To N.Y. B

405 East 54th Street,
New York City, N.Y.

November 2, 1940.

Mr. Fred L. Black,
Ford Motor Company,
Dearborn, Michigan.

Dear Fred:

Here are those items I promised to remind you of:

1. The Booth manuscript: there is not much of a rush on this but when you do send it back don't forget about some of the "crank" letters you mentioned. Also any other little stories that will illustrate some amusing difficulties in the course of the investigation. Frankly, if I had enough of these I would prefer to devote most of the article to the investigation and compress the material about other myths into three or four paragraphs.

2. The Lincoln story: I would like to get the background material on this as soon as convenient---particularly about the eternal fire, about the courthouse and, if possible, the name of the night watchman. Illustrations will help me visualize the story better.

3. McCann, Erickson: I shall leave it up to you whether you think it necessary to write these people about me. If so, the letter should go to Mr. H. K. McCann, President of the company, offices at 50 Rockefeller Plaza.

I emphatically agree with you that there should be no delay in projecting a general feature publicity program. But, as you suggested, they probably interpreted "institutional publicity" to include matters of policy and also probably think it would involve setting up a whole department. If McCann,Erickson should take the matter up with me I shall make it a point to explain that it concerns only general feature publicity for magazines, syndicates, feature sections of newspapers, etc.; that you agree with me only one man is necessary for such a job; that this man should have, besides writing, creative and visualizing ability, wide journalistic, editorial and writing contacts; that his headquarters should be New York and not Detroit; that there is no need for an elaborately planned and charted program but only a general one that remains always flexible, for I believe you agree that a "planned" feature publicity program is illogical and impractical.

The McCann, Erickson people may be confused by my dealing with you at this time and possibly consider it presumptive on my part. Therefore, I also shall make it a point to explain this is not something new, but is a matter I have discussed with you, dreamed and planned for several months.

Meanwhile, entirely on my own initiative, I shall continue to deal directly with you in obtaining stories about Greenfield Village. I think we ought to concentrate immediately on all anniversaries connected with the Edison, McGuffey, Wright Brothers, Stephen Foster, Noah Webster and Burbank exhibits.

As I expect to clean up my special assignment of publicity for Mr. Winston, the diamond importer, this week, I'll be free to give all my time to it for the present.

With kindest regards,

Sincerely,

James Remington McCarthy

P.S.: If there is anything I can do for you at this end please do not hesitate to call on me.

JRMcC.