Finding Aid for

HENRY FORD CENTENNIAL SUBSERIES, 1963
SE 004

Accessions 899 and 1139

Finding Aid Published: March 2012

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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 899 and 1139


TITLE: Henry Ford Centennial subseries

INCLUSIVE DATES: 1963

QUANTITY: 8.4 cubic ft., 8 oversize boxes, and 1 oversize volume

LANGUAGE: The materials are in English.

ABSTRACT: The Henry Ford Centennial celebrated the 100th anniversary of Henry Ford and the 60th anniversary of the creation of Ford Motor Company in 1963. The Henry Ford Centennial subseries contains administrative files concerning the planning of the many events, memorabilia, photographs, clippings and a scrapbook commemorating these events.
ADMINISTRATIVE INFORMATION

ACCESS RESTRICTIONS: The collection is open for research. Access to microfilm is available in the reading room. Use of original audio or visual materials will require production of digital copies for use in the reading room; interested researchers should contact Benson Ford Research Center staff in advance at research.center@thehenryford.org

COPYRIGHT: Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).


RELATED MATERIAL: Related material held by The Henry Ford:
Part of the Special events series, which includes:
- Fiftieth Anniversary Tributes subseries, Accession 129
- Ocean to Ocean Race Re-enactment subseries, Accession 717

PREFERRED CITATION: Item, folder, box, accession 899 or 1139, Henry Ford Centennial subseries, Benson Ford Research Center, The Henry Ford

PROCESSING INFORMATION: Collection processed by Benson Ford Research Center staff, October 2001

DESCRIPTION INFORMATION: Original collection inventory list prepared by Benson Ford Research Center staff, October 2001


Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.
HISTORICAL NOTE

The Henry Ford Centennial Committee was the driving force in the commemoration of the centennial anniversary of the birth of Henry Ford, July 30, 1963, and the 60th anniversary of the creation of the Ford Motor Company. The committee, consisting of members of the Ford Motor Company, created, developed, and managed the activities of the Centennial celebration. The Ford Motor Company Research and Information Department and its manager, Henry E. Edmunds, were instrumental in the completion of much of the work. Centennial programs included: the Ford Tri-Motor fly over, the creation of the symbol for the Centennial, and the donation of the Ford Film archives to the National Archives in Washington. Many of the events took place on the centennial of Henry Ford's birth, July 30, 1963.

The Centennial was a global-wide celebration as Ford Motor Company foreign operations took part in the Centennial celebration. Many foreign magazines and newspapers published articles commemorating the anniversaries.

Civic programs sponsored by the Dearborn Centennial Committee included the Centennial Dinner and the Ford Pageant at Ford Field. The Detroit Centennial Committee sponsored "Homes of Henry Ford." The committee’s honorary chairman was Mayor Jerome P. Cavanagh.

Several books were published during the Henry Ford Centennial and the 60th anniversary of the Ford Motor Company. Most notable of these was the Allan Nevins and Frank Ernest Hill's book, Ford: Decline and Rebirth, 1933 - 1962.

SCOPE AND CONTENT NOTE

Accession 1139

The Henry Ford Centennial collection is composed of administrative files concerning the planning and coordinating of events connected with the Centennial and 60th anniversary of Ford Motor Company. It includes progress reports and charts, planning memoranda, press releases and photographs. Material related to specific projects both of the company and of outside organizations participating in the Centennial are present in the collection. Samples of medallions, logos and designs projected and adopted are present along with motion picture films and slides. This collection also contains memos from Ford's international subsidiaries along with articles from foreign newspapers and magazines.

The Henry Ford Centennial collection is divided into eight series:

  - Henry Ford Centennial Committee
  - Centennial Memorabilia
  - International Programs
  - Other Programs
  - Press Releases and Clippings
  - Outside Material
  - Films, Slides, and Audio Tapes
  - Unprocessed materials

