



Smithsonian  
*National Air and Space Museum*

Roland Rohlfs Scrapbook

2002

National Air and Space Museum Archives  
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## Collection Overview

<b>Repository:</b>	National Air and Space Museum Archives
<b>Title:</b>	Roland Rohlfs Scrapbook
<b>Identifier:</b>	NASM.XXXX.0278
<b>Date:</b>	1914-1973 (bulk 1919-1931)
<b>Extent:</b>	0.23 Cubic feet ((1 slim legal document box))
<b>Creator:</b>	Rohlfs, Roland
<b>Language:</b>	English
<b>Summary:</b>	A scrapbook and photographs documenting Roland Rohlfs's aviation career.

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## Administrative Information

### Acquisition Information

Roland Rohlfs, Gift, Unknown, NASM.XXXX.0278

### Processing Information

Revised by Patti Williams, 2019.

### Preferred Citation

Roland Rohlfs Collection, NASM.XXXX.0278, National Air and Space Museum, Smithsonian Institution

### Restrictions

No restrictions on access

### Conditions Governing Use

Material is subject to Smithsonian Terms of Use. Should you wish to use NASM material in any medium, please submit an Application for Permission to Reproduce NASM Material, available at [Permissions Requests](#)

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## Biographical / Historical

Roland Rohlfs started his career establishing motorcycle records in 1914, before turning to the field of aviation. Rohlfs became an instructor and experimental test pilot with Curtiss Aeroplane Company during World War I, and he established speed and altitude records. Because of his popularity, he endorsed

advertisements for such items as watches, spark plugs, parachutes and cars. In 1928, Rohlfs developed and patented an aerial neon sign, and established the Aerial Advertising Company to administer it. Toward the end of his career, he promoted private flying as a "Personal Flying Specialist" for the Civil Aviation Authority and he was an operations manager for Aeromarine Airways. Rohlfs was a member of the Early Birds.

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## Scope and Contents

A scrapbook records Rohlfs' career and includes correspondence, telegrams, programs, and newspaper articles. Loose photographs were reproduced on NASM Archives Videodisc 2B, and include family photographs as well as subjects relating to Rohlfs' career as described above.

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## Arrangement

Photographs located in Videodisc Files; scrapbook is a single item.

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- Aeronautics
- Aeronautics -- 1903-1916
- Aeronautics -- Competitions
- Aeronautics -- Records
- Aeronautics, Commercial
- Aeronautics, Commercial -- United States
- Test pilots
- Test pilots -- United States

Types of Materials:

- Clippings
- Correspondence
- Programs
- Scrapbooks

Names:

- Aerial Advertising Company
- Civil Aeronautics Administration
- Curtiss Aeroplane and Motor Company
- Early Birds of Aviation (Organization).
- Rohlfs, Roland