

Intra-Company Communication

March 20, 1964

To: Mr. J. G. Mullaly
World's Fair Program
Central Office Building

cc: Mr. D. C. Elliott
Mr. J. H. Grommersch
Mr. V. E. Nickel
Mr. S. Radak
Mr. D. H. Schlaff
Mr. D. K. Struthers

Subject: Ford Tractors and Equipment for World's Fair

This will confirm several conversations between myself and Don Schlaff and yourself regarding Ford tractors and equipment for the Ford exhibit at the World's Fair.

Don Schlaff called Thursday morning, March 19, stating that there is a possibility to place three Ford tractors on exhibit in front of the Rotunda display. You called me the same afternoon to confirm that you had approval to place three Ford tractors on display in front of the Rotunda building.

Arrangements were immediately made to have the following tractors shipped from the Highland Park plant last night directly to our dealer, Malvese Tractor & Equipment Company, Hicksville, Long Island, New York, where the tractors will be put in display condition and delivered to the show site on April 4 or 6:

1. Ford 6000 - Diesel - tricycle - Serial No. 44814
2. Ford 4000 All Purpose - Serial No. 43337
3. Ford 2000 LCG Tractor - Serial No. 42895

Don Schlaff requested that the 2000 tractor with loader and backhoe scheduled for the "Product Parade" be delivered to the Rotunda building on Wednesday morning, March 25. Arrangements have been made with Malvese Tractor & Equipment Company to prepare this equipment for display and deliver it as requested on the 25th.

The backhoe for this unit had to be shipped from our Sales District at Utica, New York to Long Island. This shipment left yesterday, March 19, and should arrive at our dealership on Monday. In the event that the dealer does not have enough time to prepare this equipment in top-notch

Mr. J. G. Mullaly

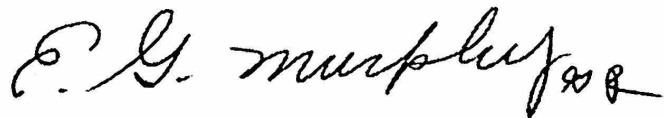
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condition, he is being instructed to deliver the unit to the Rotunda building, on the morning of March 25, so that it can be tested for size and weight on the moving display. After the test run has been completed and if the unit still requires more display work to be done to put it in top-notch condition, the dealer will then pick it up to complete whatever work is required. It would then be re-delivered back to the show site on April 4 along with the two other Ford tractors scheduled for the outside display.

Mr. John Howard of our Industrial Sales Department will be in New York at the show site on Wednesday, March 25, when this tractor is delivered. John will be able to assist in the testing of this unit on the moving display and make whatever recommendations are necessary in the event that size or weight becomes a problem.

If we can be of any further assistance, please feel free to call on us.



E. G. Murphy

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