

FORD MOTOR COMPANY INDUSTRIAL ARCHIVES

ACCESSION AR-65-73

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B. R. DONALDSON-INSTITUTIONAL ADVERTISING FILE

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January-December 1953 (Original filing sequence maintained throughout).

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American Locomotive Co-E. W. Materfield correspondence
American Magazine-J. W. McPherrin correspondence
American National Red Cross--E. H. Powers "
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American Research Bureau, Inc-Mr. J. W. Seiler correspondence
American Journal of Nursing Co-Sims Gaynor coorespondence
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Allen Studios-Miss M. E. Shaw corresp.
American Associated Companies--H. W. McNelley correspondence
Arthritis and Rheumatism Foundation-Gen. G. C. Kenny corresp.
Artist Publications-J. J. McCarthy corresp.
Richard N. Austin corresp.
Automagraph Co-R. N. Durham corresp.
Autoprints Co--Don Gilbert, corresp.
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Axelson Manufacturing Co-J H. Pugh corresp.
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"B"

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Bachman Bakeries, Inc-Ben N. Strohecker correspondence
 Baldwin Organization, Inc-Ted Baldwin "
 Barber, E. S.
 Barbier, Roy of MacManus, John & Adams, Inc
 Barmore, G. H.
 Ted Bates & Co-J. M. Lyden corresp.
 Helen E. Beach corresp.
 The Beavers--Edmund Beaver "
 Beasley Co-H. Berkshaiser "
 Believe it or not, inc-Douglas F. Storer corresp.
 Berkeley Models, Inc--W. L. ~~W. L.~~ Effinger, Jr. corresp.
 Berube, J. F. Corresp.
 Bijou Co--Paula Lang Corresp.
 Bird-Kultgen, Inc-J. H. Kultgen corresp.
 Blanchard, T. R. corresp.
 Bloom, Miss B. N. "
 Boeson, C. "
 Boren, W. R. of Dixie Valley Cattle Corp..corresp.
 Earle D. Bottom Corresp.
 Bowman & Co--M. A. Hood corresp.
 Boy Scouts of America-Leslie Stratton corresp.
 Boyce, D. Barry corresp.
~~Bylot~~
 Bradlee Publishers Inc-R. B. Shaine corresp.
 Branch, Benjamin C-corresp
 Briscoe, Professor H. V. A. (Imperial College of Science and Technology-
 Royal College of Science) corresp.
 Bristol-Myers Products Division-George S. McMillan corresp.
 Harold Bromel Associates--Harold Bromel corresp.
 Brosius, Murray-corresp.
 Brotherton, N. T. "
 Brown, W. H. Jr "
 Brown & Bigelow Agency, Inc-H. L. Klein corresp.
 Brown Shoe Co--R. G. Stolz
 Bryant, Edward corresp.
 Bulova Watch Company-Joseph Harman corresp.
 Burdick-Rowland--G. M. Rowland corresp.
 Luedda (Mrs Leon F) Burge corresp.
 Burke, T. R. corresp.
 Butcher, Fred E. "

"C"

Cadillac Motor Car Division-D. E. Aherns correspondence
 California Bank-G. M. Chelew "
 Call-Chronicle Newspapers-P. W. Leisenring "
~~Che~~ Campbell, Curt of Curt Campbell's "
 Campbell-Ewald Co-W. R. Ewald "
 Canadian Embassy--W. M. Olivier "
 Canadian Trades Alphabet, Ltd -Alan Davis "
 Car-Blair, Ltd-Ira Blair "
 Carlebach Gallery-G. Carlebach "
 Carlson, F. J. of Frank P. Carlson, Inc "
 Carson, Gerald H "
 J. W. Cash re Holmes Tuttle gross discourtesy "
 Castle Island Press-Broderick, R. J. "
 Cecil & Presbrey-Thomas Maloney corresp.
 Central Pier Co-R. S. Kreisler "
 Chicago Automobile Trade Assoc-S. Barrett "
 Chicago Show Printing Co-Marvin T. Green "
 Chicago Tribune..J. F. Cahill "
 Children's Hospital of Buffalo-Mrs. W. L. Marcy corresp.
 Henry I. Christal Co-J. R. Spadea corresp.

