

Basic Detail Report



Title Billboards and Uniroyal covered walkway, Naugatuck

Date 1979-1985

Primary Maker Charles Reich

Medium Photography; platinum on paper

Description Photograph of two billboards at an intersection, probably in Naugatuck, Connecticut. There is a covered pedestrian walkway with logos for Uniroyal (styled UniRoyal) and U.S. Rubber on the side in front of the intersection. The billboard on the left is for Bill Ratchford, a U.S. Congressman representing Connecticut's 5th District. It says, "RE-ELECT / Bill Ratchford / Leadership / Working For You ["you" underlined]." The one on the right is an anti-abortion ad. It says, "abortion / They're forgetting someone." Between the two lines of text, there is an image of a heartbeat line and a silhouette of a fetus.

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Dimensions Primary Dimensions (image height x width): $7 \frac{1}{2} \times 9 \frac{1}{2}$ in. (19.1 ×

24.1cm) Sheet (height x width): $8 \frac{7}{16} \times 11$ in. (21.4 × 27.9cm)