

# Fred Morgan III CollectionMS-83

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1925-1974

## Title Statement

Fred Morgan III CollectionMS-83

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## Profile Description

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## Descriptive Summary

### Unit ID

MS-83

### Unit ID

/repositories/4/resources/163

### Unit Date

1925-1974

### Language

English Spanish; Castilian

### Creator

Morgan family

### Extent

2.27 Linear Feet

### Repository

University of Richmond

## Administrative Information

### Conditions Governing Access

There are no restrictions on accessing material in this collection.

### Conditions Governing Use

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### Immediate Source of Acquisition

Donated to the University of Richmond Anthropology Department through Frederic Morgan III, son of Frederic Morgan Jr.

## Preferred Citation

[Box Number, Folder Number], MS-83, Morgan Collection, Book Arts, Archives, & Rare Books, Boatwright Memorial Library, University of Richmond, Richmond, Virginia

## Biographical / Historical

Frederic Morgan III (Class of 1976) is a University of Richmond Alum and son of Frederic H. Morgan Jr. (Aug 30, 1923-Nov 28, 1988). Between 1937 and 1953, the Morgan Family (Mary, Frederic Sr., Frederic Jr., Edward) completed many road trips, travelling between Richmond, the American Southwest, and Mexico. While travelling, the Morgans amassed a large collection of artifacts and ephemera, including postcards, stickers, and business cards. Mary Morgan also kept logs of their journey and compiled them into scrapbooks. This collection, along with the artifacts from Mexico were donated to the University of Richmond Anthropology Department in 2024. The artifacts have since been repatriated back to Mexico. The donor of this collection, Fred Morgan III was not present on these road trips, as most of the collection belonged to his father, Fred Jr, who was 13 years old when his family began travelling.

## Scope and Contents

This collection is made up of three boxes, which contain books, scrapbooks, stickers, postcards, business cards, and other miscellaneous documents and correspondence relating to the Morgan Family and their roadtrips.

## Keywords

American Southwest  
Mexico  
Travel

## Arrangement

This collection is organized into three series: (I) Books, (II) Road Trips, and (III) Advertisements and Correspondence.

## Description of Subordinate Components

### Series 1: Books

**Unit ID** /repositories/4/archival\_objects/8711

**Unit Date** 1925-1974

**Books** 1 (box)

**Extent** 25 Items

#### Scope and Contents

This series contains books from the personal collection of Fred Morgan Jr., mostly consisting of atlases, travel guides, and cookbooks.

