



Finding Aid for

**PUBLIC REACTIONS TO AUTO
CONTRACT NEGOTIATIONS SURVEY, 1961
Accession 874**

Finding Aid Published: November 2011



Electronic conversion of this finding aid was funded by a grant from the Detroit Area Library Network (DALNET)
<http://www.dalnet.lib.mi.us>



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: 874

CREATOR: Samuel Lubell Associates, Inc.

TITLE: Public Reactions to Auto Contract Negotiations survey

INCLUSIVE DATES: 1961

QUANTITY: 1 folder

LANGUAGE: The materials are in English

ABSTRACT: Public Reactions to Auto Contract Negotiations was a survey performed by Samuel Lubell Associates, Inc. in 1961. The survey measured reactions of the general public as well as Ford workers.

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, accession 874, Public Reactions to Auto Contract Negotiations survey, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Ford Motor Company Archives staff, December 1962.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared and published by Ford Motor Company Archives staff in December 1962.
- 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.

HISTORICAL NOTE

Samuel Lubell Associates, Inc. was a polling organization that monitored the mood of the general public.

SCOPE AND CONTENT NOTE

Survey results from a poll conducted in April 1961 by Samuel Lubell Associates, Inc. on public reactions to auto contract negotiations. They interviewed the general public in nineteen communities in eight states. Ford workers were also interviewed in six plant areas: Mahwah and Metuchen in New Jersey; Milpitas and Whittier in California; Atlanta, Georgia; and Dallas, Texas.

SUBJECT TERMS

Names, Personal and Corporate
Samual Lubell Associates, Inc.

Subjects
Collective labor agreements--Automobile industry
Automobile industry workers--Public opinion
Market surveys--United States

CONTAINER LIST

Box no. **Description**

Folder 1

"Public Reactions to Auto Contract Negotiations," survey by Samuel Lubell Associates,
Inc., April 25, 1961