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Guide to the
Artkraft Strauss records

1927-2004

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Compiled by Kit Messick, July 2011

Summary

Creator: Artkraft Strauss Sign Corporation

Title: Artkraft Strauss records, 1927-2004

Size: 153.31 linear feet (301 boxes, 36 volumes); 119 videos

Source: Donated by Artkraft Strauss, 2007-2010.

Abstract: The Arkraft Strauss Sign Corporation was one of New York City's preeminent sign designers and manufacturers, responsible for creating some of the most iconic signs in American advertising. Particularly known for their "spectaculars"—giant illuminated signs often incorporating special effects and moving parts—Artkraft Strauss' most famous works include the "smoking" Camel Cigarettes sign, the "flying" Anheuser-Busch eagle, and the Coca-Cola sign at 2 Times Square. The company was also responsible for the New Year's Eve ball drop in Times Square, a tradition they began in 1907, until 1996. The records of Artkraft Strauss document over seventy years of operations of this family-owned and family-operated business. The records date primarily from the mid-1930s through 2004; little material pertaining to its early decades is present. The collection contains executive office files; management correspondence; electrical division records; ledgers; press and promotional material; photographs; and, most notably, job files, which illustrate the creation of many of Artkraft Strauss' projects in New York City, Atlantic City, Boston, and elsewhere, from 1936 to 2004. Work represented includes numerous projects for the Anheuser-Busch Company, such as breweries, stadium signage, and multiple Budweiser spectaculars; a British Air spectacular in Times Square involving a scale model of a Concorde jet; theater marquees; and movie signage. The collection also contains a large quantity of audiovisual material, which is closed pending preservation transfer.

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Preferred citation: Artkraft Strauss records, Manuscripts and Archives Division, The New York Public Library

Custodial history: The Artkraft Strauss Company did not begin maintaining their records until 1932, the year they moved into their West Side factory, thus no files from their early years of operation are present. In addition, the company chose not to retain records for all of their jobs, but rather to highlight select jobs which they felt represented the technical and artistic scope of their work. The company closed its factory in 2006 and held an auction of its holdings, including signs, memorabilia, and blueprints. As a result, the records are not a comprehensive chronicle of the work of Artkraft Strauss.

Processing note: The records of the Artkraft Strauss Company have been largely retained in their original order. A notable exception is Series III. Job Files. Artkraft Strauss originally organized their job files by an internally-issued job number, however, these numbers were frequently recycled, leading to duplicate numbers connected with different projects. The job files are now arranged alphabetically by client name.

Researchers should note that material relating to specific jobs may be present in multiple locations. This is especially true of jobs dating from the 1990s; researchers pursuing information on projects from this period should be prepared to consult Series I.A. Project Files, Series III. A. Job Files, and Series III. B. Project Management Files. Likewise, while some job files may contain photographs or images, researchers looking for visual documentation of specific signs should also refer to Series VII. Photographs.

Creator history

The Artkraft Strauss Sign Corporation created some of the most iconic signs in American advertising. A major presence in Times Square since its earliest days, Artkraft Strauss was responsible for the “smoking” Camel Cigarettes sign, the “flying” Anheuser-Busch eagle, the 2 Times Square Coca-Cola sign, and numerous other large-scale illuminated signs referred to in the trade as “spectaculars.” The company was also responsible for the New Year’s Eve ball drop in Times Square, a tradition they began in 1907, until 1996.

The Artkraft Strauss Sign Corporation had its roots in Strauss Signs, a small sign-painting operation founded in 1897 by Benjamin Strauss. Strauss Signs had a reputation for producing meticulously painted showcards and applying gold leaf lettering to office doors and storefronts, but by the 1920s, the company had grown to become the principle builder of theatre marquees on Broadway, whose work included the original marquees of the New Amsterdam Theatre on 42nd Street, the Ziegfeld Follies, and many of the original Loew’s Theatre buildings.

One of Strauss’ employees, a Russian immigrant named Jacob Starr, quickly rose to the position of company foreman. He was dubbed “the lamplighter of Broadway” for the enormous quantities of incandescent bulbs used in his signs. In the 1920s, Starr struck out on his own. In 1929, he purchased the Artkraft Company of Lima, Ohio, which held the exclusive North American franchise for neon, a burgeoning technology at that time. Starr returned to New York in 1932 and merged his new company with Benjamin Strauss’ Strauss Signs to become Artkraft Strauss.

During World War II, Artkraft supplied custom metal work to the United States military, including hand-made airplane wings and containers for installation in aircraft and tanks. When blackouts and energy shortages limited their ability to illuminate their signs through electricity and neon, the company developed alternative methods, including the use of rechargeable battery packs and dangling mirrors that picked up ambient light.

In the postwar decades, Artkraft grew to employ more than 200 people, many of whom were second-

and third-generation artisans. During this period, they dominated the outdoor advertising market, and created many of the instantly recognizable signs which would become synonymous with Times Square: the Kleenex sign featuring Little Lulu; the animated Canadian Club whisky sign; the Bond Clothing waterfall; and a Budweiser sign atop the Brill Building with an animated neon eagle and “galloping” neon Clydesdales. In addition to the spectaculars of Times Square, Artkraft Strauss was responsible for a number of stadium scoreboards, including those in Busch Memorial Stadium in St. Louis; Philadelphia’s Veterans Stadium; Anaheim Center in California; and Shea Stadium in New York.

Artkraft Strauss has historically been a family affair: Starr’s son, Mel, became the company’s primary designer and salesman in 1939, and later, its president; Mel’s daughter, Tama, and son, Jonathan, took the company into the third generation of family ownership and operation after Mel’s death in 1988. Tama Starr acquired sole ownership of the company in 1994, and as of 2011 continues to serve as its president and CEO.

Tama Starr’s ascendancy coincided with the company’s extension into marketing and promotion, advertising space leasing, sign design, and media consulting. It also marked an era in which Artkraft Strauss would become known for more than just their signs; they played an active role in the redevelopment of Times Square through their participation in the 42nd Street Development Project, a joint initiative of the City of New York and the New York State Urban Development Council. The company was awarded an exclusive contract to market ten new advertising displays in the heart of the revitalization area.

Their 1993 creation of an anti-gun sign, the Dehere Gun Fighters of America’s Gun Clock—colloquially known as the “Death Clock,” a play on the Durst Foundation’s Debt Clock, another Artkraft Strauss creation—raised hackles among area businesses and the Times Square BID, who felt that broadcasting crime statistics in Times Square flew in the face of their efforts to rid the neighborhood of crime and to rehabilitate its reputation. This controversy had lingering and deleterious effects for Artkraft Strauss; most notably, it led to a falling out with the Times Square BID, who had promoted the New Year’s Eve ball drops since the early 1990s. In 1996, Times Square BID announced that Artkraft Strauss would no longer provide or operate the New Year’s Eve ball.

Artkraft Strauss continued to produce some of the most recognizable and innovative displays in New York City in the 1990s. During this period, neon had been eclipsed by other technologies, such as LED, video, and complex computer-operated robotics. Artkraft remained on the cutting edge of these technologies, as evidenced by their work on a number of large, technically sophisticated projects, including a 12 ton, half-scale model of a Concord jet for British Airways; a 48 foot mechanically animated lava lamp for Target; block-long Dow Jones and NASDAQ stock tickers on the face of the Morgan Stanley building; a new Coke sign at 2 Times Square featuring a 40 foot high, 3-dimensional Coke bottle with animated fiber optics and a popping cap; and the Holiday Inn Crowne Plaza marquee, which included an installation of over 15,000 square feet of signage. The company also managed a number of historically significant projects, such as the restoration of Radio City Music Hall’s original art deco marquees, the contribution of a bronze marquee, vitrines, and a chandelier to Carnegie Hall, and the refurbishment of the Long Island City Pepsi-Cola sign which the company had originally manufactured and erected in 1936.

Over the years, Artkraft Strauss acquired the assets of smaller companies, and created a number of subsidiaries. Companies that have operated under the umbrella of Artkraft Strauss include Artkraft Strauss Leasing, Inc; Artkraft Infocenter Network; 212 West 43rd Street Corp.; A&S Electrical Displays; Electric Display, Inc; West Side Neon; Globe Maintenance; ESP Signs LTD; Calvano Erectors; El Advertising; and Crossroads Outdoor Advertising. By the end of the 1990s, it had diversified its operations to include marketing and promotion; advertising space leasing; sign design and engineering;

and sign fabrication and installation.

Artkraft Strauss Sign Company closed its factory in 2006, and currently operates as a sign design and consulting company.

Scope and content note

Artkraft Strauss designed, fabricated, installed, and maintained an extensive range of sign products, including exterior identification signs, theater marquees, billboards, directional signage, and the giant illuminated signs known in the trade as “spectaculars,” for which the company was particularly famous. The records of the Artkraft Strauss Sign Corporation document over 70 years of work in the field of outdoor advertising. The collection is arranged in seven series: Executive Office Files; II. Management Correspondence Files; III. Job files; IV. Electrical Division Records; V. Ledgers; VI. Press and Promotional Material; and VII. photographs. The collection also contains audiovisual material, which is closed pending preservation transfer.

The records date primarily from the mid-1930s through 2004. Virtually no material dating prior to the 1930s is extant, as the company did not begin to maintain its corporate records until 1932, the year it moved into its factory on the West side of Manhattan. The company chose not to retain records for all of their jobs, but rather to highlight select jobs which they felt represented the technical and artistic scope of their work. After closing its factory in 2006 the company held an auction of its holdings, including signs, memorabilia, and blueprints. As a result of these factors, the records are not a comprehensive chronicle of the work of Artkraft Strauss, and some of its most recognizable works are underrepresented—or not represented at all—in the collection.

Executive Office Files represent jobs and special projects managed by Tama Starr in her capacity as president of Artkraft Strauss. Management Correspondence Files consist largely of correspondence between Artkraft Strauss’ executive, management, and sales teams and their clients. A small quantity of material from the electrical division illustrates the work of the company’s electricians in the 1940s through 1970s, as well as providing some of the earliest administrative material in the collection. Ledgers of accounts receivable date from 1946 to 1968, but are not inclusive. Promotional material demonstrates Artkraft Strauss’ popularity in the trade and popular presses, while a collection of souvenir postcards of Times Square demonstrates the impact of these outsized displays on the popular imagination.

The iconic signs of Artkraft Strauss are documented in various ways throughout the records, but of particular importance are the Job files, which represent the bulk of the collection and illustrate the creation of many of Artkraft Strauss’ famous projects in New York City, Atlantic City, Boston, and other locations from 1936 through 2004. Job files are records of sign construction, which may include sign fabrication, installation, maintenance, alteration, and repairs. Job files may also include cost sheets, labor records, materials specifications, engineering and other technical information, contracts, permits, insurance policies, drawings, layouts, mechanicals, blueprints, photographs, and other material. The projects documented range in scope from street and directional signage to illuminated spectaculars to three-dimensional installations featuring computer-operated robotics. Location presentations and client proposals are also included here, as are contracts, leases, and construction records. Project management files provide an extensive record of large-scale, technologically complex projects undertaken in the 1990s, such as the Morgan Stanley world clock, the renovation of the Dow Jones stock zipper, and state-of-the-art Budweiser and Coke signs at 1 and 2 Times Square.

The photographs series is extensive, and contains not only images of the company's signs, but often of their fabrication and installation. Artkraft Strauss' employees and facilities are also featured. Photographs show sign locations and proposed locations throughout New York City and beyond. Audiovisual material places the company and its work in historical and cultural context through interviews, documentary footage, and b-roll. Artkraft Strauss currently maintains an extensive photo and video archive on the company website: <http://www.artkraft.com/photvid.html>.

Researchers should note that material relating to specific signs may be present in multiple locations. This is especially true of work dating from the 1990s; researchers pursuing information on projects from this period should be prepared to consult Series I. A. Project Files; Series III. A. Job Files; and series III. B. Project Management Files. Likewise, while some job files may contain photographs or images, researchers looking for visual documentation of specific signs should also refer to Series VII. Photographs.

Arrangement

The Artkraft Strauss records are organized into the following series:

Series I: Executive Office Files, 1927-2004 (bulk 1984-2004)

- I.A. Project Files, 1969-2004
- I.B. 42nd Street Development Project, 1972-1999
- I.C Times Square, 1953-2001
- I.D. New Year's Eve, 1982-1996
- I.E. Signs and Wonders, 1927-1997

Series II: Signcorp Management Files, 1940-2002

Series III: Job Files, 1936-2004

- III. A. Jobs, 1936-2004
- III. B. Project Management Files, 1982-2005
- III. C. Presentations, 1955-1960
- III. D. Proposals, 1951-1990s
- III. E. Contracts, Leases, and Construction Card Files, 1944-1998

Series IV: Electrical Division Records, 1937-1970

Series V: Ledgers, 1946-1967

Series VI: Promotions, Press, and Public Relations, 1945-2004

Series VII: Photographs, 1938-2004

- VII. A. Artkraft Strauss Staff and Facilities, ca. 1950s-ca. 1990s
- VII. B. Signs, 1939-2004
- VII. C. Locations, 1938-1998
- VII. D. Photo albums, undated

Key terms

Subjects

Advertising, outdoor -- United States
Billboards -- New York (State) -- New York
Electric signs -- United States
Family corporations
Neon signs -- United States
Signs and signboards -- United States

Occupations

Advertisers

Places

Times Square (New York, N.Y.)

Names

Artkraft Strauss Sign Corporation

Starr, Jonathan

Starr, Tama

Special formats

Account books

Blueprints

Photographs

Video recordings

Container list

Series I: Executive Office Files, 1927-2004 (bulk 1984-2004) (41 boxes)

These files were created and maintained by Tama Starr in her capacity as president of Artkraft Strauss, and represent jobs and special projects managed directly by Starr, including the 42nd Street Development Project, the New Year's Eve ball drop in Times Square, and a celebration of the 100th anniversary of Artkraft Strauss in conjunction with an exhibit on the history of Times Square's iconic signage at the New-York Historical Society. Subseries: I.A. Project Files; I.B. 42nd Street Development Project; I.C. Times Square; I.D. New Year's Eve; I. E. Signs and Wonders.

Project files consist predominantly of correspondence with clients, vendors, and city agencies relating to jobs and special projects. Included are internal memoranda and meeting notes; bid applications; project proposals; cost studies and related research; as well as drafts of contracts, license agreements, leases, and other legal instruments. These files also document activity at locations in New York City, particularly in the Times Square vicinity, where Artkraft Strauss erected or maintained signage and spectacles.

Times Square files contain material regarding the history and development of Times Square, as well as practical information concerning business operations in the area. Included here are files relating to Artkraft Strauss' participation in the 42nd Street Development Project, a redevelopment initiative establishing a 13-acre renewal site along 42nd Street between Broadway and Eighth Avenue.

Artkraft Strauss is closely identified not only with Times Square, but with the New Year's Eve ball drop at One Times Square, which Benjamin Strauss and Jacob Starr originated in 1907. New Year's Eve files contain photographs, press releases, publicity files, and other documentation of annual celebrations in Times Square between 1982 and 1999. No material relating to earlier events is present in this series, though some photographs of ball drops in the 1950s are present in Series VII, Photographs.

Signs and Wonders files relate to an exhibit hosted by the New-York Historical Society, "Signs and Wonders: The Spectacular Lights of Times Square." The exhibit, which featured many of Artkraft's famous signs, coincided with the 100th anniversary of Artkraft Strauss. A companion book written by Tama Starr and Edward Hayman was published by Anchor Press in 1998.

I.A. Project Files, 1969-2004

These files document many of Artkraft Strauss' major projects in the 1980s and 1990s from the initial proposal to completion. Files consist predominantly of correspondence with clients and vendors. Also included are internal memoranda and meeting notes; bid applications; project proposals; cost studies and related research; drafts of contracts, license agreements, leases, and other legal instruments. Project files contain information on locations in New York City and elsewhere where Artkraft Strauss leased advertising space. Additional correspondence can be found in Series II. Signcorp management files. Occasionally, photographs, blueprints, and technical specs are extant, though researchers looking for visual documentation of signs and projects should refer to Series III: Job files and Series VII: Photographs for more thorough documentation. Project files are arranged alphabetically; no standard naming convention was implemented by the company, so material may be listed under location, project name, or subject.

b.1 f.1-7

42nd Street Development Project, 1995

See also Series I.B. 42nd Street Development Project for more extensive coverage of this topic

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.1 f.8 100th anniversary programming, 1997
- b.1 f.9-10 125th Street - Lenox Avenue, 2001-2004
- b.1 f.11 719 7th Avenue, 1997
- b.1 f.12 729 7th Avenue, 1997
- b.1 f.13 745 7th Avenue, 1994-1999
- b.1 f.14-18 750 7th Avenue, 1986-2000
- b.2 f.1 810 7th Avenue, 1998
- b.2 f.2-4 1500 Broadway, 1995-1997
Includes blueprints and photographs. Mainly relates to FCUK billboard
- b.2 f.5 1501 Broadway, 1997-1998
- b.2 f.6-7 1515 Broadway, 1993
- b.3 f.1-3 1540 Broadway, Bertelsman building, 1989-1993
Relates primarily to Whiz Bang spectacular
- b.3 f.4-5 1565 Broadway, 1997-1998
- b.3 f.6 1568 Broadway, 1996-1997
- b.4 f.1-9 1585 Broadway, 1987-1997
- b.4 f.10 1627 Broadway, 2000
- b.5 f.1 ABC--Olympics, 1984
- b.5 f.2 AJ Construction, 1983
Includes blueprints for NAACP Legal Defense & Education Fund building
- b.5 f.3 Aiwa Spectacular, 1989-1990
- b.5 f.4 Alexander Hall (Princeton University), 1984
- b.5 f.5 "Alien Orders", 1988
Refers to NYC Mayor's Office campaign to register undocumented immigrants
- b.5 f.6 Amalgamated Bank of New York, 1990
- b.5 f.7 Ambassador Grill, 1983
- b.5 f.8 American Brands/2 Times Square, 1969
- b.5 f.9 American Mortgage Banking, 1985
- b.5 f.10 AMPAL--Traffic Signs (Israel), 1983
- b.5 f.11 Andersson-Bronck, 1985
Includes photographs. Concerns historian Brian G. Andersson's plan to create signage marking the location of Jonas Bronck's homestead in the Bronx
- b.5 f.12 Angostura, 1983-1984
- b.5 f.13-15 Anheuser-Busch, 1983
- b.5 f.16 Archives--Correspondence, 1997-1999
- b.5 f.17 Arnell Group--Basketball player, 1997
Regarding plans to build a 60' sculpture of a basketball player in Times Square
- b.5 f.18 Artkraft Strauss Brochure, 1989
- b.5 f.19 Atlantic City, 1991
- b.5 f.20 AVCS, Inc., 1983
Relating to RFK Memorial Stadium scoreboard

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.5 f.21 BAM (Brooklyn Academy of Music), 1999
- b.5 f.22 Bank Ekspor Impor Indonesia, 1985
- b.5 f.23 Battery Park City Authority--Bid application, 1991-1992
- b.6 f.1 Belmont Park, 1983
- b.6 f.2 Bell's Scotch Whisky, 1983
- b.6 f.3-4 Bertelsman Building, 1993
- b.6 f.5 Bond building--Roof, 1988
- b.6 f.6 Borispol Airport (Kiev), 1994
- b.6 f.7 Boston Properties--Sites 1 & 4, 2000
- b.6 f.8 Broadway Theatre Marquee, 1989-1993
- b.6 f.9 Brooklyn Union Gas--Bid Application, 1989
- b.6 f.10 *The Buddy Holly Story*, Shubert Theatre, 1990
- b.6 f.11 Budweiser, 1997
- b.6 f.12 Burger King, 1985-1986
- b.6 f.13 Bus Shelters, 1987
- b.6 f.14 Camel Presentation, 1983
- b.6 f.15-19 Canon, 1985-1997
- b.7 f.1 Carey Limo, 1983-1984
- b.7 f.2 Century Cafe, 1986
- b.7 f.3 Chemical Bank, 1992, 1996
- b.7 f.4 China, 1995
- b.7 f.5 Christie's, 1984
- b.7 f.6 Cincinnati and Detroit, 1997
- b.7 f.7 Cite Design, 2000 (For Tommy Hilfiger billboard)
- b.7 f.8 Citizen Watch Company Ltd.--New Year's Eve, 1986
- b.7 f.9 City of New York Department of Buildings, 1985
- b.7 f.10 Coca-Cola--Correspondence, 1981-1982
- b.7 f.11 Coca-Cola--Signed Agreements, 1991-1994
- b.7 f.12 Commuters Plaza (628 8th Avenue), 1983
- b.7 f.13 Condé Nast Publications, 1996
- b.7 f.14 Consulting Proposals, 1992
- b.7 f.15 Crowne Plaza, 1989-1992
- b.8 f.1-4 Crowne Plaza, 1989-1992
- b.8 f.5 C.U.B. (Panasonic Roof), 1987
- b.8 f.6 Degen-Majka Associates, 1983
- b.8 f.7 Dehere Foundation Gunfighters of America gun control display, 1993
Material, including photographs, relating to the "National Death Clock" in Times Square recording gun and gun death statistics

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.9 f.1 Diamond Vision, 1983
Includes photocopies of blueprints for Yankee Stadium scoreboard
- b.9 f.2 Dove of Peace banner, Columbus Circle, 1982
- b.9 f.3-4 Eichner Properties--Whiz Bang, 1987-1988
- b.9 f.5-9 Embassy Suites, 1988-1994
- b.10 f.1 Embassy Suites, 1988-1994
- b.10 f.2 E.U.E-- I Love N.Y., 1983
- b.10 f.3 Fan Mail, 1998-2002
- b.10 f.4 Fitzgerald Condominiums, 1987
- b.10 f.5 Forest City Ratner--42nd Street Development, 1996-1997
- b.10 f.6 Fuji Sign Appraisal, 1990-1991
- b.10 f.7 Gap/FCUK signage in Times Square, 1997
- b.10 f.8-10 Gaess, 1986-1987
Includes floor plans for Palace Theatre building
- b.11 f.1 Giants Stadium Jumbotron, 1989
- b.11 f.2 "Golden Triangle"--34th Street region, 1989-1992
- b.11 f.3 Goldome Tower, 1984-1987
- b.11 f.4 Goldstar Display, 1990-1992
- b.11 f.5 Grand Union/Big Star, 1983
- b.11 f.6-7 Greater New York Auto Dealers Union billboard, 1992
- b.11 f.8 Hampton Inn, 1989-1990
- b.11 f.9 Harlem--125th Street Public Mart, 1985
- b.11 f.10 Harlem River Yard, 2000
- b.11 f.11 Hellman Construction--Columbia University, 1983
- b.11 f.12-13 Hertz, 1993
- b.12 f.1 Hess Oil, 2000
- b.12 f.2 Hilton Hotel marquee, 1990
- b.12 f.3 Holiday Inn Worldwide, 1995
- b.12 f.4 Honda, 1984
- b.12 f.5 Hotel Empire, 1987
- b.12 f.6 Hungary, 1989-1995
- b.12 f.7 Info Project, 1996
- b.12 f.8 Insignia ESG-- Maxwell House sign (Hoboken), 2000
- b.12 f.9 International Product Service--World Electronics Center, 1995
- b.12 f.10 International Trade Conductors, 1992-1993
- b.12 f.11 Jacob Javitz Center Exterior Marquee, 1989
- b.12 f.12 JAT, 1987
- b.12 f.13 Kiosks, 1996
- b.12 f.14 Kodak--Moscow, undated

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.12 f.15 Kiev Airport, 1994
- b.12 f.16 Konica Display, 1989
- b.12 f.17 Korean Edge Lighting Systems, 1998
- b.12 f.18 Late Nite Magic, 1996
- b.12 f.19 Latin Quarter, 1980-1985
- b.12 f.20 Lincoln Harbor, 1983
- b.12 f.21 Locations--Sell Sheets, 2006
- b.12 f.22 *The Lion King*, 2001
- b.13 f.1 Loew's State Marquee (Providence, RI), 1983
- b.13 f.2 Lorillard--Bronx, 1979-1980
- b.13 f.3 L'Osteria, 1983
- b.13 f.4 Madaleo Realty-- 40th Street at 8th Avenue, 1983
- b.13 f.5 Macy's, 1993
- b.13 f.6 Magna Cigarette Wall, 1989-1990
- b.13 f.7 Manhattan Savings Bank, 1983
- b.13 f.8 Mayor's Office, 1987
- b.13 f.9 Mazda, 1984
- b.13 f.10 McKean--Pittsburgh, 1984
- b.13 f.11 Meadowlands, 1983
- b.13 f.12 Media Group--Correspondence, 1996
- b.13 f.13 Menorah, 1984-1985
Built for the National Committee for Furtherance of Jewish Education of Nassau County
- b.13 f.14 Metrogolf, undated
- b.13 f.15 Metlife, 1992
- b.13 f.16 Metropolis Computation, 1990
- b.13 f.17 Metropolis Design, 1988-1990
- b.13 f.18 Motionlite Proposals, 1982
- b.13 f.19 Movie World, 1985
- b.14 f.1 MTP (More Than Parking), 2003
- b.14 f.2 NAPCOM, 1993
- b.14 f.3 NASDAQ, 1999
- b.14 f.4 NEC Presentation, 1979-1981
- b.14 f.5 Nedicks, 1982 (Relates to Coca-Cola signs)
- b.14 f.6 New Amsterdam Theatre Proposal--Disney/Tischman, 1995
- b.14 f.7 New Jersey Sports and Exhibition Authority--Bid Application, 1989
- b.14 f.8 New York City Health and Hospitals Corp.--Bid Application, 1991
- b.14 f.9 New York City Landmarks Commission, 1999
- b.14 f.10-12 New York City Transit Authority, 1981-1988
- b.14 f.13 New York Power Authority--Bid Application, 1989

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.14 f.14 New York Post/News America, 1977-1985
- b.15 f.1-3 New York Times, 1994-1996
 - b.15 f.4 New York University Medical Center, 1983
- b.15 f.5-6 Newport spectacular, 1983-1985
 - b.15 f.7 Nirvana Club One, 1984
 - b.15 f.8 Nutrition Center West, undated
 - b.15 f.9 NYNEX, 1994
- b.15 f.10 Ogilvy and Mather, 1984 (Seagram's V.O. campaign)
- b.15 f.11 OMNI/Academy Bus Partnership, 1996
- b.15 f.12 OSKAR Trading Company, 1993
- b.16 f.1-2 Paine-Webber--Lincoln Harbor Rooftop, 2000
 - b.16 f.3 Pan Am Building--21st Birthday, undated
 - b.16 f.4 Parker, Alex--Camden (NJ) Waterfront Revitalization, 1996
 - b.16 f.5 Park Tower Talking Wall, 1990-1992
 - b.16 f.6 Panasonic Astrovision, 1986
 - b.16 f.7 Paramount Hotel Marquee, 1988
 - b.16 f.8 Passed-on Projects, 1999
 - b.16 f.9 Pathmark, 1984
 - Pepsi-Cola
 - b.16 f.10 Proposal, 1994
 - b.16 f.11 Spectacular, 1989-1992
 - b.16 f.12 Venezuela, 1999
 - b.16 f.13 Peter B. Kaplan Photography, 1987-1989
 - b.16 f.14 Petrie, 1983
 - b.16 f.15 Platzer Lease, 2002
 - b.17 f.1 Public Development Corp. Signage Program, 1988
- b.17 f.2-3 Radio City Music Hall, 1990-1992
- b.17 f.4-5 Rainforest Cafe, 1998
 - b.17 f.6 RCA Building, 1988
 - b.17 f.7 Rejected Locations, 1992
 - b.17 f.8 Ridgeway Theatre, 1983
- b.17 f.9-11 Rockefeller Center, 1988-1998
 - b.17 f.12 Rockefeller Plaza West, 1990
 - b.17 f.13 Sakowitz--Ultimate Gifts Catalog, 1983
- b.17 f.14-15 Samsung, 1991-1993
- b.18 f.1-3 Samsung, 1993-2003
 - b.18 f.4 Save Water Billboards in Times Square, 1981
 - b.18 f.5 Sesame Place, 1994
 - b.18 f.6 Shanghai, 1983

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.18 f.7 Sheraton, 1991
- b.18 f.8 Sherwood Equities--Ramada Marquee, 1994
- b.18 f.9 Sidewalk Bridges, 1998-2000
- b.18 f.10 Site 3 (1481 Broadway), 1998
See also: 42nd Street Development Project
- b.18 f.11 Storage USA, 1998
- b.18 f.12 Sony Jumbotron--Contract and Correspondence, 1987-1991
- b.18 f.13 Sony--Times Square, 1990-1991
- b.19 f.1 Sony--Times Square, 1990-1991
- b.19 f.2-4 Sonyama, 1983
- b.19 f.5 Soviet Party--Van Wagner Joint Venture, 1989
- b.19 f.6 Spaceworks Presentation, undated
- b.19 f.7 Spectrum, 1981
- b.19 f.8 Spencer Marketing--Yonkers Raceway, 1986
- b.19 f.9 Staten Island, 1993
- b.19 f.10-11 Suntory--2 Time Square, 1983-1992
- b.19 f.12 Suzuki Spectacular at Rialto Theatre, undated
- b.19 f.13 Swiss Bank Tower, 1989
- b.20 f.1 Theatre 4, 1983-1984
- b.20 f.2 Therapy Films, 2002-2003
- b.20 f.3 Time-Warner on Embassy Suites, 1990
- b.20 f.4 Times Tower Zipper Sign, 1982
- b.20 f.5 Tishman Construction Corp.--Clocks, 1984
- b.20 f.6 Total Experience Records, 1982
- b.20 f.7 Toyota, 1989
- b.20 f.8 Trans-Lux Cinema, 1985
- b.20 f.9 Trump Castle, 1989
- b.20 f.10 Trump Plaza, 1989
- b.20 f.11 Trust Company of New Jersey, 1983
- b.20 f.12 Two Times Square, 1986-1992
- b.20 f.13 Union Station (Washington, D.C.), 1996-1997
- b.20 f.14 Urban Outdoor LLC, 2002
- b.21 f.1-2 Urban Outdoor LLC, 2002
- b.21 f.3 Van Wagner--Camel, 1988-1989
- b.21 f.4 Viacom lobby, 1995
- b.21 f.5 Warner Brothers, 1984
- b.21 f.6 West Side Tennis Club, 1969-1986
- b.21 f.7 Whitehall Ferry, 1994
- b.21 f.8 Whiz Bang, 1990-1991

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.A. Project Files, 1969-2004

These file... (cont.)

