Finding Aid for

AMERICAN ROAD MARKETING AND PUBLICITY PHOTOGRAPHS SERIES, 1903-1964 (BULK 1920-1950)
Accession 1859

Finding Aid Published: February 2012

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http://www.dalnet.lib.mi.us
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: 1859

CREATOR: Ford Motor Company. Archives

TITLE: American Road marketing and publicity photographs series

INCLUSIVE DATES: 1903-1964

BULK DATES: 1920-1950

QUANTITY: 1.2 cubic ft.

LANGUAGE: The materials are in English.

ABSTRACT: A set of photographs called American Road that was created primarily as a resource to help staff of the Ford Motor Company Archives answer requests for historical photographs that fell under the heading "something about roads."
ADMINISTRATIVE INFORMATION

ACCESS RESTRICTIONS: The series is open for research. Access to negatives requires permission of curator.

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).


RELATED MATERIAL: Related material held by The Henry Ford:
Part of the Archives (Ford Motor Company) photographs subgroup, which includes:
- Photographic vertical file series, Accession 1660
- Topical photographic prints in binders series, Accession 1854

PREFERRED CITATION: Item, folder, box, accession 1859, American Road marketing and publicity photographs series, Benson Ford Research Center, The Henry Ford

PROCESSING INFORMATION: Collection processed by Benson Ford Research Center staff, December 2003.

DESCRIPTION INFORMATION: Original collection inventory list prepared by Benson Ford Research Center staff, December 2003.

Finding aid prepared by Elyssa Bisoski, February 2012, and published in February 2012.

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

Archivists at Ford Motor Company Archives received numbers of requests for images relating to the history of the Ford Motor Company and the history of the automobile in general. This sometimes led to the creation of artificial (rather than archival) collections. An example is a set of photographs called American Road that was created primarily as a resource to help staff answer requests for historical photographs that fell under the heading "something about roads." As a compilation, it was intended to cover the general and often vague needs for illustrations depicting Ford Motor Company's place in the development of transportation and travel in America.

SCOPE AND CONTENT NOTE

Although entitled American Road, the series is comprised primarily of visual documentation of Ford vehicles in the early 1900s, with additional, although fewer, images into the 1960s. In addition, a number of folders include images of transportation modes before the automobile became prominent. The series is arranged alphabetically by subject. Topics include early roads, road construction, driving conditions, bridges, various utilizations of the Model T, women drivers, railroads, cityscapes, streetscapes, landscapes, and an occasional portrait. Most of the images, but not all, remain in the original format (prints and/or negatives) in various photograph collections held by The Henry Ford. Researchers should note that some images that were originally part of this series were integrated into the Photographic Prints Vertical File, Accession 1660, under the subject term Automobiles, Contemporary.
SUBJECT TERMS

Names, Personal and Corporate
Ford, Henry, 1863-1947
Ford Motor Company. Archives

Subjects
Advertising--Automobiles
Automobile dealers
Automobile driving on mountain roads
Automobile driving in bad weather
Automobile travel
Automobile--Social aspects
Bridges
Ferries
Ford automobile
Ford Model T automobile
Railroads
Roads
Roads--Design and construction
Street-railroads
Transportation--History
Women automobile drives

Genre and Form
Aerial photographs
Photographs
Cityscapes
Landscapes
Streetscapes
**CONTAINER LIST**

<table>
<thead>
<tr>
<th>Box no.</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Box 1</strong></td>
<td>Background material</td>
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<tr>
<td></td>
<td>Archivist notes</td>
</tr>
<tr>
<td></td>
<td>Post road trip, 1960 (includes photographic prints and negatives)</td>
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<tr>
<td>Photographs</td>
<td>Aerial photographs</td>
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<tr>
<td></td>
<td>Automobiles</td>
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<tr>
<td></td>
<td>Advertising, 1900-1919 (2 folders)</td>
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<tr>
<td></td>
<td>Contemporary, 1900-1969 (5 folders)</td>
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<tr>
<td></td>
<td>Driving in adverse conditions</td>
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<td>Ford</td>
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<td></td>
<td>Alternate uses, 1900-1909</td>
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<td></td>
<td>Dealers, foreign and domestic (2 folders)</td>
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<tr>
<td></td>
<td>Design</td>
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<td></td>
<td>Experimental</td>
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<tr>
<td></td>
<td>Model T (in U.S.A. and outside U.S.A.)</td>
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<td></td>
<td>Model T truck, ca. 1915</td>
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<td>Prefect, 1950</td>
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<td>Tour wagon, 1949</td>
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<td>German</td>
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<td>Military</td>
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<td>Seat belts</td>
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<td>Service stations</td>
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<td></td>
<td>Touring (2 folders)</td>
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<td>Buses</td>
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<td>Bridges</td>
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<tr>
<td>Canals and canal boats</td>
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<tr>
<td><strong>Box 2</strong></td>
<td>Capitol buildings and state house, San Francisco, California</td>
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<tr>
<td>Carriages and coaches</td>
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<tr>
<td>Carts and wagons</td>
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<td>Castles and palaces</td>
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<td>Churches</td>
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<tr>
<td>Clothing and dress, 1900-1910</td>
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<tr>
<td>Courthouse, San Francisco, California</td>
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<tr>
<td>Covered bridges</td>
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<tr>
<td>Dwellings</td>
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<td>Farmers</td>
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<td>Ferries</td>
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<td><em>Ford Times</em> excerpts and copies, 1900-1919</td>
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<td>Forts and fortifications</td>
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<tr>
<td>Garages</td>
<td></td>
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<tr>
<td>Harbor, San Francisco, California</td>
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</tbody>
</table>
Hotels, taverns, etc.
Indians of North America
Lakes and ponds (includes Lake Geneva)
Lighthouses
Log cabins
Maps, United States
Markets
Memorials and monuments
Mountains
Ox carts and teams
Panoramic photographs
Parades and processions
Parks
Pineapples
Police
Post Office buildings
Railroads
  Bridges
  Crossings
  Rails and tracks
Rickshaws

**Box 3**

Roads
  Asia and Africa
  Cobblestone
  Construction
  Europe
  North America
  Plank
  South America
  Toll
Sleds and sleighs
Snow removal
Stagecoaches
Steamboats
Stream crossings
Street railroads
Street scenes
Subways
Thatched houses
Towers and tower clocks
Traffic accidents
Tunnels
Wagon trains
Waterfronts
Windmills