



Finding Aid for

**GLORIA RICH HENDRICKS PAPERS, 1940-1941**

**Accession 2009.92**

Finding Aid Published: 24 March 2017

Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA  
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## OVERVIEW

**REPOSITORY:** Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
Dearborn, MI 48124-5029  
[www.thehenryford.org](http://www.thehenryford.org)  
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**ACCESSION NUMBER:** 2009.92

**CREATOR:** Hendricks, Gloria Rich (1913-2015)

**TITLE:** Gloria Rich Hendricks Papers

**INCLUSIVE DATES:** 1940-1941

**QUANTITY:** 0.5 cubic ft. (1 box)

**LANGUAGE:** The materials are in English.

**ABSTRACT:** The Gloria Rich Hendricks Papers, 1940-1941, contains press releases, photographic prints, telegrams, itineraries, bulletins, caricatures, pamphlets, and a scrapbook relating to her time working for Ford Motor Company at the 1939-1940 New York World's Fair.

## 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, 2009.
- RELATED MATERIAL:** Related material held by The Henry Ford:
- New York World's Fair (1939-1940) photograph album, 1939-1940, Accession 1892
  - World's Fair photographs series, 1933-1964 (bulk 1933-1940), Accession 232
  - New York World's Fair records series, 1934-1965, Accession 1109
  - Fred Lee Black records series, 1929-1948, Accession 56
  - Assorted collection items, available online at <https://www.thehenryford.org/collections-and-research/digital-collections/search-results#advancedSearch=1&tab=artifact-results&s.0.in=artifactName&s.0.for=new%20york%20world's%20fair&years=1939-1940&perPage=10&pageNum=1&sortBy=relevance>
- Related collections beyond The Henry Ford:
- New York World's Fair 1939-1940 records, 1935-1945, bulk (1939-1940), New York Public Library, <http://archives.nypl.org/mss.2233>
- PREFERRED CITATION:** Item, folder, box, accession 2009.92, Gloria Rich Hendricks Papers, 1940-1941, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Janice Unger, March 2017

DESCRIPTION INFORMATION: Original collection inventory list prepared by Janice Unger, March 2017, and published in March 2017.

Finding aid written by Janice Unger, March 2017, and published in March 2017.

Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## **BIOGRAPHICAL/HISTORICAL NOTE**

Gloria Rich Hendricks (1913-2015), from Salt Lake City, Utah, graduated from National Park Junior College and the University of Utah before working in social service in Washington, D.C. In 1940, Hendricks was employed by Ford Motor Company to serve as chaperone for the young women working for the company at the 1939-1940 New York World's Fair. The young women served as hostesses, receptionists, information girls, usherettes in the Ford Playhouse, and models in Ford's Style Show. After her stint with Ford, Hendricks worked as Director of the Red Cross at Letterman General Hospital in San Francisco, California.

Note content adapted from the following sources:

-“Gloria Rich Hendricks,” obituary from the *San Francisco Chronicle Late Edition*, 27 September 2015, accessed on 15 March 2017 at <https://www.pressreader.com/usa/san-francisco-chronicle-late-edition/20150927/285177242064009>

-“She's in Charge of 45 Girls Who Know All the Answers,” press release included in the collection

## **SCOPE AND CONTENT NOTE**

The Gloria Rich Hendricks Papers, 1940-1941 (0.5 cubic ft.) contains press releases, photographic prints, telegrams, itineraries, bulletins, caricatures, pamphlets, and a scrapbook relating to the 1939-1940 New York World's Fair. The materials have been arranged in alphabetical order by type of material. Of note are the World's Fair identification card of Gloria Rich Hendricks, including tickets that she kept with the card, a telegram from Clark Gable, and a program for a vaudeville type theater production called “La Nuit Boheme” that was performed in the Firestone Executive Lounge.

## **SUBJECT TERMS**

### Names, Personal and Corporate

Hendricks, Gloria Rich (1913-2015)  
Firestone Tire and Rubber Company  
Ford Motor Company

### Meetings or Events

New York World's Fair (1939-1940 : New York, N.Y.)

### Subjects

Beauty contests  
Celebrities  
Exhibitions  
Ford automobile  
Women employees

### Geographic

United States, New York (New York)

### Genre and Form

Caricatures  
Invitations  
Pamphlets  
Photographic prints  
Programs (documents)  
Scrapbooks  
Telegrams

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
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### Box 1

- Caricatures, circa 1940 (3 photographic print cut-outs of men's heads; includes Eugene Lyons and George F. Pierrot)
- Identification card for New York World's Fair and tickets, 1940
- Invitation and programs, "La Nuit Boheme," 10 October 1940 (program also includes photographic prints and description of the event in the Firestone Executive Lounge)
- Itineraries and bulletins, June-September, 1940
- Pamphlets, circa 1940 (subjects includes New York City cruise, the history of the Statue of Liberty and New York City, Greenfield Village and the Edison Institute Museum, and the Ford Rouge Plant)
- Photocopied correspondence, undated (photocopy of letter from Gloria Rich to the museum offering her collection of materials)
- Photographic print, Triak Color Processes, circa 1940
- Press releases and photographic prints
  - Ford Playhouse and "A Thousand Times Neigh," 1940
  - Ford Pavilion and general World's Fair scenes, 1940
  - Information Girls and other female employees, 1940
  - Personalities, 1940 (subjects include Edsel Ford, Gloria Swanson, Adrienne Ames, Sabu, Ann Sothern, Sir Hubert Wilkins and Lady Wilkins, Una Merkel, Burton Holmes, Joe Penner, Leda Anchutina, Zazu Pitts, and Judy Canova)
- Scrapbook, 1940-1941 (contains pamphlets, memos, bulletins, handwritten notes, contacts lists, press releases, correspondence, script for Style Show, and the November 1940 issue of *Ford News*)
- Telegrams, 1940 (includes telegram from Clark Gable)