- b.21 f.9 Winkie, 1985
- b.21 f.10 World Electronics Center, 1994
- b.21 f.11 Yankee Stadium, undated
- b.21 f.12 Zamboni, Madison Square Garden, 1982

I.B. 42nd Street Development Project, 1972-1999

The 42nd Street Development Project was a collaborative undertaking of the City of New York and the New York State Urban Development Corporation (UDC). The project aimed to alleviate urban blight in the Times Square area by eliminating crime, rehabilitating buildings, and providing support and incentives for neighborhood businesses. Arkraft Strauss was awarded contracts to design, build, market, and manage outdoor advertising for four key sites covered by the plan.

General Files document Arkraft Strauss activities as a partner in the 42nd Street Development Project through internal administrative records including project proposals; memoranda; correspondence with the UDC, City agencies, lawyers, and vendors; design guidelines; and environmental impact statements. Also included are files relating to condemnations initiated by the New York State Urban Development Corporation ("UDC") through eminent domain procedure to acquire parcels of property for redevelopment. Arkraft Strauss had many signs installed on these properties, and frequently wrangled with the UDC over use and occupancy fees, relocation assistance, fixture awards, and other compensation. Site Files document the development of Arkraft's installations at 42nd Street Development Project locations between 1988-1999 through contracts, work orders, correspondence, and other related material.

Files are arranged alphabetically. Some locations are identified only by site numbers assigned internally by Arkraft Strauss; Addresses for these locations or identification of signs installed at these sites have been provided when this information was available. No standard naming convention was implemented by the company, so material may be listed under location, project name, or subject.

General Files

- b.21 f.13 1 Times Square, 1982-1991
- b.21 f.14 10-year Plan, 1992
- b.21 f.15 42nd Street Bank Closing, 1995
- b.22 f.1-2 42nd Street Now!, 1993
- b.22 f.3 42nd Street Plan, 1984
- b.22 f.4 42nd Street interim Plan, 1993
- b.22 f.5 Auxiliary Documents, 1994
- b.22 f.6 Billing, 1995
- b.22 f.7 Bridge Signs, 1975
- b.22 f.8-9 City Planning, 1981-1997
- b.22 f.10 Design, Use, Operation (DUO) Requirements, 1992-1995
- b.22 f.11 Durst Theatre Plan, undated

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.B. 42nd Street Development Project, 19... (cont.)

General Files (cont.)

- b.22 f.12 Financial Analysis, 1988
- b.22 f.13 Leichter Study, 1988
- b.23 f.1 Lighting, 1988-1990
- b.23 f.2 Mall, 1981-1982
- b.23 f.3 New Amsterdam Lease, 1994
- b.23 f.4 Plan, 1984-1987
- b.23 f.5 Press Kit, 1990
- b.23 f.6 Production, 1994
- b.23 f.7 Proposal, 1994
- b.23 f.8 Renovation, 1994
- b.23 f.9 Research and Development, 1994
- b.23 f.10 Seigel, Mark Alan, 1988
- b.23 f.11 Stop UDC Committees, 1985
- b.23 f.12 Theaters, 1986-1990
- b.23 f.13 Times Square Center Associates
- b.23 f.14 Times Square Development Council, 1972
- b.23 f.15 Times Tower, 1984-1985
- b.23 f.16 UDC Corporation Act, 1991
- b.23 f.17 UDC Responses, 1995

Condemnations

- b.24 f.1 Site 3 & 4, 1983-1994 (598 7th Avenue; 200 W. 42nd Street)
- b.24 f.2 200 W. 42nd Street, 1991-1993
- b.24 f.3 202 W. 42nd Street, 1990-1991
- b.24 f.4 261-65 W. 42nd Street, 1996
- b.25 f.1 144-56 W. 43rd Street, 1984-1990
- b.25 f.2 1482 Broadway, 1983-1994
- b.25 f.3 1482 Broadway, 1990-1994
- b.25 f.4 1432 7th Avenue, 1986
- b.25 f.5 Site 7, 1993-1995 (261 W. 42nd Street; 660 8th Avenue)
- b.25 f.6 Site 8, 1988-1995 (1481 Broadway)
- b.25 f.7 Site 12, 1989-1994 (1482-90 Broadway)
- b.25 f.8 All Sites, 1989-1994
- b.25 f.9 IRS Extension, 1995
- b.25 f.10 Zoning Extension, 1999

Correspondence

- b.25 f.11 General File, 1982-1989
1995
- b.26 f.1 January-February
- b.26 f.2 March-April

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.B. 42nd Street Development Project, 19... (cont.)

Correspondence (cont.)

1995 (cont.)

b.26 f.3 May-July
b.26 f.4 August-September
b.26 f.5 September-December

1996

b.26 f.6 January-June
b.26 f.7 July
b.26 f.8 Starr, Tama--Maintenance, 1999

b.27 f.1-2 Design Guidelines, 1984-1989

b.28 f.1-2 Environmental Impact Statements, 1984

b.29 f.1 Financial Correspondence, 1995

b.29 f.2 License Agreement Amendment, 1995

b.29 f.3 Retail Design, Use and Operation (DUO), 1995

Site Files, 1988-1999

b.29 f.4-6 Site 1, Sign 101 (Joe Boxer sign)

b.29 f.7-8 Site 1B, Sign 104 (Warner Bros.)

b.29 f.9-12 Site 1B, Sign 105 (FOX NFL and Sony signs)

b.29 f.13-16 Site 3, Sign 301
Disney, Spectracolor, and Calvin Klein signs

b.29 f.17 Site 3, Sign 302 (Nike sign)

b.29 f.18-23 Site 3, Sign 303
Elton John/Billy Joel, Andrew Marc, Kiwi International Air, *Showgirls*, HBO, and MGM signs

b.29 f.24 Sites 304, 305

b.29 f.25 Site 3, Sign 306

b.29 f.26 Site 4

b.29 f.27-28 Site 4, Sign F

b.29 f.29 Site 12

b.29 f.30 Site 1204-05

b.29 f.31 British Airways

b.30 f.1-3 British Airways

b.30 f.4-8 Fuji

b.30 f.9 Grey Entertainment/Warner Bros.

b.30 f.10-13 Hanes

b.31 f.1 Joe Boxer

b.31 f.2-3 Kool

b.31 f.4 LG

b.31 f.5 M&M Mars

b.31 f.6-12 Maxell

b.32 f.1 Maxell

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.B. 42nd Street Development Project, 19... (cont.)

Site Files, 1988-1999 (cont.)

- b.32 f.2 National Hotel
- b.32 f.3-5 Nike
- b.32 f.6 Playland
- b.32 f.7 Rainbowvision
- b.32 f.8-9 Surf
- b.32 f.10-13 TDK
- b.32 f.14 World's Busiest Corner

I.C Times Square, 1953-2001

Times Square files contain material concerning the history of Times Square and its development maintained by Tama Starr for research purposes, as well as information of a more practical nature, such as site surveys, signage regulations, and documents relating to property valuation, zoning, and landmarking. Some material relating to the 42nd Street Development Project is also present, though it is more thoroughly documented in sub-series I.B.

- b.33 f.1 1 Times Square Prospectus, 1988
- b.33 f.2 42nd Street Development Project Guidelines, 1981
See also: Series I.B. Times Square Development Project.
- b.33 f.3 42nd Street Development-- On Hold, 1992
- b.33 f.4 42nd Street Development--Theaters, 1992
- b.33 f.5 Business Improvement Districts (B.I.D.), 1995-1998
- b.33 f.6 Billboard Regulations, 2001
- b.33 f.7 Companies, 1974-1999
- b.33 f.8 Corinthian Communications, 1992
- b.33 f.9 Current Regulations, 1987-1988
- b.33 f.10 Developers, 1987-1992
- b.33 f.11 Existing Spectaculars, 1996-1997
- b.33 f.12 Fact Sheet and Rate Card, 1990-1996
- b.33 f.13 Facts and Figures, 1984
- b.34 f.1 General Information, 1964-1992
- b.34 f.2 Individual Spectaculats, 1953-1997
- b.34 f.3-4 Legal Decisions, Information, and Rulings, 1981-1990
- b.34 f.5 Media, 1983-1991
- b.34 f.6 Metromedia--Foster & Kleiser Division Buyout, 1983
- b.34 f.7 New York City Department of Buildings--Signage regulations, 1988-1989
- b.34 f.8 New York City Regulatory , 1999
- b.34 f.9-12 New York Outdoor Group, 1992-2000
- b.35 f.1 New York Outdoor Group, 1992-2000
- b.35 f.2 Outdoor Advertising Industry, 1995
- b.35 f.3 Research, 1998-1999
- b.35 f.4 Sign Removals, undated

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.C Times Square, 1953-2001

Times Square... (cont.)

- b.35 f.5 Signage, 1995-2001
- b.35 f.6 Silverstein Properties, undated
- b.35 f.7 Survey, undated
- b.35 f.8 Times Square BID, 1990-2001
- b.35 f.9 TKTS Competition, 1999
- b.35 f.10 Valuation and landmarking, 1996-1998
- b.35 f.11 Zoning, 1987

I.D. New Year's Eve, 1982-1996

New Year's Eve files contain correspondence, press releases, publicity files, and other documentation of annual celebrations in Times Square between 1982 and 1999 (not inclusive), as well as material focusing on Artkraft Strauss' participation in the ball drop. Of particular note is "Tama's Red File," which contains correspondence between Tama Starr and various agencies, including the Times Square BID, Times Square District Management Association, Steven Israel of One Times Square Associates, and others, in regards to legal issues and complaints, the bankruptcy of One Times Square (historically, the host location for the ball drop), physical custody of the New Year's Eve ball, efforts by One Times Square Associates to trademark the New Year's Eve celebration, and the contentious relationships between many of the key companies and organizations involved in the ball drop. Also notable are files from 1996, when the Times Square BID replaced Artkraft Strauss with another operator, and replaced the mechanically lowered ball with a computer operated ball, for the first time in the history of the event.

- b.36 f.1 Publicity, 1982
- b.36 f.2 Pinnacle/Days Inn, 1982-1984
- b.36 f.3 Publicity, 1983
- b.36 f.4 Wishner/Great Western, 1983
- b.36 f.5 Correspondence, 1984
- b.36 f.6 Publicity, 1984
- b.36 f.7 Press Releases, 1984-1986
- b.36 f.8 Correspondence, 1985
- b.36 f.9 Publicity, 1985
- b.36 f.10 Press, 1985
- b.36 f.11 Video Transcripts, 1985
- b.36 f.12 Contract, 1986
- b.36 f.13 Press, 1986
- b.36 f.14 Correspondence, 1987
- b.36 f.15 Fact Sheets, 1987
- b.36 f.16 Party, 1987
- b.36 f.17 U.S. Naval Observatory--"Leap Second", 1988
- b.36 f.18 Press, 1988
- b.36 f.19 Publicity, 1988-1989

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.D. New Year's Eve, 1982-1996

New Year'... (cont.)

- b.36 f.20 Information on the Millennium, 1988-1989
- b.36 f.21 Fact Sheet, 1989
- b.36 f.22 WNSR Coverage, 1989
- b.36 f.23 "Times Square of the West", 1989
Press kit for celebration at Seattle's Space Needle.
- b.37 f.1 Correspondence, 1990
- b.37 f.2 New Year's Eve-- Moscow, 1990
- b.37 f.3 Press, 1990
- b.37 f.4 "Tama's Red File", 1990-1992 (See also: box 28, f. 13-17)
- b.37 f.5 Insurance and Labor, 1991
- b.37 f.6 Guest and Pass List, 1991
- b.37 f.7 Press, 1991
- b.37 f.8 Correspondence, 1992
- b.37 f.9 Media, 1992
- b.37 f.10 Press Releases, 1992
- b.37 f.11-12 Correspondence, 1993
- b.38 f.1 Correspondence, 1993
- b.38 f.2 Campbell's Soup Promotion, 1993
- b.38 f.3 Lancaster, Ron, 1993
Lancaster was a teacher and mathematician in Hamilton, Ontario, who used the New Year's Eve ball as a way of discussing geometry and other mathematical concepts with his students.
- b.38 f.4 Press, 1993
- b.38 f.5 Correspondence, 1994
- b.38 f.6 Fact Sheet, 1994
- b.38 f.7 Press Releases, 1994
- b.38 f.8 Teleclips, 1994
- b.38 f.9 "Tama Starr's File", 1994
- b.38 f.10 Fact Sheet, 1995
- b.38 f.11 Press, 1995
- b.38 f.12 "Battle of New Year's Eve", 1996
Correspondence referring to the 1996 ball drop.
- b.38 f.13-14 Correspondence, 1996
- b.38 f.15 "Grinch Letters", 1996
Documents the faltering relationship between Artkraft Strauss and the Times Square BID.
- b.38 f.16 "The History of the Time Square New Year's Eve Ball", 1996
Written by 5th grade student Anthony Schirripa.
- b.38 f.17 Press, 1996
- b.38 f.18 Teleclips, 1996
- b.39 f.1 General New Year's Eve Information, 1984-1993
- b.39 f.2 Requests from Other Cities, 1983-1988

Series I: Executive Office Files, 1927-2004 (... (cont.)

I.D. New Year's Eve, 1982-1996

New Year'... (cont.)

- b.39 f.3 Copyright, 1990-1995 (See also: "Tama's red file," b. 37 f. 4)
- b.39 f.4 Patent Problem, 1990-1992
- b.39 f.5-6 NYE Trademark--Letters of Protest, 1990-1992
- b.39 f.7 NYE Trademarks--Documents, 1990-1992

I.E. Signs and Wonders, 1927-1997

Tama Starr's third book *Signs and Wonders: the Spectacular Marketing of America*, was published in 1998 by Doubleday. This sub-series contains research material gathered for the book (and a related exhibit by the New-York Historical Society), as well as drafts and corrections, press releases, and administrative documentation of the publishing process. Material is arranged alphabetically by subject.

General Files

- b.40 f.1 American Heritage, 1996
- b.40 f.2 Book Proposal, 1993-1995
- b.40 f.3 Comp List, 1996
- b.40 f.4 Corrections to Text, 1998
- b.40 f.5-7 Correspondence, 1993-1998
- b.40 f.8 Gann, John--Essays on Signs, 1996
- b.40 f.9 Kaufman, Ernst--Information on Ben Strauss
- b.40 f.10 Museum Show, 1997
- b.40 f.11 Press releases, 1997
- b.40 f.12 Receipts and Invoices, 1996-1997
- b.40 f.13 Remainders, 1999
- b.40 f.14 Tama Starr--Log and Notes, 1996
- b.40 f.15-17 Publicity, 1998
- b.41 f.1 Research--Miscellaneous, 1972-1996

Signs

- b.41 f.2 Bond Roof, Undated
- b.41 f.3 Citgo--Boston, 1982
- b.41 f.4 Coke, 1991-1996
- b.41 f.5 Epok, Undated
- b.41 f.6 Scoreboards and Thermometers, 1993, undated
- b.41 f.7 Wrigley's, 1997
- b.41 f.8 Signs Outside New York, Undated

Sign Companies

- b.41 f.9 Artkraft Strauss, 1927-1957
- b.41 f.10 Claude Neon, Undated
- b.41 f.11 Everbrite Company, 1932-1997
- b.41 f.12 Federal Sign, 1997
- b.41 f.13 Sign Companies--Various, 1997
- b.41 f.14 Photos, 1997

Series II: Signcorp Management Files, 1940-2002 (25 boxes)

Management files consist largely of correspondence with clients generated by members of the executive, management, and sales teams of Artkraft Strauss Sign Corporation (referred to internally as Signcorp). Clients include advertising agencies, contractors, and corporate entities working directly with Artkraft Strauss, such as Coca-Cola, Anheuser-Busch, and Hiram Walker. Subject matter is administrative and account-related, including sales, letters of agreement, change and maintenance requests. Correspondence with executive officers of West Side Neon, whose assets were acquired by Artkraft Strauss in 1988, is also present.

General correspondence files, which contain both chronological files and files alphabetized by client, are preceded by files identified by staff member. The content is consistent throughout the staff, client, and chronological files; researchers may need to review multiple files. Management staff represented here includes company president Mel Starr; Vice-presidents Herman Hirsch, Gene Kornberg, Michael Leterra, Philip "P.J." Marshall, Neuberger, Robert Jon Starr, and Tama Starr (see also Series I.); controller Victor Balitzer; project managers James Manfredi (see Series III. B.) and Roger Mazzuchelli; salesmen Herbert Blank, Bill Levy, Chaim Ratki, and Lou Grasso; service manager Mike Peras; and executive secretary Helen Nielson.

The material dates almost exclusively from the 1980s onward.

Early Correspondence

- b.42 f.1-2 1950s Correspondence
- b.42 f.3 White Way/Continental Correspondence, 1956
- b.42 f.4 1960s Correspondence
- b.42 f.5 Christmas, 1965-1966

Starr, Mel

- b.42 f.6 General File, 1940-1968
- b.42 f.6 General file, 1940-1968 (President)
- b.42 f.7 Starr, Mel--S.X. list approved by him, 1967
- b.42 f.8 Starr, Mel--Corrected S.X. list, 1968
- b.42 f.9 1970s correspondence
- b.42 f.7 "S.X. List Approved by Him", 1967
- b.42 f.8 Corrected S.X. List, 1968
- b.42 f.9 General Correspondence, 1971-1978

1981

Management Staff

- b.42 f.10 Blank, Herbert (Salesman)
- b.42 f.11 Hirsch, Herman (Vice-President)
- b.42 f.12 Levy, Bill (Salesman)
- b.42 f.13 Marshall, Phill (Vice-president and administrator)
- b.42 f.14 Starr, Jon (Vice-President)

Series II: Signcorp Management Files, 1940-20... (cont.)

1981 (cont.)

Management Staff (cont.)

b.42 f.15

Starr, Mel

Chronological Files

b.42 f.16

January

b.43 f.1-11

February-December

Client Files

b.43 f.12

A

b.43 f.13

Avallone

b.43 f.14

B

b.43 f.15

Brandt

b.43 f.16

C

b.43 f.17

Cinema 5

b.43 f.18

Coca-Cola--42nd Street

b.43 f.19

C & S

b.43 f.20-28

D through M

b.44 f.1-3

N through P

b.44 f.4

Panasonic

b.44 f.5

Phoenix--Claims

b.44 f.6-9

Q through T

b.44 f.10

TDI

b.44 f.11-12

U through V

b.44 f.13

Van Wagner

b.44 f.14-15

W through Z

1982

Management Staff

b.44 f.16

Balitzer, Victor (Controller)

b.44 f.17

Blank, Herbert

b.44 f.18

Hirsch, Herman

b.44 f.19

Levy, Bill

b.44 f.20

Marshall, Philip (P.J.) (Vice-President and administrator)

b.44 f.21

Ratki, Chaim (Salesman)

b.44 f.22

Starr, Mel

b.44 f.23

Starr, Tama

Chronological Files

b.44 f.24-25

January-February

b.45 f.1-10

March-December

Client Files

b.45 f.11-13

A through C

b.45 f.14

Coca-Cola

b.45 f.15-31

D through S

Series II: Signcorp Management Files, 1940-20... (cont.)

1982 (cont.)

Client Files (cont.)

- b.46 f.1 Rosenbaum, Solomon
- b.46 f.2-4 T through V
- b.46 f.5 Van Wagner
- b.46 f.6-7 W through Z

1983

Management Staff

- b.46 f.8 Balitzer, Victor
 - b.46 f.9 Blank, Herbert
 - b.46 f.10 Hirsch, Herman
 - b.46 f.11 Kornberg, Gene (Vice-President)
 - b.46 f.12 Levy, Bill
 - b.46 f.13 Marshall, Philip
 - b.46 f.14 Ratki, Chaim
 - b.46 f.15 Starr, Mel
 - b.46 f.16 Starr, Tama
- Chronological Files
- b.46 f.17-22 February-July
 - b.47 f.1-4 August-November

Client Files

- b.47 f.5-16 A through L
- b.47 f.17 Lorrillard
- b.47 f.18-25 M through U
- b.48 f.1-3 V through Z

1984

Management Staff

- b.48 f.4 Blank, Herbert
 - b.48 f.5 Grasso, Lou (Salesman)
 - b.48 f.6 Hirsch, Herman
 - b.48 f.7 Levy, Bill
 - b.48 f.8 Manfredi, James (Jim) (Project manager)
 - b.48 f.9 Marshall, Philip
 - b.48 f.10 Ratki, Chaim
 - b.48 f.11 Starr, Jonathan (Vice-President)
 - b.48 f.12 Starr, Mel
 - b.48 f.13 Starr, Tama
- Chronological Files
- b.48 f.14-18 January-May
 - b.49 f.1-7 June-December

Client Files

Series II: Signcorp Management Files, 1940-20... (cont.)

1984 (cont.)

Client Files (cont.)

- b.49 f.8-25 A through S (B file is not present.)
- b.49 f.26 Sheet metal workers
- b.49 f.27-29 T through Z

1985

Management Staff

- b.50 f.1 Blank, Herbert
- b.50 f.2 Grasso, Lou
- b.50 f.3 Hirsch, Herman
- b.50 f.4 Levy, Bill
- b.50 f.5 Manfredi, James (Jim)
- b.50 f.6 Starr, Jonathan
- b.50 f.7 Starr, Tama

Chronological Files

- b.50 f.8-20 January-December

Client Files

- b.50 f.21 A through C
- b.50 f.22 Cigna
- b.50 f.23 D
- b.51 f.1 Dentsu
Dentsu materials relate to Hitachi signage.
- b.51 f.2-4 E through G
- b.51 f.5 General Leasing
- b.51 f.6-10 H through L
- b.51 f.11 Local Unions
- b.51 f.12-21 M through V
- b.51 f.22 Venet
- b.52 f.1-2 W through Z

1986

Management Staff

- b.52 f.3 Blank, Herbert
- b.52 f.4 Grasso, Lou
- b.52 f.5 Hirsch, Herman
- b.52 f.6 Levy, Bill
- b.52 f.7 Manfredi, James (Jim)
- b.52 f.8 Rathki, Chaim
- b.52 f.9 Mazzuchelli, Roger (Project manager and designer)
- b.52 f.10 Starr, Mel
- b.52 f.11 Starr, Tama

Client Files

Series II: Signcorp Management Files, 1940-20... (cont.)

1986 (cont.)

Client Files (cont.)

b.52 f.12-18 A through G
b.53 f.1-6 H through M
b.53 f.7 Midtown Realty
b.53 f.8-13 N through S
b.53 f.14 Suntory Contract
b.53 f.15-19 T through Z

1987

b.53 f.20 Blank, Herbert
b.53 f.21 Grasso, Lou

1988

b.54 f.1 Berman, Harold
b.54 f.2 Hirsch, Herman
b.54 f.3-5 Leterra, Michael (Mike)
Vice -President, West Side Neon and Artkraft Strauss
b.54 f.6 Manfredi, Jim
b.54 f.7 Nielson, Helen (Executive secretary)
b.54 f.8 Peras, Mike (Service manager, West Side Neon)
b.54 f.9 Starr, Jonathan
b.54 f.10 Starr, Tama

1989

b.54 f.11 Balitzer, Victor
b.55 f.1 Berman, Harold
b.55 f.2-4 Lettera, Michael (Mike)
b.55 f.5 Manfredi, James (Jim)
b.55 f.6-7 Nielson, Helen
b.55 f.8 Peras, Michael (Mike)
b.56 f.1 Starr, Jonathan
b.56 f.2-3 Starr, Tama
b.57 f.1 Other staff members

1990

b.57 f.2 Manfredi, James (Jim)
b.57 f.3 Nielson Helen
b.57 f.4 Starr, Jonathan
b.57 f.5 Starr, Tama
b.58 f.1 Starr, Tama
b.58 f.2 Other Staff Members

1991-1992

b.58 f.3 Nielson, Helen
b.58 f.4 Starr, Jonathan

Series II: Signcorp Management Files, 1940-20... (cont.)

1991-1992 (cont.)

- b.58 f.5-7 Starr, Tama
- b.58 f.8-9 Russ, Britt (Administrative assistant)

1993-1994

- b.59 f.1 Starr, Jonathan
- b.59 f.2-7 Starr, Tama
- b.59 f.8 Stein, Susan (Office manager)

1995

- b.59 f.9 Neuberger, Robert
Vice-President, Director of outdoor services
- b.59 f.10 Starr, Tama
- b.60 f.1-2 Starr, Tama
- b.60 f.3 Stein, Sue

1996-1998

Management Staff

- b.60 f.4-5 Starr, Tama, 1996-1997
- b.60 f.6 Promotional Correspondence, 1997
- b.60 f.7 Starr, Tama, 1998

Client Files

- b.60 f.8-16 A through I
- b.61 f.1-4 J through M
- b.61 f.5 Memos
- b.61 f.6-9 N through R
- b.62 f.1-5 S through Z

1999-2000

- b.62 f.6-7 Tama Starr, 1999-2000

2001

Client Files

- b.62 f.8-27 A through S
- b.271 f.1-4 T through Z
- b.271 f.5-8 Manfredi, James, 2001
- b.271 f.9 Starr, Tama, 2001

2002

- b.272 f.1-5 Manfredi, James, 2002

2003

- b.273 f.1-5 Manfredi, James

Series III: Job Files, 1936-2004 (173 boxes, 9 oversize folders, 72 tubes)

Artkraft Strauss designed, fabricated, installed, and maintained an extensive range of sign products, including exterior identification signs, theater marquees, billboards, directional signage, and the giant illuminated signs known in the trade as “spectaculars,” for which the company was particularly famous. These signs are documented in various ways throughout the collection, but of particular importance are the Job Files.

Job files are records of sign construction, which may include sign fabrication, installation, maintenance, alteration, and repairs. Many job files contain work orders (sometimes referred to as “Commercial Orders”) which give the name of the customer, the date and location of the job, a job number, and a general description of the work. Job files may also hold cost sheets, labor records, materials specifications, engineering and other technical information, contracts, permits, insurance policies, drawings, layouts, mechanicals, blueprints, photographs, and other material. Note that not all job files contain all these elements; the degree of documentation varies widely from job to job.

Files are arranged alphabetically and are not comprehensive. Artkraft Strauss completed as many as 1000 jobs per year; as a result, the company opted to retain only those files they deemed interesting or notable in some way, whether because they contained interesting visual material, had historic or aesthetic significance, or contained other records of particular value. The longstanding relationship between Anheuser Busch and Artkraft Strauss is strongly represented in this series. Extensive documentation is present for work on Anheuser Busch breweries in Boston, Columbus, Houston, Jacksonville, Newark, and St. Louis; as well as material relating to the scoreboard display at Busch Memorial Stadium in St. Louis, and to numerous Budweiser signs and spectaculars in New York City, Atlantic City, and elsewhere in the United States. The company was also responsible for a number of signs for Coca-Cola in Times Square and elsewhere. A number of designs for theatre marquees are present, including many Loews and Broadway theaters.

Artkraft Strauss’ largest and most technologically sophisticated projects from the 1980s onward, such as the British Airways installation in Times Square, the Morgan Stanley world clock, and the refurbishment of the Long Island City Pepsi sign, are documented in the project management files maintained by the company’s Vice President of Design and Engineering Robert Jackowitz and Vice President of Special Projects James Manfredi. Additionally, some files documenting work for specific clients in the 1980s and 1990s can be found in Tama Starr’s executive files, Series I.A.

A small quantity of proposals and presentations are also contained within this series. These records document proposed signs and spectaculars, or provide statistics and feasibility studies relating to particular sign locations. Files are divided into two categories: those relating to specific commercial clients, and those relating to sign locations. Also included are card files containing alphabetized records of construction and maintenance for many Artkraft jobs.

Series: III.A. Jobs; III.B. Project Management Files; III.C. Presentations; III.D. Proposals; III. E. Contracts, Leases, and Construction Card Files; and III.F. Audiovisual Documentation of Signs (closed until preservation copies are made).

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are arranged alphabetically by client name, product name, or building address. In some cases, naming conventions are inconsistent; for instance, work done at Shea Stadium is entered under both "New York Mets" and "Shea Stadium." In the event that the job is entered under the name of a parent company or advertising agency, the name of the product or subsidiary is provided in a note as a secondary identifier. Additionally, some files documenting the work of AKS for specific clients in the 1980s and 1990s can be found in Tama Starr's executive files, Series I. The files are not comprehensive. Artkraft Strauss completed as many as 1000 jobs per year; as a result, the company opted to retain only those files they deemed interesting or notable in some way, whether because they contained interesting visual material, had historic or esthetic significance, or contained other records of particular value. The 1960s, 1970s, and 1990s are most robustly documented.

