

Basic Detail Report

Title Monarch Laundry billboard, Whitney Avenue and Audubon

Street, New Haven

Date about 1925

Primary Maker Unknown

Medium Photography; gelatin silver print on paper

Description Street scene with snow on the ground. Automobiles are parked beside the sidewalk. A utility pole, a tree and a pole with a white stripe denoting a trolley stop are beside the street and trolley tracks run down the middle.

Businesses include an antique store and the Detroit Timken Co. A large billboard reads: "Say Old Bird / Go Home and Tell Your Mother / An Average / Weekly Family / Washing & Ironing / Costs about \$2.50 / Monarch Laundry / [illegible] Sterilized."

Dimensions Primary Dimensions (overall height x width): 3 9/16 x 5 7/8in. (9 x 15cm)