BILLBOARDS PHOTOPRINT COLLECTION, C. 1920s (0.1 cubic feet; 1DB)

History

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 Content

These black-and-white photoprints (eight in number and mostly about 1 x 9") depict large road-side billboards advertising products and services — ranging from radios to a health sanitarium to house paints. Four of them are dated 1925-1927, but locations are not indicated except for the sanitarium (in Indiana). The prints are credited (on their reverse side) to the photographic department of the R.C. Maxwell Co. of Tranton, N.J., apparently a company which erected and maintained billboards, since their name appears on one of the photographed billboards.

Provenance

Sent by Philip F. Mooney, of the Coca-Cola Company, P. O. Drawer 1734, Atlanta, Georgia 30301, to John Fleckner by a note, memo of 8/13/1987.
One folder, containing 8 photoprints of billboards. Don Darroch 12/23/87