

United States Department of the Interior

National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page 1

Date of the move:

The McDonald's Store #433 Sign was moved to the current location at 2801 S. Olive Street in Pine Bluff, Jefferson County, Arkansas, in late November 2007. The Arkansas Historic Preservation Program was notified of the move by McDonald's Corporation on November 30, 2007.

Verbal Boundary Description:

From the southwest corner of the West 29th Street and South Olive Street intersection, proceed easterly for 60 feet across South Olive Street, thence proceed southerly for 80 feet along the east side of South Olive Street to the point of beginning. From the point of beginning, proceed southerly along the east edge of South Olive Street for 20 feet, thence proceed easterly perpendicular to South Olive Street for 40 feet, thence proceed northerly parallel to South Olive Street for 20 feet, thence proceed westerly perpendicular to South Olive Street for 40 feet to the point of beginning.

Acreage:

The McDonald's Store #433 Sign occupies less than one acre.

UTM Coordinate:

The new UTM coordinate for the McDonald's Store #433 sign is: 15 591512E 3784784N
(NAD83/WGS84)

Photographs and USGS Map:

Attached

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: ADDITIONAL DOCUMENTATION

PROPERTY McDonald's Store #433 Sign
NAME:

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Jefferson

DATE RECEIVED: 2/19/08 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 4/03/08
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 06000411

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

ACCEPT RETURN REJECT 4-2-08 DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Accept
REVIEWER Edson Beall DISCIPLINE History
TELEPHONE _____ DATE 4-2-08

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

VAN ZANDEN

JANUARY 2008

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF SIGN LOOKING SOUTHWEST



MCDONALD'S STORE #433 SIGN

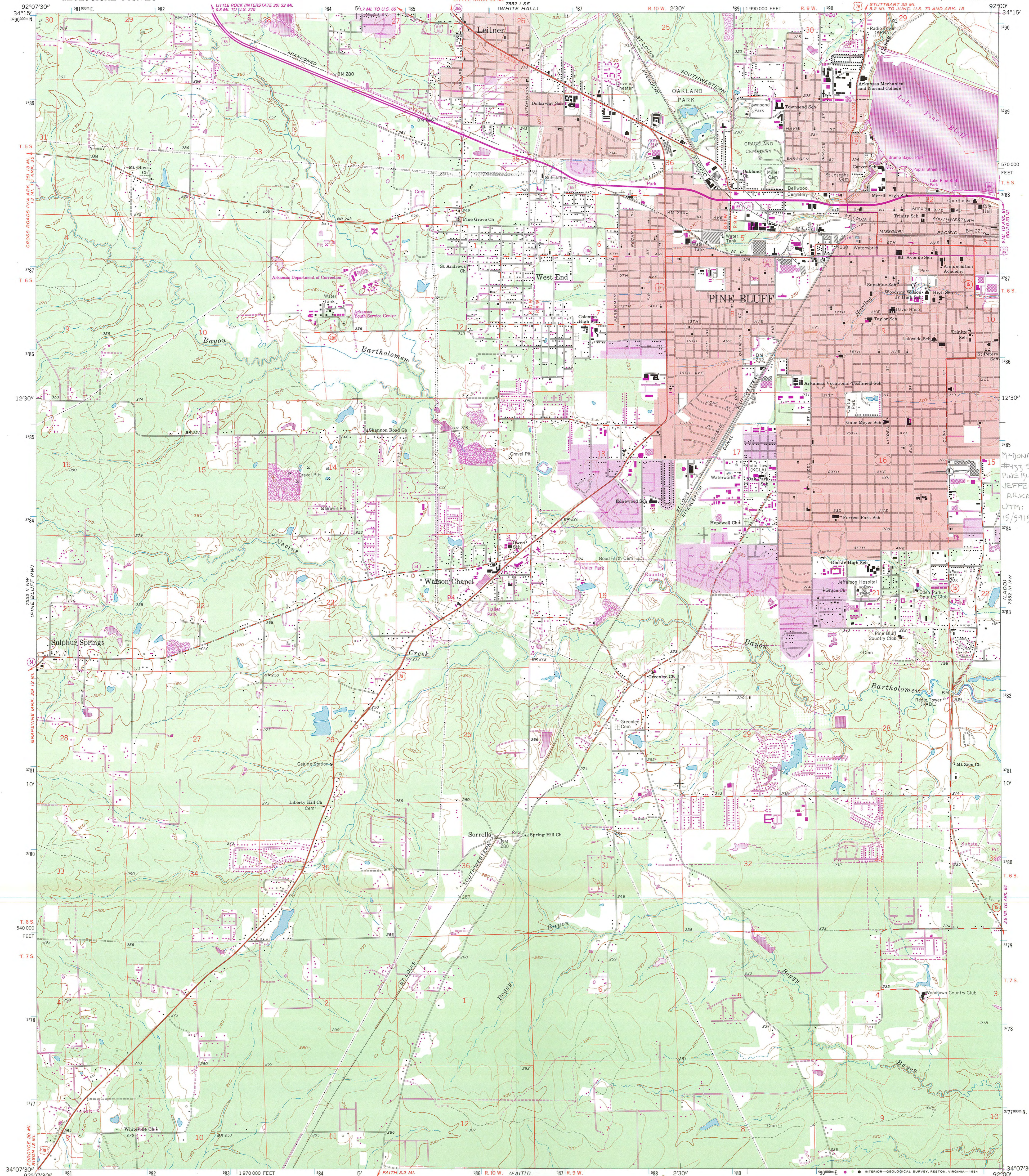
JEFFERSON COUNTY, AR

VAN ZBINDER

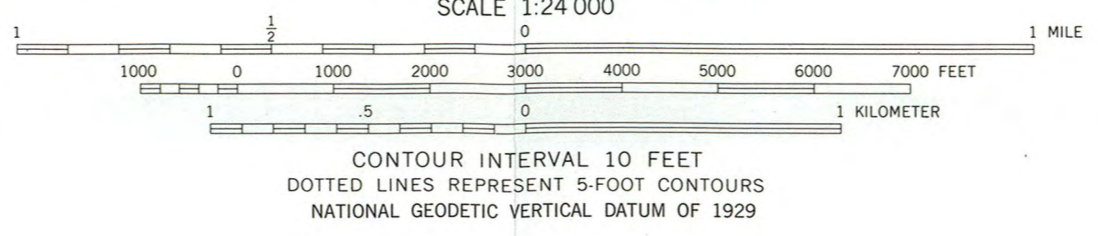
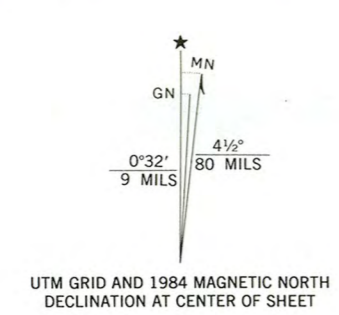
JANUARY 2008

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF SIGN LOOKING NORTHEAST



Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Planimetry by photogrammetric methods from aerial photographs taken 1961. Topography by planetable surveys 1961-62
Polyconic projection. 1927 North American datum
10,000-foot grid based on Arkansas coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue
Red tint indicates areas in which only landmark buildings are shown
To place on the predicted North American Datum 1983, move the projection lines 9 meters south and 13 meters east as shown by dashed corner ticks



ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80225 OR RESTON, VIRGINIA 22092
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

Revisions shown in purple and woodland compiled from aerial photographs taken 1982 and other sources
This information not field checked. Map edited 1984
Purple tint indicates extension of urban areas

PINE BLUFF, ARK.
34092-B1-TF-024
1962
PHOTOREVISED 1984
DMA 7552 II NE—SERIES Y 884

MCDONALD'S STORE
#433 516W
PINE BLUFF,
JEFFERSON COUNTY
ARKANSAS
UTM:
15/591512/3734784

06000411



The Department of Arkansas Heritage

Mike Beebe
Governor

Cathie Matthews
Director

Arkansas Arts Council

Arkansas Natural Heritage
Commission

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars
Cultural Center

Old State House Museum



Arkansas Historic Preservation Program

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February 1, 2008

Dr. Janet Matthews
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
8th Floor
1201 Eye Street, NW
Washington, DC 20005



RE: McDonald's Store #433 Sign – Pine Bluff, Jefferson
County, Arkansas

Dear Dr. Matthews:

In reference to Patrick Andrus' November 23, 2007, letter, we are enclosing for your review additional documentation concerning the move of the above-referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Cathie Matthews
State Historic Preservation Officer

CM:rsw

Enclosure

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page 1

McDONALD'S STORE #433 SIGN

INTEGRITY

Pine Bluff's South Main Street neighborhood, where the McDonald's was built, was developed in the first part of the twentieth century as mainly a residential neighborhood. (A marble works existed on the west side of South Main in between 13th and 14th avenues, but that was the exception.) The east side of South Main developed first with most of the lots built on by 1908, and the west side developed in the next couple of decades. By April 1913 a house had been built on the lot currently occupied by the McDonald's.

