

Walker Williams Collection
Accession #998

Biography

Walker Alonzo Williams was born in Wellington, Missouri on June 8, 1901. He was the son of Henry and Helen Williams. Walker was a student at the Kansas City School of Law and Kansas City Junior College in 1921 before joining the University of Illinois in 1922 in the School of Commerce. Among his early jobs were with the traffic department at Armour Grain Company in Kansas City from 1920 to 1922, and with accounting at American Can Company in Kansas City from 1924 to 1925.

Williams began working for Ford Motor Company in the Kansas City plant in October, 1925. He began his career in the accounting department but was shortly transferred to the sales department as a factory representative. In 1934, after several promotions, Williams was appointed assistant branch manager at Omaha, Nebraska. He held that position until 1940, at which point he returned to Kansas City as assistant branch manager. In 1941 he was appointed branch manager at Salt Lake City, and in 1945 was made branch manager at Somerville, Massachusetts.

After earning 21 years of field experience, Williams was appointed Ford Sales Manager in 1946. Upon formation of the Ford Division in 1949, he became its general sales manager. In 1950, Williams was elected vice president of Ford Motor Company --- sales and advertising. In 1956, he was elected vice chairman of the company's Dealer Policy Board, and in 1958 Williams became vice president of Ford Motor Company and assistant general manager of the Lincoln-Mercury Division. He retired in July 1961.

Walker married his wife Evelyn on September 25, 1926. They had two children, Walker Forrester and John Haviland. Personal interests included hunting and, especially, fishing. Among the clubs he belonged to were the Detroit Athletic Club, Bloomfield Hills Country Club and the Bloomfield Open Hunt Club.

Williams died on January 14, 1981 in Boca Raton, Florida. His body was interred there.

Accession #998 contains 70 boxes on the career of Walker Williams at Ford Motor Company in the form of office papers and other miscellaneous material, such as notebooks. The dates of the material begin with Williams' promotion to assistant branch manager in Omaha, Nebraska in 1934 and end with his retirement in 1961. For additional material, see Accession #831, Walker Williams V.P. Files.

Scope and Content

The collection of Walker Williams has four different series. The four series are: 1. Correspondence between Williams and various individuals or groups, done chronologically. 2. Regional Correspondence. 3. Other Correspondence, including Celebrity, Notable, and Humorous Correspondence. 4. Topical Files.

The first 32 and a half boxes deal with correspondence between Williams and various people, much of whom are dealers from around the country. Those boxes are listed by year, from 1946 to 1961, for the first 30 boxes. Among the topics of discussion between Williams and the dealers include purchasing a car to someone from a dealer, complaints by the purchaser to the dealer, advertisements, show information, and possibilities about obtaining a dealership.

Boxes 31 and 32 look at Regional Correspondence from around the country. The reason for separate Regional Correspondence is that the dealers or Williams either specifically mention the region, or the meeting or conference involved is a regional one. Also there, in the Central Region file, August 9, 1949, is a magazine ad for Amm-i-dent, the Ammoniated Toothpaste.

The first half of box 33 has celebrity correspondence and notable and humorous correspondence. Many major celebrities from the period 1947 to 1960 are listed in three separate folders. The best letter is one from Tony Curtis involving problems he had while showing his Thunderbird to his friends, including Cary Grant, Kirk Douglas, and Dean Martin. Another set of letters involve Lena Horne's appearance on Toast of the Town (The Ed Sullivan Show). Ms. Horne had been listed in Red Channels, the brochure that lists Communists and Communist sympathizers working in TV, radio, and the movies. Included are clippings from newspaper articles and comments from Ford brass on whether or not Ms. Horne should appear on the show. (She did appear on the show, and there was no ramification from her appearance.)

