



Smithsonian  
*National Museum of American History*  
*Kenneth E. Behring Center*

## Guide to the Landy R. Hales Papers

NMAH.AC.0906

Alison Oswald

2012



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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Landy R. Hales Papers
<b>Identifier:</b>	NMAH.AC.0906
<b>Date:</b>	1908 - 1969
<b>Extent:</b>	5.5 Cubic feet (15 boxes)
<b>Creator:</b>	Hales, Landy R., 1889-1972
<b>Language:</b>	English
<b>Summary:</b>	Papers document Landy R. Hales (1889-1972), an inventor and commercial artist who designed window and interior store displays, posters, children's games, and puzzles primarily from 1920s to 1930s in New York City and Baltimore. Of significance is Hales's work for Macy's Department Store. The papers consist of correspondence, patents, business records for several of Hales's companies, photographs, drawings/sketches, prototypes, and newspaper and magazine clippings.

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## Administrative Information

### Acquisition Information

The collection was donated by Katharine Landa McNulty Hogben, Frances Helen McNulty Beverage, Margaret Ann McNulty Klipp, Lenore Hales McNulty Frey, and Elizabeth Stuart McNulty on November 27, 2005.

### Related Materials

#### Materials at the Archives Center

Warsaw Collection of Business Americana, Parades:stereographs, circa 1880-1908 (AC0060)

Messmore and Damon Company Records, 1930s-1990s (AC0846)

Hudson Fulton Celebration Parade Photograph Album, 1909 (AC1149)

William L. Bird "Holidays on Display" Collection (AC1288)

### Processing Information

Processed by Alison Oswald, archivist, 2012. Elizabeth McNulty, granddaughter of Landy R. Hales, provided additional biographical information.

## Preferred Citation

Landy R. Hales Papers, 1908-1969, Archives Center, National Museum of American History.

## Restrictions

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## Conditions Governing Use

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## Biographical / Historical

Landy R. Hales was born on September 17, 1889 in Baltimore, Maryland to Landy J. Hales and Fanny Linthicum Hales. Hales grew up in Anne Arundel, Maryland and had one brother, Wesley Hales. Hales began his career with no formal art training and apprenticed as a sign painter in Baltimore, Maryland. In 1908, Hales formed the Brilliant Sign Company in Baltimore to design displays for area businesses. In 1913, Hales married Lenore McCully. They had two children, Elizabeth McCully Hales (b. 1915) and Landy Romain Hales (b. 1921).

During World War I, Hales designed posters for the Liberty Bond Program, created by then Secretary of the Treasury William Gibbs McAdoo (1863-1941). This poster campaign was intended to popularize the bonds, and Hales created posters using his "layer technique," which was a method of making a poster by placing cut-out pieces of materials such as composition board or wood on a background, then building layers to form three dimensions in the finished product. In the early 1920s, Hales moved to New York City to advance his career and expand his opportunities. In New York, Hales specialized in display devices, commercial art, and advertising. An artist-inventor, Hales patented two ideas, a display device (US Patent 1,563,485) and a manikin (US Patent 2,129,421). He founded Landy R. Hales, Inc. (1925), Hales Layer Poster Corporation (1925), Hales Manikins, Inc. (1941), and Hales Pictures, Inc. 1937. In 1937, Hales Pictures Inc., entered into a one-year agreement with Walt Disney Enterprises that granted Hales the right to reproduce Disney characters for his puzzles and poster pictures. During the same year, Hales leased office space at Rockefeller Center.

Hales worked for Morris Gest, a theatrical producer, creating advertising for the Russian show *Le Chauve Sourvis* which featured the Parade of the Wooden Soldiers. Hales also manufactured and installed mechanical displays in Macy's Christmas windows at 34th Street and worked as an independent contractor for other department stores such as Gimbel Brothers and Saks & Company as well as the Hotel Nassau, Keystone Manufacturing Company, Rialto Theater, Keith's New York Hippodrome, and the Music Box Theatre.

Hales left New York City in 1945 and returned to Maryland, where he did commercial work for Carlin's Amusement Park in Baltimore and created layer posters for himself and family members. Hales died in 1972 at the age of 84.

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## Scope and Contents

The papers document Hales's career as an inventor and commercial artist as well as his work in games, puzzles, educational tools, and posters. The collection includes sketches and design drawings, photographs, publicity materials, clippings and articles, and game prototypes.

