

∞ The Ward M. Canaday Center ∞
for Special Collections
The University of Toledo

Finding Aid

➤ Frank H. Canaday Papers, 1911-1976 ◀
MSS-031

Size: 18 linear feet.

Provenance: After the death of Mr. Canaday, his papers went to his first wife Molly's niece, Alexis C. Hook. By a deed of gift dated March 19, 1984, Keith B. and Alexis C. Hook of Glastonbury, Connecticut, transferred title to this collection to the University of Toledo Libraries

Access: open

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Completed by: Paul M. Gifford, November 1986.

**Frank H. Canaday
Papers, 1911-1971**

Introduction

The papers of Frank H. Canaday, advertising and corporate executive and brother of Ward M. Canaday, Chairman of the Board of Willys-Overland Motors, Inc., contain correspondence, journals, scrapbooks, photographs, a novel, and various records of his financial and business activities. The content of the papers reflect Canaday's interests well. He cared little for business, unfortunately for most researchers, so only a small proportion of the papers pertain to his activity in that area. Most of the material has to do with his personal interests; these include **travel, writing, music, and art**. Nevertheless, those researching Willys-Overland and Ward M. Canaday will not be completely disappointed. Letters from **Ward** can be found in abundance throughout the entire correspondence series, and many provide a good insight into his character. Willys-Overland material is mainly from 1928-1929 and the postwar period. It documents the companies efforts to expand overseas markets, postwar marketing, and its sale to Henry J. Kaiser in 1953.

Researchers in other areas, including Harvard alumni, Toledo music and art in the 1940s, and **world travel**, will also find considerable items of interest.

No restrictions have been placed on the use of this collection.

**Frank H. Canaday
Papers, 1911-1971**

Biographical Sketch

1893, Sept. 21 - Born in New Castle, Indiana, third son of Miles M. and Sarah H. (Schmidt) Canaday.

1910 - Graduated from New Castle High School.

1913 - Traveled to Brazil.

1914 - B. A. (English Literature), Harvard College.

1914-1916 - Advertising Manager, American Journal of Public Health, Boston, Massachusetts.

1916-1917 - General Advertising Assistant, Husband & Thomas (advertising agency), Chicago, Illinois.

1917-1919 - Lieutenant, 333rd Field Artillery, mainly active as French translator; after armistice, with Rent, Reclamation and Claims Service of U. S. Army.

1919-1920 - General Assistant, J. Roland Kay Company (international advertising agency), Chicago, Illinois.

1921 - Assistant, Advertising Department. Guaranty Trust Company, New York, N. Y.

1922 - Assistant, A. F. Thane and Company (import-export firm).

1922-1926 - Advertising Manager, Wing Tai Vo Tobacco Corporation (subsidiary of British-American Tobacco Corporation), Shanghai, China.

1926-1930 - Manager, Foreign Department, United States Advertising Corporation, Toledo, Ohio.

1928-1929 - Traveled to Oceania, arranging advertising contracts for Willys-Knight.

1931-1936 - Copywriter, United States Advertising Corporation.

1932, Dec. 17 - Married Mary Russell (Molly) Morpeth of Wellington, New Zealand, in Toledo.

1936-1948 - Account Executive, United States Advertising Corporation and its successors, Ewell & Thurber Associates and Canaday, Ewell Thurber, Inc., Toledo, Ohio.

1936-1953 - Director, Willys-Overland Motors, Inc.

1939-1940 - Consular Agent for Republic of France, Toledo, Ohio.

1946 - Moved to New York, N. Y., in order to write novels and short stories; semi-retired from business.

1950 - Bought summer house in South Woodstock, Vermont.

1976 - Wrote and had published, Triumph in Color: Molly Morpeth Canaday.

1976, June 13 - Died in Hanover, New Hampshire.

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Scope and Content Note

As noted in the Introduction, the Frank H. Canaday Papers reflect those activities in which Canaday was most strongly interested. By 1935, at the height of his business career, he felt unhappy with his career. At the time of his retirement in 1946, he looked back on his years in advertising as having been destructive. He felt his real interests and talents lay elsewhere - --- in writing short stories and novels, in current events, in art and music, and especially in travel. Canaday, a bon vivant, fluent in French and knowledgeable in several other languages, possessed a ready wit and made friends easily. His papers demonstrate both his lack of interest in business and his wide-ranging, yet persistent, personal interests.

Canaday's frustration with his career stemmed, no doubt, from his complicated relationship with his elder brother, Ward. Frank consistently admired Ward, and Ward reciprocated; yet Frank carefully maintained a separate identity. The incoming correspondence is liberally sprinkled with letters from Ward. In Frank's college years, Ward rather domineeringly suggested to him what courses to take and in what kind of activities to participate. As the years progressed, business letters alternated with frequent, but short personal greetings. In sum, the letters, documents, and photographs of Ward, his wife and family contribute a great deal toward our understanding of the Toledo industrialist. Anyone researching the life of the Chairman of the Board of Willys-Overland Motors, Inc., then, will find material here of a definitely productive value.

