

DALNET Information Hub Digital Projects Grant Proposal
Detroit Publishing Company On-Line Exhibit, Henry Ford Museum & Greenfield Village

Introduction and Background

The canals of Venice. The Casbah. The Colorado Rockies. In the days before television, Americans longed to see exotic sights. The photographers of the Detroit Publishing Company, founded in 1895, brought the world to everyone's living room.

For nearly 30 years from 1895 to 1924, the Detroit Publishing Company produced thousands of images of cities, landscapes, exotic lands, hotels, companies, and art work, which they sold as photographic prints, panoramas, postcards, lantern slides, souvenirs and advertising art. Incorporated in 1895 as the Photochrom (pronounced "photochrome") Company in Detroit, Michigan, it was known until 1905 as the Detroit Photographic Company, and then the Detroit Publishing Company

In the 1890s, photographer Edwin H. Husher had assembled financial backing to establish the Photochrom Company in Detroit. His backers included the Photoglob (pronounced "photoglobe") Company of Switzerland, and Detroit William A. Livingstone, son of shipping, banking, and publishing magnate William Livingstone, Jr.

They obtained the North American rights to an astounding new photolithographic process called Photochrom from the Photoglob Company of Zurich. This process produced color lithograph prints that looked like color photographs. Since color print photography did not then exist, this method gave the company a significant advantage over its competitors.

In late 1897, pioneer American photographer William H. Jackson joined the company, adding 10,000 of his glass-plate negatives to the company's assets. In his early years with the company, Jackson and a crew of cameramen traveled throughout Western Hemisphere, taking their own photographs and purchasing the photographic stock of local photographers. They captured spectacular scenery, exotic views, and everyday events for sales to libraries, schools, tourists, and armchair travelers. Additional photographic crews provided images from every part of the world as well as photographic reproductions of famous artwork.

At its peak, the company drew upon 40,000 negatives for its publishing effort and had sales of seven million prints annually. Traveling salesmen, mail order catalogues, and a few retail stores aggressively sold the company's products. This company contributed to the visual literacy of Americans at the beginning of the 20th century.

The Collection at HFMGV

Henry Ford Museum & Greenfield Village acquired the remaining Detroit Publishing Company materials in 1937 from the estate of Robert B. Livingstone. At the insistence of William H. Jackson's son, Clarence, a decade later the museum donated the negatives to the Colorado Historical Society but kept the prints. The Colorado Historical Society retained the Western views but donated the negatives of Eastern United States and foreign views to the Library of Congress.

The photographs in the museum's collection are contact prints made by the company from the original glass-plate negatives. They often contain written information about the topic, instructions concerning reproduction methods, and retouching marks. The Museum's collection includes approximately 30,000 small format photographs, 1,000 oversize photographs, 5,000 photomechanical prints, and 15,000 postcards. The majority of prints and postcards were produced between 1897 and 1914.

Henry Ford Museum & Greenfield Village's exhibit, *Photographer to the World – The Detroit Publishing Company* highlights over one hundred photographs and color lithographs and will be one exhibit until January 6, 2002. The exhibit features photoprints of foreign views, everyday life, natural wonders and cities from the late 19th and early 20th centuries. It includes panoramic views of Detroit, New York City, and Niagara Falls. A highlight of the exhibit is the spectacular scenes of Detroit including the waterfront, Campus Martius, Woodward Avenue, and Belle Isle. The exhibit also includes a section on the company's production methods, marketing, and sales.

Making an expanding version of this exhibit available on the museum's website gives us the opportunity to not only share these history and technology stories but also expand the exhibit subjects to cover industry and transportation and a more in-depth section of southeastern Michigan views. In addition, a collection-level MARC catalog record will be created for DALNET, including a link to the collection's Finding Aid of folder level subject headings. The MARC record will also contain a link (in the 856 field) to the on-line exhibit. As part of the proposed on-line exhibit, the finding aid will also be available directly through the museum's web site.