- b.63 f.1-2 1 Times Square, 1989-1997
- t.32 1 Times Square, 1989-1997
- t.64 1 World Trade Center, 1995 (Directional signage)
- b.266 2 Times Square, 1989
See additional material under Series III.B. Project Management Files
- t.28 2 Times Square, 1989
- t.1 2nd Avenue Theatre Marquee, 1990
- b.63 f.3 7 World Trade Center, 1993-1996
20th Century Fox
- b.63 f.4 Astor Theatre, *Lloyd's of London*, 1936
- b.63 f.5 Astor Theatre, 1967
- b.63 f.6 Criterion Theatre, *Alien*, 1979
- b.264 20 W. 33rd Street Awning, 1989
- b.63 f.7 25 E. 22nd Street Awning, 2001-2002
- b.264 25 E. 22nd Street Awning, 2001
- b.266 25 E. 22nd Street Awning, 2001
- b.63 f.8-9 35th Street Wall, 1985-2002
- b.63 f.10 42nd Street Company, 1978 (Apollo Theatre marquee)
- b.63 f.11 105 Bruckner Boulevard, 1999
- b.63 f.12 195 Broadway Corporation, 1962 (Fulton Street Subway sign)
- t.66 515 E. 72nd Street, 1984 (Clock for building facade)
- b.63 f.13 701 Seventh Avenue, 1993-1994
- b.63 f.14 717 Seventh Avenue, 1984
- b.63 f.15 725 Seventh Avenue, 1999
- b.63 f.16 725 Seventh Avenue, 2003 (Jenna Jameson)
- b.63 f.17-18 729 Seventh Avenue, 1999-2001
- b.64 f.1 729 Seventh Avenue, 1999-2001

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- t.3 1567 Broadway, 1997
Drawings for sign tower. See additional material under Series III.B. Project Management Files
- b.64 f.2 1572 Broadway, Lower Location, 1984
- t.13 1585 Broadway, undated
- t.29 1585 Broadway, undated
- t.33-34 1585 Broadway, undated
- t.63 1585 Broadway, undated
- b.64 f.3 2915 Stillwell Avenue (Brooklyn), 1999-2000
- b.64 f.4 56-41 55th Street (Maspeth, Queens), 2001-2002
- b.64 f.5 A & B Distributors, 1960
- b.64 f.67 A & E Biography, 2001-2003
- b.65 f.1-2 A & E Biography, 2001-2003
A & P
- b.65 f.3 1951
- b.65 f.4 1959
- b.65 f.5 1960
- b.65 f.6 1986
A & S Plaza
- b.65 f.7-10 1988-1990
- b.66 f.1-10 1988-1996
- t.47 1989
- of.1 1990
- b.67 f.1 Abitt Wine & Liquor , 1960
- b.67 f.2 Ackerman Theatres, 1981
- b.216 f.6 Admiral Appliances, 1960
Scrapbook featuring publicity photos, press releases, and news clippings
- b.67 f.3-4 Admiral Appliances, 1960-1962
A.H. Villepigue
- b.67 f.5 Schlitz Beer (Hudson Street), 1959
- b.67 f.6 Delta Airlines, 1960
- b.67 f.7 Cities Services, 1960
- b.67 f.5 American Kosher Products, 1960
- b.67 f.6 Kent Cigarette, 1962
See additional material under Brandt Enterprises and Kent Cigarettes.
- b.67 f.7 Kent Cigarette, 1970
- b.67 f.8 Dime Savings Bank, 1970
- b.67 f.9 Pole sign, Cross-Bronx Expressway, 1981
- b.67 f.12 Aiwa, 1984
- b.266 Aiwa, undated

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.67 f.13 Alan Wasser Associates, 1995 (Majestic Theatre)
- b.67 f.14 Alexander H. Cohen, Inc., 1967
Barrymore Theatre, *Black Comedy/White Lies*
- b.67 f.15 Alfred Black Company (Boston), 1969-1970
- b.67 f.16 Allied Artists, 1973 (Loews State, *Papillon*)
- b.67 f.17 Allied Chemical, 1965 (New Year's Eve ball drop, 1 Times Square)
- b.264 Amalgamated Banking, undated
- b.264 AMC Theatres, 42nd Street, 1997
See additional material under Series III.B. Project Management Files
- b.265 AMC Theatres, 42nd Street, 1999
- b.67 f.18 AMC Theatres, 42nd Street, 2000-2004
- b.68 f.1 AMC Theatres, 42nd Street, 2000-2004
- b.68 f.2 Americana Hotel, 1974
- b.68 f.3 Americana Hotel, 1978
- b.68 f.4 American Broadcasting Company (ABC), 1966
- b.68 f.5 American Broadcasting Company (ABC), 1969
- b.264 American Broadcasting Company, 1984 (Olympic logo)
- b.69 f.1 American Export-Isbrandtsen Lines, 1966
American International Pictures
- b.69 f.2 72nd Street Playhouse, *The Trip*, 1967
- b.69 f.3 Rivoli Theatre, *The Trip*, 1967
- b.69 f.4 *Born Losers*, 1967
- b.69 f.5-6 Rivoli Theatre, *Up in the Cellar*, 1970
- t.61 American Legion, undated
- b.69 f.7 American Machine & Foundry Company, 1964-1965
Florida monorail, 1964 New York World's Fair
- b.264 American Menu, 1986
- b.69 f.8-9 American Sugar Company, 1967-1969 (Domino Sugar, Brooklyn waterfront)
- b.69 f.10-11 American Telephone & Telegraph (AT&T), 1959, 1985 (Penn Station display)
- b.69 f.12 Anheuser-Busch, 1959 (See also: Budweiser)
- b.69 f.13-16 Ansonia Hotel, 1960
- b.69 f.17 ANTA Washington Square Theatre, 1963-1964
- of.1 Apple Bank, 1989
- b.69 f.18 Army and Air Force Exchange Service, 1960 (Thule AFB)
- b.69 f.19 Arthur Maslin-Don Reiman, 1963 (Coward Shoes)
- b.69 f.20 Artkraft Strauss, 2003 (Logo and text treatments)
- b.69 f.21-22 Artkraft Strauss and Service Sign Erectors, 1973-1975
- b.70 f.1-3 Artkraft Strauss and Service Sign Erectors, 1973-1975
- b.70 f.4-9 Artkraft Strauss Shop Orders, 1984-1993

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.70 f.10 Arje Fogel Distributers Inc., 1965 (Three BBB Department Stores)
- t.4 AT&T, 1985
- b.70 f.11 Austin, Nichols & Company, 1960
- b.70 f.12 Autophon A.G., 1960
- b.70 f.13 Avco Embassy Pictures, 1970 (*The Survivors*)
- b.70 f.14 Baker Street Company, 1965
- b.70 f.15 Ballantine & Sons (Atlantic City), 1959
- b.71 f.1 The Bank for Savings, 1962
- b.71 f.2-3 Barbaro Electric, 1992
- b.71 f.4 Beach News Inc., 1994
- b.71 f.5 Beacon Y Inc., 1970
- b.71 f.6 Bickford's Restaurant, 1938
- b.71 f.7 Biddle Realty, 1960
- b.70 f.8 Biltmore Theatre, 1962
- b.71 f.8 Blaine Thompson, 1972
42nd Street/8th Avenue billboard, *That Championship Season*
- b.72 f.1 Bloomberg News, 1990
See additional material under Series III.B. Project Management Files
- b.72 f.2-3 Blumstein's Department Store, 1936-1937
- b.72 f.4 Bond Clothes, 44th and Broadway, 1947
- Borden
- b.72 f.5 133rd Street and Riverside, 1939
- b.72 f.6 Ft. Hamilton and the Bronx, 1939
- b.72 f.7 Hollis Avenue, Queens, 1939
- b.72 f.8 131st and Park Ave, 1960
- b.72 f.9 Borden's Golden Crest Milk, 12th Avenue, 1938
- b.72 f.10 Borden's Golden Crest Milk, 135th Street, 1939
- b.72 f.11 Brandt Enterprises, 1963-1964
See related material under Kent Cigarettes and A.H. Villapigue
- b.72 f.12 Brandt Enterprises, 1973 (Rialto Theatre)
- British Airways
See additional material under Series III.B. Project Management Files
- t.12 Concord Blueprints, 1971
- b.268 Drawings, 1986
- b.72 f.13-14 Times Square Spectacular with Scale Model Jet, 1995-2001
- b.73 f.1-2 Times Square Spectacular with Scale Model Jet, 1995-2001
- b.264 Concept Art, 1995
- t.5 Drawings of Concorde Aircraft, undated
- t.58 Drawings of Concorde Aircraft, undated
- b.268 British Caledonian Airways, 1985

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- t.35 Broadway Theatre , 1988-1991 (Marquee)
- b.73 f.3 Brooklyn Savings Bank, 1959
- b.73 f.4 Brother Electric Typewriters, 1984
- b.73 f.5 Brucker and Moston, 1960
- b.73 f.6 Bruckner Car Wash, 1975
- b.73 f.7 Bryant Theatre, 1954
- b.73 f.8 Budd Contracting, 1981
See related material under Mövenpick restaurant
- Budweiser
See additional material under Anheuser-Busch, and under Series III.B. Project Management Files
- b.74 f.1 Atlantic City , 1950 (Mayflower Hotel roof sign.)
- b.74 f.2-3 Boston, 1954 (Roof sign at 25 Water Street.)
- b.74 f.4 Columbus Brewery, 1968
- b.75 f.1 Columbus and Newark Breweries--Contract, 1969
- b.75 f.2-4 Houston Brewery, 1966-1967
- b.76 f.1-2 Houston Brewery, 1966-1967
- b.76 f.3 Houston and St. Louis Breweries, 1976 (Maintenance file.)
- b.76 f.4-6 Jacksonville Brewery, 1968
- b.77 f.1 Los Angeles Brewery, 1954 (Foster & Kleiser site survey.)
- b.266 Los Angeles Grain Storage Building, 1954
- New York City
- b.77 f.2 33rd Street at 12th Avenue, 1953-1958
- b.77 f.3 50th Street at 8th Avenue, 1958-1962
- b.77 f.4 132nd Street at West Side Highway, undated
- b.77 f.5 Brill Building, 1952-1959
- b.77 f.6 Times Square, 1997-1998
- b.78 f.1-12 Times Square, 1997-2002
- b.264 Drawings, Times Square, 1997
- b.266 Drawings, Times Square, 1997
- b.267 Drawings, Times Square, 1997
- t.7 Drawings, Times Square, 1997
- t.44 Drawings, Times Square, undated
- t.60 Drawings, Times Square, undated
- b.78 f.13 Portfolio, undated
- b.268 Drawings, undated
- Newark Brewery
- b.79 f.1 Correspondence, 1950-1951
- b.79 f.2-3 Blueprints, 1950-1951, undated

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Budweiser

See additional material u... (cont.)

- t.17 Blueprints, 1991
- t.36 Blueprints, undated
- t.37 Blueprints, undated
- b.79 f.4-7 Job Files, 1964-1969
- b.80 f.1-4 Job Files, 1964-1985
 - b.80 f.5 Contract Renewals, 1966-1983
 - b.80 f.6 Sign Renovation, ca. 1980s
 - b.80 f.7 Presentation Folder, undated
- St. Louis**
 - b.81 f.1-4 St. Louis Brewery, 1965-1983
 - b.81 f.5-8 Busch Memorial Stadium Scoreboard, 1954-1969
 - b.82 f.1-8 Busch Memorial Stadium Scoreboard, 1954-1969
 - b.83 f.1-4 Busch Memorial Stadium Scoreboard, 1954-1969
 - t.43 Busch Memorial Stadium Scoreboard, 1954-1969
 - t.51 Eagle Blueprint, undated (Poor condition)
Please refer to digital surrogate.
 - t.52 Unidentified Sign, undated (Possibly for 1997 Times Square sign)
 - b.83 f.5 Various Locations--Presentation Folder, undated
 - b.83 f.6 Buick, 1937
 - b.83 f.7 Bullseye Theatre Corporation, 1960
 - b.83 f.8 Bulova Watch Company, 1967
 - b.83 f.9 Burgran Amusement Corporation, 1960 (Fairmount Theatre)
 - b.83 f.10 Bus Shelters, 1978-1979 (New York City and Newark)
 - b.84 f.1 Bush Terminal Sales Building, undated
 - b.84 f.2 Bushwick Savings Bank, 1960
 - b.84 f.3 C & S, 1981
 - b.84 f.4 Cadillac, 1965-1966
Tri-borough Bridge sign. See additional material under MacManus, John & Adams Inc
 - b.84 f.5 Cadillac, 1965-1966 (Flatbush Avenue sign)
 - b.84 f.6 Calvano, 1989
 - b.193 f.1 Calvert, undated
 - b.84 f.7 Calvin Klein, 1987 (1482 Broadway)
 - b.84 f.8 Camel Cigarettes, 1988
 - b.84 f.9 Camel Cigarettes, 1993-1994
 - b.84 f.10 Campagna Management, 1936
Florsheim Shoes. See additional material under Florsheim Shoes
 - b.84 f.11 Camus Cognac, 1978
 - Canadian Club**
 - b.84 f.12 Blueprints, 1952

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Canadian Club (cont.)

- t.41 Blueprints, 1952
- b.84 f.13 Movie Artwork, 1952
- b.84 f.14 Job File, 1960
- b.84 f.15 Job File, 1968-1969
- b.84 f.16 Publicity, 1961-1968
- b.84 f.17 Times Square Sign Messages, 1973
- b.85 f.1-3 Canon, 1984-1998
 - t.61 Canon, 1991-1993
- b.85 f.4 Capitol Theatre, 1960
Ocean's Eleven. Commercial order only
- b.85 f.5 Capitol Theatre, 1962 (*Cinerama*)
- b.85 f.6 Carnegie Hill Pharmacy, 1936
- b.269 f.1 Carnegie Hill Pharmacy, 1936
- b.270 f.1 Carnegie Hill Pharmacy
- b.85 f.7 Carter Hotels Corporation, 1960 (Hotel Dixie)
- b.85 f.8 Cascade Laundry, 1937
- b.85 f.9 Casino Theare East, 1962 (*This is Burlesque*)
- b.85 f.10 Casio, 1984
- b.85 f.11 Casio, 1998
- b.85 f.12 CCC Syndicate, 1970 (Doll Theatre)
- b.85 f.13 Central State Bank, 1974
- b.85 f.14 Chalet Suisse, 1937
- b.85 f.15 Chelsea Piers, 1997
- b.85 f.16 Chevrolet Motors Division, 1960
- b.85 f.17 Chief of Naval Reserve, 1950
- b.85 f.18 Christopher Street Marquee Restoration, 1983-1984
- b.86 f.1 Churchill, Chester L., 1959 (Eastern Airlines)
- b.86 f.2 Chrysalis Records, 1977
- b.86 f.3-4 Chrysler Corporation (Boston), 1959-1960
- b.86 f.5 Church of St. Stephen of Hungary, 1970
CI Management
 - b.86 f.6 Astor Theatre, 1959
 - b.86 f.7 Lunt Fontaine Theatre, 1959-60
 - b.86 f.8 Victoria Theatre, 1960
- b.86 f.9 Circuit Construction Company, Cove Theatre, 1960
- b.86 f.10-13 Cities Service Oil Company (CITGO), 1960-65
- b.86 f.14 City Investing Company, 1960
- b.264 City of New York Department of Highways, 1975
West Side Highway directional and detour signage

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.265 City of Philadelphia Multi-Purpose Sports Stadium Theme Tower, 1970
- b.86 f.15 Cohen Brothers
174 East 74th Street; Douglas L. Elliman & Company
Coca-Cola
See additional material under Series III.B. Project Management Files
- b.87 f.1 1632 Broadway, 1950
- b.87 f.2 1547 Broadway/Benedict's, 1959-1961
- b.87 f.3 Kearny, NJ, 1961
- t.53 Philadelphia, 1992
- b.87 f.4-11 Times Square, 1965-1991
- t.8 Times Square, 1991
- b.264 Japan, Location Unspecified, undated
- of.1 Drawing, Location Unspecified, undated
- b.267 Drawing, Location Unspecified, 1989
Columbia Pictures
- b.87 f.7 Warner Theatre, *Porgy and Bess*, 1959
- b.87 f.8 Loews Tower East, *The Way We Were*, 1973
- b.87 f.9 *Shampoo*, 1975 (Commercial order only)
- b.87 f.10 *The Buddy Holly Story*, 1978
- b.87 f.11 Congregation Shaaray Tefila, 1960
- b.87 f.12 Consolidated Cigar Corporation, 1962
Muriel Cigars; Dutch Masters Cigars, Long Island City
- b.87 f.13 Consolidated Merchandising Company, 1969 (Webcor Viscount Quality Electronics)
- b.88 f.1 Continental Development Corporation, 1986
- b.88 f.2 Continental Group, 1977
- b.88 f.3 Cooper Union, 1974
- b.88 f.4 Criterion Theatre, undated
- b.88 f.5-6 Crossroads Outdoor Advertising, 1975
- b.88 f.7 Crowne Plaza, 1995
- b.88 f.8 Curtis Publishing Company, 1965 (*Saturday Evening Post*)
- b.88 f.9 D. Leigh, Incorporated, 1965 (*True Story and Photoplay*)
- b.88 f.10 Daewoo, 1993
- b.88 f.11 Daimler-Benz of North America, undated
- b.88 f.12 Dancer Fitzgerald, 1981 (Toyota)
- b.88 f.13 David Merrick Productions, 1960 (*Beckett*, commercial order only)
- b.268 David T. Nederlander Theatre, 1979-1980
- b.88 f.14 Davidson-Hansen Incorporated, 1965
- b.88 f.15 DeJur-Amsco Corporation, 1960
Delta Airlines

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Delta Airlines (cont.)

- b.88 f.16 Bradley Avenue, Long Island City, 1967
- b.88 f.17 Times Square Spectacular, 1972-1976
- b.88 f.18 34th Street Wall Mural, 2004
- b.88 f.19 DeMille Theatre, 1962 (*Barabbas*)
- b.88 f.20 DeMille Theatre, 1962 (*Counterfeit Traitor*)
- b.88 f.21 Dentsu Corporation of America, 1975 (See related material under Canon)
- b.88 f.22 Department of Marine and Aviation, City of New York, 1962 (Building signage, Pier 64)
- of.5 Department of Marine and Aviation, City of New York, 1962
- b.89 f.1 DeWars and Cutty Sark, 1967 (Signs in Mystic River, Boston)
- b.89 f.2 Dial Soap, ca. 1953
- b.89 f.3-6 Diamond Vision, 1983-1984 (Yankee Stadium scoreboard)
- b.89 f.7 Diamond Vision, 1983-1984 (Brendan Byrne Arena, Meadowlands, NJ)
- b.89 f.8 Dime Savings Bank, 1960
- b.89 f.9-10 Dime Savings Bank, 1965
- b.89 f.11 Dinty Moore's Restaurant, 1960
- t.9-11 The Disney Store , 1996
- b.266 The Disney Store, 1996
- Disoway and Fisher Advertising
- b.89 f.12 Seagram's Whisky, Long Island City, 1956
- b.89 f.13 Schlitz Beer, Deegan Boulevard, 1959
- b.89 f.14 White Horse Scotch, 12th Avenue, 1960
- b.90 f.1 Doubletree Guest Suites, 1996
- Douglas Leigh, Incorporated
- b.90 f.2 Scripto, 1956
- b.90 f.3 General Electric, 1959
- b.90 f.4 B.O.A.C. Epic Panel, 1960
- b.90 f.5 Unidentified Sign, 1962
- b.90 f.6 Braniff Airlines, 1964
- b.90 f.7 Gordon's Gin and Haig whisky, 1966
- b.90 f.8 Kent Cigarettes, 1966
- b.90 f.9 Beefeater Gin, 1968
- b.90 f.10 Gordon's Gin, 1969
- b.90 f.11 Sony, 1970
- b.90 f.12 TWA Grand Central Station clock, 1977
- b.90 f.13 Dow Jones Zipper Sign, 1997
- See additional material under Series III.B. Project Management Files
- b.91 f.1 Drake Amusements, 1965
- b.91 f.2 The Dunes Hotel, 1955
- Times Square advertisement for the Dunes/Sands Hotel in Las Vegas

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.91 f.3 Eagles Parade, 1957
- b.91 f.4 Eastern Airlines, 1960
See related material under Trans-World Airlines and Lockheed.
- t.70 Eastern Airlines, undated
Route map. See related material under Trans-World Airlines and Lockheed.
- b.91 f.5 Edison Theatre Corporation, 1974 (*Fame and Hosannah*)
- b.91 f.6 Embassy Pictures, 1978-1996
- b.91 f.7 Embassy Theatre, 1960
- b.91 f.8 Empire State Building, 1981 (Flagpole intallation)
- b.91 f.9 Englander Sleep Products, 1955 (Time and temperature clock)
- b.91 f.10-11 Equitable Life Assurance, 1964 (For 1964 New York World's Fair pavilion)
- of.2 Equitable Life Assurance, 1964 (For 1964 New York World's Fair pavilion)
- b.91 f.12 Essex Amusements, 1937 (Newark Theatre marquee)
- b.91 f.13 Expositions Advertisements, 1981 (Rest shelters in Wildwood, NJ)
- b.91 f.14 F. & M. Schaefer Brewing Company, 1970 (Medallion for Brooklyn brewery building)
- b.91 f.15 Fairchild Aerial Surveys, 1957
- b.91 f.16 Fenton Amusement Corporation, 1937
Loew's Post Road. See related material under Loew's
- b.91 f.17-20 First National City Bank, 1960
Fishbach and Moore
- b.92 f.1 Eastman Kodak, 1939
For Eastman Kodak building at New York World's Fair
- b.92 f.2 Freedomland (Bronx), 1960
- b.92 f.3 IBM (Madison Avenue), 1981
- b.92 f.4 New York City Transit Authority, 1977 (Bowling Green subway station)
- b.92 f.5 Fleuroma, 1969
- b.92 f.6 Florsheim, 1956 (Related material: Campagna Management)
- b.92 f.7 Foote, Cone & Belding, 1956
Sunkist bulletins on New York Fruit Auction Building. Sunkist
- b.92 f.8 Foster and Kleiser, 1974
Camel sign on roof of bus terminal at 177th Street and Cross-Bronx Expressway
- b.92 f.9 Fralinger's Salt Water Taffy (Atlantic City), 1961
- b.92 f.10-11 Frank G. Shattuck Company, 1960-1964 (Schrafft's signage, 57th Street)
- b.92 f.12 Freedomland, 1961
See also separate entry in this series under Fischbach and Moore and Ivel Construction
- of.3 Freedomland
- t.69 Fuji, 1981
- b.92 f.13 Fuji, 1984-1992
- b.93 f.1 G.E. Filter Flo, 1960
- b.93 f.2 Gem Blades, 1954

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.93 f.3 General Electric, 1961 (Signage at 49th Street and Broadway.)
- b.93 f.4 General Electric Supply Company, 1959-1960
General Outdoor Advertising Company
- b.93 f.5 Sign Structure in Elmhurst, Queens, 1937
- b.93 f.6 Sign Structure in Woodside, Queens, 1938
George A. Fuller Company
- b.93 f.7 Museum of Modern Art--Sign Hanging, 1964
- b.93 f.8 Western Electric building--Sign Hanging, 1960
- b.93 f.9 GGG Clothes, 1960
- b.93 f.10 Gilbane Building Company, 1964
- t.57 Goldstar, 1991
- b.93 f.11 Graze Electric, 1960-1968
- b.93 f.12 Great Scott Advertising, 1974
Not Just Another Woman, Lincoln Art Theatre
- b.93 f.13 Greater New York Savings Bank, 1964
- b.93 f.14 Greenwich Savings Bank, The, 1968
- b.93 f.15 Grey Advertising, 1998 (Kool Cigarettes, 35th Street wall)
- b.93 f.16 Grow Construction Company, Inc., 1962-1969
- b.93 f.17 Guild Construction Company, 1960 (LeVeau d'Or restaurant)
- b.93 f.18 Guild Enterprises, 1960
Guild Theatre, formerly Embassy Newsreel Theatre
- b.94 f.1 Guild Enterprises, 1974
- of.4 Guild Enterprises, 1974
- b.94 f.2 Gulf Oil Company, 1968
- b.94 f.3 Gumley-Haft Real Estate, 1998
- b.94 f.4 Guth, Francis and Richards, 1960-1961 (Saxon Paper Corp)
- b.94 f.5-6 Hampshire Hotels and Resorts, 1997-1998
- b.94 f.7 Harkness Theatre, 1972-1976
- b.94 f.8 Harris Theatre, 1960
- b.94 f.9 Helmsly-Noyes Company, 1998
- b.94 f.10 Henrose Plastics, 1960
Folder reads Henrose Plastics, but material refers only to Henrose Fabrics
- of.8 Henry Phipps Plaza West, 1973
- b.94 f.11 Hershey's , undated
- b.94 f.12 Hilton Company, The, 1936 (Stylebilt Clothes)
Hiram Walker
See related material under Imperial Whisky
- b.90 f.13 Canadian Club (Times Square), 1974-1975
- b.90 f.14 Hiram Walker Distributors (Long Island City), 1954
- b.90 f.15 Imperial Whisky (Atlantic City, NJ), 1954

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.94 f.16-18 History Channel, The, 1999-2000
See additional material under Series III.B. Project Management Files
- b.94 f.20 Holmes Electric Protective Company, 1960
- b.94 f.19 Home Life Insurance, 1963
 - of.7 Home Life Insurance, 1963
- b.94 f.21 Hong Kong Delight, Inc., 1974 (Hong Kong Restaurant, 9 Chatham Square)
- b.94 f.22 Horn & Hardart, 1967
- b.94 f.23 Hotel Edison, 1936
- b.95 f.1 Hotel Essex House, 1959
- b.95 f.2 Hotel Lexington, 1959
- b.95 f.3 Hotel Manhattan, 1952
- b.95 f.4 Hotel New Yorker, 1964
- b.95 f.5 House of Lords Scotch Whisky/King's Ransom Scotch, 1954
See additional material under International Brands Liquor
- b.95 f.6 House of Seagram, 1991
- b.95 f.7 Howard Johnson, 1959
 - b.268 Howard Johnson, 1988
- b.95 f.8 Hudson Motor Car, 1937 (Hudson Tower)
- b.95 f.9 H.R.H. Construction Company, 1974
See related material under Henry Phipps Plaza West
- b.95 f.10 Hunter Associates, 1964
R.H. Macy's. See related material under Macy's
- b.95 f.11 Icecapades, Inc., 1960 (*Icecapades* at Madison Square Garden)
- b.193 f.2 Imperial Motorcars, undated
- b.269 f.2 Imperial Motorcars, undated (Drawing)
- b.95 f.12 Imperial Whisky, 1954
 - t.6 Imperial Whisky, undated
 - t.65 Imperial Whisky, undated
- b.95 f.13 Interborough Construction Corporation, 1960 (Fifth Avenue Hotel, 24 5th Avenue)
- b.95 f.14 International Brands Liquor, 1967-1972
House of Lords Scotch Whisky. See additional entry under House of Lords
- b.95 f.15 International Scientific Ltd., 1967
- b.95 f.16 Inter-Ocean Commerce Corporation, 1960 (Star Bowling Center, Puerto Rico)
- b.96 f.1 Invirex Demolition Inc., 1975
Yankee Stadium modernization. See also Nab-Tern Constructors
- b.96 f.2 Irving Serwer Advertising, 1959
- b.96 f.3 Italian Lines, 1965 (Pier 90)
- b.96 f.4 Ivel Construction, 1960
Eastman Kodak. See related material under Freedomland
- b.96 f.5 Ivy Hill Lithograph Company, 1967

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.96 f.6 J & B Whisky, undated
- b.96 f.7 J & R Music World, 1999
- b.96 f.8 J.C. Penney Company, 1965
J.C. Penney Building, 1301 Avenue of the Americas
- b.96 f.9 Jack Atlas Organization, 1974
The Savage is Loose. Rivoli Theatre wall
- b.96 f.10 Jamaica Savings Bank, 1968
- b.96 f.11 James Berman & Company, 1981 (Bay Banks-Northfork Trust)
- b.96 f.12 Jell-O, 1998
See additional material under Series III.B. Project Management Files
- t.50 Jell-O, undated
- b.268 Jell-O, undated
- b.96 f.13 Jewelers on Fifth, 1999
- b.96 f.14 Jockey, 1989-1996 (Former Bond Clothing location)
- b.96 f.15 Joe Boxer, 1995
- b.96 f.16 John David, 1960
- b.96 f.17 John Wanamaker, 1960 (Cross Country Shopping Center, Yonkers)
- b.96 f.18 John Ward Men's Shoes, 1960
- b.96 f.19 Jose Piedra Cigars, 1958
- b.96 f.20 J.T. O'Flaherty, Inc., 1975
- b.96 f.21-22 Kentucky Fried Chicken (KFC), 1973, 1989-1993
- b.96 f.23 Kent Cigarettes, undated
Roof sign on former Ford plant, Edgewater, NJ. See additional material entered under A.H. Villepigue and Brandt enterprises
- b.97 f.1 Kings County Savings Bank, 1962
- b.97 f.2 Kinsey Distilling Corporation, 1951-1952 (Kinsey Whiskey)
- b.97 f.3-6 Kleenex, 1949, 1960, undated
Times Square spectacular featuring "Lulu"
- t.48 Kleenex, undated
- b.97 f.7 Klein's, 1950
- b.97 f.8-9 Klevens Corporation, 1955-1960
Traffic signs. Artkraft Strauss acted as sub-contractor for Klevens Corp., which had contracted the job from the New York State Department of Public Works
- b.269 f.3 Lake Bridge, undated
- b.97 f.10 Lake-Spiro-Shurman, 1958-1960
St. Joseph's Aspirin for Children; Musterole; Coppertone
- b.98 f.1 Lasker-Goldman Corporation, 1961 (Pier 40)
- b.98 f.2 Lawrence Schiller Productions, 1980-1981
Marilyn Monroe image on Loew's State Theatre
- b.98 f.3 Lee Myles Corporation, 1964-1965
- b.266 La Flamingo Boutique, 1989 (Drawings only)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.98 f.4 Lang Liquor Shop, 1937
- b.98 f.5-6 Ledonne, Wilner & Weiner, 1996-1998
Relating to *Showboat* and *Ragtime* signage for Livent Productions at 1555 Broadway
Leo Burnett
- b.98 f.7 Benson & Hedges Cigarettes, 1973-1977
- b.98 f.8 Marlboro Cigarettes, 1994-1996
- b.98 f.9 Let There Be Neon, 1978-1979
- of.4 Let There Be Neon, 1978-1979
- b.98 f.10 Lexington Hotel, 1973
- b.98 f.11 Lichtenberg Buick, 1986
- b.98 f.12 Lily-Tulip Cup Corporation, 1960
- b.98 f.13 Lincoln Center, 1973-1975
- b.98 f.14 Liv-A-Snaps, undated
- b.99 f.1 Lockheed Aircraft Corporation, 1955
Blueprints for TWA plane. See related material under Trans-World Airlines and Eastern
Airlines.
- t.71 Lockheed Aircraft Corporation, ca. 1950s
Illustration for *Fly Constellation* campaign. See related material under Trans-World Airlines and
Eastern Airlines.
- b.99 f.2 Loehman's Department Store, 1990
Loew's
- b.99 f.3 Astor Plaza--Marquee, 1974
- b.99 f.4 Bayshore Theatre--Marquee, 1967-1968
Capitol Theatre
- b.99 f.5 *A Day at the Races*, 1937
- b.99 f.6 Marquee, 1959-1960
- of.2 Marquee, undated
- b.99 f.7 Criterion Theatre--Marquee, 1938
- b.99 f.8 Dyckman Theatre--Marquee, 1936
- b.99 f.8 Loew's Hotel--Exterior Signage, 2000-2001
- b.100 f.1 Memphis Theatre, 1936
- b.100 f.2 MGM, 1937
Captains Courageous. See additional material under MGM
- b.100 f.3 National Theatre, 1960
- b.100 f.4-5 Olympia Theatre, 1938 (Exterior electric signage; marquee)
- b.100 f.6 Paradise Theatre, 1973
- b.100 f.7 Parkway Theatre (Baltimore), 1938
- b.100 f.8 Post Road Theatre, 1960
See earlier material under Fenton Amusement Corporation
- b.100 f.9-10 State Theatre (New Orleans)--Marquee, 1937

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Loew's (cont.)

