



Smithsonian
Archives of American Art

A Finding Aid to the Douglas Leigh Papers,
1903-1999, in the Archives of American Art

Jean Fitzgerald

August, 2003

Archives of American Art
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Collection Overview

Repository:	Archives of American Art
Title:	Douglas Leigh Papers
Identifier:	AAA.leigdoug
Date:	1903-1999
Extent:	17.6 Linear feet
Creator:	Leigh, Douglas
Language:	English
Summary:	<p>The collection measures 17.6 linear feet and dates from 1903 to 1999 (bulk 1924-1992) and documents the career of advertising designer and executive Douglas Leigh. Found are 83 volumes of publicity scrapbooks that contain mostly photographs, clippings, printed materials, and scattered letters, drawings, and blueprints. Also included are professional correspondence; photographs of project installations, aerial advertising, and entertainers; plaques and awards received by Leigh; and printed material, which includes clippings, press kits, advertising materials, designs and original sketches for projects by Leigh. The material reflects Leigh's continuously imaginative use of a wide range of media in promoting his clients' products. Among the projects/campaigns represented are 7up, Airships (Tydol, Flying Red Horse, MGM, Wonder Bread and others), Allied Chemical Tower, Amoco, BlueCross-Blue Shield, Camel cigarettes, Coca-Cola, EPOK, Eveready, Flamingo Frozen Foods, Four Roses Whiskey, Fram Oil Filters, Helmsley Building, Old Gold Cigarettes, Pan Am Building, Pepsi-Cola, R. J. Reynolds, Schaefer Beer, Spectaculars, Stag Beer, Times Tower Building, and Wilson Whiskey.</p>

Administrative Information

Provenance

The Douglas Leigh papers were donated to the Archives of American Art by Leigh's widow, Elsie M. Leigh, in 2000.

Alternative Forms Available

The collection is available on 35 mm microfilm reels 5840-5848 at the Archives of American Art offices and through interlibrary loan. Researchers should note that the arrangement of the material described in the container inventory does not reflect the arrangement of the collection on microfilm.

Processing Information

The collection was processed by Jean Fitzgerald in August 2003.

Preferred Citation

Douglas Leigh Papers, 1903-1999. Archives of American Art, Smithsonian Institution.

Restrictions on Access

The collection is open for research. Patrons must use microfilm copy. Original scrapbooks are closed to researchers because of their fragile condition.

Ownership and Literary Rights

The Douglas Leigh papers are owned by the Archives of American Art, Smithsonian Institution. Literary rights as possessed by the donor have been dedicated to public use for research, study, and scholarship. The collection is subject to all copyright laws.

Biographical Note

Douglas Leigh was born in Anniston, Alabama, in 1907. After graduating from the University of Florida in 1928, he began his career as a salesman for the General Outdoor Advertising Company of Atlanta, Georgia. He moved to New York City in 1930 and developed his ideas for animated and illuminated advertising signs primarily in the vicinity of Times Square. He established his own advertising company, Douglas Leigh, Inc., in 1933 and created the popular Camel Cigarette billboard that featured a man's face exhaling smoke rings over Broadway.

Dubbed "The Man Who Lit Up New York" in his New York Times obituary, he was responsible for festooning Broadway with miles of spectacular electrical and animated signs, such as a steaming coffeepot, a winking penguin on a cake of ice for Kool cigarettes, and the giant Camel sign that puffed smoke rings from a Times Square sign from 1941 and 1967. These effects led to creating animated billboards, an innovation called the Leigh-EPOK animated, billboards matrix display, or EPOK. Leigh developed numerous dirigible advertising projects involving both painted logos and networks of lights over the surface of the dirigible. These sequentially-timed lights caused dramatic animated effects against the night sky.

Leigh was also a pioneer in the illumination of city skylines and buildings and thought of lighting up Manhattan's skyscrapers, beginning with the Empire State Building, in 1976 and continuing with the lighting and gilding of the Con Edison Building, the Helmsley Building, and the Crown Building. This idea was adopted by many other cities, including Cincinnati, Atlanta, Orlando, Miami, New Orleans, and Baltimore with Leigh traveling there to supervise the final installation. Leigh was also involved with numerous urban improvement and renewal projects.

Leigh's career continued into the 1990's, and he died in 1999.

Scope and Content Note

The collection measures 17.6 linear feet and dates from 1903 to 1999 (bulk 1924-1992) and documents the career of advertising designer and executive Douglas Leigh. Found are 83 volumes of publicity scrapbooks that contain mostly photographs, clippings, printed materials, and scattered letters, drawings, and blueprints. Also included are professional correspondence; photographs of project installations, aerial advertising, and entertainers; plaques and awards received by Leigh; and printed material, which includes clippings, press kits, advertising materials, designs and original sketches for projects by Leigh. The

material reflects Leigh's continuously imaginative use of a wide range of innovative media in promoting his clients' products.

Among the projects and campaigns represented in the papers are 7up, Airships (Tydol, Flying Red Horse, MGM, Wonder Bread and others), Allied Chemical Tower, Amoco, BlueCross-Blue Shield, Camel cigarettes, Coca-Cola, EPOK, Eveready, Flamingo Frozen Foods, Four Roses Whiskey, Fram Oil Filters, Helmsley Building, Old Gold Cigarettes, Pan Am Building, Pepsi-Cola, R. J. Reynolds, Schaefer Beer, Spectaculars, Stag Beer, Times Tower Building, and Wilson Whiskey.

The Personal Scrapbooks Series (.06 linear feet) consists of 4 scrapbooks that contain photographs, letters, and printed material that document Douglas Leigh's interaction with family, friends, and colleagues.

