

Poster Advertising Daytime and Evening River Boat Rides on the Volga, 1961.

Large format measuring 20" x 31 1/2". The young suntanned river boat captain is pointing to the inscription reading "Take leisure river boat tours out of town - daytime and evening." The fine print below specifies some of the available routes and the types of vessels running them: the MOSKVICH ("Muscovite") seen in the foreground, the "floating veranda" open double-deckers not shown in the poster, and hydrofoil boats, also not shown. The first hydrofoil vessel RAKETA ("Rocket") appeared on the Volga in 1957 and immediately became extremely popular for its futuristic looks and high speed.

In fair to good condition. Extensive repair and reinforcement have been done on the verso with sheets of paper and library tape. The repairs preserved the poster from disintegration and improved its sturdiness. But with sturdiness came rigidity, so it will take time and patience to straighten the poster out for framing.

Please note that the 1-ft. ruler in our photo is for size reference.

The MOSKVICH boat deserves a short note. They were widely used not only on the Volga but in every large Soviet city with a navigable river. They were used not only as tour boats for leisure but as commuter transport, making stops at several piers along their route. Perhaps for that they were nicknamed "river streetcars".

Please note: the poster has been stored rolled up and will be shipped rolled, safely packaged in a sturdy cardboard mailing tube.

Item# 42575

\$225.00





Издательство «Речной транспорт»

Москва — 1961 г.

ТУРИСТСКО-ЭКСКУРСИОННАЯ КОНТОРА
ОБЪЕДИНЕННОГО РЕЧНОГО ПАРОХОДСТВА
ПРОВОДИТ ВЕЧЕРНИЕ ПРОГУЛКИ

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