State Theatre (New York)

- b.100 f.11 Maintenance and Repairs, 1937
- b.100 f.12 *Ben-Hur*, 1959
- b.100 f.13 Marquee, 1959
- b.100 f.14 Maintenance and Repairs, 1960
- of.4 Escalators, 1968
- b.100 f.15 Marquee, 1969
- b.100 f.16 Tower 53, 1967
- b.100 f.17 Troy Hills Theatre (Parsippany, NJ), 1973
- b.100 f.18 Warwick Hotel--Marquee, 1965
- b.100 f.19 White Plains Theatre, 1960
- b.100 f.20 Victoria Theatre
- b.100 f.21 Lorillard Company, 1978-1984
Golden Lights Cigarettes, Triboro Bridge and Bruckner Expressway
- b.100 f.22 Lower Washington Heights Neighborhood Care Center, 1973-1975 (See also: Bus shelters)
- of.4 Lower Washington Heights Neighborhood Care Center, 1973-1975
- t.55 M. Hidary & Co., 1992 (Drawings only)
- b.101 f.1 M. Merchige (Hollywood, FL), 1938
- b.101 f.2 Macy's, 1960
See related material under Hunter Associates
- b.101 f.3 Mack Truck, 1962
- b.101 f.4-5 MacManus, John & Adams, Inc., 1965
Cadillac, Triboro Bridge. See additional material under Cadillac
- of.2 MacManus, John & Adams, Inc., 1965 (Drawing)
- b.101 f.6 Madison Square Garden, 1960
- b.101 f.7 Magnasign, 1946
- b.101 f.7 Maker's Mark, 2002-2004
See additional material under Series III.B. Project Management Files
- b.101 f.8 Mann Theatres, 1973 (*Electraglide in Blue*)
- b.101 f.9 Manny's Music Store, 1969
- b.102 f.1 Marks Bros. Inc., 1970-1973 (Uris Theatre, Circle in the Square)
- b.102 f.2 Marriott Essex House, 1977
- b.102 f.3 Marriott Marquee, 1986
- b.102 f.4 Marriott Marquee, 1992 (Hertz Rent-a-Car Spectarama display)
- b.102 f.5 Martakes, Harry, 1937 (Life Restaurant)
- b.102 f.6 Martin Beck Theatre, 1960
- t.2 Martin Beck Theatre, 1992 (*Guys & Dolls*)
- b.102 f.7 Mayflower Hotel (Atlantic City, NJ), undated
- b.102 f.8 McCann Project Management, 1990 (Hampton Inn, Times Square)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.102 f.9 Meadow Brook National Bank, 1961
- b.102 f.10 Mercedes-Benz do Brasil, 1960-1965
Information relating to a Mercedes sign in São Paolo not created by Artkraft Strauss
- b.102 f.11 Merkel, Inc., 1947-1950
- b.102 f.12 Metropolis Studios, 1982
 - t.1 Metropolis Theatre, 1992
- b.265 Metropolitan Hotel, undated
- b.102 f.13 Metropolitan Purchasing Agency, 1960 (Sachs Quality Stores)
- b.102 f.14 MGM, 1938
Astor Theatre. See also additional material under Loew's
 - t.55 Michael's Pub, 1992
- b.102 f.15 Michel Meat Market, 1960
- b.102 f.16 Milea Truck Sales, 1980-1981
- b.102 f.17 Milford Plaza, 1991-1992
- b.103 f.1 Milford Plaza, 1991-1992
- b.103 f.2 Millennium Hotel, 2002-2003
- b.103 f.3 Million Dollar Pier (Atlantic City), 1952
- b.103 f.4-5 Minolta, 1983-1990
- b.103 f.6 Mohawk Airlines , 1960
 - of.5 Mohawk Airlines , 1960
- b.104 f.1 Moore's Restaurant, 1959
- b.104 f.2 Morgan Hughes, Inc., 1960
 - t.14-15 Morgan Stanley World Clock, 1987-1989
See additional material under Series III.B. Project Management Files
- b.266 Morgan Stanley World Clock, 1987
- b.104 f.3 Mormar, Mark, 1983
Days Inn Times Square; 1984 New Year's Eve "apple drop"
- b.266 Mövenpick, 1987
See related material under Budd Contracting
Muir & Company
- b.104 f.4-5 Brooklyn Savings Bank, 1959-1962
- b.104 f.6 Greater New York Savings Bank, 1960
- b.104 f.7 Fulton Street/Montague Street Building Signage, 1961
- b.104 f.8 Lincoln Savings Bank, 1966
- b.104 f.9 New Harlem Savings Bank, 1965
- b.104 f.10 United Mutual Savings Bank/Union Square Savings Bank, 1969
- b.104 f.11 Murray Hill Theatre, 1960-1961
- b.104 f.12 Museum of Modern Art, 1965 (Exterior building signage)
- b.104 f.13 Music City, 1973
- b.104 f.14 Mutual Life/Mutual of New York (MONY), 1956 (MONY Weather Star)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.264 NAACP Legal Defense Fund, 1983 (Drawings for facade lettering only)
- b.104 f.15 Nab-Tern Constructors, 1974-1977
Yankee Stadium modernization. Includes documentation of minority workers on Affirmative Action Program logs. See also Invirex Demolition
- t.16 NAPCOM, 1990
Nathan's Famous, Inc.
- b.104 f.16-19 Store Signage, Broadway at 43rd Street, 1968-1973
- b.104 f.20 Nathan's/Kentucky Fried Chicken Shared Store, 1989
Rooftop Signage, Broadway at 43rd Street
- b.104 f.21 Southwestern Bell, 1986
- b.104 f.22 Goldstar Electronics, 1988
- b.104 f.23 Medialease, 1990
Jungle Fever; A Kiss Before Dying; Problem Child 2.
- b.104 f.24 NYNEX, 1991
- b.105 f.1 Beck's Beer, 1992
- b.105 f.2-3 Calvin Klein, 1993-1995
- b.266 National Airlines, 1969
- b.105 f.4 National Auto Renting Company, 1960
National Bank of North America
- b.105 f.5 Bay Ridge, 1968
- b.105 f.6 College Point, 1968
- b.105 f.7 East Meadow, 1967
- b.105 f.8 Forest Hills, 1968
- b.105 f.9 Jamaica, 1967
- b.105 f.10 National Bank of Pakistan, 1977
- b.266 National Car Rental, 1985
- b.105 f.11 National Debt Clock, 1998 (Created by the Durst family)
National General Pictures Corporation
- b.105 f.12 Rivoli Theatre, 1971 (*Big Jake.*)
- b.105 f.13 National General Theatre, 1972-1973 (Marquee and lighting.)
- b.105 f.14 National General Theatre, 1972-1973 (*Massacre in Rome.*)
- b.266 National General Theatre, 1975
- of.5 National General Theatre, 1975
National Outdoor Advertising Bureau (N.O.A.B.)
- b.105 f.11 Benson & Hedges Cigarettes, 1972-1977
- b.105 f.12 Winston Cigarettes, 1972-1977
- b.106 f.1 Nead Electric, 1993
Maintenance on '666' illuminated sign at 666 5th Avenue
- t.67 NEC Global, 1981
- b.106 f.2 Nederlander Organization, 1981 (Alvin Theatre)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.106 f.3 Neon Garcia C por A, 1967-1969 (For work done in the Dominican Republic)
- b.267 New Amsterdam Theatre, 1983 (Marquee)
- b.106 f.4 New York Artists Supplies, 1936
- b.106 f.5 New York Central Grain Elevator at Pier 7 (Weehawken, NJ), undated
New York City Transit Authority
 - of.1 34th Street Station, undated
 - t.1 Bowling Green Station, 1995
See related material under Fischbach and Moore
 - t.49 Times Square Station, 1996
 - t.39 Unidentified Sign, undated (Possibly for Times Square station)
- b.106 f.6 New York Council on Problem Gambling, 1996
- b.106 f.7-8 New York Hilton, 1962-1963
 - of.5 New York Hilton, 1962-1963
New York Mets
See additional material entered under Shea Stadium
 - b.106 f.9 Shea Stadium Scoreboard, 1968-1969
 - b.106 f.10 Shea Stadium Roof Signage, 1984
 - b.106 f.11 Konica Bullpen Sign, 2002-2003
 - b.106 f.12 New York *Newsday*, 1985
 - t.69 New York *Newsday*, 1985 (Drawings for One Times Square news band)
 - b.264 New York Post, 1983 (Marquee sign)
 - b.106 f.13 New York Telephone, 1960
 - t.30 New York Times, 1995
Drawings, College Point facility, Bronx, NY
 - b.267 New York Times, undated (Drawings, unspecified)
 - b.106 f.14 New Yorker Film Company, 1978 (Cinema Studio theater marquee)
- b.107 f.1 Newport Cigarettes, 1983-1985
Triboro Bridge spectacular. See related material under Lorillard Company
- b.193 f.3 Newport Cigarettes, undated
 - b.266 Newport Cigarettes, undated
 - b.264 *Newsweek*, 1983 (Grand Central Terminal display)
 - t.70 Nike, 1993
- b.107 f.2 Niketown, 1996
 - of.2 North American Philips Company, 1963-1964 (Norelco roof sign, Long Island City)
- b.107 f.3 North American Philips Company, 1963-1964 (Norelco roof sign, Long Island City)
- b.107 f.4 North General Hospital, 1994
- b.107 f.5 North Shore Mart, 1981
- b.107 f.6 Norman Keen Company, 1977 (*Oh! Calcutta!*)
 - b.266 Novotel, 1983
- b.107 f.7 Oestreicher Realty, 1965 (Government of India tourist office)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.107 f.8 Old London Snacks, 1961-1962
- b.266 Olden Camera, 1987
- b.107 f.9 O'Mealia Outdoor Advertising, 1964 (Ballantine Beer, Cheverolet, and Mercury)
- b.107 f.10-11 Omnipoint Communications, 1996
Installation and maintenance of cellular communication antenna
- b.107 f.12 O'Reilly's Townhouse, 1996
- b.108 f.1-2 OTS Signs, L.P., 1998-1999
Relating to Flexface signs and other installations at One Times Square
- b.108 f.3 Outdoor Management Network, 1998-1999
Emporio Armani and Armani Exchange painted wall signs, Canal street
- b.108 f.4 Outdoor Services, 1991
- b.108 f.5 Packard Motorcar Company, 1936
- b.265 Paine Webber, 1985 (Equitable Building signage)
- b.268 Palace Theatre, 1990
Palace Theatre, 1990
- b.108 f.6 *Sweet Charity*, 1965
- b.108 f.7 *Buddy Hacket and Eddie Fisher: Comedy & Songs*, 1967
- b.108 f.8 Marquee Repairs, 1981
- b.108 f.9 Pamela Amusement Company, 1960 ("Greetings by Babs")
- b.265 Pamela Waters, 1979-1980
Pan American Airlines
- b.108 10 Public Relations, 1959
- b.108 11 Long Island City, 1960
- b.108 12 Passenger Terminal, Idlewild Airport, 1961
- of.2 Passenger Terminal, Idlewild Airport, 1962
- b.108 13 Identification Signs, 1966
- b.108 14 Identification Signs, 1972
- b.108 15-17 Terminal Signs, 1973-1974
- of.6 Terminal Signs, 1973-1974
- b.268 Terminal Signs, undated
- b.108 18 Lettering and Logo Signs, Hangar 14, 1976-1977
- b.108 19 World Port Signage, 1974
- b.109 f.1 World Port Signage, 1974
- t.64 Directional Signage, 1983
- b.109 f.2 Directional Signage, 1984
- b.109 f.3 Pan American Building, 1962-1963 (Logo and lettering)
Panasonic
- b.109 f.4 Electronic Spectacular, 1977
Roof of DeMille Theatre, Broadway at 47th Street

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Panasonic (cont.)

- t.38 Electronic Spectacular, 1989-1993
 Roof of DeMille Theatre, Broadway at 47th Street
- Paramount Pictures
- b.109 f.5 *Psycho*, 1960
- b.109 f.6 *Serpico*, 1973
- b.109 f.7 Park Sheraton, 1968-1969
- b.266 Parkway New York, 1985
- b.265 Pathmark (Brooklyn), 1983
- b.109 f.8 Pease & Elliman, Inc., 1959
- b.109 f.9 Penthouse International, 1980 (*Caligula*)
- Pepsi-Cola
- b.110 f.1 Pepsi-Cola Metropolitan Bottling Company, 1968
- t.40 Times Square Sign, 1990
- b.110 f.2 Times Square Sign, 1993
- t.51 1514 Broadway Sign, undated
- t.39 1536 Broadway Sign, undated
- b.110 f.3 Long Island City Sign Refurbishment, 1993
 See additional material under Series III.B. Project Management Files
- b.194 f.4 Long Island City Sign Refurbishment, 1993
- b.267 Long Island City Sign Refurbishment, 1993
- b.269 f.4 Long Island City Sign Refurbishment, undated
- b.110 f.4-5 Sign maintenance , 1994-1996
- Philadelphia Veterans Stadium
- b.110 f.6 Theme Tower, 1970
- b.110 f.7 Technical Reports, Evaluations, and Maintenance, 1970
 Maintenance and Troubleshooting, undated
- Philip Morris International
- b.110 f.8 Signage at 1612 Broadway, 1959-1963
- b.110 f.9 Scoreboards in Aruba and Curacao, 1974
- b.110 f.10 Piel Bros. Beer, 1960-1961 (Liberty Street roof signs, Brooklyn)
- b.266 Pier 17 Pavillion, 1983
- b.110 f.11 Pine Brook Construction, 1962
- b.266 Pinnacle, 1983
- b.110 f.12 "Pizza", 1960
 Neon sign repair for unidentified pizza restaurant, 56 W. 14th Street
- b.110 f.13 Pizza Chef, 1968
- b.110 f.14 Pizza Fulton, 1968
- b.110 f.15 Planters Peanuts, 1962
 Estimate for repainting roof sign for Long Island City plant. No material pertaining to earlier
 Planters "Mr. Peanut" sign in Times Square

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Playboy International

- b.110 f.16 Playboy Theatre Marquee, West 57th Street, 1972
 - b.110 f.17 Playboy/Resorts International Joint Venture (Atlantic City, NJ), 1977-1981
 - b.110 f.18 Pongsri Restaurant, 1994
- Port of New York Authority
- b.111 f.1 George Washington Bridge, 1936
 - b.111 f.2 New York International Airport, 1963 (Now John F. Kennedy Airport.)
 - b.111 f.3 Newark Airport, 1972-1974
 - b.112 f.1-2 World Trade Center, 1972-1975
 - b.112 f.3 Journal Square Transportation Center (NJ), 1973-1976
 - b.112 f.4 PATH Train, 1973-1974
 - b.112 f.5 Port Authority Bus Terminal, 1975
 - b.266 Port Authority Bus Terminal, 1983
 - b.112 f.6 Various Projects, 1977
 - b.112 f.7 Carlin Atlas, 1981
 - b.112 f.8 Red Hook Container Terminal (Brooklyn), 1984
 - b.112 f.9 Prudential Insurance Company, 1974-1991 (External identification signs)
 - b.266 PSE&G, 1999 (Drawings only, with note: "not done")
 - t.68 PSE&G, 1999
 - b.112 f.10 Puritan Federal Company, 1938 (Puritan Clothes)
 - b.112 f.11 Pussycat Cinema, 1977 (*Long Jeanne Silver*)
 - b.267 Pussycat Cinema, 1978
 - b.112 f.12 Radio City Music Hall, 1981 (*America*)
 - b.265 Rainforest Cafe, 1998 (Drawings only, with note "not done")
 - b.112 f.13 Ranger Bar, 1937
 - b.269 f.5 Ranger Bar, undated
 - b.112 f.14 Ray's Liquor Store, 1994
 - b.112 f.15 RCA Whirlpool, 1960
 - t.24-27 Renaissance Hotel, 2 Times Square , 1990-1991
Designs for Ramada. See additional material under Series III.B. Project Management Files
 - t.58-59 Renaissance Hotel, 2 Times Square (Designs for Ramada)
 - t.19-23 Renaissance Hotel, 2 Times Square , 1994 (Drawings for Stouffers)
 - t.62 Renaissance Hotel, 2 Times Square , undated (Designs for Ramada)
 - b.112 f.16 Restaurant Robert, 1960
 - b.112 f.17 Ringling Bros.- Barnum & Bailey Circus, 1956 (Repainting of baby elephant truck)
 - b.112 f.18 Ripley's *Believe it or Not* (St. Augustine, FL), 1966
 - b.112 f.19 Riviera Idlewild Motor Inn (Jamaica, NY), 1963
 - b.112 f.20 Rivoli Theatre, 1959-1960 (Paint and lettering, exterior signage)
- RKO Theatres

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

RKO Theatres (cont.)

- b.112 f.21 Palace, 1960
Paint and lettering, exterior signage. Lettering and maintenance.
- b.113 f.1 Proctor's 58th Street, 1937 (Roof structure and facade signage)
- b.113 f.2 Proctor's 86th Street, 1938 (Facade signage)
- b.113 f.3 RKO 23rd Street, 1938 (Maintenance)
- b.113 f.4 Orleans Building, 1968 (Maintenance)
- b.113 f.5 Century Warner (Ridgewood, NJ), 1984 (Marquee)
- b.113 f.6-7 Robert Glenn Inc., 1961 (Union Square Savings Bank)
- b.113 f.8 Rod Stewart, 1981 (Tour advertising, *Tonight I'm Yours*)
- b.113 f.9 Roger Smith Hotel Corp., 1965 (Cocktail lounge sign)
- b.113 f.10 Ross-Frankel, 1937 (Douglas Shoe Store)
- b.113 f.11 Rose Associates, 1994
- b.113 f.12 Rossoff Hotel, 1994
- b.113 f.13 Roy Rogers Restaurant, 1992
- b.113 f.14 Royal Prudential, 1981
- b.113 f.15 Roxy, undated (Unidentified marquee)
- b.113 f.16 Royal Furniture, 1937
- b.113 f.17 Rubenstein Brothers, 1960 (Howard Johnson, 1542 Broadway)
- b.113 f.18 Ruppert Knickerbocker Brewing Company, 1960
- b.113 f.19 Sabena Belgian World Airlines, 1964
- b.113 f.20 Sachs Quality Stores, 1960
Sachs Quality Stores and Pawgan, Brooklyn
- b.113 f.21 Sage Realty, 1992
- b.113 f.22 Salvation Army, 1967
- t.40 Samsung, 1986-1994
See related material in III.B. Project Management Files
- b.265 Samsung, 1994, 2002
- b.113 f.23-2 Samsung, 2001-2002 (2 Times Square spectacular)
- of.6 Samsung, 2002
- t.15 Samsung, undated
- b.193 f.5 San Michel, 1983
- b.114 f.1 Saybrook Theatre, 1937 (Marquee)
- b.114 f.2 Schenley Distillers, 1957
- b.114 f.3 Schmidt's Beer (Atlantic City, NJ), 1967
- b.114 f.4 Sea & Ski, 1966 (46th Street wall bulletin)
- b.114 f.5 Seaboard & Western Airlines, 1959
- b.114 f.6-7 Sears Roebuck & Company, 1960-1973 (New York and Philadelphia locations)
- b.114 f.8 Seiko, 1987
- b.114 f.9 Serino Coyne, 1993

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.114 f.10 Seven Arts Warner Theatre, 1967 (*Camelot*)
- b.114 f.11 Shea Stadium, 1980, 1999
Scoreboard. See additional material entered under New York Mets
- b.265 Sheraton Manhattan, 1987
- b.114 f.12 Sheraton Manhattan, 1994
- b.114 f.13 Sheraton McAlpin (Atlantic City, NJ), 1959
Name changed from Sheraton McAlpin to Sheraton Atlantic
- b.114 f.14 Sherwood Equities, 1993-1997 (2 Times Square "Cube" sign)
- b.115 f.1-2 Showtime, 2000
Shubert Theatres
- b.115 f.3 Imperial Theatre, 1960 (Marquee maintenance)
- b.115 f.4 Majestic Theatre, 1968 (Marquee maintenance)
- b.115 f.5 Siegelson's Jewelry, 1995
- b.115 f.6 Silverstein Properties, 1983 (120 Broadway building signage)
- b.115 f.7 Silvercup Bakers Inc., 1961-1967
- of.7 Silvercup Bakers Inc., 1961-1967
- b.115 f.8 Silvercup Studios (Long Island City), 1987 (Formerly Silvercup Bakers Inc)
- b.115 f.9 Smith Limousines, 1996
- b.115 f.10 Sofia Brothers, 1974-1975
- b.115 f.11 Sola Metal Company, 1973
- b.115 f.12 Solack Estates, 1967-1972
- b.115 f.13 Solari America, 1972
Relating to work done at JFK Airport. See related material entered under Port Authority of New York
- b.116 f.1-2 Sony, 1990-1996
Mainly concerning Sony Jumbotron in Times Square
- t.57 Sony, 1990 (Drawings for Jumbotron)
- b.116 f.3-5 Spectacolor, 1993-1994
Relating to signs in Times Square and at Chelsea Piers
- b.116 f.6 Spencer Display, 1960
Relating to work done for Pan American Airlines and United Airlines
- b.116 f.7 Sportsmans Park (St. Louis), 1938
- b.116 f.8 Stamford Enterprises, 1969-1970 (Stamford Theatre, Stamford, CT)
- b.116 f.9 Standard-Vacuum Oil Company, 1937 (SOCONY sign, Shanghai, China)
- b.116 f.10 Stanley Thea, Inc., 1982 (Colonnade 57, W. 57th Street)
- b.116 f.11 "Staten Island", 1994
Unidentified pole sign installed at 100 South Bridge Street, Staten Island
- b.116 f.12 Statler Hilton, 1960-1965
Sterling National Bank
- b.116 f.13 Signs for Branch at Queens Boulevard and 67th Drive, Forest Hills., 1961-1962
- b.117 f.1 Signs for Branch at Queens Boulevard and 67th Drive, Forest Hills., 1961-1962

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Sterling National Bank (cont.)

Signs for Unidentified Branch, 1972

Madison Avenue Branch, 1973

- b.117 f.2 Stillwell & Surf Restaurant Corp., 1975
Pampy's Restaurant & Cocktail Lounge, Mermaid Avenue, Coney Island
- b.267 Sunkist, 1956
- Blueprint, Harrison Street "Fresh For Health" roof sign
- b.117 f.3 Sunkist, 1957-1967
Harrison Street "Fresh For Health" roof sign, and West Side Highway time and temperature sign
- b.117 f.4 Suntory Whisky, 1986-1987
Suntory Royal spectacular in Times Square
- t.54 Suntory Whisky, 1990
Blueprints. See additional material under Series III.B. Project Management Files
- b.117 f.5 Surrey Hotels, 1993
- b.117 f.7 Sutton Theatre, 1994
- b.117 f.8 T. Moriarty & Son, 1974-1975
Port Authority Bus Terminal modernization. See related material under Port Authority of New York
- b.117 f.9 Target, 2000-2001 (Times Square lava lamp)
- b.118 f.1-2 Target, 2000-2001 (Times Square lava lamp)
T.D.I.
- b.118 f.3 JFK Airport, 1974
See related material under Port Authority of New York
- b.118 f.4 Long Island Railroad - Flushing Main Street Bridge, 1974
- b.118 f.5 Bus Shelters, 1977 (See related material under Bus shelters)
- b.118 f.6 42nd Street "E-Walk" Sign, 200-2003 (See related material under Showtime)
- b.265 TDK, 1981 (National Hotel sign)
- b.118 f.7 TDK, 1984-1993
- b.118 f.8 Technical Tape Corp., 1960
- b.118 f.9 Thatcher Construction Company, 1964
U.S. Rubber Company/Uniroyal exhibits at 1964 New York World's Fair, later transported to Detroit. See additional material under U.S. Rubber
- b.118 f.10 Time-Life Inc., 1960-1961 (Time-Life Building)
- of.7 Time-Life Inc., 1960-1961
- b.119 f.1 Times Square Associates, 1974 (Casa Dario Restaurant)
- b.119 f.2-7 Tishman Realty and Construction, 1974-1989
- b.119 f.8-9 Tishman-Speyer, 1997 (Equitable Building, 120 Broadway)
- b.119 f.10 TKTS booth, 1980-1995
See additional material under Series III.B. Project Management Files
- b.119 f.11 Towercon, 1973-1976 (Traffic signs, Cross-Island Parkway)
- b.119 f.12 Trade Bank & Trust Co., 1960 (Lexington Avenue at 32nd Street)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- of.7 Trade Bank & Trust Co.
Trans-Lux Corporation
- b.119 f.13 Flashcast Zipper Signs, 1950-1963 (Multiple locations, multiple cities)
- b.120 f.1 Trans-Lux Theatres, 1960 (Marquee)
- b.120 f.2 Trans-Lux Theatres, 1965
Reistertown Shopping Plaza, Pikesville, MD
- b.120 f.3 Trans-Lux Theatres, 1973 (*The New York Experience*)
- b.120 f.4 Greenwich Plaza Theatre, 1978
- b.120 f.5 Transportation Displays Incorporated, 1966-1967
Solar signal board, Grand Central Terminal
Trans-World Airlines (TWA)
See related material under Eastern Airlines and Lockheed.
- b.120 f.6 Kansas City, 1956
- b.120 f.7 Chicago, 1956
- t.56 Times Square, 1954
- b.120 f.8 Times Square, 1958-1960 (Press events)
- b.121 f.1 Times Square, 1960
Special message programming for Times Square sign
- t.45 Times Square, 1960
Material is fragile. Please use digital surrogate when possible.
- t.46 Times Square, 1960
Material is fragile. Please use digital surrogate when possible.
- t.66 Times Square, undated
Material is fragile. Please use digital surrogate when possible.
- t.18 Times Square, 1960 (Also includes Lockheed sketches)
- b.121 f.2 Times Square, 1960-1961 (Press events)
- b.121 f.3 Chicago-O'Hare, 1962
- b.121 f.4 JFK International, 1970
- b.121 f.5 Unidentified Location, 1970
- b.193 f.6 Miscellaneous Drawings and Mock-ups, undated
- b.267 Miscellaneous Drawings and Mock-ups, undated
- b.268 Miscellaneous Drawings and Mock-ups, undated
- b.269 f.6 Miscellaneous Drawings and Mock-ups, undated
- b.121 f.6-7 Treo Company, 1949-1959
Building marquee; Cheers Bra; Treo Girdles
- b.121 f.8-11 Triborough Bridge and Tunnel Authority, 1972-1984
- of.7 Triborough Bridge and Tunnel Authority, 1972
- b.121 f.12 Trunz Pork Store, 1937
- b.121 f.13 Trump Tower, 1986

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

- b.122 f.1 Tully & DiNapoli, Inc., 1956-1960
Directional signage for Horace Harding Expressway, as sub-contractor to New York City
Department of Public Works
Turner Construction
- b.122 f.2 Seaboard & Western Airlines, 1954-1960
See related material under Seaboard & Western Airlines
- b.122 f.3 General Motors Exhibit Building, New York World's Fair, 1963-1964
- b.122 f.4 Indonesian Pavilion, New York World's Fair, 1963-1964
- b.193 f.7 U-Haul, undated
- b.122 f.5 Unifilm, 1980 (*Bye Bye Brazil*)
- b.122 f.6 Union Carbide Corp., 1965
Signs for Consumer Products Division, Bennington, VT
- b.122 f.7 Union Dime Bank, 1958
- b.122 f.8 Union Square Savings Bank, 1962
United Artists
- b.122 f.9 *The Alamo*, Rivoli Theatre Marquee, 1960
- b.122 f.10 *Dawn of the Dead*, Rivoli Theatre Marquee, 1979
- b.122 f.11-12 Parkway Plaza Theatre, 1991-1993
- b.123 f.1-2 Parkway Plaza Theatre, 1991-1993
- b.123 f.3 United Long Island Theatres, 1938 (Cambria Theatre marquee)
- b.123 f.4 United States Tennis Association (USTA), 1991
Universal Pictures
- b.123 f.5 *The Road Back*, 1938 (Globe Theatre marquee.)
- b.123 f.6 *Spartacus*, 1960 (DeMille Theatre.)
- b.123 f.7 *Flash Gordon*, 1980 (Bond Building roof sign.)
- b.123 f.8 *The Hard Way* and *Smoking Gun II*, 1989-1990
- b.123 f.9 Uris Corporation, 1962-1968 (Sperry Rand)
- b.123 f.10 U.S. Theatre (Paterson, NJ), 1937 (Marquee)
U.S. Rubber Company (Uniroyal)
- b.124 f.1 Uniroyal Tire, 1964-1966
Relates to the construction of the Uniroyal Tire installation for the New York World's Fair,
as well as the disassembly and transferal of the sign to Detroit. See related materials under
Thatcher Construction Co.
- t.44 U.S. Royal Tires, undated (Blueprint)
- t.66 Uniroyal Giant Tire, 1964-1966 (Sketch)
- b.124 f.2 USO, 1993
Van Wagner
- b.124 f.3 Fuji Spectacular, Times Square, 1981
- b.124 f.4 Wall bulletin, 207 E. 36th Street, 1982
- b.124 f.5 Brother International Billboard, 1984

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

Van Wagner (cont.)

