



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>



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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).
- ACQUISITION:** Ford Motor Company Archives donation, 1964.
- 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

Box no.	Description
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Box 1

- Background material
 - Archivist notes
 - Post road trip, 1960 (includes photographic prints and negatives)
- Photographs
 - Aerial photographs
 - Automobiles
 - Advertising, 1900-1919 (2 folders)
 - Contemporary, 1900-1969 (5 folders)
 - Driving in adverse conditions
 - Ford
 - Alternate uses, 1900-1909
 - Dealers, foreign and domestic (2 folders)
 - Design
 - Experimental
 - Model T (in U.S.A. and outside U.S.A.)
 - Model T truck, ca. 1915
 - Prefect, 1950
 - Tour wagon, 1949
 - German
 - Military
 - Seat belts
 - Service stations
 - Touring (2 folders)
- Buses
- Bridges
- Canals and canal boats

Box 2

- Capitol buildings and state house, San Francisco, California
- Carriages and coaches
- Carts and wagons
- Castles and palaces
- Churches
- Clothing and dress, 1900-1910
- Courthouse, San Francisco, California
- Covered bridges
- Dwellings
- Farmers
- Ferries
- Ford Times* excerpts and copies, 1900-1919
- Forts and fortifications
- Garages
- Harbor, San Francisco, California

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