2.

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
Ghraowi 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'