



Barry Lawrence Ruderman Antique Maps Inc.

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See The U.S.A. Family Style

Stock#: 103608
Map Maker: Trans World Airlines
Date: 1965 circa
Place: New York
Color: Color
Condition: VG+
Size: 15.75 x 25 inches Full Sheet
Price: \$ 275.00



Description:

This travel poster from Trans World Airlines (TWA) offers a glimpse into a past advertising campaign designed to promote domestic travel across the United States. The poster's design integrates patriotic elements and practical information, aiming to encourage families to explore America through convenient travel options.

At the top, the TWA logo is encapsulated within a globe motif, signaling the airline's global reach. This sets the stage for the poster's primary focus on travel. Directly beneath the logo, the text "SEE THE U.S.A. FAMILY STYLE" conveys a focus on domestic travel within the United States, emphasizing a family-



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friendly approach.

A stylized map of the United States is positioned prominently, embodying the theme of national travel. This map is rendered in red stripes, reminiscent of the American flag, with a row of blue stars above it, reinforcing the patriotic nature of the campaign. This visual serves as a symbolic reminder of the diversity and scale of travel opportunities available within the United States.

In addition to these visual elements, the poster includes the slogan "Discover America," accompanied by an arrow icon, directing attention to the exploration of different parts of the country. Below this, the poster features a plane and a car icon, connected by a plus sign, emphasizing the combination of air travel and car rentals as a convenient travel option for families.

Detailed Condition: