



Finding Aid for

FORD GOOD DRIVERS' LEAGUE SUBSERIES, 1940-1942

Accession 440

Finding Aid Published: April 2013



Benson Ford Research Center, The Henry Ford
20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA
research.center@thehenryford.org · www.thehenryford.org

OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI 48124-5029
www.thehenryford.org
research.center@thehenryford.org

ACCESSION NUMBER: 440

CREATOR: Ford Motor Company. General Sales Department

TITLE: Ford Good Drivers' League subseries

INCLUSIVE DATES: 1940-1942

QUANTITY: 2.8 cubic ft. and 1 oversize box

LANGUAGE: The materials are in English

ABSTRACT: The Ford Good Drivers' League subseries contains general correspondence and correspondence with other youth organizations promoting the good driving program.

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:
- American Legion Junior Baseball subseries, 1943-1946,
Accession 441.

PREFERRED CITATION: Item, folder, box, accession 440, Ford Good Drivers' League subseries, Benson Ford Research Center, The Henry Ford.

PROCESSING INFORMATION: Collection processed by staff of the Ford Motor Company Archives, circa 1964.

DESCRIPTION INFORMATION: Original collection inventory list prepared by Ford Motor Company Archives staff, January 1964.

Finding aid written by staff of The Henry Ford and published in April 2013.

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

HISTORICAL NOTE

During the early 1940s several of Ford Motor Company's community relations activities focused on youth programs. In 1940, Edsel Ford announced the establishment of a nationwide competition to promote safe driving among 14-18 year old boys called the Ford Good Drivers' League. The Ford Good Drivers' League had two levels of competition: state and national. The state competition required teenage boys to write an essay on accident prevention and take a 25 mile daylight driving test. Winners of the state competition won \$100 and a free trip to the national finals. The national competition evaluated boys on day and night driving; proficiency in parking, backing, and braking; and physical reactions during moments of stress. The national competition winner received a \$5,000 scholarship. 60,000 boys participated in 1940 and increased to 170,000 participants in 1941. In 1942 Edsel Ford announced the suspension of the program due to America's entry into World War II.

SCOPE AND CONTENT NOTE

The Ford Good Drivers' League subseries, 1940-1942 (2.8 cubic ft. and 1 oversize box), Accession 440, contains general correspondence; correspondence with other youth organizations such as American Legion Junior Baseball, Boy Scouts, Girl Scouts and Young Men's Christian Association (YMCA) to promote participation among their members in the League competition; movie scripts; driving tests; teacher advisory committee questionnaires; and other records that document Ford Good Drivers' League operations

SUBJECT TERMS

Names, Personal and Corporate

Ford Good Drivers' League
Ford Motor Company. General Sales Department
Ford Motor Company--Public relations

Subjects

Traffic safety
Automobile drivers' tests
Automobile driving

CONTAINER LIST

Box no.	Description
----------------	--------------------

Box 1

Awards & Testimonials

Edsel Ford and The Ford Good Drivers' League, 1940

Participant awards, 1940-1941 (2 folders)

State Finals winners and runners-up, 1941

Committees

Ford Good Drivers' League Advisory Committee

Solicitation of names of driving teachers, 1940

Teachers Advisory Committee, 1940

List of teachers asked to serve on the advisory committee

List of teachers serving on advisory committee

Responses to invitations to serve on committee and completed questionnaires

Alabama-Kansas

Louisiana-New York

North Dakota-Wyoming and unidentified

Box 2

Correspondence, 1940-1941

American Boy

American Legion

American Weekly, survey of Ford Dealers, 1940

Ames Folder (includes correspondence from and to A.R. Lauer and R.A. Moyer,
Iowa State College)

Approved Letters

Barbier, A.R.

Boy Scouts

Civilian Conservation Corps Camps

Box 3

Conference of American Association of Motor Vehicle Administrators (includes
materials from the Oregon Secretary of State)

Dealers, 1940

Departmental Communications, 1940-1941 (2 folders)

Detroit Board of Education

4-H Clubs

General Products Company

Honorary Board

Miscellaneous, March-July, 1940 (2 folders)

Box 4

Miscellaneous, June-July, 1941

Radio stations, 1941

Richards, Mrs. E.E.
Responses to Letter of June 7, 1940 (original letter not found)
Rock Island Railroad
Salsinger, H.G., Jr., personal correspondence
State Grange Lecturers, Motor Vehicle Commissioners and Automobile Clubs
Suppliers, 1940
YMCA
YMCA Secretaries of State and City
Sample emblems, insignia, and trophies
American Emblem Co., Inc.
Chicago Show Printing Co.
Dura Products Manufacturing Co.
General Products Company
Gordon B. Miller & Company
L.F. Grammes & Sons, Inc.
Kratz Co.
Mayer Manufacturing Corporation
Owens-Illinois Glass Company

Box 5

Unidentified samples
Enrollment forms, membership cards, pins, ribbons, and emblem, 1940-1941
Final tests, 1940 (includes M.R. Darlington, Jr., identification badge)
Membership packet, 1941
Miscellaneous (includes newspaper clippings, surveys of drivers, driving classes and tests)
Branch expenses, 1941
Branch reports, 1941
Conventions, 1940-1941
Field Check on Ford Good Driver's League, undated
Photographic releases, Louisiana, 1940

Box 6

Revival of FGDL for 50th anniversary of FMC
Organization
Assignment of costs, 1940
Constitution and By-laws of State Champions Club, 1941(?)
Enrollment, 1941
Expenses, 1941
Judges' Meeting minutes, June, 1940
Judges' Meeting minutes and handwritten notes, November, 1940
Plans for 1941
Proposed outline for 1942
Publications; revision of "How to become a skilled driver"

Publicity

Brochure

Motion pictures

Crazy over Horses, undated

Parade of Champions, script and first outline, 1941

Salute to the Champions, shooting script, 1941

Box 7

Press releases, transcripts of radio broadcast, (includes poster), 1940

Publicity outline, 1940

Recording, 78 rpm, for use in schools (recording not found)

Tests

1940

Evaluation of tests used

Preliminary tests

Test books for National Finals (3 copies)

1941

Road test (includes blueprints for stanchions)

State finals

Tests and scoring

Box 8 (Oversize)

Award certificates

1940 State Finals – 1941 State Finals (blank)

1941 Scholarship Awards (with recipient names inscribed)

Packet for National Final Contest, 1941