- b.124 f.6 Roof Sign, 1627 Broadway, 1991
- b.124 f.7-8 Jockey and Goldstar Signs, 1992-1996
- b.124 f.9 World Trade Center PATH Train , 1998-1999
- t.42 Victoria Theatre, 1955
Marquee with *20,000 Leagues Under the Sea* signage
- b.125 f.1-3 Virgin Atlantic, 2002-2003 (Illuminated spectacular, 1540 Broadway)
- b.125 f.4 Viva Pizza, 1960
- b.125 f.5-7 Waldorf-Astoria, 1960-1967
- b.125 f.8 Wallach's White Plains, 1992
- b.125 f.9-10 Walter Reade Theatre, 1959-1960 (Marquee)
- b.125 f.11-12 Warner Theatre, 1960
- b.125 f.13 Walter Sign Corp., 1973-1974 (Presbyterian Hospital exterior signage)
- b.125 f.14 Washington Mutual, 2000-2002
"House" spectacular at Crown Plaza, Broadway at 49th Street
- b.266 West Side Neon, 1988-1990
- b.125 f.15 West Side Tennis Club, 1984
Scoreboard and Mercedes-Benz sponsor signage
Weber & Heilbruner
- b.125 f.16 Stein Bloch Clothes, 1457 Broadway, 1936
- b.125 f.17 42nd Street at Madison Avenue, 1960
- b.125 f.18 Broadway at 57th Street, 1960
- b.126 f.1-2 Westinghouse Electric Corporation, 1965-1972
Roof sign on ABCO Refrigeration Co. building, Long Island City
The Who's Tommy
- t.2 Eugene O'Neill Theatre signage, 1992
- t.2 St. James Theatre signage, 1994
- b.126 f.3 Winner-Whelan Corporation, 1964
New York State pavilion at 1964 New York World's Fair
- b.126 f.4 Wilfred-American, 1985
Wilfred Building, 1657 Broadway. Exterior signag
- b.126 f.5-9 Williamsburg Savings Bank, 1960-1996
- b.126 f.10-11 Wilson Excursion Lines, 1960
- b.126 f.11-12 Wilson-Frissora, Inc., 1973 (Bette Midler wall bulletin)
- b.266 Wiltshire Building Facade, 1988
- b.126 f.13 Winter Garden Theatre, 1993-1995
- b.126 f.14 Whitler Contracting, 1973-1975 (Directional signage, Bruckner Expressway)
- b.127 f.1 Wiz Distributors, Ltd., 1985-1990
Nobody Beats the Wiz painted bulletin on Flatbush Avenue at Avenue U
- b.127 f.2 Wondersign Corporation, 1939
World Network Inc.

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. A. Jobs, 1936-2004

Job files are ar... (cont.)

World Network Inc. (cont.)

- b.127 f.3 DeWar's White Label, 1595 Broadway, 1964
- b.127 f.4 Coronet Brandy, Broadway at 49th Street, 1972
- b.127 f.5 World Tobacco Company, 1965
Roof sign, "Tax-free cigarettes at J.F.K. International Airport
- b.127 f.6 World's Busiest Corner/Lou Brandt, 1973
Abe Beame campaign sign on Rialto Theatre building
- b.127 f.7 WPAT, 1962 (Wall bulletin on Astor-Victoria Building)
Wynne-Compass Fair, Inc.
- b.127 f.8 *To Broadway With Love*, 1952
- b.127 f.9 Log Flume Ride at Diddyland, New York World's Fair, 1964
- b.127 f.10 Yale Express System, 1964 (Roof sign, West Side Highway)
Yale Transport
- b.127 f.11 Roof Sign, 1953
- b.127 f.12 Truck Mock-Up, 1953
- b.127 f.13 Young & Rubicam, 1960 (Chrysler, 42nd Street and 8th Avenue)
- b.127 f.14 Zauuderer, George S., 1959 (Party signage)
- b.127 f.15-16 Zeckendorfer Hotels, 1960
- b.127 f.17 Zion, 1960 (Roof sign, Long Island City)
- b.127 f.18 Unidentified Designs, 1961, undated
- b.193 f.8 Unidentified Designs, undated
- t.31 Unidentified Drawings, undated
- b.266 Unidentified Drawing, undated
- b.268 Unidentified Drawing, undated

III. B. Project Management Files, 1982-2005

Project management files were created and maintained by Robert Jackowitz, Vice President of Design and Engineering, and by James Manfredi, Vice President of Special Projects. These files document projects from the 1980s onward which are notable for their scale and technological sophistication, such as the British Airways spectacular featuring a 12-ton half-scale model of a Concord jet, and the Budweiser sign at One Times Square featuring an LED video screen and tipping Budweiser bottle. Due to their complex and extensive designs, these projects are generally more thoroughly documented than those found in the Jobs files, and usually include administrative files, technical specifications, budgets, timelines, drawings, proof of concept documents, and material relating to the work of companies hired to design or fabricate robotics, digital media, and other precision technical equipment. Arrangement is alphabetical by subject

2 Times Square Project Files, 1989-1997

- b.128 f.1-2 Correspondence
- b.128 f.3 Contracts
- b.128 f.4 Cube Sign Information
- b.128 f.5 Davits
- b.128 f.6 Deformed Outrigger

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

2 Times Square Project Files, 1989-... (cont.)

- b.128 f.7 Drawings
- b.129 f.1 Drawings
- b.129 f.2 Glassalum
- b.129 f.3 On-site Papers
- b.129 f.4-6 Ramada
- b.129 f.7-8 Roof Crane
- b.130 f.1 Roof Crane
- b.130 f.2 Roof Sign
- b.130 f.3 Schedule Meetings
- b.130 f.4 Transmittals
- b.130 f.5 35th Street Wall Mural, 2004
- b.130 f.6-8 8th Avenue at 45th Street, 2002-2004
120 Bruckner Boulevard, 2002-2004
- b.130 f.9 2002
- b.130 f.10 2003
- b.130 f.11 2004, Facing East
- b.130 f.12 2004, Facing West
- 166 E. 61st Street, 2002-2004
- b.131 f.1 General File
- b.131 f.2-4 Correspondence
- b.131 f.5 Contracts and Estimates
- b.131 f.6 Drawings
- b.131 f.7 Invoices
- b.131 f.8 "Jimmy's File" (Refers to James Manfredi)
- b.131 f.9 "New File"
- b.131 f.10 Office sign
- b.131 f.11 Permits
- b.131 f.12 Revised Price and Terms
- b.131 f.13 Spivak, Howard (Architect)
- b.131 f.14 Structural Engineer
- 750 7th Avenue, 1994-1995
- b.131 f.15 Admin
- b.131 f.16 AKS File
- b.132 f.1 Artwork
- b.132 f.2 Approved Drawings
- b.132 f.3 Budgets
- b.132 f.4 Dailies
- b.132 f.5 Engineering
- b.132 f.6-7 Drawings

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

750 7th Avenue, 1994-1995 (cont.)

- b.132 f.8 Lighting and Power
 - b.132 f.9 LVTS
 - b.132 f.10 Maintenance and Guarantee
 - b.133 f.1 New Permits
 - b.133 f.2 Meeting
 - b.133 f.3 Permits
 - b.133 f.4 Photo Credits
 - b.133 f.5 Proposals
- 1567 Broadway, 1997-1999
- b.133 f.6-12 ADF/RFI
 - b.133 f.18 Constant Review
 - b.133 f.13 Admin/New deal
 - b.133 f.14 AKS
 - b.133 f.15 Areas
 - b.133 f.16 Billing
 - b.133 f.17 Cantor Seinuk
 - b.134 f.1 Correspondence
 - b.134 f.2 Drawings
 - b.134 f.3 Elevator
 - b.134 f.4 Engineering
 - b.134 f.5 Face Panels
 - b.134 f.6 Flex Faces
 - b.134 f.7 Hotel East
 - b.134 f.8 Hotel Roof Sigs
 - b.134 f.9 Hotel Sign Weights
 - b.134 f.10 Hotel Trusses
 - b.134 f.11 Hotel West
 - b.134 f.12 Infrastructure
 - b.134 f.13 JB&B
 - b.134 f.14 Jones-GMO
 - b.135 f.1 Lighting and Power
 - b.135 f.2 Meeting Notes
 - b.135 f.3 Notes
 - b.135 f.4 Permits
 - b.135 f.5 Post
 - b.135 f.6 Project budget
 - b.135 f.7 Reliable Electric Products
 - b.135 f.8 Roof Boom
 - b.135 f.9 Scaffolds

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

1567 Broadway, 1997-1999 (cont.)

- b.135 f.10 Schedule
- b.135 f.11 Sidewalk Bridge
- b.135 f.12 Sidewalk Fence
- b.135 f.13-14 Sketches
- Signs
- Signs are represented by an alphanumeric code indicating their location at the 1567 Broadway site. Letters refer to the side of the site (East, North, etc.) on which the sign appears
- b.135 f.15 E1A
- b.135 f.16 E2
- b.135 f.17 E3
- b.135 f.18 N1A
- b.135 f.19 N2
- b.135 f.20 N3
- b.135 f.21 S2
- b.135 f.22 S3
- b.135 f.23 Spider
- b.135 f.24 Weight and Depth--Tower
- b.135 f.25 1627 Broadway, 2003
- AMC Theatres, 1999-2004
- b.136 f.1 General File and Correspondence
- b.136 f.2 *A&E Biography*
- b.136 f.3 Borders
- b.136 f.4 Coke Development
- b.136 f.5 Continental
- b.136 f.6 Discovery Channel
- Ford
- b.136 f.7 Artwork and Design
- b.136 f.8 Budgets
- b.136 f.9 Correspondence--AKS
- b.136 f.10 Correspondence--Client
- b.136 f.11 Demographics
- b.136 f.12 Designs "As Is"
- b.136 f.13 EventAge
- b.136 f.14 Large LED Oval
- b.136 f.15 Lighting
- b.136 f.16 Meeting Notes
- b.136 f.17 Moveable Signs
- b.136 f.18 Schedule

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

AMC Theatres, 1999-2004 (cont.)

Ford (cont.)

- b.136 f.19-21 Trip
- b.137 f.1 Fuji
- b.137 f.2 Hess--General File
- b.137 f.3 Hess--Artwork File
- b.137 f.4 Joe Boxer
- b.137 f.5 Miscellaneous Marketing Materials
- b.137 f.6 Miscellaneous Proposals
- b.137 f.7 Nike
- b.137 f.8 Orville Redenbacher
- b.137 f.9 Photos and LOGos
- b.137 f.10 Sales Brochure
- b.137 f.11 Sales Promo Sheet
- b.137 f.12 Sightline Study
- b.137 f.13 Signs
- b.137 f.14 S.W.A.T.
- b.137 f.15 Visa

Artkraft Strauss Locations, 1999-2004

- b.138 f.1 8 Beach Street
- b.138 f.2 540 W. 36th Street Lease
- b.138 f.3 725 7th Avenue
- b.138 f.4 729 7th Avenue
- b.138 f.5 2288 First Avenue
- b.138 f.6 Battery Park
- b.138 f.7 Brooklyn-Queens Expressway
- b.138 f.8 Dyer Avenue at 41st Street (Lincoln Tunnel)
- b.138 f.9 Location IDs
- b.138 f.10 Old Locations

Bloomberg Radio at Penn Station, 1994-1997

- b.138 f.11-12 AKS--Internal, 1995-1999
- b.138 f.13 AKS--Work File, 1994-1995
- b.138 f.14 Amtrak, 1996
- b.138 f.15 Budgets, 1995
- b.138 f.16 Client and Correspondence, 1994-1996
- b.138 f.17 Contract Authorizations, 1996
- b.138 f.18 Contract
- b.139 f.1 Contract
- b.139 f.2 Danto, David (Consultant)
- b.139 f.3 Drawings
- b.139 f.4 Electrical

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Bloomberg Radio at Penn Station, 19... (cont.)

- b.139 f.5 Endgame
- b.139 f.6 Engineering
- b.139 f.7 GLS
- b.139 f.8 Imtech
- b.139 f.9 LED Clocks and Displays
- b.140 f.1 Line Conditioner
- b.140 f.2 Metal and Sheet Fabrication
- b.140 f.3 Schedules
- b.140 f.4 Mobile Wall Work File
- b.140 f.5 New Door, North Side
- b.140 f.6 Permits
- b.140 f.7 Pioneer
- b.140 f.8 Proposals and Bids
- b.140 f.9 RNA
- b.140 f.10 Serino Coyne
- b.140 f.11 TDI
- b.140 f.12 To-do List
- b.140 f.13-14 World Trade Center

British Airways Times Square, 1994-2000

Administrative Files

- b.140 f.16 AAA Flag, 1996-1997
- b.140 f.17 Action items, 1996
- b.140 f.18 AKS Internal Files, 1996-1997
- b.141 f.1-2 AKS Internal Files
- b.141 f.3-4 Baffle
- b.141 f.5 Ballpark Budgets
- b.141 f.6 Contract Warranty
- b.141 f.7-9 Correspondence
- b.141 f.10 Drawings
- b.142 f.1-2 Drawings
- b.142 f.3-4 Estimates
- b.142 f.5 Event
- b.142 f.6-7 Inwave
- b.142 f.8 Korea Trip
- b.142 f.9 M&C Saatchi
- b.143 f.1 M&C Saatchi
- b.143 f.2 Meeting
- b.143 f.3 Minutes
- b.143 f.4 Nondisclosure statement

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

British Airways Times Square, 1994-... (cont.)

Administrative Files (cont.)

- b.143 f.5 Old Agendas
- b.143 f.6 Permits
- Rainbow Vision
- b.143 f.7 General File
- b.280 f.2 Contract
- b.280 f.3 Drawings
- b.280 f.4 Meeting and Notes
- b.280 f.5 Meeting in Texas 08/22/96
- b.280 f.6 Memo of Understanding
- b.280 f.7 Power Supply
- b.280 f.8 Revenue Split
- b.280 f.9 Scope of Work
- b.143 f.8 Sketches
- b.143 f.9 TSCA
- b.143 f.10 Wall Graphics
- Plane Model
- b.143 f.11 20x40 Quotes
- b.143 f.12 CAD Work
- b.143 f.13 Concord 3 Points
- b.143 f.14 Daktronics, Inc.
- b.143 f.15 Display Board
- b.144 f.1-6 Engineering
- b.144 f.7-12 L&L Tooling & Manufacturing, Inc.
- b.144 f.13 Lighting
- b.280 f.1 Lighting
- b.144 f.14 Quality assurance Manual
- b.144 f.15 Temporary File

Budweiser--Times Square, 1996-2000

Administrative Files

- b.145 f.1-2 AKS internal files
- b.145 f.3 AKS scope of work
- b.145 f.4 Approved drawings and samples
- b.145 f.5 BBD Needham
- b.145 f.6 Bezel area
- b.145 f.7 Bottle
- b.145 f.8 Budweiser sign samples
- b.145 f.9-11 Contracts
- b.146 f.1 Correspondence
- b.146 f.2 Dimmer

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Budweiser--Times Square, 1996-2000 (cont.)

Administrative Files (cont.)

- b.146 f.3 Drawings
- b.146 f.4 Honeybee Robotics Endgame
- b.146 f.5 Instillation Drawings, As Built
- b.147 f.1 Instillation Drawings, As Built
- b.147 f.2 Kayson 42
- b.147 f.3 Local 137
- b.147 f.4 Maintenance
- b.147 f.5 Outdoor Systems
- b.147 f.6 Permits
- b.147 f.7 "Phase I"
- b.147 f.8 Panasonic Service
- b.147 f.9 Power Notes
- b.147 f.10 Punch List
- b.147 f.11 Quarterly Report
- b.147 f.12 Samples
- b.147 f.13 Scaffold
- b.147 f.14 Schedules
- b.147 f.15 Sidewalk Bridge
- b.148 f.1 Sign and Site General Information
- b.148 f.2 Tele-video Conference with Action List from Bud
- b.148 f.3 Van Wagner
- b.148 f.4 Weight
- Background Screen
- b.148 f.5 AKS Internal File
 - Daktronics, Inc. (LED specialists)
 - b.148 f.6 Contracts and Letter of Intent, 1997-1998
 - b.148 f.7 Control and Animation, 1997-1998
 - b.148 f.8 Correspondence, 1997-1998
 - b.148 f.9 Drawings, 1997
 - b.148 f.10 Mock-up, 1997
 - b.148 f.11 Mock-up, 2nd Visit, 1997
 - b.148 f.12 Samples, undated
 - b.148 f.13 Tech, 1997
 - b.148 f.14 Drawings
 - Includes drawings for Minolta sign previously at 1Times Square location
- b.148 f.15 Electrical
- b.148 f.16 Hexagon Background--Original File of Concept
- b.148 f.17 Light Readings
- b.148 f.18 Pixel LED Brightness and Plexi Issues

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Budweiser--Times Square, 1996-2000 (cont.)

Background Screen (cont.)

- b.149 f.1 Plexiglass
- b.149 f.2 Ribs
- b.149 f.3 Sections/Measurements--Metal Work
- Budgets and Estimates
- b.149 f.4 AKS Hours and Expenses
- b.149 f.5 Hexagonal Concept Budget
- Budget
- b.149 f.6 Copies
- b.149 f.7 Submitted
- b.149 f.8 Budget revisit--Logos and Letters
- b.149 f.9 Summary and Notes
- b.149 f.10 Revisit--Background
- b.149 f.11 Revisit--Bottle
- b.149 f.12 Revisit--Removal and Install Except Video
- b.149 f.13 Revisit--Video Screen
- b.149 f.14 Revisit--Engineering
- b.149 f.15 Revisit--Honeybee Robotics
- b.149 f.16 Phase II Budget
- Cradle and Mechanism
- b.149 f.17 AKS Internal File
- b.149 f.18 Electrical
- b.149 f.19 Honeybee Robotics--Contract
- b.149 f.20 Honeybee Robotics--Correspondence and invoice
- b.149 f.21 Honeybee Robotics--Drawings
- b.149 f.22 Meeting Notes
- b.149 f.23 Motor and Gear Box
- b.149 f.24 Parts and Purchase Orders
- b.150 f.1 RSL Drawing and Correspondence
- Digital Illusion
- b.150 f.2 AKS Internal File
- b.150 f.3 Ideas and Concepts
- b.150 f.4 Hexagonal Sign Patterns
- b.150 f.5 Hexagonal Sketches and Photographs
- b.150 f.6 Install and Connect
- b.150 f.7 Large Message Area
- b.150 f.8 Mechanism and Honeybee
- b.150 f.9 Notes--Van Wagner
- b.150 f.10 Numeral Display
- b.150 f.11 Presentation Package

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Budweiser--Times Square, 1996-2000 (cont.)

Digital Illusion (cont.)

- b.150 f.12 Steel Fabrication and Blank Sections
Face Change and Millennium 2000 Sign
- b.150 f.13 AKS Internal File
- b.150 f.14 Budgets
- b.150 f.15 Correspondence
- b.150 f.16 Engineering
- b.150 f.17-18 Flex Face Changes
- b.150 f.19 Permits
- b.150 f.20 Sherwood Properties
- b.150 f.21 Sidewalk Shed
- LED and Video
- b.150 f.22 General Video File
- b.150 f.23 Astrovision
- b.150 f.24 Charts
- b.150 f.25 Daktronics
- b.150 f.26 Hi-Tech
- b.150 f.27 Image Media
- b.151 f.1 Integrated Trans-Lux
- b.151 f.2 Ivis
- b.151 f.3 "LED for A & B"
- b.151 f.4 LED Visits
- b.151 f.5 Mikohn Gaming Corp.
- b.151 f.6 Opter Displays
- b.151 f.7 "Put together LED Chart"
- b.151 f.8 Rainbow Vision
- b.151 f.9 Sony
- b.151 f.10 Soprodev, Inc.
- b.151 f.11 Sunnywell/Sunnyvision
- b.151 f.12 Tung Yang (Samjin)
- Panasonic
- b.152 f.1 Correspondence
- b.152 f.2 Controller
- b.152 f.3 Meetings
- b.152 f.4 Rain shield
- b.152 f.5 Ramirez, David
- b.152 f.6 Schematics
- b.152 f.7 Video Camera
- b.152 f.8 Vinyl Letters
- Phase II

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Budweiser--Times Square, 1996-2000 (cont.)

Phase II (cont.)

- b.152 f.9 AKS Internal File
- b.152 f.10 AB Correspondence
- b.152 f.11 Bay Crane
- b.152 f.12-15 Budgets
- b.153 f.1 Budgets
- b.153 f.2 Circles
- b.153 f.3 Daktronics Background
- b.153 f.4 Daktronics Spare Parts and Repairs
- b.153 f.5 Daktronics and Trans Lux
- b.153 f.6-7 Drawings
- b.153 f.8 End Game
- b.153 f.9 Follow-ups
- b.153 f.10 Logo Area and Letters
- b.153 f.11 Neon Letter Change
- b.153 f.12 Photos, Logos, and Artwork
- b.154 f.1 Punch List
- b.154 f.2 "T & M Notes"
- b.154 f.3 To-do Lists
- Ramirez, David--Budweiser Project Files
- b.154 f.4 Action List
- b.154 f.5 Anheuser-Busch
- b.154 f.6 Artkraft Strauss Internal Correspondence
- b.154 f.7 Artwork and mechanicals
- b.154 f.8 Bottle
- b.154 f.9 Contract and Budget
- Daktronics
- b.154 f.10 Background
- b.154 f.11 Cabinet
- b.154 f.12 Correspondence
- b.154 f.13 Diffusers
- b.154 f.14 Digital
- b.154 f.15 Honeybee Robotics
- b.154 f.16 Logo and Letters
- b.154 f.17 Paint
- b.154 f.18 Sherwood Equities
- b.154 f.19 Triangle Plastic
- b.154 f.20 To-do List
- Travel
- b.154 f.21 Daktronics Trip

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Budweiser--Times Square, 1996-2000 (cont.)

Travel (cont.)

b.154 f.22 St. Louis

b.154 f.23 Tampa

Canon, 1993

b.154 f.24 AKS Internal File

b.154 f.25 Budgets

b.154 f.26 Concept and Art

b.155 f.1 Daktronics

b.155 f.2 Hydro Kleen

b.155 f.3 Refurbishing

Charmin, 2005

b.155 f.4 Artwork and Photos

b.155 f.5 Budget

b.155 f.6 Construction Contract

Correspondence

b.155 f.7 Artkraft Strauss

b.155 f.8 Atomic Props

b.155 f.9 Cogunda

b.155 f.10 Endgame Problem/Extra Charges

b.155 f.11 Engineering

b.155 f.12 Invoices

b.155 f.13 Permits

b.155 f.14-15 Vinyl Faces

Cityspire, 1998-2000

b.155 f.16 AKS Internal File

b.155 f.17 Contracts

b.155 f.18 Correspondence

b.156 f.1 Estimates

b.156 f.2 Lighting

b.156 f.3 Measurements

b.156 f.4 Viewings

Coca-Cola--Times Square, 1990-2002

b.156 f.5 Animation Sequence, 1991-1992

b.156 f.6 Approved Drawings, 1991-1992

b.156 f.7 AKS Internal File, 1991-1992

b.156 f.8 AKS Drawings, 1991-1992

b.156 f.9 Background, 1990-1991

b.156 f.10 Bill record, 1991

b.157 f.1-5 Blueprints, 1990-1991

b.158 f.1-4 Blueprints

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Coca-Cola--Times Square, 1990-2002 (cont.)

- b.158 f.5 Borders and Sides, 1990-1991
- Bottle
- b.159 f.1 General file, 1990-1991
- b.159 f.2 Analysis, 1991
- b.159 f.3 Cap, 1991
- b.159 f.4 Cap development, 1991
- b.159 f.5 Circuit boards, 1993
- b.159 f.6 Colors, 1991
- b.159 f.7 Control system, 1993
- b.159 f.8 Correspondence, 1991-1994
- b.159 f.9 Current notes, 1993
- b.159 f.10 Ideas for remedy, 1993
- b.159 f.11 Lamps, 1993
- b.159 f.12 Logo, 1991
- b.159 f.13 Motor and motor plates, 1993
- b.159 f.14 October quote on manufacturing bottle, 1994-1995
- b.159 f.15 Problems, 1993
- b.159 f.16 Repair, 1992
- b.159 f.17 Sensors, 1993
- b.160 f.1-2 Supervision, 1993
- b.160 f.3 Breakouts, Spreadsheets, etc., 1991
- b.160 f.4 Capital Improvements, 1990-1992
- b.160 f.5 Confidentiality Statements, 1991
- b.160 f.6 Construction Faxes and Transmittals, 1990-1991
- b.160 f.7 Contracts and Schedules, 1990-1991
- b.160 f.8 Completion Program, 1992-1993
- b.160 f.9 Concepts and Art, 1984-1990
- b.160 f.10 Correspondence, 1990-1993
- b.160 f.11 Engineering and Steel, undated
- Honeybee Robotics
- b.161 f.1-4 General Files, 1990-1993
- b.162 f.1 General Files, 1990-1993
- b.162 f.2 Animation System, 1990-1991
- b.162 f.3 Computer Change, 1999-2000
- b.162 f.4 Motors/Filing, 1991
- b.162 f.5 Subcontracts, 1990-1991
- b.162 f.6 Ice Lighting, 1992
- b.162 f.7 "John V.--Various/Open", 1993-1994
- b.162 f.8 Lamps, 1991

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Coca-Cola--Times Square, 1990-2002 (cont.)

- b.162 f.9 Loose items, 1991-1994
 - b.162 f.10 Maintenance, 1991-1993
 - b.163 f.1 Maintenance
 - b.163 f.2-3 Manufacturing
 - b.163 f.4 Meetings
 - b.163 f.5 Message Board
 - b.163 f.6 Molded Bottle
 - b.163 f.7-8 Motion Control System
 - b.163 f.9 New Year's Eve
 - b.163 f.10 Opening Night
 - b.163 f.11 Paint
 - b.164 f.1 Permits
 - b.164 f.2 Purchase Orders
 - b.164 f.3 Removal
 - b.164 f.4 Samples--Metal, Paint, etc.
 - b.164 f.5 Secondary Steel
 - b.164 f.6 Staples Steel
 - b.164 f.7 Straw
 - b.164 f.8 Strobes/spots
 - b.164 f.9 Supervision--Contracts and Payments
 - b.164 f.10 Supervision--Tech Notes
 - b.165 f.1 Triads
 - b.165 f.2 "Y2K"
Relates to troubleshooting for potential technical problems caused by computer malfunctions projected to occur on Jan. 1, 2000
 - b.165 f.3 Yankee Add-ons
 - b.165 f.4 Zengineering
- Coca-Cola--Times Square, 2003
- b.165 f.5 AKS Internal File
 - b.165 f.6 Budget
 - b.165 f.7 Correspondence
 - b.165 f.8 Non-disclosures
- Coca-Cola--Atlanta, 1994-1995
- b.165 f.9 Bills and Billing
 - b.165 f.10 Correspondence
 - b.165 f.11 Honeybee Robotics
- b.166 f.1 Honeybee Robotics
- Coca-Cola--Philadelphia, 1992
- b.166 f.2 AKS Internal File

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Coca-Cola--Philadelphia, 1992 (cont.)

- b.166 f.3 Bottle and Rotator
- b.166 f.4 Engineering, Design and Development
- b.166 f.5 Removal
- b.166 f.6 Structural

Colgate, 1982, 1996-2001

AKS Internal Files

- b.166 f.7 1982
 - b.166 f.8 1983 (Subtitled "Modification")
 - b.166 f.9 1987
 - b.166 f.10 1993
 - b.166 f.11 2000
 - b.166 f.12 2002
 - b.166 f.13 Architect--Conant, Peter
 - b.167 f.1 Certificate of Insurance
 - b.167 f.2 Correspondence
 - b.167 f.3-4 Drawings, Photos, and Sketches
 - b.167 f.5 Full Size Clock Info
 - b.167 f.6 Hillman, Carl
 - b.167 f.7 Large Mock-up
 - b.167 f.8 Maintenance Reports
 - b.167 f.9 Site Visit Instructions
 - b.167 f.10 Small Mock-up
 - b.167 f.11 Viewings and Revisions/Travel Folder
- Dow Jones Zipper Sign, 1995-1999
- b.167 f.12 Air Conditioning
 - b.167 f.13 AKS Internal File
 - b.167 f.14 Correspondence--Dow Jones
 - b.167 f.15 Contract
 - b.167 f.16 Daktronics--Contract
 - b.168 f.1 Daktronics--Correspondence
 - b.168 f.2 Electrical
 - b.168 f.3 Engineer--Lewis, R. Scott
 - b.168 f.4 Logo Artwork
 - b.168 f.5 Logo
 - b.168 f.6 Maintenance
 - b.168 f.7 Malfunctions
 - b.168 f.8 Monitor Sign
 - b.168 f.9 New Computer
 - b.168 f.10 Permit Applications

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Dow Jones Zipper Sign, 1995-1999 (cont.)

