

FORD MOTOR COMPANY ARCHIVES

ACCESSION 854 (SMALL ACCESSION GROUP)

PUBLIC RELATIONS - EDUCATIONAL AFFAIRS

BOX      INVENTORY OF CONTENTS

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17 of Small Accessions. Folder # 854

A copy of study "Proposals for Improving Ford Motor Company  
College Relations"

(Prepared by Educational Affairs Dept., Feb. 26, 1962)

Study includes:

Citation of New York Times (2/25/60)

"College Survey" - report of Batten, Barton, Durstine &  
Osborn, Inc. survey of collegemarket

Ford Motor Company College Contacts

Proposals for new programs

Reference material