

benson ford research center

benson ford research center is a premier institution dedicated to preserving and providing access to the rich history of the automotive industry, with a particular focus on the Ford Motor Company legacy. Located in Dearborn, Michigan, the center serves as an invaluable resource for historians, researchers, and automotive enthusiasts seeking comprehensive archival materials and research support. This article explores the origins, collections, services, and significance of the Benson Ford Research Center. It also highlights the center's role in advancing automotive history research and education. By delving into the various facets of the research center, readers will gain a thorough understanding of its mission and contributions to the preservation of automotive heritage. The following sections will provide a detailed look at the center's background, available resources, and how it supports scholarly work in the field.

- History and Background of the Benson Ford Research Center
- Collections and Archival Materials
- Research Services and Access
- Educational Programs and Outreach
- Significance and Impact on Automotive History

History and Background of the Benson Ford Research Center

The Benson Ford Research Center was established to honor the legacy of Benson Ford Sr., a key figure in the Ford Motor Company's history. As a dedicated archival and research institution, it was

created to collect, preserve, and provide access to a vast array of materials relating to the automotive industry and the Ford family's contributions. The center is part of The Henry Ford, a renowned complex that includes a museum, a village, and other educational facilities in Dearborn, Michigan. Since its inception, the Benson Ford Research Center has been pivotal in supporting scholarly research and public interest in automotive heritage.

Origins and Development

The research center was founded to consolidate the various historical documents, photographs, engineering drawings, and corporate records related to Ford Motor Company and the broader automotive sector. Its development was driven by the need to safeguard these invaluable resources against deterioration and loss. Over the years, the center has expanded its holdings and modernized its facilities to accommodate digital archiving and enhance public accessibility.

Location and Facilities

Situated within The Henry Ford complex, the Benson Ford Research Center benefits from a strategic location that attracts visitors and researchers worldwide. The facility is equipped with climate-controlled archives, research rooms, and advanced cataloging systems. These features ensure the proper preservation of delicate historical materials and provide a conducive environment for in-depth research.

Collections and Archival Materials

The Benson Ford Research Center boasts an extensive and diverse collection of archival materials that document the history of Ford Motor Company and the automotive industry at large. These collections serve as primary sources for researchers investigating automotive design, manufacturing, corporate history, and social impact.

Corporate Records and Documents

The center houses a comprehensive collection of corporate records, including minutes from board meetings, internal memos, financial reports, and product development files. These documents provide insight into the strategic decisions and operational history of Ford Motor Company from its founding through modern times.

Photographic and Multimedia Archives

Visual materials such as photographs, films, and videos form a significant part of the center's holdings. These archives capture moments in automotive history, including vehicle launches, factory operations, and key figures associated with Ford. Researchers utilize these resources to study design evolution and industrial processes.

Technical Drawings and Engineering Documents

Engineering blueprints, patents, and technical drawings are critical components of the research center's collection. These materials reveal the technical innovations and engineering breakthroughs that have shaped automotive development over the decades.

Personal Papers and Biographies

The center also preserves the personal papers of influential individuals in the Ford family and company leadership. These documents offer unique perspectives on the personal and professional lives of automotive pioneers, enriching the historical narrative.

- Corporate minutes and correspondence
- Vehicle design blueprints

- Photographic collections
- Film and video archives
- Personal letters and diaries
- Marketing and advertising materials

Research Services and Access

The Benson Ford Research Center provides a range of services designed to facilitate academic, professional, and personal research. These services ensure that users have efficient access to the center's extensive resources while maintaining strict preservation standards.

Research Support and Consultation

Experienced archivists and research staff are available to assist visitors in navigating the collections, identifying relevant materials, and understanding archival references. Personalized consultation helps optimize research outcomes and supports diverse research needs.

Public Access and Appointment Policies

Access to the Benson Ford Research Center is typically granted by appointment to ensure the availability of staff and materials. The center welcomes researchers from various disciplines, including history, engineering, business, and design. Visitors are encouraged to prepare research requests in advance to maximize their time at the facility.

