

FORD MOTOR COMPANY ARCHIVES

ACCESSION 856 (SMALL ACCESSION GROUP)

FORD, WILLIAM CLAY - OFFICE OF

BOX INVENTORY OF CONTENTS

17 of Small Accessions - Folder # 856

- 1 looseleaf notebook--William Clay Ford's copy of
"LINCOLN DIVISION MANAGEMENT DATA BOOK" 1956

Data includes:

Production

Lincoln Production
Production report
Vehicle production program
Accessories & equipment mix production program
Industry production (historical)

Retail Deliveries

Lincoln retail deliveries
Summary of Lincoln retail deliveries
Monthly retail deliveries
Trade-In report

Dealer Stocks

Industry stock position
Lincoln stock position
Dealer stocks of new cars
Recap of Lincoln stocks

Registration

Passenger car registration
Historical penetration

Current Model

1956 product comparison
Summary of 1956 Lincoln car prices
Price comparison...high price group
Retail used car prices
Warranty and Policy expenses
Lincoln Warranty & Policy
Design Cost comparison

Forward Model

Specifications for 4 dr. models
Lincoln standard volume accessories and options
195X design cost budget
195X tooling budget
195H program timing
195H design cost budget
195H tooling budget

Facilities

- General Office Building specifications
- General Office Building Program
- Lincoln Assembly Plant specification
- Lincoln Assembly Plant construction program
- Lincoln Assembly Plant manufacturing equipment program

Dealer

- Lincoln Dealer Profits
- Lincoln Dealer representation
- Polk Survey of Dealer franchises
- Planning timetable for Lincoln Dealer Development
- Lincoln vs. Cadillac dealer representation

Financial

- Administrative expense budget performance
- Project Performance

Personnel

- Lincoln personnel summary
- Lincoln manpower forecast
- Salaried personnel comparison
- Comparison of bonus roll population

Back cover pocket contains

- Purchase parts list