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INSTITUTIONAL PROSPECTUS

The New Deal Road Trip: Infrastructure, Regional Heritage, and Commercial Tourism in the Late 1930s & 1940 New York World's Fair

Overview & Bibliographical Description

- **Format:** Large square scrapbook bound in dark brown cloth over heavy boards.
- **Dimensions:** 12.25 x 12.75 inches.
- **Date Range:** Circa 1937–1940.
- **Pagination:** 33 populated leaves (67 populated pages out of 80 total pages) across heavy tan mounting stock.
- **Contents Summary:**
 - Postcards (~77 items):** Color, linen, and real photo postcards (RPPCs) depicting regional landscapes, park monuments, historic sites, and interior views.
 - Original Photographs (~30 items):** Silver gelatin snapshots documenting travel group members, scenic vistas, and historical landmarks.
 - Ephemera & Printed Materials (~18 items):** Tipped-in folding road maps and multi-panel promotional travel brochures (including detailed cave and park guides), entry leaflets, pictorial maps, promotional cards, business cards, menu, and telegram.
- **Geographic Scope:** Virginia & Mid-Atlantic (Valley Forge, Williamsburg, Jamestown, Yorktown), The Great Smoky Mountains & Tennessee (Norris Dam/TVA), Kentucky (My Old Kentucky Home, Lincoln Birthplace, Kentucky Cave Region), Florida (Daytona Beach, St. Augustine, Miami, Bok Tower), Pre-Revolutionary Cuba (Havana, S.S. *Florida* sea passage), and the 1940 New York World's Fair.

Executive Summary & Research Value

This primary archive offers an integrated case study of late-1930s American mobility, capturing the exact moment federal investments in highway access, park development, and public works directly intersected with—and fueled—the commercialization of regional history and consumer tourism.

Rather than a simple assembly of travel souvenirs, the album functions as a unified visual and ephemeral record showing how modern infrastructure enabled everyday motorists to navigate a rapidly modernizing landscape of corporate optimism, private roadside attractions, and mid-century leisure corridors. Compiled between circa 1937 and 1940, the volume systematically pairs original silver gelatin photographs with a dense paper trail of contemporary printed ephemera.

The collection provides research material for scholars in American Studies, Public History, the History of Transportation and Tourism, Museum and Preservation Studies, and New Deal Policy Studies.

The 5 Supporting Research Pillars

1. The Federal Backbone (Route & Infrastructure)

New Deal infrastructure provided the modern civil access and highway corridors that made long-distance automobile travel feasible and popular. The album documents key federal engineering and conservation efforts, anchored by:

- Tennessee Valley Authority's Norris Dam tourism gatefold booklet and printed photo clippings.

- National Park Service improvements and tourist guides across the Great Smoky Mountains National Park.
- Highway expansion collateral, including the US 17 Tidewater / George Washington Memorial Highway guide leading into Colonial National Historical Park.

2. Commercial Exploitation of Historic & Natural Sites

Fed into regional corridors by federal roads, travelers encountered heavily commercialized historical and natural landmarks. This dynamics is illustrated through:

- **The Kentucky Cave Wars:** Rare original promotional brochures for competing private cave operators—Floyd Collins' Crystal Cave, Hidden River Cave, and Mammoth Onyx Cave—capitalizing on proximity to Mammoth Cave National Park.
- **Commemorative Landscape & Mythmaking:** Documentation of Stephen Foster's *My Old Kentucky Home* (Federal Hill) and Lincoln's birthplace at Hodgenville, paired with site-specific postcards and promotional sheet music snippets.

3. Mid-Century Resort & Leisure Culture

The itinerary traces the expansion of coastal resort culture made accessible by growing highway networks. Key holdings include:

- Florida's highway tourism stops along St. Augustine, Daytona Beach (with handwritten traveler notes regarding the Fountain of Youth), Miami Beach, and Lake Wales (Bok Tower).
- Maritime extensions of domestic highway travel, documenting passage aboard the Peninsular & Occidental Steamship Company's S.S. *Florida* to pre-Revolutionary Havana.

4. The 1940 New York World's Fair (Corporate & Public Optimism)

Serving as a major focal point of the volume, the 1940 New York World's Fair (*Building the World of Tomorrow*) represents the ultimate convergence of New Deal public infrastructure, corporate consumerism, and technological optimism. The exposition materials highlight how public works and private industry jointly marketed a vision of modern American progress to the road-tripping public.

- Official visitor guide, folded pavilion maps, and contemporary promotional literature depicting the Trylon and Perisphere.

5. Ephemera as Evidence of Everyday Tourist Consumption

The dense paper trail provides tangible evidence of how private enterprise capitalized on government-funded transit routes to actively target, capture, and commercialize the new wave of mid-century motorists. Highlights include:

- Original Western Union telegram sent aboard the S.S. *Florida* to traveler Janet Lillegren.
- Rare commercial vouchers from Havana establishments, including free cocktail passes (Herman's Prado St. 256) and perfume sample promotional cards (El Patio Perfumes, The French Doll).
- Official Peninsular & Occidental Steamship Co. passenger menus and ticket stubs.

Highlights of Key Ephemeral Holdings

Kentucky Cave Wars Literature: Complete set of rare competitive advertising brochures for Floyd Collins' Crystal Cave, Hidden River Cave, and Mammoth Onyx Cave.

TVA & New Deal Infrastructure Collateral: Original tourism guide and gatefold booklet for Norris Dam, highlighting early TVA public relations strategies.

1940 New York World's Fair Official Ephemera: Contemporary visitor guide, official map, and pavilion ephemera.

Cuban Maritime & Leisure Ephemera: Original Western Union telegram, P&O shipboard menu, and Havana trade promotional vouchers.

Colonial Williamsburg & Mid-Atlantic Travel Materials: Early restoration-era admission leaflets and regional travel guides along the Colonial National Parkway.

Condition & Preservation Summary

Bound in dark brown cloth over heavy boards, the binding remains sturdy with light rubbing along the edges and shelf wear to the spine. The 30 populated leaves of heavy tan mounting stock are well-preserved and flat, with no significant tears or brittle edges. All mounted silver gelatin photographs, postcards, and ephemeral paper items remain securely attached and in very good overall condition.

Curatorial & Research Potential

This volume serves as a primary source for interdisciplinary study, offering immediate instructional and research applications for university special collections, rare book libraries, and institutional archives:

Undergraduate & Graduate Research Projects: Provides a self-contained case study for students in American History, Public History, Cultural Geography, and Gender Studies.

Researchers can analyze how private individuals documented regional identities, navigated early auto-tourism networks, and processed government-led modernization during the late New Deal era.

