



The New York Public Library Manuscripts and Archives Division

Guide to the

Artkraft Strauss records

1915-2011 [bulk 1936-2005]

MssCol 17768

Summary

Creator: Artkraft Strauss Sign Corporation

Title: Artkraft Strauss records

Date: 1915-2011 [bulk 1936-2005]

Size: 168.31 linear feet (307 boxes, 37 volumes, 18 oversized folders, 93 tubes); 11.76 gb (3613 computer files); 120 video files

Source: Donated by Artkraft Strauss, 2007-2012.

Abstract: The Arkraft Strauss Sign Corporation was New York City's preeminent sign designer and manufacturer in the 20th century, responsible for creating some of the great icons 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 2005; 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 document the creation of many of Artkraft Strauss' projects in New York City, Atlantic City, Boston, and elsewhere, from 1936 to 2007. 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 half-size scale model of a Concorde jet; theater marquees; and movie signage.

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

Processing note: Compiled by Kit Messick in 2012. Additions integrated and finding aid

updated by Susan M. Kline, 2017. The additions primarily consist of blueprints, drawings, and digitized photographs and visual material. 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 great icons of 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." Artkraft also leased outdoor advertising locations in Times Square and throughout New York City, and was responsible for the New Year's Eve ball lowering 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 principal 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, sign design and maintenance, 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. Tama was a member of Community Board 5's Times Square and Land Use committees, and subsequently became chair of the board. 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 Concorde 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.

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.

Scope and Content Note

Artkraft Strauss designed, fabricated, installed, leased, and maintained an extensive range of sign products, including exterior identification signs, theater marquees, billboards, sports scoreboards, bus shelters, 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 eight series: Executive Office Files; II. Management Correspondence Files; III. Job files; IV. Electrical Division Records; V. Ledgers; VI. Press and Promotional Material; VII. Photographs; and VIII: Administrative Files. The collection also contains audiovisual material, which is closed pending preservation transfer.

The records date primarily from the mid-1930s through 2005. Little 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 signs and spectaculars 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 the 2000s. 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 and 2000s, such as the Morgan Stanley world clock, the renovation of the Dow Jones stock zipper, and state-of-the-art Budweiser, the Coca-Cola signs at 1 and 2 Times Square, and the Samsung sign in 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. The small section of Administrative files contains blueprints, by-laws, leases, and documents pertaining to incorporation and company stock.

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 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.

Key Terms

Genre/Physical Characteristic

Account books
Blueprints
Photographs
Video recordings

Occupations

Advertisers

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

Geographic Names

Times Square (New York, N.Y.)

Names

Starr, Jonathan
Starr, Tama
Artkraft Strauss Sign Corporation

Container List

Series I: Executive Office Files 1927-2004 (1984-2004) (42 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. Additional items pertaining to Times Square and specific signs located in Times Square are located in Series III: Job Files.

Artkraft Strauss is closely identified not only with Times Square, but with the New Year's Eve ball lowering 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 lowerings 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
- 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

Series I: Executive Office Files (cont.)
 I.A. Project Files (cont.)

- 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
- 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
 See also box 12, folder 13: Kiev Airport
- b. 6 f. 7 Boston Properties--Sites 1 & 4 2000

Series I: Executive Office Files (cont.)

I.A. Project Files (cont.)

- 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
- 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

Series I: Executive Office Files (cont.)

I.A. Project Files (cont.)

- b. 10 f. 7-9 Gaess 1986-1987
Includes floor plans for Palace Theatre building
- b. 10 f. 10 Gap/FCUK signage in Times Square 1997
- 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 Kiev Airport 1994
See also: Box 6, folder 6: Borispol Airport (Kiev)
 - b. 12 f. 14 Kiosks 1996
 - b. 12 f. 15 Kodak--Moscow undated
 - 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

Series I: Executive Office Files (cont.)

I.A. Project Files (cont.)

- 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
- 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

Series I: Executive Office Files (cont.)

I.A. Project Files (cont.)

- 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
- 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

Series I: Executive Office Files (cont.)