The Henry Ford Centennial Committee series contains planning calendars, memos, and photographs, along with information and artifacts of specific events of the Centennial of Henry
Ford’s birth and the 60th anniversary of the Ford Motor Company. Programs documented in this series were originally developed by the Henry Ford Centennial Committee with assistance by the Research and Information Department of the Ford Motor Company. The contents of the master book of Chuck Herman, an executive in Ford’s Research and Information Department, includes descriptions of Centennial events as well as details of Henry Ford Centennial Committee meetings. Resolutions from various state legislators and governors commemorating Henry Ford’s Centennial are also found. A great deal of emphasis was placed on the symbol of the Centennial. Material pertaining to the design of this logo is found in this series. Material pertaining to medallions using the logo is also located here. Presidential Art Inc. created a Henry Ford medallion to commemorate the state of Michigan and the Henry Ford Centennial. Correspondence on this project is found in this series. Books written on Henry Ford and the Ford Motor Company include: *American Business Abroad: Ford on Six Continents* by Frank Ernest Hill and Mira Wilkins, *Ford: Decline and Rebirth, 1933 - 1962*, by Allan Nevins and Frank Ernest Hill, *Ford At Sixty, From These Beginnings: The Early Philanthropies of Henry and Edsel Ford, 1911 - 1936* by William Greenleaf, *Henry Ford: A Study in Public Relations (1896 - 1932)* by David L. Lewis, and *A Young Henry Ford: A Picture History of the First Forty Years* by Sidney Olson. The leaves of the Olson book are present in the collection.

The **International programs** series contains correspondence of Ford Motor Company’s international subsidiaries in regards to the Centennial celebration. English and foreign language magazines from Europe and South America are contained in this series. Shortwave broadcast tapes on the life of Henry Ford are also found here.

The **Press releases and clippings** series contains Ford Motor Company publications used in conjunction with the Centennial celebration. Publications include bound mimeographed newspaper clippings printed by the Ford Motor Company News Department. Magazines and news clippings are also found.

The **Films, slides and audio tapes** series contains two films, slides, and audio tapes about Henry Ford and the Ford Motor Company. One set of slides was used in the September 19, 1962 Centennial presentation. A roll of microfilm documenting the contents of the Ford film archives between 1916 and the 1930s is also found. Audio tapes and motion picture film of Henry Ford are in this series.

The **Centennial memorabilia** series contains objects of the Centennial celebration. These objects include plaques, window decals, medallions, ashtrays, pens, and gold foil stickers.

The **Other programs** series contains material of Centennial programs not sponsored by the Henry Ford Centennial Committee. The other two major committees involved in the Centennial celebration were the Detroit Centennial Committee and the Dearborn Centennial Committee. Events include the Centennial Dinner and the Ford Pageant.

The **Outside material** series contains objects which were contained within the accession but have no connection with the Henry Ford Centennial.
The **Unprocessed materials** series includes newspapers, press packets, periodicals and press reports that have not been processed.

**Accession 899**
The Henry Ford Centennial scrapbook consists of a large disassembled scrapbook documenting the events put on for the centennial. The scrapbook includes newspaper clippings, artwork of events, and labels for the drawings.

**SUBJECT TERMS**

- **Names, Personal and Corporate**
  - Ford, Henry, 1863-1947

- **Ford Motor Company--History**
- **Ford Motor Company, Archives.**
- **Fair Lane (Dearborn, Mich.)**
- **Ford Motor Company--Anniversaries, etc**
- **Ford Motor Company--Public relations**

**Subjects**
- **Archives**
- **Ford automobile**
- **Ford Model T automobile**
- **Birthdays**
- **Press releases**

**Genre or Form**
- **Sound recordings**
- **Photographs**
- **Lantern slides**
- **Motion pictures**
- **Scrapbooks**
CONTAINER LIST

ACCESSION 1139

Box 1

Series I: Henry Ford Centennial Committee
Accounting reports - Centennial programs
  Budget
  Cost reports
Calendar of events
Committee meetings, Henry Ford Centennial
Executive appearances information
Chuck Herman master book (2 folders)
Organizational memos of Henry Ford Centennial
Planning documents
  Programs (4 folders)
  Proposals
  Status of individual programs
Centennial reports
  Annual
  Draft

Box 2

Final
Interim
  Quarterly report (see also box 11)
Thank you letters
Programs on the Ford automobile (see also Box 15 - Centennial Meet plaque, Model A Restorer's Club plaque, Centennial ashtray)
  Anniversary car (including memos relating to "Redwing")
  Antique Car Clubs (2 folders)
  Clippings - photographs
Fiftieth anniversary of the assembly line
  Quadricycle replica (including magazine article)
  Sixty millionth vehicle (including correspondence and photographs)
Community relations department (including newsletter "Town Crier")
Corporate meetings of the Ford Motor Company
  Annual stockholder's meeting
  Board meetings in plant cities (including photographs)
  National dealers' meetings
  National management meeting
Dealer showroom programs
Dearborn city seal (including photographs)
Box 3