Answers to Follow-up Interview Questions

General

- **Goal:** The goal of this project is to create an on-line exhibit for the museum's Detroit Publishing Company Collection of photographs, color lithographs and postcards. The on-line exhibit would be an expanded version (in content and concept, but not necessarily in design) of the museum's current on-site exhibit, *Photographer to the World – The Detroit Publishing Company*. The on-line exhibit would have reciprocal links to a DALNET collection-level catalog record and to an extensive archival finding aid.
- **DALNET membership status:** The Benson Ford Research Center at Henry Ford Museum & Greenfield Village is a full member of Dalnet, having joined in the Spring of 2000.
- **Project manager:** Cynthia Read-Miller, Senior Curator, Photographs and Prints (voice: 313-982-6081, fax: 313-982-6244, e-mail: CynthiaR@hfmvgv.org). She can spend 10% of her time over the course of the project.
- We plan to start this project in April 2002 (following the relocation of many of our staff and of our library, archives, and special collections to a new building) and finish by July 2002 (see workplan/timeline, below).

Subject

- **DALNET infrastructure:** A MARC collection-level catalog record will be created for Imagine. Links will exist between the MARC record and the on-line exhibit and collection

finding aid. The on-line exhibit itself could be hosted on a DALNET server or on HFMGV's web server (which is hosted on UUNET).

- **Data Integration:** At present there are no plans to integrate this project into collections of other institutions.
- **Body of knowledge:** This project will provide information on the history of the Detroit Publishing Company, on the technology of photography and color lithograph printing and on the visual record of images of Detroit, Michigan and the world from the 1890s through the 1910s. The exhibit focuses on a Detroit company from 100 years ago that captured images from around the world and sold them throughout North America. This company used a cutting edge, patented technology to turn black and white photographs into brilliant color images that could be mass-produced. Because of the broad topics and quantity of their production, the company is considered today to be one of the most significant visual educators from the beginning of the 20th century.
- **Target audiences:** Include secondary and college students studying Detroit and Michigan history as well as historians and the general public having an interest in local history, photography and printing technology.
 - ◆ *Research value/SE Michigan connection:* The exhibit will present a small but representative example of the 51,000 items in the DPC collection. Although we would hope that the on-line exhibit would provide much in the way of image research and would be representative of the collection as a whole, it is likely that in-depth researchers will need to visit the museum's Research Center to examine the original photographs and prints.
 - ◆ This table identifies the organizational sections in the exhibit, and compares the number of images currently on display with the proposed number of digitized images in the on-line exhibit.

Section	Images in museum exhibit 6/1/01	Proposed images in on-line exhibit
DPC History	24 (2 of Michigan)	30
DPC Production Methods	31 (2 of Michigan)	35
Exotic Lands	18	25
Nature	20 (1 of Michigan)	25
Everyday Life	21 (2 of Michigan)	25
Cityscapes	24 (10 of Michigan)	25
Industry	0	25
Transportation	0	25
Detroit & Michigan	0	35 (not including those in other sections)
Total	138 (17 of Michigan)	265 (52 of Michigan)

- ◆ Most on-line exhibits of photographs and prints have focused on the images. The Detroit Publishing Company exhibit will not only highlight the breadth and depth of the company's images but will also explain the history of the company and the photographic and color lithographic printing technologies.
- ◆ *Other projects elsewhere:* Examples of on-line photographic exhibits include:

- * American Portrait Gallery, *A Durable Memento: Portraits by Augustus Washington, African-American Daguerreotypist* [<http://www.npg.si.edu/exh/awash/awintro.htm>]
- * George Eastman House, International Museum of Photography and Film, *Photography Collections: Late Nineteenth and Early Twentieth Century Work*, [http://www.eastman.org/9_colphoto/9_coll/9ninetw.html]
- * Getty Museum, *The Collections: Photographs: Daguerreotypes* [http://www.getty.edu/art/collections/collection_types/w266-1.html]
- * Library of Congress, *The Empire That Was Russia: The Prokudin-Gorskii Photographic Record Recreated* [<http://www.loc.gov/exhibits/empire>]
- * Detroit Historical Museum, *Virtual Tours: Glimpses of Michigan's Past* [<http://www.detroithistorical.org/html/tours/sec05/index.htm>]
- * Michigan Historical Museum, *Enterprising Images: The Goodridge Brothers, African American Photographers 1847 - 1922* [<http://www.sos.state.mi.us/history/museum/explore/museums/hismus/special/goodridge/index.html>]
- * Oakland Museum of California, *Silver and Gold: Cased Images of the Gold Rush* [<http://www.museumca.org/goldrush/silver.html>]
- * Library of Congress, *American Memory*, "Touring Turn of the Century America, 1880-1920" [<http://memory.loc.gov/ammem/detroit/dethome.html>] includes a searchable database of many of the Library of Congress's Detroit Publishing Company collection of photographic negatives and a selection of the color lithographs (some received as copyright deposit). The Museum's project does not duplicate the Library of Congress's work for the following reasons:
 - 1) The Library of Congress database provides only minimal context for the images—little information about the company and its photographers, and none about the procedures and processes used to create the images.
 - 2) The percentage of images in the LC database related to southeast Michigan is small (and difficult to determine).
 - 3) The museum's collection includes photographs for which extant negatives do not exist in the Library of Congress' collection.
 - 4) The LC digital images are from negatives with the polarity reversed, and many are from inter-negative roll film—so the quality of the positive image is quite variable. Henry Ford Museum & Greenfield Village's Detroit Publishing Company collection consists of photographs from the company's working files as well as "new old stock" photographs, color lithographs and postcards. Therefore, the quality of the digital images that will form the proposed on-line exhibit will be better overall than that provided on the American Memory website.

