

February 10, 1964

Memo to: Moses Lane, Jr.
J. G. Mullaly
Sam Radak
D. H. Schlaff
W. R. Small
P. B. Spender
J. C. Turnacliff

Attached is a schedule for the arrival and installation of display vehicles at the Ford Pavilion, New York World's Fair.

Your immediate attention is required to the placing of your order for these vehicles if you have not already done so.

The choice of color, trim and accessories is as previously suggested but, of course, entirely up to you. It might be noted that the carpeting selected for the Product Area and Dealer Area is deep blue with a fleck of black. All other color accents will be planned with this in mind.

As a closing reminder, these dates are arrival dates on the site of the Ford Pavilion in New York.

Robert W. Millar
Art Director
World's Fair Program

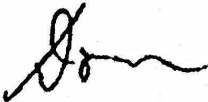
cc: R. D. Lamerson

February 11, 1964

Memo to: R. W. Millar

As per your request, this is a list of the various displays and the dates when these areas will be ready to receive and install vehicles.

<u>Location</u>	<u>Cars</u>	<u>Dates</u>
Rotunda Entrance Walk	2	April 6
International Gardens	5 5	February 17 February 18
Theme Pool	4	February 24
Product Parade	4 4 4 3	March 16 March 17 March 18 March 19
Dealer Area	6	March 23
Product Salon Area (Turntable Cars)	2 7	March 23 April 1


D. H. Schlaff

Ford Division

Rotunda Entrance Walks

T-5s (one Hardtop, one convertible) 2

April 6
BLACK - WHITE TOP
RED - BLACK TOP

Theme Center - Pool Area

T-5s (one Hardtop, one convertible) 2

February 24

Dealer Area (Dual Exhibit)

T-5 - BURG - WHITE TOP 2

March 23

Thunderbird - MED BLUE - WHITE TOP 2

Product Salon Area

Galaxie 500-XL 2-Door Hardtop - WHITE 1
BLACK TOP

Two Styling cars by
March 23

Fairlane 500 Sports Coupe - MED BLUE - WH TOP 1

Falcon Futura Hardtop (Sprint) BLACK - WHITE 1
TOP

Styling Cars 3

Four remaining cars by
April 1

Product Parade

T-5 Hardtop - WHITE - 1

Falcon Futura Sports Coupe - MED BLUE - WH TOP 1

Fairlane Custom Ranch Wagon - WHITE 1

Four - March 16

Fairlane 500 4-Door Sedan - MED TURQ 1

Four - March 17

Galaxie 500 4-Door Sedan - WHITE 1

Four - March 18

Country Squire - BLACK 1

Two - March 19

Thunderbird Hardtop - Lt BLUE - WHITE TOP 1

F-100 Pickup - RED & WHITE 1

Econoline Van - Lt BLUE & WHITE 1

Medium Duty Truck GREEN & WHITE 1

Tractor 1

Lincoln-Mercury Division

Theme Center (Pool Area)

Mercury	1	
Continental	1	February 24

Product Salon Area

Lincoln-Mercury Products	3	April 1
--------------------------	---	---------

Product Parade

Comet Wagon 404	1	
Comet Caliente	1	
Mercury Villager Wagon	1	
Continental	1	March 19

Dealer Area (Dual Exhibit)

Continental	2	March 23
-------------	---	----------

International

International Gardens

International Division products
representing: Germany, Mexico,
Italy, England, France and
Rhodesia

6

Mercury - South America

1

Falcon Squire Wagon - Australia
WHITE

1

Galaxie 500-XL 4-Door Hardtop-
Canada
BLACK

1

MUSTANG - SUNSHINE YELLOW
Thunderbird Convertible - USA
(with Sports Roadster equipment)

1

Five - February 17

Five - February 18

February 20, 1964
FEB 21 '64 AM

Memorandum to: Mr. L. A. Iacocca

During the past several months, in an effort to demonstrate the styling and engineering capabilities of Ford Motor Company, as well as the leadership characteristics of Company products, Public Relations, Styling, Engineering, and the vehicle divisions have worked closely in the introduction and exploitation of several "idea" vehicles.

