



YOUR GUIDE
TO THE
LOWER EAST
SIDE

A sign project mapping memories of community life

A project of



City Lore, Inc.®
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NATIONAL
ENDOWMENT
FOR THE ARTS

PROJECT DESCRIPTION

Your Guide to the Lower East Side presents the experiences of past and present Lower East Siders on twenty-eight signs at six separate sidewalk locations. With photographs and text in five languages, these “place markers” weave personal stories and cherished memories directly into the landscape, often right where the stories took place.

This public history project celebrates people, places, and community life on the Lower East Side. The signs reveal the rich and diverse layers of human experience that make the neighborhood so distinctive. They transform the participants’ stories of struggle and achievement into a legacy for all who pass by.

The catalog showcases all of the signs and keys their locations to the map on the following page.

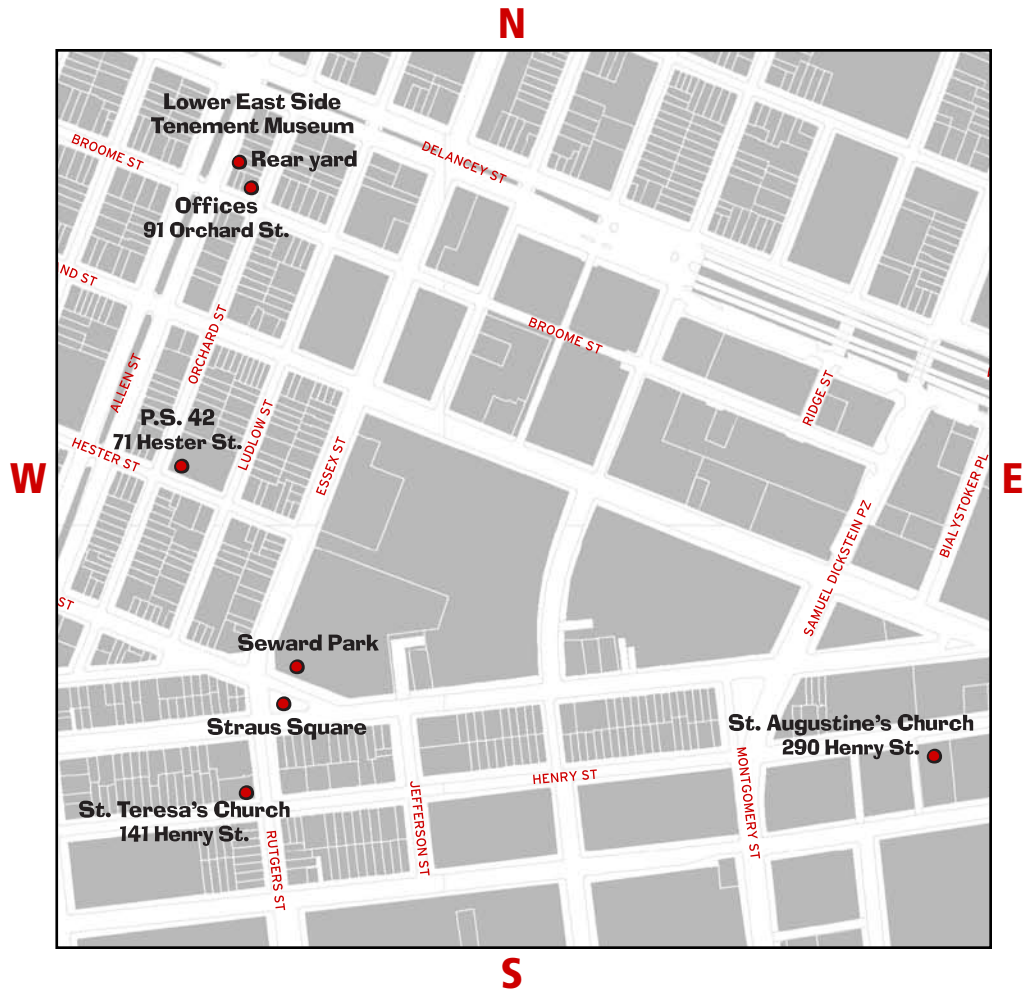
The signs are a project of Place Matters, an initiative of City Lore and the Municipal Art Society to promote and protect places that connect us to the past, sustain community and cultural traditions, and maintain the distinctive character of neighborhoods throughout the city. Place Matters believes that this kind of “place marking” draws attention to our surroundings, and encourages people to recognize, protect, and care for the places that matter to them. We welcome inquiries about how to do similar projects in other places. Go to our website at www.placematters.net to learn more about places on the Lower East Side and all around the city.

Many thanks to the individuals and organizations who shared their stories and photographs, and to the E.H.A. Foundation, the Lily Auchincloss Foundation, and the National Endowment for the Arts for funding *Your Guide to the Lower East Side*.

