

FORD MOTOR COMPANY ARCHIVES

PUBLIC RELATIONS - 50TH ANNIVERSARY
(Wm. Mitchel, Jr.)

ACCESSION 240

| <u>INVENTORY OF CONTENTS</u> | <u>BOX NUMBER</u> |
|--|-------------------|
| <u>INVENTORY</u> <u>COMMITTEE</u> | 1 |
| General 1950-1953 Intra-Company Communications | |
| Meetings May 11, 1951-July 29, 1953 (duplicate copies) | 2 |
| (duplicate copies) Sub-Committees 1951-1953 Slide Presentation 1952 | 3 |
| <u>COSTS</u> 1952-1953 | 4 |
| Budget Background Detroit Celebration (Acct. #2220-C) | |
| Historical Film (Acct. #2220-B) Indianapolis Race (Acct. #2220-F) Old Car Events (Acct. #2203) Pictorial Book (Acct. #2220-A) Press, Photo and Miscellaneous (Acct. #2220-G) Press Conference (Acct. #2220-E) Rotunda Reopening (Acct. #2220-D) Summary of Costs: June 10, 1953 December 15, 1953 | 5 |
| <u>PLANS & PROPOSALS</u> | 6 |
| General Dearborn Motors Corporation | |
| Exhibits Pictorial Traveling Ford Forum (plan discarded) | 7 |

PLANS & PROPOSALS (cont.)

8

Movie (J. McMechan)
Other Companies
Programs

PROJECTS UNDERTAKEN

9

Anniversary Dinner:
Branch Cities-Plans and Correspondence 1952
Report on Anniversary Dinner Program June 1953
Archives:
Administration
Henry Ford II-executive communication re. Archives
administration
Henry Edmunds-memo to A. K. Mills re. role of Archives
Dedication
Correspondence
Invitation to Ceremony
Publications
"Fair Lane"
"Ford Motor Co. Archives," by Henry E. Edmunds
"Ford Documents and Photographs"
Olsen, Sid, "Excerpt from Preface of Forthcoming Text----"
Publicity
Clippings
Press Packet

Calendar:

10

Brown and Bigelow Proposal for Calendar Program
Correspondence
Foreign Versions
Picture Titles for Calendar Prints (proposed)
Dealer Participation Plans:
Advertising
Anniversary Dinners for Dealers and Wives
Block Parties
Correspondence
Displays
Old Dealer Tributes
Indianapolis Race Program
International Programs
McCarthy, Joseph (correspondence)
Management Conference:
Correspondence
Costs (not final)
Guest Lists
'Thank You' Letters
Medallion:
Correspondence
Costs (not final)
Sculptors
Motion Pictures - Scripts:
Correspondence
Costs
Film Script

PROJECTS UNDERTAKEN (cont.)

National Press Meeting: May, 1953

11

Correspondence
Displays
Guest Lists
Press Packets and Publicity
Transcripts of Proceedings
Old Car Festival September, 1953

Pictorial Book:

12

Correspondence-General
Publishers
Requests for Book
Responses to Henry Ford II
Responses to Donaldson
Responses to Gregory
Responses-General

Responses-General

13

Atlanta
Buffalo
California-General
Canton
Charlotte
Chester
Chicago

Cincinnati

14

Cleveland
Fargo
Green Island
Jacksonville
Kansas City
Los Angeles-Long Beach
Louisville
Livonia

Oklahoma City

15

Omaha
Pittsburgh
Richmond, Cal.
Rockford (Milwaukee)
Salt Lake City
Seattle
Ypsilanti
Publicity:
Clippings
Press Correspondence

| | |
|---|----|
| <u>PROJECTS UNDERTAKEN</u> (cont.) | 16 |
| Report - Distribution of 50th Anniversary Report | |
| Rotunda: | |
| Relocation of Personnel 1951 | |
| Renovation: | |
| Designs | |
| Budgets | |
| Costs | |
| Project Releases | |
| Reopening | |
| Rotunda Attendance Report | |
| | |
| Television Show (film reels, <u>see</u> : OVERSIZE) | 17 |
| Budgets-Estimated 1952 | |
| Correspondence-Letters: | |
| Complaints | |
| Congratulations | |
| | |
| Congratulations | 18 |
| | |
| Correspondence-Post Cards: | 19 |
| Congratulations | |
| Correspondence-Telegrams: | |
| Congratulations | |
| Congratulations Analysis | |
| | |
| Hammerstein, Oscar IV (inc. correspondence) | 20 |
| Hayward, Leland (inc. correspondence) | |
| Invitations to Henry Ford II Party in New York | |
| Kinescope | |
| Martin, Mary (script and films) | |
| Martin, Mary and Merman, Ethel (re. records) | |
| Murrow, E. R. | |
| Proposals and Plans | |
| Publicity | |
| Clippings | |
| Ticket Allocations | |
| 'Toast of the Town' Show | |
| Zachary, Beulah | |
| | |
| <u>PUBLICITY-GENERAL</u> | 21 |
| Advertisements (American Road) | |
| Ford Imprints | |
| | |
| News Releases | 22 |
| Archives Dedication 5-7-53 | |
| Photographs | |
| Requests for material | |
| Summary | |

| | |
|--------------------------------------|-------|
| <u>TRIBUTES</u> (see also: OVERSIZE) | 23 |
| Magazine Articles | |
| Magazine Articles | 24 |
| Resolutions | |
| <u>OVERSIZE</u> | 25 |
| Television Show (4 reels) | 26-29 |
| Tributes (3 oversize boxes) | 30-32 |