

Basic Detail Report



Title Billboards along road

Date 1970-1989

Primary Maker Charles Reich

Medium Photography; platinum on paper

Basic Detail Report

Description Photograph of two billboards lining a road. The top one advertises

Cracker Barrel cheese, and the bottom one advertises Lark Lights cigarettes. The

road passes under an elevated highway or railroad, and there is a sign on the

bridge advertising the Carpet Factory Outlet that is located nearby.

Dimensions Primary Dimensions (image height x width): $9 \frac{1}{2} \times 7 \frac{1}{2}$ in. ($24.1 \times$

19.1 cm) Sheet (height x width): $10 \frac{1}{2} \times 8 \frac{7}{8}$ in. (26.7×22.5 cm)