As the mid-twentieth century approached, the South Main Street corridor began a transition, and small commercial establishments began to spring up among the surrounding residences. With South Main Street being the main commercial thoroughfare of Pine Bluff historically, it was only natural for commercial activity to expand southward from the downtown area. The location chosen for the McDonald's at 1300 S. Main Street was on the main road into downtown and easily accessible to the city's commercial core along with the surrounding residential neighborhoods.

The South Main Street corridor and its surrounding neighborhood still reflect the appearance from the mid-twentieth century with its mixture of residential and commercial development. The majority of Main Street in the area is currently commercial in nature while the streets to the east and west of Main Street have retained more of their residential character.

REASON FOR THE MOVE

McDonald's Store #433 opened on July 2, 1962, at 1300 South Main Street, which at the time was the major commercial strip in Pine Bluff. It was opened during the time that Pine Bluff's commercial activity was moving south along South Main Street from the city's historic commercial core, and Store #433 is currently the oldest continuously operating McDonald's in Arkansas. Even though the original building was replaced in the early 1970s, the original sign remained. However, as time has gone on, as in most communities across the country, the commercial activity has left downtown and businesses have suffered.

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number _____ Page 2

Due to the decrease in business at the current location, a new restaurant is being built at the Jefferson Square Shopping Center on South Olive Street. South Main Street handles about 9,000 cars a day while South Olive Street handles approximately 22,000 cars a day. As a result, South Olive Street has the potential to increase the restaurant's business. The fact that South Olive Street also connects directly to the I-530 bypass while South Main Street does not will help to bring more traffic to the South Olive Street location. Once the South Olive Street location opens, the McDonald's on South Main Street will close.

In order to preserve the McDonald's Store #433 Sign, it is hoped to move the sign to the South Olive Street location. At this point, it is not known what will happen to the site on South Main Street once the store closes. However, if the sign remains at the South Main Street location, it will have a tenuous future.

PROCEDURE FOR THE MOVE:

The plans are to use a professional commercial sign company for the moving and refurbishment of the sign, since they are the only kind of company that would have the experience to deal with this kind of work. Several pieces and parts of the sign are fragile and some are broken and need of repair or replacement, and it is necessary to use professionals with experience in this type of sign in order to get the work done correctly. The estimated cost to relocate and refurbish the sign is \$17,500-\$20,000.

NEW LOCATION SETTING AND PROPOSED ORIENTATION:

The McDonald's Store #433 Sign will be moved to the location of the new restaurant at the Jefferson Square Shopping Center on South Olive Street. The sign will be located on the east side of South Olive (it is currently on the west side of South Main) but will likely be oriented east-west as it is currently. The proposed location is in a portion of the parking lot for the Jefferson Square Shopping Center and had been covered with concrete and another building from the time of the Center's construction until construction of the new restaurant began.

Prior to the construction of the Jefferson Square Shopping Center, at least according to the December 1950 Sanborn Map, the area was mostly vacant. Although residential development existed west of Olive, the area to the east was vacant with the exception of two dwellings at the

United States Department of the Interior
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southeast corner of Olive and 27th streets. In fact, in 1950, Olive Street was the corporate limits for the city.

The development in the area is mainly from the 1960s and later, and consists of commercial development on South Olive with residential development on the surrounding streets. As a result, the neighborhood resembles the current location of the sign, and the proposed location also has architecture and development that is contemporary to the sign's period of construction.

SIGNIFICANCE:

When the original nomination for the McDonald's Store #433 Sign was prepared, the sign was listed under Criteria C with statewide significance "as a good example of an early single-arch McDonald's sign." The nomination further stated that "the sign is also significant as a rare surviving example of an early backlit plastic sign, a type of sign that became popular in the late 1950s and 1960s and revolutionized the sign industry after World War II." In addition, since the McDonald's Store #433 Sign is the only known example of an early single-arch McDonald's sign in Arkansas, it also met the "exceptional importance" requirements of Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.

The Pine Bluff sign is an early example of the backlit sign design for the chain. Neon signs with Speedee were being built as late as 1961, as evidenced by the sign that was built at the store at 3117 South Topeka Boulevard in Topeka, Kansas.¹ As a result, the Pine Bluff sign appears to be a very late iteration of the single-arch design, and a hybrid between the early neon Speedee signs and the later backlit "Golden Arches" signs. The particular design used in Pine Bluff was used in other areas of the country at the same time. Other known examples were in Penn Hills, PA; Magnolia, NJ (recently extant); and Lancaster, PA (recently extant).

The development of McDonald's signs and the evolution from the neon signs of the 1950s and early 1960s to the backlit signs of the 1960s and beyond reflects the evolution of the sign industry after World War II. After World War II, neon remained popular, especially as soldiers coming back from the war learned new trades, including the neon trade at the Egani Institute in

¹ Information on McDonald's signs found at <http://www.kshs.org/cool13/neonsign.org>.

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National Park Service

National Register of Historic Places Continuation Sheet

Section number _____ Page 4

New York City. In addition, the development of color TV, and some of the colors used in the sets, relied on neon.²

However, the sign industry also began to change after World War II, especially as manufacturers of fluorescent lamps and plastic started promoting Plexiglas shadow boxes with fluorescent lights behind graphics and letters. Since they were available in a wide range of colors, they started to become the "new look" in signs after the war. Also, since many of these companies sold directly to the consumers, and not through the electric-sign industry, neon signs, which were now considered old-fashioned, were dealt a fatal blow in the 1950s.³

The use of plastics, especially colored translucent plastics, was revolutionary to the whole sign industry, since it reduced the need for specialized maintenance service. As a result, signs could be sold directly without a maintenance agreement attached to them.⁴ Plastic was also advantageous over other material since it could take almost any shape, was relatively durable, was inexpensive, and could be mass-produced.⁵

Even though plastic signs started to take off after World War II, neon remained popular into the 1960s until the backlit sign was touted as the new look. When price, rather than design became a determining factor in sign sales, neon suffered a further recession to backlit plastic signs.⁶ The proliferation of plastic backlit signs and their effects on the neon industry is manifested in several different ways. First, there are now approximately fifteen colors of neon available where there were once thirty. Additionally, only two companies currently make transformers for the signs as apposed to twenty companies during neon's heyday. Finally, there are a lot fewer skilled workers familiar with neon, and fewer still are learning the trade. In New York, for example, where there were 400 people bending glass for neon signs, there are only about a

² Thielen, Marcus. "Happy Birthday, Neon!" *Signs of the Times* magazine. December 2001, pp. 20-26.

³ Stern, Rudi. *The New Let There Be Neon*. New York: Harry N. Abrams, Inc., Publishers, 1988, p. 28.

⁴ "A Brief History of the Sign Industry." *Signs of the Times* magazine. September 1976, pp. 62-66A, 95.

⁵ Auer, Michael J. *Preservation Briefs 25: The Preservation of Historic Signs*. Washington, DC: National Park Service, 1991.

⁶ Thielen, pp. 20-26.