The General Scrapbooks Series (4.0 linear feet) consists of 16 scrapbooks containing clippings, miscellaneous printed material, letters, interview transcripts, artwork, photographs, and a metal Tydol pin that document the development of miscellaneous projects by Douglas Leigh and his company.

The Billboard Project Files Series (5.0 linear feet) consists primarily of scrapbooks, photographs, and individual product files that document the development of billboard advertising projects.

The Poster Project Files Series (1.6 linear feet) consists of notes, reports, artwork, photographs, miscellaneous printed material, 4 scrapbooks, and individual product files that document the development of poster advertising projects, primarily those used on Railway Express Agency delivery trucks.

The Dirigible Project Files Series (3.7 linear feet) consists of notes, reports, artwork, photographs, miscellaneous printed material, 12 scrapbooks, and individual product files that document the development of dirigible advertising projects involving both painted logos and networks of lights over the surface of the dirigible. These sequentially-timed lights caused dramatic animated effects against the night sky.

The Urban Improvement Project Files Series (2.2 linear feet) consists of photographs, a promotion book, clippings, miscellaneous printed material, 18 scrapbooks, and individual urban improvement project files that document the development of urban improvement projects involving both the construction design of new buildings and the lighting of prominent buildings in New York City and elsewhere.

Arrangement

Scrapbooks within Series 8-13 (Personal Scrapbooks, General Scrapbooks, Billboard Project Files, Poster Project Files, Dirigible Project Files, and Urban Improvement Project Files) have been arranged into as accurate a chronological order as possible. They have been numbered consecutively within each series, and scrapbooks containing material concerning multiple products appear before those concerning individual products.

Oversized materials from various series have been housed in Boxes 6-11, Boxes 12-32 (sols), BV 33, and OV 34, and are noted in the Series Description/Container Listing Section at the appropriate folder title with see also/see references. Additional oversized boxes may be listed with the appropriate series when they contain oversized material from one series only.

The collection has been arranged into 13 series:

- Series 1: Biographical Material, 1943-1988 (Box 1, 12; 6 folders)
- Series 2: Correspondence, 1924-1999, n.d. (Box 1; 16 folders)
- Series 3: Notes, 1941-1997, n.d. (Box 1; 3 folders)
- Series 4: Writings by Others, 1962, n.d. (Box 1; 2 folders)

- Series 5: Artwork, 1958 (Box 1; 1 folder)
- Series 6: Photographs, 1913-1990 (Box 1, 12; .03 linear feet)
- Series 7: Printed Material, 1905-1999, n.d. (Box 1; 22 folders)
- Series 8: Personal Scrapbooks, 1942-1982 (Box 12-13; .06 linear feet)
- Series 9: General Scrapbooks, 1933-1951 (Box 2-5; 4.0 linear feet)
- Series 10: Billboard Project Files, 1929-1997 (Box 1, 6-7, 14-25, BV 33; 5.0 linear feet)
- Series 11: Poster Project Files, 1943-1963 (Box 7-8, 14; 1.6 linear feet)
- Series 12: Dirigible Project Files, 1944-1954 (Box 8-11, 14, 26-28; 3.7 linear feet)
- Series 13: Urban Improvement Project Files, 1903-1992 (Box 9, 14, 28-32, OV 34; 2.2 linear feet)

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Airships
Designers -- New York (State) -- New York
Light in architecture
Signs and signboards
advertising

Types of Materials:

Awards
Blueprints
Interviews
Photographs
Scrapbooks
Sketches
Transcripts

Names:

Amoco Oil Company.
Coca-Cola Company
Eveready Battery Company
Pepsi-Cola Company
R.J. Reynolds Industries
Seven-Up Company

Container Listing

Series 1: Biographical Material, 1943-1988

(Box 1, 12; 6 folders)

Military records document Leigh's service in the U.S. Navy during World War II. Biographical material includes certificates of membership in naval and real estate organizations, and award plaques and certificates. Records are arranged chronologically.

Biographical materials are on reel 5840.

Box 1, Folder 1	Military Service Records, 1943-1954
Box 1, Folder 2	Membership Certificates (see also Box 12), 1945-1981
Box 1, Folder 3	Award Certificates and Plaques (see also Box 12), 1958-1981
Box 1, Folder 4	Bank of New York Medal, 1982
Box 1, Folder 5	Greenville High School Hall of Fame Plaque, 1988
Box 12, Folder 1	Oversize Membership and Award Certificates, 1945, 1968

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Series 2: Correspondence, 1924-1999, n.d.

(Box 1; 16 folders)

The chronologically-arranged correspondence consists of business letters that do not directly relate to a specific project.

Correspondence is on reel 5840.

Box 1, Folder 6	Correspondence, n.d.
Box 1, Folder 7	Correspondence, 1924
Box 1, Folder 8	Correspondence, 1940-1946
Box 1, Folder 9	Correspondence, 1947-1949
Box 1, Folder 10	Correspondence, 1950-1951
Box 1, Folder 11	Correspondence, 1954-1955
Box 1, Folder 12	Correspondence, 1956
Box 1, Folder 13	Correspondence, 1958
Box 1, Folder 14	Correspondence, 1959
Box 1, Folder 15	Correspondence, 1960
Box 1, Folder 16	Correspondence, 1961
Box 1, Folder 17	Correspondence, 1963-1967
Box 1, Folder 18	Correspondence, 1973-1974
Box 1, Folder 19	Correspondence, 1987-1989
Box 1, Folder 20	Correspondence, 1990-1993
Box 1, Folder 21	Correspondence, 1994-1999

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Series 3: Notes, 1941-1997, n.d.

(Box 1; 3 folders)

Notes consist of address lists of business associates, a haphazard collection of clippings entitled "Recognition of Results Obtained," and miscellaneous notes.