Educational programs
  Educational affairs department
  Equipment donation to schools by Ford Motor Company (see also Box 15 -
    Equipment donation stickers and plaques)
  Henry Ford Trade School Alumni Association correspondence
  Mississippi Valley Historical Association award
  Student trip abroad

Centennial exhibits
  Display of documents of incorporation
  Michigan State Fair
    Photographs of exhibits at State Fair and stockholders meetings
    Blueprints
  Fair Lane estate
    Fair Lane rehabilitation
    Flower shows

Film and television
  Centennial television show
  Hearst Metrotone News, television show
  Wolper production: television biography
    "World of Henry Ford" film (2 folders)
  Highland Park celebration (includes photographs and memos relating to the
    ceremony)
  Historical marker at Henry Ford's birthplace (2 folders)

Box 4

  Blueprints
  Photographs

Libraries and archives
  Henry Ford Memorial Library (includes photographs and brochure)
  Detroit Public Library: donation of $100,000 by Ford
  Photographic department
    Ford Motion Picture donation to National Archives
    Department photographs in 1916
    Photographs of department in early 1960s

Magazines and periodicals
  Ford Dealer Magazine
  Ford Times
  Michigan History
  Michigan in Perspective: Local History Conference
  Michigan Week
  Miscellaneous (3 folders)
Box 5

Museums
   Henry Ford Museum
   Detroit Art Institute
   Detroit Historical Museum: Rockwell painting donation (including copy of
       Henry Ford II remarks and photographs)
   Museum of Modern Art
National publicity program (2 folders)
Newcomen Society dinner
Phonograph records
Ford plant Centennial celebrations
Rotunda renovation
Stamps of the Centennial
   Foreign stamps
   First day covers
State commemorative resolutions
Henry Ford statue
Symbol of Henry Ford Centennial
   Centennial decals - photographs (see also box 15 - Centennial decals)
      Four sizes, front
      Large reverse side
      Large with lettering
      Line art
   Centennial medallions - acknowledgements (see also Box 15 - Centennial
      medallions)

Box 10 (oversize)
   Centennial symbol printer proofs (8 folders)

Box 6

   Centennial medallions
      Correspondence (3 folders)
      Medallion front and back, photograph
      Medallion - State of Michigan
         Correspondence
         Photographs
Symphony concert - Leonard Bernstein - Centennial concert
Tri-Motor program
Literary projects
   American Business Abroad
      Correspondence (3 folders)
      Interview
      Outlines
      Reviews
Ford: Decline and Rebirth
Reviews
Distribution

**Box 7**

Ford: Decline and Rebirth (4 folders)
Ford At Sixty
From These Beginnings
Henry Ford: A Study in Public Relations
Frank Ernest Hill, biography and photo
Historian's view of Henry Ford - An interview of Allan Nevins
Young Henry Ford: A Picture History
Correspondence (2 folders)
Loose sheets of book
Reviews

**Box 17**

Photographs (many are copies)
Film vault
Old photographs department
Actual photographs - medallion front and back; during striking process
Nevins-Hill
Michigan History
Centennial symbol
Large, reverse side
With letters
Small, four sizes, front
First quarterly report
Photograph packets with captions

**Box 20 (oversize)**

Artwork (depicting centennial events; 4 folders)

**Box 8**

Series II: International programs
International correspondence
International activities
Argentina
Australia
Austria (2 folders)
Belgium
Brazil
Canada
Chile
Denmark
England (2 folders)
Egypt
Finland
France
Germany
Iceland
India
Ireland
Italy
Malaya
Mexico
Netherlands
New Zealand
Norway
Overseas distributors and export supply operations
Portugal
South Africa
Southern Rhodesia
Sweden
Switzerland
Turkey
Uruguay
Venezuela