- b.168 f.11 Schedules
- b.168 f.12 TATS Switch
- b.168 f.13 Zipper Info
- b.168 f.14 Duffy Square, 1995
- b.168 f.15 Durst, 2003 (Signs at 4 Times Square)
- Embassy Suites, 1991-1998
 - b.168 f.16-17 1568 Broadway Association
 - b.168 f.18 Avis Signage at Embassy Suites
 - b.168 f.19 Benneton Signage at Embassy Suites
 - b.169 f.1 Calvin Klein Signage at Embassy Suites
 - b.169 f.2-4 Drawings
 - b.169 f.5 Grey Entertainment
 - b.169 f.6 Guest quarters, South Wall
 - b.274 f.1 Halston Signage at Embassy Suites
 - b.274 f.1 Ledonne Wilner
 - b.274 f.2 Media Buying
 - b.274 f.3 Ogilvy & Mather
 - b.274 f.4 Pantene Signage at Embassy Suites
 - b.274 f.5 Serino Coyne
 - b.169 f.7 Sketches
 - b.274 f.6 Ziccardi & Partners (Ellen Tracy signage)
- ESPN Zone, 1999
 - b.169 f.8 Approvals
 - b.169 f.9 Artwork
 - b.169 f.10 Budgets/Correspondence
 - b.169 f.11 Corner Signs
 - b.169 f.12 Correspondence
 - b.169 f.13 Master Vu
 - b.169 f.14 Marquee
 - b.169 f.16 Foster's Lager, 1992
 - b.169 f.17 General Electric, 2003
 - b.170 f.1 General Motors/Saab, 2003-2004
- Goldstar, 1991-1992
 - b.170 f.2 Animation
 - b.170 f.3 AKS Internal File
 - b.170 f.4 Daktronics
 - b.170 f.5 Drawings
 - b.170 f.6 Neon Footage
 - b.170 f.7 Paint and Vinyl

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Goldstar, 1991-1992 (cont.)

- b.170 f.8 Permit info
- Hanes, 1995-1996
 - Site 1B (587 7th Avenue)
 - b.170 f.9 AKS Internal File, 1996-1997
 - b.170 f.10 Electrical, 1996
 - b.170 f.11 Engineering, 1995-1996
 - b.170 f.12 Permits, 1996
 - b.170 f.13 Sidewalk Bridge, 1997
 - b.170 f.14 TSCA-ESDC, 1996
 - Site 12 (42nd Street and Broadway)
 - b.170 f.15 Approvals
 - b.170 f.16 AKS Internal File
 - b.170 f.17 Artwork
 - b.171 f.1 Carlos M. Dobryn Consulting Engineers, P.C.
 - b.171 f.2-4 Drawings
 - b.171 f.5 Electrical
 - b.171 f.6 Engineering
 - b.171 f.7 Estimates--Cost of Removal
 - b.171 f.8 Flex Face
 - b.171 f.9 Lighting
 - b.171 f.10 New Posing
 - b.171 f.11 Notes and Calculations
 - b.171 f.12 Permits
 - b.171 f.13 Saatchi & Saatchi
 - b.171 f.14 Schedules
 - b.171 f.15 TSCA
 - b.171 f.16 Zenith Media
 - b.171 f.17 Hewlett Packard, 2003
 - b.172 f.1 Hershey's, 2004
 - History Channel, 1999-2002
 - b.172 f.2 Approved drawings
 - b.172 f.3 AKS budget
 - b.172 f.4-5 AKS internal file
 - b.172 f.6 Background
 - b.172 f.7 Colors
 - b.172 f.8 Correspondence
 - b.172 f.9 Drawings
 - b.173 f.1 Drawings
 - b.173 f.2 Electrical/Lighting

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

History Channel, 1999-2002 (cont.)

- b.173 f.3 Engineering
- b.173 f.4 Flex Faces
- b.173 f.5 'H'
- b.173 f.6 Letters
- b.173 f.7 Logo Area, Front Lighting
- b.173 f.8 Maintenance
- b.173 f.9 Measurements
- b.173 f.10 Message Center
- b.173 f.11 New Budgets,
- b.173 f.12 New Steel
- b.173 f.13 Newport Removal
- b.173 f.14 Paint--Halmark
- b.173 f.15 Permits
- b.173 f.16 Photos, Renderings and Illustrations
- b.174 f.1 Quotes for Bob Jackowitz
- b.174 f.2 Schedule
- b.174 f.3 Steel Refurbishment
- b.174 f.4 Structure
- b.174 f.5 Timecards
- b.174 f.6 Vinyl
- Holiday Inn Crowne Plaza, 1990
- b.274 f.7-9 Blueprints
- b.275 f.1 Canopy Signs
- b.275 f.2 Change Orders
- b.275 f.3 Estimates--Materials and Notes
- b.275 f.4 Gaess Outdoor
- NAPCOM
- b.275 f.5 Approvals of Drawings
- b.275 f.6 Construction Memos
- b.275 f.7 Correspondence--Proposal
- b.275 f.8-9 General Files
- b.276 f.1-3 General Files
- b.276 f.4 Materials--Finishes and Delivery Coordination
- b.276 f.5 Shipping
- b.276 f.6 Technical Data
- b.277 f.1-2 Tishman Construction Corporation
- b.278 f.1 Transmittals
- J.C. Penney, 1996
- b.174 f.7 AKS Internal File

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

J.C. Penney, 1996 (cont.)

- b.174 f.8 Certificate of Insurance
- b.174 f.9 Drawings
- b.174 f.10 Lehrer McGovern Bovis
- Jell-O, 1998-2000
 - b.174 f.11 2000 New Year's Millennium Project
 - b.174 f.12 Approvals
 - b.174 f.13 AKS internal file
 - b.174 f.14 Atomic Props
 - b.174 f.15 Buildings forms
 - b.174 f.16 Contract--Young & Rubicam
 - b.174 f.17 Correspondence
 - b.175 f.1 Daktronics
 - b.175 f.2 Digital Illusions
 - b.175 f.3-4 Drawings
 - b.175 f.5 Engineering
 - b.175 f.6 Installation, Maintenance and Troubleshooting Manual
 - b.175 f.7 Lamp Border Effect
 - b.175 f.8 Lasalle Partners
 - b.175 f.9 Large Letters
 - b.175 f.10 Large Spoon
 - b.175 f.11 Maintenance
 - b.175 f.12 Meetings and Teleconferences
 - b.175 f.13 Mock-up
 - b.175 f.14 Neon Mock-up
 - b.175 f.15 Permit File
 - b.175 f.16 Pricing
 - b.175 f.17 Schedules
 - b.175 f.18 Sequencer--Costs, Bar Messages
 - b.176 f.1 Sign 1
 - b.176 f.2 Small Spoons
 - b.176 f.3 Spoon Lighting Effect
 - b.176 f.4 Termination
 - b.176 f.5 To-do Lists
 - b.176 f.6 Travel
 - b.176 f.7 Unveiling and Rehearsal
- The Lion King*, 2002-2003
 - b.176 f.8-9 AKS Correspondence
 - b.176 f.10 Artwork and Renderings
 - b.176 f.11 Bumstead, Steve

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

The Lion King, 2002-2003 (cont.)

b.176 f.12

Budgets

b.176 f.13

Structure/Engineering

Maker's Mark, 2002-2003

b.176 f.14

AKS Internal File

b.176 f.15

Artwork

b.177 f.1

Budget

b.177 f.2

Charmin

b.177 f.3

Correspondence

b.177 f.4

Contract

b.177 f.5

Daktronics--Contract and Invoices

b.177 f.6

Daktronics--Sports Link

b.177 f.7

Engineering

b.177 f.8

Invoices

b.177 f.9

Permits

b.177 f.10

Removal

Maxell, 1996-1997

b.178 f.1

42nd Street at 7th Avenue--Site photos

b.178 f.2

AKS Internal File

b.178 f.3

Artwork

b.178 f.4

Correspondence

b.178 f.5

Site

Morgan Stanley/1585 Broadway, 1994-1999

Administrative files

b.178 f.6

1st Consulting Contract, 1993

b.178 f.7

2nd Consulting Contract, 1993

b.178 f.8

3rd Consulting Contract, 1993

b.178 f.9

1993 February--Estimate and Budget

b.178 f.10

1993 July--Estimates

b.178 f.11

Action Items, 1994

b.178 f.12-13

Internal Files, 1994-1995

b.178 f.14

Bloomberg Sign--Video, 1997

b.179 f.1

Budget and Charts, 1994

b.179 f.2-4

Calvano, Tony, 1994-1995

b.179 f.5

Construction, 1988-1993

b.179 f.6

Consult and New Budget, 1993 July

b.179 f.7

Contract Info, 1994-1995

b.179 f.8

Demonstrations, 1994

b.179 f.9

Discover Roof Signs, 1995-1998

b.179 f.10

Drawing List, 1994

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Morgan Stanley/1585 Broadway, 1994-... (cont.)

Administrative files (cont.)

b.180 f.1-5	Drawings, 1994-1996
b.181 f.1-2	Drawings
b.181 f.3	Engineering
b.181 f.4	Gendreau, Gerry
b.181 f.5	Lehrer McGovern Bovis
b.181 f.6	LUTS Chart
b.181 f.7	Maintenance
	Meetings
b.181 f.8	Updates
b.181 f.9	1993 August 24
b.181 f.10	1994 May 11
b.181 f.11	1994 July 18
b.182 f.1	Minutes and Updates
b.182 f.2	Morgan Stanley
b.182 f.3	Open Memos and Faxes
b.182 f.4	Original Information
b.182 f.5	Outdoor Potential
b.182 f.6-8	Permits and Zoning
b.182 f.9	Photos and Art (Old)
b.182 f.10	Press
b.182 f.11	RF Issues
b.182 f.12-13	Schedules
b.183 f.1	Skewed Structure
b.183 f.2	Solomon (old file)
b.183 f.3	Video
b.183 f.4	Young, Jerry--Site Visit
	Approved Drawings
b.183 f.5	Cylinders
b.183 f.6	Fins
b.183 f.7-8	G-Signs
	Cylinders
b.183 f.7	Artwork and Samples
b.183 f.8	Clocks
b.183 f.9	Cover Plates
b.183 f.10	Electrical
b.183 f.11-12	Drawings
b.184 f.1	Engineering
b.184 f.2	Flex Face
b.184 f.3	GSA

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Morgan Stanley/1585 Broadway, 1994-... (cont.)

Cylinders (cont.)

- b.184 f.4 Letters (8")
- b.184 f.5 Letters (revised)
- b.184 f.6 Lehrer McGovern Bovis
- b.184 f.7 LUTS Testing
- b.184 f.8 Maintenance
- b.184 f.9 Meetings and Memos
- b.184 f.10 MetroMedia
- b.184 f.11 Morgan Stanley
- b.184 f.12 Richard Poulin Design Group

Cylinder Alterations

- b.184 f.13 AKS Internal File
- b.184 f.14 Budgets
- b.184 f.15 Contract Information
- b.184 f.16 Correspondence
- b.184 f.17 Daktronics
- b.184 f.18 Drawings, Sketches and Photographs
- b.185 f.1 Meetings
- b.185 f.2 Richard Poulin Design Group
- b.185 f.3 Schedules

Data Boards

- b.185 f.4 AKS Internal File
- b.185 f.5 Artwork and Samples
- b.185 f.6 Daktronics
- b.185 f.7 Drawings
- b.185 f.8 Engineering
- b.185 f.9 GSA
- b.185 f.10 Lehrer McGovern Bovis

Electronics

- b.185 f.11 AKS Internal File
- b.185 f.12-13 Dactronics
 - Correspondence, 1994-1995
- b.186 f.1 Correspondence, 1994-1995
- b.186 f.2 Drawings, 1994-1995
- b.186 f.3-4 Manuals, 1994-1995
- b.186 f.6 General electronics file, 1994-1995
- b.186 f.7 JB&B, 1995
- b.186 f.8 LED, 1995
- b.186 f.9 Lehrer McGovern Bovis, 1995
- b.186 f.10 "Tech info and questions", 1994-1995

III. B. Project Management Files, 1982-2... **SERIES III: JOB FILES, 1936-2004** (173 BOXES, ...)
(cont.)

Morgan Stanley/1585 Broadway, 1994-... (cont.)

Electronics (cont.)

Dactronics (cont.)

- b.186 f.11 Unity Electric, 1995
- b.186 f.5 Dean, Roger--New patch

Endgame

- b.186 f.12 AKS Internal File
- b.186 f.13 Budget 4/94
- b.186 f.14 Clocks
- b.187 f.1 Daktronics
- b.187 f.2 Fins
- b.187 f.3 G1-G3
- b.187 f.4 Handshake
- b.187 f.5 Lehrer McGovern Bovis
- b.187 f.6 Morgan Stanley
- b.187 f.7 Replacement Logo Letters

Fins

- b.187 f.8 AKS Internal File
- b.187 f.9-10 Drawings
- b.187 f.11 Electrical
- b.188 f.1 Engineering
- b.188 f.2 Frames and Finishes
- b.188 f.3 Glass
- b.188 f.4 GSA
- b.188 f.5 Lehrer McGovern Bovis
- b.188 f.6 Meeting Memos
- b.188 f.7 Plexi Tubes
- b.188 f.8 W & W Glass Products

G1-G3 Signs

- b.188 f.9 Artwork and Samples
- b.188 f.10 Daktronics
- b.188 f.11 Drawings
- b.188 f.12 Electrical
- b.188 f.13 Engineering
- b.188 f.14 GSA
- b.188 f.15 Lehrer McGovern Bovis
- b.188 f.16 Measurements
- b.188 f.17 Meetings and memos
- b.188 f.18 Morgan Stanley
- b.188 f.19 Mullion Insert

G4 Signs

- b.189 f.1 AKS Internal File

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Morgan Stanley/1585 Broadway, 1994-... (cont.)

G4 Signs (cont.)

- b.189 f.2 Correspondence
- b.189 f.3 Drawings
- b.189 f.4 Layouts and Samples
- b.189 f.5 Permits
- b.189 f.6 Vinyl Letters

Maintenance

- b.189 f.7 AKS Internal File
- b.189 f.8 Back-up Documents
- b.189 f.9 Budget
- b.189 f.10 Contract Notes--Morgan Stanley
- b.189 f.11 Cylinders
- b.189 f.12 Daktronics
- b.189 f.13 Electrical
- b.189 f.14 "New--April '96"
- b.189 f.15 "Notes Starting Late June 1996"
- b.189 f.16 Power and Breakout Request
- b.189 f.17 Spare Parts

b.189 f.18-19

Requisitions

New Jersey Performing Arts Center, 2000-2004

- b.278 f.2 Brochures
- b.278 f.3 Budget
- b.278 f.4 Contracts
- b.278 f.5 Correspondence--Internal
- b.278 f.6 Correspondence--Myers, Barton
- b.278 f.7 Drawings
- b.279 f.1 Drawings
- b.279 f.2 Engineering
- b.279 f.3 Hours
- b.279 f.4 Invoices
- b.279 f.5 Meeting Notes
- b.279 f.6 Non-disclosure Agreements
- b.279 f.7 Oval Fiberglass
- b.279 f.8 Oval LEDs--R & D
- b.279 f.9 Presentation Graphics
- b.279 f.10 Programming
- b.279 f.11 Pyramid
- b.279 f.12 Sketches and Drawings
- b.279 f.13 Sketches by Barton Myers

Pepsi-Cola (Long Island City), 2002-2003

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Pepsi-Cola (Long Island City), 2002... (cont.)

- b.190 f.1 AKS Internal File
- b.190 f.2 Approved Drawings and Samples
- b.190 f.3 Approved Drawings and Samples
- b.190 f.4 Contract
- b.190 f.5 Drawings
- b.190 f.6 Maintenance

Radio City Music Hall, 1992-1995

- b.279 f.14 Animation
- b.279 f.15 Banner
- b.279 f.16 Budget
- b.279 f.17 Contract Documents
- b.279 f.18 Correspondence
- b.279 f.19 Internal File
- b.279 f.20 Maintenance Contract
- b.279 f.21 Marquee--Electrical
- b.279 f.22 Marquee--Restoration
- b.279 f.23 Meeting 08/10/92
- b.279 f.24 Neon Experiment
- b.279 f.25 New Spec
- b.279 f.26 Notes/Specs
- b.279 f.27 New Neon in Uprights
- b.279 f.28 Repair on 51st Street
- b.279 f.29 Repair to M-1, 50th Street
- b.279 f.30 Phase II Work
- b.279 f.31 Scope of Work Outlines
- b.279 f.32 Scrape, Paint, Metal and Structure
- b.279 f.33 Sullivan, Bill
- b.279 f.34 Transformer Disposal

Ramada Renaissance Hotel, 1989-1993

- b.280 f.10 Artwork
- b.280 f.11-12 General Files
- b.280 f.13 Plaque
- b.280 f.14 Upright

Rockefeller Center, 1989-1990

- b.281 f.1 General File
- b.281 f.2 Drawings
- b.281 f.3 McHugh DiVincent Alessi
- b.281 f.4 Minutes
- b.281 f.5 Payment Requests

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Rockefeller Center, 1989-1990 (cont.)

- b.281 f.6 Project Manual
- Samsung , 1993-2003
- b.282 f.1 "Acetylene Incident"
- b.282 f.2-3 AKS Internal File
- b.282 f.4 Art
- b.282 f.5 Alternates
- b.282 f.6 Approvals
- b.282 f.7 Approved Drawings
- b.282 f.8 Background
- b.282 f.9-10 Bad Transformer
- b.283 f.1 Bad Transformer
- b.283 f.2 Blizzard
- b.283 f.3 Budget
- b.283 f.4 Budgets I
- Budget and Estimate
- b.283 f.5 Budget
- b.283 f.6 Front Neon Signs
- b.283 f.7 Full Horizontal Neon and Adjusted Installation Price
- b.283 f.8 Bruce Mayron Rendering
- b.283 f.9 CCA
- b.283 f.10 Color Kinetics
- b.283 f.11 Concept Art
- b.283 f.12 Confidentiality Statements
- b.284 f.1 Contracts
- b.284 f.2 Contract Related Notes
- b.284 f.3-4 Correspondence--General
- b.284 f.5 Correspondence--Choi, James
- b.284 f.6 "Correspondence and Meetings/Winston, Etc."
- Daktronics
- b.284 f.7 Animation
- b.284 f.8 Border
- b.284 f.9 Contracts
- b.284 f.10 Correspondence
- b.285 f.1 Correspondence
- b.285 f.2 Drawings
- b.285 f.3 Electrical
- b.285 f.4 Electronics
- b.285 f.5 Endgame
- b.285 f.6 Engineering

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Samsung , 1993-2003 (cont.)

Daktronics (cont.)

b.285 f.7	Invoices
b.285 f.8	LED Borders
b.285 f.9	Model
b.286 f.1-2	"New Sign"
b.286 f.3	Nearman, Nate
b.286 f.4	Obsolete Drawings
b.286 f.5-6	Proposal
b.286 f.7	Schedules
b.286 f.8	Structure
b.286 f.9	Travel
b.286 f.10	Trusses
b.287 f.1-2	Drawings
b.270 f.9-10	Drawings
of.9	Drawings
b.287 f.3	Endgame
b.287 f.4	Engineering--Lewis, Scott
b.287 f.5	Estimate
b.287 f.6	Flex Face
b.287 f.7	Invoices
b.287 f.8	Landmark
b.287 f.9	LED Borders--General
b.287 f.10	LED Borders--Multimedia
b.287 f.11	Lee, John
b.287 f.12	Lighthouse Technologies
b.288 f.1	LUTS Test
b.288 f.2-4	Maintenance
b.288 f.5	Maintenance Reports
b.288 f.6	Measurement Sheet and Concept Sketches
	Meetings
b.288 f.7	AKS, 1993
b.288 f.8	CCA, 1993
b.288 f.9	Client, 1993
b.288 f.10	Samsung, May 3, 2001
b.288 f.11	Samsung, December 3, 2001
b.288 f.12	Message Center and Flex Faces
b.288 f.13	Message Center
	"New Sign"
b.288 f.14	Approvals, 2002
b.288 f.15	Content, 2002

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Samsung , 1993-2003 (cont.)

“New Sign” (cont.)

b.288 f.16	Contracts, 2002
b.289 f.1-4	Correspondence--General, 2001-2003
b.290 f.1	Correspondence--Winston, Barry, 2001-2003
b.290 f.2	Costing, 2002
	Daktronics
b.290 f.3	Borders, 2002
b.290 f.4	LED, 2002
b.290 f.5	Drawings, 2002
b.290 f.6	Electrical, 2002
b.290 f.7	Front Border, 2002
b.290 f.8	Grand Opening Ceremony, 2002
b.290 f.9	Invoices, 2002
b.291 f.1	Logo, 2002
b.291 f.2	Maintenance Reports, 2002
b.291 f.3	Overtime Reports, 2002
b.291 f.4	Permits, 2002
b.291 f.5	Photos, 2002
b.291 f.6	Purchase Orders, 2002
b.291 f.7	Sides, 2002
b.291 f.8	Spare Parts, 2002
b.291 f.9	T-1 Line, 2002
b.291 f.10	Night Reports
b.291 f.11	Notes
b.291 f.12	Opening Night
b.291 f.13	Perimeter Bridge and Scaffolding
b.291 f.14	Permits
b.292 f.1	Permits--Old Sign
b.292 f.2	Photos and Artwork
b.292 f.3	Post-Cancellation File
b.292 f.4	Samsung Presentation
b.292 f.5	Programming DMX File
b.292 f.6	Progress Reports
b.292 f.7	Proscenium--Ideas and Content
b.292 f.8	“Samsung Presents”
b.292 f.9-10	Samsung Prostar Manual
b.292 f.11	Removal
b.293 f.1	Robotic Lights--Photos
b.293 f.2	Robotic Lights--Xenotech
b.293 f.3	SACO Smartvision Corp.

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Samsung , 1993-2003 (cont.)

- b.293 f.4 Samsung America
- b.293 f.5 Scaffold
- b.293 f.6 Schedule
- b.293 f.7 Schedules--Center Stage
- b.293 f.8 Schedules
- b.293 f.9 "September '93 Artwork"
- b.293 f.10 Sherwood Equities
- b.293 f.11 Sides of Sign
- b.293 f.12 Sign Tech
- b.293 f.13 Space Cannon--Drama Lighting
- b.293 f.14 Starburst
- b.293 f.15 Suntory Structure Photos,
- b.293 f.16 Syncrolite--Seal,
- b.294 f.1 "Technology That WorksFor Life" Letters--Lower Oval,
- b.294 f.2 Top Oval,
- b.294 f.3 Variations Not Selected,
- b.294 f.4 Wind Tunnel,
- b.294 f.5 Winston, Barry,
- b.294 f.6 Yesco,
- Shearson-Lehman Clock, 1990
- b.294 f.7 Administration
- b.294 f.8 AKS Internal File
- b.294 f.9 Drawings
- b.294 f.10 Maintenance Proposal
- Stanwick Building Canopy, 2001-2005
- b.295 f.1 Color
- b.295 f.2 Correspondence
- b.295 f.3 Correspondence--Canopy
- b.295 f.4 Costing Info
- b.295 f.5 Engineering
- b.295 f.6 Invoices
- b.295 f.7 Jerrick Waterproofing
- b.295 f.8 Lettering
- b.295 f.9 Lighting Fixtures
- b.295 f.10 Materials
- b.295 f.11 Old Drawings
- b.295 f.12 Permits
- b.295 f.13 Pricing Spectrum
- b.295 f.14 Sketches, Drawings, Photos

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

Stanwick Building Canopy, 2001-2005 (cont.)

- b.295 f.15 Spectrum
- Straight From the Crate, 2003-2004
- b.295 f.16 Budgets
- b.296 f.1 Contracts
- b.296 f.2-3 Correspondence
- b.296 f.4 Invoices
- b.296 f.5 Permits
- b.296 f.6 Samples and Approved Drawings
- Suntory, 1990-1991, 1998
- b.296 f.7 Approved Drawings, Samples, Etc.
- b.296 f.8 Animation
- b.296 f.9 Background and Animation
- b.296 f.10 Bulb Notes
- b.296 f.11 Correspondence and Meeting Notes
- b.296 f.12 Drawings
- b.297 f.1-2 Drawings
- b.297 f.3 Flex Face
- b.297 f.4 Letters--5' and 4'
- b.297 f.5 Message Center
- b.297 f.6 Miscellaneous Material
- b.297 f.7 New Sign
- b.297 f.8 Power
- b.297 f.9 Proposals--Maintenance
- b.298 f.1 Van Wagner
- Swatch, 1995-1996
- b.298 f.2 AKS Internal
- b.298 f.3 Daktronics
- b.298 f.4 Metromedia
- b.298 f.5 Ogilvy & Mather
- b.298 f.6 Unveiling
- Swatch 2, 1995-1996 (Sign in Philadelphia)
- b.298 f.7 AKS Internal
- b.298 f.8 Daktronics
- b.298 f.9 Ogilvy & Mather
- b.298 f.10 Revere Outdoor
- TKTS, 1992-1995
- b.298 f.11 AKS--Sketches, Material, Etc.
- b.298 f.12 Canvas
- b.298 f.13 Canvas Vendor

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. B. Project Management Files, 1982-2... (cont.)

TKTS, 1992-1995 (cont.)

Correspondence

- b.298 f.14 Old Job
- b.298 f.15 Theatre Development Fund (TDF)
- b.298 f.16 Trans-Lux
- b.298 f.17 Cut Sizes
- b.298 f.18 Drawings
- b.299 f.1-2 Drawings
- b.299 f.3 Fence
- b.299 f.4 Flex Samples
- b.299 f.5 Manual
- b.299 f.6 New York State Urban Development Corp.--Grant and Insurance
- b.299 f.7 October 1995
- b.299 f.8 Panaflex
- b.299 f.9 Schedule Information
- b.299 f.10 Signtech
- b.299 f.11 Trans-Lux--Software and Technical Data

United Artists, 1990-1991

- b.299 f.12 Correspondence
- b.299 f.13 Drawings, Materials, Photos, Tech Data, Artwork
- b.299 f.14 Permits, Memos, Transmittals, Estimates
- b.299 f.15 Refurbish

Vendor Files, undated

- b.190 f.7 BARCO Digital Daylight Display
- b.190 f.8 Hitech Electronic Displays
- b.190 f.9 Multimedia Electronic Programable Signs
- b.190 f.10 Smartvision by SACO
- b.190 f.11 Trans-Lux
- b.190 f.12 Video Display Consultants

III. C. Presentations, 1955-1960

Presentations were sales tools used to promote sign locations in New York City and elsewhere. They include sales and price sheets; traffic information and maps; size specifications and special features; feasibility studies; and information on local attractions-- material similar to what is found in many of the job files, but generalized to appeal to multiple potential clients. Additionally, two presentations are included which were issued jointly by Artkraft and the Committee for the Signs of Safety proposing safe driving messages to be broadcast on Times Square-area signage in the days leading up to New Year's Eve. Material is arranged alphabetically by location.

- b.190 f.13 Atlantic City
- b.190 f.15 Chicago
- b.191 f.1 Chicago

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. C. Presentations, 1955-1960

Present... (cont.)

- b.191 f.2 Detroit
- New York City
- b.191 f.3 34th Street
- b.191 f.4 729 7th Avenue
- b.191 f.5 Times Square
- b.191 f.6 Rialto Theatre Building
- b.191 f.7 Long Island City
- b.216 f.3-5 *For Safety's Sake: Times Square, New Year 1956, 1955-1956*
- b.191 f.8-9 Miscellaneous Locations

III. D. Proposals, 1951-1990s

Proposals were similar to presentations in that they contained sales and price sheets, maps, specifications, and related information. However, unlike the generalized presentations, the proposals contained material which was tailored to pitch to specific clients. These files often contained mock-up photos or drawings to illustrate how a client's logo or advertisement would appear on a particular sign or in a particular location

- b.194 f.9 American Airlines, 1959
- b.194 f.10 Ballantine, undated
- b.191 f.10 *Black and Blue: a Musical Revue*, undated
- b.194 f.11-12 Budweiser, 1959, undated
- b.194 f.13 Canadian Club, undated
- b.195 f.1 Eastern Airlines
- b.191 f.11 Fedders, 1969
- b.191 f.12 General Foods, 1962
- b.194 f.2 General Motors, 1954
- b.194 f.3 Hertz, undated
- b.194 f.4 Hiram Walker, undated
- b.192 f.1 Imperial Motorcars, 1962
- b.194 f.5 Jetzon Tires (Atlantic City), undated
- b.194 f.6 Kleenex, undated
- b.270 f.6 Kleenex, undated
- b.192 f.2 Krauss Meats, 1959
- b.192 f.3 Loew's Motor Inn, undated
- b.192 f.4 Lorrillard--Louisville Feasibility Study, 1980
- b.192 f.5 Mercedes-Benz, 1964
- b.192 f.6 Mercury, undated
- b.270 f.7 Royal Manhattan, undated
- b.192 f.7 Sands Point Theatre, 1962
- b.192 f.8 Schweber Electronics, 1963
- b.192 f.9 Sheffield House, 1979
- b.192 f.10 Strober Brothers, 1978

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. D. Proposals, 1951-1990s

Proposals ... (cont.)

