



Smithsonian

National Museum of American History Kenneth E. Behring Center

Billboards Photoprint Collection

NMAH.AC.0284

Don Darroch

1987

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Biographical Note	1
Scope and Contents	2
Names and Subjects	
Container Listing	

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Billboards Photoprint Collection
Date:	ca. 1920's
Identifier:	NMAH.AC.0284
Creator:	Mooney, Philip F.
Extent:	0.1 Cubic feet (1 vertical box)
Language:	English .
Summary:	Collection documents photoprints of large road-side billboards advertising products and services ranging from radios to a health sanitarium to house paints.

Administrative Information

Immediate Source of Acquisition

The collection was donated by Philip F. Mooney of the Coca Cola Corporation, on August 13, 1987.

Processing Information

Processed by Don Darroch, volunteer, 1987, supervised by Archives Center staff.

Preferred Citation

Billboards Photoprint Collection, circa 1920-1930, Archives Center, National Museum of American History

Restrictions

The collection is open for research use.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical Note

Large outdoor billboards advertising various products were prominent in the U.S. countryside of the 1920s as the automobile age entered its rapid development phase.

Scope and Contents

Eight black-and-white photoprints of large road-side billboards advertising products and services ranging from radios to a health sanitarium to house paints. Four are dated 1925-1927, but locations are not indicated except for the sanitarium (in Indiana). The prints are credited on the verso to the photographic department of R.C. Maxwell Co., Trenton, N.J., apparently a company which erected and maintained billboards, as their name appears on one of the photographed billboards.

Names and Subject Terms

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

Subjects:

Advertising, Outdoor -- 1920-1930
Billboards -- 1920-1930
Sanatoriums -- 1920-1930 -- Indiana

Types of Materials:

Photographs -- Black-and-white photoprints -- Silver gelatin -- 1920-1930

Names:

Maxwell (R. C.) Company.

Container Listing

Box 1	Photoprints of billboards 8 Photographic prints
-------	--