



Finding Aid for

**FORD MOTOR COMPANY FIFTIETH ANNIVERSARY RECORDS,
1947-1952
Accession 242**

Finding Aid Published: October 2011



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20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA
research.center@thehenryford.org · www.thehenryford.org

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: 242

CREATOR: Ford Motor Company. Office of Public Relations.

TITLE: Ford Motor Company fiftieth anniversary records

INCLUSIVE DATES: 1947-1952

QUANTITY: 5.2 cubic ft.

LANGUAGE: The materials are in English

ABSTRACT: Ford Motor Company celebrated its fiftieth anniversary in 1953 with the book *Ford at Fifty*. This collection contains records surrounding the creation of the book as well as notes on other companies' anniversary activities.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The collection is open for research
- 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).
- ACQUISITION:** Ford Motor Company Archives donation, 1964
- RELATED MATERIAL:** Related material held by The Henry Ford
- Fiftieth anniversary records subseries, 1951-1953, Accessions 154 and 156
 - Ford Motor Company fiftieth anniversary reports, 1953, Accession 365
- PREFERRED CITATION:** Item, folder, box, accession 242, Ford Motor Company fiftieth anniversary records, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Ford Motor Company Archives staff, April 1964.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by Ford Motor Company Archives staff and published in April 1964.
- Finding aid prepared by Elyssa Bisoski, October 2011, and published in October 2011.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

HISTORICAL NOTE

Ford Motor Company celebrated its fiftieth anniversary in 1953. One of its anniversary activities was the publication of the *Ford at Fifty* book. The oversized book describes the history of the company and includes many photographs of Ford automobiles, company leaders, plants and employees.

SCOPE AND CONTENT NOTE

This collection contains records maintained by Fred Fairfield that relate to the publication of the *Ford at Fifty* anniversary book. Files contain research material on other company anniversaries, research notes, financial records, clippings, correspondence, captions, rough drafts, minutes of fiftieth anniversary meetings, progress reports, and distribution records.

ARRANGEMENT

Collection is organized by topic.

SUBJECT TERMS

Names, Personal and Corporate

Ford, Henry, 1863-1947

Ford, Henry, 1917-1987

Fairfield, Fred

Ford Motor Company. Office of Public Relations.

Subjects

Ford Motor Company. Anniversaries, etc.

Ford Motor Company. History.

Ford Motor Company. Public relations.

Genre and Form

Financial records

Corporate minutes

Proofs

CONTAINER LIST

Box no.	Description
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Box 1

Anniversaries of Other Companies and Industries
Edison Centennial 1947
Firestone 50th
General Electric
Golden Jubilee of the Automobile
Goodyear Tire & Rubber (Golden)
International Harvester

Box 2

International Paper Company
New York Life Insurance Company
Pennsylvania Railroad
Standard- Oil of Indiana (60th)
Standard- Oil of Ohio
Union Oil of California
U. S. Rubber
Westinghouse

Box 3

Books of Other Companies (General)

Box 4

Anniversary Book - Preliminary Work
Correspondence
Book Distribution
Budget
Clippings - Comments
Dearborn Motors
Dealer Sales
Distribution Requests
Editorial
Ford International
Inventory (Ford at Fifty)
Letters about Ford at Fifty
Picture Press Correspondence
Publishers' Correspondence
Thompson, J. Walter Book Sales to Dealers

Box 5

- Advertising
- Simon & Schuster Correspondence
- Promotion
- Chicago - Donnelley Correspondence
- Distribution - Donnelley
- Postage Reports
- Production Costs
- Crawfordsville - General
- Taxes
- Inventories

Box 6

- Selected Documents

Box 7

- Text and Captions for Layout

Box 8

- Research for Book

Box 9

- Research for Book

Box 10

- Galleys
- Photograph Releases
- Picture Press Agreement Terms

Box 11

- Correspondence
 - Donnelley
 - Doyle
 - Fairfield, Fred
 - Ford of Canada
 - Jensen, Oliver
 - Jordan, Sarah
 - Thorndike, J. J.
- Minutes of 50th Anniversary Meetings
- Miscellaneous Correspondence and Memos
- Office Supplies and Equipment Requisitions
- Payments to Picture Press
- Progress Reports on Book

Box 12

Ford at Fifty (final book)
Distribution
Background Material
Ore shooting script
Customer- Research
Books
Editorial Viewpoint

Box 13

Proofs