Notes are on reel 5840.

Box 1, Folder 22	Address Lists, n.d.
Box 1, Folder 23	"Recognition of Results Obtained," 1941-1942
Box 1, Folder 24	Miscellaneous Notes, 1994-1997

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Series 4: Writings by Others, 1962, n.d.

(Box 1; 2 folders)

This series consists of miscellaneous poems and a typescript of remarks by James Felt to the Broadway Association.

Writings by others are on reel 5840.

Box 1, Folder 25 Miscellaneous Poems, n.d.

Box 1, Folder 26 Typescript of Remarks by James Felt, 1962

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Series 5: Artwork, 1958

(Box 1; 1 folder)

Artwork consists of three caricatures of Douglas Leigh by Faruk Alpkurt.

Artwork is on reel 5840.

Box 1, Folder 27

Caricatures of Leigh by Faruk Alpkurt, 1958

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Series 6: Photographs, 1913-1990

(Box 1, 12; .03 linear feet)

Photographs are of Douglas Leigh, his boyhood home, family members, and business colleagues. Photographs of Leigh and business colleagues ca. 1939 include a photo of Mickey Rooney. An album contains photographs of office parties at Douglas Leigh, Inc.

Photographs are on reel 5840.

Box 1, Folder 28	Photographs of Leigh, His Brother, and Boyhood Home, 1913-1920
Box 1, Folder 29-35	Photographs of Douglas Leigh (see Box 12), ca. 1928-1990
Box 1, Folder 36	Photographs of Leigh's Business Colleagues, 1926
Box 1, Folder 37	Photographs of Leigh and Business Colleagues, ca. 1939
Box 1, Folder 38-39	Photographs of Leigh and Business Colleagues, ca. 1945
Box 1, Folder 40	Photographs of Leigh and Business Colleagues, 1964
Box 1, Folder 41	Photograph Album of Douglas Leigh, Inc., Office Parties (see also Box 12), 1941-1955
Box 12, Folder 1	Oversize Photograph of Leigh and a Colleague, ca. 1964
Box 12, Folder 2	Oversized Photograph Album of Douglas Leigh, Inc., Office Parties, 1941-1955

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Series 7: Printed Material, 1905-1999, n.d.

(Box 1; 22 folders)

Printed material including clippings, brochures, picture postcards, 2 books, a sample book of business stationery, and miscellaneous printed material.

Printed materials are on reels 5840-5841.

Box 1, Folder 42-56	Clippings, 1905-1999, n.d.
Box 1, Folder 57	Brochure, "Point of Most Return," n.d.
Box 1, Folder 58	Brochure, "Urban Light Tours Manhattan," 1985
Box 1, Folder 59	Picture Postcards, n.d.
Box 1, Folder 60	<i>Color Planning for Business and Industry</i> by Howard Ketcham, 1958
Box 1, Folder 61	<i>The Most Colorful Book Ever!</i> , 1994
Box 1, Folder 62	Sample Book of Business Stationery, ca. 1940
Box 1, Folder 63	Miscellaneous Printed Material, 1925, n.d.

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Series 8: Personal Scrapbooks, 1942-1982

(Box 12-13; .06 linear feet)

These personal scrapbooks contain photographs, letters, and printed material documenting Douglas Leigh's interaction with family, friends, and colleagues. One scrapbook contains photographs of Leigh's parents and a skiing holiday. The other scrapbooks record annual business luncheons of the New York Sales Executive Club and the Broadway Association. Personal Scrapbook 3 contains 2 letters and a photograph of John D. Rockefeller III.

Personal scrapbooks are on reel 5841.

Box 12, Folder 3	Personal Scrapbook 1, 1942-1950
Box 13, Folder 1	Personal Scrapbook 2, 25th Annual Luncheon , 1958
Box 13, Folder 2	Personal Scrapbook 3, Broadway Association 51st Annual Luncheon , 1962
Box 13, Folder 3	Personal Scrapbook 4, Broadway Association 71st Annual Luncheon , 1982

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Series 9: General Scrapbooks, 1933-1951

(Box 2-5; 4.0 linear feet)

The sixteen general scrapbooks found here contain clippings, miscellaneous printed material, letters, interview transcripts, artwork, and photographs documenting the development of miscellaneous projects by Douglas Leigh and his company. General Scrapbook 1 contains a cartoon of Douglas Leigh by Stookie Allen. General Scrapbook 13 contains a metal pin reading "Honorary Tydol Pilot/ Feb 1947."

General scrapbooks are on reels 5841-5843.

Box 2, Folder 1	General Scrapbook 1, 1933-1936
Box 2, Folder 2	General Scrapbook 2, 1937-1938
Box 2, Folder 3	General Scrapbook 3, 1937-1938
Box 2, Folder 4	General Scrapbook 4, 1938-1939
Box 2, Folder 5	General Scrapbook 5, 1941-1942
Box 3, Folder 1	General Scrapbook 6, 1942
Box 3, Folder 2	General Scrapbook 7, 1942
Box 3, Folder 3	General Scrapbook 8, 1944-1945
Box 3, Folder 4	General Scrapbook 9, 1943-1948
Box 3, Folder 5	General Scrapbook 10, 1945-1946
Box 4, Folder 1	General Scrapbook 11, 1946
Box 4, Folder 2	General Scrapbook 12, 1947-1948
Box 4, Folder 3	General Scrapbook 13, 1944-1948
Box 5, Folder 1	General Scrapbook 14, 1947-1948
Box 5, Folder 2	General Scrapbook 15, 1948-1950
Box 5, Folder 3	General Scrapbook 16, 1948-1951

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Series 10: Billboard Project Files, 1929-1997

(Box 1, 6, 14-25, BV 33; 5.0 linear feet)

This series consists primarily of 29 scrapbooks and photographs documenting the development of billboard advertising projects, including Leigh's inventions of the Leigh-EPOK Electric Display Board and the Tri-Vision Billboard. Also found are notes, letters, interview transcripts, clippings, miscellaneous printed material, and individual product files. Scrapbooks have been consecutively numbered within this series. Scrapbooks containing material concerning multiple products appear before those concerning individual products. Leigh referred to his billboards as "Spectaculars" because they often were illuminated or displayed mechanized animation.