We also thank our other Place Matters funders, including the Altman Foundation, the J.M. Kaplan Fund, the NYC Department of Cultural Affairs, the New York Community Trust, the New York Council for the Humanities, the New York State Council on the Arts, and the Scherman Foundation.

Chris Neville & Marci Reaven, project directors of *Your Guide to the Lower East Side*, Place Matters, September 2007

THE SIGNS: LOCATIONS



THE SIGNS: SITES & STORIES

Lower East Side Tenement Museum

Office windows, 91 Orchard St., corner of Broome

- 1-2 • Rev. Bayer Lee on laundry work (Chinese & English)
- 3 • Afiya D. Dawson & Frank Dawson on The Lower East Siders drum corps
- 4 • Victor Papa on Father Gigante of St. James Church
- 5-6 • Hyman Genee on Kehila Kedosha Janina (Greek & English)
- 7-8 • Lillian M. Rivera on garment work (Spanish & English)
- 9 • Bea Salwen on Salwen's Umbrellas
- Rear yard, 96 Allen St., between Delancey & Broome
- 10 • Joan H. Geismar on archaeology

P.S. 42 • 71 Hester St., corner of Orchard

- 11 • Lillian M. Rivera on discrimination
- 12 • Rosa Casiello O'Day on discrimination
- 13 • Rosa Casiello O'Day & May Wong Lee on the school community
- 14 • Aaron Eng-Achson on teaching about the past

St. Teresa's Church • 141 Henry St., corner of Rutgers

- 15 • Father Donald Baker on the church roof collapse
- 16 • Carol Cain on the church rededication
- 17 • Father John B. Chiang on Father Flynn
- 18 • Sister Diane Olmstead on the multilingual congregation

Seward Park • Canal St., corner of Essex

- 19 • Mayor Seth Low on the park's opening, 1903
- 20 • NYC Department of Parks on the "Mothers' Corner," 1904
- 21 • NYC Department of Parks on the "School Farm," 1929

St. Augustine's Church • 290 Henry St., near Montgomery

- 22 • The Rev. Dr. Errol Harvey, Rector, on the Slave Galleries

Straus Square • Rutgers St., between Canal & East Broadway

- 23 • Restaurant managers on the former Garden Cafeteria, now Wing Shoon Seafood Restaurant
- 24 • Wanda Evans on Betances Health Center
- 25 • Fern Schwartz on the Educational Alliance
- 26 • Girls at play on Rutgers St., 1950s
- 27 • Louis Katz on *The Forverts/Forward* newspaper
- 28 • Rebecca Lepkoff on Loew's Canal Street Theater

YOUR GUIDE TO THE LOWER EAST SIDE

HAND LAUNDRY



1963年的李Bayer與祖父、母親、繼父在自己在皇后區開的洗衣店裡。照片由李牧師提供。

Designer: John Wong

三零年代時堂先生在柯察街86號上開了一家手洗衣店。



這張洗衣店收據是移民公寓博物館的員工在柯察街97號的一間公寓中找到的。三零年代時，住在那裡的是一戶意大利人。照片由下東區移民公寓博物館提供。

我父親也是那時從台山來。他跟同一家族的人一起住在包里街40號，也一起在鄰區的洗衣店工作。六零年代我在他的洗衣店打工，他說他以前白天在燙衣板上打工，晚上在燙衣板下睡覺。餐館的工作把父親們帶得很遠，洗衣店讓他們離家比較近。
李牧師，中國城教堂
你總是走著別人的腳步。
誰會走上你的？

A project of Place Matters, sponsored by City Lore & the Municipal Art Society
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Supported by the E.H.A. Foundation, Lily Auchincloss Foundation, National Endowment for the Arts, and all those who shared stories



Location: Lower East Side Tenement Museum office, window mount

HAND LAUNDRY

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A teenage Bayer Lee with his grandfather, mother and step-father at his family's laundry in Queens, ca. 1963. Photo courtesy of Reverend Lee

Designer: John Wong

Mr. C. J. Thom ran a Chinese hand laundry at 86 Orchard Street in the 1930s.



This ticket from Thom's laundry was found by Tenement Museum staff in the apartment of an Italian family who lived at 97 Orchard St. in the 1930s. Photo courtesy of the Lower East Side Tenement Museum

My step-father came from Taishan around the same time. He lived at 40 Bowery with many other men from his kin network and worked in hand laundries uptown. When I worked in his laundry during my teens in the 1960s, he told me that he used to press shirts on top of the ironing table by day and sleep underneath the same table by night.
Restaurant jobs take fathers away from home but laundries keep them close. - Rev. Bayer Lee
Pastor to Chinatown churches
You're always walking in somebody's footsteps. Who will walk in yours?

