

NEW YORK WORLD'S FAIR
PRODUCT RIDE VEHICLE

November 2, 1954

TO: Mr. W. J. Simpson
Sales Programming and Statistics
Lincoln-Mercury Division

SUBJECT: Purchase of New York World's Fair Magic Skyway Vehicles

We would appreciate your assistance in the purchase, at dealers' wholesale net, of 55 1965 vehicles (20 Comet Caliente Convertibles, 29 Mercury Park Lane Convertibles and 6 Lincoln Continental Convertibles) for the Magic Skyway in the Ford Pavilion at the New York World's Fair

All vehicles are to have "show car treatment." They are to be delivered f. o. b. Carron & Company, Inkster, Michigan, on the specified dates in order to comply with the programmed modification schedules and proper sequence for installation in New York.

Attached are specification requirements for the first three vehicles that will be used as pilot models for setting up modification procedures. The specification requirements for the remaining 52 vehicles will be forwarded as soon as they are available.

Carron & Company
2184 Edsel
Inkster, Michigan

J. G. Mullaly
World's Fair Program Manager

Attachment

cc: Mr. M. B. Heath
Mr. C. R. Paulson of Vehicle to Carron & Company Delivery to
Carron & Company NOV 18 1954

bcc: Mr. E. G. Gourley
Mr. W. Mackey
Mr. R. W. Millar

November 2, 1954

TO: Mr. Charles M. Stout, Manager
Administrative Services
Ford Division

SUBJECT: Purchase of New York World's Fair Magic Skyway Vehicles

We would appreciate your assistance in the purchase, at dealers' wholesale net, of 119 1965 vehicles (32 Falcon Futura Convertibles, 69 Ford Galaxie 500 Convertibles, 6 Thunderbird Convertibles and 12 Mustang Convertibles) for the Magic Skyway in the Ford Pavilion at the New York World's Fair.

All vehicles are to have "show car treatment." They are to be delivered f. o. b. Carron & Company, Inkster, Michigan, on the specified dates in order to comply with the programmed modification schedules and proper sequence for installation in New York.

Attached are specification requirements for the first four vehicles that will be used as pilot models for setting up modification procedures. The specification requirements for the remaining 115 vehicles will be forwarded as soon as they are available.

J. G. Mullaly
World's Fair Program Manager

Attachment

cc: Mr. M. B. Heath
Mr. T. J. Tierney
bcc: Mr. E. G. Gourley
Mr. W. Mackey
Mr. R. W. Millar

Intra-Company Communication

GENERAL OFFICE

November 5, 1964

JLB
Dr

November 5, 1964

Mr. W. J. Wells, Supervisor
General Office Accounting
Sales Programming and Installation
Mercury Division

SUBJECT: Request for Re-billing of Galaxie 500 Convertible, Serial No. SN652 100 401

Please re-bill the subject vehicle, procured for the New York World's Fair Magic Skyway, to Central Office Accounting (Location 05 J), Program No. C2-2280-M.

This unit was shipped to Carron & Company, 2819 Edsel, Inkster, Michigan as a pilot vehicle for the 1965 New York World's Fair and was inadvertently charged to Ford Division General Office Accounting (Location 10 J).

Your cooperation will be appreciated.

Elbert L. Groves

Attached are specifications for vehicles that will be used as pilot and procedures. The specifications will be forwarded as soon as they are available.

Elbert L. Groves, Supervisor
Transportation and Garage Section
Administrative Services Department
Personnel and Organization Office

c.c. Mr. J. Mullaly
Mr. A. Scalia

J. G. [Name]
World's Fair Program Manager

Attachment

cc: Mr. M. H. [Name]
Mr. C. E. [Name]

NEW YORK WORLD'S FAIR
PRODUCT RIDE VEHICLES

1965 Ford Falcon Futura Convertible (15)

Color - Tropical Turquoise (O)
Trim - Bench Seats - All Vinyl - Turquoise (57)
Convertible Top Color - White (2)
Engine - 6 Cyl. 170"
Transmission - Cruise-O-Matic
W. S. W. Butyl Tires 6.95 x 14
Rocker Panel Molding
Radio - AM - Push Button
Electric Windshield Wipers - 2 Speed
Windshield Washers
Padded Dash
Padded Visor
Heavy Duty Battery
Wire Wheel Covers
Heavy Duty Seat Springs, Pad with Pad Support, Cushions and Backs
Carpet on Rear Seat Floor Riser

Remarks:

1. Vehicle to have "Show Car Treatment."
2. Furnish all Product Ride Vehicles with identical locks on glove compartments and trunks, so one "master key" can be used on all vehicles including lock for glove compartment.
3. Three gallons of gasoline only.
4. Do not install seat belts or seat belt bolts.
5. Do not install antenna.