One of the major elements in the exploitation of these vehicles has been directed towards establishing the Ford Wonder Rotunda at the World's Fair as a center for advanced automotive styling and engineering -- the place to go to see and ride in, not only the cars of today, but those of tomorrow as well. Each of the cars has been announced as a World's Fair idea car.

To that end, we have scheduled the following vehicles for major display during the opening months in the Ford exhibit:

Allegro
Aurora
Cougar

To enable the Company to get the most out of these idea cars, it is necessary to display them where people can get up fairly close to observe the numerous mechanical treatments, innovations, etc. With the concurrence of both Ford and Lincoln-Mercury Divisions, we agreed to establish these cars as a major feature in the product salon on an elaborate three-part display device in keeping with the luxury and drama inherent in the cars themselves.

(As you know, the Fair project was quite a distance down the road before concerted action on the part of numerous company components and management people jointly gave birth to the idea car program. When the cars became a certainty, we first thought they could be shown in the theme pool area in the entrance area to the building. We discarded this, however, simply because people must get close to these cars to appreciate them, which they could not do if the cars were displayed in the theme pool area.)

INTERNAL CIRCULATION

- 2 -

I am going into some detail on the idea car display to provide you additional background in connection with your approval of a Ford Division proposal to utilize the Product Salon in its entirety as a Performance vehicle center. What this boils down to is that the Product Salon can accommodate several of the performance vehicles outlined in Chase Morsey's memo to you of February 6. These facilities include the Performance turntable, as well as the carpeted Salon area. This will be very effective.

For effective presentation and maximum utilization of the idea cars, however, we feel we must stay with the plan to use the three-part central display device for the idea cars.

Walter T. Murphy

- cc: Mr. Chase Morsey
- Mr. W. R. Small
- Mr. F. E. Zimmerman
- Mr. W. P. Benton

- bcc: Mr. J. G. Mullaly ✓
- Mr. R. W. Millar
- Mr. M. B. Heath

Ford Motor Company

LINCOLN-MERCURY DIVISION

Intra-Company Communication

GENERAL OFFICE

FEB 21 '64 PM 9

February 20, 1964

Mr. C. W. Cooney

Subject: Display Cars for New York World's Fair



It has been requested to order the following units for display in the Product Parade area of the Ford Motor Company exhibit at the New York World's Fair. These units should be given the show car treatment and shipped to L K Motors, 58-15 Northern Blvd., Long Island City, New York, for final preparation and delivery to Mr. E. Corley, Ford Motor Company Building, New York World's Fair. It is imperative that delivery be made to L K Motors in sufficient time to allow final detailing so that the cars can be delivered on March 19 to Mr. Corley.

Lincoln Continental Sedan

Exterior Colors: Duroc Blue
Interior Trim: Blue Cloth & Leather

Extra Equipment: Lock Lid Release
Door Edge Guards
Wood Grain Applique

Mercury Park Lane 4-door Dreamway Hardtop

Exterior Colors: Burgundy
Interior Trim: Beige Cloth & Vinyl

Extra Equipment: 390 4-V Engine
Multi-Drive Merc-O-Matic Transmission
Power Brakes
Courtesy Light Group
Lock-up Lights
Remote Control Sideview Mirror
Padded Instrument Panel
Radio
Power Steering
White Sidewall Tires
Wheel Covers
Wipers 2-speed

Mercury Galaxy Park Station Wagon

Exterior Colors: White
Interior Trim: Blue Vinyl

Extra Equipment: 390 4-V Engine
Multi-Drive Merc-O-Matic Transmission
Power Brakes
Courtesy Light Group
Lock-up Lights

February 23, 1954

Mr. C. W. Overmyer

Lincoln Continental Park Station Sedan (cont.)

