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September 25, 1940.


Mr. Fred Black,
Director,
Ford Exposition,
World's Fair, N.Y.

Dear Fred:

With reference to our conversation Monday, I am outlining herewith in more detail some of the things we discussed and which you may wish to pass along in the Ford organization. Briefly, I think this:

1. There is a vital need and opportunity for a vigorous, intelligently planned Ford institutional publicity campaign. In spite of a few sporadic examples to the contrary, I maintain such a campaign does not now exist.

2. While the source of all information inevitably must be Detroit, the logical geographical outlet for magazine and syndicate publicity is New York.

3. Such a campaign of directional publicity, intended primarily to humanize and dramatize the Ford organization and its officials, should be divorced from any present advertising agency publicity campaign. I say this because I am convinced through recent experience that an agency, which naturally subordinates publicity to advertising, usually thinks in terms of volume returns rather than psychological and moral effects. (In its final computation of "circulation" figures it gives as much attention to an obscure paragraph in a newspaper as it does to a largely displayed article in a national magazine of the same circulation.) In the present instance, the preponderance of effort has been devoted to material for trade publications and the automotive sections of newspapers, etc., but comparatively little attention has been given to the human phases of the Ford organization in the general magazines, syndicates and feature sections of newspapers.

Not having had the opportunity to visit and study the various features of the Ford organization, I cannot here make any comprehensive and detailed analysis of what might be done. But there are broad topical phases that certainly have not been exploited as they might have been and might be, such as:

The humanitarian side of the Ford organization, Mr. Ford and his associates.

Mr. Ford and youth.

The Ford organization and safety.

Mr. Ford and trade schools.

Mr. Ford and Americanization, noting the racial tolerance which permits the hiring and seeks to assimilate into the American way of life more than a score of different nationalities.

Mr. Ford and Labor, noting his fair treatment and his

militant attitude toward the exploitation of workingmen by outside racketeers.

The Ford organization and United States Defense, projecting into the public mind the dramatic significance of recent work in cooperating with the government in the manufacture of war materials.

Greenfield Village, noting its significance, its many dramatic phases, its implications of what Mr. Ford has tried to do to perpetuate the glory of America's pioneering days.

Mr. Ford as a patron of the arts.

These are only general ideas, of course, intended to suggest the vast possibilities of dramatizing "the Ford idea" in a institutional publicity campaign. Such a campaign need be handled by only one man (with a secretary, of course), with headquarters in New York, rather than Detroit, recognizing that there will be trips to Dearborn and that such a man will be responsible to the authorities of the Ford organization at Dearborn.

But such a man must have four well-sharpened, well-tried pieces of equipment. And aside from personal character, these four are:

1. A sincere and unflagging enthusiasm for what I like to term "the Ford idea."

2. An unchallenged reputation and ability as a versatile writer.

3. A wide acquaintanceship among newspaper, magazine and syndicate editors and writers, lecturers, columnists, feature writers, radio commentators, yes, even cartoonists, and not forgetting, of course, photo and rotogravure editors.

4. A thorough knowledge of publicity methods, understanding of proper public relations promotion and a clean-cut program of activity that can be constantly subjected, well before-hand, to the analysis and criticism of officials in Detroit and Dearborn.

Let me analyze those points in a little more detail:

1. I hardly need say much to you about my personal enthusiasm for the Ford idea. From that day in April, 1939, when, as chief feature writer of the New York World's Fair publicity department, I handled the story of Mr. Ford's dedication of the "Road of Tomorrow," I have expressed my zeal on a good many occasions. Even while handling the diamond publicity at N. W. Ayer, I was constantly urging and championing various ideas relating to the Ford Motor Company.

2. I shall not go into too much detail about my writing reputation except to say that after a thorough background on newspapers throughout the country, three years on the old New York Morning World, I was chief feature writer and associate editor of King Features Syndicate, largest newspaper syndicate in the world; author of the following books: "Peacock Alley," (Harper's, 1931); "The New Pioneers," (Bobbs-Merrill, 1934) and "Special Agent," (Bobbs-Merrill, 1938); author of at least 400 magazine and syndicated articles, including the recently accepted "Million Dollar Flame" by Esquire I mentioned to you. An interesting point about Esquire: the \$150 check I received was

turned back to the client.

3. Among my personal acquaintances and friends are leading newspaper, wire service, magazine and syndicate editors and writers, radio commentators, columnists, literary agents, photo and rotogravure editors and others. Charter member of the Algonquin Group of leading magazine editors and writers, member of the National Press Club, with many acquaintances among the leading correspondents and commentators of Washington.

4. During a leave of absence from The World, I helped organize the first television publicity campaign in this country; helped publicize the opening of the new Waldorf-Astoria Hotel; on the publicity staff of the New York World's Fair and director of general publicity for the De Beers Consolidated (diamond) campaign under N.W. Ayer.

When I began the latter project we had no source material such as you have, no photographs---nothing but "the diamond idea." Yet within a few months I personally inspired or prepared material published by the following (and I mention them to indicate the scope of work that would encompass the Ford institutional campaign):

COLUMNISTS: Charles Driscoll, successor to O.O. McIntyre, Walter Winchell, Lucius Beebe, Edwin C. Hill, Meyer Berger, John Chapman, Robert Wilder, Watson Davis; MAGAZINES: Esquire, Life, Colliers, Ladies Home Journal, American Weekly, Time, Liberty, Business Week, News Week, N.Y. Times Sunday Magazine, This Week, Christian Science Monitor Magazine; SYNDICATES: all leading syndicates and wire services carried feature material supplied regularly to them; SCIENCE: New York Times, Scientific American, Science Service, Popular Science and science sections of daily newspapers; PHOTO SERVICES: International News Photos, Associated Press Photos, Acme, Times-Wide-World; MOTION PICTURES: helped in preparing two Hollywood feature pictures which had a diamond background; in one case it took me nearly six months to induce Paramount officials to change the title of a picture from "Diamonds Are Dangerous" to "Adventure in Diamonds," but I did; RADIO: Four nationwide broadcasts on sustaining programs without cost to the client; almost monthly mention of diamonds on programs by Edwin C. Hill, Gabriel Heatter, Lowell Thomas and others; prepared special radio material for jewelers to use in local broadcasts or for talks before local civic organizations; LECTURE PLATFORM: interested leading lecture agents and lecturers in the subject of diamonds and prepared background material for them, with wide national results; CARTOONS: got over the diamond idea in editorial cartoons, such as Robert Ripley's "Believe It Or Not," John Hix's "Strange As It Seems," Ferguson's "This Curious World" and others.

All this was in addition to many routine news stories, feature articles, advice on merchandising, etc., to jewelers, and regular articles for trade publications.

I should like soon to go to Detroit, make a preliminary study of publicity possibilities, then prepare and launch an immediate campaign to sell "the Ford idea" to the American people.

Sincerely,
James Remington McCarthy