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dozen people involved in the trade. Even in Las Vegas, only two companies make tubing for neon signs, and it comprises less than 5% of their total sales. Repairing existing signs is their principal activity.⁷

With respect to McDonald's the neon used in the arches of the signs (and buildings) began to be replaced with fluorescent lights and yellow plastic covers about 1959. It made the signs sturdier than neon and also produced a more consistent color that was bright yellow, day or night.⁸

The single-arch sign design like that in Pine Bluff reflects a couple of things about McDonald's. First, it illustrates the fact that McDonald's seemed to be progressive in using modern designs and technology – employing backlit signs versus neon signs – at the beginning of their popularity. Second, it illustrates the trend that they seem to have begun whereby the sign mimicked the building and “exploit[ed] dynamic modern architectural imagery.”⁹ (The trend-setting nature of McDonald's is also reflected in their switch to brick-veneered restaurants with mansard roofs, the so-called “Environmental Look,” that was eventually adopted by Burger King, Dunkin' Donuts, and other chains as well.¹⁰)

McDonald's signs were pioneering and innovative in that the design of the sign mimicked the design of the building, specifically the presence of the large arch. Other chains had signs by the early 1960s that also mimicked elements of their buildings designs. Carrols, Burger Chef, and even Pizza Hut had signs that mimicked parts of their buildings, usually the roofline, by the late 1950s, 1960s, and early 1970s. With respect to Carrols, “the most striking architectural feature, however, was a pair of big blue boomerangs – ‘wings’ or ‘fins,’ the company called them – one attached to each side of the building, as if ready to fly into the sky. Here, for the first time [1956 was when the first Carrols opened], was a major fast-food chain exploiting dynamic modern

⁷ Stern, p. 28.

⁸ Langdon, Philip. *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*. New York: Alfred A. Knopf, 1986, pp. 88-90.

⁹ Langdon, p. 91.

¹⁰ Liebs, Chester H. *Main Street to Miracle Mile*. Boston: Little, Brown and Company, 1985, p. 215.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

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architectural imagery just as aggressively as McDonald's." The blue wings or fins were also an integral part of the restaurant chain's signage.¹¹

"The extraordinary success of McDonald's made it a model to follow and gave it an enormous impact on the character of both the restaurant business and the man-made environment. ... Many of them copied either the specifics or the spirit of the McDonald's building."¹² It is known that at least one chain, Burger Chef, was directly influenced by McDonald's. "Its standard building, designed by Indianapolis architect Harry E. Cooler, and its roadside sign, devised in conjunction with the Grate Sign Company of Joliet, Illinois, had what signmaker Tony Grate called the 'kite look.' 'McDonald's had the arches that added height to their building,' Grate recalled. 'We did the same thing, but Burger Chef didn't have the financial capability of McDonald's, so we had to do it cheaply.'"¹³ Other chains also had large signs that were done initially in neon but later in backlit plastic, including Burger King, although others, specifically Arby's, kept signs with exterior light bulbs and some neon into the 1960s and 1970s.¹⁴

Today, McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff is a living reminder of McDonald's phenomenal growth in the mid to late twentieth century, and the rich history of McDonald's presence in Pine Bluff since c.1962. McDonald's Store #433 Sign is an excellent example of an early single-arch McDonald's sign and the only known surviving example in Arkansas. The sign is also significant as a rare surviving example of an early backlit plastic sign, a type of sign that revolutionized the sign industry after World War II and really started to proliferate during the late 1950s and early 1960s. The survival and continued preservation of McDonald's Store #433 Sign is a monument to the dedication of McDonald's to the preservation of Arkansas's commercial past.

The proposed location for the McDonald's Store #433 Sign will reflect the current setting of the sign with its mix of residential and commercial development. As with the South Main Street

¹¹ Langdon, p. 91.

¹² Langdon, p. 90.

¹³ Langdon, pp. 91-92.

¹⁴ Langdon, pp. 95-101.

McDonald's Store #433 Sign

Name of Property

Jefferson County, Arkansas

County and State

United States Department of the Interior
National Park Service

National Register of Historic Places

Continuation Sheet

Section number _____ Page 7

location, the commercial development is found on South Olive Street while the residential development is concentrated on the streets to the east and west. In addition, the shopping center setting is an appropriate setting for a McDonald's restaurant, a setting that many McDonald's restaurants exhibit today.

United States Department of the Interior
National Park Service

National Register of Historic Places

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Section number _____ Page 8

BIBLIOGRAPHY

Auer, Michael J. *Preservation Briefs 25: The Preservation of Historic Signs*. Washington, DC: National Park Service, 1991.

Information on McDonald's signs found at <http://www.kshs.org/cool13/neonsign.org>.

Langdon, Philip. *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*. New York: Alfred A. Knopf, 1986.

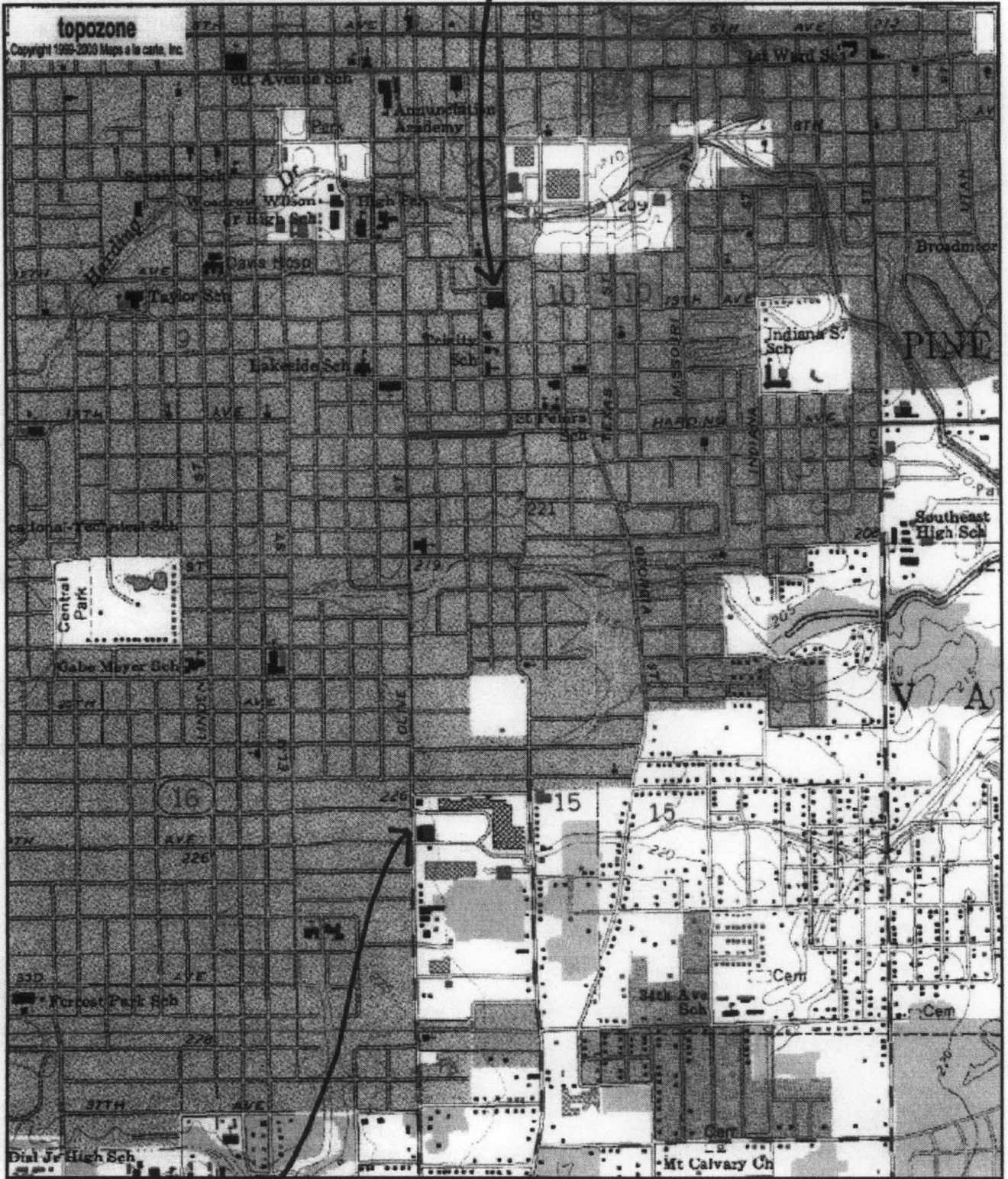
Liebs, Chester H. *Main Street to Miracle Mile*. Boston: Little, Brown and Company, 1985.