Digital Access and Online Catalog

Recognizing the importance of digital accessibility, the center has developed an online catalog and digital archives that allow remote users to explore parts of the collection. Digital initiatives continue to expand, offering greater reach and convenience for researchers worldwide.

Educational Programs and Outreach

Beyond archival preservation, the Benson Ford Research Center plays an active role in education and community engagement. Its programs are designed to promote awareness of automotive history and encourage scholarly exploration.

Workshops and Lectures

The center regularly hosts workshops, lectures, and seminars featuring experts in automotive history, engineering, and museum studies. These events provide valuable learning opportunities for students, professionals, and enthusiasts alike.

Collaborations with Academic Institutions

Partnerships with universities and research organizations enable the center to support academic projects, internships, and joint research initiatives. These collaborations enhance the center's role as a hub for automotive historical scholarship.

Exhibitions and Public Programs

In cooperation with The Henry Ford museum, the research center contributes to exhibitions that showcase significant artifacts and stories from its collections. Public programs foster community engagement and highlight the cultural impact of the automotive industry.

Significance and Impact on Automotive History

The Benson Ford Research Center holds a place of critical importance in the preservation and study of automotive history. Its comprehensive archives provide unparalleled insight into the evolution of the automobile and the Ford Motor Company's role in shaping modern transportation.

Preserving Industrial Heritage

By safeguarding original documents, photographs, and artifacts, the center ensures that future generations can access authentic materials that chronicle the automotive industry's growth and innovation. This preservation effort supports both historical accuracy and cultural memory.

Supporting Scholarly Research

The center's extensive resources enable historians, engineers, and social scientists to conduct rigorous research. Studies based on the center's collections contribute to academic literature, public knowledge, and policy discussions related to transportation and industry.

Enhancing Public Understanding

Through its educational outreach and exhibitions, the Benson Ford Research Center helps the public appreciate the technological, economic, and social dimensions of automotive history. This broader understanding fosters appreciation for the industry's impact on society.

Frequently Asked Questions

What is the Benson Ford Research Center?

The Benson Ford Research Center is a research facility and archive dedicated to preserving the history and heritage of the Ford Motor Company and the automotive industry.

Where is the Benson Ford Research Center located?

The Benson Ford Research Center is located in Dearborn, Michigan, on the campus of The Henry Ford Museum complex.

Who was Benson Ford?

Benson Ford was a grandson of Henry Ford and a key figure in the Ford Motor Company, known for his contributions to the company's growth and development.

What types of materials can be found at the Benson Ford Research Center?

The center houses a vast collection of documents, photographs, blueprints, oral histories, and artifacts related to the Ford Motor Company and automotive history.

Can the public access the Benson Ford Research Center?

Yes, the Benson Ford Research Center is open to researchers, historians, and the general public by appointment to access its archives and resources.

What is the significance of the Benson Ford Research Center to automotive history?

The center preserves invaluable historical records and artifacts that provide insight into the evolution of the automotive industry and Ford's role in it.

Does the Benson Ford Research Center offer digital resources?

Yes, the center offers digital archives and online databases to facilitate remote research and access to historical materials.

How can researchers request materials from the Benson Ford Research Center?

Researchers can request materials by contacting the center via email or phone and scheduling an appointment or submitting a research inquiry.

Are there any special exhibits at the Benson Ford Research Center?

While primarily a research archive, the Benson Ford Research Center occasionally collaborates on special exhibits at The Henry Ford Museum showcasing its collections.

What is the connection between the Benson Ford Research Center and The Henry Ford Museum?

The Benson Ford Research Center is part of The Henry Ford organization and supports the museum's mission by providing historical research and archival materials.

Additional Resources

1. Legacy of Innovation: The Benson Ford Research Center and Automotive History

This book delves into the rich history of the Benson Ford Research Center, highlighting its pivotal role in preserving automotive heritage. It explores the archives, collections, and research initiatives that have made the center a cornerstone for historians and automotive enthusiasts. Readers gain insight into the evolution of car manufacturing through meticulously preserved documents and artifacts.

