



Finding Aid for

DAVID LEWIS PAPERS, 1940-2003
Accession 1117

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SUMMARY INFORMATION

CREATOR: Lewis, David Lanier, 1927-

TITLE: David Lanier Lewis papers

INCLUSIVE DATES: 1940-2003

BULK DATES: 1972-1974

QUANTITY: 1.2 cubic ft.

ABSTRACT: Historian of business history and author of several books and numerous articles about the Ford Motor Company and the Ford family. Papers are mainly comprised of photocopies of articles and photographs.

ADMINISTRATIVE INFORMATION

ACCESS RESTRICTIONS: The papers are open for research.

ACQUISITION: Donations, 1973 and 2003.

COPYRIGHT: Copyright has not been transferred to The Henry Ford.

PREFERRED CITATION: Item, folder, box, accession 1117, David Lanier Lewis papers, Benson Ford Research Center, The Henry Ford.

PROCESSING INFORMATION: Finding aid prepared by Kathy Steiner, March 2005.

BIOGRAPHICAL NOTE

David L. Lewis, born in southern Illinois, earned a B.S. degree in journalism from the University of Illinois, master's degree in public relations and history from Boston University and the University of Michigan respectively, and attended the London School of Economics as a Fulbright Scholar. Lewis served in the Navy during World War II, reported for daily newspapers in Edwardsville and Alton, Ill. following the war, and joined the Ford Motor Company in 1950. He initially served as editor of employee publications at the St. Louis Lincoln-Mercury Assembly Plant; in 1953, he wrote feature stories for the firm's 50th anniversary celebration. Lewis left Ford in 1955 to complete work on a PhD degree in history at the University of Michigan. In 1959, he worked in public relations for General Motors and in 1965 became a professor of business history at the University of Michigan's Graduate School of Business Administration. Lewis has authored more than four hundred articles about Ford Motor Company and Henry Ford and two prize winning books: *The Public Image of Henry Ford* and *The Automobile and American Culture*.

SCOPE AND CONTENT NOTE

The David Lanier Lewis papers are organized into two series. The Articles series, ca. 1970-2003 (0.8 cubic ft.), is comprised of photocopies of newspaper and magazine articles relating to Henry Ford and the Ford Motor Company written by Lewis. Lewis writes regularly for a number of publications including *The Ford Times*, *Cars & Parts Magazine*, *Ford Life*, *Public Relations Journal*, *Special-Interest Autos*, *Model A News*, *Antique Automobile*, *Detroit News*, and *Ann Arbor News*. Articles pertain to a broad range of Ford Motor Company and Ford family subjects. The Photographs series, 1972 (0.4 cubic ft.) contains photographic prints taken by Lewis in 1972 and 1973 of various Ford related sites. Among them are Richmond Hill; Berry Schools; Macon, Michigan; early Henry and Clara Ford residences; Harry Bennett's home; and views of Northern Michigan.

BOX AND FOLDER LISTING

Box no. **Description**

Articles

Advertising

Box 1

Ford Advertising, 1973
Ford Radio Advertising, n.d.
Ford Radio Advertising of World War Two Era, 1973
Ford's Fabulous Advertising Campaign, 1972
Ford's Public Image Tops During Heyday of Model T, 1972
Ford to Market Asian Model T, 1972
Market Research, Early, 1973
Model A, The Great Gestation, 1971
Sales and Prices, Automobile Industry, 1973
Watch the Fords Go By, 1972

Automotive Hall of Fame, 1973

Aviation

Ford Flew High in Pioneer Days of Aviation, 1973
Lift Up Your Eyes, 1973

Bennett, Harry, Castle

Harry Bennett's Castle, 1974
Welcome to Harry Bennett's Castle, 1972

Bordinat, Eugene, Jr., 2003

Caldwell, Philip, 2003

Camping: The Illustrious Vagabonds, 1972

Canada, 1974

Cemeteries and Mausoleums, n.d.

