

Ford Motor Company

Intra-Company Communication

July 12, 1963

To: Mr. C. C. Whiteford
Material Handling
Manufacturing Engineering Office

Subject: Special Handling for Loading & Unloading Product Ride
Vehicles at the Ford Pavilion - New York World's Fair

The principal exhibit at the New York World's Fair will be viewed by visitors riding in new model Ford cars on two indoor tracks which ride through animated displays.

Each track is approximately 2300' long. Sixty-six cars will be on each track, and will move continuously without drivers along the route which rides up and down hill and through tunnels with the cars accelerating or slowing down as required for safety and interest.

Although the outward appearance of each vehicle is completely normal, the cars have been stripped of engines, transmissions, and radiators, and will be modified to have a steering pin projected below the front chassis that runs in a channel built along the route of the tracks.

A plywood platen 14" long and 4" wide is mounted underneath the chassis of each car at 2.75" above the tracks. This platen serves as a bearing surface for the drive wheels mounted in the tracks to press against. At any moment, three or four drive wheels are in contact with the platen under each car.

The modified vehicles will be shipped to New York in closed vans. Each van will carry four vehicles at two levels. The lower level at 41" and the upper level at 105".

Due to the 2.75" clearance beneath the platen, it is impossible to use ramps for loading and unloading.

We would appreciate your review of the situation and your recommendations as to the type of equipment that would be suitable to handle these vehicles.

Mr. C. C. Whiteford
 July 12, 1963
 Page 2

If a fork lift truck is suitable for this purpose, it also can be utilized in many other ways in handling materials and displays.

E.J.
 E. G. Courley
 World's Fair Program

bg

cc: J. G. Mullyay ✓
 R. W. Miller
 D. C. Ball

Item No.	Description	Quantity	Color
1-3011681	Trigon...	(1)	Black
1-3011682	...	(1)	Black
1-3011683	...	(1)	Black
1-3011684	...	(1)	Black
1-3011685	...	(1)	Black
1-3011686	...	(1)	Black
1-3011687	...	(1)	Black
1-3011688	...	(1)	Black
1-3011689	...	(1)	Black
1-3011690	...	(1)	Black
1-3011691	...	(1)	Black
1-3011692	...	(1)	Black
1-3011693	...	(1)	Black
1-3011694	...	(1)	Black
1-3011695	...	(1)	Black
1-3011696	...	(1)	Black
1-3011697	...	(1)	Black
1-3011698	...	(1)	Black
1-3011699	...	(1)	Black
1-3011700	...	(1)	Black

WEST TRACK 66 VEHICLES

MODEL	COLOR	PAINT CODE	TRIM	TOP	MIDDLE SIDE SEAT SPAT FELT BELT	DELIVERY DATE
1. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White	Black Beige (2)	Earliest time after '64 Model Change-not later wk. Sept. 9
2. Falcon (65)	SkyLight Blue Carnival	M-30JL623 (Y)	Blue (62)	Blue	Black Blue (4)	Earliest time after '64 Model Change-not later wk. Sept. 16
3. Mercury (65)	Red	M-30JL515 (J)	Red (95)	Black	Black Red (1)	Earliest time after '64 Model Change-not later wk. Sept. 9
4. Ford (65)	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black	Black Turq. (1)	December 2, 1963
5. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black Red (1)	Earliest time after '64 Model Change-not later wk. Sept. 16
6. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Gold Black (1)	December 2, 1963
7. Ford (65)	Guardsman Blue	M-30JL622 (F)	Blue (72)	Blue	Black Blue (4)	December 2, 1963
8. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Gold Black (1)	December 2, 1963
9. Mercury (65)	Palomino	M-30JL636 (G)	Palomino (99)	Black	Black Beige (1)	December 2, 1963
10. Ford (65)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White	Red (2)	December 2, 1963
11. Comet (65)	Fawn	M-30JL631 (T)	Palomino (39)	White	Black Beige (2)	December 2, 1963
12. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise (97)	White	Black Turq. (2)	December 2, 1963
13. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White	Black Beige (2)	December 2, 1963
14. Falcon (65)	SkyLight Blue Carnival	M-30JL623 (Y)	Blue (62)	Blue	Black Blue (4)	December 2, 1963
15. Mercury (65)	Red	M-30JL515 (J)	Red (95)	Black	Black Red (1)	December 2, 1963
16. Ford (65)	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black	Black Turq. (1)	December 2, 1963
17. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black Red (1)	December 9, 1963
18. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Gold Black (1)	December 9, 1963
19. Ford (65)	Guardsman Blue	M-30JL622 (F)	Blue (72)	Blue	Black Blue (4)	December 9, 1963
20. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Gold Black (1)	December 9, 1963

