



Finding Aid for

FRED LEE BLACK RECORDS SERIES, 1929-1948
Accession 56

Finding Aid Published: May 2011



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OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
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ACCESSION NUMBER: 56

CREATOR: Ford Motor Company.

TITLE: Fred Lee Black records series

INCLUSIVE DATES: 1929-1948

QUANTITY: 7.6 cubic ft.

LANGUAGE: The materials are in English.

ABSTRACT: Fred Lee Black began his career with Ford Motor Company in 1918 and served in a number of positions before leaving the company in 1942. The bulk of the material in this series comes from the period that Black was in charge of Ford displays for the 1939-1940 New York World's Fair.

ADMINISTRATIVE INFORMATION

- ACCESS RESTRICTIONS:** The records are 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 Archives donation, 1964.
- RELATED MATERIAL:** Related material held by The Henry Ford:
- Fred L. Black Oral History, Accession 65
- PREFERRED CITATION:** Item, folder, box, accession 56, Fred Lee Black Records series, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by Ford Motor Company Archives staff, circa 1960.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by staff of the Ford Motor Company Archives, and published in December 1962.
- Finding aid written by staff of the Benson Ford Research Center, and published in May 2011.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

BIOGRAPHICAL/HISTORICAL NOTE

Fred Lee Black began working for Henry Ford in 1918 as business manager of the Dearborn Independent. From 1927-1933, Black was the advertising manager of Ford Motor Company. Afterwards he was in charge of the Ford Motor Company displays at six international expositions. Black also served as secretary and treasurer of the Edison Institute. He left Ford Motor Company in 1942.

SCOPE AND CONTENT NOTE

The Fred Lee Black records series contains a significant amount of correspondence and subject files documenting public relations activities sponsored by Ford Motor Company during the 1939-1940 New York World's Fair as well as correspondence, newspaper clippings, publications, photographs, press releases, and interdepartmental memorandums regarding national defense, labor unions, and the 1941 Ford employee strike. Also included in the collection are copies of the abstract of proposals and articles of agreement between the Wright Brothers and the U. S. Army Signal Corps for one heavier-than-air flying machine; first day covers for stamps commemorating the historic trip of the Edison Train to promote the film "Young Tom Edison" and other key events in Dearborn and Detroit, Michigan. It is unclear how the materials dated after 1942 became a part of Black's records.

ARRANGEMENT

The series is arranged in six subseries:

- Subseries I: General Correspondence File, 1938-1939
- Subseries II: Subject File, 1939
- Subseries III: Subject File, 1940
- Subseries IV: Subject File, 1941
- Subseries V: Clipping Files, 1941
- Subseries VI: Miscellaneous

SUBJECT TERMS

Names, Personal and Corporate

Black, Fred L., 1891-1971.
Wright, Orville, 1871-1948
Wright, Wilbur, 1867-1912
Ford Motor Company--Public relations.

Meetings or Events

New York World's Fair (1939-1940)

Subjects

Advertising--Automobiles
Automobile industry and trade
Exhibit booths
Exhibition buildings
Exhibitions--United States.
First day covers (Philately)
Ford Motor Company Strike, Dearborn, Michigan, 1941.
World War, 1939-1945--Equipment and supplies

Geographic

Dearborn (Mich.)
New York (N.Y.)

Genre and Form

Business records
Photographs.

CONTAINER LIST

Box no. **Description**

Box 1

GENERAL CORRESPONDENCE FILE, 1938-1939

1938 Correspondence on New York World's Fair
1938-1939 Captions approved, and related correspondence
1938-1939 Releases approved, and related correspondence

SUBJECT FILE, 1939

Box 2

American Museum of Natural History Dinner, July 19, 1939
N.W. Ayer & Son cash statements
N.W. Ayer & Son financial correspondence
Capt. Bob Bartlett Day Dinner, October 20, 1939
Admiral Byrd-Lowell Thomas Dinner, October 27, 1939
Newspaper Carrier Boys
Chassis Fountain
Chileans Drive 12,000 Miles to Fair
College Girls Day, October 28, 1939
Consolidated Edison Co. of New York Day, Sept. 11, 1939
Coronation Scot
Crochet Contest, National Wondersheen
Ford Cycle of Production
Dearborn Goodwill Trip, April 16-18
Detroit Day, August 25, 1939

Box 3

Edison Night, Thomas A., August 12, 1939
Edison Institute Museum, Dearborn. Edison Institute, World's Fair
Ferde Grofe (Novachord)
Ford Day, June 16, 1939
Ford's First Gasoline Engine
Ford Exposition, New England tour
Ford Exposition, World's Fair publicity
Ford News correspondence
Garden Court
Gilliams Service Inc. correspondence
Girl Scout Mariners Day, July 13, 1939
"Hundred Car" Dealer and Salesmen Meetings, August 16-18, 1939
Industrial Hall
Inter-office correspondence
Inventors' Congress Day
Lincoln Zephyr Salesmen
Longstreet Luncheon
Special luncheons and dinners