I.A. Project Files (cont.)

- 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
- 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

Series I: Executive Office Files (cont.)

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 Artkraft 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. Artkraft 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 Artkraft's installations at 42nd Street Development Project locations between 1988-1999 through contracts, work orders, correspondence, and other related material. Some files predate Artkraft's participation, including environmental impact statements and proposals for projects which did not come to pass.

Files are arranged alphabetically. Some locations are identified only by site numbers assigned internally by the UDC; 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
- 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. 306 Schedules 1994

Series I: Executive Office Files (cont.)
I.B. 42nd Street Development Project (cont.)
General Files (cont.)

- 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
- 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

Series I: Executive Office Files (cont.)

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

- 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
- 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

Series I: Executive Office Files (cont.)

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. Facts and details relating to many notable signs can be found in Tama's "Individual Spectaculars" folder. 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 Spectaculars 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
- 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

Series I: Executive Office Files (cont.)

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 lowering. 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 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
- 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

Series I: Executive Office Files (cont.)

I.D. New Year's Eve (cont.)

- 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
 - 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/Currency. 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

Series I: Executive Office Files (cont.)

I.E. Signs and Wonders (cont.)

General Files (cont.)

- 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 Lettera, Philip "P.J." Marshall, Robert Neuberger, Jonathan 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

Series II: Signcorp Management Files (cont.)

Early Correspondence (cont.)

- 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
- 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

Series II: Signcorp Management Files (cont.)

1981 (cont.)

Client Files (cont.)

- 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
- 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

Series II: Signcorp Management Files (cont.)
1983 (cont.)

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 Lorillard
- 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

- 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

Series II: Signcorp Management Files (cont.)

1985 (cont.)

Chronological Files (cont.)

- 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
- 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

Series II: Signcorp Management Files (cont.)
1988 (cont.)

- b. 54 f. 6 Manfredi, Jim
- b. 54 f. 7 Nielsen, 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 Nielsen, 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 Nielsen 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 Nielsen, Helen
- b. 58 f. 4 Starr, Jonathan
- 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

Series II: Signcorp Management Files (cont.)

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 1936-2007 (178 boxes, 18 oversize folders, 88 tubes, 2.14 Gigabytes (809 computer files))

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, Broadway, AMC, United Artists, and RKO 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 real-time financial information display, the refurbishment of the Long Island City Pepsi sign, and the 2002 Samsung Times Square display 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).

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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- o. 17 1 World Trade Center 1998-1999
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. 84 2 Times Square 1990s
- 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
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- b. 305 A & R Paint Supply 1983
- A & S Plaza
- b. 65 f. 7-10 1988-1990
- b. 66 f. 1-10 1988-1996
- t. 47 1989
- o. 1 1990
- b. 67 f. 1 Abitt Wine & Liquor 1960
- b. 67 f. 2 Ackerman Theatres 1981
- o. 18 Admiral Appliances 1952
- 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
- 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
- t. 88 Allied Chemical 1969
- b. 264 Amalgamated Banking undated

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 264 AMC Theatres, 42nd Street 1997
See additional material under Series III.B. Project Management Files
- b. 265 AMC Theatres, 42nd Street 1999
- t. 75 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
- o. 13 American Broadcasting Company (ABC) 1969
- b. 264 American Broadcasting Company 1984
Olympic logo
- b. 69 f. 1 American Export-Isbrandtsen Lines 1966
- b. 306 American Express 1990s
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
- o. 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 (cont.)

III. A. Jobs (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
- o. 13 Bickford's Restaurant undated
- 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. 303 f. 3 Times Square Spectacular with Scale Model Jet 2001
Photographs.

Series III: Job Files (cont.)

III. A. Jobs (cont.)

British Airways (cont.)

