



Finding Aid for

ORVILLE L. WILLARD PAPERS, 1920-1932
Accession 794

Finding Aid Published: November 2011



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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: 794

CREATOR: Willard, Orville L., 1892-1959

TITLE: Orville L. Willard papers

INCLUSIVE DATES: 1920-1932

QUANTITY: 1 cubic ft.

LANGUAGE: The materials are primarily in English; some general letters are in Spanish.

ABSTRACT: Orville L. Willard worked as a salesman for Ford Motor Company and multiple sales equipment companies throughout the 1920s and early 1930s. His papers include letters and scrapbooks concerning his work and products he sold.

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 donation, 1964
- PREFERRED CITATION:** Item, folder, box, accession 794, Orville L. Willard papers, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Ford Motor Company Archives staff, November 1957.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared and published by Ford Motor Company Archives staff in November 1957.
- Finding aid prepared by Elyssa Bisoski, November 2011, and published in November 2011.
- Finding aid prepared using Describing Archives: A Content Standard (DACs) and local guidelines.

BIOGRAPHICAL NOTE

Orville Willard was the head of sales for Ford Motor Company in Havana, Cuba in the 1920s. In 1928, he joined the Sales Equipment Company of Detroit, Michigan as the Pacific Coast Sales Manager. The Sales Equipment Company sold "selling tools" such as sales forms and advertising literature to automobile dealers. In 1930 Willard left the Sales Equipment Company and joined the Standard Forms Company of Los Angeles, California. The company manufactured the Ray V. Ramsdell Ford Dealers' Accounting System. Nearly 70 percent of the Ford dealers under the Los Angeles branch used this type of accounting system. The Standard Forms Company also sold a complete line of sales, service, and accounting forms and other office supplies for automobile dealers. In April 1931, the Standard Forms Company opened a branch office in Seattle, Washington operating under the name White-Michaels Sales Company, Inc. F. J. White, a former Ford dealer and Service Division Manager for the Seattle Branch of Ford Motor Company, served as sales manager. Months later, his association with White-Michaels Sales Company, Inc. ended and Willard operated the firm Dealers' Aid Company, which had offices in Alhambra, Los Angeles and Richmond, California as well as Seattle, Washington.

SCOPE AND CONTENT NOTE

The papers contain Orville L. Willard's bound copies of general letters to dealers in California from Ford Motor Company's Los Angeles branch (1920-1923), and general letters written in Spanish from the Ford Motor Company in Havana, Cuba (1925-1928). The papers also include four scrapbooks from the Sales Equipment Company, Standard Forms Company, and Dealers' Aids Company documenting the office products sold to automobile dealers in California and Washington (1928-1932).

SUBJECT TERMS

Names, Personal and Corporate

Willard, Orville L., 1892-1959

Dealers' Aids Company

Sales Equipment Company

Standard Forms Company

Subjects

Automobile dealers

Automobile industry and trade--California

Automobile industry and trade--Cuba

Automobile industry and trade--Washington

Dealer aids.

CONTAINER LIST

Box no.	Description
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Box 1

Ford Motor Company general letters (bound volumes)
1920-1921
January-June, 1922
July-December, 1922
1923

Box 2

Ford Motor Company Cuba
General letters, 1925-1928
Lincoln letters, 1926-1928

Box 3

Sales Equipment Company scrapbook
Standard Forms Company scrapbook, 1931
Dealers' Aids Company scrapbook
1931
1932