2. Driving Progress: The Archives of the Benson Ford Research Center

Focusing on the extensive archival materials housed at the Benson Ford Research Center, this book showcases how primary sources are used to study the development of the automotive industry. It covers company records, design blueprints, and personal papers that reveal the stories behind some of the most iconic vehicles. The text is an essential resource for researchers interested in industrial history.

3. Ford's Footprint: Industrial Heritage Through the Benson Ford Research Center

This title examines the broader impact of Henry Ford and his legacy as preserved by the Benson Ford Research Center. It connects the dots between industrial innovation, community development, and cultural change facilitated by Ford Motor Company. The book offers a comprehensive view of how the center supports scholarship and public understanding of industrial heritage.

4. Preserving the Past: Collections and Conservation at the Benson Ford Research Center

A detailed look at the methods and challenges involved in conserving automotive artifacts and documents at the Benson Ford Research Center. The book discusses preservation techniques, digital archiving, and the importance of maintaining historical integrity. It appeals to archivists, conservators, and anyone interested in museum studies.

5. Automotive Archives: Stories Unearthed at the Benson Ford Research Center

This narrative-driven book presents fascinating discoveries made through research at the Benson Ford Research Center's archives. Through case studies, it reveals lesser-known stories about car design, manufacturing processes, and the people behind the scenes. The engaging prose makes it accessible to both scholars and general readers.

6. Engineering History: Technical Documents from the Benson Ford Research Center

Highlighting the technical side of automotive history, this book compiles and analyzes engineering documents preserved at the Benson Ford Research Center. It offers detailed examinations of vehicle design innovations and manufacturing techniques from the early 20th century to the present. This resource is valuable for engineers, historians, and students of technology.

7. Women and Innovation: Contributions Documented at the Benson Ford Research Center

This volume focuses on the often-overlooked contributions of women in the automotive industry as documented in the Benson Ford Research Center's archives. It explores pioneering female engineers, designers, and executives who helped shape the industry. The book brings to light inspiring stories and encourages further research into gender and industrial history.

8. From Concept to Classic: Design Evolution at the Benson Ford Research Center

Examining the design process of Ford vehicles, this book uses archival materials to trace how concepts transformed into iconic cars. It features sketches, prototypes, and design notes that reveal the creative journey and challenges faced by designers. Art and design enthusiasts will find this a visually rich and informative read.

9. Community and Industry: The Social Impact Reflected in the Benson Ford Research Center Archives

This book explores the relationship between the automotive industry and the communities it influenced, as documented by the Benson Ford Research Center. It discusses labor history, economic changes, and social dynamics tied to Ford's operations. The work provides a socio-economic perspective valuable to historians and social scientists alike.

Benson Ford Research Center

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benson ford research center: Persistence and Vigilance Yvette J. Lazdowski, 2020-11-02
This accounting history study follows the major chronological events in the first 50 years of the Ford Motor Company from the perspective of accounting procedures and financial reporting. Several key business executives are profiled, along with their contributions to the implementation and maintenance of financial structures and policies.

benson ford research center: Internal Combustion Edwin Black, 2008-04-30 An explosive, eye-opening expose of the corporate forces that have for more than a century sabotaged the creation of alternative energies and vehicles in order to keep us dependent on oil. There is enough truth in this book to revolutionize our way of life. Winner of four awards for editorial excellence: American Society of Journalists and Authors Best Book, Thomas Edison Award, Green Globes, and an AJPA Rockower Award.