Box 4

Magazine and Newspaper Publicity, November 1, 1939
Magazine and Newspaper Publicity, May 1 - June 30, 1939
Magazine and Newspaper Publicity, Up to April 30, 1939
Mat correspondence
Merit Club Program
Memo releases to McCoy and Zweier
Miscellaneous
Miscellaneous reference material
Mobile Mural

Box 5

Photographic Contest
Plastics on Turntable
Press Department reports of activities, personal
Program Magazine Party
Promotional ideas
Radio
Release memos

Box 6

“Road of Tomorrow”
784,000 Mile truck (petroleum)
Short or paragraph releases
Source Book, questionnaire on Raw Materials
Special Events
Television Show, October 19, 1939
“Today at the Fair”
27,000,000th Ford
Weekly time reports
 De Zayas
 Long and Whipple
 Sartain
 Young

SUBJECT FILE, 1940

Box 7

American Boys Future Presidents League Luncheon, October 13
American Pen Women
American Trade Press Clipping Bureau
Association of Foreign Press Correspondents in the U.S.
N. W. Ayer & Son cash statements
N. W. Ayer & Son correspondence (Detroit, Philadelphia and New York)
N. W. Ayer & Son financial correspondence
N. W. Ayer & Son order sheets
Ballet Show
Bolivarian Dinner
Burrelle’s Press Clipping Bureau, Inc.

Helen Burton Dinner, October 4
George Bye's Culture Club Luncheon, June 7
Celebrity Party, June 14
Celebrity Service Bulletins

Box 8

China Essay Contest Dinner
China Essay Contest Dinner Publicity
Circumnavigators Club, June 27
Columbus Day Dinner, October 12
Distribution lists
Explorers Club Dinner, June 11
Farm Boys and Girls Day
Farm Week Advisory Committee
Farm Week Dinner Acceptances, August 12
Firestone Macaw
Florida Fashion Show
Ford Day, the 28,000,000th Ford
Ford Good Drivers' League Banquet, August 29
Ford Good Drivers' League Monday Luncheon, Aug. 26, 1940

Box 9

Ford News
Ford, general information
Form endings
General information sent out
Gilliams Service Inc.
Golden Key Corporation
Harper and Doering Stories, July through October
Harper and Doering Stories, May through June

Box 10

Inter-office Memos
Inter-racial Press Dinner, June 7
Helen Keller Dinner, September 16
McCann Erickson
Luce's Press Clipping Bureau
Magazine and Newspaper Publicity, June through October
Magazine and Newspaper Publicity, April through May
Miscellaneous
New York Business Paper Editors, June 13

Box 11

Overseas Press Club Dinner, September 11
Pan-American Day
Pavilionaires, Inc.
Promotion ideas
Radio
Rhodes Scholar Dinner, October 2
Signed photo release forms

Special Events
Vilhjalmur Stefanasson Dinner
Style Show
“Symphony in F”
Typical American Families
University of Washington Crew, June 20
Sir Hubert Wilkins Dinner Party, July 30
Woman Pays Club Luncheon, June 11
World’s Fair correspondence
World’s Fair Daily
N. Y. Zoological Dinner, September 17

SUBJECT FILE, 1941

Box 12

Ford Good Drivers’ League, recommended program for 1941
Ford Good Drivers’ League, Advisory Board meeting, August 25, 1941 (Clippings of editorial comments)
Press Officers
Proper Use of the Flag, Military Dress, etc.

CLIPPING FILES, 1941

Box 13

Auto Company Publicity
Automobile Manufacturers Association
Dearborn Press, Ford Page
Ford-Canada
Ford, CIO contract
Ford election
Ford “smears”
General releases

Box 14

House Military and Naval Affairs Committee
“In Fact” (publication)
Labor clause in defense contract
Labor papers
Labor Unions
Mediation Board

Box 15

National Defense Advisory Commission
National Defense Production
N.L.R.B. Hearing
Newspaper writers
Office of Production Management
Safeguarding military information

Box 16

Strike, Free Press
Strike, News
Strike, Times
Ticker News
Traveling Army School
Tank Production
Truck Bids
Truman Committee
Truth about American Warplanes, Robert S. Ball

Box 17

Walters
War correspondents
War Correspondents' stories
Washington notes
Washington papers

MISCELLANEOUS

Box 18

Articles of agreement between Wilbur and Orville Wright and the U. S. Army Signal Corps, 1908, for one heavier-than-air flying machine (4 copies, photostats)
Abstract of Proposals for heavier-than-air machine (3 copies, photostats)