

## HISTORIC SIGNS

**Title:** *Ask Alexander, circa 1915*

**Artist:** Unknown

**Location:** Main Arcade, Level One, south Wall of ramp

**Description:** Painted billboard for 1915 Indian magic show used to advertise Alexander the Magician, whose birth name was Claude Alexander Conlin. Owned by The Magic Shop on loan to PDA.

### **7bCarterGreat**

**Artist:** Unknown

**Title:** *Carter the Great, 1926*

**Location:** "Down Under", Level 2, by Magic Shop entrance

**Description:** Lithograph poster mounted on linen and framed 1980's. Advertises Joseph Carter (1874-1936) an American stage magician renowned for his vanishing elephant trick. Owned by The Magic Shop.

### **7cOldTimeDance**

**Title:** *Old Time Dance Tonight, circa Depression Era*

**Artist:** Unknown

**Location:** Economy Building, 2<sup>nd</sup> Floor landing (unlikely original location)

**Description:** Sign painted on wood. Could date to Depression era when a popular dance hall (Bonnie Brae Ballroom) operated in the Market during mid-1920's then Chubby's Old Time Dance operated in mid-1940's.

**Title:** *"Not a public thoroughfare . . .", prior to 1948*

**Artist:** Unknown

**Location:** Sign suspended from ceiling in two Main Arcade locations

**Description:** Controversy over ownership and policing of the walkway within the Main Arcade date back to the 1920s when farm tables were housed within various arcades. Set of signs associated with this issue.

**Title:** *Look Better Feel Better, circa 1940 -1950*

**Artist:** Unknown **Location:** "Down Under" at head of Flower Row & Pike Street, north side of stairs

**Description:** Baked enamel curved barbers pole. Includes manufacturer's mark: William Marry Co., St. Paul, Minn.

**Title:** *Arcade No. 2, circa 1950's*

**Artist:** J.C. Corey, Corey Sign Company

**Location:** Main Arcade, east side

**Description:** High Stall produce advertisement. This stall associated with the Desimone family who played a significant role in the Market's history. Sign restored 2013 by Paul Affolter, Zeppelin Studio.

**Title:** *Arcade No. 5, circa 1950's*

**Artist:** J.C. Corey, Corey Sign Company

**Location:** Main Arcade, east side – most southern High Stall

**Description:** High Stall produce advertisement. By 1957, this was known as *Suzuki Produce*. Sign restored 2013 by Paul Affolter, Zeppelin Studio.

**Title:** *Arcade No.6, circa 1950's*

**Artist:** J.C. Corey, Corey Sign Company

**Location:** Main Arcade, east side, across from Lowell's Restaurant

**Description:** High Stall produce advertisement. By 1957, this stall was known as *Recchi Produce*. Sign restored 2013 by Paul Affolter.

**Title:** *Arcade No. 7, circa 1950's*

**Artist:** J.C. Corey, Corey Sign Company

**Location:** Main Arcade, east side, across from Lowell's Restaurant

**Description:** High Stall produce advertisement. By 1957, this stall was known as Minaglia Produce. Sign restored 2013 by Paul Affolter, Zeppelin Studio.

**Title:** *Arcade No. 8, circa 1950's*

**Artist:** J.C. Corey, Corey Sign Company

**Location:** Main Arcade, east side, most northern stall

**Description:** High Stall produce advertisement. By 1957, this stall was known as Arcade Eight Produce, as listed in the city directory. Sign restored 2013 by Paul Affolter, Zeppelin Studio.