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Afiya and Frank Dawson, ca. early 1960s
Photo courtesy of Afiya Diane Dawson & Frank Dawson

**Do you know our drum corps
marched here?**

**“ We were the Lower East Siders,
from the Vladeck projects, 99% of
us Black and Puerto Rican. We were fantastic,
criss-crossing the field, arms and legs coming up to just
the right height. We competed all over the tri-state area,
but we had no money. So our mothers made our uniforms,
and we traveled in cars rather than rent buses. How
we could fit in a car! Five on the back seat, four on the
floor, and four on the knees of the five in the back seat.
Even now my kids say, 'Don't let mommy go
to a parade.' They know I'll take off and
follow the band. - Afiya Diane Dawson ”**

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Designer: John Wong

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St. James Church, 32 James St.
Designer: John Wong

Photo by John Barrington Bayley, c. 1965
Courtesy of Landmarks Preservation Commission

**“ I was an altar boy when Father
Louis R. Gigante arrived
at St James Church as a newly
ordained priest. Traditionally, St. James had
identified itself as Irish, and 'Father G'
was our first Italian-American priest.
This was during the early 1960s when
some of the Irish and Italians were apt
to say, 'Who are these newcomers,
these intruders, these Puerto Ricans?'
It was hard for Father G to transcend the
tension, but he bridged the gap and St. James became
a fully integrated parish. In fact, Father G inaugurated
the first 'Spanish mass.' He didn't as much
negotiate peace as demand it. He had the moral
clout. ” -Victor Papa, President/Director
Two Bridges Neighborhood Council**

Photo by Neal Boenzi/The
New York Times/Redux

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KEHILA KEDOSHA JANINA

ee Οι γονείς μου και άλλοι Γιαννιώτες από την Κάτω Ανατολική Πλευρά της πόλης της Νέας Υόρκης ίδρυσαν την συναγωγή μας, Κεχίλα Κεντόσα



Photo by Vincent Giordano

Ιωάννινα, το 1927. Καταγόμαστε από τα Ιωάννινα της Ελλάδος. Ποιος θα μπορούσε να φανταστεί ότι θα ήμασταν οι μόνοι Εβραίοι Ελληνικής καταγωγής που θα ιδρύαμε μια συναγωγή στην Αμερική, ή ότι σήμερα, η δική μας συναγωγή θά ήταν η τελευταία που ακόμα χρησιμοποιεί τη Ρωμανιώτικη Εβραϊκή παράδοση. Δεν θα ξεχάσω ποτέ εκείνη την ημέρα που εκλέχθηκα πρόεδρος της συναγωγής.

‘Διαλέγουμε εσένα’, έλεγαν. Από τότε, έχω περάσει πολλά καλά χρόνια εδώ. -Χαΐμ Γενεέ, Κεχίλα Κεντόσα Ιωάννινα

Συναγωγή & Μουσείο, Οδός Μπρούμ 280.

Βαδίζετε πάντοτε στα χνάρια κάποιου. Ποιος θα βαδίσει στα δικά σας χνάρια;

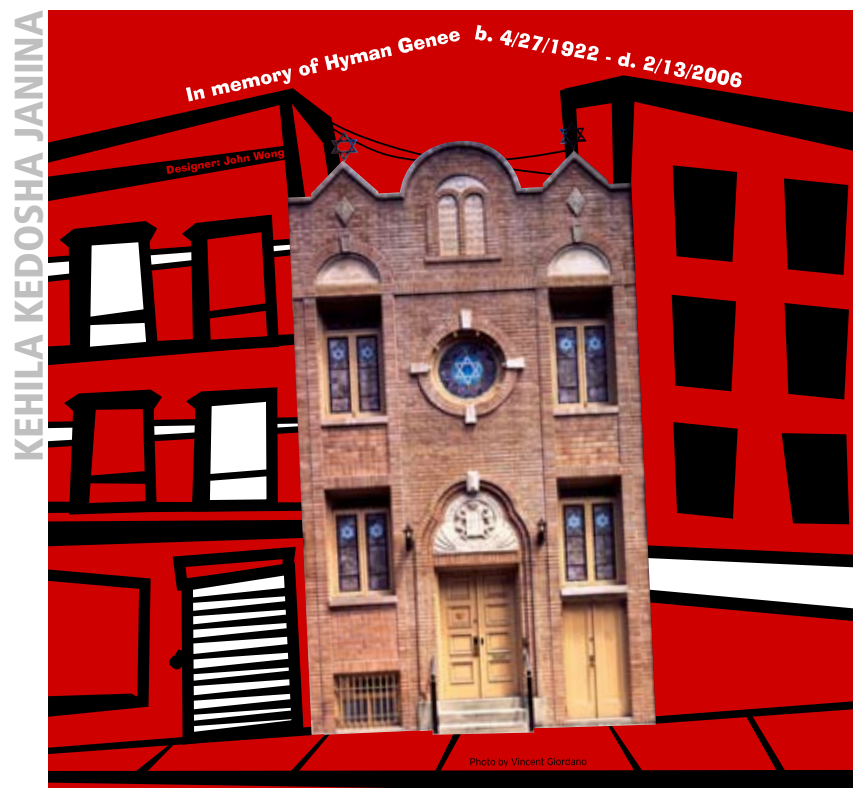
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Location: Lower East Side Tenement Museum office, window mount