Sanborn Fire Insurance Map for Pine Bluff, Arkansas, December 1950, Sheet 92.

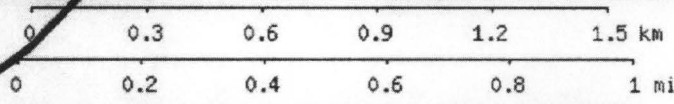
Stern, Rudi. *The New Let There Be Neon*. New York: Harry N. Abrams, Inc., Publishers, 1988.

Thielen, Marcus. "Happy Birthday, Neon!" *Signs of the Times* magazine. December 2001.

CURRENT LOCATION



PROPOSED LOCATION



UTM 15 591807E 3785648N (NAD83/WGS84)
USGS Pine Bluff (AR) Quadrangle
 Projection is UTM Zone 15 NAD83 Datum

M=1.259
 G=0.56

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: PROPOSED MOVE

PROPERTY McDonald's Store #433 Sign
NAME:

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Jefferson

DATE RECEIVED: ^{10/9/07} 4/10/06 DATE OF PENDING LIST: 11/23/07
DATE OF 16TH DAY: DATE OF 45TH DAY: 5/24/06
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 06000411

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

 ACCEPT RETURN REJECT DATE

ABSTRACT/SUMMARY COMMENTS:

RECOM./CRITERIA Approve Proposed move

REVIEWER Patrick Andrus DISCIPLINE Historian

TELEPHONE DATE 11/20/2007

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.



McDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW SOUTH ON SOUTH OLIVE FROM THE PROPOSED LOCATION



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF THE PROPOSED LOCATION, LOOKING NORTH



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF THE PROPOSED LOCATION, LOOKING NORTHWEST



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF THE PROPOSED LOCATION, LOOKING NORTHEAST



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF THE PROPOSED LOCATION, LOOKING SOUTH



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER, 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF THE PROPOSED LOCATION, LOOKING WEST



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW OF THE PROPOSED LOCATION, LOOKING SOUTHEAST



McDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

RALPH S. WILCOX

SEPTEMBER 2007

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW NORTH ON SOUTH OLIVE FROM THE PROPOSED LOCATION

06000411



The Department of Arkansas Heritage

Mike Beebe
Governor

Cathie Matthews
Director

Arkansas Arts Council

Arkansas Natural Heritage
Commission

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars
Cultural Center

Old State House Museum



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September 24, 2007

Dr. Janet Matthews
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
8th Floor
1201 Eye Street, NW
Washington, DC 20005

RE: McDonald's Store #433 Sign – Pine Bluff, Jefferson
County, Arkansas

Dear Dr. Matthews:

We are enclosing for your review the proposed move of the above-referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Cathie Matthews
State Historic Preservation Officer

CM:rsw

Enclosure

J. Andrus
11/23/07

H32(2280)

Ms. Cathie Matthews
State Historic Preservation Officer
Department of Arkansas Heritage
1500 Tower Building
323 Center Street
Little Rock, Arkansas 72201

NOV 23 2007

Dear Ms. Matthews:

Thank you for your letter of September 24, 2007, regarding the proposed move of the McDonald's Store #433 Sign, Jefferson County, Arkansas, a property listed in the National Register of Historic Places. The sign is being moved to prevent its demolition. You have included documentation justifying the move, describing the new site, and evaluating the archeological potential of the new site.

On November 20, 2007, we approved the proposed move. The sign will remain listed in the National Register during and after the move. Final approval of continued listing of the sign on its new site will be issued after the move. After the sign has been relocated, please provide a letter notifying us of the date of the move, along with photographs of the sign in its new location, a new verbal boundary description, acreage figure, UTM point, and an original USGS map. Once we have received this documentation we will issue a final approval of the sign's continued listing in the National Register.

We appreciate the interest of the sign's owners in preserving this historic object and look forward to hearing of the successful move.

Sincerely,

(Sgd) Patrick Andrus

Patrick W. Andrus, Historian
National Register of Historic Places

bcc: 2285
2201

Basic File Retained In 2280

FNP:JGabbert:OP:11-21-07:S//:nr/McDonalds Arkansa.wpd

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY McDonald's Store #433 Sign
NAME:

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Jefferson

DATE RECEIVED: 4/10/06 DATE OF PENDING LIST: 4/26/06
DATE OF 16TH DAY: 5/11/06 DATE OF 45TH DAY: 5/24/06
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 06000411

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: Y
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: Y SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

 ACCEPT RETURN REJECT DATE

ABSTRACT/SUMMARY COMMENTS:

Return. Please see attached comments.

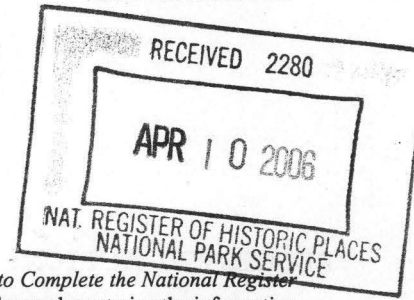
RECOM./CRITERIA

REVIEWER Daniel Vivian DISCIPLINE Historian
TELEPHONE (202) 354-2252 DATE 5/23/06

DOCUMENTATION see attached comments Y/N see attached SLR Y/N

If a nomination is returned to the nominating authority, the nomination is no longer under consideration by the NPS.

United States Department of the Interior
National Park Service



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name McDonald's Store #433 Sign

other names/site number Site #JE0672

2. Location

street & number 1300 South Main Street

not for publication

city or town Pine Bluff

vicinity

state Arkansas code AR county Jefferson code 069 zip code 71601

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Cathie Macklin
Signature of certifying official/Title

3/8/06
Date

Arkansas Historic Preservation Program

State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See Continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.
 See continuation sheet

determined eligible for the National Register.

See continuation sheet

determined not eligible for the National Register.

removed from the National Register.

other, (explain:)

Signature of the Keeper

Date of Action

McDonald's Store #433 Sign
Name of Property

Jefferson County, Arkansas
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

Category of Property
(Check only one box)

Number of Resources within Property
(Do not include previously listed resources in count.)

- private
- public-local
- public-State
- public-Federal

- building(s)
- district
- site
- structure
- object

Contributing Noncontributing

_____	buildings
_____	sites
_____	structures
_____	objects
_____	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of Contributing resources previously listed in the National Register

6. Function or Use

Historic Functions
(Enter categories from instructions)

Current Functions
(Enter categories from instructions)

OTHER/sign

OTHER/sign

7. Description

Architectural Classification
(Enter categories from instructions)

Materials
(Enter categories from instructions)

N/A

foundation CONCRETE
walls _____
roof _____
other PLASTIC
METAL

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
B Property is associated with the lives of persons significant in our past.
C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
D Property has yielded, or is likely to yield, information important in prehistory or history.

Levels of Significance (local, state, national)

Statewide

Areas of Significance (Enter categories from instructions)

Architecture

Period of Significance

c.1962

Significant Dates

c.1962

Significant Person (Complete if Criterion B is marked)

Cultural Affiliation (Complete if Criterion D is marked)

Architect/Builder

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
B. removed from its original location.
C. birthplace or grave of a historical figure of outstanding importance.
D a cemetery.
E a reconstructed building, object, or structure.
F a commemorative property
G less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
previously listed in the National Register
Previously determined eligible by the National Register
designated a National Historic Landmark
recorded by Historic American Buildings Survey
#
recorded by Historic American Engineering Record #

Primary location of additional data:

- State Historic Preservation Office
Other State Agency
Federal Agency
Local Government
University
Other

Name of repository:

United States Department of the Interior
National Park Service

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Section number 7 Page 2

Integrity

The McDonald's Store #433 Sign possesses good overall integrity. It appears that a couple of the plastic panels on the advertising space have been replaced due to a variation in color of the red background. However, they match the other original panels on the sign in design and materials. Also, the sign advertising a "DRIVE-THRU" is not original, and was likely added when the current restaurant was built in the early 1970s. The construction of the current restaurant in the early 1970s has been the biggest change in the vicinity of the sign. However, the current restaurant, with its trademark mansard roof, follows the standard McDonald's restaurant design of the 1970s. The neighborhood around the sign, with its mixture of residential and commercial architecture still reflects the period when the sign was built c.1962.

