

DAVID L. LEWIS

Professor of Business History (1968--), Ross School of Business at the University of Michigan, Ann Arbor, Michigan 48109-1234; Phone (734)764-9540; e-mail Lewisdl@umich.edu; Fax (734)764-2557

Home address: 2588 Hawthorn, Ann Arbor, Michigan 48104

Date, place of birth: April 5, 1927, Bethalto, Illinois

Previous Appointments

Reporter, *Edwardsville* (Illinois) *Intelligencer*, 1948

Bureau Chief, State Editor, *Alton* (Illinois) *Telegraph*, 1948-50

Editor, Employee Publications, Ford Motor Company's St. Louis Lincoln-Mercury Assembly Plant, 1950-51

Press Relations Representative; Supervisor, Industrial Arts Awards (international youth competition), Ford Motor Company, Dearborn, Michigan, 1952-55

Assistant to Presidents John F. Gordon and James M. Roche, General Motors Corporation, 1959-65 (handled correspondence, wrote speeches, presentations, Congressional testimony); also served as Secretary, Public Relations Planning Committee.

Associate Professor of Business History, University of Michigan, 1966-68

Education

B.S., journalism, University of Illinois, 1948

M.S., public relations, Boston University, 1955

Fulbright Scholar, London School of Economics and Political Science, 1956-57

M.A., history, University of Michigan, 1956

Ph.D., economic history, University of Michigan, 1959

Professional Appointments or Assignments; Memberships

Chairman, Business Leadership Award Committee/Honors Committee, University of Michigan Business School, 1968-2002

President, Society of Automotive Historians, 1981-83; chairman, Friend of Automotive History Committee, 1983-present; member, Cugnot Committee (selects best automotive-history book of the year), 1997-present; member Student Essay Committee (selects best student auto history-related paper of the year), 1999-present

Adviser, Historic Preservation Master Plan, Henry Ford Estate-Fair Lane

Trustee, National Automotive History Collection, Detroit

Academic Advisor, "Motor City Exhibit," Detroit Historical Museum

Consultant, "Michigan in the Twentieth Century Exhibit," Michigan Historical Museum, Lansing

Cofounder and adviser, National Automotive Heritage Area (Southeastern Michigan)

Cofounder, board member, Model T Automotive Heritage Complex, Detroit

Advisor, Public Broadcasting Corporation, for U.S. auto centennial film series, "America on Wheels"; also an interviewee

Consultant, National Video Communications, Inc.

Member, Editorial Board, Michigan Quarterly Review

Member, American Historical Association, Economic History Association, Business History Conference, Society of Automotive Historians, Historical Society of Michigan, Illinois State Historical Society, Henry Ford Heritage Association

Editorships

Associate Editor, *Cars and Parts*, since 1978

Associate Editor, *Model T Times*, since 1972

Columnist, "Ford Country," a three-page column on Ford family/company/product history published monthly in *Cars & Parts*, since 1974

Guest editor, *Michigan Quarterly Review's* special Fall 1980/Spring 1981 issue on *The Automobile and American Culture*," 352 pages

University of Michigan Affiliations

Member, U-M Faculty Senate, 1984-87; member, Editorial Board, *Michigan Quarterly Review*; former member, University of Michigan Honorary Degrees Committee and University of Michigan Press Executive Committee

Books

100 years of Ford: A Centennial Celebration of Ford Motor Company (co-author). Lincolnwood, Ill.: Publications International, Inc., 2003.

Ford Country, Vol. II. Sidney, Ohio: Amos Press, 1999

The Car and the Camera (co-author). Detroit: Wayne State University Press, 1996

Ford Chronicle: A Pictorial History From 1893 (co-author). Lincolnwood, ILL.: Publications International, Ltd., 1992

Ford Country. Sidney, Ohio: Amos Press, 1987; revised second edition, 1999

Detroit Style: Automotive Form 1925-1950 (co-author). Detroit: Founders Society, Detroit Institute of Arts, 1985

Ford, 1903 to 1984 (co-author). New York: Beekman House, 1983

The Automobile and American Culture (co-editor). Ann Arbor: University of Michigan Press, 1983

The Public Image of Henry Ford: An American Folk Hero and His Company. Detroit: Wayne State University Press, 1976