- b. 264 **Concept Art 1995**
- t. 5 **Drawings of Concorde Aircraft** undated
- t. 58 **Drawings of Concorde Aircraft** undated
- t. 79 **Drawings**
- b. 268 **British Caledonian Airways 1985**
- 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, Pabst Blue Ribbon, and under Series
 III.B. Project Management Files.
- o. 11 **1952**
 Drawing.
- t. 82 **2001**
- er. 1 **Animation 1997, 2007**
 (125.6 Megabytes (2 computer 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. 300 f. 1 **Houston undated**
- 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**

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Budweiser (cont.)

New York City (cont.)

- 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
- o. 11 Drawings 1945
- Newark Brewery
 - b. 79 f. 1 Correspondence 1950-1951
- b. 79 f. 2-3 Blueprints 1950-1951, undated
 - 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 circa 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
 - o. 11 Drawings 1966
 - t. 51 Eagle Blueprint undated (Poor condition)
 Please refer to digital surrogate.
- Trains
 - o. 10 Drawings, Blueprints 1940s
- b. 300 f. 2-10 Files 1947-1952
 - Primarily reference material.
- b. 303 f. 1 Reference Posters 1940s
 - t. 52 Unidentified Sign undated
 Possibly for 1997 Times Square sign
- b. 83 f. 5 Various Locations--Presentation Folder undated
- b. 305 Miscellaneous Drawings
- b. 83 f. 6 Buick 1937
- b. 83 f. 7 Bullseye Theatre Corporation 1960

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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. 300 f. 11 **Bus Shelters 1981**
New York City.
- 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**
Triboro 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. 305 **Camel Cigarettes 1940s**
Drawings.
- 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. 300 f. 12 **Artwork** circa 1970s
- b. 84 f. 12 **Blueprints 1952**
- t. 41 **Blueprints 1952**
- b. 84 f. 13 **Movie Artwork 1952**
- o. 18 **Spectacular 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**
- b. 303 f. 2 **Canon 1984**
"Light Switch" blueprint.
- t. 61 **Canon 1991-1993**
- o. 12 **Canon 1993**
- b. 85 f. 4 **Capitol Theatre 1960**
Ocean's Eleven. Commercial order only

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Coca-Cola (cont.)

- t. 53 Philadelphia 1992
- b. 87 f. 4-11 Times Square 1965-1991
 - t. 8 Times Square 1991
- b. 264 Japan, Location Unspecified undated
 - o. 1 Drawing, Location Unspecified undated
- b. 267 Drawing, Location Unspecified 1989
- Columbia Pictures
- b. 87 f. 7 Warner Theatre, *Porgy and Bess* 1959
 - o. 13 Warner Theatre, *Porgy and Bess* circa 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
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 88 f. 19 DeMille Theatre 1962
Barabbas
- b. 88 f. 20 DeMille Theatre 1962
Counterfeit Traitor
- o. 15 DeMille Theatre 1959
Behind the Great Wall AromaRama motion picture.
- 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
- o. 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 circa 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
- o. 15 Doll Theater Marquee 1970
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- 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
- o. 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
 - o. 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
- 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
 - o. 15 Grant's Scotch 1957
- 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
 - o. 4 Guild Enterprises 1974
 - b. 94 f. 2 Gulf Oil Company 1968
 - b. 94 f. 3 Gumley-Haft Real Estate 1998

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 94 f. 4 Guth, Francis and Richards 1960-1961
Saxon Paper Corp
- o. 16 Gypsy at the Winter Garden 1974
Starring Angela Lansbury.
- 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
- o. 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
- b. 94 f. 16-18 History Channel, The 1999-2000
See additional material under Series III.B. Project Management Files
- er. 2 History Channel, The 1999-2003
(538.1 Megabytes (197 computer files))
Photographs.
- b. 94 f. 20 Holmes Electric Protective Company 1960
- b. 94 f. 19 Home Life Insurance 1963
- o. 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
- o. 12 Howard Johnson 1959
- b. 268 Howard Johnson 1988
- b. 306 Howard Johnson undated

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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**
- 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**

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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. Villepique 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 "Little Lulu"
- b. 306 **Kleenex** 1997
- t. 48 **Kleenex** undated
- o. 11 **Kleenex** undated
 Drawing.
- 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. 305 **Latin Quarter** 1980s?
 Drawings.
- 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
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 98 f. 9 Let There Be Neon 1978-1979
- o. 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 circa 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
- o. 18 Astor Plaza 1974
- 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
- o. 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. 304 f. 1 Palace Theater (Washington D.C.) 1939
- 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
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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Loew's (cont.)