- Extra Equipment: Remote Control Sideview Mirror
 (cont.) Padded Instrument Panel
 Radio
 Third Seat
 Power Steering
 White Sidewall Tires
 Windshield Washers
 Wheel Covers
 Power Rear Window
 Hiper 2-speed
 Luggage Rack

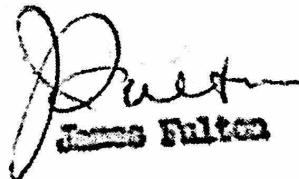
Cougar California 2-door Hardtop

Exterior Color: Silver Turquoise
 Interior Trim: Turquoise Cloth & Vinyl

- Extra Equipment: 260 V-8 Engine
 Automatic Transmission
 Courtesy Light Group
 Back-up Lights
 Remote Outside Rearview Mirror
 Padded Instrument Panel
 Radio
 Power Steering
 White Sidewall Tires
 Windshield Washers
 Wheel Covers
 Vinyl Top (Black)

The above units should be memo-billed to the New York District Sales Office so that when the units are removed from the display, disposition can be made in accordance with instructions from your office.

It would be appreciated if you could obtain an estimated shipping date on these vehicles so that the New York District can advise the dealer when cars can be expected.


 James Fulton

- cc: Messrs. T. H. Gibson
 H. Fisher
 W. E. Kuleher
 J. G. Mallaly ✓

Ford Motor Company,

LINCOLN-MERCURY DIVISION

Intra-Company Communication

GENERAL OFFICE

February 21, 1954

Mr. C. E. Cooney

Subject: Additional Display Cars for New York World's Fair

Further to our letter of February 20 ordering four display units for the New York World's Fair, we are detailing below specifications on an additional eight units which should be ordered with the same car treatment for delivery to L. E. Motors, 33-35 Northern Blvd., Long Island City, New York. The dates shown are the dates that these units are required at the Ford Motor Company Building at the Fair grounds and cars should be received by the dealer in advance of this time so that final detailing can be accomplished.

BRAND AREA DISPLAY

Lincoln Continental Convertible (2 units are required)

DEL APRIL 23

Exterior Color: Arctic White
(Black Top)

Interior Trim: Black & White Leather

Exterior Equipment: Wood Grain Door Panel Applique
Door Edge Guards
Vertical Adjustable Steering Column
Remote Control Mirror

BRAND AREA DISPLAY

Mustang Coupe 2-door Hardtop

DEL APRIL 1

Exterior Color: Red
(White Vinyl Top)

Interior Trim: White Vinyl Bucket Seats

Exterior Equipment: Vinyl Covered Roof (White)
4-speed Transmission
Courtesy Light Group
Back-up Lights
Remote Sideview Mirror
Folded Instrument Panel
Folded Visions
Radio
Power Steering
White Sidewall Tires
Windshield Washers
Remote Wheelcovers
2-speed Windshield Wipers

C-57111

February 21, 1954

Dr. C. E. O'Connell

- 2 -

FORD PARK LANE AREA (cont)

DUE APRIL 1

Ford Park Lane Convertible

Exterior Color: White
(Black Top)

Interior Trim: Black with Black Accent
(Bucket Seats)

Extra Equipment: Park Lane Sports Package with Multi-Drive Euro-O-Matic
Power Brakes
Courtesy Light Group
Back-up Lights
Remote Rearview Mirror
Padded Instrument Panel
Radio
Power Steering
White Sidewall Tires
Windshield Washers
Deluxe Wheel Covers (Spinners)
Tilt-away Steering Wheel

Lincoln Continental Sedan

DUE APRIL 1

Exterior Color: Black
(Black Vinyl Roof)

Interior Trim: Silver Blue Leather
(Ind. Adj. Contour Seats)

Extra Equipment: Deck Lid Release
Vinyl Roof
Individually Adjustable Contour Seats
Hood Grain Door Panel Applique
Door Edge Guards
Vertical Adjustable Steering Column

Lincoln Continental (Pool Area)

DUE APRIL 1

Lincoln Continental Convertible

Exterior Color: Platinum
(Blue Top)

Interior Trim: Silver Blue Leather
(Ind. Adj. Contour Seats)