7-16-63
11-1-63

SECRET TRACK PAGE 2

MODEL	COLOUR	SALARY CODE	TRAIL	TOP	MOBILE HOME SEAT BEAT	DEPART DATE
21. Mercury (65)	Palomino	M-30JL636 (Q)	Palomino (99)	Black	Black Police	December 9, 1963
22. Ford (65)	Vintage Burgundy	M-30JL638 (X)	Black (16)	White	Red	December 9, 1963
23. Comet (65)	Fawn	M-30JL631 (U)	Palomino (39)	White	Black Police	December 9, 1963
24. Mercury (65)	Peacock Phoenician	M-30JL638 (H)	Turquoise (97)	White	Black Police	December 9, 1963
25. Ford (65)	Yellow	M-30JL633 (R)	Black (16)	White	Black Police	December 9, 1963
26. Falcon (65)	Skylight Blue	M-30JL633 (Y)	Blue (62)	Blue	Black Police	December 9, 1963
27. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black	Black Red	December 9, 1963
27A	Wimbledon	M-30JL619 (L)	Turquoise (77)	Black	Black Turq.	December 9, 1963
28. Ford (65)	White	M-30JL621 (K)	Red (35)	Black	Black Red	December 16, 1963
29. Comet (65)	Anniversary Silver Met.	M-30JL635 (I)	Black (96)	Black	Gold Black	December 16, 1963
30. Mercury (65)	Aztec Gold	M-30JL622 (F)	Blue (72)	Blue	Black Blue	December 16, 1963
31. Ford (65)	Guardian Blue	M-30JL630 (Z)	Esige (64)	Black	Gold Black	December 16, 1963
32. Falcon (65)	Chantilly	M-30JL636 (O)	Palomino (99)	Black	Black Police	December 16, 1963
33. Mercury (65)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White	Red Black	December 16, 1963
34. Ford (65)	Fawn	M-30JL631 (T)	Palomino (39)	White	Black Police	December 16, 1963
35. Comet (65)	Peacock	M-30JL638 (B)	Turquoise (97)	White	Black Turq.	December 16, 1963
36. Mercury (65)	Phoenician Yellow	M-30JL633 (H)	Black (76)	White	Black Police	December 16, 1963
37. Ford (65)	Skylight Blue	M-30JL623 (Y)	Blue (62)	Blue	Black Blue	December 16, 1963
38. Falcon (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black	Black Red	December 16, 1963
39. Mercury (65)	Wimbledon	M-30JL619 (M)	Turquoise (77)	Black	Black Turq.	December 16, 1963
40. Ford (65)	White					7-16-63

7 2

1961-1963 Ford

MODEL	COLOR	PAINT CODE	TRIM	TOP	MIDDLE SIDE SEAT SEAT BELT SEAT	DELIVERY DATE
41. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black-Pad (1)	December 23, 1963
42. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Gold (1)	December 23, 1963
43. Ford (15)	Guardman Blue	M-30JL622 (F)	Blue (72)	Blue	Black Blue (4)	December 23, 1963
44. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Gold (1)	December 23, 1963
45. Mercury (65)	Palomino Vintage	M-30JL636 (G)	Palomino(99)	Black	Black Beige (1)	December 23, 1963
46. Ford (25)	Burgundy	M-30JL632 (X)	Black (76)	White	Red (2)	December 23, 1963
47. Comet (65)	Fawn	M-30JL631 (T)	Palomino(39)	White	Black Beige (2)	December 23, 1963
48. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise(97)	White	Black Turq. (2)	December 23, 1963
49. Ford (15)	Phoenixian Yellow	M-30JL633 (R)	Black (76)	White	Black Beige (2)	December 23, 1963
50. Falcon (65)	Skylight Blue	M-30JL623 (Y)	Blue (62)	Blue	Black Blue (4)	December 30, 1963
51. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black	Black Red (1)	December 30, 1963
52. Ford (25)	Wimbledon White	M-30JL619 (M)	Turquoise(77)	Black	Black Turq. (1)	December 30, 1963
53. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black Red (1)	December 30, 1963
54. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Gold (1)	December 30, 1963
55. Ford (15)	Guardman Blue	M-30JL622 (F)	Blue (72)	Blue	Black Blue (4)	December 30, 1963
56. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Gold (1)	December 30, 1963
57. Mercury (65)	Palomino Vintage	M-30JL636 (G)	Palomino(99)	Black	Black Beige (1)	December 30, 1963
58. Ford (25)	Burgundy	M-30JL632 (X)	Black (76)	White	Red (2)	December 30, 1963
59. Comet (65)	Fawn	M-30JL631 (T)	Palomino(39)	White	Black Beige (2)	January 6, 1964
60. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise(97)	White	Black Turq. (2)	January 6, 1964

