



University of Wyoming-
American Heritage Center

Guide to the

Harlan G. Lord Collection

Accession # 3064

Copy

July 1, 1969

HARLAN G. LOUD COLLECTION

RECEIPT for gift received of Harlan G. Loud:

BOOKS:

~~HR~~ HR Cameron, W.J. The Ford Sunday Evening Hour Talks, First and Second Series, Fourth Series, and Fifth Series (3). 1934 - 1939.

HR Clymer, Floyd. Treasury of Early American Automobiles. New York: McGraw-Hill Book Company, 1950.

HR Ford at Fifty. New York: Simon & Schuster, 1953.

HR Forty Years, 1903-1943. Ford Motor Company.

HR Glasscock, C.B. The Gasoline Age. Indianapolis: Bobbs-Merrill Company, 1937.

MA-N Graves, Ralph H. The Triumph of an Idea, the story of Henry Ford. Garden City, N.Y.: Doubleday, Doran & Company, 1934.

D.O. Ivey, Paul W. Salesmanship Applied. New York: McGraw-Hill Book Company, Inc., 1925.

HR Kennedy, E.D. The Automobile Industry. New York: Reynal & Hitchcock, 1941.

DO. Knoble, Cliff. Automobile Selling Sense. New York: Prentice-Hall, Inc., 1925.

HR. MacManus, Theodore F. and Norman Beasley. Men, Money, and Motors. New York: Harper & Brothers, 1929.

MAN. Manwaring, L.A. (ed.) The Observers Book of Automobiles. New York: Frederick Warne & Company, Inc., 1958.

HR. Mitchell, John M. The Saga of the Roaring Road. Boston: Meador Publishing Company, 1938.

DO. Moody, Walter D. Men Who Sell Things. Chicago: A.C. McClurg & Company, 1919.

DO. Munn, John O. A Guide to Automobile Selling. Toledo, Ohio: John O. Munn, 1950.

HR. Norwood, Edwin P. Ford Men and Methods. Garden City, N.Y.: Doubleday, Doran & Company, Inc., 1931.

DO. Selling Sense. Ford Motor Company, Dearborn, Michigan, 1954.

DO. Treasury of the Outdoors. New York: Simon & Schuster, 1954. (Ford) (2 copies).

HR. Vane, C.A. American Politics, World Economics, and the Automobile Outlook, 1933-35. St. Louis, Missouri: Vanada Press, 1933.

PAMPHLETS:

"American Battle for Abundance." Charles F. Kettering and Allen Orth. General Motors, Detroit, Michigan,

Box 1 Bugas, John S. "Labor Relations and Productivity," an address before the American Management Association, 1947.

Davis, J.R. "Distribution in Tomorrow's Market." an address before the Automotive Trade Association, 1948.

_____. "The New Automobile Market: A Realistic Approach." An address before the Tennessee Automotive Association, 1947. (2 copies).

"Do You Remember?" Bank of America, Los Angeles, California: 1938. (2 copies).

Ford, Benson. "The Rewards of Curiosity." An address before the St. Louis Chamber of Commerce, 1948.

Ford Times Commemorates Ford Motor Company's 50th Anniversary. July, 1943.

The Ford Dealer Story. Ford Division, Ford Motor Company, Dearborn, Michigan, May-June, 1953.

"You and Pulliam Motor Company," Columbia, South Carolina.

CLIPPINGS:

shelf
Large black scrapbook filled with newspaper advertisements for the Ford Motor Company during the year 1947.

CORRESPONDENCE:

One folder containing correspondence dating from 1950 to 1961, mainly related to the automobile business.

Box 1
CERTIFICATES:

Two registration certificates for the Department of Motor Vehicles (1956) and Consumer Credit (1950).

Programs:

"Fiftieth Anniversary, Ford Motor Company 1903-1953."
Two copies with Norman Rockwell prints enclosed.

Testimonial Dinner Honoring Arthur "Hard-Rock" Hatch, July, 1960.

"A Day with Henry Ford," Pictorial record of the Dearborn Conference, November 6, 1936.

Program 44, Annual Convention and Exhibition of the National Automobile Dealers Association, 1961

PHOTOGRAPH: PHOTO

*(Club - f)
Gressley*
One large photograph of persons attending the 50th Anniversary Dinner, Ford Motor Company, Hotel Statler, Los Angeles, California, June 17, 1953.

MISCELLANEOUS:

Box 1
HADA Magazine (National Automobile Dealers Association), February, 1961. Featuring the 1961 Convention Proceedings.

1952 Sales and Profit Objectives of Harlan G. Loud.

Christmasscard from Ford Motors associates.

Invitation to 50th Anniversary Dinner in 1953.

One page from "Automotive News," February 6, 1961; and two pages from the same on April 17, 1961.

One complete form of an automobile dealer contract purchase agreement.

"A Thumbnail Vital Statistics Chart of Henry Ford II.

HADA Questionnaire and Information sheet.

Correct forms of address in communicating with your legislators.

Four small pages of notes.

(Signed)

SSA

Gene M. Gressley
Director

GHG:sss