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National Park Service

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SUMMARY

The McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff, which was built c.1962, is the only known surviving example of an early single-arch McDonald's sign in Arkansas. Since the opening of the first McDonald's in Des Plaines, Illinois, in June 1955, the company has employed a wide variety of sign designs as their corporate logo and identity has been updated. As a result, examples of early McDonald's signs usually have not survived and due to its rarity, the McDonald's Store #433 Sign is being nominated to the National Register of Historic Places under **Criterion C** with **statewide significance** as a good example of an early single-arch McDonald's sign. Since the McDonald's Store #433 Sign is the only known example of an early single-arch McDonald's sign in Arkansas, it meets the "exceptional importance" requirements of **Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.**

ELABORATION

Americans' affinity for dining away from home preceded the automobile era. Drug store soda fountains and ice cream shops prospered during the horse transportation era. The car, however, offered a new dining opportunity.

Families traveling cross-country in their cars provided the business for the most successful roadside restaurant franchise of the 1930s and 1940s, Howard Johnson's. Howard Johnson's cleverly combined the respectable family dining often found in the roadside tearooms of the 1920s with the convenience of a soda shop. By mandating structure design and regulating menu items and food preparation, these franchises offered familiarity to auto-tourists as they traveled along unfamiliar roads.¹

Hamburger and hot dog stands gained new respectability in the mid-1920s with the spread of the White Castle chain. Serving consistently decent food quickly and inexpensively from a sanitary environment, White Castle eliminated the fear of the unknown that had previously characterized hamburger joints and greasy spoons.²

The early twentieth century also saw the development of the drive-in restaurant. Most early drive-ins consisted of a round or rectangular building with eye-catching advertisements on its roof. Customers encircled the building with their cars. Drive-in restaurants boomed after the World War II rationing of gasoline, tires, building materials and foodstuffs ended. Most post-war drive-ins sported distinctive pavilions to shelter attendants and vehicles. The Exaggerated Moderne design reigned in the 1950s to the mid-1960s. Characterized by projecting roofs and bright, flashing signs, Exaggerated Moderne drive-ins were designed in "the rock n' roll style."³

¹ Chester H. Liebs. *Main Street to Miracle Mile*. Boston: Little, Brown and Company, 1985, p. 202.

² *Ibid*, pp. 206-207.

³ *Ibid*, pp. 210-211.

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National Park Service

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Section number 8 Page 2

Diners developed simultaneously with the drive-in. The city cousin to the rural chuckwagon, dining cars maneuvered through the streets in search of customers. As their popularity grew they became permanently affixed in one location. By the 1920s, diners were a booming business.⁴ Offering a varied and inexpensive fare, they survived the Great Depression and expanded their customer base. "By the early 1930s the diner had become one of the most democratic of all eating places," with individuals of various professions and classes frequenting them.⁵ In the late 1940s, diners traded their wheels for streamlined designs and larger windows. A decade later, when their popularity wavered, designers abandoned the boxcar motif in favor of the Exaggerated Moderne style, which only remotely resembled original diners.

Following the self-service trend in other retail industries characterizing the 1940s and 1950s, McDonald's mass-produced cheap, uniform food extremely quickly. By encouraging customers to drive through, they increased the number of people that could be served in an hour. McDonald's became the prototype for numerous fast-food chains to follow.⁶

The first McDonald's restaurant opened in San Bernardino, California, in 1948 and was the brainchild of brothers Dick and Mac McDonald. Their restaurant was based on an entirely new concept that included speedy service, low prices, and big volume. In order to accomplish their goals they did not use car-hops -- which were a standard feature at drive-ins of the period -- but rather employed self-service at the restaurant's counter. They also kept their menu limited in order to keep the restaurant more efficient.⁷

The success of the restaurant caught the attention of Ray Kroc, a milkshake machine salesman from Illinois, who had heard from people who wanted mixers like those used by the McDonald brothers. Kroc described his visit to the McDonald's restaurant in San Bernardino in his book *Grinding it Out*:

...I was as green as a Shamrock Shake on St. Patrick's Day when I heard about an incredible thing that was happening with my Multimixer out in California.

...In essence, the message was always the same, "I want one of those mixers of yours like the McDonald brothers have in San Bernardino, California." I got curiouser and curiouser. Who were these McDonald brothers, and why were customers picking up on the Multimixer from them when I had similar machines in lots of places? ...So I did some checking and

⁴ *Ibid*, p. 215.

⁵ *Ibid*, p. 217.

⁶ *Ibid*, p. 215.

⁷ "McDonald's History." Found at: http://www.mcdonalds.ca/pdfs/history_final.pdf.

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was astonished to learn that the McDonalds had not one Multimixer, not two or three, but eight! The mental picture of eight Multimixers churning out forty shakes at one time was just too much to be believed.

...I flew out to Los Angeles one day and made some routine calls with my representative there. ... I cruised past the McDonald's location about 10 A.M., and I was not terrifically impressed. There was a smallish octagonal building, a very humble sort of structure situated on a corner lot about 200 feet square. It was a typical, ordinary-looking drive-in. As the 11 o'clock opening time approached, I parked my car and watched the helpers begin to show up — all men, dressed in spiffy white shirts and trousers and white paper hats. ... Then the cars began to arrive, and the lines started to form. Soon the parking lot was full and people were marching up to the windows and back to their cars with bags full of hamburgers. Eight Multimixers churning away at one time began to seem a lot less farfetched in light of this steady procession of customers lockstepping up to the windows.⁸

Kroc was so impressed with what he saw at the McDonald's restaurant in San Bernardino that he met with the McDonald brothers about opening more and more of their restaurants around the country. A deal was struck and in 1954 Kroc became the first franchisee of the McDonald brothers. He opened his first restaurant in Des Plaines, Illinois, the following year and the McDonald's Corporation was created.⁹

The restaurant that Kroc built in Des Plaines followed a design that was drawn up by an architect hired by the McDonald brothers to replace their stand in San Bernardino. Kroc described the building as "red and white with touches of yellow, and [it] had snazzy looking oversized windows. It had some improved serving features ...and it had washrooms in back. ... What made the new building unique was a set of arches that went right through the roof. There was a tall sign out front with arches that had neon tubes lighting the underside. I could see plenty of problems there. The arches of the sign looked like they would topple over in a strong wind, and those neon lights would need constant attention to keep them from fading out and looking tacky. But I liked the basic idea of the arches and most of the other features of the design, too."¹⁰ The design was used for other McDonald's restaurants up into the late 1960s and early 1970s.

The parabolic arch that became synonymous with the McDonald's chain was something that by the mid-twentieth century evoked modernism in design. Simple parabolic curves were used by the French engineer

⁸ Ray Kroc with Robert Anderson. *Grinding it Out: The Making of McDonald's*. Chicago: Henry Regnery Company, 1977, pp.6-7.

⁹ "A Brief History of McDonald's." Found at: http://www.mcspotlight.org/company/company_history.html.

¹⁰ Kroc and Anderson, pp. 8-9.

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Eugène Freyssinet in a design for dirigible hangars outside of Paris at Orly airport in 1916, and Le Corbusier proposed a large parabolic arch to support an auditorium for the Palace of the Soviets in Moscow in 1931. However, the parabolic form became most well known through Eero Saarinen's design for the Jefferson Westward Expansion Memorial in St. Louis, which although not built until the 1960s, received large amounts of publicity in 1948. The significance of the arch, according to Philip Langdon in his book, *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*, was a "buoyant spirit: a feeling of skyward momentum, symbolic of an aerospace age in which man could hurtle himself into the heavens."¹¹

Although the McDonald's arch did not need to span great distances without obstructions as its predecessors did, it wanted to convey their futuristic look. The purpose, according to Langdon, was to create "the appearance of dynamic structural modernism in a roadside hamburger stand." The idea of using dynamic structural modernism eventually spread to other chain restaurants, such as Carrols, a hamburger chain that employed large blue wings or fins on each side of its buildings.¹²

The design of the McDonald's restaurants and signs made them instant landmarks for travelers and patrons seeking a good, fast meal. Sign Crafters of Evansville, Indiana, the largest sign maker in Indiana, was hired to manufacture the early signs for the new restaurants, and one of the early designs had a giant arch crowned by a hamburger in the shape of a figure, named Speedee, holding a ladle.¹³ Although the basic design of the McDonald's sign, the large golden arch with red advertising space, remained constant up through c.1965, the details of it were modified by the early 1960s when the sign in Pine Bluff was built.