This series is arranged chronologically within each project, with the exception of 10.2: General Photographs, which has been arranged according to subject matter, and 10.5: Individual Billboard Product Files, which has been arranged alphabetically. The series is divided into 5 subseries:

- 10.1: General Notes, 1934-1997
- 10.2: General Photographs, 1929-1996
- 10.3: Leigh-EPOK Electric Display Board, 1966-1993
- 10.4: Billboard Scrapbooks for Miscellaneous Products, 1933-1977
- 10.5: Individual Billboard Product Files, 1936-1980

Billboard project files are on reels 5843-5845.

10.1: General Notes, 1934-1997

Box 1, Folder 64	Chronologies of Spectaculars, 1993-1996
Box 1, Folder 65	Miscellaneous Ideas for Spectaculars, n.d.
Box 1, Folder 66	Miscellaneous Ideas for Spectaculars, 1934
Box 1, Folder 67	Miscellaneous Ideas for Spectaculars, 1941
Box 1, Folder 68	Miscellaneous Ideas for Spectaculars, 1945
Box 6, Folder 1	Miscellaneous Ideas for Spectaculars, 1946
Box 6, Folder 2	Miscellaneous Ideas for Spectaculars, 1947
Box 6, Folder 3	Miscellaneous Ideas for Spectaculars (see Box 14), 1948
Box 6, Folder 4	Miscellaneous Ideas for Spectaculars, 1949-1950
Box 6, Folder 5	Miscellaneous Ideas for Spectaculars (see Box 14), 1951
Box 6, Folder 6	Miscellaneous Ideas for Spectaculars, 1952
Box 6, Folder 7	Miscellaneous Ideas for Spectaculars, 1953

- Box 6, Folder 8 Miscellaneous Ideas for Spectaculars, 1954-1985
- Box 6, Folder 9 Statistics and Photos Concerning Sign Locations, 1945-1997
- Box 6, Folder 10 Map of Columbus Circle Area (see Box 14), 1946
- Box 14, Folder 1 Oversized Drawings of Ideas for Spectaculars and Map of Columbus Circle ,
1946-1951

10.2: General Photographs, 1929-1996

- Box 6, Folder 11-12 Ideas for Spectaculars, 1945-1947
- Box 6, Folder 13 Buildings in Atlanta, Georgia, 1996, n.d.
- Box 6, Folder 14 Boardwalk, Atlantic City, New Jersey, 1937
- Box 6, Folder 15 Buildings in Chicago, Illinois, 1958-1973
- Box 6, Folder 16 112 Madison Avenue, Detroit, Michigan, 1945
- Box 6, Folder 17-18 Buildings in Los Angeles, California, 1948-1965
- Box 6, Folder 19 New York City Skyline (see Box 14), 1959, n.d.
- Box 6, Folder 20-31 Times Square, New York City (see also Box 14), 1929-1980
- Box 6, Folder 32-39 Columbus Circle, New York City (see also Box 14), 1934-1963
- Box 6, Folder 40 Sixth Avenue and Radio City, New York City, 1942-1961
- Box 6, Folder 41 Bryant Park, New York City, 1929-1950
- Box 6, Folder 42 Wurlitzer Building (120 W 42nd), New York City, 1950-1970
- Box 6, Folder 43 522 Fifth Avenue, New York City, 1955-1961
- Box 6, Folder 44 40 Wall Street, New York City, 1975
- Box 6, Folder 45 Statue of Liberty, New York City, 1942
- Box 6, Folder 46 Miscellaneous Buildings, New York City, 1940-1970

- Box 6, Folder 47 Miscellaneous buildings, Brooklyn, New York, 1940-1943
- Box 6, Folder 48 Miscellaneous Buildings, Queens and The Bronx, 1940-1943
- Box 6, Folder 49 Oakland, California Skyline, n.d.
- Box 6, Folder 50 Unidentified U. S. cities, n.d.
- Box 6, Folder 51-52 Miscellaneous Foreign Cities (see also Box 14, 1966, n.d.)
- Box 6, Folder 53 Tri-Vision Billboard Photographs of Fabrication, ca. 1962
- Box 14, Folder 1 Oversized Photographs of New York City, 1945-1949
- Canada Dry Sign
 - Chevrolet Sign
 - Planters Peanuts Sign
 - 2 Views of Times Square
 - Coca-Cola Sign
 - Columbus Circle
- Box 14, Folder 1 Oversized Photograph of a Building in Moscow, Russia, n.d.

10.3: Leigh-EPOK Electric Display Board, 1966-1993

- Box 6, Folder 54 Leigh-EPOK Notebook with 5 Photos, 1966-1967
- Box 6, Folder 55 Animation Inventory Lists, 1991-1993
- Box 6, Folder 56 Photographs of Signs and Performers, ca. 1966-1967
- Box 6, Folder 57 Brochures About the Leigh-EPOK Sign, ca. 1966-1967
- Box 6, Folder 58 Booklet About the Leigh-EPOK Sign, ca. 1966-1967

10.4: Billboard Scrapbooks for Miscellaneous Products, 1933-1977

Billboard Scrapbook 8 includes a photo of Joan Crawford; Billboard Scrapbook 9 includes a photo of cartoonist Otto Soglow; Billboard Scrapbook 10 includes photos of dancers Bill Robinson and the De Marcos; and Billboard Scrapbook 16 includes a photo of Sophia Loren.