Among the other celebrities listed were Frank Sinatra, Burt Lancaster, Randolph Scott, Lyndon Johnson, Ed Sullivan, Edward R. Murrow, Dwight Eisenhower, James Cagney, Claudette Colbert, Edgar Bergen, William Bendix, and Harry Belafonte. Joe Louis has his own folder. In the late 40's Louis wanted to open his own Ford dealership. The Ford powers that be (including Williams) decided not to allow him to have one. They not only were scared of the racial issues involved in some of the southern cities Louis wanted to work at, but they were also concerned that the additional business that a sports star may add would be offset by the business lost. Additionally, they were scared of the possibility of bad publicity and the chance of a precedent that would be hard to stop.

Celebrities that were only involved in an indirect way remained in the regular correspondence boxes under their specific year. An example, which occurred several times, was a person wanting, or thanking someone for, tickets to The Ed Sullivan Show. The celebrities folders do not have to be direct letters from or to a celebrity, but there at least has to be a direct connection between the celebrity and Williams, either through an agent, friend, or relation.

The notable and humorous folder includes several items. Among the notable items are pamphlets on how Ford Motor Company can "Help Communist Conspiracy by joining [the] plot against 'McCarthyism'." The humorous letters include one on the Eastland Old Rip Horned Toad Derby.

From the last half of box #33 to the end (box #70) are topical files, listed alphabetically. Included are such topics as Automotive Safety Foundation (4 boxes), Cities Compensation Awards and Dealer Information (1 1/2 boxes), 50th Anniversary Information (1 1/2 boxes), Legal

Cases (1 1/2 boxes), National Highway Users Conference (1 box), and Wholesale Deliveries by Year (2 boxes). Additionally, there are many other folders that are about conferences or meetings in various cities or states. In Box 38, in the folder for January - September 1950, is an actual letter (as far as is known), dated February 2, 1950, from President Harry S Truman to James J. Newman, Chairman of the Inter-Industry Highway Safety Committee. In the letter, Truman thanks Newman for the work done so far in the name of highway safety, and urges the auto companies to work even harder to promote safe highways.

As said before, nearly the first half of the collection was ordered chronologically, then alphabetically, while the second half was reversed. The reason was simply that when the most recent archivist of this collection began working on it, the conditions were in the same order as at present, with the first half chronological and the second half alphabetical.

The current archivist has tried to keep entries with unknown dates in the same place as before within that folder. The only changes are when the entry is not the same as what the folder says it is, and when the entry is at the end of the folder. In the former case, the entry is moved to either the back or the front of its proper folder, and, in both cases, an unknown or no date is added to where the folder is named.

For the first 30 boxes, the letters are placed alphabetically within a specific year. For boxes 31 and 32, the folders are placed alphabetically by region, then chronologically backwards. The celebrity correspondence lists the letters alphabetically, while notable and humorous correspondence is arranged chronologically. From the start of the topical files, alphabetical becomes the most important factor. Within each separate file, the arrangement is chronologically backwards, both between letters and folders (except for Legal Cases, Senate Investigative Hearings, Wholesale Book, and Wholesale Lists, which are alphabetically forward). Although the dates on the folder are chronologically forward, the first document in the folder is the latest one, while the last one is the earliest (with unknown ones that were listed on the folder either at the front or back of the folder).

The dates that are listed are the latest typewritten date, unless a handwritten date that is later on adds information. Multiple sheets that are clipped together, either through staples, tacks, or paper clips, remain as is. If the latest typewritten date isn't on the first page, the letters are still placed under the latest date. A number of the letters in the first 30 boxes that involve the purchase of a new car have the latest date on the back of the document. Also remember that, within those first 30 boxes, letters between Williams and a person or group that extends over many years are not kept with each other, unless clipped together. Each year remains separate.

At the top of many documents is listed the letter F, while at the bottom are the letters HFA. F appears to stand for file, while HFA means Henry Ford Administration. It appears that both were either written by a secretary or, possibly, by Williams himself.