**Series 1, Brilliant Sign Company, 1908-1909**, consists of stock shares, transferred by Hales to others in the amount of twenty dollars for the Brilliant Sign Company of Baltimore City, Maryland.

**Series 2, Landy R. Hales, Inc., 1927-1929, 1944**, consists of invoices, orders, and check stubs from R.H. Macy and Company and Gimbel Brothers, Inc. for work by Landy R. Hales, Inc. for window displays. The orders detail what will be constructed and decorated. The R.H. Macy materials also contain a 1927 souvenir from Macy's Wonderland Christmas. Included in this series is a 1944 United States Treasury Department War Finance Program citation to Landy R. Hales.

**Series 3, Hales Layer Poster Corporation, 1922-1969 (bulk 1920s)**, consists of materials documenting Hales poster company. Hales formed Hales Layer Poster Corporation in New York State on July 16, 1925 to manufacture, purchase, sell and deal in layer posters and equipment for constructing layer posters in packaged or other forms. The corporation's other directors were Alfred J. Silberstein and Alvin A. Silberman, both of New York. Hales developed a new method of making a poster by placing cut-out pieces of materials such as composition board or wood on a background, then building layers to form three dimensions in the finished product. The first store to use Hales layer posters was Saks Fifth Avenue in New York City. The posters were never sold and were only used in advertising and window displays.

The materials consist of stock shares and values, a certificate of incorporation, branded letterhead, correspondence, an order book (blank forms), a point-of-purchase ad featuring Little Red Riding Hood, a patent for a display device, layer poster instructions, examples of posters, sample card stock, and instructions for the ABCD Ease Game. The display device patent (US 1,563,485) was issued to Hales on December 1, 1925. The invention relates to display devices for commercial advertising arrangements constructed out of layers of veneer or cardboard for reproducing and illustrating articles for sale, magazines, posters or art works. The principal object was to provide a display picture having depth. The correspondence, 1922-1937, 1969 and undated, contains letters with individuals, companies, hotels, and department stores primarily in New York City such as B.F. Keith's New York Hippodrome, Saks & Company, Hotel Nassau, Keystone Manufacturing Company, and Rialto Theatre. Much of the correspondence relates to services provided by Hales Layer Poster Corporation. Hales's correspondence with Morris Gest, a theatrical producer who introduced *La Chauve-Souris*, a touring revue during the early 1900s, to the United States. There is also a letter typewritten by Hales in 1969 to Pablo Picasso about copying Picasso prints using the Hales layer poster method.

The instructions for "how to make" a Hales layer poster are well documented, detailing the step-by-step process and including the use of Hales Studio colors for painting. Specific instructions for the "Tom, Tom Piper's Son" with color guide are found here. A full, unused layer poster kit is in box 14. Additionally, Hales created the ABCD Ease Game, a board game played with dice with the objective to reach "ease." The way to reach "Ease" is through truth, courage, justice, thrift, study, work, loyalty, and honesty. Instructions and prototypes of the gameboard are represented.

**Series 4, Hales Manikins, Inc., 1938-1948 and undated**, consists of correspondence, a voting trust agreement, board of directors meeting minutes, stock shares, a floor plan for the company, blueprints for rubber figures, and a patent for a manikin and method of making the same (US 2,129,421). Hales Manikin incorporated in 1941 in Baltimore, Maryland to manufacture, distribute, sell and otherwise deal in manikins and other display advertising figures. The board of directors meeting minutes contain articles of incorporation, by-laws, and minutes.

**Series 5, Hales Pictures, Inc., 1937-1938, 1967 and undated**, consists of an agreement with Walt Disney Enterprises, sketches by Kay Kamen, Ltd., a press release about Hales Picture Puzzles, and prototypes of Hales Puzzle Pictures. Of note is a copy of the February 1938 *Rockefeller Center Magazine*. The magazine contains articles about science, technology, publishing, the arts, events at Radio City Music Hall (Disney-related) and television. It offers good documentation of office business machines.

The first series of puzzles Hales introduced in 1937 were four subjects from Walt Disney's characters: Mickey Mouse, Minnie Mouse, Pluto, and Donald Duck. The object of the puzzle was to put all of the pieces together in their proper place--some of the puzzle pieces were raised to different levels. After the puzzle was completed, it could be glued to a backboard. There are prototypes for the Mickey Mouse, Minnie Mouse and Donald Duck puzzles. Only the Mickey and Minnie puzzles contain puzzle pieces. The Donald Duck puzzle consists of the box only.