Articles

Author of more than 440 articles on automotive subjects, most of them on the life of Henry Ford/history of Ford Motor Company. These articles have appeared in publications ranging from *Dictionary of American Biography*, *Collier's Encyclopedia*, and *World Book Encyclopedia* through the *New York Times*, *American Heritage*, and *Michigan History* to *Ward's Auto World*, *Old Cars*, *Cars & Parts*, and numerous other automotive publications. Selected articles include the following:

More Recent Articles

"Clara Ford: The Believer," *Ford Legend*, Spring 2004, pp. 16-17

"Independent Man: The Life of James Couzens," *Ford Legend*, Winter 2003, pp. 18-21

"Henry Ford and His Magic Beanstalk," *Soy Daily*, May 6, 2002

"Drawing the Final Curtain," *Ford Legend*, Spring 2002, pp. 10-13

"The First Mercury and How It Came to Be," with Michael Lamm *The Hemmings Book of Mercurys*, 2002, pp. 4-11

"A Ford Keeps the Franchise Firmly in the Family," *Newsday*, Dec. 30, 2001

"'Bunky' Knudsen's Bumpy Ride at Ford," *Automotive History Review*, Spring 2001, pp. 8-11

"Ford Names Ubiquitous," *Ford Legend*, Spring 2001, pp. 6-9

"David L. Lewis on Book Indexing," *Society of Automotive Historians Journal*, January-February 2001, pp. 8-9

"Ford Name Ubiquitous," *Ford Legend*, Spring 2001, pp. 6-9

"Crossing the Bar: Ford Relatives, Associates, and Others," *Ford Legend*, Summer 2000, pp. 20-25

"Henry Ford's Place in the 20th Century, the Millennium, and World History," *Ford Legend*, Spring 2000, pp. 9-14

Scholarly Honors and Awards

Honorary Historian, Henry Ford Heritage Association, 2004-
for life

Honorary Chairman, Antiques-on-the-Bay Meet, St. Ignace,
Mich., 1997-99

Benz Award of Distinction, Society of Automotive Historians,
for best periodical article on auto history, 1997

Friend of Henry Ford Award, Henry Ford Heritage Association,
in recognition of significant contributions to the legacy of
Henry Ford, 1997

Friend of Automotive History Award, Society of Automotive
Historians, 1991

Award of Distinction, Society of Automotive Historians for
one of the two best books of the year on automotive history,
1984

Cugnot Award, Society of Automotive Historians for best book
of the year on automotive history, 1976

Duryea Award, *Antique Automobile*, for the magazine's best
article of the year, 1976

Award of Merit, Historical Society of Michigan, for the
year's best book on Michigan history, 1976

Awards from Antique Automobile Club of America, Model T Ford
Club International, and Model A Restorers Club for editorial
contributions to their publications

Fulbright Scholar, England, 1956-57

Directory Listings

*Who's Who in America, Who's Who in the World, Who's Who in
Education, Dictionary of International Biography, Dictionary
of International Biography*

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A Drive; Vita c. of 5-9-04; C Drive, Vita c. 5-09-04; 5-13-05

Omit from 20004-05 Annual Report

"Henry Ford's Place in the 20th Century, the Millennium, and World History, Ford Legend, April 2000, 9-14

"Man of the Century: Henry Ford's Dream Reshaped the World," Automotive News, December 27, 1999, 34-35

"Henry Ford: Legend, Legacy, Landmarks, Washtenaw County Historical Society Impressions," November 1999, 2-5

"Henry Ford and Celebrities," Ford Legend, Summer 1999, 31-33

"Henry Ford," Legend and Legacy," Ford Legend, Spring 1999, pp. 8-13

"Missing the Ride," Ford Legend, Spring 1999, pp. 16-18

"Ford's Officer Inflation," Ford Legend, Winter 1999, pp. 21

"Ford Nomenclature," Ford Legend, Summer 1998, pp. 9-12

"No Questions Asked: Ford's Harry Bennett," Automobile Quarterly, October 1997, pp. 20-33

"Henry Ford: A Fresh Perspective," Michigan History, March/April 1996, pp. 15-23

"From Rumble Seats to Rockin' Vans," Michigan History, March/April 1996, pp. 72-79

"Watch the Fords Go By," Chapter 1, 50th Anniversary History, Michigan Chapter, Public Relations Society of America, Detroit, 1995, pp. 13-18