Status

- Work done so far: This collection is organized and a finding aid exists (copy attached). For the photographs (85 boxes), the finding aid consists of folder-level subject headings. For the color lithographs (9 boxes) and postcards (16 boxes), a box-level subject list exists. The project includes work to create folder-level lists for the lithographs and postcards, before the finding aid is made accessible on the web.
- Size of the collection: The museum's collection consists of approximately 30,000 black & white contact photographs, 5,000 color lithographs, and 15,000 postcards. The proposed on-

line exhibit would consist of about 250 images from the Detroit Publishing Company collection. While approximately 50 of these images have been digitized in the past, these images were created inconsistently as to resolution and quality, so we would expect to digitize 250 images for the on-line exhibit. (Please see table above.) The museum's Detroit Publishing Company collection is complete and we do not anticipate making any major additions to it.

Resources

- Project staffing: Project staffing will consist of the project manager, the project assistant (hired with DALNET funds), the designer (hired with DALNET funds), and three additional members of the Museum staff: Mark Greene, Head of Research Center Programs, an archivist with expertise in public outreach and the web; Jessica Lehr, an information science professional with specialization in metadata, web access, and digital imaging; Alan Harvey, professional photographer who would make intermediate images of those originals too large to scan directly.
- Additional expertise: In addition to the subject and technical expertise represented above, the project will draw on the services of Museum staff Minoo Larson, Conservator, and Greg Near, Conservation Technician for preservation expertise if needed in the handling of the originals.
- DALNET expertise: We would look to DALNET staff for advise on bandwidth issues, integrating the on-line exhibit with the overall DALNET website, and possibly for hosting the exhibit itself on a DALNET server.
- Funding: We envision funding to be provided by the museum in the form of in-kind work by the above mentioned staff. We do not know of any additional grant potential for this project.
 - ◆ The direct costs for this project will be:

Project assistant, to conduct research on specific images selected for exhibit, digitize the images selected for the exhibit, prepare folder-level lists of the lithographs and postcards in the DPC collection. \$10.00/hr for 250 hours	\$2,500
Web designer, to consult on the design and "construction" of the on-line exhibit, and to produce the final exhibit. \$75/hr for 125 hours	\$9,375
 - ◆ All other costs for this project will be borne by the Museum
- Dependence on DALNET: To date, the museum has supported the organization of the collection, the production of the finding aid, selection of the first 100 images that would comprise the on-line exhibit (that are presently on exhibit in the museum). In addition, the museum would fund the contribution of time on the part of the museum staff. However, we will not be able to complete this project without hiring the project assistant and engaging a designer, funded by DALNET. In this manner, the on-line exhibit is totally dependant on DALNET support.

Legal Issues

- All images in the Detroit Publishing Company Collection are in the public domain. There are no restrictions to access of the museum's website or the museum's OPAC on DALNET.