benson ford research center: *The Forsaken* Tim Tzouliadis, 2008-07-17 "Gripping and important . . . an extremely impressive book." —Noel Malcolm, Telegraph (London) A remarkable piece of forgotten history- the never-before-told story of Americans lured to Soviet Russia by the promise of jobs and better lives, only to meet tragic ends In 1934, a photograph was taken of a baseball team. These two rows of young men look like any group of American ballplayers, except perhaps for the Russian lettering on their jerseys. The players have left their homeland and the Great Depression in search of a better life in Stalinist Russia, but instead they will meet tragic and, until now, forgotten fates. Within four years, most of them will be arrested alongside untold numbers of other Americans. Some will be executed. Others will be sent to corrective labor camps where they will be worked to death. This book is the story of lives-the forsaken who died and those who survived. Based on groundbreaking research, *The Forsaken* is the story of Americans whose dreams were shattered and lives lost in Stalinist Russia.

benson ford research center: *Race, Religion, and the Pulpit* Julia Marie Robinson Moore, 2015-04-15 Bradby's efforts as an activist and race leader by examining the role the minister played in high-profile events, such as the organizing of Detroit's NAACP chapter, the Ossian Sweet trial of the mid-1920s, the Scottsboro Boys trials in the 1930s, and the controversial rise of the United Auto Workers in Detroit in the 1940s.

benson ford research center: *Loyalty and Liberty* Alex Goodall, 2013-12-15 *Loyalty and Liberty* offers the first comprehensive account of the politics of countersubversion in the United States prior to the McCarthy era. Beginning with the loyalty politics of World War I, Alex Goodall traces the course of American countersubversion as it ebbed and flowed throughout the first half of the twentieth century, culminating in the rise of McCarthyism and the Cold War. This sweeping study explores how antisubversive fervor was dampened in the 1920s in response to the excesses of World War I, transformed by the politics of antifascism in the Depression era, and rekindled in opposition to Roosevelt's ambitious New Deal policies in the later 1930s and 1940s. Identifying varied interest groups such as business tycoons, Christian denominations, and Southern Democrats, Goodall demonstrates how countersubversive politics was far from unified: groups often pursued clashing aims while struggling to balance the competing pulls of loyalty to the nation and liberty of thought, speech, and action. Meanwhile, the federal government pursued its own course, which alternately converged with and diverged from the paths followed by private organizations. By the end of World War II, alliances on the left and right had largely consolidated into the form they would keep during the Cold War. Anticommunists on the right worked to rein in the supposedly dictatorial ambitions of the Roosevelt administration, while New Deal liberals divided into several camps: the Popular Front, civil liberties activists, and embryonic Cold Warriors who struggled with how to respond to communist espionage in Washington and communist influence in politics more broadly. Rigorous in its scholarship yet accessible to a wide audience, Goodall's masterful study shows how opposition to radicalism became a defining ideological question of American life.

benson ford research center: *The Song is Not the Same* Bruce Zuckerman, 2011 This volume of the Casden Institute's *The Jewish Role in American Life* annual series introduces new scholarship on the long-standing relationship between Jewish-Americans and the worlds of American popular music. Edited by scholar and critic Josh Kun, the essays in the volume blend single-artist investigations with looks at the industry of music making as a whole. They range from Jewish sheet music to the risqué musical comedy of Belle Barth and Pearl Williams, from the role of music in the shaping of Henry Ford's anti-Semitism to Bob Dylan's Jewishness, from the hybridity of the contemporary Radical Jewish Culture scene to the Yiddish experiments of 1930s African-American artists. Contents: Foreword (Gayle Wald); Introduction (Josh Kun); Cohen Owes Me Ninety-Seven Dollars, and other Tales from the Jewish Sheet- Music Trade (Jody Rosen); 'Dances Partake of the Racial Characteristics of the People Who Dance Them' : Nordicism, Antisemitism, and Henry Ford's Old Time Music and Dance Revival (Peter La Chapelle); Ovoutie Slanguage is Absolutely Kosher: Yiddish in Scat- Singing, Jazz Jargon, and Black Music (Jonathan Z. S. Pollack); 'If I Embarrass You, Tell Your Friends' : Belle Barth, Pearl Williams, and the Space of the Risque (Josh Kun); 'Here's a

foreign song I learned in Utah' : The Anxiety of Jewish Influence in the Music of Bob Dylan (David Kaufman); Jazz Liturgy, Yiddishe Blues, Cantorial Death Metal, and Free Klez: Musical Hybridity in Radical Jewish Culture (Jeff Janeczco).

