



BeautifulData



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Object type: Postcard folder and postcards

Museum number AC112.344.2611

Title: Cavern photos

Description: Paper folder containing ten printed photos of caverns. Folder is designed to be mailed via U.S. postal service, with printed lines for mailing address. Photos are printed in full color.

Culture/period: 1950s American

Date: 1952-May

Production place: The Red Smith River Printing Company, East Rapids, Michigan,

Findspot: Acquired as part of Schnapp Estate Sale, Boston, MA

Materials: Ink on cardstock

Technique: Offset photo printing.

Curator's comments: The practice of mailing postage packets gained popularity in the 1950s after they were used in a Coca-Cola advertising campaign. The photographer is Gene Aiken, known for his documentation of the roadside attractions in the region.

Bibliography:

Taylor 1973

Santachiara 1996

Ghraawi 2002

Büehl 2002

Acquisition date: April 12 1963

Department: Postcards

Exhibition History

'Tourism Through the Ages'

'Coca-Cola Culture'

'Neither snow nor rain nor heat nor gloom; the American Postal Service'

'Caves!'

'Futura - Font of the Future'