7-16-63

EAST TRACK 65 VEHICLES

MODEL	COLOR	PAINT CODE	TRIM	TOP		MIDDLE SIDE SEAT BELT	DELIVERY DATE
				TRIM	TOP		
1. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White (2)	Black	Beige	Earliest time after '64 Model Change-not later wk. Sept. 9
2. Falcon (65)	Skylight Blue Carnival	M-30JL623 (Y)	Blue (62)	Blue (4)	Black	Blue	Earliest time after '64 Model Change-not later wk. Sept. 16
3. Mercury (65)	Red	M-30JL515 (J)	Red (95)	Black (1)	Black	Red	Earliest time after '64 Model Change-not later wk. Sept. 9
4. Ford (65)	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black (1)	Black	Turq.	January 6, 1964
5. Comet (25)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black (1)	Black	Red	Earliest time after '64 Model Change-not later wk. Sept. 16
6. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black (1)	Gold	Black	January 6, 1964
7. Ford (65)	Guardsmen Blue	M-30JL622 (F)	Blue (72)	Blue (4)	Black	Blue	January 6, 1964
8. Falcon (15)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black (1)	Gold	Black	January 6, 1964
9. Mercury (65)	Palomino Vintage Burgundy	M-30JL636 (G)	Palomino (99)	Black (1)	Black	Beige	January 6, 1964
10. Ford (25)	Fawn	M-30JL613 (X)	Black (76)	White (2)	Red	Black	January 6, 1964
11. Comet (65)	Peacock	M-30JL638 (B)	Turquoise (97)	White (2)	Black	Beige	January 6, 1964
12. Mercury (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White (2)	Black	Beige	January 6, 1964
13. Ford (15)	Skylight Blue Carnival	M-30JL623 (Y)	Blue (62)	Blue (4)	Black	Blue	January 6, 1964
14. Falcon (65)	Red	M-30JL515 (J)	Red (95)	Black (1)	Black	Red	January 13, 1964
15. Mercury (65)	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black (1)	Black	Turq.	January 13, 1964
16. Ford (25)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black (1)	Black	Red	January 13, 1964
17. Comet (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black (4)	Gold	Black	January 13, 1964
18. Mercury (65)	Guardsmen Blue	M-30JL622 (F)	Blue (72)	Blue (4)	Black	Blue	January 13, 1964
19. Ford (15)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black (1)	Gold	Black	January 13, 1964
20. Falcon (15)							

7-16-63

MODEL	COLOR	PAINT CODE	TRIM	TOP	MIDDLE SIDE SEAT SEAT BELT TRIM	DELIVERY DATE
21. Mercury (65)	Palomino	M-30JL636 (G)	Palomino(99)	Black	Black Beige (1)	January 13, 1964
22. Ford (65)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White	Red (2)	January 13, 1964
23. Comet (25)	Fawn	M-30JL631 (T)	Palomino(39)	White	Black Beige (2)	January 13, 1964
24. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise(97)	White	Black Turq. (2)	January 13, 1964
25. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White	Black Beige (2)	January 13, 1964
26. Falcon (65)	Skylight Blue	M-30JL623 (Y)	Blue (62)	Blue	Black Blue (4)	January 13, 1964
27. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black	Black Red (1)	January 13, 1964
28. Ford (65)	Wimbledon White	M-30JL619 (M)	Turquoise(77)	Black	Black Turq. (1)	January 13, 1964
29. Comet (25)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black Red (1)	January 13, 1964
30. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Black Red (1)	January 13, 1964
31. Ford (15)	Guardman Blue	M-30JL622 (F)	Blue (72)	Blue	Gold Black (4)	January 13, 1964
32. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Black Blue (1)	January 13, 1964
33. Mercury (65)	Palomino	M-30JL636 (G)	Palomino(99)	Black	Gold Black (1)	January 13, 1964
34. Ford (25)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White	Black Beige (2)	January 20, 1964
35. Comet (65)	Fawn	M-30JL631 (T)	Palomino(39)	White	Red Black (2)	January 20, 1964
36. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise(97)	White	Black Beige (2)	January 20, 1964
37. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White	Black Turq. (2)	January 20, 1964
38. Falcon (15)	Skylight Blue	M-30JL623 (Y)	Blue (62)	Blue (4)	Black Beige (2)	January 20, 1964
39. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black	Black Blue (1)	January 20, 1964
40. Ford (65)	Wimbledon White	M-30JL619 (M)	Turquoise(77)	Black	Black Red (1)	January 20, 1964

L5

T5

MODEL	COLOR	PATENT CODE	TRIM	TOP	SEAT	MIDDLE SIDE SEAT	DELIVERY DATE
41. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black (1)	Black Red	Black Red	January 20, 1964
42. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (26)	Black (1)	Gold	Black	January 20, 1964
43. Ford (15)	Guardman Blue	M-30JL622 (F)	Blue (72)	Blue (4)	Black	Blue	January 20, 1964
44. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black (1)	Gold	Black	January 20, 1964
45. Mercury (65)	Palomino	M-30JL636 (G)	Palomino (99)	Black (1)	Black	Beige	January 20, 1964
46. Ford (25)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White (2)	Red	Black	January 20, 1964
47. Comet (65)	Fawn	M-30JL631 (T)	Palomino (39)	White (2)	Black	Beige	January 20, 1964
48. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise (97)	White (2)	Black	Turq.	January 20, 1964
49. Ford (15)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White (2)	Black	Beige	January 20, 1964
50. Falcon (65)	Skylight Blue	M-30JL623 (Y)	Blue (62)	Blue (4)	Black	Blue	January 20, 1964
51. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black (1)	Black	Red	January 27, 1964
51A. Ford (25)	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black (1)	Black	Turq.	January 27, 1964
52. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black (1)	Black	Red	January 27, 1964
53. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black (1)	Gold	Black	January 27, 1964
54. Ford (15)	Guardman Blue	M-30JL622 (F)	Blue (72)	Blue (4)	Black	Blue	January 27, 1964
55. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black (1)	Gold	Black	January 27, 1964
56. Mercury (65)	Palomino	M-30JL636 (G)	Palomino (99)	Black (1)	Black	Beige	January 27, 1964
57. Ford (25)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White (2)	Red	Black	January 27, 1964
58. Comet (65)	Fawn	M-30JL631 (T)	Palomino (39)	White (2)	Black	Beige	January 27, 1964
59. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise (97)	White (2)	Black	Turq.	January 27, 1964