In August 1937, Hales Pictures Inc., entered into a one year agreement with Walt Disney Enterprises that granted Hales the right to reproduce Disney characters for his puzzles and poster pictures. Hales paid Disney the sum of five-hundred dollars as an advance on future royalties. Disney also provided to Hales typical representations of the Disney characters. There are a series of Kay Kamen Ltd., Disney character drawings for Pluto, Donald Duck, Minnie Mouse, and Mickey Mouse. These drawings were provided to Hales by Kamen. The Minnie and Mickey Mouse drawings have been heavily annotated and mocked up by Hales for the purposes of creating his signature Hales Puzzle Pictures. Kamen (d. 1949) began his professional career as a retail hat merchant and later entered advertising. In 1932, Kamen contacted Disney, soon signed a contract, and was named the company's sole licensing representative. Through merchandising, Kamen made Disney's mouse star popular.

**Series 6, Hales Sign Company, 1909 and undated**, consists of examples of promotional and branded pieces for Hales's sign painting business that was located in Baltimore, Maryland.

**Series 7, Drawings/Sketches, 1927-1930 and undated**, consists of pencil, ink and paint sketches. The bulk of the sketches are Christmas-related, such as the poster study for the Macy's Christmas Wonderland, 1927 and the toy department displays for a bridge, drawbridge, house and tower. Other sketches include Noah's Ark, a matador, the "The Wise Woman of Gotham," Carlin's Amusement Park of Baltimore, Maryland, and resort scenes (tennis, golf and sailing).

**Series 8, Photographs, 1925-1935**, consists primarily of black-and-white prints documenting Hales's work in his studio and for clients such as Macy's. Some of the photographs were taken by Worsinger Window Service, Hughes Company of Baltimore, Le Don Studio of White Plains, New York; Apeda Studio, Inc. of New York City; Schultze Studio of Brooklyn, New York, and H.C. Campbell Company of Oakland, California.

**Series 9, Greeting Cards, undated**, consists of examples of greeting cards and postcards, primarily for Christmas, Easter, and Valentines Day, assembled by Hales.

**Series 10, Clippings, 1922-1935**, consists of loose photocopies and original news and magazine clippings in a bound volume. The clippings primarily relate to Hales's work in New York City, but there are clippings about The Corner Shop at Macy's, and there are copies of illustrations assembled by Hales, specifically the "Best Fifty Small Folio Currier and Ives Prints." The majority of these he clipped from the *New York Sun*. Also included are clippings about *La Chauve-Souris* the touring revue during the early 1900s.

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## Arrangement

The collection is arranged into ten series.

**Series 1, Brillant Sign Company, 1908-1909**

**Series 2, Landy R. Hales, Inc., 1927-1929, 1944**

**Series 3, Hales Layer Poster Corporation, 1922-1969 (bulk 1920s)**

**Series 4, Hales Manikins, Inc., 1938-1948 and undated**

**Series 5, Hales Pictures, Inc., 1937-1938, 1967 and undated**

**Series 6, Hales Sign Company, 1909 and undated**

**Series 7, Drawings/Sketches, 1927-1930 and undated**

**Series 8, Photographs, 1925-1935**

**Series 9, Greeting Cards, undated**

**Series 10, Clippings, 1922-1935**

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## Bibliography

<http://disney.go.com/disneyinsider/history/legends/kay-kamen> (last accessed on June 5, 2012)

Bird, William Lawrence. *Holidays on Display*. New York: Princeton Architectural Press, 2007.

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## Names and Subject Terms

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

Subjects:

Display of merchandise  
Games  
Packaging  
Parade float designers  
Parade floats  
Parades  
Show windows  
Store decoration  
Toys -- 20th century

Types of Materials:

Clippings  
Design drawings  
Photograph albums  
Photographs -- 20th century  
Scrapbooks  
Sketches

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## Container Listing

### Series 1: Brilliant Sign Company , 1908 - 1909

Box 1, Folder 18      Stock shares, 1908 - 1909

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## Series 2: Landy R. Hales, Inc. , 1927 - 1929, 1944

- Box 1, Folder 1            War Finance Program Citation, 1944
- Box 1, Folder 2            Gimbel Brothers, Inc. (invoices), 1927 - 1928
- Box 1, Folder 3            R. H. Macy and Company , 1927, 1929

[Image\(s\)](#)

Souvenir of MACY'S WONDERLAND Christmas 1927 [sic] : [printed cutout],  
1927

*1 Item (15.5 cm x 30.5cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator  
Macy, R.H., & Co. (New York, N.Y.), Advertiser  
Cartoon houses with faces.