- b.192 f.11 Times Tower, 1953
- b.192 f.12 Toni Company, 1951
- b.194 f.7 Trans World Airlines (TWA), undated
- b.192 f.13-16 Miscellaneous proposals, 1960s-1990s
- b.192 f.16 Miscellaneous proposals, undated
- b.194 f.8 Miscellaneous proposals, undated
- b.269 f.12-13 Miscellaneous proposals, undated
- b.270 f.8 Miscellaneous proposals, undated

III. E. Contracts, Leases, and Construction Card Files, 1944-1998

Contracts are between Artkraft Strauss and their clients to create, install, and maintain signs and spectaculars. Leases are between Artkraft Strauss and the owner of the property or sign location which Artkraft Strauss rented on behalf of their clients to display their signs. Many files contain insurance policies. One file relates to construction and sign rigging. Leasing companies include Atlantic Leasing Company and Crossroads Outdoor Advertising; Crossroads was a subsidiary of Artkraft Strauss which operated in the 1970s and 1980s for the purpose of holding sign leases. Construction card files document construction, maintenance, and repair work done on signs erected in the 1970s through 1990s, and are arranged alphabetically by client.

Contracts, 1944-1998

- b.195 f.1-2 ABCO, 1981-1984
- b.195 f.3 A.H. Villapigue, 1971
- Anheuser-Busch
- b.195 f.4 Boston, 1954-1965
- b.195 f.5-6 Brill Building (NYC), 1944-1952
- b.195 f.7 Houston, 1968-1975
- b.195 f.8-9 Newark, 1951-1977
- b.196 f.1 Newark, 1951-1977
- b.196 f.2 New Hampshire, 1968
- b.196 f.3-5 St. Louis, 1954-1974
- b.196 f.6 AT&T (Marriott Marquee), 1995
- b.196 f.7 Bowery Savings Bank, 1984
- b.196 f.8 Brandt, 1989
- b.196 f.9 C. Schmidt & Sons, 1966-1974
- b.196 f.10 Castro, 1962
- b.196 f.11 Conrac Corp., 1971
- See related material in this series under Pan American
- b.196 f.12 Cunningham Walsh, 1956-1959
- b.196 f.13 Despatch Shops, 1969-1978
- b.197 f.1 Diamond Vision, 1984
- b.197 f.2 Duke of Rothburgh, 1944-1949
- b.197 f.3 Foote, Cone & Belding, 1956 (For TWA)

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. E. Contracts, Leases, and Construct... (cont.)

Contracts, 1944-1998 (cont.)

- b.197 f.4 Kleenex, 1949-1957
- b.197 f.5 General Leasing, 1985-1989
- b.197 f.6 Hertz, 1993
- b.197 f.7-12 Hiram Walker, 1952-1969
- b.197 f.13-14 HRH Construction, 1991-1992
- b.198 f.1 ISK Manhattan, 1989-1994
- b.198 f.2-3 Kleenex, 1949-1955
- b.198 f.4 Jell-O, 1998
- b.198 f.5 Lawrence Weiner Associates, 1976 (For *Bubblin' Brown Sugar*)
- b.198 f.6 Macy's, 1994
- b.198 f.7 Madison Square Garden, 1992
- b.198 f.8 Marathon Enterprises (Macy's location), 1969
- b.198 f.9 Maxell, 1984-1994
- b.198 f.10 Murray, Isabel Ross, 1947
- b.198 f.11 Nab-Tern Construction , 1974 (For Yankee Stadium)
- b.198 f.12 Nathan's Famous, 1969-1970
- b.198 f.13 National Outdoor Advertising Bureau, 1962-1970 (For Piel's Beer)
- b.199 f.1 New York Snacktime Inc., 1964-1967
- b.199 f.2 Nike, 1996
- b.199 f.3 North American Philips Corp. (Norelco), 1963-1964
- b.199 f.4 Orbach's, 1959-1966
- b.199 f.5 Pan American, 1974
See related material in this series under Conrac Corp
- b.199 f.6-7 Panasonic, 1976-1995
- b.199 f.8 Pepsi-Cola, 1996
- b.199 f.9 Perillo Tours, 1989
- b.199 f.10 Philip Morris, 1969 (For West Side Tennis Club)
- b.199 f.11 Prudential, 1974-1975
- b.199 f.12 Randolph & Stat Property, 1956
- b.199 f.13 Rector's Time Square Restaurant, 1958
- b.199 f.14 S&W Fine Foods, 1959-1962
- b.199 f.15 Rubenstein & Klein, 1969-1970
- b.200 f.1 Rosenberg, Ira and Natalie Jaros, 1975-1990
- b.200 f.2 Sheraton Atlantic Hotel, 1966-1969
- b.200 f.3 Sheraton Motor Inn, 1966-1969
- b.200 f.4-6 Suntory, 1978-1983
- b.200 f.7 Triangle Sign Company, 1956
- b.200 f.8 TDI, 1979
- b.200 f.9 TDK, 1994

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. E. Contracts, Leases, and Construct... (cont.)

Contracts, 1944-1998 (cont.)

- b.200 f.10 Trans World Airlines (TWA), 1958-1963
- b.200 f.11 Union Dime Savings Bank, 1974
- b.200 f.12 Van Wagner, 1983 (For Fuji)
- b.200 f.13 Western Motels Inc., 1973 (For Skyline Motor Inn)
- b.200 f.14 World Network Inc., 1968 (For Dewars White Label)

Leases, 1953-1989

Atlantic Leasing Company, Inc., 1957-1988

- b.200 f.15 Artkraft Strauss, 1957-1984
- b.201 f.1 Artkraft Strauss, 1962
- b.201 f.2-5 Admiral, 1957-1965
- b.201 f.6 Castro, 1983-1988
- b.201 f.7-8 Coca-Cola, 1965-1984
- b.201 f.9 Hiram Walker, 1969
- b.201 f.10 Suntory, 1965-1985
- b.201 f.11-13 Unidentified--Atlantic Leasing Company, 1957-1988
Miscellaneous leases and documents, including correspondence with representatives of Atlantic Leasing

Crossroads Outdoor Advertising, 1953-1989

- b.202 f.1 All State Associates, 1987
- b.202 f.2-3 Associated Realities Corporation, 1953
For Million Dollar Pier location, Atlantic City
- b.202 f.4 Lou & Phil Restaurant Corp., 1975
- b.202 f.5 Million Dollar Pier/Schmidt's, 1970-1975
- b.202 f.6 Rolley Company, 1960-1961
- b.202 f.7-8 United Advertising Corp., 1953-1960 (For Ballantine Ale sign)
- b.202 f.9 Rector's Time Square Restaurant, 1957-1970
- b.203 f.1 Rector's Time Square Restaurant, 1957-1970
- b.203 f.2-5 Walhej Associates, 1975-1989
- b.203 f.6 Whiteway Arcade, 1972-1974
- b.203 f.7 Schedules of leases and rents, 1976-1986
- b.203 f.8 Unidentified--Crossroads Outdoor Advertising, 1965

Construction Card Files, 1972-1975

- b.204 A-L, 1972-1983
- b.205 M-Z, 1972-1983
- b.206 "Old Construction Cards", 1974-1982
- b.207 A-H, 1984-1995
- b.208 I-S, 1984-1995
- b.209 T-Z, 1984-1995
- b.209 A-Z, 1980-1996

Series III: Job Files, 1936-2004 (173 boxes, ... (cont.)

III. E. Contracts, Leases, and Construct... (cont.)

Construction Card Files, 1972-1975 (cont.)

- b.203 f.9 Permits
Includes copies of permits for installation and operation of illuminated signs, sign hanging, and electrical work authorized by the City of New York Department of Buildings and related government entities

III. F. Audiovisual Documentation of Signs, undated

All A/V material is currently closed for processing

Series IV: Electrical Division Records, 1937-1970 (3 boxes, 1 volume)

A small amount of material exists to document the work of Artkraft's electricians, such as a payroll book, foreman's records, an electrician's book, Underwriters Laboratories notebooks, and unidentified technical specifications. Early material is notable for hand-drawn schematics and illustrations. Arrangement is chronological

- v.1 Payroll Book, 1937-1938
b.203 f.10-11 Foreman's Records, 1940, 1964-1967
b.203 f.12 Electrician's Book, 1967-1976
b.210 f.1-5 Underwriters Laboratories Notebook, ca. 1941-1964
b.210 f.6 Unidentified book of Technical Specifications, ca. 1950s-1960s
b.210 f.7 Unidentified Electrical Records, 1967-1970
b.211 f.1 Unidentified Electrical Records, ca. 1960s-1970s

Series V: Ledgers, 1946-1967 (33 volumes)

Ledgers contain records of accounts receivable between 1946 and 1967, arranged chronologically and then alphabetically by client. The run is incomplete, with volumes missing in 1958, 1963, and 1965-1967.

- v.2 Loews RKO ledger, 1946-1950
v.3 Loews RKO ledger, 1950-1953
v.4 1948 M-Z
v.5 1950
v.6 1951
v.7 1952
v.8 1953 A-M
v.9 1953 N-Z
v.10 1954 A-M
v.11 1954 N-Z
v.12 1955 A-M
v.13 1955 N-Z
v.14 1956 A-M
v.15 1956 N-Z
v.16 1957 A-M
v.17 1957 N-Z
v.18 1958 A-G
v.19 1958 N-S
v.20 1958-1959 T-Z

Series V: Ledgers, 1946-1967 (33 volumes)

Led... (cont.)

- v.21 1959 and Prior
- v.22 1960-1961 A-E
- v.23 1960-1961 F-K
- v.24 1960-1961 L-R
- v.25 1960-1961 S-Z
- v.26 1962 A-E
- v.27 1962 F-K
- v.28 1962 L-R
- v.29 1962 S-Z
- v.30 1964 A-C
- v.31 1964 D-K
- v.32 1964 M-R
- v.33 1964 S-Z
- v.34 1967 L-R

Series VI: Promotions, Press, and Public Relations, 1945-2004 (6 boxes)

Artkraft Strauss, its clients, and its signs appeared frequently in both the mainstream and trade presses. This series chronicles those appearances through press releases, media alerts, and correspondence with press agents and representatives. Press kits and promotional ephemera, including flyers, postcards, and posters, are present, as is a selection of commercial postcards featuring images of Times Square and famous Artkraft Strauss signs. Although published material from mainstream news sources have not been included, some material from foreign or niche trade publications have been retained. Material dates predominantly from the 1960s, and from the 1980s through 2004. Arrangement is by format.

Correspondence, 1964-2002

- b.211 f.2-4 General PR correspondence, 1986-2002
 - b.211 f.5 100 Year Association, 2002
Mainly relating to *Family Matters* exhibit at New-York Historical Society
 - b.211 f.6 A&E Biography, *Times Square*, 2002
 - b.211 f.7 Burrelles, 2001-2002
 - b.211 f.8 Devlin Video, 2003
 - b.211 f.9 Dunkin Donuts, 1995
Regarding Artkraft Strauss appearance in promotional calendars
 - b.211 f.10 Howard J. Rubenstein & Associates, 1986-1995
 - b.212 f.1 Howard J. Rubenstein & Associates, 1986-1995
 - b.212 f.2 Municipal Arts Society, 1984-1993
 - b.212 f.3 National Building Museum, 1987-1988
 - b.212 f.4-8 Reporters, 1988-1992
 - b.212 f.9 *Sign of the Times*, 1964-1965
- Promotional Material, ca. 1940s-1998
- b.212 f.10 Business History, ca. 1980s-1990s

Series VI: Promotions, Press, and Public Rela... (cont.)

Promotional Material, ca. 1940s-1998 (cont.)

- b.212 f.11 AKS Press Kits, ca. 1990s
- b.212 f.12 "Leap Second" Press Kit, 1998 (Relating to New Year's Eve 1998)
- b.212 f.13 West Side Neon Press Kit, undated
- b.213 f.1-2 Miscellaneous Promotional Material, ca. 1960s-1990s
- b.216 f.2 Miscellaneous Promotional Material, ca. 1960s-1990s
- b.269 f.14 Miscellaneous Promotional Material, ca. 1960s-1990s
- b.213 f.3-5 Postcards featuring Artkraft Strauss Signs, ca. 1940s-1990
- b.213 f.6 Press releases, 100 Year Celebration, 1997
- b.213 f.7 "Times Square Propaganda", undated

Press, 1945-2004

- b.213 f.8 *Role of Out-Size Displays in Advertising*, Mel Starr, 1945
- b.213 f.9-10 Miscellaneous Press and Publicity Material, 1940s-1950s
- b.213 f.11 Dino de Laurentis Press Release, 1964
- b.213 f.12 *A Living Legend in Lights*, 1966
- b.214 f.1-4 Miscellaneous Press and Publicity Material, 1960s-1980s
- b.216 f.1 Miscellaneous Press and Publicity Material, 1960s-1990s
- b.214 f.5 Times Square Blackout Information, 1984
- b.214 f.6 Artkraft Strauss Articles and Clippings, 1990
- b.214 f.7 *A New Era of Exterior Signage* by Jonathan Starr, 1990 (Draft with corrections)
- b.214 f.8 *The Esalen Catalog* by Tama Starr, 1990
- b.214 f.9 Artkraft Strauss Articles and Clippings, 1991-1992
- b.214 f.10 National Geographic Explorer, 1992
- b.214 f.11 Teleclips: Deathclock, 1993
- b.214 f.12 Artkraft Strauss Articles and Clippings, 1993-1995
- b.214 f.13 Interview Log, 1995-2001
- b.215 f.1 "Calvin Klein, 1482 Broadway, Kiddie porn", 1995
Responses to controversial Calvin Klein billboard featuring teenage models in provocative poses
- b.215 f.2 Artkraft Strauss Articles and Clippings, 1996-1999
- b.215 f.3 Artkraft Strauss Articles and Clippings, 2000-2004

Audiovisual Material

Includes interviews, press conferences, documentaries, and other promotional or commercial material. Researchers interested in visual documentation of individual signs should also refer to VII.F. Audiovisual material; however, all AV material is currently closed for processing

Series VII: Photographs, 1938-2004 (47 boxes, 2 volumes)

Artkraft Strauss maintained a significant, though not entirely comprehensive, library of photographs documenting its signs and locations. The early decades of Artkraft Strauss' work are not covered here; photographs generally date from the 1950s through 1990s. Also held here are photographs of AKS staff members and facilities, and photographs taken with clients at press events. Photographers whose work appears frequently within the collection include Jon Simon, David Handschuh, Louis Nemeth, Ross Photo, Braun Photo Services, Tom Murtaugh, and Peter S. Kaufmann. Prior to the auction of their assets, Artkraft Strauss digitized a significant quantity of photographs, which are available in addition to the physical images. Photographs which have been digitized are housed in the photo albums listed in subseries VII. D

VII. A. Artkraft Strauss Staff and Facilities, ca. 1950s-ca. 1990s

Photographs of Artkraft Strauss staff members, including many of Nate "Broadway Nate" Winthrop, an Artkraft nightrider—an electrician-inspector who patrolled the Square by night, monitoring extinguished bulbs. Also includes photographs of Artkraft Strauss staff with clients taken at press events, and photographs of the company's Manhattan factory.

- b.215 f.4 Clients and Staff, undated
- b.215 f.5 Staff, undated
- b.215 f.6 Winthrop, Nate "Broadway", ca. 1950s
- b.215 f.7-8 Shop, undated
- b.247 f.1-2 Shop, undated
- b.215 f.9 Shop and Sign Fabrication, ca. 1990s

VII. B. Signs, 1939-2004

Contains photographs, slides, and negatives documenting Artkraft Strauss signs in New York City and elsewhere. The files are not comprehensive; early decades of Artkraft Strauss' work are not covered here, nor are some of the company's most iconic signs, such as the "smoking" Camel sign and the Planter's Peanuts sign. Some files contain photographs of sign fabrication and installation, as well as shots of the finished work. Photographs generally date from the 1950s through 1990s, and are arranged alphabetically.

- b.215 f.10 92nd Street Y marquee, undated
- b.215 f.11 1939 World's Fair, 1939
- b.215 f.12 1964 World's Fair, 1964
- b.217 f.1-2 1964 World's Fair, 1964
- b.217 f.3 A & S Plaza, 1989
- b.216 f.4-6 Admiral Appliances, 1952-1960
- b.216 f.7 Aiwa, 1991
- b.216 f.8 Americana Hotel, 1964
- b.216 f.9 American Airlines (LaGuardia), ca. 1940s
- b.216 f.10 American Red Ball, undated
- b.216 f.11 Andrew Marc, undated
- Anheuser-Busch (See related material under Budweiser)

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

Anheuser-Busch (See related materia... (cont.)

- b.217 f.12 Houston Brewery, 1964
- b.217 f.13 Newark Brewery--Eagle Sign, 1988
- b.217 f.14 St. Louis Brewery, 1960s
- b.217 f.15 St. Louis Brewery--Plant Identification, 1983
- b.247 f.3 Avon Theatre (Stamford, CT), undated
- b.217 f.16 B. Brown Jewelers Christmas Display (East Tremont Avenue, Bronx), 1986
- b.247 f.4 *The Bachelor Party*, 1957
- b.217 f.17 Ballantine Beer (Atlantic City), undated
- b.269 f.7 Beacon Theatre, undated (Marquee and signage for *Claudine*)
Beefeater Gin, undated
- b.217 f.18 Fabrication, undated
- b.217 f.19 Installation
- b.217 f.20 Finished Sign
- b.217 f.21 Benrus (National Airport, Washington, DC), undated (Negatives only.)
- b.217 f.22 Benson & Hedges, 1977
Related material can be found in Series VII. C
- b.217 f.23 Best Western Hunt's Landing (Matamorus, PA), 1987
- b.218 f.1 *Biography* (Columbus Circle), 2000
- b.218 f.2 Bloomberg Information Radio, undated
- b.218 f.3 Bloomingdales, 1989
- b.218 f.4 Bond Clothing , 1947-1952
- b.247 f.5 Bond Clothing , undated
- b.218 f.5 Borden Company/Borden's, undated
- b.218 f.6 Broadway Theatre, *Miss Saigon*, 1990s
British Airways
- b.218 f.7 Research and Development, 1995-1996
Times Square spectacular featured scale model of Concorde jet.
- b.218 f.8-10 Fabrication, 1996
- b.219 f.1-3 Installation, 1996
- b.219 f.4 Finished Sign, 1996
- b.219 f.5 Finished Sign, ca. 2000
- b.219 f.6 Slides, 1996
- b.219 f.8 Brooklyn Union Gas, 1967
Budweiser
See related material under Anheuser-Busch
Atlantic City
- b.219 f.9 General, 1950s-1960s
- b.219 f.10 Conventions, 1953-1957
- b.219 f.11 Destruction of sign by Hurricane Audrey, 1957

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

Budweiser

See related material unde... (cont.)

Mayflower Hotel

- b.219 f.12 Roof structure, undated
- b.219 f.13 North View, undated
- b.220 f.1-2 North View, undated
- b.220 f.3 South View, undated
- b.220 f.4 Sign Innauguration, 1957
- b.220 f.5 Parades, undated
- b.220 f.6 Shriners, undated
- b.220 f.7 Boston--25 Water Street, 1957-1965

Newark

- b.221 f.1-2 Brewery, 1950s-1960s
- b.221 f.3 Brewery, 1980s
- b.221 f.4 Sign renovation, 1988
- b.221 f.5 Site survey, undated

New York City

- b.221 f.6-7 33rd Street and Broadway, ca. 1955
- b.221 f.8 43rd Street, 1950s
- b.221 f.9 49th Street (Brill Building), 1952
- b.221 f.10 50th Street and 8th Avenue (Garden Cafe), 1954-1958
- b.222 f.1 Times Square--Fabrication and Assembly, 1997
- b.222 f.2 Times Square, 1997
- b.222 f.3 Times Square, ca. 2000
- b.222 f.4 161st Street/Yankee Stadium, undated
- b.222 f.5 Yankee Stadium, 1991
- b.222 f.6 Coney Island, 1956-1962
- b.222 f.7 Unidentified Sign Fabrication, ca. 1950s

St. Louis

- b.222 f.8 Busch Stadium scoreboard--Construction, 1966
- b.222 f.9 Busch Stadium, undated
- b.222 f.10 Busch Stadium slides, undated
- b.222 f.11 South Kearny, NJ, ca. 1950s
- b.222 f.12-13 Unidentified Locations, undated
- b.247 f.6 Unidentified Locations, undated
- b.222 f.14 Buffalo Theatre, undated (Also known as Shea's Buffalo Theatre.)
- b.222 f.15 Bulova Watches , undated
- b.223 f.1 Burger King, undated
- b.223 f.2 Cadillac (Triborough Bridge), 1965
- b.223 f.3 Calvin Klein, undated

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

Camel

Does not include any documentation of early Camel signs, such as the "smoking" Camel spectacular.

- b.223 f.4 34th Street Wall, 1990s (Slides only)
- b.223 f.5 Times Square--Fabrication and Installation, 1989
- b.223 f.6 Times Square--Finished Sign, 1989
- b.223 f.7 Canada Dry, undated
- b.223 f.8 Canadian Club, 1952, undated
- b.223 f.9 Canon--Fabrication, undated
- b.223 f.10-11 Cannon, 1984-1993
- b.223 f.12 Cardinal Ties, 1956
Other Artkraft Strauss signs visible in these images include billboards for the Astor Theatre; *Fanny* at the Majestic Theatre; *20,000 Leagues under the Sea*; and *Baby Doll*.
- b.223 f.13 Carnegie Hall entrance, 1985-1987
- b.224 f.1 Carnegie Hall entrance, 1985-1987
- b.224 f.2 Castro Convertibles, 1961-1966
- b.224 f.3 Chemung Canal Trust (Elmira, NY), 1987
- b.224 f.4 Christopher Street PATH station, undated
- b.224 f.5 Chrysler (43rd Street), undated
- b.224 f.6-7 Cities Services (Bruckner Boulevard, Bronx), 1965-1970
- b.224 f.8 Cities Services (Pittsburgh, PA), undated
- Coca-Cola
 - b.224 f.9 34th Street (Coca-Cola Bottling Company of New York), 1958
 - b.224 f.10 42nd Street and 7th Avenue
 - b.224 f.11 1572 Broadway/2 Times Square, 1965
 - b.224 f.12 2 Times Square--New Year's Eve messages, 1987 (Suntory sign also at this location.)
 - b.224 f.13 2 Times Square--Fabrication, 1992
 - b.224 f.14 2 Times Square, 1992
 - b.225 f.1 50th Street and Broadway (Garden Pharmacy), ca. 1950s
 - b.225 f.2 Columbus Circle, undated (Sign with thermometer)
 - b.225 f.3 Steel Pier (Atlantic City, NJ), ca. 1950s
 - b.225 f.6 Unidentified locations, undated
 - b.225 f.4-5 Philadelphia, PA, 1992-1994
 - b.247 f.7 50th Street and Broadway (Garden Pharmacy), ca. 1950s
 - b.225 f.7 Colgate Toothpaste, 1993
 - b.225 f.8 Coppertone, undated
Slides of signs in Times Square and Atlantic City
 - b.225 f.9 Coronet Brandy (Boston), 1965
 - b.225 f.10 Crowne Plaza, undated

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

- b.225 f.11 *Cyrano: The Musical*, undated
- b.225 f.12 Dellwood Milk (Bruckner Boulevard), undated
Delta Airlines, undated
- b.225 f.13 Innaugural Event, undated
- b.225 f.14 35th Street Wall, 2004
- b.225 f.15 Flushing, undated
- b.225 f.16 Dewars, 1967
- b.225 f.17 Dial Soap (North Bergen, NJ), 1953-1955
- b.225 f.18 *Dinosaurs*, undated
- b.225 f.19 Domino Sugar (Brooklyn), undated
- b.247 f.8 Domino Sugar (Brooklyn), undated
- b.225 f.20 Domino Sugar (Baltimore), 1961
- b.225 f.21 Dow Jones zipper, 1997
- b.247 f.9 *Dracula*, 1979
- b.225 f.22 Drakes Cakes, undated
- b.225 f.23 The Dunes Hotel , undated
Eastern Airlines
- b.225 f.24 Fabrication, undated
- b.225 f.25 Hudson River, undated
- b.225 f.26 Times Square, undated
- b.226 f.1 Eastern Paralyzed Veterans Association, undated
- b.226 f.2 Ellen Tracy, undated
- b.226 f.3-5 Embassy Suites, 1990-1995
- b.226 f.6 Empire Lincoln Comet, undated
- b.226 f.7 Englander Mattresses, undated
- b.226 f.8 Enna Jettick Shoes, undated
- b.226 f.9 Excelsior Savings Bank, undated
- b.226 f.10 Fairchild Aerial Photos (Various Locations), undated
- b.226 f.11 Federal Savings, undated
- b.226 f.12 Ford/Knickerbocker Motors, undated
- b.226 f.13 Forest Hills Tennis Club, undated (Features Marlboro scoreboard)
- b.226 f.14 Fosters--Fabrication, undated
- b.226 f.15 Fuji Film, 1982
- b.226 f.16 Friar's Inn (Patchogue, NY), 1986
- b.226 f.17 Gambrinus Beer, undated
- b.226 f.18 Garden Cafeteria, undated
- b.226 f.19 General Electric (Willis Avenue, Bronx), undated
- b.226 f.20 General Electric Building, undated
- b.226 f.21 Gimbels (Westchester), undated

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

- b.247 f.10 Golden Lights Cigarettes, undated
- b.226 f.22 Graemere (Chicago), undated
- b.226 f.23 Gun Clock, undated (Also referred to as the Death Clock)
- b.226 f.24 Hanes, 1995
- b.227 f.1 Imperial Whiskey (Hiram Walker)--Fabrication, 1957-1960
- b.227 f.2 Imperial Whiskey (Hiram Walker), undated
- b.227 f.3 I. W. Harper (New Rochelle), 1965
- J&R Music World
- b.227 f.4 Times Square, undated
- b.227 f.5 Maspeth, Queens, undated
- b.227 f.6 Maurice and Borden Avenues, 1990
- b.227 f.7 Jack Frost Sugars, undated
- Jell-O
- b.227 f.8 Mock-up, 1997
- b.227 f.9 Mock-up and Fabrication, 1997
- b.227 f.10 Large Spoon, 1997
- b.227 f.11 *Joan of Arc*, 1948
- b.227 f.12 Joe Boxer, 1995
- Sir Richard Branson at opening ceremonies
- b.227 f.13 Johnnie Walker, undated (Times Square spectacular)
- b.227 f.14 Johnnie Walker Red, 1986 (Billboard)
- b.227 f.15 Kent Cigarettes, 1974-1977
- Kleenex
- b.227 f.16 Times Square Spectacular Featuring "Lulu" Cartoon Character, 1955
- b.228 f.1-2 Times Square Spectacular Featuring "Lulu" Cartoon Character, 1955
- b.247 f.11 Times Square Spectacular, 1955
- b.228 f.3 Bulletin Sign, 1955
- The bulletin sign was a secondary billboard on the spectacular site which carried seasonal messages and other promotions.
- b.228 f.4 Special Events, 1955
- b.228 f.5 Kodak, ca. 1990s
- b.228 f.6 Korean Air, undated
- b.228 f.7 Laguardia Airport, undated
- Predominantly directional signage, and some airline kiosk signs.
- b.228 f.8 Lever House, ca. 1951
- b.228 f.9 The Lobster Restaurant, undated
- b.247 f.12 Lockheed, undated
- b.228 f.10 Loew's Park (Cleveland), 1941
- b.228 f.11 Loew's State (NYC), undated
- b.228 f.12 Loft Candy Factory (Long Island City), undated

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

- b.228 f.13 Lord & Taylor, undated
- b.228 f.14 Mack Truck, undated
- b.228 f.15 Macy's, undated
- b.228 f.16 Macy's Thanksgiving Day Parade, ca. 1950s
- b.228 f.17 Madison Square Garden, 1993
- b.247 f.13 Madison Square Garden, 1993 (Contact sheets)
- b.247 f.14 *Mafia Kingpin*, 1981
- b.228 f.18 Manhattan Savings Bank, undated
- b.228 f.19 Manufacturers Trust Company, undated
- Maxell
 - b.228 f.20 Construction, 1984
- b.229 f.1 Finished Sign, 1996-1997
- b.229 f.2 Maxwell House Coffee (45th Street), undated
- b.229 f.3 Maxwell House Coffee (46th Street), 1995
- b.229 f.4 Mercury Cougar, undated
- b.229 f.5 Midori (2 Times Square), 1987 (Coke sign also prominently featured)
- b.229 f.6 Mink's, undated
- b.229 f.7 Minolta--Installation, 1984
- b.229 f.8 Minolta, 1984
- b.229 f.9 Miss Youth Form, undated
- b.229 f.10 M.I.T. Chapel--Fabrication, 1955
- Morgan Stanley
 - b.229 f.11 World Clock, 1995
- b.229 f.12 Zipper--Daktronics, 1995
- b.230 f.1 Zipper--Fabrication, 1995
- b.230 f.2 Completed Display, 1995
- b.230 f.3 MTA station light, 1987
- b.230 f.4 Nash Motors bulletin, 1951-1953
- b.230 f.5 Nathan's Famous Hot Dogs (Times Square), undated
- b.230 f.6 National Debt Clock--Installation, undated
- b.230 f.7 National Savings Bank, undated
- New Year's Eve
 - b.230 f.8 1955
 - b.230 f.9 1956
 - b.230 f.10 1958
 - b.230 f.11 1965
 - b.230 f.12 1974
 - b.230 f.13 1981
 - b.230 f.14 1984

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

New Year's Eve (cont.)