Enhancement/Preservation Issues

- **Increased Access:** Digitizing and placing the proposed 250 images from the Detroit Publishing Company collection will increase public and scholarly knowledge about the collection itself, and thus directly increase requests for access to the items in the collection—in addition to making access to some of the collection images available directly on-line. Placing these images in the context of the history of the company and the explanation of the photograph and lithograph printing technology enhances the historical and research value of these images.
 - ◆ Prior to the launch of the in-house exhibit on DPC, the existence of the collection was largely unknown, because information about it could be had only on-site through the printed finding aid or through information gained from a curator or reference librarian (and through them, from the 420 DPC images in the museum's ARGUS in-house collection management database).
 - ◆ As a result of the in-house exhibit, the public visibility of the collection has temporarily increased, through media coverage and prominent placement on the Museum's home page. There are 12 DPC images featured prominently on the museum's website in the Pic of the Month for June 2001 [<http://www.hfmgv.org/histories/pic/pic.html>]. When the in-house exhibit comes down, publicity about it and the collection on the Museum's web page will largely disappear (the Pic of the Month will exist in the "archive" of that feature).
- **Physical Condition:** The current physical condition of the material is stable. The collection is housed in acid-free folders and boxes in a climate controlled and UV-light-protected storage stacks.
- **Preservation:** There are no preservation goals envisioned for this project.
- **Potential harm:** Our conservation staff does not believe that scanning will harm the photos.

Technical Feasibility

- **Technical specs.** Technical specifications for the scanning will conform to those of the National Archives and Records Administration's "Electronic Access Project Scanning and File Format Matrix" <http://www.nara.gov/nara/vision/eap/digmatrix.pdf>.
- **Technical Needs:** The only equipment lacking for this project are scanners with oversize beds, necessary for direct scanning of those few images that are oversized. If DALNET's digital laboratory has flatbed scanners of sufficient size to accommodate these oversize images, we would request access. However, the workplan is based on the assumption that the oversize images will be photographed onto color transparencies, and these transparencies will be scanned on the Museum's scanners.
- **Data Storage:** Master digital image files will be stored on the Museum's servers. The on-line exhibit itself, which will consist of HTML pages and lower resolution thumbnail and access image files can be mounted either on DALNET's servers or on the Museum's web server (hosted by UUNET).

TIMELINE/PLAN OF WORK

January 2002	Create job description for project assistant. Write RFP for design consultant
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February 2002	Post project assistant position
March 2002	Interview and hire project assistant. Review RFPs and hire design consultant
April 2002	
Week 1	Project assistant begins work Project assistant scans images selected for in-house exhibit
Week 2	Project assistant continues scanning in-house exhibit images
Week 3	Project assistant completes scanning of in-house exhibit images
Week 4	Project manager and project assistant begin researching and identifying additional images.
May 2002	
Week 1	Research and identification of additional images continues Digital images from in-house exhibit, and electronic text from in-house exhibit forwarded to design consultants for use in preliminary design work
Week 2	Research and identification of additional images continues
Week 3	Project assistant begins scanning additional images Project manager begins drafting text for introductions to new exhibit sections and for image captions.
Week 4	Scanning of additional images continues Drafting of exhibit text continues
June 2002	
Week 1	Scanning of additional images completed Drafting of exhibit text continues Design consultants present first iteration of web exhibit design for review by project team
Week 2	Project assistant begins creation of folder-level inventory of lithographs and postcards Drafting of exhibit text completed
Week 3	Folder level inventory draft completed.
Week 4	Project assistant incorporates new inventory lists into finding aid; completes other minor revisions of finding aid as directed by project assistant Project assistant term of employment ends Museum archival cataloger creates MARC record for DPC collection. Project team returns formal comments to design consultants on first iteration of web exhibit design, and forwards additional digital images and exhibit text to design consultants
July 2002	
Week 1	Museum archival cataloger marks up DPC finding aid for web display
Week 2	Finding aid markup is reviewed; MARC record with linked finding aid submitted to OCLC.
Week 4	Design consultants present 2 nd iteration of web exhibit for project team review

August 2002

- Week 1 Project team communicates remaining issues/concerns to design consultants
- Week 3 Final review and sign-off on web exhibit design
- Week 4 Web exhibit forwarded to DALNET for mounting.