Christie Photographic Service- E. C. Christie correspondence
 Chrysler Corp- James Cope "
 Claremont Men's College-Oliver W. Smith "
 Cleveland Advertising Club-Horace Teeharne "
 Cleveland Indians-Bob Feller "
 Cole & Mason-James Mason "
 Color by Riley-W. E. Riley "
 Comet Television Films, Inc-Harold Goldman "
 Commonwealth Trades Alphabet-Alan Davis "
 Connors, Thomas P. Jr "
 Coogan, David J of Dave Coogan, Inc "
 Cook, Byron V "
 Cook, Wren C "
 Cook Chocolate Co-Herman Schmidt "
 Coplan-Regent Supply Co-Don House "
 County Neon Sign Corp-J B. Ferguson, Jr "
 Cowan & Dengler, Inc-G. Trivell "
 Cowling-Cooke advertising-W. C. Cowling "
 Coyne & Jacobs-Patrick M. Coyne "
 Cremer, Adams & Co-R. P. Fischer "
 Crocker, Frank H...FMC Ltd (Canada), HFII $\phi\phi$ "
 Crossley, Inc-Archibald M. Crossley "
 Crystal Plastic Co-T. Kneeter "

"D"

Benman, John L-re Ray Morgan's suggested program to help curb juvenile delinquency
 Dalton Film Company-R. W. Kurts correspondence
 DuMont Television Newyork-W. G. Martin "
 -C. J. Witting "
 Duffy, J. J of Beattie-Watts Studio Inc "
 R. R. Donnelley & Sons Co-Thomas Beers "
 Direct Mail Advertising Assoc., Inc-Wm B Henderson corresp.
 Dowling, G. A. "
 Dorsey, W. "
 Douglas Offset Co -D. J. Henry "
 Fred DuGar Co-Thomas S. Henderson "
 Diplomat-Bryan Mack "
 Davman Associates, Inc-S. Davis "
 Dravo Corp.-W. H. Collins "
 Derr, Allen R..(Editor of The Teke) Tau Kappa Epsilon Fraternity corresp.
 Douglas Leigh Spectaculars, Inc-S. V. MacArthur corresp.
 Mrs A. Dudley corresp.
 Donn Bennett Productions- Donn Bennett corresp.
 R. R. Donnelley & Sons Co ...Hornung corresp.
 Department of Defense-Andrew H. Berding "
 Detroit Board of Commerce-Harvey Campbell "
 E. I. DuPont de Nemours & Co--DuPont Magazine editor G. H. Kester corresp.
 Detroit Jr. Board of Commerce-C. P. Kochanski corresp.
 Dyer Products Co-C. S. Dyer corresp.
 Delco Radio Corp-General Motors - D. A. Sandberg corresp
 Diplomat--Chas. Delmar corresp.
 Designed Products Corp-Edouard Dechar "
 Dumont, H. "
 Davis, Frank-Curator Mechanical Arts, Henry Ford Museum and Greenfield Village corresp.

"E"

Eager, G. B.-University of Virginia Press-Virginia Quarterly Review corresp.
 Eastwood, Mr & Mrs J. R. corresp.
 Elmsford Motel Inc-S. J. Slote "
 Emerson, Miss Faye (National Broadcasting Co) correspondence "Designed for Living" program, etc.

Ephlin, D. L. corresp.
 Evans, M. L. "
 Evansville Chamber of Commerce-H R Gonner corresp.
 Eveleth, E. L. corresp.
 Everyman Associates Inc-H. V. Gellendre "

"F"

