

FORD MOTOR COMPANY INDUSTRIAL ARCHIVES

ACCESSION AR-65-80

871

FORD DIVISION- PUBLIC RELATIONS

BOX INVENTORY OF CONTENTS

BOX # 4 OF SMALL ACCESSIONS

Includes 2 black loose leaf notebooks...they are identical in contents.. "FORD DIVISION 1962 MODEL PRESS PREVIEW (August 21, 1961)

Covers: 1962 model press preview schedule

Dearborn Program

Press Conference 8/20-21, 1961

Test Track Program

Press Attendance

Listing of media representatives attending

Detroit Press Preview August 21, 1961..

including local and out of town guests

Speeches

J. O. Wright remarks (8/21/61)

M. S. McLaughlin remarks (Text not distributed to press) 8/21/1961

Dr. Donald N. Frey remarks (8/21/61)

Mr Iacocca's remarks at National Press Preview (8/21/61)

News Releases pertinent to the introduction, press conferences, speeches, abstracts of speeches, etc.

Possible questions and answers for the 1962 Ford

Division press preview of August 21, 1961

Background information

Compilation of samples of newspaper articles resulting from

Ford Division presentation of its 1962 models...

"The Nation's Press Reports on 1962 Ford Products"

Inventoried May 18, 1965