Extra Equipment: Individually Adjustable Contour Seats
Hood Grain Door Panel Applique
Door Edge Guards
Vertical Adjustable Steering Column

Mr. C. H. Overmyer

- 3 -

February 21, 1964

EXTRA EQUIPMENT (Pool Area)
(cont)

Mercury Park Lane Barcher 4-door Hardtop

DEB APRIL 1

Exterior Color: Anniversary Silver

Interior Trim:

Anniversary Silver
Cloth and Vinyl

Extra Equipment: Multi-Drive Euro-O-Matic Transmission
Four Brakes
Courtesy Light Group
Back-up Lights
Remote Outside Rearview Mirror
Padded Instrument Panel
Radio
Power Steering
White Sidewall Tires
Windshield Washers
Deluxe Wheel Covers (Spinners)

EXTRA EQUIPMENT (Garage)

Mercury Park Lane Barcher 4-door Sedan

DEB APRIL 1

Exterior Color: Silver Barcher

Interior Trim:

Barcher Cloth and
Vinyl

Extra Equipment: Multi-Drive Euro-O-Matic Transmission
Four Brakes
Courtesy Light Group
Back-up Lights
Remote Outside Rearview Mirror
Padded Instrument Panel
Radio
Power Steering
White Sidewall Tires
Windshield Washers
Deluxe Wheel Covers (Spinners)

As pointed out in our previous letter, these cars should be billed to the New York District Sales Office so that disposition can be made following removal from the display.

Shipping information should be obtained and forwarded to the New York District Sales Office so that dealer preparation and delivery can be coordinated with the required dates for delivery to the Fair.

cc: H. Fisher, Z.H. Gibson,
W.E. Malcher, J.G. Mullaly


James Fulton

Ford Motor Company

Intra-Company Communication

LINCOLN-MERCURY DIVISION

GENERAL OFFICE

February 27, 1964

Mr. James Fulton

Subject: CHANGE OF COLOR OF LINCOLN COMMERCIAL CONVERTIBLE IN "COSTUME SHOWS" AT WORLD'S FAIR

Mr. Hulcher has asked that the above car color and trim be changed

From To

Platinum color

Desert Sand color

Silver Blue Leather trim

White Leather trim *

Blue top

White top *

* Recommendation from Product Planning

Will you please handle this change for this particular car? Thank you.

George O. [Signature] FEB 27 '64 PM

- cc: Mr. A. Graham
- Mr. H. E. Hulcher
- Mr. J. G. Mallaly ✓
- Mr. C. V. Overmeyer

NEW YORK WORLD'S FAIR PROGRAM

FORD DIVISION

Ford Motor Company

GENERAL OFFICE
March 3, 1964

Intra-Company Communication

To: Mr. E. L. Dea
Distribution Manager
Detroit District Sales Office

cc: Mr. G. E. Vitolo, Jr., Administrative Manager
Mr. E. H. Began Distribution Manager

New York District
Sales Office

Subject: Ford Division World's Fair Display Vehicles

The Ford Division World's Fair Display Vehicle specifications, invoicing information, shipping instructions and required delivery dates are as follows:

Specifications: (see attached lists)

Invoicing Information: All vehicles are to be "Demo Consigned" to the New York District Sales Office. The invoices and Certificates of Origin are to be mailed to Mr. G. E. Vitolo, Jr., Administrative Manager, New York District Sales Office. The final disposition and the re-invoicing instructions will be handled by the New York District Sales Office.

For identification purposes we ask that the specific display area, i.e., Product Parade, Detroit Entrance Walks, International Gardens, Product Salon, and the Dealer Area be designated on the vehicle invoice.

The respective motor numbers and the schedule dates for each of these vehicles are to be forwarded to the above addresses.

Shipping Instructions: All Mustang display cars are to be shipped to Di Blass Motors, Code 130026, 112-21 Northern Blvd., Corona, New York. To expedite the ordering of the Mustang units, Detroit District will cut and submit the orders to Dearborn Assembly Plant out of the Home Office Reserve Allocation.