The growth of the McDonald's chain was very fast, and it was not long before the growth was noted around the country. In 1958, Chicago *Daily Tribune* columnist Herb Lyon reported that the "National Restaurant Association conventioners are besieging Chicago's Ray Kroc for dope on how he sells hamburgers for fifteen cents and built an eighty store chain operation in three years."¹⁴ By 1959 McDonald's had opened its 100th restaurant, the 500th opened in 1963, and the frantic growth of the chain continued beyond that.¹⁵ By c.1960, McDonald's expanded into Arkansas, and by c.1962 they were ready to open their 433rd restaurant on South Main Street in Pine Bluff.

The South Main Street neighborhood where the McDonald's was built was developed in the first part of the twentieth century as mainly a residential neighborhood. (A marble works existed on the west side of South

¹¹ Philip Langdon. *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*. New York: Alfred A. Knopf, 1986, p. 85.

¹² Langdon, p. 90-91.

¹³ Max Boas and Steve Chain. *Big Mac: The Unauthorized Story of McDonald's*. New York: E. P. Dutton & Company, 1976, p. 27.

¹⁴ *Ibid.*

¹⁵ "A Brief History of McDonald's." Found at: http://www.mcspotlight.org/company/company_history.html.

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Main in between 13th and 14th avenues, but that was the exception.) The east side of South Main developed first with most of the lots built on by 1908, and the west side developed in the next couple of decades. By April 1913 a house had been built on the lot currently occupied by the McDonald's.¹⁶

As the mid-twentieth century approached, the South Main Street corridor began a transition, and small commercial establishments began to spring up among the surrounding residences. With South Main Street being the main commercial thoroughfare of Pine Bluff historically, it was only natural for commercial activity to expand southward from the downtown area. The location chosen for the McDonald's at 1300 S. Main Street was on the main road into downtown and easily accessible to the city's commercial core along with the surrounding residential neighborhoods.

McDonald's Store #433 opened c.1962 and the restaurant was originally built like the other McDonald's restaurants of the period with the red, white, and yellow color scheme and the arches that went through the roof. The sign that accompanied the restaurant also followed the corporate design for the period with the single golden arch and red advertising space in the middle, although the appearance of Speedee, the ladle-holding mascot, was no longer part of the design. (Speedee was dropped as the official McDonald's mascot in 1962 when the company opted for the new look of a pair of golden arches that could be read as an "M."¹⁷ This possibly suggests that the sign in Pine Bluff represents a transition between the two designs.)

Things changed at McDonald's when Fred Turner replaced Ray Kroc as president of the company in 1968. Turner made some changes in the corporate identity of the company that did away with many of the trademarks that Kroc had developed. "Under Turner, the garish, mightily illumined drive-ins Kroc had made famous disappeared; the red-and-white-tile exteriors were replaced by dull brown brick, lots of plate glass, and a sleek-sloping, double-mansard, shingled roof. The pulsing, exuberant Golden Arches were streamlined into the current subdued, nonbiodegradable yellow plastic logo that rears more gently from the road."¹⁸

The changes that were made to the national McDonald's corporate identity also manifested themselves to a certain extent at Store #433 in Pine Bluff. In the early 1970s, the original restaurant building was replaced by one of the updated designs with the brown brick, plate glass, and double-mansard roof. However, for some reason, the original sign was retained, although it was modified to reflect the fact that the restaurant now had a drive-thru. It also appears that a few of the plastic panels have been replaced over the years, likely due to damage of the originals, but the replacements match the originals in color and material.

¹⁶ Sanborn Fire Insurance maps for Pine Bluff, Arkansas: March 1908, and April 1913, in the files of the Arkansas Historic Preservation Program.

¹⁷ Information on McDonald's signs found at <http://www.kshs.org/cool13/neonsign.org>.

¹⁸ Boas and Chain, p. 56.

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National Park Service

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Section number 8 Page 6

Currently, only two signs associated with corporations have been placed on the National Register, the Bekins Storage Company Roof Sign in Pasadena, California, (NR listed 10/15/97) built prior to 1944, and the Shell Oil Company "Spectacular" Sign in Cambridge, Massachusetts, (NR listed 06/03/94) built in 1933 and moved to its current location in 1944. However, given the frequency with which corporations reinvent themselves and change their corporate logos, it is significant that the McDonald's Store #433 Sign has remained intact and in use since its construction c.1962. Single-arch McDonald's signs are fairly rare nationwide, and the sign in Pine Bluff represents the last remaining example in Arkansas, making it a significant object related to the early history of McDonald's and the fast-food industry in the state.

Today, McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff is a living reminder of McDonald's phenomenal growth in the mid to late twentieth century, and the rich history of McDonald's presence in Pine Bluff since c.1962. McDonald's Store #433 Sign is an excellent example of an early single-arch McDonald's sign and the only known surviving example in Arkansas. The survival and continued preservation of McDonald's Store #433 Sign is a monument to the dedication of McDonald's to the preservation of Arkansas's commercial past.

STATEMENT OF SIGNIFICANCE

The McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff, which was built c.1962, is the only known surviving example of an early single-arch McDonald's sign in Arkansas. Since the opening of the first McDonald's in Des Plaines, Illinois, in June 1955, the company has employed a wide variety of sign designs as their corporate logo and identity has been updated. As a result, examples of early McDonald's signs usually have not survived and due to its rarity, the McDonald's Store #433 Sign is being nominated to the National Register of Historic Places under **Criterion C** with **statewide significance** as a good example of an early single-arch McDonald's sign. Since the McDonald's Store #433 Sign is the only known example of an early single-arch McDonald's sign in Arkansas, it meets the "exceptional importance" requirements of **Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.**

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National Park Service

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Section number 9 Page 1

BIBLIOGRAPHY

Max Boas and Steve Chain. *Big Mac: The Unauthorized Story of McDonald's*. New York: E. P. Dutton & Company, 1976.

"A Brief History of McDonald's." Found at: http://www.mcspotlight.org/company/company_history.html.

Information on McDonald's signs found at <http://www.kshs.org/cool13/neonsign.org>.

Kroc, Ray, with Robert Anderson. *Grinding it Out: The Making of McDonald's*. Chicago: Henry Regnery Company, 1977.

Langdon, Philip. *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*. New York: Alfred A. Knopf, 1986.

Liebs, Chester H. *Main Street to Miracle Mile*. Boston: Little, Brown and Company, 1985.

"McDonald's History." Found at: http://www.mcdonalds.ca/pdfs/history_final.pdf.

Sanborn Fire Insurance maps for Pine Bluff, Arkansas: March 1908, and April 1913, in the files of the Arkansas Historic Preservation Program.

McDonald's Store #433 Sign
Name of Property

Jefferson County, Arkansas
County and State

10. Geographical Data

Acreage of Property Less than one.

UTM References

(Place additional UTM references on a continuation sheet.)