benson ford research center: The Vagabonds Jeff Guinn, 2020-11-17 A "fascinating slice of rarely considered American history" (Booklist)—the story of Henry Ford and Thomas Edison—whose annual summer sojourns introduced the road trip to our culture and made the automobile an essential part of modern life. In 1914 Henry Ford and naturalist John Burroughs visited Thomas Edison in Florida and toured the Everglades. The following year Ford, Edison, and tire maker Harvey Firestone joined together on a summer camping trip and decided to call themselves the Vagabonds. They would continue their summer road trips until 1925, when they announced that their fame made it too difficult for them to carry on. Although the Vagabonds traveled with an entourage of chefs, butlers, and others, this elite fraternity also had a serious purpose: to examine the conditions of America's roadways and improve the practicality of automobile travel. Cars were unreliable and the roads were even worse. But newspaper coverage of these trips was extensive, and as cars and roads improved, the summer trip by automobile soon became a desired element of American life. The Vagabonds is "a portrait of America's burgeoning love affair with the automobile" (NPR) but it also sheds light on the important relationship between the older Edison and the younger Ford, who once worked for the famous inventor. The road trips made the automobile ubiquitous and magnified Ford's reputation, even as Edison's diminished. The automobile would transform the American landscape, the American economy, and the American way of life and Guinn brings this seminal moment in history to vivid life.

benson ford research center: The Arsenal of Democracy Albert J. Baime, 2014 Chronicles Detroit's dramatic transition from an automobile manufacturing center to a highly efficient producer of World War II airplanes, citing the essential role of Edsel Ford's rebellion against his father, Henry Ford.

benson ford research center: *I'd Fight the World* Peter La Chapelle, 2019-09-11 A "educational, interesting, and very easy to read" history of the bond between country music and politics in America (Harry Reid). Long before the United States had presidents from the world of movies and reality TV, we had scores of politicians with connections to country music. In *I'd Fight the World*, Peter La Chapelle traces the deep bonds between country music and politics, from the nineteenth-century rise of fiddler-politicians to more recent figures like Pappy O'Daniel, Roy Acuff, and Rob Quist. These performers and politicians both rode and resisted cultural waves: some advocated for the poor and dispossessed, and others voiced religious and racial anger, but they all walked the line between exploiting their celebrity and righteously taking on the world. La Chapelle vividly shows how country music campaigners have profoundly influenced the American political landscape. Praise for *I'd Fight the World* "Thoroughly researched and insightful, *I'd Fight the World* exposes the political themes embedded in country music of all stripes, as well as the sometimes subtle, sometimes blatant, always shrewd employment of this music by politicians. La Chapelle reveals a political legacy in country music that today's audiences have an obligation to confront." —Jocelyn Neal, author of *Country Music: A Cultural and Stylistic History* "In this well-written and expansive book, La Chapelle narrates a national history of politics and country music, from nineteenth-century populism to post-World War II conservatism. *I'd Fight the World* demonstrates how both political and cultural history can shine light upon each other, creating a rich tapestry of scholarship." —David Gilbert, author of *The Product of Our Souls* "Lively and informative. . . . This book will surprise those who have preconceived notions about country music and Southern politicians, and their longstanding connection." —Library Journal "A deeply researched examination of the ways that country and old-time music have been coopted into political life. . . . La Chapelle traces the not especially healthy relationship between country music and populism. . . . La Chapelle's exhaustive examination of his subject uncovers many untold stories and raises interesting questions about whether country music has yet truly reckoned with its political past." —Times Literary Supplement

benson ford research center: *Friends, Families & Forays* Ford R. Bryan, 2002-08-01 Ford's hard work and passionate interests brought him great wealth, and this book provides a peek at the luxuries he and his wife, Clara, enjoyed, from a yacht and a private rail car, to gracious residences in Michigan, Florida, and Georgia.