New York District will submit the orders for the balance of the display vehicles and determine the receiving dealer.

Preparation Charges: The preparation charges incurred are to be charged against World's Fair Account 25AF-617-07 rebill number 151-255, Promotion and Training Department, Ford Division General Office Accounting.

Delivery Dates to World's Fair Exhibition Hall

Detroit Entrance Walks Units	4-6-64	Product Parade Units	3-20-64
Product Salon Area Units	4-1-64	International Gardens Units	3-23-64
		Dealer Area Units	3-23-64

If additional information is needed, please let us know.

cc: Mr. C. W. Folks
Mr. F. P. Barry
Mr. W. R. Small

Mr. U. G. Liebig
Mr. W. P. Denton
Mr. P. P. Klote
Mr. J. C. Malley

C. E. Warren
Administrative Manager
General Sales Office

PRODUCT PARADE

MUSTANG HARDTOP

Burgundy Exterior
White Vinyl Interior
260-2V engine
Standard Transmission
White Tiffany Stripe
Radio
Rocker Panel Moulding
2-Spd. Washers & Wipers
6.50x14 W.S.W. Tires
Deluxe Wheel Covers
Back-Up Lights
Outside Mirror
Padded Dash & Visors

FALCON FUTURA SPORTS HARDTOP

Red Exterior
Black Vinyl Bucket Seats & Console
White Vinyl Roof
260-2V engine
Automatic Trans.
Courtesy Light Group
Power Steering
Radio
Rocker Panel Moulding
Padded Dash & Visors
7.00x13 W.S.W. Tires
Wire Wheel Covers
2-Spd. Washers & Wipers
Back-Up Lights
Outside Mirror
Deluxe Seat Belts

FAIRLANE CUSTOM RANCH WAGON

Prairie Bronze Exterior
Palomino Vinyl Interior
260-2V engine
Automatic Trans.
Radio
Power Steering
Power Tailgate Window
Luggage Rack
Padded Dash & Visors
Third Seat
Full Wheel Covers
2-Spd. Washers & Wipers
7.00 x 14 W.S.W. Tires
Remote Control Mirror
Courtesy Light Group

FAIRLANE 500 4-DR. SEDAN

Medium Turquoise (Dynasty) Exterior
Turquoise Cloth Interior
260-2V engine
Fordomatic Trans.
Radio
Power Steering
Padded Dash & Visors
Deluxe Belts
Courtesy Light Group
7.00x14 W.S.W. Tires
2-Spd. Washers & Wipers

3/3/64

2.

PRODUCT PARADE - Continued

GALAXIE 500 4-DR. SEDAN

Lt. Blue Exterior
Blue Cloth Interior
352-4V engine
Cruise-O-Matic Trans.
Power Brakes
Power Steering
Courtesy Light Group
Remote Control Mirror
Padded Dash & Visors
Full Wheel Covers
8.00x14 W.S.W. Tires
2-Spd. Washer & Wipers

THUNDERBIRD HARDTOP

Silver Mink Exterior
Black Cloth Interior
Air Conditioner
Tinted Glass
Power Windows
Reclining Seat
Rear Seat Speaker
Safety Control Panel
Wire Wheels
8.00x14 W.S.W. Tires

COUNTRY SQUIRE - 9-PASS.

White Exterior
Blue Vinyl Interior
352-4V engine
Cruise-O-Matic Trans.
Power Brakes
Power Steering
Luggage Rack
Courtesy Light Group
Remote Control Mirror
Padded Dash & Visors
Deluxe Belts
Full Wheel Covers
8.00x14. W.S.W. Tires
2-Spd. Washer & Wipers

F-100 PICKUP TRUCK - 128" W/B
STYLESIDE

Red and White Deluxe
Custom Cab
292-V8 engine
Chrome Bumper, Front & Rear
L & R Outside Mirrors
Inside Rear View Mirror
FA Heater
W.S.W. Tires
Radio
Safety Package
Stowage Compartment, RH
Tool Stowage Box
H.D. Cruise-O-Matic Trans.
Windshield Washer