Digital Humanities & Spatial Mapping: Ideal for digital scholarship, GIS mapping, and metadata projects. The chronological sequence of specific highway routes—spanning the Mid-Atlantic, Great Smoky Mountains, Kentucky Cave region, Florida coast, and Havana—offers a rich dataset for mapping historical travel corridors, infrastructure expansion, and regional tourism networks.

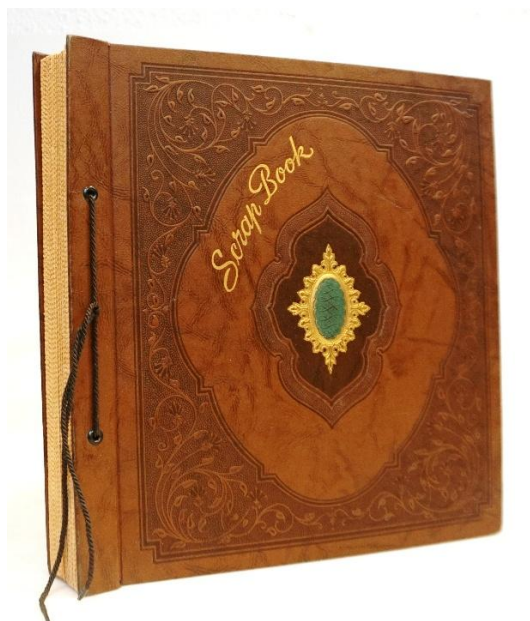
Physical & Digital Exhibition Displays: Highly visual and rich in physical texture, the album's pairing of silver gelatin photographs, colorful linen postcards, shipping menus, telegrams, and commercial vouchers makes it a compelling centerpiece for exhibitions focused on 20th-century American mobility, the 1940 New York World's Fair, New Deal public works, or the history of advertising and ephemera.

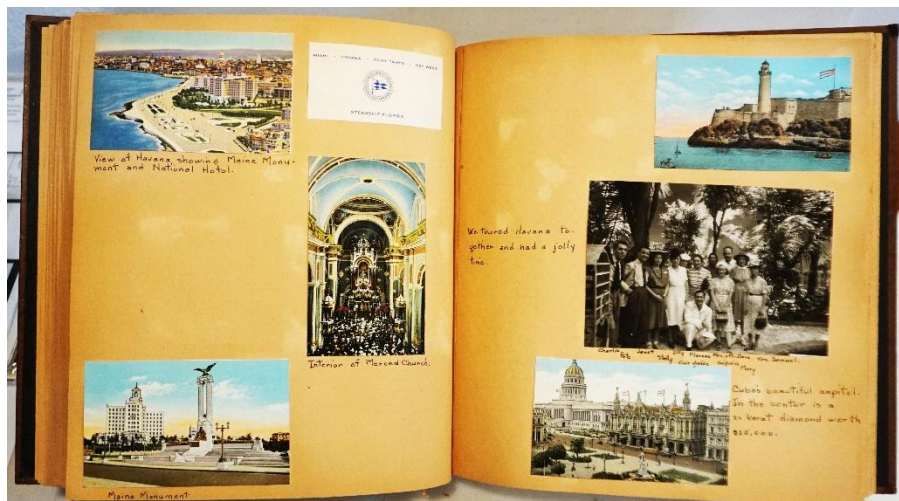
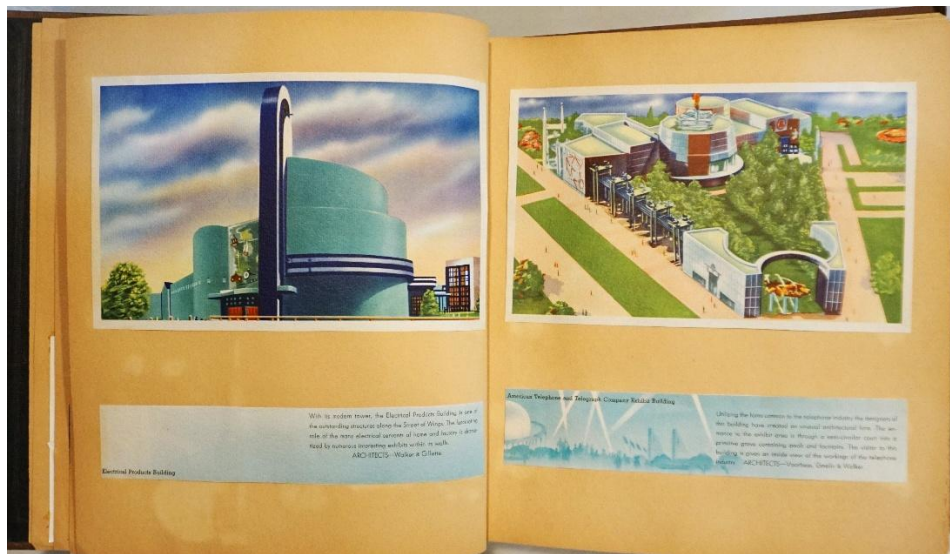
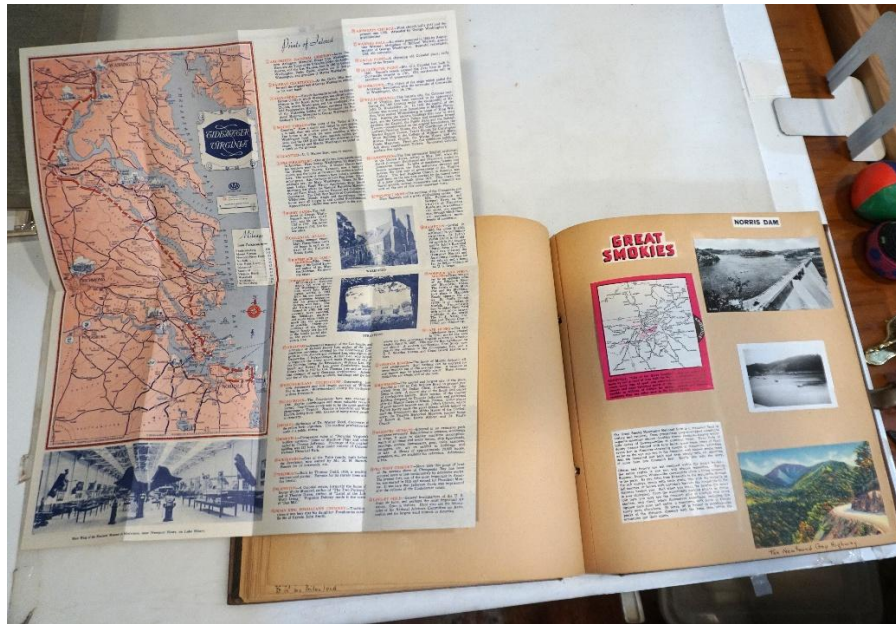
Acquisition & Institutional Terms