Cemetery Celebrities, 1973

Charcoaling Fordburgers, 1973

Chef for Henry Ford, Jan Willemse, 1976

Competition, Fords in, n.d.

Couzens, James, 1972

Dancing, 1972

Dearborn Inn, 1972

Detroit, Toledo and Ironton Railroad, 1972

Exhibitions

Chicago Century of Progress (1934), 1975

New York (1939-1940), 1973

San Diego (1935), 1974

San Francisco (1939-1940), 1973

Texas Centennial Exposition (1936), n.d.

Ford Country Short Articles, 1975

Ford, Clara, The Believer, 2003

Ford, Edsel, 1978

Ford, Edsel II, 1972

Articles (cont.)

Ford, Henry

Box 1 (cont.)

Birds, 1973
Burial, 1972 and 1973
Crusader, 1974
Fresh Perspective, 1996
Motion Picture Portrayal, 1975
Northern Michigan and Upper Peninsula, 1973-1975
Pacifist, 1973
Politics, 1975
Pre-Ford Motor Company Publicity, 1974
Publicity, 1973-1974
Racing, 1979
Richmond Hill Residence, 1973-1975
Selden Patent Suit, n.d.
Soybeans, 1972
Ten Most Important People, 1978
Wayside Inn, 1974
Wax Museums, 1973
Wireless Station, 1973

Ford Jokes, 1973

Ford Motor Company

Assets, 1974
Band, 1972
Battle of the Overpass, 1977
Defining Moments, 2003
Film Department, 1971

Box 2

Fords in Competition, 1972
Overseas (International), 1972-1973
Postwar Ford Automobiles, 1973
Postwar Ford Light Car, 1972
Presidential Limousine, 1972
Publicity, 1972-1974
Rouge Tunnel, 1973
Selling Model T, 1972
Slogans, 1972
War Production, World War I, 1974
Ford Postage Stamps, 1972
Ford Times, 1975
Ford Village Industries, 1972-1976
Haven Hill, 1973
Henry Ford II, 1986

Articles (cont.)

Box 2 (cont.)

Henry Ford Hospital, 1972
Henry Ford Trade School, 1974
Highland Park, 1972
Historic Ford Sites, 1972
Lewis, David, Public Image of Henry Ford, 1977
Lincoln Cosmopolitan and Edsel Ford, 1973
Lincoln Motor Company Purchase, 1972
Mercury History, n.d.
Mercury, The First, 1974
Michigan Auto Landmarks, n.d.
Milestone Fords, 1972
Model T
 Aladdin's Lamp on Wheels, 1973
 Colors, 1974
 Jokes, 1975
 Lizzie Labels and Motifs, 1972-1974
 Milestone Cars, 1972
 Nicknames, 1972
 Rebate in 1914, 1972-1973
 Selling the Model T, 1972
 Songs, n.d.
 Trademark, Winged Pyramid, 1973
 Model T and Volkswagen Production, 1972
Pinto and Model A, 1972
Radio (see Ford, Henry—Wireless Station)
Tractor, Henry's Misadventures with the Fordson, 1977
Veterans, Ford Aid to, 1973
Wills, Harold, 1974

Photographs

Bennett Castle, 1972
Berry School, 1972
Exhibitions, San Diego, 1973 (contact sheet)
Henry and Edsel Ford Auditorium, 1973
Gravestones, n.d. (includes Edsel Ford, Henry Leland, Alfred Lucking,
 Wilfred Leland, C. Harold Wills, James Couzens)
Macon, Michigan, 1973
Northern Michigan, undated (contact sheets)
Highland Park, 1973

Photographs (cont.)

Box 2 (cont.)

Residences, Henry Ford
Delhi Home, 1973
Fair Lane Gate House, 1973
Harper Avenue, 1973
John R. Street, 1973
Richmond Hill Plantation, 1972
Walk of Fame, 1972