KEHILA KEDOSHA JANINA

ee My parents and other 'Yaniotes' from the Lower East Side opened our synagogue Kehila Kedosha Janina in 1927.



Photo by Vincent Giordano

We're from Janina (Ioannina) Greece. Who could have imagined that we would be the only Greek hometown to establish a synagogue in this country, or that, today, ours would be the last in the Western Hemisphere to practice the Romaniote Jewish tradition. I'll never forget the day I became president of the congregation.

I've spent many a good year here since. 99
-Hy Genee, 2005

**Kehila Kedosha Janina Synagogue & Museum
280 Broome St., www.kkjsm.org**

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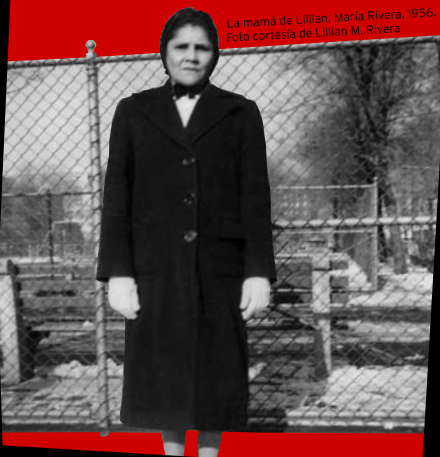
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YOUR GUIDE TO THE LOWER EAST SIDE

“ Mi mamá trabajó duro para criarnos a los cinco—factorías de ropa durante el día, lavar la ropa de otros por la noche, en nuestra bañera. Ella misma hacía su propio almidón con yuca. También trabajábamos por pieza. Después que salíamos de la escuela, mi hermano Tony llevaba a casa unos triangulitos de tela para hacer yarmulkes. Mami cosía diez docenas por noche en su máquina. Nosotros nos sentábamos con ella; poníamos en hilera los trocitos de tela que iba a coser y cortábamos los hilos sueltos cuando terminaba. Todo ese tiempo conversábamos y escuchábamos novelas en español por radio. -Lillian M. Rivera ”
Uno siempre sigue en los pasos de otro. ¿Quién seguirá en los tuyos?



La mamá de Lillian, María Rivera, 1956.
Foto cortesía de Lillian M. Rivera

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YOUR GUIDE TO THE LOWER EAST SIDE

“ My mother worked hard to raise us five— garment factories during the day, other people's laundry at night, in our tub. She made her own starch using yucca. We also did piece work. After school, my brother Tony carried home little triangles of fabric cut for yarmulkes. Mommy sewed ten dozen a night, sitting at her machine. We sat with her; lining up pieces for sewing and cutting loose threads when she finished. All the while we talked, and listened to Spanish soaps on the radio. -Lillian M. Rivera ”
You're always walking in somebody's footsteps. Who will walk in yours?



Lillian's mother Maria Rivera, 1956
Photo courtesy of Lillian M. Rivera

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Designer: John Wong

Photo courtesy of Bea Salwen

“This is a sad day, I'm closing the store for good,” Mrs. Salwen told the second graders interviewing her.

“My husband's father started Salwen's Umbrellas in 1902. His family lived at 43 Orchard, above the shop. My husband went to PS 42, just like you, and all his life he worked in the store. We sold umbrellas and parasols of all shapes and sizes. On a good day, we could sell a hundred dozen. My husband used to play his violin for all the children who came to the shop. I'm glad you came to visit today.” **As the children filed out, she called, “Remember to study!”**

-Mrs. Bea Salwen, March 29, 2006, interviewed by Mr. Eng-Achson's class “2-311” from PS 42

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SALWEN'S UMBRELLAS

Location: Lower East Side Tenement Museum office, window mount

LOWER EAST SIDE TENEMENT MUSEUM



Privy vault during excavation, 1993.
 Photo by Joan H. Geismar

“NO GOLD? NO DINOSAURS? NO LONG-FORGOTTEN TOMB?”

Instead, our backyard archaeological dig found 97 Orchard Street's original toilet: an outdoor privy with multiple seats. Rather than a privy pit, this backyard outhouse had an underground ‘vault’ that drained into the public sewer under Orchard Street. It could be flushed occasionally with rainwater, or perhaps with water from a nearby spigot.