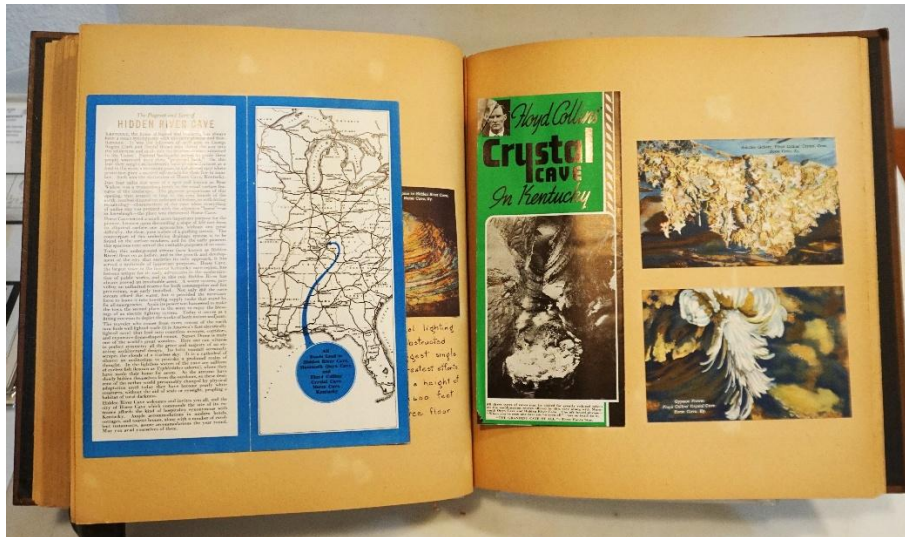
Purchase Price: \$850

Institutional Terms: Deferred billing is available to libraries, museums, universities, and established institutional clients upon request. Materials will be shipped immediately upon receipt of an institutional purchase order or on approval to known clients. We are pleased to accommodate custom invoicing, split billing, specific fiscal-year procurement requirements, or standard insured shipping to facilitate acquisition.

Appendix: Album Overview & Photographic Contents







Offered for \$850 net including shipping

Institutional Terms: Deferred billing is available to libraries, museums, and universities. Materials will be shipped immediately upon request and following institutional procedures. We are pleased to accommodate custom invoicing, split billing, or specific fiscal-year procurement requirements to facilitate acquisition.

Appendix: Page-by-Page Inventory / Descriptions

Pages 1 – 2 Left Page: Front paste-down / inner cover (blank, dark textured paper).

Pages 3 – 4

Left Page: Blank page.

Right Page:

Postcards

- (color linen): Bird's eye view of Indiana, Ohio (*We passed thru here on our second day.*).
- (color linen): Panorama of Pennsylvania scenery as seen from Penn's View, Big Mt.
- (color linen): Map of Gettysburg Battlefield (*We stopped at this battlefield.*).

Pages 5 – 6

Left Page:

Postcard

- (color linen): The Wheatfield, Gettysburg, PA with detailed historical manuscript note on the battle.
- (color linen): Gen. Robert E. Lee on *Traveller* at Gettysburg, PA with manuscript note (*This famous horse carried Gen'l R. E. Lee...*).
- (color linen): Night view of General Motors Highways & Horizons building.

Silver Gelatin Photographs

- (b&w): Monument with two visitors seated at base.
- (b&w): Minnesota monument at Gettysburg with visitors.

Right Page:

Ephemera (printed brochure): General Motors *Highways & Horizons / Things to See* souvenir pamphlet (opens to fair map inside and additional features).

Silver Gelatin Photographs

- (b&w): Tall stone monument at battlefield.
- (b&w): Second view of tall stone monument at battlefield.

Pages 7 – 8

Left Page

Postcards (color linen):

- Panoramic aerial illustration of the World's Fair, with manuscript note (*A bird's eye view of the Fair Grounds*).

- Vertical view of the Trylon and Perisphere, accompanied by a detailed manuscript description (*The Trylon is 700 feet high. The 200 foot Perisphere, within which we viewed, from a revolving platform suspended in mid-air, a dramatization of "The World of Tomorrow." Clusters of fountains screen the piers supporting the sphere so that the giant ball appears to be poised on jets of water.*).
- Night view of illuminated fountains, with manuscript note (*The Lagoon of Nations was most beautiful with colored lights, fires, bursting fireworks and music.*).

Right Page

Ephemera (printed booklet cover / illustration)

Large black-and-white promotional image depicting visitors entering the General Motors **FUTURAMA** exhibition building.

Pages 9 – 10

Left Page

Postcards (color linen):

- Panoramic aerial illustration of the World's Fair, with manuscript note (*A bird's eye view of the Fair Grounds*).
- Night view of illuminated fountains, with manuscript note (*The Lagoon of Nations was most beautiful with colored lights, fires, bursting fireworks and music.*).

Ephemera (printed folding brochure insert)

Multi-page General Motors booklet panel displaying descriptive text (*10,000 feet. In the foreground as we travel along...*) and panoramic b&w aerial views of the Futurama model landscape.

Right Page

Ephemera (printed brochure / booklet interior panel)

General Motors brochure showing aerial view of motorways and suspension bridges.(multiple pages).

Printed photo layout featuring the transparent *Glass Car by Fisher Body* and the *4000 HP Diesel-Electric Passenger Locomotive*.

Printed text block and directory listing *These General Motors Units Welcome You To Highways and Horizons*.

Pages 11 – 12

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting the *Bridge of Wings* lined with international flags.
- Printed title label cutout mounted on blue paper backing: *Bridge of Wings*.
- Accompanying printed caption text cutout detailing the bridge (*Gaily decorated with the flags of all nations represented by exhibits at the Fair...*).

Right Page

Brochure Cutouts (printed illustrations, captions, and decorative graphics)

- Color printed illustration clipped from a brochure depicting the *Glass Center Building* with its illuminated glass brick tower at night.
- Printed title label cutout: *Glass Center Building*.
- Accompanying printed caption text cutout detailing the building and listing architects Shreve, Lamb and Harmon (*Symbolizing the vast strides of the glass industries...*).
- Dark blue paper graphic element cut out and mounted to the right margin.