MODEL	COLOR	PAINT CODE	TRIM	TOP	MIDDLE SIDE SEAT BELT	DELIVERY DATE	
61. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White	Black (2)	January 27, 1964	43
62. Falcon (65)	Skylight Blue	M-30JL693 (Y)	Blue (62)	Blue	Black (4)	January 27, 1964	22
63. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (92)	Black	Black (1)	January 27, 1964	43
63A	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black	Black (1)	January 27, 1964	44
64. Ford (25)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black (1)	January 27, 1964	22
4	3 A LINCOLN NOCTURNE BLUE	M-32J1544 (H)	BLUE (82)	WHITE	BLACK (2)	JANUARY 6, 1964	4
4	4 15A T-BIRD BRITANNY BLUE	M-32J1624 (Q)	BLUE (52)	BLUE	BLACK (4)	JANUARY 13, 1964	4
5	5 27A LINCOLN BURNISHED BRONZE MET.	M-32J1738 (P)	PALOMINO (89)	WHITE	BLACK (2)	JANUARY 13, 1964	5
5	5 39A T-BIRD DIAMOND BLUE	M-32J 921 (N)	SILVER (51)	BLACK	RED (1)	JANUARY 29, 1964	5
6	6 51A LINCOLN HIGHLANDER GREEN MET.	M-32J1453 (S)	BEIGE (84)	WHITE	BLACK (2)	JANUARY 29, 1964	6
6	6 63A T-BIRD PATRICIAN GREEN	M-32J1070 (U)	TURQUOISE (57)	BLACK	BLACK (1)	JANUARY 29, 1964	6

25 EXTRA PROJECT SIDE VEHICLES

MODEL (65)	COLOR	PAINT CODE	TRIM	TOP	MIDDLE SIDE SEAT		DELIVERY DATE
					SEAT	SEAT	
1. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Gold (1)	Black	January 27, 1964
2. Ford (65)	Guardsman Blue	M-30JL622 (F)	Blue (72)	Blue	Black (4)	Black	January 27, 1964
3. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Gold (1)	Black	January 27, 1964
4. Mercury (65)	Palomino	M-30JL636 (G)	Palomino (99)	Black	Black (1)	Black	February 3, 1964
5. Ford (65)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White	Red (2)	Black	February 3, 1964
6. Comet (65)	Fawn	M-30JL631 (T)	Palomino (39)	White	Black (2)	Black	February 3, 1964
7. Mercury (65)	Peacock	M-30JL638 (P)	Turquoise (97)	White	Black (2)	Turq.	February 3, 1964
8. Ford (65)	Phoenician Yellow	M-30JL633 (R)	Black (76)	White	Black (2)	Black	February 3, 1964
9. Falcon (65)	SkyLight Blue	M-30JL623 (Y)	Blue (62)	Blue	Black (4)	Black	February 3, 1964
10. Mercury (65)	Carnival Red	M-30JL515 (J)	Red (95)	Black	Black (1)	Black	February 3, 1964
11. Ford (65)	Wimbledon White	M-30JL619 (M)	Turquoise (77)	Black	Black (1)	Turq.	February 3, 1964
12. Comet (65)	Anniversary Silver Met.	M-30JL621 (K)	Red (35)	Black	Black (1)	Black	February 3, 1964
13. Mercury (65)	Aztec Gold	M-30JL635 (I)	Black (96)	Black	Gold (1)	Black	February 3, 1964
14. Ford (65)	Guardsman Blue	M-30JL622 (F)	Blue (72)	Blue	Black (4)	Black	February 3, 1964
15. Falcon (65)	Chantilly Beige	M-30JL630 (Z)	Beige (64)	Black	Gold (1)	Black	February 3, 1964
16. Mercury (65)	Palomino	M-30JL636 (G)	Palomino (99)	Black	Black (1)	Black	February 3, 1964
17. Ford (65)	Vintage Burgundy	M-30JL632 (X)	Black (76)	White	Red (2)	Black	February 3, 1964
18. Comet (65)	Fawn	M-30JL631 (T)	Palomino (39)	White	Black (2)	Black	February 3, 1964
19. Mercury (65)	Peacock	M-30JL638 (B)	Turquoise (97)	White	Black (2)	Turq.	February 3, 1964
20. Falcon (65)	SkyLight Blue	M-30JL623 (Y)	Blue (62)	Blue	Black (4)	Black	February 3, 1964

October 3, 1969

Memo to: V. J. Simpson
Sales Promotion and Distribution Manager
Lincoln-Mercury Division

June 28, 1963

Subject: Purchase of New York World's Fair

Memo to: A. L. Mueller

I am forwarding a regrouping of the product
ride vehicles for your concurrence. As you will notice,
the Continentals and Thunderbirds have been eliminated.
This is due to the reduction in cost necessary to bring
this portion of the exhibit back into budget. If for some
reason the Continentals and Thunderbirds are put back
into the program, we will proceed with your original
recommendations. You will also notice that we have
selected top colors for these convertibles.

We hope that this will concur with your
thinking. Thank you for your cooperation.

The column titled "Delivery Date" will be
used for scheduling purposes by this department, so
please ignore any comments.