PRODUCT PARADE - Continued

ECONOLINE VAN

Painted 2-tone: Lt. Blue
 and White
 170 engine
 Automatic Trans.
 Custom Equipment Package
 Chrome Bumpers, F & R
 Doors - all around - RH, LH,
 Rear
 FA Heater
 Mirrors - Western LH, RH
 One-Tone Payload Package
 W.S.W. Tires
 Radio
 Safety Package
 Windshield Washers

F-600 - 12-Ft. PLATFORM

Green and White Exterior
 Custom Cab
 262" Six Cylinder
 4-Spd. Std. Trans.
 Std. Frt. Axle
 2-Spd. Rear Axle - 15000# (Eaton 13802)
 (6.33-8.81)
 FA Heater
 Western Mirrors, RH & LH
 Auxiliary Rear Springs 2250#
 Inside Rear View Mirror
 Windshield Washers
 Fender-Mounted Turn Indicators
 9x22.5 10-Ply All-Around Tires
 ICC Clearance and Marker Lights (2-corner)
 ICC Reflectors

3/3/64

DEALER AREA - DUPLICATED EXHIBIT

MUSTANG HARDTOPS (2)

White Exterior
Black Vinyl Roof
White Vinyl Interior
289-4V engine
Cruise-O-Matic Trans.
Radio
Black Tiffany Stripe
Padded Visors and Dash
Console
Air Conditioner
Rocker Panel Moulding
2-Spd. Washers & Wipers
6.50x14 W.S.W. Tires
Deluxe Wheel Covers
Back-Up Lights
Power Steering
Power Brakes
Outside Rear View Mirror
Deluxe Seat Belts

THUNDERBIRD HARDTOP LANDAU (2)

Medium Blue Exterior
Blue Vinyl Roof
Blue Cloth Interior
SelectAire Conditioner
Tinted Glass
Power Windows
Reclining Seat
Safety Control Panel
Deluxe Wheel Covers
Fender Shields
W.S.W. Tires

INTERNATIONAL GARDENS

FALCON SQUIRE

White Exterior
Red Vinyl Interior
170" 6-cyl. engine
Automatic Trans.
Courtesy Light Group
Padded Dash & Visors
Deluxe Seat Belts
Radio
Luggage Rack
7.00x13 W.S.W. Tires
Wire Wheel Covers
Outside Mirror

GALAXIE 500/XL 4-DR. HARDTOP

Black Exterior
White Vinyl Interior
390" 8-cyl. engine
Cruise-O-Matic Trans.
Courtesy Light Group
Padded Dash & Visors
Deluxe Seat Belts
Radio
Power Steering
Power Brakes
Power Windows
Rocker Panel Moulding
8.00x14 W.S.W. Tires
SelectAire Conditioner
Swing-away Steering Wheel
Remote Control Mirror

MUSTANG CONVERTIBLE

Sunshine Yellow
Black Top
Black Vinyl Interior
289-4V engine
Cruise-O-Matic Trans.
Black Tiffany Stripe
Console
Radio
Rocker Panel Moulding
Rally-Pac
2-Spd. Wipers & Washers
6.50x14 W.S.W. Tires
Deluxe Wheel Covers
Power Brakes
Power Steering
Back-Up Lights
Outside Rear View Mirror
Padded Dash and Visors
Deluxe Seat Belts

PRODUCT SALON AREA

GALAXIE 500/XL 2-DR. HARDTOP

White Exterior
Black Vinyl Roof
Black Vinyl Interior
390-4V engine
Cruise-O-Matic Trans.
Courtesy Light Group
Radio
Padded Dash & Visors
Deluxe Seat Belts
8.00x14 W.S.W. Tires
2-Spd. Washers & Wipers
Remote Control Mirror

