Billboards Photoprint Collection

NMAH.AC.0284

Don Darroch

1987
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Billboards Photoprint Collection
Identifier: NMAH.AC.0284
Date: ca. 1920's
Extent: 0.1 Cubic feet (1 vertical box)
Creator: Mooney, Philip F.
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 sanatarium (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