In Box 1, Folder 3.

Unrestricted research use on site by appointment.

Color ink on paper.

### Local Numbers

AC0906-0000002.tif (AC Scan No.)

Topic:	Christmas Souvenir
Genre/ Form:	Cartoons (humorous images) -- 20th century Photomechanical prints

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## Series 3: Hales Layer Poster Corporation, 1922 - 1969

- Box 1, Folder 4           Background, undated
- Box 1, Folder 5           Certificate of incorporation, 1925
- Box 1, Folder 6           Stock values, 1926
- Box 1, Folder 7           Stock shares, 1926
- Box 1, Folder 8           Letterhead (business identity), undated  
[Image\(s\)](#)  
L.R. Hales, Inc. [letterhead stationery, blank page], Circa 1920s  
*1 Item (18.5 cm x 27 cm.)*  
[Image\(s\)](#)  
Hales, Landy R., 1889-1972, Creator  
In Box 1, Folder 8.  
  
Unrestricted research use on site by appointment.  
  
Pencil on paper.  
  
Local Numbers  
AC0906-0000024 (AC Scan No.)  
  
Names:           Hales, Landy R., 1889-1972  
Place:           New York (N.Y.)  
Genre/           Design drawings  
Form:           Sketches  
                  Stationery
- Box 1, Folder 9           Display device patent (US Patent 1,563,485), 1924
- Box 1, Folder 10          Order book (blank), circa 1920s
- Box 1, Folder 11          Correspondence--Morris Gest, 1922
- Box 1, Folder 12          Correspondence, 1923 - 1937
- Box 1, Folder 13          Correspondence, 1969 and undated
- Box 1, Folder 14          Poster instructions, 1925
- Box 1, Folder 15          "Tom, Tom the Pipers Son" (poster), 1925
- Box 1, Folder 16          Sample card stock for posters, undated
- Box 1, Folder 17          Music Box Theatre (posters), 1923
- Box 13, Folder 3          Miscellaneous poster designs, undated

Box 1, Folder 19	ABCD Ease Game (instructions), undated
Box 10, Item 1	Sign (boy walking), undated
Box 11, Item 1	Junior Series (box example)
Box 11, Item 2	Wood toy soldier, undated
Box 14	Hales Layer Poster Kit, undated
Box 13, Folder 1	Home and school series (box lid), circa 1920s
Box 13, Folder 2	Junior Series, Little Red Riding Hood (point-of-purchase advertisement), undated
Box 15, Item 1	ABCD Ease game board (prototype), undated
Box 15, Item 2	ABCD Ease game board (prototype), undated
Box 15, Item 3	ABCD Ease game board (prototype), undated
Box 15, Item 4	ABCD Ease game board (prototype), undated

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## Series 4: Hales Manikins, Inc. , 1938 - 1948, undated

Box 1, Folder 20 Correspondence, 1939, 1942

Box 1, Folder 21 Voting Trust Agreement, 1941

Box 1, Folder 22 Minutes of the Board of Directors, 1941 - 1948

Box 1, Folder 23 Manikin and method of making the same (US Patent 2,129,421), 1938  
[Image\(s\)](#)

Manikin and method of making the same / Sept. 6, 1938 [xerographic copy of patent], 1938

*1 Item (20.5 cm x 29 cm.)*[Image\(s\): Manikin and method of making the same / Sept. 6, 1938 \[xerographic copy of patent\].](#)Hales, Landy R., 1889-1972, Creator  
Xerographic photocopy on paper.

In Box 1, Folder 23.

Unrestricted research use on site by appointment.

Ink on paper.

## Local Numbers

AC0906-0000023 (AC Scan No.: patent illustration)

Names: Hales, Landy R., 1889-1972

Topic: Inventors  
Mannequins (Figures)  
PatentsGenre/  
Form: Xerographic copiesBox 13, Folder 4 Blueprints for rubber figures, undated  
[Image\(s\)](#)

[Drawing for skeleton framework for manikin : blueprint], [circa 1930s.], circa 1930s

*1 Item (25 cm x 43 cm.)*[Image\(s\): \[Drawing for skeleton framework for manikin : blueprint, circa 1930s.\]](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 4.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Blueprint on paper.