State Theatre (New York) (cont.)

- o. 4 Escalators 1968
- b. 100 f. 15 Marquee 1969
- o. 15 *Gone With the Wind* 1940
- o. 13 *Solomon and Sheba* 1959
- 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
 - o. 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
 - o. 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 102 f. 8 **McCann Project Management 1990**
Hampton Inn, Times Square
- 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. 306 **Metropolitan Hotel undated**
Drawing.
- 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**
 - o. 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. 305 **Morgan Stanley World Clock undated**
Small roll of color photos.
- 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**

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Muir & Company (cont.)

- 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
- o. 13 Museum of Modern Art 1965
- b. 104 f. 13 Music City 1973
- b. 104 f. 14 Mutual Life/Mutual of New York (MONY) 1956
 - MONY Weather Star
- 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
 - o. 14 Drawings 1968, 1972
- 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.

Series III: Job Files (cont.)

III. A. Jobs (cont.)

National General Pictures Corporation (cont.)

- b. 105 f. 14 **National General Theatre 1972-1973**
 Massacre in Rome.
- b. 266 **National General Theatre 1975**
- o. 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
- 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
 - o. 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**
 - o. 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- o. 15 **Newport Cigarettes [1970s-1980s]**
- b. 264 **Newsweek 1983**
Grand Central Terminal display
- t. 70 **Nike 1993**
- b. 107 f. 2 **Niketown 1996**
- o. 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 Kean Company 1977**
Oh! Calcutta!
- b. 266 **Novotel 1983**
- b. 107 f. 7 **Oestreicher Realty 1965**
Government of India tourist office
- 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**
- o. 16 **Pabst Blue Ribbon 1978-1980**
Blueprints including the Budweiser bow tie sign.
- b. 108 f. 5 **Packard Motorcar Company 1936**
- b. 265 **Paine Webber 1985**
Equitable Building signage
- t. 80 **Paine Webber 1985**
Equitable Building signage
- b. 268 **Palace Theatre 1990**
Palace Theatre 1990
- b. 108 f. 6 **Sweet Charity 1965**

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Palace Theatre (cont.)

- b. 108 f. 7 *Buddy Hackett 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 f. 10 Public Relations 1959
- b. 108 f. 11 Long Island City 1960
- b. 108 f. 12 Passenger Terminal, Idlewild Airport 1961
 - o. 2 Passenger Terminal, Idlewild Airport 1962
- b. 108 f. 13 Identification Signs 1966
- b. 108 f. 14 Identification Signs 1972
- b. 108 f. 15-17 Terminal Signs 1973-1974
 - o. 6 Terminal Signs 1973-1974
 - b. 268 Terminal Signs undated
- b. 108 f. 18 Lettering and Logo Signs, Hangar 14 1976-1977
- b. 108 f. 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. 306 Drawing 1976
- 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
 - t. 38 Electronic Spectacular 1989-1993
 - Roof of DeMille Theatre, Broadway at 47th Street
 - b. 306 Paramount Building 1997
 - 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
 - t. 77 Pathmark (Brooklyn) 1983-1984
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Pepsi-Cola (cont.)

- 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
 - o. 12 Long Island City Sign Refurbishment 1993
Drawing.
 - 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
 - t. 76 Drawings/Blueprints 1970
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
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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Port of New York Authority (cont.)