Ship to:

Carron & Company
2189 Edsel
Inkster, Michigan

Delivery date:

Schedule Building of Vehicle to Guarantee Delivery to
Carron & Company NOV 18 1964

NEW YORK WORLD'S FAIR
PRODUCT RIDE VEHICLES

1965 Ford Galaxie 500 Convertible - (65)

Color - Phoenician Yellow (7)
Trim - Bench Seats - All Vinyl - Black (66)
Convertible Top Color - White (2)
Engine - 8 Cyl 390" 4V
Transmission - Cruise-O-Matic
Electric Clock
W. S. W. Butyl Tires 8.15 x 15
Rocker Panel Molding
Power Brakes
Power Steering
Radio - AM - Push Button with Rear Seat Speaker
Electric Windshield Wipers - 2 Speed
Windshield Washers
Padded Dash
Padded Visor
Heavy Duty Battery
Wire Wheel Covers
Heavy Duty Seat Springs, Pad with Pad Support - Cushions and Backs
Build Front Seat Back with Fiberboard.
Carpet on Rear Seat Floor Riser.

Remarks:

1. Vehicle to have "Show Car Treatment."
2. Furnish all Product Ride Vehicles with identical locks on glove compartments and trunks, so one "master key" can be used on all vehicles.
3. Three gallons of gasoline only.
4. Do not install seat belts or seat belt bolts.
5. Do not install antenna.

Ship to:

Carron & Company
2189 Edsel
Inkster, Michigan

Delivery Date:

Schedule Building of Vehicle to Guarantee Delivery to
Carron & Company NOV 18 1964

NEW YORK WORLD'S FAIR
PRODUCT RIDE VEHICLES

1965 Thunderbird Convertible (85)

Color - Chantilly Beige (Z)
Trim - All Vinyl - Black (26)
Convertible Top Color - Black (1)
W. S. W. Butyl Tires 8.15 x 15
Power Windows
Heavy Duty Battery
Wheel Covers, Deluxe (Knock-off hubs)
Fender Shields - Rear
Rear Seat Speaker

Remarks:

1. Vehicle to have "Show Car Treatment."
2. Furnish all Produce Ride Vehicles with identical locks on glove compartments and trunks, so one "master key" can be used on all vehicles.
3. Three gallons of gasoline only.
4. Do not install seat belts or seat belt bolts.

Ship to:

Carron & Company
2189 Edsel
Dearborn Heights, Michigan

Delivery Date:

Schedule Building of Vehicle to Guarantee Delivery to
Carron & Company NOV 18 1964

NEW YORK WORLD'S FAIR
PRODUCT RIDE VEHICLES

1965 Ford Mustang Convertible (08)

Color - Caspian Blue (H)
Trim - All Vinyl - Blue (22)
Convertible Top Color - Blue (4)
Engine - 6 Cyl. 200-IV
Transmission - Cruise-O-Matic
W. S. W. Butyl Tires 6.95 x 14"
Rocker Panel Molding
Radio - AM - Push Button
Electric Windshield Wipers - 2 Speed
Windshield Washers
Padded Dash
Padded Visor
Heavy Duty Battery
Knock Off Deluxe Hubs
Heavy Duty Seat Springs, Pad with Pad Support - Cushions and Backs

Remarks:

1. Vehicle to have "Show Car Treatment."
2. Furnish all Product Ride Vehicles with identical locks on glove compartments and trunks, so one "master key" can be used on all vehicles including lock for glove compartment.
3. Three gallons of gasoline only.
4. Do not install seat belts or seat belt bolts.
5. Do not install antenna.

Ship to:

Carron & Company
2189 Edsel
Inkster, Michigan

Delivery date:

Schedule Building of Vehicle to Guarantee Delivery to
Carron & Company NOV 18 1964

December 13, 1964

December 10, 1964

Memo to: W. J. Simpson, Manager
Sales Programming and Statistics
Lincoln-Mercury Division

Memo to: Charles M. Stout
Subject: Administration Services World's Fair Vehicles
Ford Division

Subject: Delivery of New York World's Fair Vehicles

In order to expedite delivery of one Comet Callento convertible and one Mercury Parklane convertible to Carron & Company of Inkster, Michigan, before December 31, 1964, we are requesting that the above units be delivered without seats or matching lock sets. **In order to expedite delivery of one Falcon Futura convertible and one Ford Galaxie 500 convertible to Carron & Company of Inkster, Michigan, before December 31, 1964, we are requesting that the above units be delivered without seats or matching lock sets and that when these materials are available they be sent to Carron & Company for their installation.** vehicles due to the unavailability of heavy duty seats and matching lock sets. **In talking with Mr. B. F. Bristow of our Automotive Assembly Division, Special Vehicle Section, this appears to be the only solution towards a December delivery of these vehicles due to the unavailability of heavy duty seats and matching lock sets.**

This request should be considered only if applicable to delivery by December 31, 1964.

J. G. Mullaly
World's Fair Program Manager

J. G. Mullaly
cc: J. F. Dushkin World's Fair Program Manager

January 10, 1955

**Memo to: W. J. Simpson
Sales Programming and Statistics
Lincoln-Mercury Division**

**Subject: Purchase of New York World's Fair
Magic Skyway Vehicles**

In our memo of November 2, 1954, we requested 20 Comet Caliente convertibles with 6-cylinder engines and Multi-Drive Merc-O-Matic transmissions. Due to an engineering hold and rather than disrupt the schedule, we would like to change this request to 8-cylinder engines with Multi-Drive Merc-O-Matic transmissions until such a time as the hold is lifted.

**J. G. Mullaly
World's Fair Program Manager**

**cc: M. B. Heath
C. R. Paulson
bcc: E. G. Gourley
W. D. Mackey
R. W. Millar**