



Finding Aid for

**SIDNEY OLSON “THE PEACEFUL REVOLUTION” MANUSCRIPTS,
1957**

Accession 64.167.812

Finding Aid Published: 20 September 2019

Benson Ford Research Center
The Henry Ford
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
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ACCESSION NUMBER: 64.167.812

CREATOR: Olson, Sidney

TITLE: Sidney Olson "The Peaceful Revolution" Manuscripts

INCLUSIVE DATES: 1957

QUANTITY: 0.1 cubic ft. (1 folder)

LANGUAGE: The materials are in English.

ABSTRACT: Sidney Olson, while employed at the Kenyon & Eckhardt advertising agency, worked on project associated with the Ford Motor Company. One of these projects focused on the 25th anniversary of Ford's V-8 engine. The Sidney Olson "The Peaceful Revolution" Manuscripts contains two copies of Olson's manuscript for this project, entitled "The Peaceful Revolution... The Silver Anniversary Story of the V-8 Engine."

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:** Donated to The Henry Ford, 1964.
- RELATED MATERIAL:** Related material held by The Henry Ford:
-Sidney Olson Research Notes on Henry Ford, Accession 512
-Sidney Olson Public Relations Project Files, Accession 716
-Sidney Olson *American Road* Manuscript, Accession 979
- Related collections beyond The Henry Ford:
-Sidney A. Olson papers, 1957, David M. Rubenstein Rare Book and Manuscript Library, Duke University.
<https://www.worldcat.org/title/sidney-a-olson-papers-1957/oclc/27521704>
- PREFERRED CITATION:** Item, folder, box, accession 64.167.812, Sidney Olson "The Peaceful Revolution" Manuscripts, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Benson Ford Research Center staff, November 2011
- DESCRIPTION INFORMATION:** Original collection inventory lists prepared by staff of the Ford Motor Company Archives, circa 1964.
- Original finding aid prepared by Benson Ford Research Center staff, November 2011, and updated in September 2013. Revised by Janice Unger, September 2019, and published in September 2019.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

BIOGRAPHICAL/HISTORICAL NOTE

Sidney Olson (1908-1996) was a journalist, war correspondence, and a senior editor at *Time*, *Life* and *Fortune* magazines before joining Kenyon & Eckhardt, an advertising agency, in 1951. The firm was hired by Ford executives to market Ford Motor Company's fiftieth anniversary. While working on the project, Olson spent many hours with material in the Ford Motor Company Archives.

After retirement, Olson conducted independent research in the Archives, focusing for five years on a project he called *The American Road: A Picture History of the Life and Times of Henry Ford, 1863-1947*. Olson's original intent was to write several volumes telling the story of Henry Ford "plainly"

SCOPE AND CONTENT NOTE

The Sidney Olson "The Peaceful Revolution" Manuscripts contains 2 copies of draft manuscripts that Olson prepared for the twenty-fifth anniversary of the V-8 engine, entitled "The Peaceful Revolution...The Silver Anniversary Story of the V-8 Engine."

Researchers should note that there are 4 collections of Sidney Olson materials that had previously been combined on one finding aid and collectively known as the Sidney Olson Papers, PP 004. In addition to this collection, researchers may also want to consult: the Sidney Olson Research Notes on Henry Ford, Accession 512; the Sidney Olson Public Relations Project Files, Access 716; and the Sidney Olson *American Road* Manuscript, Accession 979.

SUBJECT TERMS

Names, Personal and Corporate

Olson, Sidney

Ford Motor Company

Ford Motor Company--History

Subjects

Automobile industry and trade

Ford automobile

CONTAINER LIST

Box no. **Description**

Box 1

Draft manuscripts for "The Peaceful Revolution...The Silver Anniversary Story of the V-8 Engine" (2 copies)