We appreciate the extensive time it took to
select these colors and we hope that you will bear with
us through some of these changes.

cc: M. H. Heath
C. R. Paulson
M. Donovan
E. G. Gourley
R. S. Miller

Robert W. Millar

bcc: E. G. Gourley

October 1, 1963

Memo to: **W. J. Simpson**
Sales Promotion and Distribution Manager
Lincoln-Mercury Division

October 1, 1963

Subject: **Purchase of New York World's Fair
Product Ride Vehicles**

Subject: Attached are specification requirements and delivery dates for the remaining 74 1964 vehicles (48 Mercury Parklane convertibles and 26 Comet Callente convertibles) to be used on the Product Ride tracks in the Ford Pavilion at the New York World's Fair that were requested under the date of July 22, 1963.

We would again like to bring to your attention that due to the tight programmed schedules of modification and installation it is very important to follow the exact delivery dates.

Thank you for your cooperation.

that due to the tight programmed schedules of modification and installation it is very important to follow the exact delivery dates.

Thank you for your cooperation

J. G. Mullaly

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

J. G. Mullaly

bcc: **F. M. Donovan**
E. G. Gourley
R. W. Millar

October 1, 1963

Memo to: Charles M. Stout, Manager
Administrative Services
Ford Division

Subject: Purchase of New York World's Fair
Product Ride Vehicles

Attached are specification requirements and delivery dates for the remaining 74 1964 vehicles (48 Ford Galaxie 500 convertibles and 26 Falcon Futura convertibles) to be used on the Product Ride tracks in the Ford Pavilion at the New York World's Fair that were requested in our communication forwarded to you under the date of July 22, 1963

We would again like to bring to your attention that due to the tight programmed schedules of modification and installation it is very important to follow the exact delivery dates.

Thank you for your cooperation.

J. G. Mullaly

cc: M. B. Heath
L. F. Thompson

bcc: F. M. Donovan
E. G. Gourley
R. W. Millar

October 1, 1963

Memo to: W. J. Simpson
Sales Promotion and Distribution Manager
Lincoln-Mercury Division

Subject: Purchase of New York World's Fair
Product Ride Vehicles

Attached are specification requirements and delivery dates for the remaining 74 1964 vehicles (48 Mercury Carriane convertibles and 26 Comet Caliente convertibles) to be used on the Product Ride tracks in the Ford Pavilion at the New York World's Fair that were requested under the date of July 23, 1963.

We would again like to bring to your attention that due to the tight programmed schedules of modification and installation it is very important to follow the exact delivery dates.

Thank you for your cooperation.

J. C. Mullaly

cc: M. B. Heath
C. R. Paulson
bcc: M. Donovan
E. C. Gourley ✓
R. A. Miller

November 1, 1963

November 1, 1963
Memo to: Charles M. Stout, Manager,
Administrative Services
Ford Division

Subject: Purchase of New York World's Fair
Product Ride Vehicles

Memo to: W. J. Simpson
Sales Promotion and Distribution Manager
Lincoln-Mercury Division

Subject: Purchase of New York World's Fair
Product Ride Vehicles: six
in the purchase at dealer's wholesale net of six
additional 1964 vehicles (Thunderbirds) for the
Product Ride track in the Ford Pavilion at the New
York World's Fair.

We would appreciate your assistance
in the purchase at dealer's wholesale net of six
additional 1964 vehicles (Lincoln Continentals) for the
Product Ride track in the Ford Pavilion at the New
York World's Fair.

Attached are specification requirements
and delivery dates.

J. G. Mullaly

J. G. Mullaly

cc: M. B. Heath
L. F. Thompson
bcc: F. M. Donovan
E. G. Gourley
cc: M. B. Heath
C. R. Paulson
bcc: F. M. Donovan
E. G. Gourley
R. W. Millar

Ford Motor Company

FORD DIVISION

Intra-Company Communication

GENERAL OFFICE

December 3, 1963



NEW YORK
WORLD'S FAIR PROGRAM

To: Mr. J. G. Mullaly
cc: Mr. W. P. Benton
Mr. W. R. Small
Subject: Ford Division Products at Ford Pavilion

This is a follow-up to Mr. Laux's communication to you dated October 14, 1963 on the above subject and the meeting with you held in my office on November 14, 1963.

It is my understanding you are still waiting for designs and cost estimates for installing two outdoor turntables on the walks leading into the Ford Pavilion to accommodate T-5's.

I am also advised that to date your office has not been satisfied with designs and estimates submitted for the so-called Product Display area which is to contain the visitor participation exhibits along with other display units. I also understand that at such time as these plans meet your approval the number and type of display units can be determined.

With regard to the ratio of Ford Division to Lincoln-Mercury Division units planned for the Magic Skyway Ride we again ask for reconsideration of the number of models scheduled. In view of the fact that Ford Division's assessment for the Fair program in relation to Lincoln-Mercury's is approximately nine to one, we believe a three to one ratio of ride cars should be considered. To achieve this relationship it is recommended that the present schedule of 50 Fords, 28 Falcons, 50 Mercurys and 28 Comets be changed to 89 Fords, 28 Falcons, 25 Mercurys and 14 Comets. We would be happy to expedite the production of these additional Ford units to meet your schedules if an adaptation problem should exist.

It is hoped that by next week you will have your plans and cost estimates completed on the turntables and display areas. We would appreciate an opportunity to review them with you and would like to schedule a meeting at your convenience for this purpose.

Please let me know when you expect to have this information available and when we could get together.

CMJ

Chase Morsey, Jr.