Although exceeding City requirements at first, this shared privy remained the only sanitation for the building's twenty apartments from 1864 to 1905, **when two toilets were installed in the hallway of each floor.** -Joan H. Geismar, Ph.D., **urban archaeologist**

Between 1864 and 1935, 97 Orchard Street housed nearly 7,000 people, mainly immigrants and their descendants, and it has been home to the Lower East Side Tenement Museum since 1988.

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Designer: John Wong

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YOUR GUIDE TO THE LOWER EAST SIDE

Location: Lower East Side Tenement Museum rear yard, railing mount

YOUR GUIDE TO THE LOWER EAST SIDE

Leaving a Place called Home

“I said, ‘My name is Lillian Milagros Rivera and I was born under the Puerto Rican flag.’ My teacher said, ‘No, your name is Lillian Rivera and you’re an American.’ This went back and forth a couple of days until I said, ‘My mother says you’re crazy and I was born under the Puerto Rican flag and my name is Lillian Milagros Rivera and not to listen to you.’ So she put me in the corner with a dunce cap and every time she pointed at me the kids yelled hee haw, hee haw.”

**-Lillian Milagros Rivera,
student in the 1950s, PS 42**

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Designers: John Wong

Photo courtesy of Lillian M. Rivera

Location: P.S. 42, wall banner

YOUR GUIDE TO THE LOWER EAST SIDE

Leaving a Place Called Home

“When I was a child in the late 1950s, it was almost considered un-American to speak another language. My parents spoke Italian. When my mother struggled to communicate, my teacher had no patience. ‘You’re in America,’ she said, ‘Speak English.’ I’ve come across that attitude my whole life, even as recently as the past 10 years. Here, at PS 42, we value our families’ languages and cultures.”

-Rosa Casiello O'Day, principal, PS 42

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Designer: John Wong



Photo courtesy of
Rosa Casiello O'Day

Location: P.S. 42, wall banner

YOUR GUIDE TO THE LOWER EAST SIDE

Finding a Place called Home

“Ten of our teachers attended this school as children. That's a source of pride. It makes us feel they wanted to come home.” -Rosa Casiello O'Day, principal, PS 42

“I went into teaching assuming that I could come back here to teach. I wanted to give back a little of what I got. I had a great experience at PS 42. So did my brother, my husband, all of my cousins. We were all neighborhood kids.” -May Wong Lee

assistant principal & former student, PS 42

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Photo by Austin Irving



Location: P.S. 42, wall banner

PUBLIC SCHOOL 42

PUBLIC SCHOOL 42

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Photo courtesy of Aaron Eng-Achson

Revisiting a Place Called Home



Map by Kevin, Class 2-311, 2004-05

“How does a story about a man named Allan Eng-Achson, who immigrated to America many years ago, impact our

lives today? By telling my father's story, I encouraged my 2nd-grade students to explore their own family immigration stories. We made family trees, looked at family photos, created timelines, and thought about family treasures.

I want them to know it's important to remember the past, think about the present, and consider the future.”

-Aaron Eng-Achson, English Language Learners teacher, PS 42

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Designers John Wong

Location: P.S. 42, wall banner

Our beautiful, restored church is the product of a disaster. Without warning one day in 1995, the vaulted ceiling of our church caved in. Sixty thousand pounds of plaster fell to the floor. During rebuilding, **we uncovered and restored a painted cross from the mid-1800s as a memorial to when this was a Protestant church.**

-Father Donald Baker



Nuestra hermosa iglesia restaurada es producto de un desastre. Sin previo aviso un día en 1995, el techo interior abovedado de nuestra iglesia se derrumbó. Sesenta mil libras de yeso cayeron al suelo.

這座美麗的教堂是災難的結晶。1995的一天，教堂的屋頂突然陷下。六萬磅重的石膏掉到地上。

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Photo by Chris Sheridan



Designers: John Wong

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Location: St. Teresa's Church, fence mount



Photo by Chris Sheridan

When Cardinal Egan came to dedicate our restored church in 2002, you couldn't fit another soul inside. He consecrated the altar with oils and sealed a relic of a saint inside. He blessed the church and everything in it. **It was something you see once in a lifetime.**

-Carol Cain

Quando el cardenal Egan vino a dedicar nuestra renovada iglesia en 2002, no cabía adentro un alma más. Fue algo que sólo se ve una vez en la vida.

2002年，Egan樞機為裝修好的教堂做紀念時，裡面擠得很滿。這是件一身難忘的事。

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Designers: John Wong

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Location: St. Teresa's Church, fence mount

Photo by Fred R. Conrad/
The New York Times/Redux

Designers: John Wong

“ A fellow priest, Father Michael Flynn, decided to learn Chinese and went to China to study.