July 8, 2002

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William Clay Ford

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*Henry Ford Museum &
Greenfield Village provides
unique educational experiences
based on authentic objects,
stories, and lives from
America's traditions of
ingenuity, resourcefulness, and
innovation. Our purpose
is to inspire people to learn
from these traditions
to help shape a better future.*

Duryea Callaway
Chair, Information Hub Development Committee
3301 David Adamany Undergraduate Library
Wayne State University
Detroit, MI 48202

Dear Duryea Callaway,

Please accept the enclosed interim report regarding progress on our "Postcards Project" for which we received a DALNET Information Hub Digital Projects grant for our Detroit Publishing Company Collection online exhibit.

Mark Greene has left the museum's employment as of June 28, 2002 to become the director of the American Heritage Center at the University of Wyoming. As Project Manager for this DALNET grant, I will be sending you additional reports in the future.

If you have any questions or comments, please contact me at 313-982-6081 or CynthiaR@hfmjgv.org.

Thank you very much.

Sincerely,

Cynthia Read-Miller
Senior Curator, Photography and Prints
Project Manager, DALNET/DPC Online Exhibit

Encl.

cc: M Piper, DALNET Director

20900 Oakwood Boulevard
Dearborn, Michigan 48124
Phone 313.271.1620
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www.hfmjgv.org

DPC Exh Dalnet Grant Ltr1.doc

DALNET Information Hub Digital Projects Grant -- "Postcards Project"

Henry Ford Museum & Greenfield Village
Detroit Publishing Company Collection Online Exhibit

Interim Report, June 30, 2002

- Project consists of 250 total digital images for the online exhibit
 - 138 images from the museum's 2001 exhibit
 - 112 additional images to select
- Hired project assistant, Stephanie Thomas, starting May 20, 2002. Her qualifications include a BA in Education and she is certified to teach High School English & History. She is currently a graduate student at the School of Information, University of Michigan focusing on media specialist coursework and she has experience with web design (*That's Math* on the Internet Public Library). She is supervised by Cynthia Read-Miller, curator of photography and prints, regarding Detroit Publishing Company history, photograph and print media identification, and curatorial exhibit selection criteria. Jessica Lehr, Historical Resources digital resources manager, is working with Stephanie on web design, web development, and metadata for images and website.
- Jessica Lehr and Stephanie Thomas met with Jackie Wrosch, the DALNET web developer, on June 24, 2002
- Mark Greene has left the museum as of June 28, 2002 for a position with the University of Wyoming
- Additional museum staff who are part of this project include: Terry Hoover, archivist; Pat Orr, technical services manager; Lani Chisnell, web manager; Alan Harvey, photographer
- Work completed by June 30, 2002
 - 80% of images digitized from 2001 museum exhibit
 - 33% of new images selected
 - 33% of new images digitized
 - 60% of metadata completed for images
 - web design started

Submitted by Cynthia Read-Miller
Project Manager, DALNET/DPC Online Exhibit
Senior Curator, Photography and Prints
Henry Ford Museum & Greenfield Village

COPY

COPY

DALNET PROJECT
HENRY FORD MUSEUM & GREENFIELD VILLAGE
REIMBURSEMENT REQUEST
POSTCARDS PROJECT

March 26, 2003

Duryea Callaway
Chair, Information Hub Development Committee
3301 David Adamany Undergraduate Library
Wayne State University
Detroit, MI 48202

Dear Duryea,

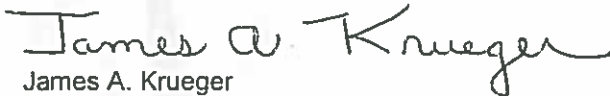
Please accept this letter as our final request for reimbursement on the Dalnet Postcards Project at Henry Ford Museum and Greenfield Village. All expenses for Dalnet's share of this project were incurred in 2002 per terms of the original agreement.

The funds now requested from Dalnet were used to pay staff time for project assistant, Stephanie Thomas. The total now due is \$5,500.00.

Please make your check payable to :
Henry Ford Museum & Greenfield Village
Attn: Cashiers Office
P.O. Box 1970
Dearborn, MI. 48121

Thank you for your attention to this matter, and thank you again for your support to this project. If I can be of any further assistance, please let me know.

Sincerely,



James A. Krueger
Staff Accountant
(313)982-6100 ext. 2383
Fax (313)982-6248

Michael,
Mailed original invoice to
Duryea on 3-26-03. We still
show this invoice as outstanding.
Can you check this out for
us? Thank you.

Jim Krueger
(313) 982-6100
ext. 238.