#### **Roger Stephens, Down That Pan-American Highway**

**Unit ID** /repositories/4/archival\_objects/8732

**Unit Date** 1948

**Books** 1 (box)

**Extent** 1 Items

#### **Edwin D. McKnee Ancient Landscapes of the Grand Canyon Region**

**Unit ID** /repositories/4/archival\_objects/8716

**Unit Date** 1931

**Books** 1 (box)

**Extent** 1 Items

**Richard Halliburton The Royal Road to Romance**

**Unit ID** /repositories/4/archival\_objects/8736

**Unit Date** 1925

**Books** 1 (box)

**Extent** 1 Items

**Richard Halliburton's Book of Marvels: The Occident**

**Unit ID** /repositories/4/archival\_objects/8735

**Unit Date** 1937

**Books** 1 (box)

**Extent** 1 Items

**Richard Halliburton's Second Book of Marvels: The Orient**

**Unit ID** /repositories/4/archival\_objects/8734

**Unit Date** 1938

**Books** 1 (box)

**Extent** 1 Items

**Richard Halliburton's Complete Book of Marvels**

**Unit ID** /repositories/4/archival\_objects/8733

**Unit Date** 1948

**Books** 1 (box)

**Extent** 1 Items

**Western Tour Book: American Automobile Association**

**Unit ID** /repositories/4/archival\_objects/8713

**Unit Date** 1957

**Books** 1 (box)

**Extent** 1 Items

**Southeastern Tour Book: American Automobile Association**

**Unit ID** /repositories/4/archival\_objects/8717

**Unit Date** 1961

**Books** 1 (box)

**Extent** 1 Items

**Mideastern Tour Book: American Automobile Association**

**Unit ID** /repositories/4/archival\_objects/8718

**Unit Date** 1965

**Books** 1 (box)

**Extent** 1 Items

**James Gilchrist Lawson Seeing America: Rand McNally Company**

**Unit ID** /repositories/4/archival\_objects/8723

**Unit Date** 1936

**Books** 1 (box)

**Extent** 1 Items

**James Gilchrist Lawson Seeing America: Rand McNally Company (Copy 2)**

**Unit ID** /repositories/4/archival\_objects/8724

**Unit Date** 1936

**Books** 1 (box)

**Extent** 1 Items

**Lodging For a Night: A Duncan Hines Book (1946 Edition)**

**Unit ID** /repositories/4/archival\_objects/8714

**Unit Date** 1946

**Books** 1 (box)

**Extent** 1 Items

**Lodging For a Night: A Duncan Hines Book (1950 Edition)**

**Unit ID** /repositories/4/archival\_objects/8715

**Unit Date** 1950

**Books** 1 (box)

**Extent** 1 Items

**Duncan Hines' Food Odyssey**

**Unit ID** /repositories/4/archival\_objects/8728

**Unit Date** 1955

**Books** 1 (box)

**Extent** 1 Items

**Adventures in Good Eating: A Duncan Hines Book**

**Unit ID** /repositories/4/archival\_objects/8722

**Unit Date** 1948

**Books** 1 (box)

**Extent** 1 Items

**Adventures in Good Eating: A Duncan Hines Book (1954 Edition)**

**Unit ID** /repositories/4/archival\_objects/8726

**Unit Date** 1954

**Books** 1 (box)

**Extent** 1 Items

**Adventures In Good Cooking and The Art of Carving In The Home: Duncan Hines**

**Unit ID** /repositories/4/archival\_objects/8720

**Unit Date** 1955

**Books** 1 (box)

**Extent** 1 Items

**Duncan Hines' Carving Guide (From: Adventures In Good Cooking and The Art of Carving In The Home)**

**Unit ID** /repositories/4/archival\_objects/8719

**Unit Date** 1951

**Books** 1 (box)

**Extent** 1 Items

**The Art of Grilling, Baking, and Barbecuing: Duncan Hines**

**Unit ID** /repositories/4/archival\_objects/8721

**Unit Date** 1952

**Books** 1 (box)

**Extent** 1 Items

**The Ford Treasury of Favorite Recipes from Famous Eating Places: Lincoln Mercury Edition**

**Unit ID** /repositories/4/archival\_objects/8727

**Unit Date** 1950

**Books** 1 (box)

**Extent** 1 Items

**Ford Treasury of Favorite Recipes from Famous Eating Places Vol. 2**

**Unit ID** /repositories/4/archival\_objects/8725

**Unit Date** 1954

**Books** 1 (box)

**Extent** 1 Items

**The New Ford Treasury of Favorite Recipes from Famous Restaurants**

**Unit ID** /repositories/4/archival\_objects/8730

**Unit Date** 1963

**Books** 1 (box)

**Extent** 1 Items

**Ford Times Cookbook: A Traveler's Guide to Good Eating at Home and on the Road**

**Unit ID** /repositories/4/archival\_objects/8731

**Unit Date** 1974

**Books** 1 (box)

**Extent** 1 Items

**The Ford Time's Cookbook**

**Unit ID** /repositories/4/archival\_objects/8729

**Unit Date** 1968

**Books** 1 (box)

**Extent** 1 Items

**Famous Recipes from Old Virginia: Ginter Park Woman's Club**

**Unit ID** /repositories/4/archival\_objects/8712

**Unit Date** 1935

**Books** 1 (box)

**Extent** 1 Items

**Series 2: Road Trips**

**Unit ID** /repositories/4/archival\_objects/8737

**Unit Date** 1937-1953

**Graphic Materials** 2 (box)

**Extent** 8 Files

**Physical Location** Box 2 located inside of Box 1

**General**

Memorabilia collected from the Morgan family's two roadtrips, one to the American Southwest in 1937 and one to Mexico in 1938. Binder includes postcards, stickers, and business cards. The stickers are collected from stops along the way, including national parks, roadside attractions, and towns. Most are from the

United States, with a few from cities in Mexico.

