

Ford Motor Company

ROBERT W. HEFTY

ENGINEERING STAFF

Intra-Company Communication

1965 OCT 18 AM 9:14
October 15, 1965

TO: Mr. R.W. Hefty, Director
Public Information Office
Public Relations Staff

Subject: 1968 Silver Jubilee

A short time ago I mentioned to you that 1968 will mark the Silver Jubilee of the birth of the automobile in our country. To mark the occasion, many antique car clubs will be planning special events in Detroit. I am certain that Ford Motor Company will also take an active part in the celebration. Even though the date seems far off, there may be some ideas worth considering at this time. In this respect I would like to offer the following suggestion.

As you know, the New York World's Fair is closing this month and many of the exhibits which are at the Ford building will be destroyed or disposed of. One of the exhibits is the replica of Henry Ford's first car, the 1896 "Quadricycle". From what I understand, the little vehicle is scheduled to be donated to the Henry Ford Museum. Since the museum already has the original car and a replica, it hardly needs a third "Quadricycle". I think it might be in the Company's best interest to keep this car. It then could be used for special events such as the Silver Jubilee. In fact, it might be placed on permanent display in the public reception lobby at the Central Office building where it will project the Company image daily.

Of the existing automobile manufacturers, only Ford can boast of a beginning dating back to 1896. The Quadricycle was not only Ford's first vehicle, but it was a milestone in automobile history. In addition, Ford has had several other significant cars such as the "999", the well-remembered Model "T", the indestructible Model "A", the classic Lincoln Continental, the sporty Thunderbird, and now the racy Mustang. These vehicles, either in museums or in the hands of collectors, still preserve Ford Motor Company's identity.

Since this suggestion requires action rather quickly, please let me know if I may be of any assistance. In the meantime, I will keep you informed of Silver Jubilee developments in the antique car field.

Sincerely,

Geo. DeAngelis

George DeAngelis, Supervisor
Technical Illustrations
Ford Photographic & Printing
Engineering Staff

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Ford Company Confidential

October 28, 1965

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To: Mr. George DeAngelis

Public Information
Police Liaison

Subject: Many thanks for your suggestions on the World's Fair Quadricycle.

I'm advised that the vehicle is being "donated" to the Henry Ford Museum in name only to enable the Museum to prevent or control production of additional replicas. Actually, the Quadricycle will remain the property of Ford Motor Company for use in any way we wish including such things as the Jubilee you mentioned (by the way, I presume you mean "diamond" -- 75 years -- rather than "silver"). We also are considering a recommendation that the vehicle be placed on permanent or semi-permanent display in the Central Office Building lobby, as you suggested.

There is also a third "Quadricycle". I think it would be best to keep this one in the Central Office Building lobby as the Central Office Building lobby.

Of the existing automobile man... only Ford... a beginning dating back to 1896. The Quadricycle... Ford's first vehicle but it was a milestone in automobile history. In addition, Ford has had other significant cars... the well-remembered Model "T", the Lincoln Continental, the sporty... these vehicles, either in museums or in the hands of collectors, still preserve Ford Motor Company's identity.

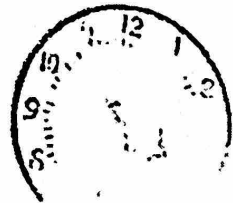
Since this suggestion requires action rather quickly,

OCT 28 '65

Sincerely,

George DeAngelis

George DeAngelis
Public Information
Ford Motor Company
Englewood Cliffs, N.J.



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