Fairmont Wall Plaster Co-J R. Spease corresp.
 Fanara, M. A. "
 Fay, E. R. Jr..of Information Service, National Society for the Prevention
 of Blindness corresp.
 Fehling, R. E. "
 Firestone Tire & Rubber Co-A. J. McGinness corresp.
 -Arthur Weitzel "
 First Presbyterian Church - Rev. Vernon Smith "
 Fitchett, Carlton B. corresp. "
 Five Star Productions-H. M. Mahan "
 Fletcher D. Richards, Inc-E. D. Hill "
 Fontaine, Andre "
 Food Topics-W. F. Dietz "
~~Ford, Walter B/~~ "
 Dord Dealer News-Charles C. Pearsall "
 Ford Motor (Staff) and /or Ford Division -F. J. McGettrick re Huttlinger case
 -H. Walker re O. B. Higgins & 50th anniv
 postage meter plate
 -J. Connors re advertising in Little-
 Bigger League World Series..C.
 Vincent Williams Director.
 -E. S. Davidson re G. C. Eldredge and
 inclusion of KONC-TV station
 on schedule for Ford Theatre
 -H W. Cook readvertising...J. F. Connors
 letter above
 -W. Taylor re Mrs R. McWhorter, Valentine
 Ball Committee of Methodist Hospital
 League (Los Angeles) and a car at
 dealer's cost.
 -R. J. Copp -Holmes Brown- re: Harold
 Mullen and Wilbur Tindall and an
 application for Ford Dealership in
 Linvingston, New Jersey

Forester, Miss Gladys corresp.
 Frango Brothers-J. T. Foley corresp
~~Albert~~ Herbert W. Frank-Advertising agency corresp.
 J. Freidson ~~Shoe~~ Company-J. Freidson corresp.
 Fruit & Vegetable Review-Briant Sando "
 W R. Fry "
 Fuller Displays, Inc-Ben Goodman "

"G"

Gem Creations of Rhode Island-H. W. Megley correspondence
 General Electric-P. C. Sowersby correspondence
 -P. D. Fitzgerald "
 -S. C. Coale "
 General Mills request to use Ford shield in connection with sale of breakfast
 foods. Corresp. with R. L. Sturgis; Samuel C. Gale; David Wheaton of
 Knox Reeves Advertising Inc; Legal decision and correspondence.
 Clark H. Getts, Inc- C. H. Getts corresp
 Geyer Advertising Inc-Miss Nathalie Frank corresp.
 Girl Scouts of ~~Am~~ the United States of America-Miss Natalie Flatow corresp.
 Samuel Goldwyn Productions Inc-Martin S. Davis corresp.
 Godwin, Everett corresp.
 Goodyear Tire & Rubber Co, Inc-P. B. Eckels corresp.

H M. Gousha Co-S. C. Pullman corresp.
 Grace, Wm. E. "
 Grant, Arnold M " re Ford signoutside Empire State Bldg.
 Grant & Wadsworth, Inc -A. Weissenback corresp.
 Graphic Arts Association of Michigan-C. C. Means corresp.
 Greenwood Fair-George Free "
 Grey Advertising Agency, Inc-Lawrence Valenstein "
 -Mortimer Berkowitz "
 Griswold-Eshleman Co-K. W. Akers "
 Grogan Photo Co-E. H. Grogan "
 Groom Products & Research Co-John U'Ren "
 Gross, L. W. "
 H. Grutzmacher of Germany...request for 1908 Ford Model T.

"H"

Hanchett, Elizabeth telegrams
 Harris County Journal-J. C. Woodall corresp.
 Hartman, F. G. Jr. corresp.
 Hasko Trays, Inc-W. B. Tebeau corresp.
 H. J. Heinz Co-A. Dimond "
 Hersey, Wm. W. , u
 Hicks, Irle R. Jr. "
 Hicks Motor Co- W. Hicks "
 Hirsch, C. "
 Hollywood Film Enterprises, Inc-E. F. Finney corresp.
 Ralph Horgan, Inc-Jerry Freeman corresp.
 Houston Post-W. H. Baldwin "
 Howell, W. S. (Director of advertising-Univ. of Detroit) corresp.
 Hubert, F. E. corresp.

"I"

Industrial America-M. B. Deutsch corresp.
 Industrial Laboratories-V. Raiser corresp.
 International Churchmans Exposition-Marcus Hinson corresp.
 Iowa State College Press-Miss Goepfinger , Home Economics editor corresp.
 Irvington Motors Inc-P. F. Ploetner corresp.
 Irwin, David corresp.
 Ivy Network-Jay Janis corresp.