Several names within the first 30 boxes may be a little hard to decide where their letters are placed alphabetically. J. Walter Thompson, the advertising agency, is placed under T, since that's where the letters were originally placed. Henry Ford Trade School was placed under H, but Henry Ford Hospital was under F. That's because many letters listed it as Ford Hospital, and today it is called Ford Hospital much more often than Henry Ford Hospital. Finally, the abbreviation St., which means Saint, is listed under Sa- and not St-.

A final note to remember is that a number of files in this collection came from two cartons that were originally below the boxes. The cartons were listed L - T, and T - Z. However, the third carton, listed A - L, is currently missing. When (or if) the missing carton is found, the

files will then be amended. Remember also to see Accession # 831 for Walker Williams V.P. Files (or Walker Williams [sales, dealers], Walker Williams advertising files). Walker A. Williams Collection

Inventory

	Correspondence
Box 1	1946 1947 1948 AA - AU BA - BE BI - BY CA - CO CR - DY
Box 2	E, F GA - GU HA - HY I, J KA - KY
Box 3	LA - LY MA - MC ME - MU N, O P R - SE
Box 4	SH - SW T, U, V W, X, Y, Z
Box 5	1949 A - BE BI - BU CA CH - CU D, E
Box 6	FA - FL FO - FU G HA - HE HI - HY I, J
Box 7	K L MA MC - ME

Box 7 (cont.)	1949 (cont.)	MI - MY N, O P, Q
Box 8		R SA - SMEAD SMITH - SY T, U, V W, X, Y, Z
Box 9	1950	A - BE BI - BU C D E, F G H I, J, K L MA, MC ME - MY N, O P, Q, R
Box 10		SA - SP ST - SY T, U, V W, X, Y, Z
Box 11	1951	A B C, D E, F, G H, I, J, K L, M N, O, P, Q, R S, T U, V, W, X, Y, Z
Box 12		
Box 13	1952	A - BA BE - BU C DA - DO DR - DZ, E, F G - HI

Box 14	1952 (cont.) HO - HY, I, J K, L M N, O, P Q, R S
Box 15	T, U, V W, X, Y, Z 1953 A B C - DEA DEB - FLOOD FORD - G H I, J, K L - MA MC - MY
Box 16	N, O, P, Q R S T, U, V W, X, Y, Z
Box 17	1954 A - BO BR - C D, E F, G H, I, J
Box 18	K, L M N, O, P Q, R, SA - SI SK - SZ, T, U, V W, X, Y, Z
Box 19	1955 A - BLOOM BO - C D, E F, G H, I, J K, L MA - MO MU - P
Box 20	
Box 21	

Box 21 (cont.)	1955 (cont.)
	Q, R
Box 22	SA - STONER
	STONES - T
	U, V, W, X, Y, Z
	1956
	A - BISHOP
	BLACK - BY
Box 23	C, D
	E, F, G
	H
	J, K, L
	M
	N, O, P, Q
	R
	S
Box 24	T, U, V
	W, X, Y, Z
	1957
	A - BOYD
	BRAD - CU
	D, E
Box 25	F, G
	H, I, J, K
	L, M
	N, O, P
	Q, R
	S
	T, U
Box 26	V, W, X, Y, Z
	1958
	A, B
	C
	D, E
	F, G
	H, I
	J, K
	L
	M, N
Box 27	O, P, Q
	R
	S
	T, U, V
	W, X, Y, Z

Box 27 (cont.)	1959	A, B C D
Box 28		E, F G, H I, J, K L, M N, O P, Q, R S T, U, V W, X, Y, Z
Box 29	1960	A, B C, D E, F G H, I, J K, L M, N O, P, Q, R S T, U, V W, X, Y, Z
Box 30	1961	A, B C, D, E, F G, H, I J, K, L, M N, O, P, Q, R, S T, U, V, W, X, Y, Z
Box 31	Regional Correspondence	Central Region 1949 - 1950 1947 Midwest Region 1949 - September 1950 1947 Northeast Region 1949 - January 1951 1947
Box 32	Southeast Region	1949 - 1950