benson ford research center: *ISO 9000 Quality Systems Handbook-updated for the ISO 9001: 2015 standard* David Hoyle, 2017-07-06 Completely revised to align with ISO 9001:2015, this handbook has been the bible for users of ISO 9001 since 1994, helping organizations get certified and increase the quality of their outputs. Whether you are an experienced professional, a novice, or a quality management student or researcher, this is a crucial addition to your bookshelf. The various ways in which requirements are interpreted and applied are discussed using published definitions, reasoned arguments and practical examples. Packed with insights into how the standard has been used, misused and misunderstood, ISO 9000 Quality Systems Handbook will help you to decide if ISO 9001 certification is right for your company and will gently guide you through the terminology, requirements and implementation of practices to enhance performance. Matched to the revised structure of the 2015 standard, with clause numbers included for ease of reference, the book also includes: Graphics and text boxes to illustrate concepts, and points of contention; Explanations between the differences of the 2008 and 2015 versions of ISO 9001; Examples of misconceptions, inconsistencies and other anomalies; Solutions provided for manufacturing and service sectors. This new edition includes substantially more guidance for students, instructors and managers in the service sector, as well as those working with small businesses. Don't waste time trying to achieve certification without this tried and trusted guide to improving your business - let David Hoyle lead you towards a better way of thinking about quality and its management and see the difference it can make to your processes and profits!

benson ford research center: *Archives, Documentation, and Institutions of Social Memory* Francis Xavier Blouin, William G. Rosenberg, 2007-08-02 Essays exploring the importance of archives as artifacts of culture

benson ford research center: *Che's Chevrolet, Fidel's Oldsmobile* Richard Schweid, 2009-06-01 Vintage U.S.-made cars on the streets of Havana provide a common representation of Cuba. Journalist Richard Schweid, who traveled throughout the island to research the story of motor vehicles in Cuba today and yesterday, gets behind the wheel and behind the stereotype in this colorful chronicle of cars, buses, and trucks. In his captivating, sometimes gritty, voice, Schweid blends previously untapped historical sources with his personal experiences, spinning a car-centered history of life on the island over the past century. Packard, Studebaker, Edsel, De Soto: cars long extinct in the United States can be seen at work every day on Cuba's streets. Havana and Santiago de Cuba today are home to some 60,000 North American cars, all dating back to at least 1959, the year the Cuban Revolution prevailed. Though hardly a new part has arrived in Cuba since 1960, the cars are still on the road, held together with mechanical ingenuity and willpower. Visiting car mechanics, tracking down records in dusty archives, and talking with car-crazy Cubans of all types, Schweid juxtaposes historic moments (Fidel Castro riding to the Bay of Pigs in an Oldsmobile) with the quotidian (a weary mother's two-cent bus ride home after a long day) and composes a rich, engaging picture of the Cuban people and their history. The narrative is complemented by fifty-two historic black-and-white photographs and eight color photographs by contemporary Cuban photographer Adalberto Roque.

benson ford research center: *Queen of Vaudeville* Andrew Erdman, 2012-08-22 In her day, Eva Tanguay (1879-1947) was one of the most famous women in America. Widely known as the I Don't Care Girl-named after a song she popularized and her independent, even brazen persona-Tanguay established herself as a vaudeville and musical comedy star in 1904 with the New York City premiere of the show *My Lady*-and never looked back. Tanguay was, at the height of a long career that stretched until the early 1930s, a trend-setting performer who embodied the emerging ideal of the bold and sexual female entertainer. Whether suggestively singing songs with titles like *It's All Been Done Before But Not the Way I Do It* and *Go As Far As You Like* or wearing a daring