- Box 6, Folder 59 Billboard Scrapbook 1 (see BV 33), 1933-1964
- Box 6, Folder 60 Billboard Scrapbooks 2-3 (Highlights of the Spectaculars)(see Box 15), 1934-1966

Box 6, Folder 61	Billboard Scrapbooks 4-5 (Highlights of the Spectaculars)(see Box 16), 1945-1977
Box 6, Folder 62-64	Billboard Scrapbook 6 (see also Box 14), 1934-1941
Box 6, Folder 65	Billboard Scrapbooks 9-11 (see Box 18), 1938-1952
Box 6, Folder 66	Billboard Scrapbooks 12-15 (see Box 19), 1950-1965
Box 6, Folder 67	Billboard Scrapbooks 16-17 (see Box 20), 1962-1963
Box 6, Folder 68	Billboard Scrapbook 18 , 1966
Box 6, Folder 69	Billboard Scrapbook 19 (see Box 20), 1967
Box BV 33	Oversized Billboard Scrapbook 1 (Highlights of the Spectaculars), 1933-1964
Box 14, Folder 2	Oversized Poster from Billboard Scrapbook 6, 1934-1941
Box 15, Folder 1	Oversized Billboard Scrapbook 2 (Highlights of the Spectaculars), 1934-1966
Box 15, Folder 2	Oversized Billboard Scrapbook 3 (Highlights of the Spectaculars), 1937-1966
Box 16, Folder 1	Oversized Billboard Scrapbook 4 (Highlights of the Spectaculars), 1945-1966
Box 16, Folder 2	Oversized Billboard Scrapbook 5 (Highlights of the Spectaculars), 1962-1977
Box 17, Folder 1	Oversized Billboard Scrapbook 7 , 1935-1939
Box 17, Folder 2	Oversized Billboard Scrapbook 8, 1936-1937
Box 18, Folder 1	Oversized Billboard Scrapbook 9, 1938-1947
Box 18, Folder 2	Oversized Billboard Scrapbook 10, 1944-1946
Box 18, Folder 3	Oversized Billboard Scrapbook 11, 1951-1952
Box 19, Folder 1	Oversized Billboard Scrapbook 12, 1950
Box 19, Folder 2	Oversized Billboard Scrapbook 13, 1955-1956
Box 19, Folder 3	Oversized Billboard Scrapbook 14, 1955-1965

Box 19, Folder 4	Oversized Billboard Scrapbook 15, 1961
Box 20, Folder 1	Oversized Billboard Scrapbook 16, 1962
Box 20, Folder 2	Oversized Billboard Scrapbook 17, 1963
Box 20, Folder 3	Oversized Billboard Scrapbook 19, 1967
Box 21, Folder 1	Oversized Billboard Scrapbook 20, Camel Cigarettes , 1941-1947
Box 21, Folder 2	Oversized Billboard Scrapbook 21, Camel Cigarettes , 1948-1950
Box 14, Folder 10	Duplicate Photographs from Scrapbooks , circa 1950s

10.5: Individual Billboard Product Files, 1936-1980

Billboard Scrapbook 25 includes photographs of Broadway performers Joan McCracken, June Havoc, Bambi Linn, and the De Marcos; Wilson Whiskey Billboard Scrapbook 27 includes a photograph of Joan Crawford.

Box 6, Folder 70	Aqua Net Hairspray Photographs, 1936
Box 6, Folder 71	Ballantine's Beer Photographs, 1936
Box 6, Folder 72	Black Horse Ale Photographs of Sign (see also Box 14), 1944
Box 6, Folder 73	BOAC Airlines Photographs, 1955
Box 6, Folder 74	Bond Clothes Photographs (see also Box 14), 1949
Box 6, Folder 75	Borden's Instant Coffee Photograph, ca. 1960s
Box 6, Folder 76	Braniff Airlines Photograph of Sign Installation, 1964
Box 6, Folder 77	Brim Freeze-Dried Coffee Photograph, ca. 1950s
Box 6, Folder 78	Bulova Watches Photographs, ca. 1950s
Box 6, Folder 79-80	Camel Cigarettes, Photographs, 1942-1951
Box 6, Folder 81	Canada Tourism, Photographs, 1960
Box 7, Folder 1	Chevrolet Automobiles, Photographs (see also Box 14), n.d.

Box 7, Folder 2	Cleopatra Movie Sign, Photographs of Executives Lighting Sign, 1963
Box 7, Folder 3-4	Coca-Cola, Photographs and World's Fair Material, 1963
Box 7, Folder 5	Contac Cold Remedy, Photograph, ca. 1960s
Box 7, Folder 6	Eveready Batteries, Photographs (see Box 22), 1949-1950
Box 7, Folder 7-13	Flamingo Foods, Photographs (see Box 14), 1951-1952
Box 7, Folder 14	General Electric Iron, Artwork for Billboard, 1960s
Box 7, Folder 15-16	Gordon's Gin/ Haig Scotch Whisky, Photographs, 1964-1967
Box 7, Folder 17	Grand Union Grocery Store, Photographs, ca. 1955
Box 7, Folder 18	Hennessy Cognac, Photographs, 1955
Box 7, Folder 19	Kool Cigarettes, Photograph, ca. 1950s-1960s
Box 7, Folder 20	Mattel Toys, Photographs, 1964
Box 7, Folder 21	Museum of Science and Industry, Photograph, 1944
Box 7, Folder 22	Nassau Tourism, Photographs, 1960-1961
Box 7, Folder 23	N W Bank, Blueprints of Design for Sign, ca. 1940s
Box 7, Folder 24-25	Pepsi-Cola, Scripts for Animation of Pepsi EPOK in Tokyo, ca. 1950s-1960s
Box 7, Folder 26	REM Cold Remedy, Photographs, 1945-1948
Box 7, Folder 27	Rheingold Beer, Photographs, ca. 1940s-1960s
Box 7, Folder 28	Salem Cigarettes, Notes and Photographs, ca. 1960
Box 7, Folder 29	Savarin Coffee, Photograph, ca. 1940s
Box 7, Folder 30	Schaefer Beer, Photographs, 1945-1947
Box 7, Folder 31	Scripto Pens, Photograph and Press Release, ca. 1940s-1960s