Pages 13 – 14

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting the *Electrical Products Building* with its modern tower.
- Printed light-blue paper strip cutout containing title label (*Electrical Products Building*) and accompanying descriptive text detailing the structure and listing architects Walker & Gillette (*With its modern tower, the Electrical Products Building is one of the outstanding structures along the Street of Wings... ARCHITECTS—Walker & Gillette*).

Right Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a brochure showing an aerial view of the *American Telephone and Telegraph Company Exhibit Building* grounds and plaza.
- Printed light-blue paper strip cutout containing title label (*American Telephone and Telegraph Company Exhibit Building*) and accompanying descriptive text detailing the architecture and listing architects Voorhees, Gmelin & Walker (*Utilizing the forms common to the telephone industry the designers of this building have created an unusual architectural form... ARCHITECTS—Voorhees, Gmelin & Walker*).

Pages 15 – 16

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting the *Bridge of Tomorrow* leading toward the World's Fair Administration Building.
- Printed light-blue paper strip cutout containing title label (*Bridge of Tomorrow*) and accompanying descriptive text detailing the bridge structure and listing architects A. J. Barzaghi & M. L. Radoslovich (*Connecting the Administration Building with the main exhibit area of the Fair, the "Bridge of Tomorrow" creates a new architectural design... ARCHITECTS—A. J. Barzaghi & M. L. Radoslovich*).

Right Page

Brochure Cutouts (printed illustrations and captions)

- Vertical color printed illustration clipped from a brochure depicting the illuminated *Parachute Jump* tower at night with parachutes suspended in mid-air.
- Printed light-blue paper slip cutout containing title label (*Parachute Jump*) and accompanying descriptive text detailing the ride (*This 250 foot tower provides the thrill seekers of the amusement area with a safe means of experiencing the sensation of a parachute jump from the height of a 25 story building. This structure is one of the highest buildings at the Fair*).

Pages 17 – 18

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting a *Section of the Court of States* with its central domed building and colonnade.
- Printed light-blue paper strip cutout containing title label (*Section of the Court of States*) and accompanying descriptive text detailing the exhibit space (*Covering eleven acres of the main exhibit area, the Court of States Buildings display the arts, sciences and industries of the various states amid surroundings typical of the colonial period of our Nation*).

Right Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration is clipped from a brochure showing an aerial view of the *Hall of Fashion* building and surrounding grounds.
- Printed light-blue paper strip cutout containing title label (*Hall of Fashion*) and accompanying descriptive text detailing the exhibit and listing architects (*Covering an acre and a half of ground, this unusual building houses displays of all types of fabrics. Here is the House of Fashion... ARCHITECTS—E. G. Freed Sr. & Jr.—W. W. Freire*).

Pages 19 – 20

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting *Corona Gate North* with its prominent twin towers.
- Printed light-blue paper strip cutout with silhouette graphics containing title label (*Corona Gate North*) and accompanying descriptive text detailing the entrance (*One of nine gateways to "The World of Tomorrow," this entrance leads into the center of the transportation area west of Grand Central Parkway*).

Right Page

- Brochure Cutouts (printed illustrations and captions)
- Color printed illustration clipped from a brochure showing a night view of the illuminated *Westinghouse Electric Building* with searchlights beaming into the sky.
- Printed light-blue paper strip cutout containing title label (*Westinghouse Electric Building*) and accompanying descriptive text detailing the exhibit, time capsule, and listing architects Skidmore & Owings (*Exhibiting the latest developments in electrical and mechanical science, this building provides the visitor with a behind-the-scenes view of the many activities of the Westinghouse Company. The 120*

foot illuminated tower marks the location of the time capsule containing pertinent data on present-day civilization. ARCHITECTS—Skidmore and Owings).

Pages 21 – 22

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting *Food Building Number Two* with its large circular dome and prominent exterior mural.
- Printed light-blue paper strip cutout with silhouette graphics containing title label (*Food Building Number Two*) and accompanying descriptive text detailing the exhibit, architects, and muralist (*The acre and a half of exhibit space in this building displays products of the food industry of the country. The great circular dome is the dominating architectural feature. The massive red and white mural on the facade of this dome dramatizes the housing of products destined for human consumption. ARCHITECTS—M. W. Del Gaudio—Henry T. Aspinwall—Paul F. Simpson. Mural executed by Pierre Bourdelle.*).

Right Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a brochure showing the curved colonnade and garden courtyard of the *Business Systems and Insurance Building—Rose Court*.
- Printed light-blue paper strip cutout with searchlight graphics containing title label (*Business Systems and Insurance Building—Rose Court*) and accompanying descriptive text detailing the garden and listing architects (*Utilizing the graceful curve of the court entrance to the Business Systems and Insurance Building as a background, this garden contains thousands of prize-winning roses of various colors, and provides a colorful resting place for the visitor. ARCHITECTS—Gugler, Slee and Bryson*).

Pages 23 – 24

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting the *Administration Building* flanked by the American flag and the official World's Fair flag, featuring the relief sculpture over the main entrance.
- Printed light-blue paper strip cutout containing title label (*Administration Building*) and accompanying descriptive text detailing the building, sculptor, and architects (*The Administration Building is the nerve center of the Fair. Mid-way the sculptured figure in high relief on the outside of the entrance personifies the friendly welcome awaiting visitors to the Fair. Sculptor: Albert Stewart. ARCHITECTS—Harvey Stevenson—Eastman Studds—J. A. Thompson—G. A. Holmes—E. J. Williams—E. S. Husted—R. A. Kimball*).

Right Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a brochure showing an aerial view of the *General Motors Exhibit Building* complex.
- Printed light-blue paper strip cutout with searchlight graphics containing title label (*General Motors Exhibit Building*) and accompanying descriptive text detailing the exhibit, architects, and designer (*Looking into the future, the General Motors Building contains an intersection of a city street as it may conceivably appear in 1960, with its many levels for different types of traffic. In its halls are exhibits relating to motor car manufacture and development, as well as new ideas in road safety. ARCHITECTS—Albert Kahn, Inc. Designed by Norman Bel Geddes*).

Pages 25 – 26

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting the sculpture *Speed* by Joseph E. Renier set against a deep blue background.
- Printed light-blue paper strip cutout with searchlight graphics containing title label ("*Speed*") and accompanying descriptive text detailing the work (*Situated in the Court of Communications in front of the Communications Building, the clean lines of this statue symbolize the rapidity with which human thoughts may be transmitted through space by the marvels of modern radio, television and telephone. Designed by Joseph E. Renier*).

Right Page

Brochure Cutouts (printed title page / text block and decorative illustration)

- Large printed title and intro text panel excised from brochure leaf (*VIEWS OF THE NEW YORK WORLD'S FAIR*, beginning: *YOU, the reader of this little booklet, we honor as one of our envoys...*).
- Dark blue paper block mounted above the title panel at the top right margin.
- Color printed architectural illustration cutout mounted at lower right showing building illuminated by searchlights at night.