Box 9 (oversize)
Photographs
Photograph book of Brazilian ceremony for Henry Ford
International publications
Edicao Extra (Brazil) August 17, 1963
Farm July - August 1964 and September - October 1964
Ford Australia - quadricycle promotion, July 1963 (bound volume)
Ford of Britain, two press packs
Ford Germany, 1962
Ford of Mexico magazine, June - July 1963
Ford poster in Spanish
"Ford 100" anniversary report, Zurich
Ford Times Britain, July - August 1963
Il Mondo Libero, Italian-American review, August, 1963
Idort (Brazil) May, June 1963
L'Illustre (Swiss), August 1, 1963
Mecanica Popular (Brazil), July 1963
Mundo Motorizado (Brazil), July 1963
Box 10 (oversize)

- *O Cruzeiro* (Brazil), May 18, 1963 (2 copies)
- *Quatro Rodas* (Brazil), July 1963
- *Schweitzer Illustrierte* (Swiss), July 29, 1963
- *Sunday Times*, July 28, 1963
- *Visao* (Brazil), November 1, 1963

Two blue binders of newspaper clippings from Ford Motor Company of Brazil

Box 11

**Series III: Press releases and clippings**

- "Alabama Forest Facts," Fall 1963
- Complete Centennial information packets
- Centennial quarterly report - first quarter
- Press clippings reports
  - First quarter
    - Program activities 4 - 6, 1963
    - Program activities 7 - 8, 1963
- Mat photographs from Ford news department distributed to newspapers
- Newspaper clippings (3 folders)
- Press pack
- Press releases
    - Henry Ford Centennial

Box 19 (oversize)

- Newspaper clippings (2 folders)

Box 12

**Series IV: Film, slides and audio tapes**

- Audio tapes
  - Trolley 3, Revival #5
  - "Open question interview with Henry E. Edmunds re: 1909 Race Re-enactment" from KLIX, Twin Falls, Idaho
  - Tape of Charles Collingwood on Dimension about 1962 Model A tours
- Microfilm
  - Special archives - historical motion picture inventory, 1916-1930s
  - Biographie Henry Ford (Henry Ford Herdenking) filmstrip, from Germany, used in slide presentations
- Motion picture film (16 mm reel)
  - Ford promotional film in color, 1931
  - Film showing Edsel Ford and various shots of Ford automobiles
Box 13

Slides
Four boxes of Centennial presentation slides, undated
Box of Centennial presentation slides, September 19, 1962
Ford automobiles slides

Box 21 (oversize)

Glass slides of Centennial events (in wooden case)

Box 14

Henry Ford Centennial broadcast tape "Man from Dearborn" (7 inch audio tape)

Series V: Centennial memorabilia

Centennial symbol wall plaque (18 x 12 inches; wood)

Box 15

Box of Henry Ford Centennial gold foil stickers
Automotive industries cover plaque
Two Henry Ford Centennial medallions
Henry Ford Centennial steel plaques
Ashtray, plaque from Model A Restorer's Club
"60 Years of Ford Motor Company" steel plaque (3 plaques)
"60 Years of Henry Ford" Centennial plaques (3 plaques)
Centennial Meet plaque
Equipment donation stickers and plaques
Henry Ford Presidential Art medallion
Henry Ford Centennial windshield decals

Box 18

Presidential Art medallion
City of Dearborn seal
"60 Years of Ford Motor Company and Henry Ford Centennial" steel plaque (4 plaques)
Henry Ford Centennial steel plaques (3 plaques)
Henry Ford Centennial medallions (3 medallions)
Miscellaneous items

Box 16

Series VI: Other programs

Calendars of events published by outside organizations
Civil War commission
Dearborn Centennial Committee
   Centennial Dinner, July 30, 1963
   Information packet for Centennial events, July 30, 1963
   Ford Field Pageant, July 30, 1963
Detroit Centennial Committee
Exhibit: Homes of Henry Ford (including map and photographs)
Henry Ford gardens, Detroit
Tin Lizzie Flotilla - Dossin Great Lakes Museum (including photographs and program)

Box 1
**Series VII: Outside material**
Codicil to the Henry Ford will

Box 15
Box of mineral samples from the Ford Exposition at the California Pacific International Exposition
"Carving a Name," poem by Horatio Alger

Box 22 and 23
**Series VIII: Unprocessed items**
Unprocessed items (newspapers, press reports, periodicals, press packets)

**ACCESSION 899**
Box 1 (oversize)
Newspaper clippings
Artwork (depicting events that took place for the centennial)

Box 2 and 3 (oversize)
Labels (describing events that took place for the centennial)

Volume (oversize)
Scrapbook cover