Box 7, Folder 32 Sunbeam Vacuum Cleaner, Photographs, 1957

Box 7, Folder 33 TDK Recording Tape, Photograph, 1980

Box 7, Folder 34 Teacher's Scotch Whisky, Photograph, ca. 1940s-1960s

Box 7, Folder 35 *Time, Life, Sports Illustrated* Magazines, Loose Photographs from Billboard Scrapbook 26 (see Box 24), 1957-1958

Box 7, Folder 36 WABC Broadcasting, Photographs, ca. 1940s

Box 7, Folder 37 War Bonds, Photographs, ca. 1943

Box 7, Folder 38 Wilson Whiskey Loose Photographs, Scrapbook 27 (see Box 24), 1940-1942

Box 7, Folder 39 Winston Cigarettes, Photographs, 1974

Box 7, Folder 40 WNBC Broadcasting, Photograph, ca. 1940s-1960s

Box 7, Folder 41 WOR Broadcasting, Photographs, 1945-1946

Box 7, Folder 42 Wrigley's Gum, Photograph of sign, ca. 1950s-1960s

Box 14, Folder 3 Oversized Photographs of Individual Product Signs , 1944-1958

- Black Horse Ale
- Bond
- Clothes
- Chevrolet
- Flamingo
- Pepsi-Cola

Box 22, Folder 1 Eveready Batteries, Billboard Scrapbook 22, 1949-1950

Box 22, Folder 2 Pepsi-Cola, Billboard Scrapbook 23, 1955-1956

Box 23, Folder 1 REM, Billboard Scrapbook 24, 1945-1948

Box 23, Folder 2 REM, Billboard Scrapbook 25, 1945-1947

Box 24, Folder 1 *Time, Life, Sports Illustrated* Magazines, Billboard Scrapbook 26, 1957-1958

Box 24, Folder 2 Wilson Whiskey, Billboard Scrapbook 27, 1940

Box 25, Folder 1 Wilson Whiskey, Billboard Scrapbook 28, Aug-Nov 1940

Box 25, Folder 2

Wilson Whiskey, Billboard Scrapbook 29, 1941-1942

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Series 11: Poster Project Files, 1943-1963

(Box 7-8, 14; 1.6 linear feet)

This series consists of notes, reports, artwork, photographs, miscellaneous printed material, 4 scrapbooks, and individual product files that document the development of poster advertising projects, primarily those used on Railway Express Agency delivery trucks that would circulate the poster advertisements throughout urban areas. Individual product files typically contain photographs, notes, clippings, and other printed materials. Although scrapbooks have been consecutively numbered within this series, they either focus on multiple projects or are solely associated with one project and arranged with that project. There is also a file concerning the Shopping Center Network Semaphore Poster Display that involved the placement of hanging posters on light poles in shopping center parking lots.

Poster project files are on reels 5845-5846.

Box 7, Folder 43	Miscellaneous Notes, ca. 1963
Box 7, Folder 44	Report: Consumer Recognition Study of Poster Advertising, 1943
Box 7, Folder 45	Report: A Comprehensive Study and Analysis of the REA Express Poster, 1961
Box 7, Folder 46	Report: Express Posters U.S.A., 1961
Box 7, Folder 47	Artwork for a Poster by Walter Griffin (see also Box 14), 1943
Box 7, Folder 48	Miscellaneous Press Releases, 1948, n.d.
Box 7, Folder 49	Poster Scrapbook 1, 1954-1963
Box 7, Folder 50	American Dairy Association Poster File, 1947-1949
Box 7, Folder 51	Amoco Gasoline and Oil Poster File, ca. 1953
Box 7, Folder 52	Amoco Gasoline and Oil, Poster Scrapbook 2, 1952-1961
Box 7, Folder 53	Beeline Radio Stations Poster File, California and Nevada, ca. 1950s-1960s
Box 7, Folder 54	Black Label Beer, Stag Beer Poster File, ca. 1940s
Box 7, Folder 55	Blue Cross Poster File, ca. 1940s
Box 7, Reel 56-60	Camel Cigarettes, Poster Scrapbook 3, 1943-1947
Box 8, Folder 1-8	Camel Cigarettes, Poster Scrapbook 3, 1943-1947
Box 8, Folder 9-23	Camel Cigarettes, Poster Scrapbook 4, 1948-1956