- Box 32 (cont.) Southeast Region (cont.)
 April - December 1947
 Southwest Region
 1949 - 1950
 August 1946 - 1947
 West Region
 1950
 1949
 July 1946 - 1948
- Box 33 Other Correspondence
 Celebrity Correspondence (1947 - 1960)
 A - K
 L - W
 Joe Louis
 July - August 1948
 Notable and Humorous Correspondence
 May 1949 - November 1956
- Topical Files
 Advertising Proposal
 January 16, 1951
 Advertising Review
 January 16, 1951
 American Management Association Talk
 February 1950 - February 1954
 American Marketing Association
 February - November 1957
- Box 34 Anonymous Letter
 May - July 1953 and unk.
 Atlanta Meeting
 November 1947 - January 1948
 Auto Dealers Association
 May 1954 - July 1958
 Automobile Manufacturers Association
 November 1954 - July 1958
 June 1951 - October 1954
 December 1947
 Insurance Meeting
 May - December 1954
- Box 35 Automotive Safety Foundation
 1957
 1956
 June - December 1955
 November 1954 - May 1955

Box 35 (cont.)	Automotive Safety Foundation (cont.) June - October 1954
Box 36	January - May 1954 and unk. November - December 1953 September - October 1953 January - July 1953 1952
Box 37	1951 Bank Solicitation May 1951 - January 1952 June - December 1951 January - May 1951 1950 Bank Solicitation October - December 1950
Box 38	Letters to Banks July - August 1950 January - September 1950 1949 Bank Solicitation April - December 1949 February - November 1948 October - November 1947 Automotive Safety Foundation Meeting: 10 - 18 - 47 June - October 1947 Automotive Trade Association of Virginia Newsletter September - November 1949
Box 39	Berry - Fick April 1947 - June 1956 Bootlegging Cars Pilot Study July 1955 March 1954 - April 1957 August 1953 - February 1954 April 1946 - October 1947 Budgets: 1950 - 1951 December 1949 - ca. 1951 George Burger February 1953 - February 1955
Box 40	Business Management Reports: Lincoln-Mercury 1956 - 1958 Buy-Out Plans of Certain Dealers June 1949 - October 1953 C.O.D. Collection Charges June - December 1956 California Regional and Dealer Meeting June - August 1950

Box 40 (cont.)