1	<u>15</u>	<u>591785</u>	<u>3786677</u>	3	<u> </u>	<u> </u>	<u> </u>
	Zone	Easting	Northing		Zone	Easting	Northing
2	<u> </u>	<u> </u>	<u> </u>	4	<u> </u>	<u> </u>	<u> </u>

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Ralph S. Wilcox, National Register & Survey Coordinator
organization Arkansas Historic Preservation Program date
street & number 1500 Tower Building, 323 Center Street telephone (501) 324-9787
city or town Little Rock state AR zip code 72201

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

- A USGS map (7.5 or 15 minute series) indicating the property's location
- A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Linda Grimm
street & number PO Box 369 telephone
city or town Stuttgart state AR zip code 72160

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

United States Department of the Interior
National Park Service

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Section number 7 Page 1

SUMMARY

The McDonald's Store #433 Sign, which is located at 1300 South Main Street in Pine Bluff, Jefferson County, Arkansas, is a rare example of an early single-arch McDonald's sign. Constructed c.1962, the sign features a metal frame and plastic panels on each side forming the single golden arch and advertising space that reads "McDonald's/HAMBURGERS/OVER 99 BILLION SOLD" The sign is anchored in cast concrete bases that are painted white.

ELABORATION

Located at 1300 South Main Street in Pine Bluff, Jefferson County, Arkansas, the McDonald's Store #433 Sign is a rare surviving example of an early single-arch McDonald's sign. The sign was built c.1962 and features a metal frame and plastic panels on each side that form the single golden arch and advertising space that reads "McDonald's/HAMBURGERS/OVER 99 BILLION SOLD." The sign is anchored in white cast concrete bases.

Beginning at the top of the sign, there are four yellow plastic panels that form the top of the single parabolic golden arch. Proceeding down the sign, the arch is dissected by the sign's advertising space, which is divided into three rows. The top row of the advertising space consists of four plastic panels with a red background. The outer two panels have white shields with the McDonald family crest on them. The inner two panels have the word "McDonald's" in white letters split between them.

The middle row of the advertising space consists of five plastic panels with a red background, and the word "HAMBURGERS" is spelled across the space in large white letters with each panel having two letters. The ends of the sign at this row are also comprised of red plastic panels while the ends of the sign at all other levels consist of the metal frame.

The bottom row of advertising space is comprised of four plastic panels with a red background. The outer two panels are blank while the middle two panels read "OVER 99 BILLION SOLD" in white letters. (The numeric portion is now covered in white and has changeable numbers to reflect the growing number of hamburgers sold.) Below the center of the bottom row of advertising space is an added sign with red plastic panels and a dark metal frame that reads "DRIVE-THRU" in white letters.

Below the advertising space of the sign, the legs of the single parabolic golden arch support the sign at each end. Each leg of the arch is comprised of two yellow plastic panels and is anchored in a concrete and metal base that is painted white.

The sign is surrounded by a red brick sidewalk with concrete curbs and the restaurant's asphalt parking lot. A red brick planter with small shrubs along with a rectangular white lighted sign with changeable letters is located in between the legs of the sign.

McDonald's Store #433 Sign

Name of Property

Jefferson County, Arkansas

County and State

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 1

VERBAL BOUNDARY JUSTIFICATION

The McDonald's Store #433 Sign is located at 1300 South Main Street in Pine Bluff (UTM: 15/591785/3786677).

BOUNDARY JUSTIFICATION

The boundary encompasses all of the property that contains the McDonald's Store #433 Sign.



The Department of Arkansas Heritage

Mike Huckabee, Governor
Cathie Matthews, Director

Arkansas Arts Council

Arkansas Natural Heritage
Commission

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars
Cultural Center

Old State House Museum



Arkansas Historic Preservation Program

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www.arkansaspreservation.org

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April 5, 2006

Dr. Janet Matthews
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
8th Floor
1201 Eye Street, NW
Washington, DC 20005

RE: McDonald's Store #433 Sign – Pine Bluff, Jefferson
County, Arkansas

Dear Dr. Matthews:

We are enclosing for your review the above-referenced nomination. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Cathie Matthews
State Historic Preservation Officer

CM:rsw

Enclosure





The Department of Arkansas Heritage

Mike Huckabee, Governor
Cathie Matthews, Director

Arkansas Arts Council

Arkansas Natural Heritage
Commission

Delta Cultural Center

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Cultural Center

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Arkansas Historic Preservation Program

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April 5, 2006

Dr. Janet Matthews
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
8th Floor
1201 Eye Street, NW
Washington, DC 20005

RE: McDonald's Store #433 Sign – Pine Bluff, Jefferson
County, Arkansas

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If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Cathie Matthews
State Historic Preservation Officer

CM:rsw

Enclosure

**The United States Department of the Interior
National Park Service**

**National Register of Historic Places
Evaluation/Return Sheet**

Property Name: McDonald's Store #433 Sign
Jefferson County, Arkansas

Reference Number: 06000411

Reason for Return:

This nomination is being returned because the information provided does not justify Criteria Consideration G. Although the property appears to be an important example of an early McDonald's sign, it is not clear that it is exceptionally significant for its design (Criterion C). Additional information is needed to understand the place of this particular sign in the topology of early McDonald's signs and how this sign may reflect general trends in roadside commercial signage during the 1960s. In addition, the information provided is insufficient to determine the appropriate level of significance for the property. We recommend that the nomination be revised to better explain the property's significance and the reasons for which it is believed to meet Criteria Consideration G.

The nomination contends that the property is significant as the only known example of a single-arch McDonald's sign in Arkansas. According to the information provided, the McDonald's Corporation used the single-arch design in its initial years of operation before shifting to a double-arch design in 1962. The nomination also suggests that the sign may be important as a rare example of a single-arch design without the Speedee figure, which was apparently discontinued in the same year. These details are informative, but they do not demonstrate that the sign is especially rare, distinctive, or otherwise notable for its design. Why is the sign believed to be exceptionally significant under Criterion C? How rare is this particular sign relative to other designs used by the McDonald's Corporation? How many signs of this type did McDonald's erect? How many may survive today? In addition, it would also be helpful for the nomination to explain how the property was evaluated. On what basis is this sign believed to be the sole surviving example of a single-arch McDonald's sign in Arkansas? Was a systematic survey undertaken? Were McDonald's franchise owners queried in an effort to determine if any similar signs survive? Was the McDonald's Corporation contacted? We recommend that the nomination be revised to explain (1) how rare signs of this type are today and (2) how the sign was determined to be a rare example of a single-arch design.

The statement of significance should also be revised to identify the historic context(s) in which the property was evaluated. Based on the information provided, it appears that two contexts are especially relevant. The first is the history of early McDonald's signs. How does this sign fit into that history? What is its place in the topology of early McDonald's signs? Did it foreshadow later designs? What does it reflect about the McDonald's Corporation? Did it represent an important stage in the evolution of its corporate identity and imagery? Is it illustrative of its rapid growth and expansion? The second context that appears relevant is general trends in the history of roadside commercial architecture in the 1950s and 1960s. Were McDonald's signs recognized as a pioneering type of roadside commercial signage? Were they emulated by other fast food restaurants? As the nomination explains, restaurants such as Howard Johnson's and White Castle had long since developed effective strategies for serving automobile travelers. While it is clear that McDonald's proved immensely popular and experienced rapid growth in its early years of operation, the nomination does not show that its signage was considered especially innovative. Indeed, the nomination seems to suggest that what made early McDonald's restaurants distinctive was the stylistic coherence of their architecture and signage (see especially Section 8, page 3). Is this accurate? Were early McDonald's locations noted mainly for their architecture, their signage, or both? How did McDonald's signs of the 1950s and 1960s compare with those of its major competitors?

Please note that evidence of scholarly evaluation and/or a strong comparative context is usually necessary to demonstrate that a property possesses the exceptional significance needed to meet Criteria Consideration G. Based on the information provided, it is unclear if either exists at present. Do any scholarly sources recognize the importance of early McDonald's signs in a design context? What do scholars recognize as the major themes in corporate signage in mid-twentieth century America? Moreover, has any effort been made to evaluate signs of this type in a comparative context? The nomination notes that two examples of commercial signs have been listed in the National Register: the 1933 Shell Oil Company "Spectacular" Sign in Cambridge, Massachusetts, and the 1944 Belkins Storage Company Roof Sign in Pasadena, California. Yet it is not clear that these signs are directly comparable to the nominated property. Both are considerably earlier, and they also appear to represent forms of commercial signage that differ markedly from the nominated property. Given these distinctions, it may be more helpful to evaluate the nominated property in relation to other examples of roadside commercial signage from the late 1950s and early 1960s.