Pages 27 – 28

Left Page

Brochure Cutouts (printed illustrations and captions)

- Color printed illustration clipped from a World's Fair brochure depicting the sculpture *Speed* by Joseph E. Renier.
- Printed light-blue paper strip cutout with searchlight graphics containing title label ("*Speed*") and accompanying descriptive text detailing the work.

Right Page

Brochure Cutouts (printed title page / text leaf overlay and decorative illustrations)

- Tipped-in printed brochure text leaf attached along the upper or inner margin, functioning as a flap overlay.
- Flat view showing the outer side of the flap: printed title and introduction block (*VIEWS OF THE NEW YORK WORLD'S FAIR*).
- Lifted view showing the reverse side of the flap: a full-page printed text block detailing the underlying philosophy and vision of the World's Fair (*Thus the Fair becomes a prophecy...*).
- Underlying page mounts revealed beneath the overlay flap, including a vertical color printed cutout of the Trylon and Perisphere at the upper right, a dark blue paper accent block, and a color architectural illustration at the lower right.

Pages 29 – 30

Left Page

Theater Program (tipped-in publication)

- Tipped-in copy of *SHOWPLACE: The magazine of RADIO CITY MUSIC HALL*, featuring Art Deco cover graphics.
- Mounted to allow access to interior pages.

Right Page

Theater Program (tipped-in original Playbill)

- Tipped-in complete *THE PLAYBILL* program for the Alvin Theatre production of *THERE SHALL BE NO NIGHT*.
- +++ Closed view showing front cover featuring a photographic stage scene from the Alvin Theatre production.
- Mounted to allow access to interior pages.

Pages 31 – 32

Left Page

Postcards

- (black & white real photo): View of Washington's Headquarters stone building behind a white picket fence, with manuscript note (*Washington's Headquarters Dec. 19 - 1777 to June 19 - 1778 Valley Forge, Pa.*).
- (color linen): View of stone bridge and Washington Inn, with manuscript note (*Washington Inn. There are large ovens in the cellar in which the bread was baked for Washington's army. It was known as the "Bake House" to the soldiers. Within its walls some of the courts martial were held.*).

Photographs

- Two small b&w snapshot prints mounted side-by-side at the lower margin depicting historic structures and grounds at Valley Forge.

Right Page

Postcards

- (black & white real photo / glossy): Exterior view of the stone facade of Washington Memorial Chapel.
- (black & white real photo): Exterior view of Washington Memorial Chapel with flagpole and grounds, with manuscript note (*Washington Memorial Chapel. Founded by the Rev. W. Herbert Burk D.D.*).
- (color linen): Interior view showing the nave and stained glass window, with manuscript note (*Interior of Washington Memorial Chapel.*).

Ephemera

- Printed pamphlet/brochure titled *Washington Inn VALLEY FORGE PENNSYLVANIA Dan J. Voorhees Proprietor*, mounted at center. [Attached so it can be opened and read]

Pages 33 – 34

Left Page

Postcards

- (color linen): View of the U.S. Capitol dome and grounds, with manuscript note (*The Capitol at Washington D.C.*).
- (color linen): Vertical view of the Washington Monument set against a blue sky.
- (color linen): Interior view of dining tables and counter seating, with manuscript note (*Southern Grill at Fredricksburg.*).
- (color linen): View of George Washington's estate facade, with manuscript note (*George Washington's mansion at Mount Vernon.*).

Right Page

Postcards

- (color linen): Exterior view of Old St. John's Church and grounds in Richmond, Virginia, accompanied by a manuscript note (*Old St. John's Church in Richmond Va. This was completed in 1741. Here was held the Virginia Convention during which Patrick Henry delivered his famous speech. A burial ground surrounds the church.*).
- (color linen): Interior view of Old St. John's Church sanctuary showing church pews, with manuscript note (*The pew from which Patrick Henry delivered his speech is marked by an x.*).
- Manuscript Inscription
- Historical summary written in ink across the lower margin: (*In 1775 a convention was held in this church to deliberate upon the oppression measures adopted by the British government for enforcing collection of taxes upon the colonies. Many members of the Convention hesitated to commit Virginia to any act of resistance, but Patrick Henry, though only 38 years old, flashed the electric spark which exploded the colony in revolution when he exclaimed with fiery eloquence: 'Is life so dear, or peace so sweet, as to be purchased at the price of slavery? Forbid it, Almighty God! I know not what course others may take; but as for me, give me liberty or give me death!'*).

Pages 35 – 36

Left Page

Ephemera (tipped-in folding brochure)

- Tipped-in multi-panel folding Colonial Williamsburg tourist brochure mounted at upper margin, structured as follows:
 - Outer panel options: *Admission Charges*, *Transportation*, *The Escort Service*, and *The Craft Program*.
 - Unfolded map side: Features a large illustrated *Map of Williamsburg* showing Duke of Gloucester Street with red-highlighted exhibition buildings, accompanied by a numbered key directory along the left margin.
 - Inner text leaves: Contains detailed sections titled *KEY* and *BUILDINGS & GARDENS Open to the Public*, listing numbered attractions (including Wren Building, Raleigh Tavern, Governor's Palace, and Public Gaol) with visitor information.
- Small printed decorative crest mounted directly below the brochure flap.

Right Page

Postcards

- (color linen): View of *THE CAPITOL, WILLIAMSBURG, VA.* showing costumed figures on the grounds. (color linen): View of *STOCKS AT THE PUBLIC GAOL.*
- (color linen): View of *The Public Gaol.* brick structure behind a white picket fence.

Ephemera

- Mounted printed text panel titled *WILLIAMSBURG* detailing the history, John D. Rockefeller Jr. restoration efforts, and preserved colonial buildings.

Pages 37 – 38

Left Page

Postcards

- (color linen): View of *WREN BUILDING, WILLIAM AND MARY COLLEGE, WILLIAMSBURG, VA.* framed by mature trees.
- (color linen): View of *Gate Entrance to Gardens of Royal Governor's Palace*, showing ornate wrought-iron gates and brick pillars.

- (color linen): View of *GARDENS AND THE ROYAL GOVERNOR'S PALACE* framed through a garden pergola.

Right Page

Postcards

- (color linen): View of *Coke-Garrett House* set behind lush gardens and trees.
- (color linen): View of *RALEIGH TAVERN* showing a horse-drawn carriage along the street in front.
- (color linen): View of *Old Powder Horn* octagonal brick magazine structure.