dress made of pennies, she was a precursor to subsequent generations of performers, from Mae West to Madonna and Lady Gaga, who have been both idolized and condemned for simultaneously displaying and playing with blatant displays of female sexuality. In *Queen of Vaudeville*, Andrew L. Erdman tells Eva Tanguay's remarkable life story with verve. Born into the family of a country doctor in rural Quebec and raised in a New England mill town, Tanguay found a home on the vaudeville stage. Erdman follows the course of her life as she amasses fame and wealth, marries (and divorces) twice, engages in affairs closely followed in the press, declares herself a Christian Scientist, becomes one of the first celebrities to get plastic surgery, loses her fortune following the Wall Street Crash of 1929, and receives her last notice, an obituary in *Variety*. The arc of Tanguay's career follows the history of American popular culture in the first half of the twentieth century. Tanguay's appeal, so dependent on her physical presence and personal charisma, did not come across in the new media of radio and motion pictures. With nineteen rare or previously unpublished images, *Queen of Vaudeville* is a dynamic portrait of a dazzling and unjustly forgotten show business star.

benson ford research center: Rhetoric, Inc. Timothy Johnson, 2020-10-14 In 1914, the Ford Motor Company opened its Motion Picture Laboratory, an in-house operation that produced motion pictures to educate its workforce and promote its products. Just six years later, Ford films had found their way into schools and newsreels, travelogues, and even feature films in theaters across the country. It is estimated that by 1961, the company's movies had captured an audience of sixty-four million people. This study of Ford's corporate film program traces its growth and rise in prominence in corporate America. Drawing on nearly three hundred hours of material produced between 1914 and 1954, Timothy Johnson chronicles the history of Ford's filmmaking campaign and analyzes selected films, visual and narrative techniques, and genres. He shows how what began as a narrow educational initiative grew into a global marketing strategy that presented a vision not just of Ford or corporate culture but of American life more broadly. In these films, Johnson uncovers a powerful rhetoric that Ford used to influence American labor, corporate style, production practices, road building, suburbanization, and consumer culture. The company's early and continued success led other corporations to adopt similar programs. Persuasive and thoroughly researched, *Rhetoric, Inc.* documents the role that imagery and messaging played in the formation of the modern American corporation and provides a glimpse into the cultural turn to the economy as a source of entertainment, value, and meaning.

benson ford research center: The Kelloggs Howard Markel, 2018-07-10 ***2017 National Book Critics Circle Award Finalist for Nonfiction*** What's more American than Corn Flakes? —Bing Crosby From the much admired medical historian ("Markel shows just how compelling the medical history can be"—Andrea Barrett) and author of *An Anatomy of Addiction* ("Absorbing, vivid"—Sherwin Nuland, *The New York Times Book Review*, front page)—the story of America's empire builders: John and Will Kellogg. John Harvey Kellogg was one of America's most beloved physicians; a best-selling author, lecturer, and health-magazine publisher; founder of the Battle Creek Sanitarium; and patron saint of the pursuit of wellness. His youngest brother, Will, was the founder of the Battle Creek Toasted Corn Flake Company, which revolutionized the mass production of food and what we eat for breakfast. In *The Kelloggs*, Howard Markel tells the sweeping saga of these two extraordinary men, whose lifelong competition and enmity toward one another changed America's notion of health and wellness from the mid-nineteenth to the mid-twentieth centuries, and who helped change the course of American medicine, nutrition, wellness, and diet. The Kelloggs were of Puritan stock, a family that came to the shores of New England in the mid-seventeenth century, that became one of the biggest in the county, and then renounced it all for the religious calling of Ellen Harmon White, a self-proclaimed prophetess, and James White, whose new Seventh-day Adventist theology was based on Christian principles and sound body, mind, and hygiene rules—Ellen called it "health reform." The Whites groomed the young John Kellogg for a central role in the Seventh-day Adventist Church and sent him to America's finest Medical College. Kellogg's main medical focus—and America's number one malady: indigestion (Walt Whitman

