

PRESS RELEASE

Contact: Laura Finger, Archivist
Galveston and Texas History Center
Rosenberg Library
409-763-8854

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Surf Galveston's Playground Past on the Web with Rosenberg Library's New Online Exhibit

The Rosenberg Library announces an online exhibit of entitled "Life is Great in Galveston: Promoting the Treasure Isle, 1900-1960."

The exhibit features images of postcards from collection of the Library's Galveston and Texas History Center. The postcards feature glimpses of beachfront views, Seawall attractions, historic hotels, motels and restaurants. These images depict how Galveston promoted itself to prospective visitors. Online visitors can get an "inside" view of various motels and restaurants, as many of the postcards featured include interior views. These images provide a nostalgic look at the distinct features that helped define Galveston's character as a resort.

The full color postcards, echoing the exuberant world of 20th century popular culture, show idealized views of the island from the 1900s to the 1960s. Many of the postcards date from the early 20th century. The genteel nature and muted color of these images contrasts with the Technicolor world of postwar America from the 1940s to the 1960s.

Short interpretive text accompanies each image, which appear as “thumbnail” sized images. By clicking on each image, viewers will view short bibliographical text about each postcard. Viewers are encouraged to revisit the exhibit often, as it will be updated and expanded periodically throughout the spring.

The Seawall and the beach that hugs it are integral parts of Galveston’s image as a Gulf Coast tourist destination. With the advent of this year’s tourist season, the exhibit shows visitors how Galveston marketed its attractions and developed this image through decades of targeted and playful promotions.

The exhibit is accessible by following the link from the Rosenberg Library’s website (www.gthcenter.org) to the Galveston and Texas History Center. For more information, contact Laura Finger at 409-763-8854, extension 127.