Pages 39 – 40

Left Page

Booklet (tipped-in publication)

- Tipped-in 10-page booklet plus wraps titled *Bruton Parish Church: A Brief History*, featuring a woodcut-style illustration of the church on the cover, published in Williamsburg, Virginia (*WITH A MAP AND KEY LIST OF TOMBSTONES IN THE CHURCH AND YARD.*).

Right Page

Brochure (tipped-in folding ephemera)

- Tipped-in 4-page brochure hinged along the side titled *Historic Grounds OF THE ASSOCIATION FOR THE PRESERVATION OF VIRGINIA ANTIQUITIES Pioneers IN THE GREAT WORK OF RESTORATION NOW SWEEPING THE COUNTRY - Jamestown Island*, featuring a central illustration of church ruins, biblical quotation (*"Remove not the Ancient Landmarks which thy Fathers have set." — Proverbs*), and admission price notice (*Admission 25 Cents*).

Postcards

- (color linen): View of ivy-covered brick church tower ruins, with manuscript note (*Original tower of church built in 1638-39, at Jamestown. This was the first permanent English settlement in America.*).
- (color linen): View showing the side and rear facade of the rebuilt brick church and graveyard, with manuscript note (*Rear view of restored church at Jamestown, showing cemetery. Here are buried Rev. James Blair and his wife.*).
- (color linen): View of archaeological site and exposed field walls, with manuscript note (*Excavations have uncovered these original foundations.*).

Manuscript Inscription

- Historical summary written in ink at lower left beneath the brochure: (*Epitaph on one of the Tombstones. Under this stone lies interred the body of Mrs. Hannah Ludwell, relict of The Hon. Phillip Ludwell esq., by whom she left one son and two daughters after a most exemplary life spent in cheerful innocence and the continual exercise of piety, charity, and hospitality. She patiently submitted to death on the 4th day of April, 1731 in the 52nd year of her age.*).

Pages 41 – 42

Left Page

Botanical Specimen

- Dried evergreen/fern spray pressed and mounted at the top center of the leaf above the postcards.

Postcards

- (color linen): View of the statue of Captain John Smith on a stone pedestal overlooking the water, with manuscript note (*Statue of Capt. John Smith showing James River.*).
- (color linen): Vertical view of the standing statue of Pocahontas on a pedestal, with manuscript note (*Statue of Princess Pocahontas.*).

Right Page

Postcards

- (color linen): Exterior view of a two-story brick home, with manuscript note (*The Shield House - the oldest house in Yorktown. Built in 1699.*).
- (color linen): Landscape view along the parkway, with manuscript note (*The colonial national parkway and York River near Yorktown, Va.*).
- (color linen): View of two-story brick residence with tall end chimneys, with manuscript note (*The Moore House, home of Governor Spotswood. Here the Articles of Agreement were drawn up between the Americans and English in 1781.*).
- (black & white real photo / monochrome): Vertical view of the tall stone victory column, with manuscript note (*Yorktown monument erected to commemorate the victory of the American army in 1781.*).

Pages 43 – 44

Left Page

Postcards

- (color linen): View of the spring area surrounded by stone masonry, heading manuscript note (*St. Augustine.*), accompanied by descriptive text (*The Fountain of Youth discovered by Don Juan Ponce de Leon in 1513. We drank from it. The water contains no sulphur.*).
- (color linen): View depicting excavated remains in an earth pit, accompanied by manuscript note (*More than 100 Indian skeletons have been found buried near The Fountain of Youth. They were accidentally discovered and are, perhaps, some of 2000 buried here during the early Mission and Military period of St. Augustine.*).
- (color linen): Arched courtyard view looking into lush foliage, accompanied by manuscript note (*Patio of the oldest house in the U.S. There is a wishing well. We threw coins into it and made wishes which all come true within a year.*).

Photographs

- Small vertical b&w snapshot print mounted at the lower left corner depicting figures near a stone doorway.

Right Page

Postcards

- (color linen): View of the historic stone pillars and entrance wall, with manuscript note (*Old city Gates of St. Augustine - built in 1743.*).
- (color linen): View of the open-air pavilion, with manuscript note (*The old slave market - built in 1840.*).
- +++ (color linen): Aerial panoramic view of the coquina fortress and surrounding water, accompanied by manuscript note (*Castillo de San Marcos National Monument. Built mostly by slaves. Begun in 1672 and finished in 1756.*).

Photographs

- (black & white real photo / glossy): Small snapshot of visitors outdoors, captioned beneath (*Park near Fountain of Youth.*).
- (black & white real photo / glossy): Small snapshot of two women posing together, captioned beneath (*Drinking at the Fountain of Youth.*).

Pages 45 – 46

Left Page

Postcards

- (color linen): Vertical view of a statue on a multi-tiered pedestal, captioned (*Monument to Ponce de Leon, discoverer of Florida in 1513.*).
- (monochrome / b&w photo view): Aerial city view showing *HOTEL CAROLINA*, with manuscript note (*Raleigh, N.C. We stopped here for dinner.*).

Photographs

- (black & white real photo): Snapshot depicting visitors standing near an outdoor water wheel structure.

Ephemera

- Clipped printed road map of Florida showing major highway routes throughout the state, mounted vertically at the lower right.

Right Page

Postcards

- (color linen): Busy shoreline view titled *LOOKING SOUTH ON DAYTONA BEACH, FLORIDA*, accompanied by manuscript note (*After drinking at the Fountain of Youth Janet and Estelle went wading here.*). +++ (color linen): Landscape park view titled *REFLECTIONS IN WATERFRONT PARK, DAYTONA BEACH, FLORIDA*.
- (color linen): Wide shoreline view titled *Boating Beach, Daytona Beach, Florida*.

Photographs

- (black & white real photo / glossy): Vertical snapshot of figures standing along the ocean shoreline.
- (black & white real photo / glossy): Vertical snapshot showing figures posed beside a stone obelisk monument among palm trees.

Pages 47 – 48

Left Page

Ephemera

- Printed letterhead clip titled *Hotel Netherland ON THE OCEAN*, with manuscript note (*Beautiful Hotel Netherland where we had a suite during our four days stay.*).

Postcards

- (color linen): Exterior view of the beachfront high-rise hotel building, with manuscript note (*Our rooms faced the ocean.*).

Photographs

- Two vertical b&w snapshots mounted side-by-side at the lower margin depicting women in swimsuits wading in the ocean.