When he returned, he held a Cantonese mass. Now we hold mass in Chinese, Spanish, and English. Flynn spoke all three. **Being part of a neighborhood means knowing who lives here. -Father John B. Chiang** ”

Un colega sacerdote, el padre Michael Flynn, decidió aprender chino y fue a China a estudiar. Cuando regresó, ofició una misa en chino. Ahora oficiamos misas en chino, español e inglés.

身為牧師的Michael Flynn神父決定去中國學廣東話。回國後，他用廣東話主持感恩祭。現在我們用廣東話、西班牙文和英文主持感恩祭。

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ST. TERESA'S CHURCH

Location: St. Teresa's Church, fence mount

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“ The people from our three language groups seldom get to celebrate together, so we throw two big parties a year. People make Chinese and Spanish foods. We have cakes, a flea market, music, and dancing. At a party in 2004, Father Baker took this picture of us. -Sister Diane Olmstead ”

Los grupos de los tres idiomas distintos raramente se juntan para celebrar, así que por eso hacemos dos fiestas bien grandes al año. En una fiesta en 2004, el padre Baker nos tomó esta foto.

這三群說不同語言的人很少聚在一起，所以我們每年舉辦兩次聚會。2004年，Baker神父照了這張相片。

**You're always walking in somebody's footsteps.
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Photo by Father Donald Baker

Designers: John Wong

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ST. TERESA'S CHURCH

Location: St. Teresa's Church, fence mount

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“It gives me great pleasure to formally open this park. It indicates that the city has come to realize that it must provide for its children, that they have a right to play as well as to work. -Mayor Seth Low, 1903”

Es para mí un gran placer inaugurar este parque formalmente. Los niños tienen tanto el derecho a jugar como a trabajar.

開放公園是我的榮幸。這代表我們城市能體會到小孩子們需要玩耍空間的重要。

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Location: Seward Park, fence mount

SEWARD PARK



Photo courtesy of City of New York Parks & Recreation

Designers: John Wong

“On a wide porch overlooking the Park, a number of comfortable wide-armed rocking chairs have been set about for the exclusive use of women accompanied by small children. Of course, the chairs in this Mothers' Corner are entirely free, as are all facilities at the disposal of the department. -1904 Annual Report, Department of Parks”

En un amplio portal con vista al parque, se han colocado numerosas mecedoras con brazos para el uso exclusivo de señoras acompañadas por niños pequeños.

公園前面的走廊上放了幾張寬大的扶椅，特別是為帶著小孩的婦女們用的。婦女用的椅子和其它的設備都是這單位免費提供的。

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Location: Seward Park, fence mount




Photo courtesy of City of New York / Parks & Recreation

Designer: John Wong

“ ALL THE GARDEN WORK IS DONE ENTIRELY BY THE CHILDREN,
including preparation of the soil, spading, raking, planting, cultivating, and harvesting. The season is divided into two sessions: first planting in May, harvesting in July, and second planting before August 1st, harvesting on October 15th. The rules of the garden are **Honesty, Truthfulness, Justice and Courtesy.** ”

-1929 Report of Seward Park School Farm, Department of Parks

TODO EL TRABAJO DE HORTICULTURA LO HACEN POR COMPLETO LOS NIÑOS, inclusive preparan el suelo, revuelven la tierra, rastrillan, siembran, cultivan y cosechan. Las reglas del huerto son honradez, veracidad, justicia y cortesía.

庭園裡所有的工作都是小朋友做的，包括理土，挖土，種植，培養與收割。庭園的規則要求誠實，正當，正義與禮貌。

**You're always walking in somebody's footsteps.
Who will walk in yours?**

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YOUR GUIDE TO THE LOWER EAST SIDE

Location: Seward Park, fence mount

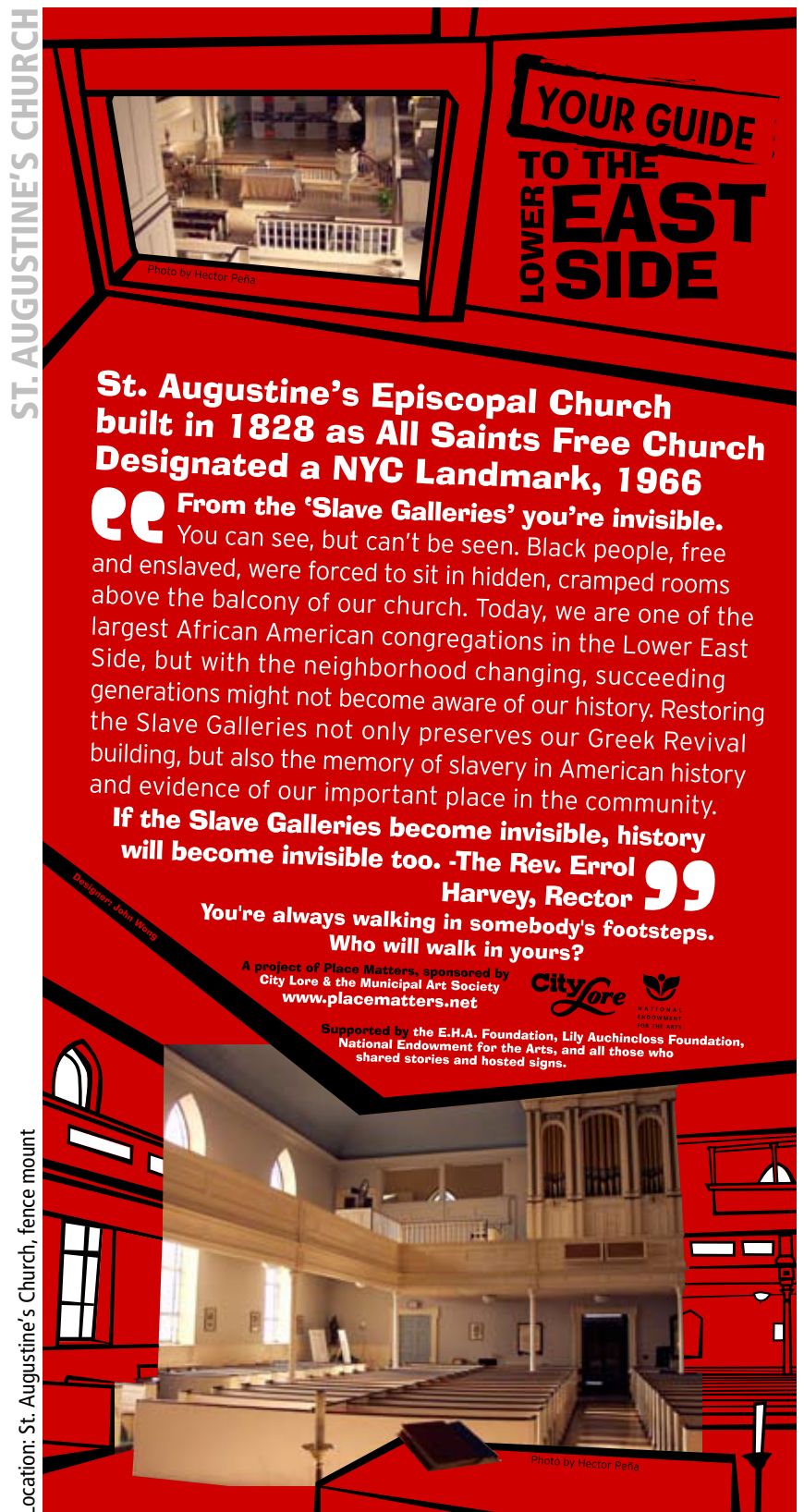


Photo by Hector Peña

YOUR GUIDE TO THE LOWER EAST SIDE

St. Augustine's Episcopal Church built in 1828 as All Saints Free Church Designated a NYC Landmark, 1966

“ From the 'Slave Galleries' you're invisible.
You can see, but can't be seen. Black people, free and enslaved, were forced to sit in hidden, cramped rooms above the balcony of our church. Today, we are one of the largest African American congregations in the Lower East Side, but with the neighborhood changing, succeeding generations might not become aware of our history. Restoring the Slave Galleries not only preserves our Greek Revival building, but also the memory of slavery in American history and evidence of our important place in the community. ”

If the Slave Galleries become invisible, history will become invisible too. -The Rev. Errol Harvey, Rector

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City Lore NATIONAL ENDOWMENT FOR THE ARTS

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Photo by Hector Peña

Location: St. Augustine's Church, fence mount

YOUR GUIDE TO THE LOWER EAST SIDE



Designers John Wong



Photo by Nancy Starrels, courtesy of the Eldridge Street Project

The former Garden Cafeteria, now Wing Shoon Seafood Restaurant, 165 East Broadway

“The writers from The Forward, Isaac Bashevis Singer, and the guys from the Workmen's Circle all came in. The old Jewish people who lived in the area for years—they'd come, have a cup of coffee, sit, and talk. Around 11 o'clock the lunch hour would start and we'd need the tables but they wouldn't get up. I would literally push them out, but as soon as lunch was over, they were back.” —Bert Feinberg, manager of the Garden for 25 years

“Wing Shoon means everything comes easily. We came to America hoping to do well and prosper. We've been here over 20 years and our customers are loyal. See those men there? All taxi drivers. They used to come in with their babies. Now those babies are grown.” —Manager, Wing Shoon

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GARDEN CAFETERIA/WING SHOON RESTAURANT

Location: Straus Square, free-standing mount

BETANCES HEALTH CENTER



Photos courtesy of Betances Health Center

We opened our first Betances clinic in 1971 in two rooms over a pickle store at 35 Essex St.

