

FIFTIETH ANNIVERSARY - BEN DONALDSON
ACCESSION 241

INVENTORY OF CONTENTS

BOX NUMBER

NAME & SUBJECT FILE

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Box #	Description
Box 8	Usher, Abbott Payson - "A History of Mechanical Inventions" Village Industries Brooklyn Dundee Flat Rock Manchester Milan Milford Nankin Mills Newburg Northville Phoenix Saline Sharon Hollow Ypsilanti War Agencies Wells, Linton - "Waste" White, Lee Strout - "Farewell to Model T"
Box 9	Fiftieth Anniversary Booklets Correspondence <u>Ford at Fifty</u> Report on 50th Anniversary Dinner Program
Box 10	Calendar Correspondence and Reports Norman Rockwell Air Force Recruiting Effort 1952 New Product Debuts - Advertising 1947-49 Supervisory Bulletins
Box 11	Automotive Industry Golden Jubilee 1946 Ford-Sponsored T.V. Shows Fiftieth Anniversary Show - ("The American Road") Correspondence w/ Advertising Co. & Promotional Materials 1951-54 Correspondence from B. Donaldson on Fiftieth Anniversary Show 1953-54 DECCA Records - Merman & Martin Record Deal Kinescope Rights Mary Martin Dress Medallion Art Co. 1953-54 Preliminary Committee Work, Negotiations, & Budgets 1951-53 Remarks from E.R. Murrow, H. Ford II & O. Hammerstein II

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Box #	Description
Box 11 con't	T.V. Shows (con't) Ford Festival (hosted by Jimmy Melton) 1951-52 Clippings Commercial Scripts Correspondence (Melton & FMC)

Scope and Content Notes

These notes cover material in boxes 9, 10, and 11, that was added to this collection in September, 1993.

Box 9 includes a book, Ford at Fifty, pertaining to a publication put out by the Company in the summer of 1953. This coincided with the Fiftieth Anniversary Television Program. Correspondence consists of letters to dealers and other individuals about the show and complimentary copies of the book. Two copies of the hardcover book are included.

Box 10 contains four series. The first is information on the Ford drawings that Norman Rockwell included in his 1953 calendar, and a copy of the calendar. The second series is correspondence on a recruiting program the Air Force ran in 1952. They requested that Ford put recruitment posters in their showrooms. Ford declined because they did not want to show favoritism to one branch of the armed services. The third series in the box is articles from a dealer mini magazine, the Ford Dealer, and a booklet of new Ford products. One article pertains to the new design of the 1947 chassis, and the others mostly cover the debut of the "'49er". The last series in the box is a collection of the Ford "Supervisory Bulletin", an employee newsletter, from June of 1945 to Feb of 1947.

Box 11 includes a series on the Detroit Festival in 1946 that encompassed the Golden Jubilee of the Automobile Industry (1896-1946) and The 150th Anniversary of Detroit's Founding (1796-1946).

The files on Ford's Fiftieth Anniversary T.V. Show in 1953 includes information on specific areas of the show. The folder with correspondence from the advertising company contains the original glossy photographs of the promotional display for the anniversary. There is one of the drafts of the script used for the show. The Decca Records file is made up of the negotiations between Ford and Decca for rights to the Ethel Merman/Mary Martin duet from the show. There is also a clipping on how well that record did in the fall of 1953. The Kinescope file consists of contract clauses with the broadcasting company that restricted Ford from replaying the telecast. One of the more interesting files is about the dress Mary Martin wore on the show. It created a national trend, and was sold at department stores around the country (in four colors, for \$35). Among this material are the newspaper ads for the dress, glossy promotional photos, lists of the stores that carried it, and notes requesting the dresses in a specific size and color for Mrs. Henry Ford II and Mrs. William Ford. The remarks from Murrow, Ford, and Hammerstein is a copy of the script they used for a commentary at the end of the telecast.

Scope and Content Notes

The Ford Festival T.V. show was broadcast in 1951 and part of 1952: it was hosted by James (Jimmy) Melton. Files correspondance between Melton and Ford Motor Company, contract items, budgets, and personal comments from both parties. The clippings include an account of how Melton met Henry Ford II, a large layout on the Ford Festival Show, several profiles of Jimmy Melton, and many newspaper photos.