

FORD MOTOR COMPANY ARCHIVES

ACCESSION NO. 156

~~RESEARCH OFFICE~~

INVENTORY OF CONTENTS

BOX NUMBER

FIFTIETH ANNIVERSARY - COMMITTEE MEETINGS

Archives

Lists of potential interviewees for Oral History Project 1

Calendar

Correspondence on anniversary calendar design, publication, distribution and publicity. Calendar program reports. May, 1951-February, 1953.

Commemorative Ideas

Correspondence and memoranda addressed to B. R. Donaldson from W. L. Stensgaard, J. Walter Thompson etc. concerning display materials, anniversary plans, the plan book for dealers, the Television show. July, 1951 -October 1952.

Dealers:

Anniversary Dinners

Memoranda and correspondence with potential suppliers of the large reproduction of the Norman Rockwell painting to be featured at dealer dinners; memoranda on other arrangements for the dinners; wording of dinner invitations. December 29, 1952 - June 19, 1953.

Display Kits (W. L. Stensgaard and Associates, Inc.) 2

Correspondence, photographs, printed illustrations, order and shipping forms pertaining to dealer display items manufactured by Stensgaard and the purchase of these items by dealers. Correspondence relating to requests for prints of Norman Rockwell paintings. March, 1953 - August, 1953.

Participation

Correspondence, manufacturers' samples and catalogs for dealers' souvenir gifts to customers, dealers' displays and other dealer publicity ideas. Presentation, "Dealer Participation in the 50th Anniversary." January, 1952, - April, 1953.

Plan Book

Correspondence and bulletins on preparation and distribution of dealers' anniversary plan book. Draft of text, outline of pages, page proofs. December, 1952 - March, 1953.

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Fifty Years Forward ( Brochure)

Correspondence on brochure distribution; drafts of form letter presenting the anniversary plan to dealers. January, 1953 - April, 1953.

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Films

Revisions of script and correspondence. March, 1951 - June, 1953.

Firestone Tire and Rubber Co.

Brochure, "Partners in Progress", showing Ford cars and Firestone cars over the years, correspondence, and copy of memorial issue of Firestone house organ on the death of Firestone. April, 1953 - June, 1953.

Ford at Fifty (pictorial book)

Correspondence re distribution of copies. March, 1953 - August, 1953.

General

Correspondence, releases and President Eisenhower's speech. March, 1953 - August, 1953.

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Interdepartmental Memoranda and Correspondence

Anniversary plans and arrangements and dates of committee meetings. December, 1950 - August, 1953.

Jigsaw Puzzles

Correspondence concerning manufacture, order forms, samples. January, 1953 - June, 1953.

Kenyon and Eckhardt, Inc.

Memoranda and correspondence with this firm not elsewhere classified. July, 1951 - August, 1952.

Letterheads and Stickers

Correspondence concerning design and manufacture, with samples. April, 1952 - March, 1953.

Medallion 5

Medallion manufacturing contract, correspondence concerning distribution, dealer acknowledgements of gift medallions, card stock sample, wording of medallion enclosure. June, 1952-August 1953.

Medallion Manufacturers Not Used: 6

Balfour, L. G., Co.

Correspondence concerning sculpture of Julio Kilenyi. June, 1952 - July, 1952.

Bastion Brothers Co.

Correspondence re small medallions and jewelry. October, 1952 - November, 1952.

Bell and Wallace Sales Co.

Prices of coins and tags, and correspondence. July, 1952 - October, 1952.

Fox Co.

Correspondence concerning pocket pieces with samples. October, 1952.

Sculptors

Biographical data on four sculptors: •Jennewein, Kreis, Manship, and Kilenyi.

Whitehead and Hoag Co.

Correspondence on coins, medals, key tags, desk pieces, with prices and samples. July, 1952 - December, 1952.

Minutes of committee meetings 7

May 1951 to July 1953.

Playing cards 8

Correspondence with John Waddington Ltd. re distribution of coronation playing cards to buyers of Ford cars in the British Empire, January, 1953 to March, 1953.

Rotunda

Program for opening and correspondence, June 1953

Sales and Advertising Department projects

8 cont.

1951-1953. Dealer participation plans; ideas from regional offices.

Schedules of events, programs, plans, agenda.

Various activities including TV show. Presentation to Executive Committee November 28, 1951.

Slide presentation, February 1, 1953

Test of presentation. Covers entire program of anniversary year.

Song, Anniversary

Correspondence on commissioning well-known song writer to write on anniversary song, March, 1953. Words of song included.

Television

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Advertisements in newspapers

Tear sheets and clippings, June, 1953.

Invoices

1953.

Hayward, Leland.

Covers the period 1951 to 1953. General policy; plans and ideas from J. Walter Thompson and Kenyon and Eckhardt; cost estimates; arrangements for hiring talent and obtaining network time; agreement between Kenyon and Eckhardt and Hayward Productions, December 31, 1952; script of show.

Publicity

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Clippings, photographs, releases, June, 1953.

Publicity - CBS

Releases May, 1953; kit of film, advertising mats, instructions to stations, commercials for local publicity.

Publicity - NBC

Releases, commercials, mats, May-June, 1953.

Ticket distribution

Allotment of tickets, June, 1953.

Thompson, J. Walter

10 cont.

Correspondence, May, 1951 - April, 1952.

Youth Market

Kenyon and Eckhardt plan for Ford Proms, dare-devil performances, youth sales days, and "motorlogues".

Addenda:

LaCroix correspondence, 1953-1954. Requests for calendars, mainly.

December 14, 1962