Cities Compensation Awards and Dealer Information

Atlanta
1949

Buffalo
June 1949 - January 1951

Charlotte
June 1949 - 1950

Chester
1949 - 1950

Chicago
February 1949 - September 1950

Cincinnati
March - October 1949

Cleveland
1949 - April 1950

Dallas
April 1949 - 1950

Denver
May 1949 - September 1950

Des Moines
April - September 1949

Detroit
1949 - March 1951

Fargo
June 1949 - August 1950

Houston
1949 - March 1950

Indianapolis
March 1949 - 1950

Jacksonville
1949 - March 1951

Kansas City
February 1949 - May 1950

Long Beach
1949 - September 1950

Louisville
July 1948 - January 1951

Memphis
1949 - 1950

Milwaukee / Rockford
May 1949 - 1950

New Orleans
March 1949 - May 1950

New York
September 1948 - October 1950

Box 41

- Box 41 (cont.) Cities Compensation Awards and Dealer Information (cont.)
- Norfolk
 - March 1949 - March 1950
 - Oklahoma City
 - February 1949 - September 1950
 - Omaha
 - April 1949 - October 1950
 - Pittsburgh
 - November 1948 - September 1950
 - Richmond
 - February - December 1949
 - St. Louis
 - February - December 1949
 - Salt Lake City
 - 1949 - July 1950
 - Seattle
 - February 1949 - August 1950
 - Somerville
 - 1949 - January 1951
 - Twin City
 - September 1949 - May 1950
 - Washington, D.C.
 - 1949 - February 1951
- Box 42 Cross Selling
- June 1957 - March 1958
 - February 1950
 - Crusade for Freedom (1951 Campaign)
 - August - October 1951
 - L.D. Crusoe
 - February 1955 - November 1956
 - March 1949 - August 1950
 - Donald K. David
 - October 1955 - April 1956
 - J.R. Davis
 - ca. 1946 - July 1950
 - Davis Correspondence to all Dealers
 - September 1946 - September 1950
 - Dealer Awards
 - August 1948 - 1952
 - Dealer Conference: November 1945
 - August - November 1945 and unk.
- Box 43 Dealer Council
- Ford
 - November 1945

Box 43 (cont.) Dealer Council (cont.)
National
September - October 1946
Dealer Deposit Plan
November 1949 - February 1951 and unk.
Dealer Discount Reactions
October 1947 - August 1949
Dealer Employee Relations
November 1947 - December 1956
Dealer Letter: Production
June 1946
Dealer Meetings
December 1953 - July 1958
May 1952 - May 1953
1950 - 1951
Box 44 Dealer Quota: General Letter
September 1946
Dealer Relations
September 1953 - January 1957
Dealer Relations Programs
October 1947 - July 1952
Dealer Termination
May 1955 - July 1958
July 1947 - April 1955
Dearborn Motors
Corporation Agreements
June 25, 1947 and unk.
Correspondence
June 1949 - June 1953 and no date
Box 45 Credit Corp.
July 1953 and no date
Study
April - July 1952
Dearborn Region: Establishment
September 13, 1946
Death of Henry Ford
April - June 1947
Detroit Dealer Meeting: 10 - 20 - 47
October 1947 - February 1948
Detroit Driveouts
July 1949 - March 1951
Discontinuing Ford Super Deluxe 6 and Deluxe 6
January 3, 1947
Distribution
July 1946 - April 1954

Box 45 (cont.)

J.K. Dobbs
1949 - 1956
Paul Douglas
December 1953
J.C. Doyle
July 1951 - March 1955
Edson
March - April 1947 and unk.
English Car: Ford

Box 46

March 1949 - September 1952
Engineering Press Show: 1 - 10 - 52
August 1951 - February 1952
Export Allocations Committee
June 1951 - April 1952 and unk.
F.B.I. Investigations
March 1950 - February 1952
Fiftieth Anniversary Information

Box 47

Correspondence
No Date
May 1953 - July 1954
October 1952 - April 1953
January - September 1952
March - December 1951
Notebooks
Dealer Participation
No Date
Films
The American Road
November 5, 1952
September 1951 and no date
Ford Anniversary Film
No Date
Meetings
July 27 - 30, 1953
April 20, 1953
March 26, 1953
March 10 - 16, 1953
February 13, 1953
Outline
No Date
Plans
November 7, 1951
Rotunda
No Date
ca. June 1953

Box 48

Financing Positions: Ford Dealers
1958 and unk.
Florida Automobile Dealers Association
October - December 1948
Ford Car Safety
September - November 1949 and unk.
Ford Car Safety Notebook
October - November 1949
Ford Dealer Management Sessions
October 1956 - July 1958
Ford Internal Correspondence
1954 - 1957
Ford Memorial Committee
1950 - 1952 and unk.
Ford Merchandising School, Group I
March 1947 and unk.
Ford Motor Co. Study of GM Sales: February 1956
September 1955 - March 1956
Ford Motor Parts Company
Unknown
Fordlone
August 1949
Franchise Policies
March 1954 - February 1957
Notebook
No Date

Box 49

Freedom of the American Road
September 1955 - February 1956 and no date
February - August 1955
Freight Shipments
August 1949 - March 1950
General Dealer Correspondence
1953 - 1955
October 1949 - 1952
General Service Telephone
March 1956 - March 1957 and unk.
Highway Safety Survey
May - September 1949
Highways for Survival
March 1948 - July 1955