"J"

James, John M corresp.
 James Jones & Co-J. Jones corresp.
 Jann & Kelley, Inc-David Sampson corresp.
 Jaycees-D. L. Neer corresp.
 Jewish War Veterans of the United States of America-David Sidman corresp
 Johnson, V. C. corresp.
 Arthur A Judson, Inc-A. A. Judson corresp.
 J. Walter Thompson Company file of correspondence.

"K"

KFH Radio Station corresp.
 KVTV Station corresp.
 Kahn, D. corresp.
 Kaplinski, H S. corresp.
 Karol, Jim (of Jerry Bielfield)...corresp.suggested copy for billboard and
 salesmen's demonstrators.
 Katzenmeyer, A. C. (University of Michigan golf coach) corresp.
 Kenyon & Eckardt-T. L. Homewood corresp.
 Klann, W. C. corresp.
 Kleen-Stik Products, Inc-J. Zalking corresp.
 Konig, W. G. corresp.
 Koppers Co., Inc-R. Winslow corresp.
 Koontz, G. E. corresp.

"L"

LaClaire, Maurice Carnes--cover letter with check for #334.75 to cover portrait of Henry Ford, the frames and copy of negative of Benson Ford.

LaMarr, J. (of United Productions of America) corresp.
 Lacy Sales Institute corresp.
 Lanphar, Melvin F of Melvin F. Lanphar & Co "
 Laughs Unlimited cartoons and correspondence
 Laymen's National Committee, Inc-H. A. Bullis corresp.
 Leber, Lester C corresp.
 Lehman, E. K (Memphis Parts Dept) corresp)
 Gordon Leboy Television Poll corresp.
 Goldberger, Morris (Listenables and Lookables) corresp.
 Lloyd, G. W. corresp.
 Local Cartage National Conference- W. J. Kennedy corresp.
 Longines-Wittnauer Watch Co-Joseph Harmon corresp.
 Look Mag -Merle Armitage and Lindley Bothwell corresp.
 Loth, Douglas K corresp.
 Lubbock Auto Co, Inc-E. Tarbox corresp.

"MB :

McClure, O. J. (O. J. McClure Talking Pictures) corresp.
 McCormick, E. P. corresp.
 McDonnell, Sean P. "
 McKee, Fred J. ^a/₄

"MAC"

MacManus, John & Adams, Inc-Jeane Bice corresp.
 T. F. MacManus Co-T. F. MacManus corresp.
 MacNeill, Ian (Government Film Commissioner, National Film Board) corresp.

"M"

Macquarie Broadcasting Service Pty, Ltd-I. K. Mackay corresp.
 Magazine Advertising Bureau-F. Braucher corresp.
 Magazine Publishers Association Inc-A. Crawford corresp.
 Magicolor Pencil Co-M. Schultz corresp.
 Ed Maher, Inc-E. R. Maher corresp.
 Mailograph Co- J. Sacks "
 Jay H. Maish Co- J. H. Maish Jr "
 Milton F. Maloney corresp.
 Manage Magazine-F. McMenamin corresp.
 Marmein, M. corresp.
 Walter Marshak Inc- W. Marshak corresp.
 Martin Weiner Co-S. C. Fried "
 Maruca, F. J. Jr "
 Massachusetts General Hospital--Miss Lynch corresp.
 Mecke-T. H.-re Erle Stanley Gardner
 Meeman, E. G. of Memphis Press Scimitar
 Meindell, Mrs E. J. of First Lutheran Church
 Melton, James O of R. R. Kellogg Advertisign Services Inc.
~~James~~ Melton Autorama--J. Harkrider corresp.
 Michigan Bell Telephone Co-H. Wesley "
 Michigan Book Binding- G. W. Turnbull "
 Michigan Hot Rod Assn. -Robert Sharkey "
 Michigan Motor Show-Harry Cushing corresp.
 Mining World-M. F. Holsinger "
 Moger, A of 3 D Publications Inc
 Mohawk Carpet Mills Inc-Buck, M. R. "
 Moore & Schick-Cordts, H. E. "
 Ira Mosher Associates Inc-James Boyd "
 Mulchay, Jack corresp.
 Mullreed, Mrs Grace A "
 Murphy, Betty "

Stanley Murphy Productions, Inc-S. Murphy corresp.
Murray, Thomas A..New York State Federation of Labor corresp.