Less can be said for the research value of the material relating to the U. S. Advertising Corporation, Willys-Knight Motors, and Willys-Overland Motors. The greatest historical interest in any of these companies is likely to revolve around the production of Jeeps during World War II. Unfortunately, the War years are represented only by a manuscript, "How Come the Jeep" by publicist A. Wade Wells (published later as Hail to the Jeep: A Factual and Pictorial History of the Jeep. New York: Harper, 1946) and by a few public relations-related items in the scrapbooks. On the other hand, certain other records are useful in researching other aspects of those companies. The incoming and outgoing correspondence files for 1928 and 1929 and the reports of foreign conditions document the marketing and advertising of Willys-Knight products in Australia, the Far East, and Europe, as well as the automobile market in those areas generally. Frank Canaday's copies of the minutes of the Board of Directors, financial records, annual reports, and clippings in the scrapbooks are a fruitful source for the history of the purchase of Willys-Overland Motors, Inc., by Henry J. Kaiser in 1953. For other years, however, material on the U.S. Advertising Corporation and on Willys-Overland tends to be sparse.

One long-standing interest covered by the entire range of the papers was in Harvard University. As a student, Canaday wrote for the Crimson and saved his stories in a scrapbook. A journal he kept in 1914 records events of the year in which he graduated. He belonged to the Harvard Clubs of New York and Toledo and regularly attended class reunions. The Hoosier-born Canaday loved the New England and Harvard mystique. On advice of his brother, he cultivated the "old boy" network; among his correspondents over

the years were classmates Christian A. Herter, Leverett Saltonstall, and Wilmington, Delaware financier, Alfred Dupont Chandler, Jr. If not concerned with affairs of Harvard alumni, the content of Canaday's correspondence with Herter and Saltonstall tends to contain Canaday's comments on public affairs with acknowledgments by both of them. Correspondence with Chandler is of a more personal nature. Chandler's long letters mainly discuss his philosophy about finance and public affairs. Canaday launched a quixotic campaign in 1963 and 1964 among Harvard alumni organizations to halt the merger of Harvard and Radcliffe. The considerable correspondence generated by this effort demonstrates sentiment for and against this merger. Harvard-related material continues on as late as 1969, when Canaday and Harvard's Houghton Library negotiated for a gift which never reached fruition.

This collection may be useful to researchers wishing to study concert music in Toledo. Frank and Molly, Canaday were avid concert-goers and in the 1940s actively supported the Friends of Music, a Toledo organization which led ultimately to the creation of the Toledo Symphony Orchestra. Many programs can be found in the scrapbooks for those years.

Molly was serious about her painting and in her last years, having developed a mature style, enjoyed a modest reputation. Although this collection will probably yield little to researchers interested in studying art in Toledo, it does contain a long series of correspondence with the Viennese refugee painter, Joseph Floch and with the art historian, Hans Tietze. Frank was devoted to his wife and to her interests. In his final years, he organized material from his scrapbooks in order to write a book about Molly entitled, (Triumph in Color: The Life and Art of Molly Morpeth Canaday. Canaan, N. H.: Phoenix Publishing, 1976).

Frank's World War I experiences are well documented. Frequent letters, to his sister-in-law, Miriam Coffin Canaday, describe his activities. A journal (scrapbooks 4 and 5) provides a chronological record. It is liberally illustrated with photographs and a variety of memorabilia. Some correspondence during this period was carried on in French.

Travel, as noted before, was a passion shared by both Frank and Molly. A journal describes his visit to Brazil in 1913. The 1922-1926 sojourn in China is not well documented in this collection since his files and scrapbooks for those years have been donated to the Harvard-Yenching Library at Harvard University. The 1928-1929 world trip was strictly for business, but photographs do document some of his tours to places like Angkor Wat and his shipboard socializing. On this trip he met a British military officer, James Walker, with whom he maintained a friendship for many years. A number of letters and other material from Walker describe the development of the Benguela Railway in Angola and the Katanga controversy of the early 1960s. Other trips, to New Zealand and to Europe, were made in the 1950s and 1960s. Journals for those trips, illustrated by photographs and memorabilia, can be found in the scrapbooks. Entries typically record where Frank and Molly stayed, where they ate, what they visited, and whom they saw.

