

Basic Detail Report



Title Retail Signs Along Riverdale Road, Springfield, Massachusetts

Date probably 1974

Primary Maker Richard Welling

Medium Drawing; black ink and gray markers on paper

Description Drawing of a multitude of retail advertisements along Riverdale

Road in Springfield, Massachusetts. From left to right, the signs advertise Donut

Dip, Castro Convertible, Esso (pictured backward), Accordion Mart Studios,

Hammond of Springfield, Starkey, and Bickfords Original Pancake House. There

are additional signs for an unnamed restaurant, including one with a replica

cow, and an anonymous motel. Several automobiles are in a parking lot on the

left and the roadway on the right.

Dimensions Primary Dimensions (image height x width): 15 x 19 5/8in. (38.1 x 49.8

cm) Sheet (height x width): 15 x 19 5/8in. (38.1 x 49.8cm)