Local Numbers

AC0906-0000032 (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Blueprints -- 1930-1940  
Inventors  
Mannequins (Figures)

[Front view, half section of rubber figure, undated : blueprint.], undated  
*1 Item (25 cm x 43 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 4.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Blueprint on paper.

Local Numbers

AC0906-0000033 (AC Scan No.)

Topic: Blueprints -- 1930-1940  
Inventors  
Mannequins (Figures)

Box 13, Folder 5

Stock shares, 1941

Box 13, Folder 5

Floor plan, undated

[Image\(s\)](#)

[Stock certificate for Hales Manikins, Incorporated, 1941 November 21.],  
1941

*1 Item (24 cm x 31.5 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 5.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Ink on paper

Local Numbers

AC0906-0000030 (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Inventors  
Mannequins -- 1940-1950  
stock certificates

[Floor plan for Hales Manikins, Inc., undated : drawing.], undated  
1 Item (35 cm x 42.5 cm.)

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 5.

Unrestricted research use on site by appointment.

Color pencil on paper.

#### Local Numbers

AC0906-0000031 (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Floor plans -- 1940-1950

Inventors

Mannequins (Figures) -- Design and construction

*[Return to Table of Contents](#)*

## Series 5: Hales Pictures, Inc. , 1937 - 1938, 1967

Map-case 3, Drawer 20, Office lease with Rockefeller Center, Inc. , 1937 September 9  
Folder 1

Box 2, Folder 1	Agreement with Walt Disney Enterprises, 1937 - 1938
Box 2, Folder 2	Kay Kamen Ltd., 1937, 1967
Box 2, Folder 3A	Hales Puzzle Pictures, 1937
Box 13, Folder 6	Kay Kamen Incorporated (drawings), 1937
Box 10, Item 2	Walt Disney's Donald Duck Puzzle Picture (box example), undated
Box 12	Walt Disney's Mickey Mouse Series Puzzle Picture (Minnie Mouse), circa 1930s
Box 13	Walt Disney's Mickey Mouse Series Puzzle Picture (Minnie Mouse), circa 1930s

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## Series 6: Hales Sign Company, 1909, undated

Box 2, Folder 3          Sign examples, 1909 and undated

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## Series 7: Drawings/Sketches, 1927 - 1930, undated

Box 2, Folder 4 "Matador", undated  
[Image\(s\)](#)

Box 2, Folder 5 "The Wise Women of Gotham", 1930  
[Image\(s\)](#)

The Wise Women of Gotham [sketch], 1930 May  
*1 Item (21.5 cm x 28 cm.)*

[Image\(s\): The Wise Women of Gotham \[sketch\].](#)

Hales, Landy R., 1889-1972, Creator

Sketch signed by Landy R. Hales and notarized and blind-embossed by Harry Gersten, 29 May 1930, Kings County, New York.

In Box 2, Folder 5.

Unrestricted research use on site by appointment.

Pencil on paper.

Local Numbers

AC0906-0000026.tif (AC Scan No.)

Topic:	Notaries
Place:	Kings County (N.Y.)
Genre/ Form:	Blind embossing Design drawings Notarial documents Sketches

[Matadors and bulls : pencil sketch.], Undated, ca. 1927-1930?  
*1 Item (21 cm x 27.5 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

With hand-written text about costume details.

In Box 2, Folder 4.

Unrestricted research use on site by appointment.

Pencil on paper.

Ragged edges and stains.

Local Numbers

AC0906-0000025 (AC Scan No.)

Topic:	Bullfighters Bullfights Bulls
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Genre/ Design drawings  
Form: Sketches

Box 13, Folder 7 Macy's Corner Shop, circa 1930s

Box 13, Folder 8 New York-related, undated

[Image\(s\)](#)

[Boy with dog : drawing], [circa 1920s.], circa 1920s  
*1 Item (16.5 cm x 25.5 cm.)*

[Image\(s\): \[Boy with dog : drawing : circa 1920s.\]](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 8.

Unrestricted research use on site by appointment.

Color pencil and paint on paper.

Local Numbers

AC0906-0000027 (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Inventors

Genre/ Drawings -- 1930-1940

Form:

Macy's / Come to Wonderland. [Color mockup of poster design for Macy's  
Wonderland.], undated

*3 Items (13.5 cm x 21.5 cm.)*

[Image\(s\)](#)

[Image\(s\)](#)

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

Macy, R.H., & Co. (New York, N.Y.), Advertiser

In Box 13, Folder 8.

Unrestricted research use on site by appointment. Photographs must be  
handled with cotton gloves unless protected by sleeves.