The scrapbooks generally contain a variety of materials; many, however, of dubious historical value. Letters, photographs, newspaper clippings, magazine articles, calling cards, and other items comprise the content of the typical scrapbook. Frank Canaday was an "idea man" and was eager to share his views with journalists, writers, politicians, and marketing agents. If something struck his momentary fancy, he did not hesitate to offer his ideas to

any of those people. His political awareness was heightened mainly during presidential election years, although he frequently expressed his opinion to his representatives in Congress. Much of his correspondence, both in the correspondence files and in the scrapbooks, belongs to this category. Likewise, Canaday frequently saved newspaper clippings and articles from popular magazines on a wide variety of subjects, mainly of a general-interest nature.

The researcher should be alerted, nevertheless, to items of greater interest in the scrapbooks. Willys-Overland annual reports, Toledo photographs, and certain significant letters can be found in certain scrapbooks.

Since for much of Canaday's life, his business and family life were closely intertwined, his correspondence files contain both business, family, and personal letters. Significant correspondents include Ward M. Canaday, Miriam Coffin Canaday, Wilbur ("Jack") Canaday, Miron Canaday, Mrs. Sarah H. Canaday, Doreen Canaday Spitzer; his wife's New Zealand relatives, Charlton D. Morpeth, Nona Greig, Pat Entrican, and others; and friends James Dulin, Alfred D. Chandler, Frederick and Emma Endres Kountz, Robert Ayers, James Walker, Joseph Floch, Henri Jegu, and Robert Lexow Grant.

Frank H. Canaday
Papers, 1911-1971

Folder List

Box	Folder	Arrangement
		Journals
1	1	1913 (Brazil) trip
	2	1914
18	18	1926, Jan. 1-Mar. 3
1	3	1929-1930
		Correspondence
		Outgoing
	4	General, 1914-1927
	5	To Ward M. Canaday, 1912-1918
		To Miriam Coffin Canaday
	6	1912-1913
	7	1914-1916
	8	1917
	9	1918-1919
	10	To Charles A. Baldwin, 1916-1920, 1928
	11	General
	12	John N. Willys Export Corporation
	13	U. S. Advertising Corporation 1929
	14	General
	15	U. S. Advertising Corporation
		To Molly Morpeth Canaday
	16	1929-1930
	17	1931
		1932
	18	Jan. -May
	19	June-Sept.
	20	Oct. -Dec.
	21	1934
	22	1935
	23	1936
	24	1933-1934
	25	1935
	26	1937-1939
	27	1940-1942
		1943-1944
	28	General
	29	Re: Jeep Book
	30	1945-1946
	31	1947
	32	1948
	33	1949

2	34	1950
	35	1951
		1952
	36	Jan.-June
	1	July-Dec.
	2	1953
	3	1954
	4	1955
	5	1956
	6	1957
		1958
	7	Jan. -June
	8	July-Dec.
	9	1959
	10	1960
	11	1961
	12	1961-1962, re: Benguela Railway
	13	1962
	14	1963
	15	1963-1964, Harvard-Radcliffe Merger
	16	1965
	17	1966
	18	1967
	19	1968
	20	1969
	21	1970-1976
		Incoming
	22	1911
	23	1912
	24	1913
	25	1914
	26	1915
	27	1916
	28	1917
	29	1918
	30	1919
	31	1920
	32	1921
	33	1922
34	1923-1927	
	1928	
35	General	
36	John N. Willys Export Corporation	
37	U. S. Advertising Corporation	
	1929	
38	General	
	U.S. Advertising Corporation	
39	Jan.-May	

2	40	June-Dec.
	41	1930-1931
		1932
	42	General Molly Morpeth
	43	Mar.-Oct.
3	44	Nov.-Dec.
	1	1933
		1934
	2	General
	3	Molly Morpeth Canaday
		1935
	4	General
	5	Molly Morpeth Canaday
		1936
	6	General
	7	Molly Morpeth Canaday
	8	1937-1939
	9	1940-1942
		1943-1944
	10	General
	11	Re: Jeep Book by Wells
	12	1945-1946
	13	1947
	14	1948
	15	1949
	16	1950
	17	1951
		1952
	18	January-June
	19	July-December
	20	1953
	21	1954
	22	1955
		1956
	23	January-June
	24	July-December
25	1957	
26	1958	
27	1959	
28	1960	
29	1961	
30	1961-1963, Re: Benguela Railway	
31	1962	
4	1	1962-1964, Re: Harvard-Radcliffe Merger
	2	1963-1969, Re: Genealogy
	3	1963
	4	1964

