



Finding Aid for

L.A. WEIS COLLECTION, 1950-1977

Accession 78.300.1310

Finding Aid Published: 12 January 2017



Benson Ford Research Center, The Henry Ford
20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA
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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 78.300.1310

CREATOR: Weis, Lawrence A. (L.A.)

TITLE: L.A. Weis Collection

INCLUSIVE DATES: 1950-1977

BULK DATES: 1962-1974

QUANTITY: 1.7 cubic ft. (4 boxes)

LANGUAGE: The materials are in English.

ABSTRACT: The L.A. Weis Collection, 1950-1977, contains public relations materials pertaining to Ford Motor Company products, most significantly the development of the Mustang I experimental car and the Mustang II.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research.
- TECHNICAL RESTRICTIONS:** Use of original film and audio tapes contained in the collection is restricted. Access may be unavailable due to lack of appropriate software and hardware, or use copies may need to be produced unless otherwise noted. Researchers interested in this material should contact Benson Ford Research Center staff (research.center@thehenryford.org).
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Donated to The Henry Ford, 1978.
- RELATED MATERIAL:** Related material held by The Henry Ford:
- 1962 Mustang I Roadster, Object ID 74.57.1.
- Automotive product literature collection, 1895-ongoing, Accession 175
- PREFERRED CITATION:** Item, folder, box, accession 78.300.1310, L.A. Weis Collection, 1950-1977, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Karen M. Coley, August, 2000.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by Karen M. Coley, August 2000, and published in August 2000.

Finding aid written by Janice Unger, September, 2016, and published in January 2017.

Finding aid prepared using Describing Archives: A Content Standard (DACs) and local guidelines.

BIOGRAPHICAL/HISTORICAL NOTE

As an executive with the Ford Motor Company, Lawrence A. (L.A.) Weis served as, among other positions, the public relations manager for Ford Truck Operations and the public affairs manager for the Ford Division. After leaving Ford Motor Company, Weis founded Autocom Associates, a public relations company, in 1995, serving as President and CEO.

Note content adapted from the following source:

- "AutoCom Associates, Public Relations Since 1995, Our Team, Larry Weis – President and CEO," accessed on 22 December 2016 at <http://www.usautocom.com/#!our-team>

SCOPE AND CONTENT NOTE

The L.A. Weis Collection, 1950-1977, is divided into four series: the **MUSTANG I SERIES**, the **MUSTANG II SERIES**, the **OTHER PUBLIC RELATIONS MATERIALS SERIES**, and the **OTHER MATERIALS SERIES**.

The **MUSTANG I SERIES** (0.2 cubic ft.) is comprised of a program and package book, correspondence, film scripts, pamphlets, press kits, and reports relating to the development and production of the 1962 Mustang I experimental vehicle.

The **MUSTANG II SERIES** (0.4 cubic ft.) contains articles and newspaper clippings, photographs, and reports regarding the 1974 Mustang II automobile. Also included are a book proposal and manuscript from Joe McCarthy, as well as interview transcripts and an affidavit from individuals associated with the project, including Lee Iacocca.

The **OTHER PUBLIC RELATIONS MATERIALS SERIES** (0.6 cubic ft.) is made up of promotional materials relating mostly to Ford products, as well as information regarding dealerships, Fordson tractors, and emission standards for 1973.

The **OTHER MATERIALS SERIES** (0.5 cubic ft.) contains a report on Ford Motor Company and the metric system, a proposal from Bryan Heck regarding a possible automobile trip around the world, and an audiocassette about the Pinto and Thunderbird. Also included are 2 copies of a 16mm film labeled "Inaugural Parade, Michigan Float" and an 8mm film labeled "'T'- Bird/Houston Testimonials (Show Print)."

SUBJECT TERMS

Names, Personal and Corporate

Weis, Lawrence A. (L.A.)

