FORD MOTOR COMPANY ARCHIVES

ACCESSION 441

PUBLIC RELATIONS - AMERICAN LEGION JUNIOR BASEBALL

BOX INVENTORY OF CONTENTS

1

CORRESPONDENCE
Samples of form letters; 1945

CORRESPONDENCE - AMERICAN LEGION
Schedules; Samples of letters to branches; Legion literature. 1944

CORRESPONDENCE - AMERICAN LEGION (Magazine)
Copies of articles; schedules, announcements, etc. 1946

CORRESPONDENCE - BABCOCK & O'NEIL
Blue Network's copy of prepared script in connection with Ford program of June 26, 1944

CORRESPONDENCE - STATE & ATHLETIC DIRECTORS
1944 & 1945 listings

CORRESPONDENCE - FICK'S FILE
Medallic Art Company correspondence, etc., regarding medallion, plaque, etc. Invoice data, etc. 1945

CORRESPONDENCE - MC GIFFIN & MAHLKE
Schedule; Pease's memo to Moekle reviewing company's past participation, requests for appropriations for increased activities in 1945, etc. Appropriation total accounting as of 10-17-45, etc.

CORRESPONDENCE - AWARDS
Correspondence, invoices, suggested awards, sketches of various award items, etc. 1943-1946

CORRESPONDENCE - MISCELLANEOUS
Branch participation for 1943; form letter designated for all branch managers to send to dealers, etc. 1943

CORRESPONDENCE - BRANCHES
Listing of branch contacts; district representatives; plan prepared and presented to Ford dealers by Program Syndication Division of WJW Enterprises, Inc.

CORRESPONDENCE - BRANCHES
Suggestions for 1945; costs and participation; dealer and branch comments, etc. 1945

CORRESPONDENCE - BRANCHES-DEALERS
Progress of program, etc. 1945
BOX INVENTORY OF CONTENTS

1 CORRESPONDENCE - BRANCHES-FOLLOW UP
Cont. Itinerary; sample of form completed for each district; 1946

2 CORRESPONDENCE - BRANCHES
Signed testimonial releases giving consent to use of name and/or likeness, statement, etc., for advertising purposes. 1945-1946; samples of letters sent to branches (arranged by branch).

3 PUBLICITY
Circulation breakdown; J. Walter Thompson letter re: radio potentials; copy of Gordon Fraser's talk given on Ford Sunday Evening Hour, "Playing Ball With American Youth" (6-16-46) Kenyon & Eckhardt, Inc., radio department's script for Intermission Talk 6-23-46; etc.

PUBLICITY - BOOK "PLAY BALL SON" and FILM
Manuscript and proofs for the booklet. Copy of printed booklet; costs. Orders for "Play Ball, Son" film and trailer prints.

PUBLICITY - BOOKLETS
Programs, booklets announcing program, etc.

PUBLICITY - HENRY FORD STATEMENT
Statement of Henry Ford and also statement of Commander Paul H. Griffith. Neither statement dated.

PUBLICITY - MOVIES AND RADIO
Scripts for movie and for radio, including a recording. Showings and attendance reports, etc. 1946

4 SOUVENIRS AND EMBLEMS:
Includes a pendant; American Legion (magazine) anniversary and banquet issue; Junior baseball's history and objectives portfolio; photos.

Rough draft of this weeded accession's inventory prepared for the 4 boxes retained January 30, 1964