

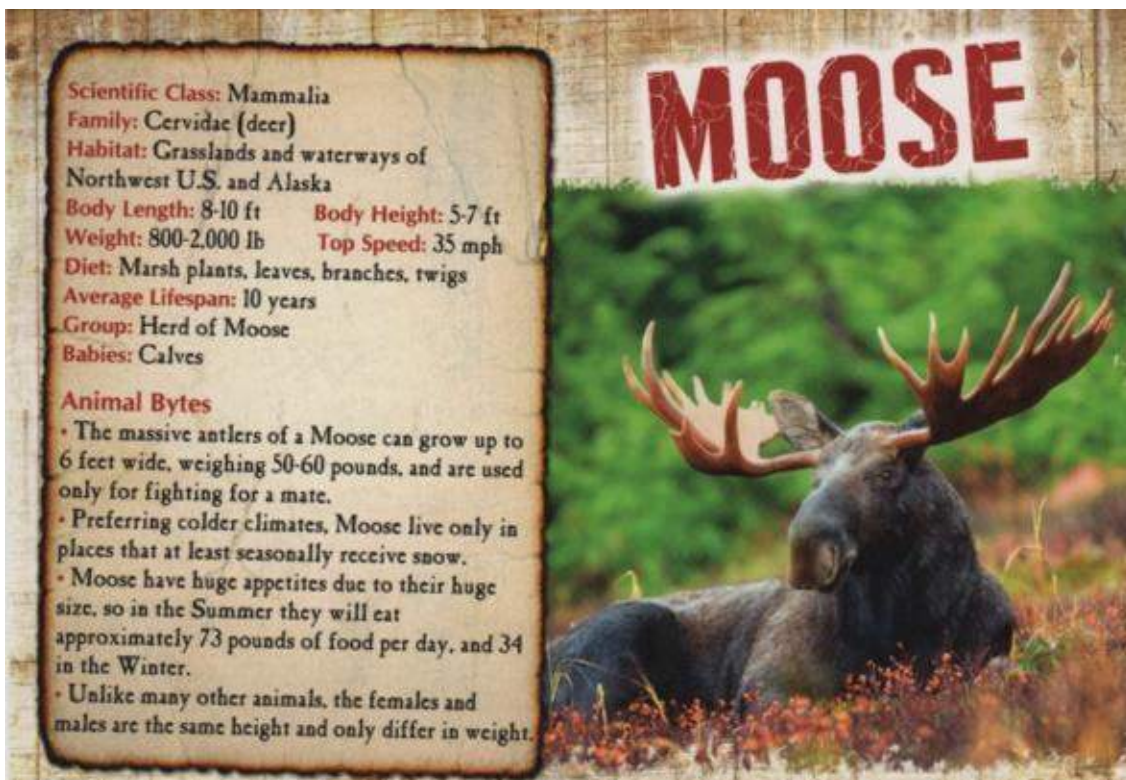
The Majestic Moose of North America

This one-frame picture postcard exhibit shows the stages of life and the environment of the majestic animal known as a Moose in the U.S. and Canada. The moose is the tallest, largest, and heaviest member of the deer family (Cervidae). It is the second largest land animal in North America, exceeded only by the bison.

The exhibit presents the story of the moose with a diverse selection of postcards, demonstrating 100 years of production using a variety of printing methods. Postcard materials include paper, wood, linen and leather. There is a 3D lenticular postcard and a jigsaw puzzle.

EXHIBIT PLAN:

1. Bull Moose
2. Mating
3. Cow & Calf
4. Habitat
5. Human Interaction
6. Predators & Dangers



Moose Facts

An excellent overview of the characteristics and habitat of this superb animal; however, the Habitat area should include Canada, plus the Northeast and the Upper Midwest of the U.S.

Modern photochrom postcard printed in the U.S. and distributed by Smith-Southwestern, Mesa, AZ. Printed on glossy cardstock using the CMYK (four color) process.

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of North America

(a synopsis)

Update. Since its first showings, the exhibit has been updated by an improved flow, a better matching of postcards to the plan, and a replacement of filler postcards.

Treatment. This exhibit tells the story of the moose and its environment using picture postcards. The postcards in this exhibit were chosen to satisfy the exhibit plan – a flow describing the moose bull, mating, cow and calf, their habitat, interaction with humans, and the dangers they experience. There is a balance of old and new postcards, a variety of printing techniques, and different postcard materials. Deltiological information is provided for each postcard.

Importance. The moose is a readily recognized animal whose range of habitat extends throughout the northern hemisphere. Photographs and paintings of the moose have appeared on a variety of postcards for over 100 years. The moose is an excellent subject for the study of postcards.

Knowledge and Research. Research consisted of two aspects: the story of the moose and the deltiological information of the individual postcards. Information for the moose story was derived from books and online sources and from the postcards themselves. Deltiological information was obtained from extensive examination of each postcard, often under a microscope, and researching the various printing techniques. Information about the photographer and publishers was gleaned by online searches. One example was the discovery that the code on a postcard, “2A-H736”, indicates a 1932 printing using the Art Colortone process.

Rarity. Although general moose cards are common, it is the cards made of special material that are difficult to find. This exhibit includes a postally used postcard made of leather and one of wood. An interesting find was a postcard that consisted of a 15-piece puzzle.

Condition. Exhibitor sought the best quality cards. Most are in mint condition; however, some of the older used cards may have lightly bent or rounded corners.

Presentation. Double-sized pages were used to provide flexibility in layout. Two distinct fonts are used – one to tell the story and the other for deltiological information.