Ink and paint on paper.

Ragged edges

Local Numbers

AC0906-0000006.tif (AC Scan No.)

AC0906-0000007.tif (AC Scan No.)

AC0906-0000008.tif (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Christmas -- 1930-1940  
 Genre/ Advertising  
 Form: Posters -- 1930-1940

[Week day chores. Color design illustrating 'Monday Wash', 'Tuesday Iron', 'Wednesday sew.'], undated  
*1 Item (15 cm x 26 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator  
 In Box 13, Folder 8.

Unrestricted research use on site by appointment.

Pencil and paint on paper.

Local Numbers

AC0906-0000009.tif (AC Scan No.)

Topic: Chores  
 Household  
 Pressing of garments  
 Sewing  
 Washing

Genre/ Design drawings  
 Form: Sketches

[Design for toy department--Toy drawbridge : color drawing on paper], undated  
*1 Item (15 cm x 26 cm.)*

[Image\(s\): \[Design for toy department--Toy drawbridge : color drawing on paper\].](#)

Hales, Landy R., 1889-1972, Creator  
 In Box 13, Folder 8.

Unrestricted research use on site by appointment.

Pencil and paint on paper.

Local Numbers

AC0906-0000010.tif (AC Scan No.)

Topic: Bridges -- Design and construction  
 Drawbridges  
 Toys

Genre/ Design drawings  
 Form: Sketches

[House : color drawing.], undated

1 Item (19 cm x 26 cm.)

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 8.

Unrestricted research use on site by appointment.

Pencil and paint on paper.

Local Numbers

AC0906-0000011.tif (AC Scan No.)

Topic: Architecture, Domestic

Genre/ Design drawings

Form: Sketches

[Design of a toy soldier battle : color drawing.], Undated; 1927-1930?

1 Item (19.5 cm x 26 cm.)

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 8.

Unrestricted research use on site by appointment.

Pencil and paint on paper.

Local Numbers

AC0906-0000012.tif (AC Scan No.)

Topic: Soldiers  
Toy soldiers  
battles

Genre/ Design drawings

Form: Sketches

Box 13, Folder 9      Miscellaneous, undated

Map-case 3, Drawer 20, Streetscape on linen/in color (6" x 26")  
Folder 1

Map-case 3, Drawer 20, Streetscape (27" x 42")  
Folder 1

Map-case 3, Drawer 20, "Christmas Celebration Around the World" (20 1/2" x 35 1/2")  
Folder 1

Map-case 3, Drawer 20, "Golfer in Knickers" (24" x 36")  
Folder 1

Map-case 3, Drawer 20, "Mistress Mary" (21" x 45")  
Folder 1

Map-case 3, Drawer 20, "Christmas Rooftops" (24" x 36")  
Folder 1

Map-case 3, Drawer 20, "Coach +4" (24" x 42")  
Folder 1

Map-case 3, Drawer 20, "Fight Buy His Side, Buy War Bonds" (24" x 30 1/2")  
Folder 1

Map-case 3, Drawer 20, "Jack and Jill" (21" x 45")  
Folder 1

Map-case 3, Drawer 20, "Mary Had a Little Lamb" (21" x 45")  
Folder 1

Map-case 3, Drawer 20, "Little Boy Blue" (21" x 45")  
Folder 1

Map-case 3, Drawer 20, "Mary Had a Little Lamb" (21" x 45")  
Folder 1

Map-case 3, Drawer 20, "To Our Gift Shop" (23" x 26")  
Folder 1

Map-case 3, Drawer 20, "Around the World at Christmas Time" (8" x 30")  
Folder 1

Map-case 3, Drawer 20, "Merry Christmas To All and To All a Good Night" (6" x 34")  
Folder 1

Map-case 3, Drawer 20, "Malcolm's Home and Garden Store" (14 1/2 x 21 1/2")  
Folder 1

Map-case 3, Drawer 20, "Wonderland" (20" x 20")  
Folder 1

Map-case 3, Drawer 20, "Mary Had a Little Lamb" (12 1/2" x 20"), undated  
Folder 1

Map-case 3, Drawer 20, "Mary Had a Little Lamb" (12 1/2" x 17 1/4"), undated  
Folder 1

Map-case 3, Drawer 20, Resort scenes (tennis, golf and sailing) (15" x 18 1/2"), undated  
Folder 1

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## Series 8: Photographs, 1925 - 1935

Box 3

Landy R. Hales Studio, 1925 - 1935

[Image\(s\)](#)

Around the World at Christmas Time [Macy's Christmas display window : black-and-white photoprint]. "Red Star Express," "The New Photo Service, New York City, NY", 1933

6 Items (20.5 cm x 25.5 cm.)

[Image\(s\)](#)[Image\(s\)](#)[Image\(s\)](#)[Image\(s\)](#)[Image\(s\)](#)[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

New Photo Service, The (New York, N.Y.), Photographer

In Box 3.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin paper.