We were often puckered up from eating half-sours when people came upstairs to see us! For two years before that, Paul and Roni Ramos did neighborhood health screenings from a van. People on the Lower East Side desperately needed health services that were close by and affordable. First we treated VD, then added services as we grew. There were three of us to start. Now there are 110. Many people work their whole lives and never get to see that they made a difference. It's been my pleasure to help people get what is rightfully theirs.



—Wanda Evans
Executive Director
Betances Health Center
280 Henry St.
www.betances.org

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YOUR GUIDE TO THE LOWER EAST SIDE

Location: Straus Square, free-standing mount

YOUR GUIDE TO THE LOWER EAST SIDE

Courtesy of Educational Alliance

One amazing night a few years back we held a prom for our older members in the Whittaker Senior Center. Some had been in Nazi concentration camps during their own prom years, others had been too poor. They had missed this experience. We also invited young people and everybody danced. **You've never seen anything like it.**

-Fern Schwartz, the Educational Alliance

The Educational Alliance operates a network of cultural and community centers, including the original settlement house at 197 East Broadway (at Jefferson St.), est. 1891.

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Designers: John Wong

EDUCATIONAL ALLIANCE

Location: Straus Square, free-standing mount

YOUR GUIDE TO THE LOWER EAST SIDE

Designers: John Wong

Photo by Rebecca Lepkoff

One potato, two potato, three potato, four. Five potato, six potato, seven potato, more.

corner of Essex & Canal St., 1950's

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STREETPLAY

Location: Straus Square, free-standing mount

Photo courtesy of The Forward Association

YOUR GUIDE TO THE EAST SIDE

THE FORWARD

I survived the war in Poland, then worked at a Yiddish daily in France. After emigrating to New York with my mother, I dreamed of working at The Forward. Well, 'Krakow wasn't built in a day.' Eventually, I was invited to take the typesetter's exam in the Forward building, Machine no. 9 must have been lucky, because I passed with a high score. **I've been working at The Forward ever since. -Louis Katz**

The Forverts/(Jewish Daily) Forward newspaper, est. 1897, based at 175 E. Broadway until 1974, still publishes in Yiddish and English.

“אין האב איבערגעלעבט די מלחמה אין פוילן, און געווינט אין פראנקרייך, וווּ איך האב געארבעט אין אַ טעגלעכער ייִדישער צייטונג. נאָכן באַשלוס צו עמיגרירן קיין אמעריקע, האָב איך געהאלטן צו אַרבעטן אינעם 'פֿאָרדווערטס'. ווי זאָגט מען: 'קראָקע איז נישט געבויט אין איין טאָג.' מיט דער צייט האָב איך באַוויזן אַפּצונעמען דעם שרייַטער־עקזאַמען. האָט מיך אַוועקגענומען ביי דער מאַשין נומער 9, וווּנעט איז, אַז די מאַשין נומער 9 איז געווען אַ מולדיקע, ווייַל כּיבּין אַדורך דעם עקזאַמען מיט העלדן. זינט דעמאלט אַרבעט איך אין 'פֿאָרדווערטס'. אלעזאָר קאָץ

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Location: Straus Square, free-standing mount

Photo courtesy of The Loew's Archives

YOUR GUIDE TO THE EAST SIDE

LOEW'S CANAL ST. THEATER

I remember the Loew's Canal Street Theater. My brother came here to see his favorite movies. This place brought fantasy into people's lives. You could pack a lunch, stay all day for a nickel, and not see the same movie twice. I was a brand new photographer when I took this picture. I danced in the chorus at the New York World's Fair and made enough money to buy a camera. **I would start off walking from my home on Clinton Street and look for things to shoot that showed real life. - Rebecca Lepkoff, photographer**

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Location: Straus Square, free-standing mount

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Sign Fabrication Info

The signs are designed to be low-cost, and easy to fabricate and install.

Printing: Digital ink-jet prints, using exterior-grade inks on vinyl.

Signs: Graphics mounted on custom-fabricated metal box supports, 36" x 18". Supports fabricated from welded metal frames of 1" square tubing, clad in bent sheet metal, with a factory-applied gloss coating. Protective layer of clear vinyl applied for locations prone to vandalism. Signs hung in windows with thin wire, or mounted on iron fences and railings using screw-on brackets. Free-standing signs supported by bolted-on painted metal legs, set in concrete-filled post holes.

Banners: Graphics printed on heavy vinyl sheets, 72" x 36", hemmed at top and bottom for insertion of lightweight metal battens (to avoid wrinkling) and steel mounting cables.

A project of



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