- 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
 - t. 85 Radio City Music Hall 1930s
 - t. 86 Radio City Music Hall 1930s
- b. 112 f. 12 Radio City Music Hall 1981
 - America*
 - b. 265 Rainforest Cafe 1998
 - Drawings only, with note "not done"
 - b. 305 Rainforest Cafe 1998
 - Color drawing.
- 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. 303 Rexall Drugs undated
 - Liggett Rexall Drugs Coca Cola.
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 305 River Plaza 1983
- 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
- b. 112 f. 21 Palace 1960
 - Paint and lettering, exterior signage
 - Lettering and maintenance.
- b. 304 f. 3 Palace 1946-1947
 - Wondersign.
- 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. 306 New York City and Farmingdale, NY 1983-1984
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- o. 6 Samsung 2002
- t. 15 Samsung undated
- t. 73 Samsung 1993-1994, 2002
2002 sign.
- t. 78 Samsung 2002
- b. 193 f. 5 San Michel 1983
- b. 114 f. 1 Saybrook Theatre 1937
Marquee
- b. 114 f. 2 Schenley Distillers 1957
- b. 305 Schiller Decorating 1980s?
- 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
- 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
- t. 87 Sheraton 1979-1984
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 115 f. 7 Silvercup Bakers Inc 1961-1967
 - o. 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
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. 305 Stroh's Beer 1984
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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**
- o. 13 **Swedish American Line 1965**
- 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. 74 **Target 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.
- t. 76 **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
- o. 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- b. 119 f. 12 Trade Bank & Trust Co 1960
Lexington Avenue at 32nd Street
 - o. 7 Trade Bank & Trust Co
Trans-Lux Corporation
- b. 119 f. 13 Flashcast Zipper Signs 1950-1963
Multiple locations, multiple cities
- b. 304 f. 2 Instructions circa 1940
- 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. 305 Drawings 1940
- b. 120 f. 5 Transportation Displays Incorporated 1966-1967
Solari signal board, Grand Central Terminal.
 - o. 15 Transportation Displays Incorporated 1966
Solari 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
 - o. 17 Chicago 1956
Blueprints.
 - 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

Trans-World Airlines (TWA) (cont.)

- 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
 - o. 14 Treo Company 1959
Cheers Bra
- b. 121 f. 8-11 Triborough Bridge and Tunnel Authority 1972-1984
 - o. 7 Triborough Bridge and Tunnel Authority 1972
- b. 121 f. 12 Trunz Pork Store 1937
- b. 121 f. 13 Trump Tower 1986
- 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
 - o. 15 *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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. A. Jobs (cont.)

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.
- o. 13 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
- Wondersign
See RKO Theatres -- Palace Theatre.
- b. 127 f. 2 Wondersign Corporation 1939
- World Network Inc
- 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 JFK International Airport
- o. 14 World Tobacco Company 1965
Roof sign, "Tax-free cigarettes at JFK 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 Disneyland, New York World's Fair 1964
- b. 127 f. 10 Yale Express System 1964
Roof sign, West Side Highway
- Yale Transport
- o. 14 Drawings 1954, 1961
- b. 127 f. 11 Roof Sign 1953
- b. 127 f. 12 Truck Mock-Up 1953

Series III: Job Files (cont.)

III. A. Jobs (cont.)

- 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
- t. 81 Unidentified -- Job 6398 1979-1980

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-size scale model of a Concord jet, the Budweiser sign at One Times Square featuring an LED video screen and tipping Budweiser bottle, and Samsung. 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

120 Bruckner Boulevard (cont.)

- 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
 - 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

1567 Broadway (cont.)

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
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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

1567 Broadway (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Artkraft Strauss Locations (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Bloomberg Radio at Penn Station (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

British Airways Times Square (cont.)

Plane Model (cont.)

- 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
- 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

Series III: Job Files (cont.)
 III. B. Project Management Files (cont.)
 Budweiser--Times Square (cont.)
 Administrative Files (cont.)

- 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 1 Times 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Budweiser--Times Square (cont.)

Cradle and Mechanism (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Budweiser--Times Square (cont.)

LED and Video (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Budweiser--Times Square (cont.)

Ramirez, David--Budweiser Project Files (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Cityspire (cont.)

- 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
 - 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Coca-Cola--Times Square (cont.)

