Corporation and other consulting stylists.

**BOX AND FOLDER LISTING**

**Box no.**                      **Description**

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**Box 1**

Agendas and Meeting Minutes of Special Products Committee, 1952-1954 (4 folders)  
Authorization Manual, 1949-1956  
Correspondence and Subject Files  
    Art Center School, 1953-1955  
    Advertising, 1954-1955  
    Company Matters, 1955-1957 (2 folders)

**Box 2**

Consulting Stylists  
    General, 1952-1953  
    Ford, W. B., 1952-1953  
    Gardner, Vince, 1952-1953  
    Miller and Grisinger, 1953  
    Walker, George W., 1952  
Daimler-Benz Trademark, 1955  
Davis, J. R., 1952-1954  
Dealers, 1954-1956  
Donations, 1955-1956  
Introduction of Continental, 1955

Correspondence and Subject Files (cont.)

**Box 2 (cont.)**

Invitations, 1955-1956

**Box 3**

Lincoln Continental Owners Club, 1954-1955

Lincoln Limousines, 1954

Management Conferences, 1954, 1956

Personal Interest, 1956

Plant Site and Building Data, 1954 (2 folders)

Public Relations, 1954-1956

Requests, 1956

**Box 4**

Sales, 1952-1956 (3 folders)

Sales Training Course, 1956

Styling Objectives of X-1500 Program, 1953-1955

Thank You Letters, 1955-1956

Executive Communications, 1953-1956 (2 folders)

Intra-Company Communications, 1953-1956

**Box 5**

Photographs and Negatives, undated

Presentations and Reports

Alternate Continental Program, 1956

Continental Mark II Four Door, 1956

Continental Merchandizing Program, 1956

New Name Car Program, 1952

**Box 6**

Special Product Reports, 1952-1956 (5 folders)

Special Products Operation Plan, 1952

Summary Presentation on Sales, 1956 (2 folders)

Press Releases, 1954 and undated

Published Articles, 1950-1956

**Box 7**

Continental Mark 2 Photograph Album