Right Page

Postcards

- (color linen): View of colorful parrots perched on branches draped in Spanish moss, captioned (*We drove out to the Parrot Jungle which is near Coral Gables.*).
- (black & white real photo / printed view): Vertical view of a sausage tree, captioned (*SAUSAGE TREE... NEAR RED ROAD, CORAL GABLES, FLA.*).

Photographs

- Horizontal b&w snapshot showing three women wading in surf waves.
- Vertical b&w snapshot showing three women posing beneath a tropical tree.

Pages 49 – 50

Left Page

Postcards

- (color linen): Aerial view titled *THE COUNTY CAUSEWAY, BAY ISLANDS AND MIAMI FROM MIAMI BEACH, FLORIDA*, with manuscript note (*We drove over this many times.*).
- (color linen): Street scene view titled *Lincoln Road, Miami Beach, Florida*, with manuscript note (*Famous shopping center.*).
- (color linen): Waterfront scene lined with royal palms, with manuscript note (*View of Miami.*).

Ephemera / Scrapbook Accents

- Color die-cut scrap depicting oranges and orange blossoms mounted at upper right.

Right Page

Ephemera

- Light blue printed travel agency envelope titled *UNIVERSAL TOURS / 574 WASHINGTON AVENUE / MIAMI BEACH, FLORIDA / Telephone 5-2630 / Complete Travel Service All Over The World*, mounted at upper right.

Original printed Western Union *BON VOYAGE!* telegram sheet mounted below, addressed to Janet Lillegren in Madison, Wisconsin (*HOPE YOU HAVE A GRAND VOYAGE BRING ME A COCONUT OR SOME OTHER TROPICAL FRUIT. FATHER.*).

Pages 51 – 52

Left Page

Ephemera (tipped-in menu)

- Tipped-in folding steamship menu mounted along the left edge, featuring a color lithograph illustration of the S.S. *Florida* on the front cover titled *Menu / THE PENINSULAR & OCCIDENTAL STEAMSHIP COMPANY.*

Right Page

Photographs

- Vertical b&w snapshot of a woman in a wide-brimmed hat posing on the ship's deck along the railing. +++
- Horizontal b&w snapshot depicting three women standing together on deck in front of an American flag.
- Horizontal b&w snapshot showing a view of the coastline and harbor from the ship.
- Vertical b&w snapshot of two women standing beside the ship railing.
- Horizontal b&w snapshot showing sailboat and vessel traffic in the harbor near shore.

Pages 53 – 54

Left Page

Postcards

- (color linen): Aerial coast view with manuscript note (*View of Havana, showing Maine Monument and National Hotel.*).

- (color linen): Vertical interior church view with manuscript note (*Interior of Merced Church.*).
- (color linen): View of memorial column and hotel facade with manuscript note (*Maine Monument*).

Ephemera

- Small printed rectangular paper flag/seal clipped from steamship stationary reading *MIAMI - HAVANA - PORT TAMPA - KEY WEST / STEAMSHIP FLORIDA* with blue central insignia.

Right Page

Postcards

- (color linen): View of Morro Castle lighthouse atop rocky cliff overlooking the ocean.
- (color linen): Street-level view of the national capital building with manuscript note (*Cuba's beautiful capitol. In the center is a 24 karat diamond worth \$25,000.*).

Photographs

- Large b&w group photo of travelers standing under palm trees, captioned beneath (*Charlie, Pete, Janet, Melly, Lilly, Our guide, Florence, Mrs. M-Ildare, Uniformed Mary, Mrs. Samuel.*).

Manuscript Inscription

- Inscription at center left: (*We toured Havana together and had a jolly time.*).

Pages 55 – 56

Left Page

Postcards

- (color linen): View of Jose Miguel Gomez Monument with columns and central column.
- (color linen): View of historic cathedral overlooking the coast, captioned (*Columbus Cathedral.*).

Ephemera

- Printed card reading *HERMAN'S INVITES YOU TO A FREE COCKTAIL AT PRADO ST. 256.*
- Green printed card reading *PRESENT THIS CARD FOR FREE PERFUME AT EL PATIO PERFUMES & NOVELTY STORE... SAN RAFAEL STREET NO. 60... HABANA.*
- Printed card reading *THE FRENCH DOLL PERFUMES & NOVELTY STORE... 55 ANIMAS STREET... HABANA.*

Right Page

Postcards

- (color linen): Vertical view titled *The Mountain Singing Tower Lake Wales, Fla.*, accompanied by manuscript note (*The Singing Tower is located on the highest land in Florida. It is 205 feet high. The Carillon has 71 bells varying in weight from a few pounds to about 11 tons.*).
- (color linen): Vertical view of Bok Tower reflected in the surrounding water.

Photographs

- Vertical b&w snapshot showing the base of Bok Tower across water.
- Horizontal b&w snapshot depicting two women posing outdoors in gardens.

Manuscript Inscription

- Heading written in ink at top margin: (*Views of Bok Tower.*).

Pages 57 – 58

Left Page

Postcards

- (color linen): Aerial view, captioned (*An airplane view of Tampa and Davis Islands.*).
- (color linen): Nighttime view of a long causeway across open water, captioned (*Gandy Bridge connecting Tampa and St. Petersburg. It is six miles long.*).

Right Page

Postcards

- (color linen): View of a large pier structure built out into the bay, captioned (*The one million dollar recreation pier at St. Petersburg.*).
- (color linen): View of outdoor recreation courts with players, captioned (*Shuffle courts at St. Petersburg. A popular pastime.*).

Photographs

- Horizontal b&w snapshot with white border showing two women interacting with a pelican on a pier or ledge.

Pages 59 – 60

Left Page

Ephemera (tipped-in folding brochure)

- Tipped-in multi-panel folding promotional highway and travel brochure mounted at center, structured as follows:
- Outer cover panel: Titled *US 17 TIDEWATER GEORGE WASHINGTON MEMORIAL HIGHWAY VIRGINIA into COLONIAL NATIONAL HISTORICAL PARK JAMESTOWN WILLIAMSBURG YORKTOWN ALL VIRGINIA'S BEACHES*, featuring an illustration of colonial military figures on horseback with text *YORKTOWN... Scene of the Surrender of Lord Cornwallis, marking the Close of the Revolutionary War.*
- Inner text panel: Descriptive essay titled *TIDEWATER VIRGINIA "The Western Mediterranean" and Mother of America*, detailing the geography, early colonial history, and U.S. 17 route, accompanied by a vertical *CONDENSED MAP* showing U.S. 17 from New York down to Jacksonville, Florida.
- Fully unfolded map side: Features a large red-and-black *Map of TIDEWATER VIRGINIA* by the AAA showing coastal routes from Washington to Norfolk, flanked by descriptive *Points of Interest* entries and interior views of the Mariner's Museum.
- Alternate unfolded view: Features a monochrome pictorial section showing *The Colonial Capitol at Williamsburg*, road views along the Colonial Parkway, and a *Map of YORKTOWN AND VICINITY* with a numbered *POINTS OF INTEREST* key directory.