PRODUCT VEHICLES RIDE SCHEDULE

PLAN # 1-A

		Cars shipped to Carron	Cars stored at Carron at one time	Cars shipped to Fair	Cars stored at Fair at one time	Cars installed on track	Extra cars stored at Fair
	Week of						
33 1	Sept. 9	4	4				
32 2	16	4	8				
31 3	23						
30 4	30						
29 5	Oct. 7						
28 6	14						
27 7	21						
26 8	28						
25 9	Nov. 4						
24 10	11						
23 11	18						
22 12	25						
21 13	Dec. 2	12+2=14	20 22				
20 14	9	12+1=13	32 35				
19 15	16	12+1=13	44 48				
18 16	23	9	53 57				
17 17	30	9+1=10	46 51	1	16	0	16 16
16 18	Jan. 6	18+2=20	44 51	2	20	0	20 20
15 19	13	18+2=20	42 51	3	20	0	20 20
14 20	20	18+1=19	40 50	4	20	0	10 -20
13 21	27	18+2=20	38 50	5	20	0	00 20
12 22	Feb. 3	18	36 48	6	20	0	20
11 23	10	4	20 32	7	20	0	15 5
10 24	17		12	8	20		20
9 25	24			9	12		12
8 26	Mar. 2						
7 27	9						
6 28	16						
5 29	23						
4 30	30						
3 31	Apr. 6						
2 32	13						
1 33	20						
TOTAL		156+12=168		156	12=168		131 25 37

9/20/63
11/1/63

Carron - 1963

December 9, 1963

Memo to: Chas Morsey, Jr.

December 9, 1963

Subject: Ford Division Products at Ford Pavilion

In accordance with our conversation Friday, December 6, and discussion between Masuro, Mecke and I, this is to advise that we have been requested by Mr. Mecke to reschedule the mix of convertibles planned for the "Magic Skyway" ride in the Ford Pavilion. The original schedule of 50 Fords, 28 Falcons, 30 Mercurys and 28 Comets has been changed to a mix of 70 Fords, 30 Mercurys, 36 Falcons and 20 Comets. It is our understanding that you concur in the original schedule of 50 Fords, 28 Falcons, 30 Mercurys and 28 Comets. In accordance with our conversation this date, this is to advise that we have been requested by Mr. Mecke to reschedule the mix of convertibles planned for the "Magic Skyway" ride in the Ford Pavilion. The original schedule of 50 Fords, 28 Falcons, 30 Mercurys and 28 Comets has been changed to a mix of 70 Fords, 30 Mercurys, 36 Falcons and 20 Comets. Also as mentioned in our conversation, this schedule will include, as originally planned, six Thunderbirds and six Lincoln Continentals.

J. G. Mullaly

J. G. Mullaly

cc: W. P. Benton

cc: M. B. Heath

W. J. Mitchel, Jr.

Ford Motor Company,

GENERAL OFFICE

Intra-Company Communication

December 9, 1963

December 9, 1963

Memo to: **Chase Morsey, Jr.**Subject: **Ford Division Products at Ford Pavilion**

To: Mr. J. G. Mullaly


In accordance with our conversation Friday, December 6, and discussions between Messrs. Mecke and Iacocca, this is to confirm the realignment of convertibles planned for the "Magic Skyway" ride in the Ford Pavilion. The original schedule of 50 Fords, 28 Falcons, 50 Mercurys and 28 Comets has been changed, effective this date, to 70 Fords, 30 Mercurys, 36 Falcons and 20 Comets. It is our understanding that you concur in the original schedule of six Thunderbirds and six Lincoln Continentals.

You are requested to increase the number of Fords from fifty to seventy-eight and maintain the present number of Falcons at twenty-eight. We also would like to have the number of Mercurys increased to the Magic Skyway Ride. We will be pleased to give you the opportunity to review the exterior design selections for the additional Fords and will be happy to assist in expediting the production of these cars, if required.

As soon as we have an opportunity to review revised cost estimates with regard to product display areas, we shall arrange for a meeting at a time of mutual convenience to give your people an opportunity to suggest and recommend the type of product units to represent Ford Division in these areas. At the same meeting we will present for your consideration cost estimates and designs relating to the outdoor turntables for display of the T-5s.


 Chase Morsey, Jr.


 J. G. Mullaly

 cc: W. P. Benton
 W. J. Mitchel, Jr.
 W. R. Small
 

FORD DIVISION

Ford Motor Company

GENERAL OFFICE

Intra-Company Communication

*file
gm*

December 9, 1963

To: Mr. J. G. Mullaly
cc: Mr. W. P. Benton
Mr. W. R. Small
From: Chase Morsey, Jr.

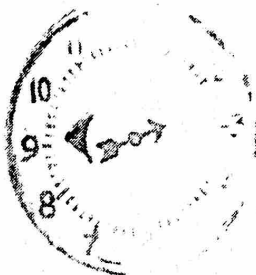
This is to confirm our conversation Friday regarding the ratio of Ford and Lincoln-Mercury products in the Magic Skyway Ride at the Ford Pavilion.

You are requested to increase the number of Fords from fifty to seventy-eight and maintain the present schedule of Falcons at twenty-eight. We also understand that six Thunderbirds will be included in the Magic Skyway Ride.

We would appreciate the opportunity to review the exterior color and upholstery selections for the additional Fords and will be happy to assist in expediting the production of these cars, if required.