"N"

NIAA -B. G. Wiley correspondence (National Industrial Advertisers Assoc)
National Council of the Young Men's Christian Associations-W. J. Grede corresp.
National Future Farmer-Miss E. W. Gutch
National Geographic Magazine-Harley McDevitt
National Milk Bowl-E. C. Weafer
National Safety Council file
National Society for Chipped Children & Adults, Inc -E. Kobak
National Theatre Institute Inc
NemethyDavis-R. E. Davis
New Ideas-A. R. Bowlzer
New York Good Roads Association Inc-L. J. Morhouse
New York University-Speech & Dramatics Dept-Ormond Drake
News of the Day-Diana Stokes
Noble-Dury & Associates, Inc-Bill Graham
Norsid Mfg Co, Inc-Harold Grankel
Northern Montana College-Dept of English & Speech-W. E. Lisenby corresp.

"O"O'Connell, A. W. corresp.

Ockford Printing Co-R Ryan corresp.
Official Films Inc-Bud Austin "
Ohio Art Co-H. W. Winzeler "
Ohio Sesquicentennial celebration
Olin Industries, Inc-W. H. Depperman
Olson, Miss Sondra of Syracuse University Radio-TV center
Omega Productions Inc-Gauthier, G. R.
O'Rourke, F. R.
Orr's Department Store-E. S. Bixler
Orton, V. of Vermont Country Store
Outdoor Advertising Inc- K. H. Fulton
Owen Murphy Productions -O. Murphy
Zark Poster Advertising Co- R. E. McKinley

"P"

Pack, George (George Pack Enterprises)
Palandech, Louis re The Unity
Andy Palmer's Military Inn-Andy Palmer
Par Company, Ltd-Frank Ware
Parmer, J. Norman
Pate Oil Co-J. E. Dornoff
Patterson, Calvin W
Paterson, F. S.
Patterson, John A-WPIX Television
Raymond Pearson, Inc- R. Pearson
Pehrson, Hildur
Pepsi-Cola Bottling Co of Dayton-Herbert Paige
Perry-Brown, Inc-S. R. Best
Pitts, William C (Cy Pitts)-Fred Waring Pennsylvanians
Philadelphia Inquirer-G. S. Dix
Pictorial Media, Inc-H. E. Childs
Picture Press, Inc-J. J. Thorndike, Jr
Pinkson, Leon
Platt, Zachary & Sutton, Inc-G. J. Zachary
Portland Television station KPTV-Herbert Mayer
Powell, Malcolm R --and Nevison, T. O. Jr-Harvard Medical School--
unsolicited advertising ideas.
Prestige Presentations-H. A. Klein
Prevette Foundation-E. Prevette
Pritchard, D. G.
Projectograph Corp-C. O. Wenzel

Public Service Coordinated Transport-P H DeWyngaert
 Publication Corporaion-Albert Benjamin
 Pugh, Chas W.

"Q"

Quammen, D M-Montana Builders
 Quincey League of Women Voters-Mrs. T. L Stebbins

"R"

Raij, Pedro
 Ramona Manufacturing Co-A. B. Mull
 Reemsnyder, J. G.
 Reese, J. W. of Reese Press Printing Co
 Rexford Record Corp.- Guilford, N (Miss)
 Reynolds-Fitzgerald, Inc - R. Healy
 Richards, Robert K of National Association of Radio and Television
 Broadcasters
 Ransier, Frank
 Rinehart, T. Melville
 Robert Peterson Advertising Management-S. J. Dubicz
 Roberts, J. P
 Robertson, Buckley & Gotsch, Inc-Bart Farrell
 Rohm & Hass Co-C. C. Campbell
 Roland Reed Productions Inc-R. D. Reed
 Romer, Mrs K. N.
 Rosenberg Brothers & Co-R. Rosenberg
 Reynolds Metals Co-David Beard
 Roth, L. G.
 Rough Notes-J R. Gregory
 Rountree, Miss Martha

