



Finding Aid for

**HENRY FORD CENTENNIAL SUBSERIES, 1963
SE 004**

Accessions 899 and 1139

Finding Aid Published: March 2012



Electronic conversion of this finding aid was funded by a grant from the Detroit Area Library Network (DALNET)
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Benson Ford Research Center, The Henry Ford
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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

CREATOR: Ford Motor Company. Archives.

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).
- ACQUISITION:** Ford Motor Company Archives donation, 1974.
- 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 by Elyssa Bisoski, March 2012, and published in March 2012.
- 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

Box no. **Description**

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
The Detroit Technonian, July 26, 1963 and "Vacation Fun in Dearborn," 1963
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