Box 8, Folder 24	Chase and Sanborn Coffee Poster File, 1955
Box 8, Folder 25	Flamingo Foods Poster File, 1951-1952
Box 8, Folder 26	Fram Motor Oil Poster File, 1962
Box 8, Folder 27	Hudson Hornet Automobile Poster File, ca. 1950s-1960s
Box 8, Folder 28	Lux Soap Poster File, ca. 1940s-1960s
Box 8, Folder 29	Museum of Science and Industry Poster File, 1944
Box 8, Folder 30	Red Cross Show, Madison Square Garden, Poster File, ca. 1940s-1950s
Box 8, Folder 31	REM Cold Remedy Poster File, ca. 1950s-1960s
Box 8, Folder 32	Salem Cigarettes Poster File, 1960
Box 8, Folder 33	Twenhoefel's Automobile Insurance Poster File, ca. 1960s
Box 8, Folder 34	U. S. Navy (WAVES) Poster File, ca. 1940s-1960s
Box 8, Folder 35-38	War Bonds Poster File, 1943-1945
Box 8, Folder 39	Wearever Pens Poster File, ca. 1950s-1960s
Box 8, Folder 40	Winston Cigarettes Poster File, 1958-1960
Box 8, Folder 41-43	Shopping Center Network Semaphore Poster Display File, 1960
Box 14, Folder 4	Oversized Artwork for a Poster by Walter Griffin, 1943

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Series 12: Dirigible Project Files, 1944-1954

(Box 8-11, 14, 26-28; 3.7 linear feet)

This series consists of notes, reports, artwork, photographs, miscellaneous printed material, 12 scrapbooks, and individual product files that document the development of dirigible advertising projects involving both painted logos and networks of lights over the surface of the dirigible. Sequentially-timed lights caused dramatic animated effects against the night sky. Individual Product/Project Files are arranged alphabetically and typically contain photographs, scrapbooks, printed material, and scattered drawings. Leigh compiled scrapbooks of general information on dirigible advertising and for specific dirigible projects. General scrapbooks have been arranged by date and are interspersed throughout the series and specific project scrapbooks have been arranged with the appropriate product/project file.

Dirigible project files are on reels 5846-5847.

Box 8, Folder 44-45	Report: Surveys Measuring the Effectiveness of Dirigible Advertising, by Alfred Politz Research, Inc., 1947
Box 8, Folder 46	Report: Blimps in Industry (Off-Shore Oil Operations), by Richard G. Kopff, Jan. 1948
Box 8, Folder 47	Report: Study to Determine the Effectiveness of Sky Advertising, by Daniel Starch and Staff, May 1948
Box 8, Folder 48	Miscellaneous Notes, 1946
Box 8, Folder 49-53	Drawings for Advertisements, ca. 1940s-1950s
Box 8, Folder 54	Photographs of Advertisement Ideas, ca. 1940s
Box 8, Folder 55	Photographs of Miscellaneous Dirigibles, 1944
Box 8, Folder 56	Photographs of Leigh Sky Advertising Corp. Equipment, ca. 1940s-1950s
Box 8, Folder 57-58	Miscellaneous Printed Material, ca. 1940-1950s
Box 8, Folder 59	Flamingo Foods Dirigible Project, 1951-1952
Box 8, Folder 60-67	Ford Automobiles Dirigible Project (see also Box 14), 1947
Box 8, Folder 68	Fort Pitt Beer Dirigible Project, ca. 1940s-1950s
Box 8, Folder 69	Knickerbocker Beer Dirigible Project, ca. 1940s-1950s
Box 9, Folder 1	MGM (Metro-Goldwyn-Mayer) Dirigible Project, 1945-1950
Box 9, Folder 2	MGM, Dirigible Scrapbook 5 (see Box 10), 1945-1950

Box 9, Folder 3-4	MGM Duplicate Photographs, Dirigible Scrapbook 5, 1945-1950
Box 9, Folder 5-10	Mobiloil/ Flying Red Horse Dirigible Project (see also Box 14), 1947-1949
Box 9, Folder 11	Mobiloil/Flying Red Horse, Dirigible Scrapbook 6, 1947-1949
Box 9, Folder 12	Mobiloil/Flying Red Horse, Dirigible Scrapbooks 7-8 (see Boxes 10, 14), 1947-1949
Box 9, Folder 13	Pfeiffer Beer Dirigible Project, ca. 1940s-1950s
Box 9, Folder 14	R & H Beer Dirigible Project (see also Box 14), ca. 1940s-1950s
Box 9, Folder 15-16	Tydol Flying "A" Gasoline Dirigible Project, 1947-1949
Box 9, Folder 17	Tydol Flying "A" Gasoline, Dirigible Scrapbooks 9-11 (see Box 11), 1947-1949
Box 9, Folder 18	Tydol Flying "A" Gasoline Duplicate Photographs from Dirigible Scrapbooks, 1947-1949
Box 9, Folder 19-27	Wonder Bread (see Box 14), 1947
Box 10, Folder 1	Oversized MGM (Metro-Goldwyn-Mayer), Dirigible Scrapbook 5, 1945-1950
Box 10, Folder 2	Oversized Mobiloil/Flying Red Horse, Dirigible Scrapbook 8, 1947-1949
Box 11, Folder 1	Oversized Tydol Flying "A" Gasoline, Dirigible Scrapbook 9, 1947, 1947
Box 11, Folder 2	Oversized Tydol Flying "A" Gasoline, Dirigible Scrapbook 10, 1947-1949
Box 11, Folder 3	Oversized Tydol Flying "A" Gasoline, Dirigible Scrapbook 11, 1947-1949
Box 14, Folder 5	Oversized General Petroleum/Mobiloil/Flying Red Horse, Dirigible Scrapbook 7, 1947-1949
Box 14, Folder 6	Oversized Wonder Bread, Dirigible Scrapbook 12 , 1947
Box 14, Folder 7	Oversized Dirigible Project Files , 1947-1949, undated <ul style="list-style-type: none">• Drawings for Ford Automobile Advertisements• Photograph of Ford Automobile Dirigible on Runway• Photograph of Ford Automobile Dirigible in Flight• Artwork for Knickerbocker Beer• Poster for Knickerbocker Beer• Photograph of Mobiloil Dirigible on Runway

