

Ford Motor Company Public Relations records collection  
Office of Public Relations subgroup  
Anniversary Committee records series

**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**

Box no.	Description
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**Box 1**

- News Releases, 1977-1978 and undated (3 folders)
- News Release Photographs (8 folders)
- Historical Marker Dedication
- Negatives of Photographic Salute of Cars

**Box 2**

- Interoffice Correspondence, 1975-1978 (2 folders)
- Press Packets
  - Beginnings of the Company
  - Dealers
  - Economic Background
  - Farms
  - Milestone Cars
  - Model T
  - Racing

**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
  - Kuala 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