



Barry Lawrence Ruderman Antique Maps Inc.

7407 La Jolla Boulevard
La Jolla, CA 92037

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(858) 551-8500
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in South Carolina Have Fun!

Stock#: 93646
Map Maker: Burger Beer
Date: 1950 circa
Place: Akron and Chicago
Color: Color
Condition: VG
Size: 21 x 25.25 inches
Price: \$ 495.00



Description:

Stepping into the mid-century American cultural scene, this circa 1950s advertising poster issued by the Burger Brewing Co. presents a colorful snapshot of South Carolina, complete with local imagery and a call to enjoy their product. Featuring the state's outline, an idyllic plantation backdrop, and elements suggestive of Southern charm, the poster stands as a vivid artifact of the era's advertising aesthetic.

The 1950s marked a period of post-war optimism and economic boom in the United States, with advertising playing a pivotal role in shaping consumer habits and cultural trends. The poster's evocative imagery aligns with this broader historical context, aiming to create a sense of place and identity that resonates with the viewer.

The visual elements of the poster skillfully play into iconic representations of the South. The backdrop, dominated by an antebellum plantation, hints at the region's historic architecture and agrarian past. A horse and buggy on the drive, attended by a figure in formal attire, evoke nostalgic notions of Southern hospitality and genteel charm. The horse's head obscures the attendant's features, maintaining a degree of ambiguity in the racial representation — a nod, perhaps, to the era's complex social dynamics.



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The presence of live oaks draped in Spanish moss further cements the Southern ambiance, symbolizing the region's lush, often romanticized landscapes. Overlaying these distinct features is an outline of South Carolina, anchoring the scene within the state's geographical bounds. Coupled with the text "Have Fun! hav-a Burger Beer," the poster fuses a sense of place with a jovial invitation, encapsulating the quintessential mid-century American advertising spirit.

Detailed Condition:

Linen-backed. Some retouching and repairs in corners, namely the lower left corner.