**Scrap Book: Our Trip to The West**

**Unit ID** /repositories/4/archival\_objects/8757

**Unit Date** 1937

**Books** 3 (box)

**Container** 13 (object)

**Extent** 1 Items

**Scrap Book: Fun in the Ford (Mexico Trip)**

**Unit ID** /repositories/4/archival\_objects/8758

**Unit Date** 1938

**Books** 3 (box)

**Container** 14 (object)

**Extent** 1 Items

**Family Trips to Mexico**

**Unit ID** /repositories/4/archival\_objects/8755

**Unit Date** 1938

**Unit Date** 1947

**Unit Date** 1962

**Mixed Materials** 3 (box)

**Container** 11 (folder)

**1953 Western Trip**

**Unit ID** /repositories/4/archival\_objects/8762

**Unit Date** 1953

**Mixed Materials** 3 (box)

**Container** 2 (folder)

**Miscellaneous Travel Documents and Correspondence**

**Unit ID** /repositories/4/archival\_objects/8756

**Unit Date** 1937-1941

**Unit Date** 1921

**Mixed Materials** 3 (box)

**Container** 12 (folder)

**Mexico City (Postcards)**

**Unit ID** /repositories/4/archival\_objects/8738

**Graphic Materials** 2 (box)

**Container** 1 (folder)

**Mexico Archeology, Pyramids, etc. (Postcards)**

**Unit ID** /repositories/4/archival\_objects/8739

**Graphic Materials** 2 (box)

**Container** 2 (folder)

**Monterrey, Mexico, and Vicinity (Postcards)**

**Unit ID** /repositories/4/archival\_objects/8740

**Graphic Materials** 2 (box)

**Container** 3 (folder)

**Mexico Scenery (Postcards)**

**Unit ID** /repositories/4/archival\_objects/8741

**Graphic Materials** 2 (box)

**Container** 4 (folder)

**Mexico City Bullfights (Postcards)**

**Unit ID** /repositories/4/archival\_objects/8742

**Graphic Materials** 2 (box)

**Container** 5 (folder)

**Ed's Postcards of Mexico**

**Unit ID** /repositories/4/archival\_objects/8743

**Graphic Materials** 2 (box)

**Container** 6 (folder)

**Stickers Pt. 1**

**Unit ID** /repositories/4/archival\_objects/8744

**Unit Date** 1937-1940

**Graphic Materials** 2 (box)

**Container** 7 (folder)

**Related Materials**

Stickers Pt.2 can be found in Box 3, File 9

**Stickers Pt. 2**

**Unit ID** /repositories/4/archival\_objects/8754

**Unit Date** 1937-1940

**Graphic Materials** 3 (box)

**Container** 10 (folder)

**Physical Location** Stickers Pt.1 is located in Box 2 File 7

**Business Cards**

**Unit ID** /repositories/4/archival\_objects/8745

**Unit Date** 1937-1940

**Graphic Materials** 2 (box)

**Container** 8 (folder)

**Series 3: Advertisements and Correspondence**

**Unit ID** /repositories/4/archival\_objects/8746

**Unit Date** 1937-1962

**Mixed Materials** 3 (box)

**Extent** 13 Files

**General**

Advertisements and correspondence relating to Fred Morgan Jr's. sale of Civil War artifacts. Pamphlets and brochures advertising travel destinations around the world and across the United States.

**Civil War Relic Advertisements and Correspondence**

**Unit ID** /repositories/4/archival\_objects/8747

**Unit Date** 1940-1962

**Mixed Materials** 3 (box)

**Container** 1 (folder)

**Pamphlets- Africa and Haiti**

**Unit ID** /repositories/4/archival\_objects/8748

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 3 (folder)

**Pamphlets- California**

**Unit ID** /repositories/4/archival\_objects/8749

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 4 (folder)

**Pamphlets- Wyoming**

**Unit ID** /repositories/4/archival\_objects/8750

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 5 (folder)

**Pamphlets- Texas, Kansas, Tennessee, South Dakota, and Montana**

**Unit ID** /repositories/4/archival\_objects/8751

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 6 (folder)

**Pamphlets- Colorado and Montana**

**Unit ID** /repositories/4/archival\_objects/8752

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 7 (folder)

**Pamphlets- Arizona and New Mexico**

**Unit ID** /repositories/4/archival\_objects/8759

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 8 (folder)

**Pamphlets- Miscellaneous**

**Unit ID** /repositories/4/archival\_objects/8753

**Unit Date** Undated

**Mixed Materials** 3 (box)

**Container** 9 (folder)

**General**

Pamphlets from locations across America and Mexico, mostly advertising trans-national routes such as the Pan-American Highway and the Yellowstone Trail.