Chase Morsey, Jr.

DEC 11 1963 AM



NEW YORK
WORLD'S FAIR PROGRAM

December 13, 1963

December 13, 1963

Memo to: W. J. Simpson
Sales Promotion and Distribution Manager

Memo to: Charles M. Stout, Manager
Administrative Services

Subject: Ford Division's Fair Product Ride Vehicles

**Subject: Purchase of New York World's Fair
Product Ride Vehicles**

We would appreciate your canceling the following 29 Product Ride vehicles (20 Mercury Parklane convertibles and eight Comet Galante convertibles) that were included in our request forwarded to you under the date of October 2, 1963.

We would appreciate your assistance in the purchase at dealer's wholesale net 28 additional 1964 vehicles (eight Falcon Futura convertibles and 20 Ford Galaxia 500 convertibles) for the Product Ride track in the Ford Pavilion at the New York World's Fair.

Delivery Date

					Delivery Date
				Mercury Silver	1- 6-64
		14	"	"	1-13-64
		16	"	"	1-13-64
		17	"	"	1-20-64
		20	"	"	1-27-64
		22	"	"	1-27-64
		24	"	"	2- 3-64
		25	"	"	2- 3-64
Mercury Parklane Convertible	21		Peacock		1- 6-64
"	22		Carnival Red		1- 6-64
"	25		Palomino		1- 6-64
"	26		Peacock		1- 6-64
"	27	J. C. Mulvaney	Carnival Red		1-13-64
"	29		Palomino		1-13-64
"	30		Peacock		1-13-64
"	31		Carnival Red		1-13-64
"	32		Palomino		1-20-64
cc: M. B. Heath	34		Peacock		1-20-64
" L. F. Thompson	35		Carnival Red		1-20-64
bcc: F. M. Donovan	37		Palomino		1-20-64
" E. G. Gourley	38		Peacock		1-20-64
" R. W. Millar					

December 13, 1963

<u>Vehicle</u>	<u>Number</u>	<u>Color</u>	<u>Delivery Date</u>
Mercury Parklane Convertible	39	Carnival Red	1-27-64
"	41	Palomino	1-27-64
Memo to: W. J. Simpson			1-27-64
Sales Promotion and Distribution Manager			1-27-64
Lincoln-Mercury Division			2- 3-64
"			2- 3-64
Subject: New York World's Fair Product Ride Vehicles			2- 3-64

We would appreciate your canceling the following 28 Product Ride vehicles (20 Mercury Parklane convertibles and eight Comet Callente convertibles) that were included in our request forwarded to you under the date of October 1, 1963.

<u>Vehicle</u>	<u>Number</u>	<u>Color</u>	<u>Delivery Date</u>
Comet Callente Convertible	12	Anniversary Silver	1- 6-64
" " "	14	" "	1-13-64
" " "	16	" "	1-13-64
" " "	18	" "	1-20-64
" " "	20	" "	1-27-64
" " "	22	" "	1-27-64
" " "	24	" "	2- 3-64
" " "	26	" "	2- 3-64
Mercury Parklane Convertible	21	Peacock	1- 6-64
" " "	22	Carnival Red	1- 6-64
" " "	25	Palomino	1- 6-64
" " "	26	Peacock	1- 6-64
" " "	27	Carnival Red	1-13-64
" " "	29	Palomino	1-13-64
bcc: F. M. Donovan	30	Peacock	1-13-64
" E. G. Gourley	31	Carnival Red	1-13-64
" R. W. Miller	33	Palomino	1-20-64
" " "	34	Peacock	1-20-64
" " "	35	Carnival Red	1-20-64
" " "	37	Palomino	1-20-64
" " "	38	Peacock	2-20-64

<u>Vehicle</u>	<u>Number</u>	<u>Color</u>	<u>Delivery Date</u>
Mercury Parklane Convertible	39	Carnival Red	1-27-64
" " "	41	Palomino	1-27-64
" " "	42	Peacock	1-27-64
" " "	43	Carnival Red	1-27-64
" " "	45	Palomino	2- 3-64
" " "	46	Peacock	2- 3-64
" " "	47	Carnival Red	2- 3-64

of the month
These Vehicles to
set up a procedure
files.

checked in the Product
by those in att

First eight vehicles
be unloaded and
allow the trucks to
stay.

J. G. Mallaly

Taylor & Gaskin will
Thunderbird and
six persons per vehicle
per vehicle.

Ford Motor Company will
to Taylor & Gaskin and
is returned to Ford
provided.

bcc: F. M. Donovan
E. G. Gourley
R. W. Millar

Ride Cars

Meeting - December 19, 1963

SUBJECT: Installation Schedule of Product Ride Vehicles
Ford Pavilion, New York World's Fair

In Attendance:

- J. Lang - Taylor & Gaskin
- W. Robinson - Taylor & Gaskin
- Don Edgren - W E D Enterprises
- R. Lamerson - Ford Motor Company
- L. Columbus - Ford Motor Company
- E. Gourley - Ford Motor Company

The purpose of the meeting was to arrange a schedule for delivery of the Product Ride Vehicles to the Ford Pavilion at the New York World's Fair and to set up a procedure for receiving, installing and testing of these vehicles.

Attached is the Product Ride Vehicles schedule that was worked out and approved by those in attendance.