Box 50

Hull - Dobbs
November 1953 - February 1958
Idaho Auto Dealers Meeting
February - May 1957

Box 50 (cont.) Incentive Plans: Mercury and Lincoln
September 1954 - June 1955
Indianapolis Dealer Meeting
1955 - 1956
Inter-Industry Highway Safety Committee
October 1956 - 1958
January - September 1956

Box 51 September - December 1955
1952 - August 1955
February - November 1951
August 1949 - January 1951
Interstate Automobile Parts Corp.
1946 and unk.
Investigations
March 1950 - January 1956

Box 52 Invoices for 1949 - 1950
Chevy vs. Ford Products
February 1948 - December 1953
Cost Comparison with Chevy Vehicles
January 1949 - June 1950
Jefferson City Meeting
October - December 1946
Kansas and Dallas Sales Meeting
May - July 1947 and no date
Kansas Motor Car Dealers Association
July 1949 - August 1950
Korean War
July - August 1950
Leasing of Ford Products to Executive Plan
April 1951 - April 1958
Legal Cases
A - C
D - Fleet
Ford - H
I - M
N
P - S
T - Z

Box 53 Legal Information
June 1948 - August 1955

Box 54 Light Car
April 1946 - October 1950
Lincoln Executive Leasing Program
February 26, 1953

Box 54 (cont.) Lincoln-Mercury Meeting: May 2 and 3, 1945
February - June 1945
Lincoln-Mercury 1952 Models
May 1951 - August 1952
Los Angeles Motor Car Dealers Association
September - October 1946
Louisiana Auto Dealers
October 1957 - March 1958
Louisville Dealer Meeting
September - October 1948
Edward E. Lowery
1957 - 1958
Mail Record
1949 - 1950
Maps and Map Booklets
ca. 1958
Massachusetts State Automobile Dealers Association
May - July 1950
Meetings: Ford, Breech, Davis
March 1946 - January 1947 and unk.

Box 55 Merchandising Committee
January - November 1953
May 1951 - 1952
December 1947 - April 1951
Merchandising School Post-Graduate Conference
June 1950, March 1952
Merchandising School Talks
1947 - 1953
Mercury
September 1950 - September 1951
Mercury Trade Mark
May 1946 - October 1947
Metropolitan Motor Coaches, Inc.
September 1947 - 1948
Mobilgas Economy Run
February 1950 - April 1954
NAACP (Share of New Car Market - Southern States)
1956 - 1957

Box 56 National Association of Manufacturers
October 1956 - March 1957
National Auto Dealers Association
Convention
July 1957 - February 1958

Box 56 (cont.) National Auto Dealers Association (cont.)
Fred Bell
March 1956 - May 1958
October 1953 - February 1956
National Committee for Traffic Safety
1951

Box 57 National Highway Users Conference
1955 - 1956
1954
1951 - 1953
1947 - 1950

Box 58 New Orleans Gulf Art Meeting
June - October 1947 and unk.
New York Dealer Meeting
June - July 1947 and unk.
New York Sales Executive Club (Ford Sales Story)
October 1947 - February 1948
News Digest
December 1950 - August 1951
Office Space at RCA Building
September - November 1946
Parts and Accessories
July 1951 - July 1952
November 1947 - 1950
Personnel
October 1952 - June 1956
Philadelphia Trip
February - March 1947
President's Committee on Traffic Safety
1956 - 1958

Box 59 Price Changes Correspondence
October 1950 - 1951
August 1947 - November 1949
Price Recommendations (All Notebooks)
Automatic Transmission
September 13, 1950
Mercury Wheel Trim Rings
November 17, 1950
Tractor Increases
October 12, 1950
Price Review (All Notebooks)
June 18, 1951
June 1951
October 13, 1950
October 1950

Box 59 (cont.) Processed Bodies
 December 1946 - February 1947
 Product Planning
 March 1956 - May 1958
 Production Cut
 July 1948
 Project X
 January - February 1955

Box 60 Regional Managers' Correspondence
 1946
 1944 - 1945
 Regional Managers' Meeting
 March - June 1946 and unk. (All Photos)
 June 20, 1945
 Basement File Index
 Unknown
 Correspondence
 May - August 1945 and unk.

