SEVENTY-FIFTH ANNIVERSARY COMMITTEE RECORDS SUBSERIES, 1975-1978
Accession 1389

SCOPE AND CONTENT NOTE

The Seventy-fifth Anniversary Committee records subseries contains materials documenting the celebration of Ford Motor Company's seventy-fifth anniversary including news releases; press packets; interoffice correspondence; Ford and non-Ford publications; photographs of Ford Motor Company plants around the world, Ford products, Ford family members, and others; newspaper clipping books; 16mm film footage and audio tape coverage of the seventy-fifth anniversary celebration at Greenfield Village; news articles of seventy-fifth anniversary activities in Argentina, Belgium, Brazil, Denmark, England, Finland, France, Mexico, Netherlands, Uruguay, and Venezuela, many of which are in foreign languages; and a design drawing for the 1903 Model A Ford which was used to create official commemorative models. This collection has not been organized. Below is a listing of the folders and/or binders found in each box.

BOX AND FOLDER LISTING

<table>
<thead>
<tr>
<th>Box no.</th>
<th>Description</th>
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<tbody>
<tr>
<td>Box 1</td>
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<tr>
<td></td>
<td>News Releases, 1977-1978 and undated (3 folders)</td>
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<td>News Release Photographs (8 folders)</td>
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<td>Historical Marker Dedication</td>
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<td>Negatives of Photographic Salute of Cars</td>
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<td>Interoffice Correspondence, 1975-1978 (2 folders)</td>
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<td>Press Packets</td>
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<td>Beginnings of the Company</td>
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<td>Economic Background</td>
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<td>Farms</td>
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<td>Milestone Cars</td>
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<td>Model T</td>
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Box 3

Publications
An American Legend
Anniversary Logo
A Chicago Tribute to the Seventy-fifth Anniversary of Ford Motor Company
Detroit Institute of Arts Exhibit, 1978
Ford Dealer Magazine, 1978
Ford Diamond Jubilee Recipe Collection
Ford Seventy-Five Years 1903-1978, 1978
Gift Collection Catalog
Greenfield Village & Henry Ford Museum Celebration of Ford Motor Company’s
Seventy-fifth Anniversary
How a Ford Mustang is Assembled
Miscellaneous Publications
Roster of the Participants at the Model A Restorers Club 1978 National Meet

Box 4

Photographs Returned from Automotive News
Ford Motor Company
Employees
Institutional
Mass Transportation
Research & Design
Ford Motor Plant
Amsterdam
Argentina
Australia
Brazil
Belgium
Chile
Egypt
England
France
General
Germany
Japan
Kaula Lumpur
Mexico
New Zealand
Peru
Rhodesia
Singapore
South Africa
South Wales
Spain
Taiwan
Photographs Returned from Automotive News (cont.)
Ford Motor Plant (cont.)

Box 4 (cont.)
- United States
- Uruguay
Ford Products
- Army Equipment
- Cars
- Campers and Vans
- Engines
- Lawn Mowers
- Tractors
- Trucks and Machinery
- Pickups
Greenfield Village and Henry Ford Museum
American Road
Miscellaneous

Box 5
Fairlane
- Fairlane Center
- Fairlane Club
- Fairlane Condominiums
Ford Family
- Ford, Edsel
- Ford, Edsel II
- Ford, Eleanor
- Ford, Henry I
  - With Celebrities
  - With Clara
  - With Family
  - With Friends
  - With Workers
- Ford, Henry I, Interests
  - Ford Cars and Auto Racing
  - Ford Trains
  - Ford Airplanes
Ford, Henry II
Ford Company
- Ford Aerospace and Communications Corporation
- Ford, Benson, Ore Carriers
- Ford Dealerships
- Ford Foundation
- Ford, Henry II, Rouge Ships
Ford Institution
- Ford Advertisements
Photographs Returned from Automotive News (cont.)
Ford Institution (cont.)

Box 5 (cont.)
- Ford Advertising Song Titles
- Ford Cartoons
- Ford Collectors
- Ford IBM
- Ford Newspaper Clippings
- Ford Letters
- Ford Firestone

Box 6
- 1978 New Model Introduction Show for Dealers, 1977
- Ford Motor Company Annual Report, 1977
- Glass Oval of Original Model T-era Glass
- Greenfield Village Maps
- Miscellaneous
- Network, A Newsletter for Community Relations Committee Members, 1978
- News Releases, 1978

Box 7
- Report on Ford Motor Company's Seventy-fifth Anniversary Program (4 binders)

Box 8
- Glass Oval of Original Model T-Era Glass
- Memorabilia
- Newspaper Clippings
- Periodical Articles
- Press Clipping Reports
  - June, 1977
  - June-October, 1977
  - October 1977 – February 1978
  - March-July 1978

Box 9
- Seventy-fifth Anniversary Activities in Foreign Countries
  - Argentina
  - Belgium
  - Brazil
  - Denmark
  - England
  - Finland
  - France
  - Mexico
  - Miscellaneous
  - Netherlands
Seventy-fifth Anniversary Activities in Foreign Countries (cont.)

**Box 9 (cont.)**
- Uruguay
- Venezuela
- Policy Committee Planning binder
- Preliminary Planning Group (2 binders)
- Seventy-fifth Anniversary Activities (2 binders)

**Box 10**
- Seventy-fifth Anniversary Program Appendix
- Correspondence (2 folders)
- Non-Ford Publications Celebrating Ford Motor Company’s Seventy-fifth Anniversary
  - Annual Reports
  - Network Newsletter
  - Appointment Calendars
  - Ford World
  - The Trac Record
  - Ford Dealer
  - The American Road
  - Ford Times
  - Ford and Lincoln-Mercury Dealer Newsletter
  - Advertising
  - Public Relations
  - Photographs
  - News Releases (2 folders)
  - Gift Catalogs
  - Programs
  - Miscellaneous (2 folders)
  - Ford Seventy-fifth Anniversary Banner

**Box 11**
- World Map
- Mockups of Foreign Language Articles about Seventy-fifth Anniversary
- Lincoln-Mercury Dealer Ad Kit
- Ford Fairmont Advertising
- Ford La Idea Que Hizo Historia
- 1978 Lincoln-Mercury Announcement and Merchandising Materials
- 1978 Ford Announcement and Merchandising Materials Catalog
- Thirtieth Anniversary Award Presented to Ford Motor Company from Public Relations News
- Foreign Language Articles about the Ford Fairmont
Box 12
Automotive News Seventy-fifth Anniversary Issue, 1978
16 mm Films and Audiocassette Tape of Ford Motor Company Seventy-fifth Anniversary Ceremony at Greenfield Village & Henry Ford Museum and Views of Model A Assembly Plant at the Mack Avenue Plant.

Box 13
1978 Calendar in Spanish
Ford Seventy-fifth Anniversary Logo
Photographs of Diamond Jubilee Display
Official 1903 Model A Ford Commemorative Literature
Ford Fairmont Advertising
65 Aniversario Ford Motor Argentina S.A. (2 copies)
Ford Emblem in Batik, Mounted on Wooden Frames (2 frames)

Box 14
1978 Calendar in Portuguese
65 Aniversario Ford Motor Argentina S.A. (2 copies)
Photographic Illustrations for 1977 Annual Report

Roll
Design Drawing for Official 1903 Model A Ford Commemorative