- b.230 f.15 1987
- b.230 f.16 1988
- b.230 f.17 1990
- b.230 f.18 1994
- b.230 f.19-20 Undated
- b.230 f.21 New York Central, Pier 7, undated
- b.230 f.22 New Yorker building canopy, undated
- b.231 f.1 Newport Cigarettes , 1985 (Includes special messages)
- b.231 f.2 Nike, 1996
- b.231 f.3 NYU Medical Center, undated
- b.231 f.4 Old Hickory (Philadelphia), undated
- b.247 f.15 Old Hickory (Philadelphia), undated
- b.269 f.8 Old Hickory (Philadelphia), undated
- b.231 f.5 Old Holland, undated
- b.247 f.16 One Wall Street/Wall Street Court, undated
- b.231 f.6 Palisades Park, undated
- b.231 f.8-9 Pan American, 1986 (JFK Airport terminal signage)
- Panasonic
- b.231 f.10 Shop and Construction, 1977
- b.231 f.11 Installation, 1977
- b.231 f.12-13 Day and Night Shots, undated
- b.231 f.14 Paragon Oil, undated
- b.231 f.15 Paramount Theatre (Times Square), 1949-1960
- b.231 f.16 Park-Sheraton Hotel, undated
- b.270 f.2 Park-Sheraton Hotel, undated
- b.231 f.17 Pathmark (Brooklyn), 1982
- Pepsi
- b.231 f.18 Times Square, undated
- b.232 f.1 Long Island City--Refurbishment, 1993
- b.247 f.17 Long Island City, undated
- b.232 f.2 *Phantom of the Opera*, undated
- b.232 f.3 Piel's Beer, undated
- b.232 f.4 Planter's Peanuts, undated
- b.232 f.5 Plough, Inc., 1961-1971
Includes signs and bulletins for Solarcaine and Coppertone in New York and Atlantic City; St. Joseph Aspirin; Mexsana Medicated Powder.
- b.232 f.6 Poland Spring Bottled Water, undated
- b.232 f.7 Polonia Coal Company (Chicago)
- b.232 f.8 Prudential-Bache (Wilkes-Barre, PA), 1988

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

- b.232 f.9 Pussycat Cinema, undated
- b.232 f.10 Radio City Music Hall, undated
- b.232 f.11 Rainbowvision (Seoul, South Korea), 1996
- b.232 f.12 Renaissance Hotel, undated
- b.232 f.13 Rick's Bar (Clifton, NJ), 1988
- b.232 f.14 Ricoh (Major Deegan Expressway), undated
- b.232 f.15 Ripley Clothes, undated
- b.269 f.9 Ripley Clothes, undated
- b.232 f.16 Rockefeller Center, undated
- b.232 f.17 Rockefeller, Nelson--Presidential Campaign, undated
- b.232 f.18 Ruppert Beer, undated
- b.232 f.19 S&W Fine Foods, 1967
- b.232 f.20 Salute to Tokyo Governor Ryutaro Azuma, 1960
- b.232 f.21 *Samson and Delilah*, 1949
- b.232 f.22 Samsung, 1991
- b.232 f.23 *Scarface*, 1983
- b.232 f.24 Sea & Ski, 1958-1967
- b.270 f.3 Sea & Ski, undated
- b.232 f.25 Schaefer (Multiple locations), 1953, undated
- b.233 f.1 Schenley (Multiple locations), 1958, undated
- b.233 f.2 Schlitz Brewery, undated
- b.233 f.3 Schmidt's Beer, undated
- b.233 f.4 Scripto, undated
- b.233 f.5 Shea Stadium, 1982-1992, undated
- b.247 f.18 Shea Stadium, undated
- b.233 f.6 Schubert Theatre, 1959 (*A Majority of One*)
- b.233 f.7 Singapore Exotic Foods (restaurant), undated
- b.233 f.8-9 *The Smoking Gun II*, 1990
- Sony
 - b.234 f.1 One Times Square--Fabrication, undated
 - b.234 f.2 Jumbotron, 1994
 - b.247 f.19 Jumbotron, 1994
 - b.234 f.3 Roof sign, undated
 - b.234 f.4 Squibb, undated
 - b.234 f.5 Sunkist, undated
 - b.234 f.6 Sunoco, undated
 - b.234 f.7-9 Suntory--Fabrication, 1986
 - b.234 f.10 Suspants, undated
 - b.234 f.11 Target, 2001 (Image of blueprint)

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

- b.234 f.12 TDK, 1996
- b.234 f.13 Texaco, undated
- b.247 f.20 Texaco, undated
- b.234 f.14 Times Square Information Center, undated
- b.234 f.15 TKTS Booth, 1977
- b.234 f.16 TKTS Booth, 1993
- b.247 f.21 Trans-Lux cine, undated
- b.234 f.17 Trans-Lux traveling message band, undated
- b.234 f.18 Trommers Beer, undated
- TWA
 - b.234 f.19 Fabrication, undated
 - b.234 f.20 On-site Construction, undated
- b.235 f.1-3 Times Square Spectacular, 1958-1960, undated
- b.247 f.22 Times Square Spectacular, undated
- b.235 f.4 Negatives, undated
- b.235 f.5 UBS, undated
- b.247 f.23 U-Haul, undated
- b.235 f.6 U.S. Open (U.S.T.A.), 1985-1986
- b.235 f.7 U.S.S. Intrepid, undated
- b.235 f.8 Union Terminal Cold Storage, undated
- b.235 f.9 United States Navy, undated
- b.235 f.10 Uniroyal Tires (U.S. Rubber), undated
- b.235 f.11 Utica Devils, 1987
- b.235 f.12 Wagner, Robert F. Jr.-- Mayoral campaign, 1953
- b.235 f.13 Warner Theatre, undated
- b.235 f.14 Wesclox (Grand Central Terminal), undated
- Westinghouse
 - b.235 f.15 Fabrication, 1972
- b.235 f.16-18 Long Island City Sign, undated
- b.247 f.24 Long Island City Sign, undated
- b.235 f.19 Whelan's, undated (Chrysler rooftop sign also visible)
- b.235 f.20 White Rose Tea, undated
- b.236 f.1 Wilfred Academy Beauty School, undated
- b.236 f.2 Williams Realty, undated
- b.236 f.3 Winston Cigarettes, ca. 1970s
- b.236 f.4 Wool-Mark, undated
- b.236 f.5 Yale Transit Corp., undated
- b.236 f.6 Yonkers Raceway, undated
- b.236 f.7 *Yor the Hunter*, 1983

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. B. Signs, 1939-2004

Contains photog... (cont.)

- b.236 f.8 Zany Zippers, undated
- b.260 Miscellaneous Slides, 1960-1987
Assorted slides documenting New Years Eve 1980-1987; Times Square signage (1981); 1964 World's Fair, St. Louis scoreboard (1966); and signs in Mexico ca. 1960-1961. Inventory on box lid.
- b.261 Miscellaneous Slides, 1972, undated
Assorted slides documenting the Hitachi sign in Times Square, the Westinghouse sign on the Long Island Expressway, and miscellaneous Manhattan locations.
- b.262 Miscellaneous Slides, 1980-1985
Assorted slides documenting Shea Stadium (1980-1982); Kent Golden Lights Cigarettes; Skyline Motor Inn; Coppertone; Sea & Ski; Midori; and gantry signs on the Long Island Expressway; and slides documenting various AKS advertising locations including Furman Street (Brooklyn).
- b.263 Miscellaneous Slides, undated
Assorted slides documenting the Times Square Coke sign; Times Square Camel Cigarette sign; the Crowne Plaza; Macy's; and numerous other Artkraft Strauss signs, mainly in the Times Square environs, dating approximately from the 1950s-1980s. Also includes a small quantity of signs in Las Vegas.
- b.236 f.9 Signs by Electric Sign Products, undated
AKS acquired the assets of Electric Sign Products
- b.236 f.10 Signs by West Side Neon, undated
AKS acquired the assets of West Side Neon in 1988.
- b.236 f.11 Unidentified Signs, undated

VII. C. Locations, 1938-1998

Contains photographs, slides, and negatives illustrating locations where AKS had advertising space for rent in New York City, Atlantic City, Boston, and elsewhere. Manhattan locations are arranged South to North. Some files include fact sheet and related sales materials, mainly undated but generally from the 1960s. Also includes two presentation books depicting sign locations in Manhattan, The Bronx, and Queens.

New York City

Manhattan

- b.236 f.12 William Street/Wall Street environs, 1985, undated
Canal Street, 2000
Broadway at Houston Street, undated
22nd Street at West Side Highway, undated
- b.248 f.1 34th Street at 7th Avenue
34th Street at 8th Avenue, undated
509 W. 34th Street at 10th Avenue, undated
34th Street , undated (Color slides.)
725 7th Avenue, 1998-2003
Times Square
Contains panoramic shots of the Times Square environs featuring signs by Artkraft Strauss. Photographs from the 19th and early 20th century are reproductions.
- b.236 f.13 19th Century

VII. C. Locations, 1938-1998

Contains ph... (cont.)

New York City (cont.)

Manhattan (cont.)

b.236 f.14	1900-1919
b.236 f.15	1920s-1930s
b.248 f.2	1930s
b.237 f.1	1940s
b.237 f.2-3	1950s
b.248 f.3	1950s
b.269 f.10	1950s
b.237 f.4-5	1960s
b.237 f.6	1970s
b.237 f.7-8	1980s
b.238 f.1	1980s
b.248 f.4	1980s
b.238 f.2-6	1990s
b.238 f.7	2000-2003
b.238 f.8	Undated (Negatives)
b.239 f.1-3	Undated (Negatives and color slides.)
	One Times Square
b.239 f.4	1975
b.239 f.5	1995
b.239 f.6	Crossroads location--Site 1, Sign 101, undated
b.239 f.7	Crossroads location--Site 1, Sign 102, undated
b.239 f.8	Crossroads location--Site 1, Sign 103, undated
b.239 f.9	Crossroads location--Site 3, Sign 303, undated
b.239 f.10	42nd Street at 5th Avenue, Northeast corner, undated
b.239 f.11	1457 Broadway at 42nd Street, ca. 1950s (Features WOR wall bulletin.)
b.239 f.12	42nd Street at 7th Avenue, undated Signs at this site include Milium, Bart's Fiocco, Maxell, and Mario Puzzo's <i>Mafia Kingpin</i>
b.239 f.13	200 W. 42nd Street (598 7th Avenue), undated Signs at this site include YES Clothing Co., Ellen Tracy, Spike Lee's <i>Malcolm X</i> , Continental Airlines, CT Jeans, and Carvel Ice Cream.
b.239 f.14	729 7th Avenue at 42nd Street, undated Signs at this site include Atlantic City tourism, Piel's Light Beer, Win With Wagner (Robert F. Wagner campaign), Houston tourism, and American Red Ball.
b.239 f.15	42nd Street at 8th Avenue, undated
b.239 f.16	42nd Street at 8th Avenue (660 8th Avenue), undated Rooftop location featuring various Marlboro and Benson & Hedges ads.
b.239 f.17	43rd Street at Broadway, undated Signs at this site include Sergio Valente jeans, WNBC-TV, Delta Airlines, <i>Madame Sans Gene</i> , TWA, <i>Joan of Arc</i> , <i>The Horse Soldiers</i> , Budweiser, various Plough Inc. products, and others.

VII. C. Locations, 1938-1998

Contains ph... (cont.)

New York City (cont.)

Manhattan (cont.)

- b.239 f.18 1482 Broadway at 43rd Street, undated
Signs at this site include Calvin Klein, Sergio Valente Jeans, Beck's Beer, and others.
- b.239 f.19 42nd-43rd Street, undated
Signs at this site include Paddy Chayefsky's *The Bachelor Party*, Frank Langella's *Dracula*, and Motown Records for Stevie Wonder.
- b.240 f.1 45th Street and Broadway, 1959
- b.240 f.2 1540 Broadway (Spectacular), 1993 (Goldstar sign)
- b.240 f.3 1540 Broadway (Loew's State wall), 1955, 1982, undated
Signs at this site include *The Prodigal*, Brut by Faberge, Diana Ross' *Silk Electric* and others.
- b.240 f.4 Father Duffy Square, 1954, 1984
- b.240 f.5 46th Street at Broadway, undated
- b.240 f.6 46th Street bulletin, West of Broadway, undated
- b.240 f.7 1551 Broadway at 46th Street (Howard Johnson's roof), undated
Signs at this site include Canon, Burger King, and *Grease!* on Broadway.
- b.240 f.8 46th-47th Streets, undated
Signs at this site include Leighton's, *The Defiant Ones*, Jose L. Piedra Cigars, and others.
- b.240 f.9 46th-47th Streets, west side of Broadway, undated
Signs at this site include Horn & Hardart Automat, 7-Up, and *Evita*
- b.240 f.10 1553 Broadway between 46th-47th Streets, 1960
- b.240 f.11 47th Street at Broadway, undated
- b.240 f.12 47th Street at Broadway, Northwest corner, undated
Signs at this site include US Navy, Koss, and *Lialeh*.
- b.240 f.13 1567 Broadway, Southwest corner, 1955, 1988-1989, undated
Signs at this site include *The Desperate Hours*, *Les Miserables* (musical), *Born on the Fourth of July*, Liza Minelli, *Twins*, and others
- b.240 f.14 1567 Broadway, 1998
- b.240 f.15 701 7th Avenue at 47th Street, upper and lower sites., undated
Signs at this site include Panasonic, Bloomberg Radio, *Sunset Boulevard* (musical), and *Phantom of the Opera* (musical).
- b.240 f.16 47th Street/Top of Times Square, undated
Signs at this site include Hit Parade Cigarettes, Old Holland Beer Shampoo, Pall Mall Cigarettes, and Tan-O-Rama.
- b.240 f.17 47th Street at Broadway, Northwest corner, undated
- b.240 f.18 47th Street, undated
- b.240 f.19 48th Street at Broadway, 1967, undated
Signs at this location include Palisades Park, Roosevelt Raceway, Dewar's White Label, *Samson and Delilah*, *The Outlaw*, Johnnie Walker, Cinzano, and the Dunes Hotel.
- b.240 f.20 48th Street at Broadway, Northwest corner
2 Times Square/1572 Broadway
- b.240 f.21 Looking North, 1982-1683

SERIES VII: PHOTOGRAPHS, 1938-2004 (47 BOXES,... - **VII. C. LOCATIONS, 1938-1998**

New York City (cont.)

Manhattan (cont.)

Times Square

Contains pan... (cont.)

- b.240 f.22 Lower sign location, 1983-1989
- b.240 f.23 Top of building, 1992-1993
- b.241 f.1 Spectaculars, 1957, undated
Signs at this site include Canadian Club, Admiral Appliances, Castro
Convertibles, Hit Parade Cigarettes, and Pepsi.
- b.241 f.2 1585 Broadway, 1995
- b.241 f.3 49th Street at Broadway (Holiday Inn Crowne Plaza), 1990, undated
Signs at this location include Washington Mutual and Ellen Tracy.
- b.241 f.4 49th Street at Broadway, Southwest corner, undated
Signs at this location include Palisades Park, Chateau Martin Champagne, *New York Mirror*, and *Samson and Delilah*
- b.241 f.5 49th Street at Broadway, Southeast corner, undated
- b.241 f.6 49th Street at Broadway, painted wall, undated
- b.241 f.7 West 40s-50s, undated
- b.241 f.8 50th Street at 7th Avenue, 1961, undated
Signs at this location include Piel's Light Beer, Palisades Amusement Park, Lombardy
and Empress Motels (Atlantic City), The Shelburne Hotel (Atlantic City), Robert F.
Wagner Jr. 1961 political campaign.
- b.241 f.9 50th Street at Broadway, Northwest corner, 1955, undated
- b.241 f.10 8th Avenue at 51st Street, undated
- b.241 f.11 56th Street at Broadway, undated
- b.241 f.12 56th Street at 12th Avenue, undated
- b.241 f.13 57th Street at 5th Avenue, undated
- b.241 f.14 57th Street at 12th Avenue, undated (See also: Artkraft Strauss roof)
- b.241 f.15 57th Street at West Side Highway, undated
- b.241 f.16 59th Street at 3rd Avenue, undated
- b.241 f.17 59th Street at Columbus Circle, 1984, undated
Signs at this location include Schenley, *Night and Day*, *Samson and Delilah*, Three
Feathers, Midtown Realty, and others.
- b.248 f.5 GE Building, undated
- b.241 f.18 59th Street Bridge, undated
- b.248 f.6 Dyckman Street at 10th Avenue, undated
- b.241 f.19 3rd Avenue "L", undated
- b.241 f.20 106th Street at 2nd Avenue, undated
- b.241 f.21 131st Street at Broadway, undated
- b.241 f.22 155th Street at Broadway, undated
- b.242 f.1 182nd Street at Broadway, undated
- b.242 f.2 A.H. Villepigue locations, 1956-1958
A.H. Villipigue, Inc. was an outdoor advertising company with various locations in New
York City which were leased by Artkraft Strauss.
Artkraft Strauss roof (830 12th Avenue at 57th street) (See also: Benson &
Hedges)

VII. C. Locations, 1938-1998

Contains ph... (cont.)

New York City (cont.)

Manhattan (cont.)

- b.242 f.3 Artkraft Strauss company signage, undated
- b.242 f.4 House of Lords Scotch, 1954, 1967
- b.242 f.5 King's Ransom Scotch, 1959, undated
- b.242 f.6 Merit Cigarettes, undated
- b.242 f.7 Trivision screen, undated
- b.242 f.8 Miscellaneous, undated
- b.242 f.9 East River Drive, undated
- b.242 f.10 Lincoln Tunnel, undated

Theatres

In many cases, Artkraft Strauss was responsible for the theater marquee and roof signage, as well as for bulletins and billboards created to promote specific productions.

- b.242 f.11 Astor-Victoria, 1958, 1968, undated
See also: 46th-47th Streets and Broadway.
- b.242 f.12 Bijou, undated
- b.242 f.13 Bryant, undated
- b.242 f.14 Broadway, undated
Signs at this location include *Cinerama*, *The Wiz*, and *Zorba*.
- b.242 f.15 Capitol, 1939, 1951, undated
Signs at this location include *Quo Vadis*, the Dunes Hotel (Las Vegas), and Roosevelt Raceway.
- b.242 f.16 Criterion, undated
- b.242 f.17 Demille, 1966-1967, undated
Signs at this location include *Hawaii*, *Point Blank*, *The Comedians*, *War and Peace*, Schaefer Beer, and others.
- b.242 f.18 Globe, undated
- b.242 f.19 Gotham, undated
- b.242 f.20 Imperial, undated
- b.242 f.21 Lunt-Fontanne, undated
- b.242 f.22 Orpheum, 1945 (*Captain Kidd*)
- b.242 f.23-24 Palace/RKO Palace, undated
Signs at this location include *That Girl!*, *Africa Addio*, Harry Belafonte, *Beauty and the Beast* (musical), *La Cage aux Folles*, and others.
- b.242 f.25 Republic, 1944 (*Lake Placid Serenade*)
- b.242 f.26 Rialto, 1943, undated
Signs at this location include Piel's Beer, Miliium, *The Outlaw*, Avalon Ballroom, and others. See also: 42nd Street and 7th Avenue
- b.242 f.27 Rivoli, 1945-1963, undated
Signs at this location include *Cleopatra*, *Salome*, *Rear Window*, *Junior Miss*, and others. See also: 42nd Street and Broadway.
- b.242 f.28 RKO (multiple locations), undated
- b.242 f.29 Roxy, undated

VII. C. Locations, 1938-1998

Contains ph... (cont.)

New York City (cont.)

Manhattan (cont.)

- b.242 f.30 Winter Garden, 1946-1947, undated
Signs at this location include *The Killers*, *Bad Sister*, and others.
- b.242 f.31 Miscellaneous and unidentified NYC theatres, undated
- b.242 f.32 West End Avenue, undated
- b.243 f.1 West Side Highway, 33rd Street, undated
- b.243 f.2 West Side Highway, 132nd Street, undated
- b.243 f.3 West Side Highway, 134th Street, undated
- b.243 f.4 West Side Highway, unidentified cross street, undated
- b.243 f.5 West Side Highway, aerial views, 1950, undated

Bronx

- b.243 f.6 Cross-Bronx Expressway, undated
- b.243 f.7 Triborough Bridge , 1955, undated
- b.243 f.8 Whitestone Expressway, undated
- b.243 f.9 Various locations, undated
- b.248 f.7 Various locations, undated
- v.35 Sign location presentation book, undated

Brooklyn

- b.243 f.10 Brooklyn-Queens Expressway, 2000
- b.248 f.8 Brooklyn Union Gas, undated
- Coney Island
- b.243 f.11 1940s-1950s
- b.243 f.12 1960s
- b.243 f.13 Nathan's and Feldman's
- b.243 f.14 Flatbush Avenue at Avenue U, undated
- b.248 f.9 Furman Street, undated
- b.243 f.15 Ft. Hamilton Parkway at 60th Street, 1949
- b.243 f.16 Pearl-Wick, undated
Rejected location on the Brooklyn waterfront.
- b.243 f.17 Tillary Street, undated
- b.248 f.10 Various locations, undated

Queens

- b.243 f.18 Long Island Expressway, undated
- b.243 f.19 Queens Midtown Tunnel, undated
- b.248 f.11 Queens Midtown Tunnel, undated
- b.243 f.20 Triborough Bridge, undated
- b.243 f.21 Van Wyck Expressway, undated
- b.248 f.12 Various locations, undated

Staten Island

- b.243 f.23 Aerial Views, undated

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. C. Locations, 1938-1998

Contains ph... (cont.)

New York City (cont.)

- b.248 f.13 Aerial Views, undated
- b.270 f.4 Aerial Views, undated
- b.243 f.24 Banks, undated
- b.243 f.25-26 Billboards, ca. 1970s-1990s
- b.243 f.27 Bus Wraps, undated
- b.243 f.28 El Advertising--Elevated Train Locations, 1960-1965
An Artkraft affiliate formed in the 1960s to develop outdoor bulletin advertising on subway property.
- b.243 f.29 Hotels, undated
- b.244 f.1 Location Sales Book, undated
- v.36 Location Presentation Book, undated
- b.244 f.2-4 Unidentified Locations, undated (Negatives only)

Atlantic City, New Jersey

- b.244 f.5-7 General Views, undated
- b.248 f.14 General Views, undated
- b.270 f.5 General Views, undated
- b.244 f.8 Baltic and Arkansas, 1967 (Schmidt's Beer sign.)
- b.244 f.9 Boardwalk, Facing South, undated
- b.244 f.10 Atlantic City Raceway, 1968
- b.244 f.11 Mayflower Hotel Roof Structure, undated
- b.244 f.12 Million Dollar Pier, undated
- b.245 f.1 Sea & Ski Location, 1959-1961, undated
See related material under Signs: Ballantine, Plough, and Sea & Ski.
- b.245 f.2 Steel Pier, ca. 1973
- b.245 f.3 Virginia Avenue

Boston

- b.245 f.4 25 Water Street, 1964-1965, undated
Signs at this location include Budweiser (multiple variations) and Coronet VSQ Brandy.
- b.245 f.5-6 Boston Garden /North Station, 1957-1976, undated
Signs at this location include Narragansett Beer, Chrysler, Cutty Sark, and Kent.
- b.245 f.7 Fenway Park, undated
- b.245 f.8 Kneeland Street, 1970
- b.245 f.9-10 Logan Airport, 1988, undated
- b.245 f.11 Utica Club, 1953
- b.248 f.15 Various Locations, undated

Chicago

- b.245 f.12 Arrow Sign Co. Chicago Expressway Location, undated
- b.245 f.13 State Street and Randolph Street, undated (Mainly TWA)
- b.245 f.14 Detroit, undated
- b.248 f.16 Edgewater, NJ, undated (Former Ford plant)

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. C. Locations, 1938-1998

Contains ph... (cont.)

- b.245 f.15 Louisville, KY, undated
- b.245 f.16 New Haven, CT, 1938 (Ballantine's Beer)
- b.245 f.17 New Jersey Turnpike, 1965
- b.245 f.18 Philadelphia, undated
- b.248 f.16 San Francisco, undated
- b.245 f.19 Washington National Airport, 1960
- b.245 f.20 Wildwood Convention Center (Wildwood, NJ), 1986
- b.245 f.21 Unidentified Locations, undated
- b.246 f.1-5 Unidentified Locations, undated
- b.248 f.17-18 Unidentified Locations, undated
- b.269 f.11 Unidentified Locations

VII. D. Photo albums, undated

The photo albums correspond to photographs digitized by Artkraft Strauss. Each image was issued a unique identification number beginning with Z. While some albums contain images loosely grouped by era, subject, or location, there is no specific arrangement scheme. These loose groupings are noted in item descriptions below. Researchers interested in specific signs should first review available photographs in Series VII. B.

- b.246 Album 2
Predominantly Times Square, 1950s-1980s; Budweiser; and some Artkraft Strauss factory fabrication shots.
- b.249 Album 3
RKO Palace signage, ca. 1940s; some Times Square and environs, 1970s-1980s.
- b.249 Album 4
Times Square and Columbus Circle 1900s-1950s; Budweiser; New Year's Eve; Shea Stadium scoreboard; scanned copies of various sign drawings and designs.
- b.249 Album 5
Calvin Klein; Aiwa; Camel; Canon; Burger King; Gold Star; *The Smoking Gun*; Maxwell House; and A & S Plaza.
- b.249 Album 6
Assorted non-Times Square signs; 20-24 Bruckner Avenue; Shea Stadium; Forest Hills tennis stadium.
- b.250 Album 7
Predominantly Times Square, ca. 1930s-1990s
- b.250 Album 8
Times Square theatres: Globe, Capitol, Winter Garden, DeMille, Republic, Loew's, Rivoli.
- b.250 Album 9 (Embassy Suites and assorted billboards)
- b.250 Album 10
Predominantly Times Square, ca. 1900s-1990s
- b.251 Album 11
Times Square, ca. 1960s-1990s; Loew's State Theatre
- b.251 Album 12
One Times Square; 48th Street and 7th Avenue; 729 7th Avenue; Crowne Plaza; *A Chorus Line* at Shubert Theatre.

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. D. Photo albums, undated

The photo ... (cont.)

- b.251 Album 13
Assorted Times Square ca. 1940s-1990s; assorted parades in Times Square area; Cinzano; Johnnie Walker; Dewar's White Label.
- b.252 Album 14
Times Square ca. 1950s-1990s; Budweiser; TWA; Kleenex.
- b.252 Album 15 (Times Square ca. 1950s-1970s)
- b.252 Album 16
History Channel; Globe Theatre movie marquees; Maxell; Piel's; Fiocco; Statue of Liberty for March of Dimes.
- b.253 Album 17
Various billboards and wall bulletins, 1960s-1980s; various theater marquees; movie and concert signage, 1940s-1980s.
- b.253 Album 18
Various theater marquees; Times Square up to West 50s, ca. 1950s-1980s.
- b.253 Album 19
Times Square, various dates; New Year's Eve 1993 and 1994; various billboards and wall bulletins; early 20th century signage companies and factories; signs in Chicago and other cities outside New York.
- b.254 Album 20
Neon signs; sign locations outside New York; hotel and building marquees; billboards; roof signs; 598 7th Avenue; various Times Square ca. 1950s-1980s.
- b.254 Album 21
New Year's Eve 1993; rooftop signs; billboards and wall bulletins; assorted undated signs.
- b.254 Album 22
New Year's Eve 1894; Times Square 1980s; Beefeater Gin; WNBC-TV4; National Debt Clock.
- b.254 Album 23
Coke and Suntory signs in Times Square; commercial postcards of Times Square.
- b.255 Album 24
Commercial postcards of Times Square; Artkraft Strauss factory; fabrication and installation of various signs; Artkraft Strauss roof billboard; Bond Clothing.
- b.255 Album 25
March of Dimes; Marine Corps War Bond Show; Father Duffy Square; Artkraft Strauss factory; fabrication and installation of various signs ca. 1950s-1970s; Times Square area ca. 1940s-1990s; various movie marquees.
- b.255 Album 26
Old Hickory; Cadillac; One Times Square; Father Duffy Square; movie marquees; Atlantic City boardwalk; New Year's Eve (undated); Uniroyal Tires; Coke sign fabrication, 1991; British Airways, Jell-O, History Channel; Budweiser in Times Square ca 1990s; various billboards and wall bulletins.
- b.256 Album 27
Budweiser Eagle; various billboards and wall bulletins; *Stay Alive for '55* safety campaign; New Year's Eve 1964, 1981, 1983, 1987, 1988, and 1993; Times Square ca. 1940s.
- b.256 Album 28
Sign fabrication; various Times Square; Pan Am at JFK Airport; Forest Hills Tennis Club; various billboards.

Series VII: Photographs, 1938-2004 (47 boxes,... (cont.)

VII. D. Photo albums, undated

The photo ... (cont.)

- b.259 Album 29
Artkraft Sign Company of Lima, Ohio, ca. 1920s; New Year's Eve, various years; Times Square ca. 1940s-1980s; installation of various signs.
- b.256 Album 30
Billboards and wall bulletins ca. 1990s-2000s; Radio Free Europe event; various movie marquees ca. 1940s-1950s.
- b.257 Album 31
Movie marquees ca. 1940s-1970s; Bond Clothing installation; various billboards and wall bulletins.
- b.257 Album 32
Kleenex; Fuji; Times Square ca. 1950s-1980s; various billboards; movie marquees ca. 1950s-1960s.
- b.257 Album 33 (Miscellaneous signs, undated)
- b.258 Album 34
Non-Times Square and non-NYC locations; hotel and building marquees; neon signs; Bordens; Canada Dry; Coca-Cola bottling plant; Cities Services; Sunkist; Socony; Westinghouse; Yonkers Raceway; and others.
- b.258 Album 35
Non-Times Square locations; 1964 World's Fair; hotels; Gimbel's; Macy's; Maxwell House; Astor Place; Bryant Park; Horn & Hardart; Federbush; GEM Blades; Palisades Park; Lord & Taylor; Imperial; Greenwich Bank; assorted illustrations.
- b.258 Album 36
Assorted drawings; Non-Times Square locations; Yale Transport; Domino Sugar; Coney Island; Pepsi in Long Island City; various other signs, undated.
- b.259 Albums 37 (Times Square ca. 1880s-1970s)

VII. E. Audio-Visual Material

Audio-Visual Material is currently closed while preservation transfers are created