Iacocca, Lee A., 1924-

Ford Motor Company

Subjects

Ford automobile

Mustang automobile

Genre and Form

Audiocassettes

Brochures

Clippings (information artifacts)

Motion pictures (Visual works)

Photographic prints

Reports

CONTAINER LIST

Box no. **Description**

Box 1

MUSTANG I SERIES

"A 16mm Motion Picture for Engineering Staff Public Relations, Ford Motor Company, Dearborn, Michigan," 18 August 1962 (photocopy of script)
August Sports Car Program, Program and Package Book, Issue No. 2, 1962 (Object ID 78.300.1310.1)

Correspondence

July-December, 1962 (regarding Mustang I's debut at Watkins Glen)
September-December, 1962 (regarding script for Mustang movie)
February-May, 1963 (regarding permissions for Mustang movie)

"Hundred Day Wonder: The Story of the Ford Mustang" by William Pain
Draft script, 5 December 1962 (also includes correspondence)
Final script, 12 January 1963 (2 copies; also includes correspondence)

Pamphlets

Bob Considine's Firsthand Story of the Fabulous Henry Ford II, 1964
Ford: An American Legend, 1967

Press kits, 7 October 1962 (2 copies)

Program, Pacific Grand Prix, 19-21 October 1962 (short article on last page regarding Mustang I; also ad on inside back cover)

Report on the Mustang's College Tour, April-May 1963

Report, "Preview of the 1965 Mustang" by Burgess H. Scott, undated

MUSTANG II SERIES

Articles and clippings

Assorted newspaper clippings, 1973 (2 folders)

'74 New Car Yearbook

Industrial Design, October 1973

"Is there a Mustang II or Cosworth Vega in your future?" by Tony Hogg,
"Esquire," September 1973

Book about Mustang II

Proposal from Joe McCarthy, 19 March 1973

Interview transcripts

L.A. Iacocca with Joe McCarthy, 17 February 1973

W.D. Innes with Joe McCarthy, 28 February 1973

J.B. Naughton with Joe McCarthy, 28 February 1973

Jim Spezzano with Tom Boyle, undated (2 copies)

Box 2

B.E. Bidwell and W. Peacock with Joe McCarthy, 21 March 1973 (2 copies)

Gene Bordinat with Joe McCarthy, 22 March 1973

L.A. Iacocca with Tom Kleene, 12 April 1973

George Hedges with Joe McCarthy, undated

Stuart Frey with Joe McCarthy, undated

Affidavit from Donald R. DeLaRossa, 1973 (2 copies)
Manuscript, 7 June 1973

Photographs

Mademoiselle Magazine photo layout for 1974 Mustang II, undated
Ford Motor Company executives meeting, undated (includes contact sheets)

Reports

Sporty Small Car Study, undated (2 copies)
1974 Mustang Design Center Appearance Studies, November and December,
1971
1974 Mustang Price/Market Potential Study, 30 March 1972
1974 Mustang Program Advertising Review, 10 November 1972

OTHER PUBLIC RELATIONS MATERIALS SERIES

Ford Motor Company

Advertising announcement, 1975
Annual meeting photographs, 1968
Charlotte district sales office and Service Training Center, North Carolina, 1969
Cougar automobile newspaper clippings, 1973

Dealerships

Dealer Operating Results report, March, 1975
Ford Dealer Magazine, 1976
Recognition for 25 and 50 years of operation, 1973
Photographs, 25 year recognition for Michigan dealers, 1973
Photographs, Dealer meeting with Henry Ford II and Lee Iacocca, 1974

Box 3

Emissions standards, 1973
Fairmount Futura press packet, 1977 (2 copies)
Ford Division magazine publicity books, 1977 (2 copies)
Fordson tractor brochure, circa 1957
Granada automobile
Market comparisons, 1974
Photographs, circa 1974
Imported vehicle brochures, 1970s
Lee Iacocca
Magazine articles, 1971-1973
Newspaper clippings, 1971
Remarks before members of the Newspaper Advertising Bureau, Inc., 9
December 1974
Maverick automobile
Introduction to Ford Dealers, 17 February 1969
Newspaper clipping, "Mustang's Maverick Caper," Detroit Free Press, 26
August 1973
Pamphlet, "The Maverick," by Owen Ulph, 1969
Technical press information packet, 1970
Trucks, press releases, 1950-1952

Mercedes Benz product literature and clippings, 1971-1974

OTHER MATERIALS SERIES

Report, "Ford and the Metric System, Report Number One, Measuring Systems and Their History," 1966 (2 copies)

Proposal from Bryan Heck to Ford Motor Company, circa 1975 (regarding a driving trip around the world)

Box 4 (shelved separately)

Audiocassette, Tom Armstrong WDOK Cleveland Test Report, '77 LTD II, Pinto, T-Bird, circa 1977

16mm films, "Inaugural Parade, Michigan Float," undated (2 items; original film and work print housed in the container)

8mm film, "'T'-Bird/Houston Testimonials (Show Print)," undated