- 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
- 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. 300 f. 13 Press 1991-1992
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Coca-Cola--Times Square (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Dow Jones Zipper Sign (cont.)

- 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
- 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 Benetton 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

ESPN Zone (cont.)

- 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
- 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

Series III: Job Files (cont.)
III. B. Project Management Files (cont.)
Hanes (cont.)
Site 12 (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Holiday Inn Crowne Plaza (cont.)

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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Jell-O (cont.)

- 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
- er. 3 LG 2003-2004
(203.1 Megabytes (31 computer files))
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
- 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

Series III: Job Files (cont.)
III. B. Project Management Files (cont.)
Morgan Stanley/1585 Broadway (cont.)
Administrative files (cont.)

- 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
- 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. 305 Schedules 1995
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Morgan Stanley/1585 Broadway (cont.)

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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Morgan Stanley/1585 Broadway (cont.)

Electronics

- b. 185 f. 11 AKS Internal File
- Daktronics
- b. 185 f. 12-13 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
- 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

Series III: Job Files (cont.)
III. B. Project Management Files (cont.)
Morgan Stanley/1585 Broadway (cont.)
G1-G3 Signs (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

New Jersey Performing Arts Center (cont.)

- 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
 - 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Ramada Renaissance Hotel (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Samsung (cont.)

Daktronics (cont.)

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
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
o. 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Samsung (cont.)

Meetings (cont.)

- 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
- 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 Presentation
 - b. 292 f. 5 Programming DMX File
 - b. 292 f. 6 Progress Reports
 - b. 292 f. 7 Proscenium--Ideas and Content

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Samsung (cont.)

- 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
- 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
- er. 4 Samsung 1998-2003
(1127 Megabytes (521 computer files))
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Stanwick Building Canopy (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. B. Project Management Files (cont.)

Swatch 2 (cont.)

- 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
- 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

Series III: Job Files (cont.)

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
- 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 Lorillard--Louisville Feasibility Study 1980

Series III: Job Files (cont.)

III. D. Proposals (cont.)

- 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
- 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 spectacles. Leases include leases between Artkraft Strauss and the owner of the property or sign location, and subleases between Artkraft and advertisers. 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

Series III: Job Files (cont.)

III. E. Contracts, Leases, and Construction Card Files (cont.)

Contracts (cont.)

- 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
- 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 & State Street Property, Chicago 1956
TWA spectacular
- b. 199 f. 13 Rector's Times Square Restaurant 1958
- b. 199 f. 14 S&W Fine Foods 1959-1962
- b. 199 f. 15 Rubenstein & Klein 1969-1970

Series III: Job Files (cont.)

III. E. Contracts, Leases, and Construction Card Files (cont.)

Contracts (cont.)

- 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
- 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

Series III: Job Files (cont.)

III. E. Contracts, Leases, and Construction Card Files (cont.)

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
- 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 1930s-2007

Audio and video recordings are unavailable pending digitization.

- er. 5 Digitized Video and Audio 2007
(130.8 Megabytes (58 computer files))

Series IV: Electrical Division Records 1915-1982 (4 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.

- b. 302 f. 1 Chicago Building Code 1915
City ordinance pertaining to electric signs.
- b. 302 f. 2 Electric Sign Inspection Decals 1981-1982
New York City.
- 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 circa 1941-1964
- b. 210 f. 6 Unidentified book of Technical Specifications circa 1950s-1960s
- b. 210 f. 7 Unidentified Electrical Records 1967-1970
- b. 211 f. 1 Unidentified Electrical Records circa 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

Series V: Ledgers (cont.)