4	5	1965
	6	1966
	7	1967
	8	1968
	9	1969
	10	1970
	11	1971
	12	1972
	13	1973
	14	1974
	15	1975
	16	1976
	17	Undated
		Reports, 1928-1929
	18	Willys Australia Advertising Agreement
	19	Paris Auto Show
	20	Conditions in Countries Visited
	21	Olympia Motor Show
	22	European Advertising Ventures
	23	Miscellaneous Notes
		Willys-Overland Motors, Inc.
		Board of Directors
	24	Minutes, 1951-1953
	25	Agenda, 1952-1953
	26	Finance Committee - Minutes, 1952-1953
	27	Memoranda, 1947-1953
	28	Press Releases, 1947-1953
	29	Financial Reports, 1946-1953
	30	Annual and Semiannual Reports, 1946-1953
	31	Miscellaneous
		Overland Corporation
	32	Board of Directors - Agenda and Minutes, 1954-1958
	33	Finance Committee
	34	Financial Reports
	35	Annual Reports
	36	Overland Properties, Inc.
	37	Overland Services, Inc.
	38	Canaday, Ewell and Thurber, Inc.
	39	Dominion Industries Company
	40	Empire Securities, Inc.
	41	Ward M. Canaday, Inc.
	42	J. Roland Kay Company, 1919
	43	Canaday Family - Financial Matters
		Real Estate
	44	Mill at Ulyly St. Georges, France
	45	Sherburne, Vermont
	46	Resumes
	47	Certificates

	48	Letters of Introduction
	49	Material From Military Service
	50	China Sojourn - Miscellaneous
	51	Daily Schedules - Various Times
	52	Woodstock Country School
		Scrapbooks (number, inclusive years, and content, if other than general)
5.		1. 1913-1919 - Harvard <u>Crimson</u> Articles 2. 1915-1916 3. 1916-1919 4. 1917-1918 - War Material, Journal
6		5. 1918-1919 - Journal 6. 1919 - Journal 8. 1920-1925 - Short Stories Written in China, Letters 9. 1910-1927
7		20. 1926-1928 21. 1928 - Pacific Islands, New Zealand 22. 1928-1929 - Australia, East Indies, Singapore 23. 1928-1929 - Germany
8		24. 1929 - Far East 25. 1929 - Spain, France 26. 1929 - Christmas Cards 27. 1929 - Japan, Philippines, China
9		28. 1930 29. 1930-1931 30. 1932 31. 1933-1935
10		32. 1935-1936 33. 1936 34. 1936-1937 35. 1936, 1938-1939
11		36. 1938-1943 37. 1940-1946- Journal 38. 1939-1944 39. 1940-1942
12		40. 1940-1945 - Musical Programs 41. 1944-1945 42. 1945

12		43. 1944-1945 44. 1944-1945
OS		45. 1946-1949
OS		46. 1950-1960
13		47. 1954 - Journal of European Tour, Vol. 3: Apr. 17-May 4 48. 1954 - Journal of European Tour, Vol. 1: Feb. 4-June 15 49. 1954 - Journal of European Tour, Vol. 2: Apr. 1-Apr. 16 50. 1954 - Journal of European Tour
14		51. 1959 52. 1961 53. 1963 54. 1963-1964 55. 1965
15		56. 1966 57. 1967 - Trip to Mexico, Tahiti 58. 1968 - World Tour 59. 1968 - World Tour
16		60. 1968 - World Tour 61. 1967-1970 62. 1969-1971 - Molly Canaday's Illness and Death 63. 1971-1972 - Molly Canaday's Exhibit of Art Works
17	1	Short Story and Skit
		Planchette (novel)
	2	pp. 1-70
	3	pp. 71-139
	4	pp. 140-213
		How Come the Jeep, by A. Wade Wells
	5	Chapters 1-10
	6	Chapters 11-16
	7	Chapters 17-21
	8	Dummy
	9	Miscellaneous
		Photographs
	10	Canaday Family - Early Members
	11	Lewis and Sarah Schmidt and Family
	12	Mr. & Mrs. Miles M. Canaday and Family
	13	Canaday Brothers Frank H. Canaday
	14	1893-1920
	15	1920-1976
	16	Molly Morpeth Canaday

17	17	Ward M. Canaday
	18	Doreen Canaday Spitzer
	19	Miron Canaday and Family
	20	Wilbur Canaday and Family
	21	Frank Canaday's Travels and Homes
	22	Ully-St. Georges (Frank's Property)
	23	Willys-Overland Motors, Inc.
	24	Snapshots From Others
	25	Portraits of Others
	26	Negatives
	27	Newspaper Clippings
		Published Material
	28	General
	29	Benguela Railway
	30	"The Education of Alfred Chandler or Innocents Abroad" by Alfred D. Chandler
	31	Miscellaneous
18		Molly Morpeth Canaday
		Correspondence
	1	Outgoing - general
		Incoming
	2	1932
	3	1933
	4	1934
	5	1935
	6	1936
	7	1937-1938
	8	1942-1950
	9	1952-1954
	10	1955-1956
	11	1957-1959
	12	1960-1961
	13	1962-1963
	14	1964-1970 and Undated
	15	Medical Records
	16	Citizenship and Wedding
	17	Art

OS - Designates Oversized Area.