FAIRLANE SPORTS COUPE

Medium Blue Metallic Exterior
White Vinyl Roof
Blue Vinyl Bucket Seats
289-4V engine
4-Speed Trans.
Courtesy Light Group
Radio
Padded Dash & Visors
Deluxe Seat Belts
7.00x14 W.S.W. Tires
2-Spd Washers & Wipers
Remote Control Mirror

MUSTANG CONVERTIBLE

Red Exterior
Black Top
Red Vinyl Interior
289-4V engine
4-Speed Trans.
Radio
Rocker Panel Moulding
Console
2-Spd. Washer & Wipers
6.50x14 W.S.W. Tires
Padded Dash & Visors
Deluxe Wheel Covers
Power Steering
Pack-Up Lights
Outside Rear View Mirror

ROTUNDA ENTRANCE WALKS

MUSTANG HARDTOP

Black Exterior
White Vinyl Roof
White Vinyl Interior
260-2V engine
Cruise-O-Matic Trans.
Radio
Tiffany Stripe (White)
Rocker Panel Moulding
Console
6.50x14 W.S.W. Tires
2-Spd. Washers & Wipers
Padded Dash & Visors
Deluxe Wheel Covers
Power Brakes
Power Steering
Back-Up Lights
Outside Mirror

MUSTANG CONVERTIBLE

Red Exterior/White Top
Red Vinyl Interior
260-2V Engine
Cruise-O-Matic Trans.
Radio
Rocker Panel Moulding
Console
2-Spd. Washers & Wipers
6.50x14 W.S.W. Tires
Padded Visors & Dash
Deluxe Wheel Covers
Power Steering
Back-Up Lights
Outside Mirror
(15" Super Sport Wheels: Covers &
Tires - 6/1/64)
White Tiffany Stripe

Ford Motor Company

FORD DIVISION

Intra-Company Communication

GENERAL OFFICE

March 4, 1964

To: Mr. H. L. Haga
Distribution Manager
Detroit District Sales Office

cc: Mr. George E. Vitolo, Jr., Administrative Manager }
Mr. N. M. Begen, Distribution Manager }

New York District
Sales Office

Subject: Ford Division World's Fair Supplemental Vehicle Order

Please refer to my communication of March 3 ordering the Ford Division display cars and increase this order by one (1) Mustang Hardtop and one (1) Thunderbird Convertible, with the following specifications:

Mustang Hardtop

Exterior: Cascade Green
Interior: White Vinyl
260 2V Engine
Cruise-O-Matic Transmission
White Tiffany Stripe
Backup Lights
Radio
Power Steering
Outside Mirror
Deluxe Wheel Covers
650 X 14 WSW Tires
2-Speed Washers & Wipers

Thunderbird Convertible

Exterior: Red
Interior: Black Vinyl
390 4V Engine
Cruise-O-Matic Transmission
Tonneau Cover
Safety Control Panel
Power Windows
Wire Wheels & 800 X 14 WSW Tires

Invoicing Information: (Same as indicated in March 3 communication)

The Mustang Hardtop and the Thunderbird Convertible are to be Memo Consigned to the New York District. The Mustang Hardtop will be assigned to the "Theme Pool Display Area". The Thunderbird Convertible is assigned to the "International Gardens" Display.

Shipping Instructions: (Same as indicated in March 3 communication)

Mustang Hardtop is to be ordered through Detroit District and shipped to Di Blasi Motors, Corona, New York. Thunderbird Convertible is to be ordered by New York District and shipped to their designated dealer.

Preparation Charges: (Same as indicated in March 3 communication)

Account 25AF-617-07 Rebill number M4-255.

Delivery Dates: Mustang delivered to Ford Exhibit 4-6-64
Thunderbird Convertible delivered to Ford Exhibit 3-23-64

cc: Mr. C. W. Folks
Mr. J. G. Mullaly
Mr. T. F. Barry
Mr. W. R. Small

Mr. W. P. Benton
Mr. F. P. Klotz
Mr. Q. C. Walker
Mr. C. Haverland

C. K. Warren
C. K. Warren
Administrative Manager
General Sales Office