- 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
- 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 (8 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, posters, and fact sheets 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. 303 f. 4 100 Year Association 2002
 Exhibit label about the company's history.
- b. 211 f. 6 A&E Biography, *Times Square* 2002
- b. 211 f. 7 Burrelles 2001-2002
- b. 211 f. 8 Devlin Video 2003

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

- 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 Art Society 1984-1993
- b. 212 f. 3 National Building Museum 1987-1988
- b. 212 f. 4-8 Reporters 1988-1992
- b. 212 f. 9 *Signs of the Times* 1964-1965
- Promotional Material circa 1940s-1998
- b. 212 f. 10 Business History circa 1980s-1990s
- b. 212 f. 11 AKS Press Kits circa 1990s
- b. 301 f. 5 AKS Press Kits circa 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. 301 f. 6 Miscellaneous Promotional Material circa 1950s-1960s
- b. 213 f. 1-2 Miscellaneous Promotional Material circa 1960s-1990s
- b. 216 f. 2 Miscellaneous Promotional Material circa 1960s-1990s
- b. 269 f. 14 Miscellaneous Promotional Material circa 1960s-1990s
- b. 213 f. 3-5 Postcards featuring Artkraft Strauss Signs circa 1940s-1990
- b. 213 f. 6 Press releases, 100 Year Celebration 1997
- b. 301 f. 4 Spectacular Fact Sheets 1952-2006
- 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

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

- 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
- b. 301 f. 3 "The Bygone Era of Time Balls" 1987
Sky & Telescope.
- b. 301 f. 1 Technical Specifications
- b. 301 f. 2 Miscellaneous

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 A/V material is currently closed for processing

Series VII: Photographs 1938-2011 (49 boxes, 2 volumes, 10.21 Gigabytes (2,804 computer files))

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 circa 1950s-circa 1990s

Photographs of Artkraft Strauss staff members, including many of "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, "Broadway Nate" circa 1950s
- b. 215 f. 7-8 Shop undated
- b. 247 f. 1-2 Shop undated
- b. 215 f. 9 Shop and Sign Fabrication circa 1990s

VII. B. Signs 1939-2009

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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

- b. 216 f. 7 Aiwa 1991
- b. 216 f. 8 Americana Hotel 1964
- b. 216 f. 9 American Airlines (Laguardia) circa 1940s
- b. 216 f. 10 American Red Ball undated
- b. 216 f. 11 Andrew Marc undated
- Anheuser-Busch
- See related material under Budweiser
- 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. 302 f. 3-4 Auction Catalog 1984, 2006
- Freeman's. One folder contains photographs of signs.
- 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
- er. 6 Billboards 2009
- (51.64 Megabytes (9 computer files))
- 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

British Airways (cont.)

- b. 219 f. 1-3 Installation 1996
- b. 219 f. 4 Finished Sign 1996
- b. 219 f. 5 Finished Sign circa 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
- 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 Inauguration 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 circa 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 circa 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 circa 1950s
- St. Louis
- b. 222 f. 8 Busch Stadium scoreboard--Construction 1966
- b. 222 f. 9 Busch Stadium undated

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

Budweiser (cont.)

St. Louis (cont.)

- b. 222 f. 10 Busch Stadium slides undated
- b. 222 f. 11 South Kearny, NJ circa 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
 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 Canon 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) circa 1950s
- b. 225 f. 2 Columbus Circle circa 1950s
 Sign with thermometer

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

Coca-Cola (cont.)

- b. 225 f. 3 Steel Pier (Atlantic City, NJ) circa 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) circa 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 1989
- b. 225 f. 11 *Cyrano: The Musical* undated
- b. 225 f. 12 Dellwood Milk (Bruckner Boulevard) undated
Delta Airlines undated
- b. 225 f. 13 Inaugural 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

- 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
- b. 247 f. 10 Golden Lights Cigarettes undated
- b. 226 f. 22 Graemere (Chicago) undated
- b. 226 f. 23 Gun Clock 1993
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 "Little Lulu" Cartoon Character
1955
- b. 228 f. 1-2 Times Square Spectacular Featuring "Little 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

- b. 228 f. 5 Kodak circa 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 circa 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
- 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 circa 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

- 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
- 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

Pepsi (cont.)

- 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
- 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 Shubert 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

Sony (cont.)

- 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
- 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

Series VII: Photographs (cont.)