## Local Numbers

AC0906-00000015 (AC Scan No.)

AC0906-00000016 (AC Scan No.)

AC0906-00000017 (AC Scan No.)

AC0906-00000018 (AC Scan No.)

AC0906-00000019 (AC Scan No.)

AC0906-00000020 (AC Scan No.)

Names: Hales, Landy R., 1889-1972  
Macy, R.H., & Co. (New York, N.Y.)

Topic: Christmas  
Department stores -- United States  
Show windows

[Studio in Princess Theatre, West 39th Street, New York City, working on displays for Morris Gest's "Parade of the Wooden Soldiers" : black-and-white photoprint.], 1922-1923

1 Item (20.5 cm x 25.5 cm.)

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

Freda, Photographer

"Freda[?] / N.Y.1." in negative, lower right.

In Box 13, Folder 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin paper.

Stained and faded; fragile, losses in corners.

#### Local Numbers

AC0906-00000014 (AC Scan No.)

Names: Princess Theatre  
 Topic: Soldiers  
 Studios (work spaces)  
 Theaters  
 Place: New York (N.Y.) -- 1920-1930  
 Genre/ Form: Photographs -- 1930-1950 -- Black-and-white negatives --  
 Acetate film

[Toy Department?], Worsinger Window Service; "NY, NY" [black-and-white photoprint], undated

*1 Item (20.5 cm x 25.5 cm.)*

[Image\(s\): \[Toy Department?\], Worsinger Window Service; "NY, NY" \[black-and-white photoprint\].](#)

Hales, Landy R., 1889-1972, Creator

Interior of department store with toy display.

In Box 13, Folder 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin paper.

Stained, faded, discolored. Ragged edges.

#### Local Numbers

AC0906-00000021.tif (AC Scan No.)

Names: Hales, Landy R., 1889-1972  
 Worsinger Window Service  
 Topic: Department stores -- United States  
 Toys  
 Genre/ Form: Photographs -- 1940-1950 -- Black-and-white photoprints  
 -- Silver gelatin

[Winter store display, interior by Worsinger Window Service : black-and-white photoprint.], undated

1 Item (20.5 cm x 25.5 cm.)

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 13, Folder 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Stained and faded.

Local Numbers

AC0906-00000022.tif (AC Scan No.)

Names: Hales, Landy R., 1889-1972  
Worsinger Window Service

Topic: Department stores -- United States  
Winter

Genre/ Form: Photographs -- 1900-1950 -- Black-and-white photoprints  
-- Silver gelatin

Box 4

Work in New York City, circa 1920s-1930s

[Image\(s\)](#)

Outdoor Advertising Ass'n [storefront] [black-and-white photoprint], undated  
1 Item (19.5 cm x 24 cm.)

[Image\(s\): Outdoor Advertising Ass'n \[storefront\] \[black-and-white photoprint\].](#)

Hales, Landy R., 1889-1972, Creator

In Box 4.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Faded, yellowed.

Local Numbers

AC0906-00000003.tif (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: advertising

Genre/ Form: Outdoor advertising.

Form: Photographs -- 1900-1950 -- Black-and-white photoprints  
-- Silver gelatin

Box 5

Work in Baltimore , circa 1930s

Box 6

Macy's Christmas Around the World, circa 1930s



[Image\(s\)](#)

Visit / Macy's Wonderland / 4th Floor / 34th Street & Broadway--New York  
[black-and-white photoprint of broadside], circa 1927

*1 Item (12.5 cm x 20 cm.)*

[Image\(s\): Visit / Macy's Wonderland / 4th Floor / 34th Street & Broadway--  
New York \[black-and-white photoprint of broadside\].](#)

Hales, Landy R., 1889-1972, Creator

In Box 6.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

## Local Numbers

AC0906-0000001 (AC Scan No.)

Names: Hales, Landy R., 1889-1972  
Macy, R.H., & Co. (New York, N.Y.)