"S"

Salesman's Digest-George Cantrell
 San Francisco Junior Chamber of Commerce-W. L. Talbot
 Sandhaus, A. E. -of Ad-Craft Line, Inc re Day-glo promotion
 Olivier Y. de Sarnez
 Schertz, J.
 Schimpff, T G.
 George T Schmidt, Inc- E. W. Schmidt
 Schnell, F. H. of Motorola Inc
 Schrader, P. F.
 Schulte, J. H. of New Products Institute of America
 Schultz, R. J.
 Schureman, R. E of ~~Dye~~ Deuel County Motor Co
 Segal, D. of Cupples Envelope Co
 Seltzer, L. A.
 Shahani, R. M.
 Shattuck School-Rev. S. W. Goldsmith Jr
 Shaw, L. L. of Kansas City Life Insurance Co
 W. A. Sheaffer Pen Co-D. A. Reed
 Shell Oil Co-J W. Southworth
 Shinnars, A. J...Town of Brookline
 Shivell-Hall Co, Inc-Maybell Hall
 Sitterley, K. C.
 Slayght, C. O.
 Slout, .L. V. of Vermontville Maple Syrup Festival Corp
 Smith, W. E.
 Snow Bunny Bosco-J. R. Seide
 Snyder and Black-H. Johnson
 Sowersby, P. C. of General Electric Supply Co
 Spadea, Joe
 Spangler, F
 Spangler Candy Co-F/T.Spangler

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Spectaculart, Inc-Dudley Holland
 -Theile, J
 Spencer Display Corporation-C W. Givves
 Spiegowski, Miss Dolores
 Spotlight Promotions-S. J. Dubroff
 Stamm's Good Clothes-C. F. Stamm
 State Farm Insurance Companies-R. D. Bischoff
 State Law Reporting Co-J. Genburg
 Steen, L. B.
 W. L. Stensgaard and Associates Inc
 Stern, L
 Edward Stern & Company, Inc-Louis Neibauer
 Stewart, Mrs C. R.
 Stewart, John of Lawrence Institute of Technology
 Stoffel, Miss Marion
 Stoltenberg, G. A.
 Stuart, R. D of James Thomas Chirurg Co
 Alice Stuart, Inc- M. Matluck
 Sullivan, Stauffer, Colwell & Bayles, Inc^y-R. McKee
 Sutherlin, H. C.

"T"

Tarcher, M of Institute for American Democracy Inc
 Taylor Instrument Companies-W. W. Lockwood
 Teichmann, Howard M
 Tenzer, M. L.
 Textile Bag Manufacturers Association-D. S. Frey
 Thayer, Guy V.- Academy of Television Arts and Sciences
 Thompson, Ben S. of Ben S Thompson, Inc
 Thompson, Gil
 Thompson, W. C. -of John B. Sallings Fund
 Tidrick, L. H. of Industrial Advertising Research Institute
 Times Printing Co, Inc-
 Toledo Blade-L. F. Newmyer
 Toof, F. O.
 Toupalik, R. L.
 Trader Scott-C. L. Scott
 Traniello, A. Jr.
 Transamerican Broadcasting & Television Corp-H. W. Howard re STATE POLICE
 program
 Trans-Lingual International Film Service- J. W. Cash
 Traver, Mrs Hattie (Confidntial and administrative aide to Postmaster General).
 Trester, L. W.
 Troubador Songs Ltd-B. Ellsworth
 Lenniel Tucker
 Sophie Tucker golden jubilee testimonial--Harry Brandt
 Tuco Work Shops-R. L. Slattery
 Tutino, Mrs. Jacqueline

"U"

Ukranian Melody Hour-R. Marynowych
 Union Theological Seminary Library-R. H. Schroeder
 United States Committee for United Nations Day-T. J. Watson, Jr.

"V"

Vagabond Kings-King Boring
 Variety Display Service, Inc-R. A. Lersch
 Vermont Country Store-V. Orton
 Videx Corp.-E. Ogden