The first eight vehicles will arrive at 7:30 a.m., Friday, December 27, and will be unloaded and placed in the building as quickly as possible in order to allow the trucks to return to Dearborn for the Monday, December 30, delivery.

Taylor & Gaskin will furnish sandbags for the Ford, Mercury, Comet, Falcon, Thunderbird and Continental to be tested. The bags will be made to simulate six persons per vehicle at 150 lbs. per person, or a total of 900 lbs. per vehicle.

Ford Motor Company will furnish two Moto Trucks and one portable air compressor to Taylor & Gaskin who will be responsible for this equipment until it is returned to Ford Motor Company after the track has been completely loaded.

Copies to:

- J. G. Mullaly ✓
- R. W. Millar
- J. Lang
- W. Robinson
- G. Sweeney
- R. Lamerson
- L. Columbus
- E. Gourley

December 30, 1963



December 23, 1963

TO: J. G. Mullaly

This and a number of other memos on the World's Fair are for your attention when you return from vacation.

T. H. Mecke, Jr. wants to include several Mustangs in the mix of cars on the Ride Track.

Please get me a complete rundown on the prospects, including problems or limitations, additional cost to the World's Fair program, availability dates, passenger capacity and other related factors.

William J. Mitchel, Jr.

cc: W. T. Murphy

RECEIVED
WORLD'S FAIR
DECEMBER 23 1963

December 30, 1963

**Memo to: W. J. Simpson
Sales Promotion and Distribution
Lincoln-Mercury Division**

**Subject: Purchase of New York World's Fair
Product Ride Vehicles**

**Attached are specification requirements
and delivery date of an additional Mercury Parklane
convertible that will be needed on the Product Ride track
in the Ford Pavilion at the New York World's Fair.**

Thank you for your cooperation.

J. G. Mullaly

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

(ATTACHMENT III)

RIDE CAR SEQUENCE BY MAKE AND COLOR

<u>Make</u>	<u>Exterior Color</u>
1. Ford	White M-30J1619
2. Falcon	Red M-30J1515
3. Mercury	Chamois M-30J1636
4. Thunderbird	Dark Blue M-32J1544
5. Ford	Light Blue M-30J1623
6. Comet	Beige M-30J1631
7. Mercury	Yellow M-30J1633
8. Continental	Dark Green M-32J1453
9. Ford	Silver Mink M-30J1621
10. Falcon	Med. Blue M-30J1622
11. Mercury	Turquoise M-30J1625
12. Thunderbird	Aztec Gold M-32J1635
13. Ford	Peacock M-30J1638
14. Comet	Maroon M-30J1632
15. Mercury	Med. Beige M-30J1630
16. Continental	Blue Met. Beta M-32J1624

SAME SEQUENCE OF CARS AND COLORS THEN REPEAT 10 TIMES FOR A TOTAL OF 160 CARS.

Ford Motor Company

Intra-Company Communication

May 21, 1963

To: J. G. Mullaney

This is to remind you that time has run out for selecting the proper mix of Product Ride Cars.

E.G.

E. G. Gourley

bg

July 12, 1963

To: Mr. J. G. Mullaly
Mr. R. W. Millar

Mr. Charles Burke, of the Elvin Hunt Moving & Storage Company, who has the contract for hauling the Product Ride Vehicles, has visited the Ford Pavilion to check over the facilities.

He found that it was impossible for the trucks to negotiate the turn at the northwest corner of the building.

In order to unload the vehicles at the door of the service area, which is the only way that they can be brought into the building, it will necessitate having to back up the trucks over 600'. The driveway is only 10' wide in several points, allowing a 1' clearance on each side of the truck, which tends to make this a bottleneck that will slow down the delivery of the vehicles and any other materials.

This information has been brought to the attention of Mr. D. C. Bell of Plant Engineering, to see if a solution could be found. He suggested that we get in touch with Mr. C. C. Whiteford, Material Handling, Manufacturing Engineering Office, and have him look into the situation to see if he could suggest some type of mobile handling equipment rather than the permanent hydraulic hoist that is now under consideration.

E. G.
E. G. Gourley

bg

cc: D. C. Bell

July 23, 1963

Memo to: Charles M. Stout, Manager
Administrative Services
Ford Division
Sales & Distribution Manager
Marketing Services Division

Subject: Purchase of New York World's Fair Product
Ride Vehicles
New York World's Fair Product
Ride Vehicles

We would appreciate your assistance in the purchase at dealer's wholesale net of 78 1964 vehicles (50 Ford Galaxie 500 at convertibles and 28 Falcon Futura convertibles) for the Product Ride tracks in the Ford Pavilion at the New York World's Fair. At the end of the Fair, they will be returned to Dearborn, reconditioned and sold as used cars by the Transportation Equipment Section, Central Office Building.

All vehicles are to be built with "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, two Fords and two Falcons. They will be used as pilot models for setting up modification procedure and in testing and adjusting the Product Ride tracks upon installation at the Fair. It is necessary for these to be production vehicles and delivery would be appreciated at the earliest logical time after 1964 model changeover, but no later than the week of September 9 for the Fords and the week of September 16 for the Falcons.

The specification requirements for the remaining 74 vehicles will be forwarded to you in the immediate future.

J. G. Mullaly
J. G. Mullaly

cc: M. B. Heath
cc: M. B. Heath
bcc: L. F. Thompson
bcc: E. G. Gourley
R. W. Millar