VII. B. Signs (cont.)

- 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 circa 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
- b. 236 f. 8 Zany Zappers undated
- b. 303 f. 5-7 Miscellaneous Photographs
- b. 302 f. 5 Miscellaneous Slides and Reproductions undated
Includes Times Square New Year's Eve and Macy's Thanksgiving Day Parade.
- 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 circa 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 in 1988
- 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

Series VII: Photographs (cont.)
VII. C. Locations (cont.)
New York City (cont.)
Manhattan (cont.)

- 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
- 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
In this context, Crossroads refers to a company formed with Times Square Center Associates (developer George Klein) to develop and operate signs in the 42nd Street Development area.
- 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 circa 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 Puzo's *Mafia Kingpin*

- 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 *Malcolm X*, 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, *Madame Sans Gene*, TWA, *Joan of Arc*, *The Horse Soldiers*, Budweiser, various Plough Inc. products, and others.
- 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 1982-1983
- 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

Series VII: Photographs (cont.)
VII. C. Locations (cont.)
New York City (cont.)
Manhattan (cont.)

- 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
- 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, Milium, *The Outlaw*, Avalon Ballroom, and others. See also: 42nd Street and 7th Avenue

Series VII: Photographs (cont.)
 VII. C. Locations (cont.)
 New York City (cont.)
 Manhattan (cont.)
 Theatres (cont.)

- 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
- 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

Series VII: Photographs (cont.)
 VII. C. Locations (cont.)
 New York City (cont.)
 Queens (cont.)

- b. 248 f. 12 Various locations undated
- b. 243 f. 22 Staten Island
- b. 243 f. 23 Aerial Views undated
- 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 circa 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 circa 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

Series VII: Photographs (cont.)

VII. C. Locations (cont.)

Chicago (cont.)

- 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
- 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, circa 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, circa 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, circa 1900s-1990s

Series VII: Photographs (cont.)

VII. D. Photo albums (cont.)

- b. 251 **Album 11**
Times Square, circa 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.
- b. 251 **Album 13**
Assorted Times Square circa 1940s-1990s; assorted parades in Times Square area; Cinzano; Johnnie Walker; Dewar's White Label.
- b. 252 **Album 14**
Times Square circa 1950s-1990s; Budweiser; TWA; Kleenex.
- b. 252 **Album 15**
Times Square circa 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, circa 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 sign 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 circa 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 1984; 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 circa 1950s-1970s; Times Square area circa 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 circa 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 circa 1940s.

Series VII: Photographs (cont.)

VII. D. Photo albums (cont.)

- b. 256 **Album 28**
Sign fabrication; various Times Square; Pan Am at JFK Airport; Forest Hills Tennis Club; various billboards.
- b. 259 **Album 29**
Artkraft Sign Company of Lima, Ohio, circa 1920s; New Year's Eve, various years; Times Square circa 1940s-1980s; installation of various signs.
- b. 256 **Album 30**
Billboards and wall bulletins circa 1990s-2000s; Radio Free Europe event; various movie marquees circa 1940s-1950s.
- b. 257 **Album 31**
Movie marquees circa 1940s-1970s; Bond Clothing installation; various billboards and wall bulletins.
- b. 257 **Album 32**
Kleenex; Fuji; Times Square circa 1950s-1980s; various billboards; movie marquees circa 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 circa 1880s-1970s
- v. 37 **Radio Free Europe Event 1954**
Kleenex; Budweiser.

VII. E. Audio-Visual Material

Audio and video recordings are unavailable pending digitization.

- er. 7 **Digitized Photographs and Video 2011**
(10.16 Gigabytes (2,795 computer files))

Series VIII: Administrative Files 1925-1992 (1 box, 1 tube)

The Administrative Files contain blueprints, by-laws, leases, and documents pertaining to incorporation and company stock.

- t. 83 **830 12th Avenue 1925**
Blueprints.
- b. 302 f. 6-8 **By-laws and Incorporation 1935-1992**
- b. 302 f. 9 **Leases -- United Artist 1944-1980**
- b. 302 f. 10 **Partnership 1944**
- b. 302 f. 11 **Stock 1950**