Box 61 Data
 October 1944
 Regional Managers' Survey
 1944
 Regulation W
 November 1946 - July 1951 and unk.
 Safe-T-Scope Light
 1949
 Safety Glazing Regulations
 October 24, 1946
 Sales of Ford Products to Foreign Embassies
 March 1953 - November 1955
 Salt Lake: 110 Horsepower Engine Test
 July - August 1949
 Seattle Dealer Meeting
 July - September 1948

Box 62 Senate and House Hearings
 Notebooks
 Anti-Trust Laws
 July 2, 1956
 Interstate and Foreign Commerce
 May 2, 1956
 July 1955 - May 1956
 Reports
 July 1955 - April 1956
 Statements
 March - June 1956

Box 63 Senate Investigative Hearings (1954 - 1956)
 A - DEA
 Dealer Operations Analysis for 1955
 FORD - GEN
 GOS - NADA
 NEW
 RAT - WOM

Box 64 Senate Sub-Committee: Anti-Trust and Monopoly
 February - May 1958
Somerville District Managers
 Kansas City
 ca. 1940 - 1941
 Omaha
 ca. 1938 - 1939
 ca. 1934 - 1937
Somerville Material
 September 1944 - 1945
Somerville Notes on Dealer Meetings
 March 1945
South Carolina Dealers' Meeting
 February - June 1958
Springfield Sales Managers Club
 October 1949 - March 1950
Steel Order
 February 1951 - April 1952
Strike Data
 July 1947 - January 1948

Box 65 Studio City Ford Company
 July 1949 - June 1951
Summary Reports - Ford, Lincoln, Mercury
 September 1950 - January 1952
Taft - Hartley Bill
 July 1947
Tampa Chamber of Commerce
 March - May 1954
Tax Affairs
 December 1949 - February 1955
Taxicabs
 December 1946 - September 1949
Television
 May 1949 - May 1956
 James Melton Show
 1951

Box 66 Television Show - Closed Circuit
 January - March 1954

Box 66 (cont.) Television Show - Closed Circuit (cont.)
 Notebook
 ca. January 28, 1954
Territorial Security Survey
 February - September 1958
Texas Automobile Dealers Association
 August - November 1953
Three Passenger Coupe
 January - April 1947
Thunderbird
 March 1954 - October 1955 and unk.
Tires
 September 1950 - March 1952
Box 67 Tractor Division
 December 1953 - August 1956
Tractor and Industrial Engine Division
 ca. 1949 - October 1954
Truck Prices
 July 1947
Used Car Dealer Pilot Study (Two Notebooks)
 Volume One
 May 1955
 Volume Two
 May 1955
Utah Auto Dealers Association
 October - December 1957
Washington, D.C. Advertising Club
 1950 - August 1951
Washington, D.C. Dealer Meeting
 October 1947 - June 1951
Box 68 Washington State Auto Dealers Association
 March - September 1957
 January - June 1953
James Webber
 October 1955 - May 1956
West Coast Meetings
 January - February 1947
Wholesale Basis
 April 1951 - July 1958
Wholesale Book (ca. 1950 - 1951)
 D - V
Wholesale Deliveries by Year, as related to Ford Executives
 see boxes 69, 70
Wholesale Lists (ca. 1951 - 1958)
 A - Y

Box 68 (cont.)	Why Ford Will Lead 1945 - May 1947 and unk. Wisconsin Automotive Trades Association September - October 1953
Box 69	Wholesale Deliveries by Year, as related to Ford Executives 1958 1957 1956
Box 70	1955 1954 1953 1951 - 1952