Right Page

Ephemera

- Large cut-out title header reading *GREAT SMOKIES* mounted at top left.
- Printed red-bordered map panel showing Knoxville and regional highway access into the Great Smoky Mountains, titled *KNOXVILLE, "City of the Great Smokies"*.
- Printed text column providing a history and description of *The Great Smoky Mountains National Park*.

Postcards

- (black & white real photo / printed view): Large horizontal view of *NORRIS DAM* with printed label header above.
- (color linen): View of winding mountain road captioned (*The Newfound Gap Highway*).

Photographs

- Small horizontal b&w snapshot depicting a mountain lake or river scene.

Pages 61 – 62

Left Page

Postcards

- (color linen): Mountain landscape view, captioned (*Mt. LeConte - best known and best loved mountain in the Smokies. Its three peaks reach 6500 feet into the skies.*).

Photographs

- Vertical b&w snapshot with white border showing three women sitting outdoors against a mountain backdrop.

Ephemera (tipped-in folding map)

- Tipped-in folding road map mounted at right margin:
- Outer cover: Red and white printed brochure titled *ROAD MAP to My Old Kentucky Home STATE PARK / Published by MY OLD KENTUCKY HOME COMMISSION.*
- Unfolded view: Features a blue and red pictorial road map of Kentucky titled *My Old Kentucky Home*, illustrated along the upper border with vignettes of Stephen Foster songs (*Old Black Joe*, *Old Folks at Home*, *Jeanie, Oh Susannah*, *Old Dog Tray*).

Right Page

Postcards

- (black & white real photo / printed view): Exterior view of a two-story brick mansion, captioned (*My Old Kentucky Home - Bardstown, Ky.*).

- (color linen): Interior view showing period furniture and piano, captioned (*Parlor at 'Federal Hill' - where the song 'My Old Kentucky Home' was first played and sung in 1852. Stephen Collins Foster composed music for over 200 songs and hymns.*).
- (monochrome portrait / printed view): Portrait of a seated man, captioned (*Portrait of Stephen Collins Foster.*).

Photographs

- Vertical b&w snapshot depicting three women standing near a brick doorway.

Ephemera

- Small printed color card showing a desk illustration with sheet music and lyrics for *MY OLD KENTUCKY HOME*.

Pages 63 – 64

Left Page

Postcards

- (color linen): View of the neoclassical memorial building on a hillside, captioned above (*Abraham Lincoln National Park near Hodgenville Ky.*) and below (*Lincoln Memorial. The cabin in which Lincoln was born is enclosed within this building.*).
- (color linen): View of the historic log cabin structure, captioned (*Cabin in which Lincoln was born.*).

Photographs

- Horizontal b&w snapshot with white border depicting the long stone steps leading up to the Lincoln Memorial.

Ephemera / Printed Clips

- Printed portrait clip of Abraham Lincoln mounted at lower left.
- Printed clipping mounted at lower right showing a stone wall/monument with an embedded quote/inscription plaque.

Right Page

Ephemera

- Printed header and descriptive text column titled *MAMMOTH CAVE NATIONAL PARK Kentucky*, detailing the history, location, and park facilities.

Clippings

- Four red-bordered b&w printed views depicting interior rock formations, stalactites, and stalagmites within Mammoth Cave:
- Large vertical view at lower left showing massive cave columns and dripstone.
- Horizontal view mounted at upper right showing cave ceiling detail.
- Vertical view mounted at middle right depicting cave formations.
- Panoramic horizontal view mounted along the lower margin showing a dense wall of stalactites.

Pages 65 – 66

Left Page

Ephemera (tipped-in folding brochure)

- Tipped-in multi-panel blue brochure mounted at left margin:
- Outer cover panel: Titled *HIDDEN RIVER CAVE In Kentucky*, featuring a vertical interior photo of cave passages.
- Interior text panel: Descriptive essay titled *The Pageant and Lore of HIDDEN RIVER CAVE*, accompanied by a regional highway map showing routes leading to Horse Cave, Kentucky.
- Interior unfolded pictorial section: Features b&w interior views of cave entrances and formations (*Sunset Dome, Eyeless Fish*, etc.) set against bright orange grid borders.

Postcards

- (color linen): Interior view of *Sunset Dome in Hidden River Cave, Horse Cave, Ky.*, Manuscript note: (*Sunset Dome, named from unusual lighting effects, contains the largest unobstructed floor space and is the biggest single room known, dwarfing the greatest efforts of human engineering. With a height of 115 feet, it measures 500 x 600 feet and contains 5 1/2 acres of free floor space.*).

Right Page

Ephemera (tipped-in folding brochure)

- Tipped-in multi-panel green brochure mounted at center:
- Outer cover panel: Featuring a portrait inset and title reading *Floyd Collins Crystal Cave In Kentucky*, with an interior cave photo.
- Interior text panel: Historical essay titled *The Discovery and Legend of FLOYD COLLINS' CRYSTAL CAVE*, paired with a highway access map.
- Interior unfolded pictorial section: Features detail photographs of delicate cave formations, acicular gypsum, and aragonite crystals.

Postcards

- (color linen): Interior view showing delicate wall formations, titled *Acanthite Crystals, Floyd Collins' Crystal Cave, Horse Cave, Ky.*
- (color linen): Detailed close-up view of a unique rock formation, titled *Gypsum Flower, Floyd Collins' Crystal Cave, Horse Cave, Ky.*

Pages 67 – 68

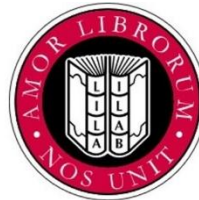
Left Page

Ephemera (tipped-in folding brochure)

- Tipped-in multi-panel orange brochure mounted at center:
- Outer cover panel: Titled *MAMMOTH ONYX CAVE In Kentucky*, featuring a vertical interior photo of cave formations.
- Interior text panel: Descriptive essay titled *The History and Romance of MAMMOTH ONYX CAVE*, detailing the discovery of the cave in 1799 by Martha Woodson, accompanied by a regional highway map with a red pointer leading to Horse Cave, Kentucky.
- Interior unfolded pictorial section: Features detailed b&w interior views of cave rock formations, including *Coral Avenue, The Mammoth Dome, Column, Fountain of Youth, and Stalactite Gallery*, set against blue borders.

Right Page

Blank leaf (final page of album).



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