- Poster of R & H Beer Dirigible

Box 26, Folder 1	General Dirigible Scrapbook 1, 1946-1947
Box 26, Folder 2	General Dirigible Scrapbook 2, 1947-1949
Box 27, Folder 1	General Dirigible Scrapbook 3, 1947-1952
Box 27, Folder 2	General Dirigible Scrapbook 4 General (includes a photograph of Elizabeth Taylor) , 1954
Box 28, Folder 1	Mobiloil, Dirigible Scrapbook 6 (includes a photograph of Elizabeth Taylor), 1947-1949

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Series 13: Urban Improvement Project Files, 1903-1992

(Box 9, 14, 28-32, OV 34; 2.2 linear feet)

This series consists of photographs, a promotion book, clippings, miscellaneous printed material, 18 scrapbooks, and individual project files that document the development of Leigh's urban improvement projects involving both the construction design of new buildings and the lighting of prominent buildings in New York City and elsewhere. Project files typically contain photographs, printed materials, notes, floorplans, blueprints, and scattered letters. The 18 consecutively numbered scrapbooks document both individual project files and general multiple projects. Scrapbooks containing material concerning multiple products have been numbered first.

Urban improvement project files are on reel 5848.

Box 9, Folder 28	Photographs of Miscellaneous Buildings in New York City, 1980-1985
Box 9, Folder 29-35	Photograph File of Atlanta and New York, 1992
Box 9, Folder 36	Miscellaneous Clippings, 1982-1989
Box 9, Folder 37-38	Promotion Book of Clippings and Photographs, 1984-1990
Box 9, Folder 39-46	General Urban Improvement, Scrapbook 1, 1957-1967
Box 9, Folder 47	General Urban Improvement, Scrapbook 2 (see Box 28), 1962
Box 9, Folder 48-50	General Urban Improvement, Scrapbook 3 (see Box 14), 1963-1969
Box 9, Folder 51	Airline Terminal on Sixth Avenue Project, 1946
Box 9, Folder 52	Bank of Tokyo Building (100 Broadway) Project, 1981
Box 9, Folder 53	Chrysler Corporation Building Project, ca. 1964
Box 9, Folder 54	Claridge Building Project, ca. 1965
Box 9, Folder 55	Claridge Building Project, Scrapbooks 4-6 (see Boxes 28-29), ca. 1965
Box 9, Folder 56	Convention Center Project, 1964
Box 9, Folder 57	42nd Street Renovation Project, ca. 1965
Box 9, Folder 58	Four Corners (Fifth Avenue and 57th Street) Project, 1988-1989
Box 9, Folder 59	Garment District Building, Scrapbook 7 (South side of 42nd Street) (see Box 29), 1961

Box 9, Folder 60-62 Grand Central Station Project (see Also OV 34), 1946-1965

Box 9, Folder 63 Helmsley Building (230 Park Avenue) Project, 1980-1981

Box 9, Folder 64 Helmsley Building, Scrapbook 8 (230 Park Avenue) Project (see Box 30),
1980-1981

Box 9, Folder 65 Pan Am Building Project, Scrapbook 9 (see Box 30), ca. 1967

Box 9, Folder 66 Port Authority Project, Scrapbook 10 (see Box 31), ca. 1965

Box 9, Folder 67-69 Times Building/Allied Chemical Building Project, 1903-1965

Box 9, Folder 70 Times Building/Allied Chemical Building Project, Scrapbooks 11-12 (see Box
31), ca. 1960

Box 9, Folder 71-72 Times Building/Allied Chemical Building Project, Scrapbooks 13-18 (see Box
32), April 1963-January 1965

Box 9, Folder 73-74 Times Building/Allied Chemical Building Project, Printed Material , 1903-1965

Box 9, Folder 75 Baltimore Urban Improvement Project, Maryland National Bank, 1991

Box 9, Folder 76 City of Reno Urban Improvement Project (see also Box 32), ca. 1964

Box 9, Folder 77 Cincinnati Urban Improvement Project File, Atrium I and II Lighting, 1988

Box 9, Folder 78 New York City, Windowless Facade Between 45th and 46th Streets , undated

Box 14, Folder 8 Oversize pages from Scrapbook 3, General Urban Improvement , 1963-1969

Box 14, Folder 9 Oversize photographs of the Times and Allied Chemical Building Projects, 1903-
circa 1961

Box 28, Folder 2 Oversized General Urban Improvement, Scrapbook 2, 1962

Box 28, Folder 3 Oversized Claridge Building Project, Scrapbook 4, ca. 1965

Box 29, Folder 1-2 Oversized Claridge Building Project, Scrapbook 5-6, ca. 1965

Box 29, Folder 3 Oversized Garment District Building (South side of 42nd Street) Project,
Scrapbook 7, 1961

Box 30, Folder 1	Oversized Helmsley Building (230 Park Avenue) Project, Scrapbook 8, 1980-1981
Box 30, Folder 2	Oversized Pan Am Building Project, Scrapbook 9, ca. 1967
Box 31, Folder 1	Oversized Port Authority Project, Scrapbook 10, ca. 1965
Box 31, Folder 2-3	Oversized Times Building/Allied Chemical Building Project, Scrapbooks 11-12, ca. 1960
Box 32, Folder 1-6	Oversized Times Building/Allied Chemical Building Project, Scrapbooks 13-18, April 1963-January 1965
Box 32, Folder 7	Oversized Photographs from City of Reno Urban Improvement Project, ca. 1964
Box OV 34	Grand Central Station Project Oversized Drawings and Blueprints, 1946-1965

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