



Finding Aid for

**EDSEL FORD AUTOMOTIVE SCRAPBOOK SERIES, 1911-1925**

**Accession 660**

Finding Aid Published: April 2011



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## OVERVIEW

**REPOSITORY:** Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
Dearborn, MI 48124-5029  
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**ACCESSION NUMBER:** 660

**CREATOR:** Ford, Edsel, 1893-1943.

**TITLE:** Edsel Ford Automotive Scrapbook series

**INCLUSIVE DATES:** 1911-1925

**QUANTITY:** 0.4 cubic ft.

**LANGUAGE:** The materials are in English.

**ABSTRACT:** Edsel Ford was a connoisseur of fine art and antiques, and a designer of considerable talent. His interest in automobiles and design is expressed through the scrapbook, which holds magazine and catalog clippings of fine cars (mostly European), illustrations and snapshots of English custom bodies on the Model T chassis, and pictures of early racing cars.

## **ADMINISTRATIVE INFORMATION**

- ACCESS RESTRICTIONS:** The materials are open for research.
- 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:** The records were donated to The Henry Ford by the Ford Motor Company Archives in 1964.
- RELATED MATERIAL:** Related material held by The Henry Ford:  
- These records form part of the Edsel B. Ford Office Papers record group, which also includes:  
- Correspondence; Subject File; Financial records; Personal Files; Reports; and Desk Contents series, 1903-1945, Accession 6  
- Audio Speeches series, 1938-1943, Accession 1689
- PREFERRED CITATION:** Item, folder, box, accession 660, Edsel Ford Automotive Scrapbook series, Edsel B. Ford Office papers, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by staff of Ford Motor Company Archives.
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by staff of Ford Motor Company Archives and published May 1964.
- Finding aid written and published by staff of The Henry Ford in June 2011.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## **HISTORICAL NOTE**

Edsel Bryant Ford was born November 6, 1893 in Detroit, Michigan, the only child of Henry and Clara Bryant Ford. Educated in public schools and the Detroit University School, he was persuaded by his father when he graduated from high school in 1912 to assume responsibilities at the company's new Highland Park Plant rather than going on to college. Edsel was elected secretary of the company on November 1, 1915, and vice-president as well as secretary on January 18, 1917. On December 30, 1918, when Henry Ford resigned as president of Ford Motor Company, Edsel was named president effective January 1, 1919, a position he would hold for the rest of his life.

Ford was a connoisseur of fine art and antiques and a designer of considerable talent. His vision for the Ford Motor Company included attention to design, production, and sales, combining the beauty of custom design with the low cost of production. Edsel established the first Ford Motor Company styling section, initially heading a three man team which included John Crawford, his executive assistant as shopmaster and production expert, and Eugene Turrene (Bob) Gregorie as his designer.

## **SCOPE AND CONTENT NOTE**

Although there is no documentation for when the scrapbook was created, it is presumed from the illustrations contained that it was between 1911 and 1925. The pages hold magazine and catalog clippings of fine cars (mostly European), illustrations and snapshots of English custom bodies on the Model T chassis, and pictures of early racing cars. Most of the first entries are from about 1913, when Edsel was age 19 or 20. In 1919, when he became president of Ford Motor Company, additions to the scrapbook taper off. Custom designed automobiles made for well known people and celebrities are also represented, as well as racing automobiles and boats. There were also a number of loose articles, drawings, clippings, and photographs that were removed from the scrapbook and placed in acid free folders. Included are images of a custom automotive body designed for Edsel Ford; photographs of automobiles; photographs of Edsel's speedboats in the early 1920s; photographs of the interior of his home; articles about boating, aviation, and automobiles in the early 1920s; and a printed label: "Air Transportation Service of Ford Motor Co."

## **SUBJECT TERMS**

### Names, Personal and Corporate

Ford, Edsel, 1893-1943.

Ford, Edsel, 1893-1943--Homes and haunts.

Ford Motor Company--Presidents.

Ford Motor Company--Management.

### Subjects

Automobile industry and trade

Automobiles--Design and construction

Ford Model T automobile

Industrial designers

Automobiles, Racing

Boats and boating

Selling--Automobiles

### Genre and Form

Photographs.

Scrapbooks

## CONTAINER LIST

<b>Box no.</b>	<b>Description</b>
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### **Box 1**

Scrapbook, 1911-1925 (Contains clippings and photographs illustrating automobile design trends and aspects; catalog number 64.167.660.1)

Loose Scrapbook Materials, 1911-1925

Articles

Clippings

Drawings and Miscellaneous

Notes (contains single blueprint reproduction of Brunn & Co. drawing for an automobile body designed for Edsel Ford; catalog number 64.167.660.1.2)

Photographs-Automobiles

Photographs-Boats and Planes

Photographs-Building Interiors

Photographs-Engine Parts

Photographs-Include Edsel Ford