Topic: Inventors

Genre/ Photographs -- 1920-1930 -- Black-and-white photoprints  
Form: -- Silver gelatin

## Box 7

Macy's and Gimbels Department Stores, circa 1930s

[Image\(s\)](#)

[Easter display for Worsinger Window Service : black-and-white photoprint.],  
undated

*1 Item (20.5 cm x 25 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 7.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver Gelatin on paper.

## Local Numbers

AC0906-0000004 (AC Scan No.)

Names: Hales, Landy R., 1889-1972  
Worsinger Window Service

Topic: Easter decorations

Genre/ Photographs -- 1900-1950 -- Black-and-white photoprints  
Form: -- Stereographs

[Easter display with man in bunny suit playing a clarinet and white rabbit in 'garden'. Worsinger Window Service : black-and-white photoprint.], undated

*1 Item (20.5 cm x 25 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

Inscription in negative, lower right of print: "11930 Photo Worsinger."

In Box 7.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver Gelatin on paper.

Ragged edges; loss in lower right corner.

#### Local Numbers

AC0906-0000005.tif (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Costumes -- 1930-1940  
Easter decorations

Genre/ Form: Photographs -- 1900-1950 -- Black-and-white photoprints  
-- Stereographs

Box 8 Work for H.C. Campbell Company (Oakland, California), undated

Box 8 Hales Layer Poster, Inc. (stage coach), undated

Box 8 Hales Manikin, Inc. , circa 1930s

[Image\(s\)](#)

[Articulated, skeletal manikin with girl manikin : black-and-white photoprint], [1930s.], circa 1930s

*1 Item (19 cm x 24.5 cm.)*

[Image\(s\): \[Articulated, skeletal manikin with girl manikin : black-and-white photoprint, 1930s.\]](#)

Hales, Landy R., 1889-1972, Creator

In Box 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

#### Local Numbers

AC0906-0000028 (AC Scan No.)

Names: Hales, Landy R., 1889-1972

Topic: Inventors  
Mannequins (Figures)

Genre/ Photographs -- Black-and-white photoprints -- 1900-1950  
Form: -- Silver gelatin

[Manikin parts : black-and-white photoprint], [circa 1930s.], circa 1930s  
*1 Item (19.5 cm x 24.5 cm.)*

[Image\(s\): \[Manikin parts : black-and-white photoprint, circa 1930s.\]](#)

Hales, Landy R., 1889-1972, Creator

In Box 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

#### Local Numbers

AC0906-0000035 (AC Scan No.)

Topic: Inventors  
Mannequins (Figures)

Genre/ Photographs -- 1900-1950 -- Black-and-white photoprints  
Form: -- Silver gelatin

[Hales manikin with figurines of children : black-and-white photoprint.],  
undated  
*1 Item (20 cm x 25 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

#### Local Numbers

AC0906-0000036 (AC Scan No.)

Topic: Children  
Mannequins (Figures)

Genre/ Photographs -- 1900-1950 -- Black-and-white photoprints  
Form: -- Silver gelatin

[Manikin arm parts : black-and-white photoprint.], undated  
*1 Item (20 cm x 25 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers

AC0906-00000034 (AC Scan No.)

Topic: Arms (Anatomy)  
Mannequins (Figures)

Genre/ Photographs -- 1900-1950 -- Black-and-white photoprints  
Form: -- Silver gelatin

[Two manikin prototypes : black-and-white photoprint.], circa 1930s  
*1 Item (20.5 cm x 25 cm.)*

[Image\(s\)](#)

Hales, Landy R., 1889-1972, Creator

In Box 8.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin paper.

Faded, stained.

Local Numbers

AC0906-00000029.tif (AC Scan No.)

Topic: Mannequins (Figures)

Genre/ Photographs -- 1900-1950 -- Black-and-white photoprints  
Form: -- Silver gelatin

Box 8 Fire escape ladder, undated

Box 8 Miscellaneous, undated

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## Series 9: Greeting Cards

*Box 9*

*Box 2, Folder 6*

*[Return to Table of Contents](#)*

## Series 10: Clippings

Box 2, Folder 7	About Landy R. Hales , 1924 - 1933
Box 2, Folder 8	Macy's The Corner Shop , circa 1930s
Box 2, Folder 9	Illustrations (copies), circa 1920s
Box 13, Folder 10	Illustrations (copies), 1916, 1920 - 1921, 1925
Box 2, Folder 10	General , 1922 - 1935
Box 2, Folder 11	General (bound volume), 1924 - 1930

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