described it as “the great American evil”). Markel gives us the life and times of the Kellogg brothers of Battle Creek: Dr. John Harvey Kellogg and his world-famous Battle Creek Sanitarium medical center, spa, and grand hotel attracted thousands actively pursuing health and well-being. Among the guests: Mary Todd Lincoln, Amelia Earhart, Booker T. Washington, Johnny Weissmuller, Dale Carnegie, Sojourner Truth, Henry Ford, John D. Rockefeller, Jr., and George Bernard Shaw. And the presidents he advised: Taft, Harding, Hoover, and Roosevelt, with first lady Eleanor. The brothers Kellogg experimented on malt, wheat, and corn meal, and, tinkering with special ovens and toasting devices, came up with a ready-to-eat, easily digested cereal they called Corn Flakes. As Markel chronicles the Kelloggs’ fascinating, Magnificent Ambersons-like ascent into the pantheon of American industrialists, we see the vast changes in American social mores that took shape in diet, health, medicine, philanthropy, and food manufacturing during seven decades—changing the lives of millions and helping to shape our industrial age.

benson ford research center: Henry Ford’s Plan for the American Suburb Heather Barrow, 2018-10-29 Around Detroit, suburbanization was led by Henry Ford, who not only located a massive factory over the city’s border in Dearborn, but also was the first industrialist to make the automobile a mass consumer item. So, suburbanization in the 1920s was spurred simultaneously by the migration of the automobile industry and the mobility of automobile users. A welfare capitalist, Ford was a leader on many fronts—he raised wages, increased leisure time, and transformed workers into consumers, and he was the most effective at making suburbs an intrinsic part of American life. The decade was dominated by this new political economy—also known as Fordism—linking mass production and consumption. The rise of Dearborn demonstrated that Fordism was connected to mass suburbanization as well. Ultimately, Dearborn proved to be a model that was repeated throughout the nation, as people of all classes relocated to suburbs, shifting away from central cities. Mass suburbanization was a national phenomenon. Yet the example of Detroit is an important baseline since the trend was more discernable there than elsewhere. Suburbanization, however, was never a simple matter of outlying communities growing in parallel with cities. Instead, resources were diverted from central cities as they were transferred to the suburbs. The example of the Detroit metropolis asks whether the mass suburbanization which originated there represented the American dream, and if so, by whom and at what cost. This book will appeal to those interested in cities and suburbs, American studies, technology and society, political economy, working-class culture, welfare state systems, transportation, race relations, and business management.

benson ford research center: The Emergence of Routines Daniel M. G. Raff, Philip Scranton, 2017 This book explains how things get organized and how routines emerge in businesses and business life. The chapters explore historical episodes in a wide variety of settings, and encourage a view of firm operations and development that is much more realistic, and much more practically helpful, than the standard economic perspective.

benson ford research center: *The Routledge Handbook of Religion and American Culture* Chad E. Seales, 2025-03-31 The Routledge Handbook of Religion and American Culture explains where religion is made in the United States. It offers essays profiling cultural sites, including energy, industry, public life, music, arts and entertainment, and life and death. These sites organize the volume’s 31 chapters, demonstrating how cultural religion has been constructed and performed in specific historical and ethnographic case studies. This volume offers a much-needed resource for Religious Studies scholars and students interested in the study of religion and culture in the United States, as well as those in American Studies, Anthropology of Religion, Sociology of Religion, Material Culture Studies, Environmental Studies, and History.

benson ford research center: Full of Beans Peggy Thomas, 2020-06-09 Famous car-maker and businessman Henry Ford showed great innovation with his determination to build his most inventive car—one completely made of soybeans. With a mind for ingenuity, Henry Ford looked to improve life for others. After the Great Depression struck, Ford especially wanted to support ailing farmers. For two years, Ford and his team researched ways to use farmers’ crops in his Ford Motor Company. They discovered that the soybean was the perfect answer. Soon, Ford’s cars contained many

soybean plastic parts, and Ford incorporated soybeans into every part of his life. He ate soybeans, he wore clothes made of soybean fabric, and he wanted to drive soybeans, too. This nonfiction picture book brings to life an amazing story from American history that will inspire young readers.

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