We hope you find these comments useful in revising the nomination. Should you have any questions, please feel free to contact me at (202) 354-2252 or by email at <dan_vivian@nps.gov>. We look forward to receiving a revised version.

Daniel Vivian, Historian
National Register of Historic Places

May 23, 2006



United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name McDonald's Store #433 Sign

other names/site number Site #JE0672

2. Location

street & number 1300 South Main Street

not for publication

city or town Pine Bluff

vicinity

state Arkansas code AR county Jefferson code 069 zip code 71601

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set for in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Cecelia Maddox
Signature of certifying official/Title

7/21/06
Date

Arkansas Historic Preservation Program
State or Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See Continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register.
 - See continuation sheet
- determined eligible for the National Register.
 - See continuation sheet
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:) _____

Signature of the Keeper

Date of Action

John E. [Signature]

8/21/06

McDonald's Store #433 Sign
Name of Property

Jefferson County, Arkansas
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in count.)

Contributing	Noncontributing	
_____	_____	buildings
_____	_____	sites
_____	_____	structures
1	_____	objects
1	_____	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of Contributing resources previously listed in the National Register

6. Function or Use

Historic Functions
(Enter categories from instructions)

OTHER/sign

Current Functions
(Enter categories from instructions)

OTHER/sign

7. Description

Architectural Classification
(Enter categories from instructions)

N/A

Materials
(Enter categories from instructions)

foundation CONCRETE
walls _____
roof _____
other PLASTIC
METAL

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

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SUMMARY

The McDonald's Store #433 Sign, which is located at 1300 South Main Street in Pine Bluff, Jefferson County, Arkansas, is a rare example of an early single-arch McDonald's sign. Constructed c.1962, the sign features a metal frame and plastic panels on each side forming the single golden arch and advertising space that reads "McDonald's/HAMBURGERS/OVER 99 BILLION SOLD" The sign is anchored in cast concrete bases that are painted white.

ELABORATION

Located at 1300 South Main Street in Pine Bluff, Jefferson County, Arkansas, the McDonald's Store #433 Sign is a rare surviving example of an early single-arch McDonald's sign. The sign was built c.1962 and features a metal frame and plastic panels on each side that form the single golden arch and advertising space that reads "McDonald's/HAMBURGERS/OVER 99 BILLION SOLD." The sign is anchored in white cast concrete bases.

Beginning at the top of the sign, there are four yellow plastic panels that form the top of the single parabolic golden arch. Proceeding down the sign, the arch is dissected by the sign's advertising space, which is divided into three rows. The top row of the advertising space consists of four plastic panels with a red background. The outer two panels have white shields with the McDonald family crest on them. The inner two panels have the word "McDonald's" in white letters split between them.

The middle row of the advertising space consists of five plastic panels with a red background, and the word "HAMBURGERS" is spelled across the space in large white letters with each panel having two letters. The ends of the sign at this row are also comprised of red plastic panels while the ends of the sign at all other levels consist of the metal frame.

The bottom row of advertising space is comprised of four plastic panels with a red background. The outer two panels are blank while the middle two panels read "OVER 99 BILLION SOLD" in white letters. (The numeric portion is now covered in white and has changeable numbers to reflect the growing number of hamburgers sold.) Below the center of the bottom row of advertising space is an added sign with red plastic panels and a dark metal frame that reads "DRIVE-THRU" in white letters.

Below the advertising space of the sign, the legs of the single parabolic golden arch support the sign at each end. Each leg of the arch is comprised of two yellow plastic panels and is anchored in a concrete and metal base that is painted white.

The sign is surrounded by a red brick sidewalk with concrete curbs and the restaurant's asphalt parking lot. A red brick planter with small shrubs along with a rectangular white lighted sign with changeable letters is located in between the legs of the sign.

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Integrity

The McDonald's Store #433 Sign possesses good overall integrity. It appears that a couple of the plastic panels on the advertising space have been replaced due to a variation in color of the red background. However, they match the other original panels on the sign in design and materials. Also, the sign advertising a "DRIVE-THRU" is not original, and was likely added when the current restaurant was built in the early 1970s. The construction of the current restaurant in the early 1970s has been the biggest change in the vicinity of the sign. However, the current restaurant, with its trademark mansard roof, follows the standard McDonald's restaurant design of the 1970s. The neighborhood around the sign, with its mixture of residential and commercial architecture still reflects the period when the sign was built c.1962.

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B. removed from its original location.
- C. birthplace or grave of a historical figure of outstanding importance.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property
- G less than 50 years of age or achieved significance within the past 50 years.

Levels of Significance (local, state, national)

Statewide

Areas of Significance (Enter categories from instructions)

Architecture

Period of Significance

c.1962

Significant Dates

c.1962

Significant Person (Complete if Criterion B is marked)

Cultural Affiliation (Complete if Criterion D is marked)

Architect/Builder

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- Previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University
- Other

Name of repository:

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National Park Service

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SUMMARY

The McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff, which was built c.1962, is the only known surviving example of an early single-arch McDonald's sign in Arkansas. Since the opening of the first McDonald's in Des Plaines, Illinois, in June 1955, the company has employed a wide variety of sign designs as their corporate logo and identity has been updated. As a result, examples of early McDonald's signs usually have not survived and due to its rarity, the McDonald's Store #433 Sign is being nominated to the National Register of Historic Places under **Criterion C** with **statewide significance** as a good example of an early single-arch McDonald's sign. The sign is also significant as a rare surviving example of an early backlit plastic sign, a type of sign that became popular in the late 1950s and 1960s and revolutionized the sign industry after World War II. Since the McDonald's Store #433 Sign is the only known example of an early single-arch McDonald's sign in Arkansas, it meets the "exceptional importance" requirements of **Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.**

ELABORATION

Americans' affinity for dining away from home preceded the automobile era. Drug store soda fountains and ice cream shops prospered during the horse transportation era. The car, however, offered a new dining opportunity.

Families traveling cross-country in their cars provided the business for the most successful roadside restaurant franchise of the 1930s and 1940s, Howard Johnson's. Howard Johnson's cleverly combined the respectable family dining often found in the roadside tearooms of the 1920s with the convenience of a soda shop. By mandating structure design and regulating menu items and food preparation, these franchises offered familiarity to auto-tourists as they traveled along unfamiliar roads.¹

Hamburger and hot dog stands gained new respectability in the mid-1920s with the spread of the White Castle chain. Serving consistently decent food quickly and inexpensively from a sanitary environment, White Castle eliminated the fear of the unknown that had previously characterized hamburger joints and greasy spoons.²

With chains such as White Castle and Howard Johnson's, the sign was never really an integral part of the design or recognizable as a freestanding element. With White Castle, the architecture of the building, whether built of brick, concrete block, or porcelain-enameled steel panels, was its calling card, with its corner turret and cornice crenellations.³

¹ Liebs, Chester H. *Main Street to Miracle Mile*. Boston: Little, Brown and Company, 1985, p. 202.

² *Ibid*, pp. 206-207.

³ Langdon, Philip. *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*. New York: Alfred A. Knopf, 1986, pp. 29-34.

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Howard Johnson's also made the building and its architecture the company's advertisement. Sites selected for restaurants made them visible from great distances. Although the restaurants were complemented by a sign out front, the building itself was meant to be the main form of advertisement. The Georgian architectural elements (i.e., cupola, hipped or gable roofs, symmetry if possible, and Georgian decoration) applied to a building that was in character with New England's past, and the bright orange, white and blue-green color scheme, made them easily recognizable. The sense of dignity and order was also emphasized by foundation plantings around the building and the sign.⁴

The early twentieth century also saw the development of the drive-in restaurant. Most early drive-ins consisted of a round or rectangular building with eye-catching advertisements on its roof. Customers encircled the building with their cars. Drive-in restaurants boomed after the World War II rationing of gasoline, tires, building materials and foodstuffs ended. Most post-war drive-ins sported distinctive pavilions to shelter attendants and vehicles. The Exaggerated Moderne design reigned in the 1950s to the mid-1960s. Characterized by projecting roofs and bright, flashing signs, Exaggerated Moderne drive-ins were designed in "the rock n' roll style."⁵

Diners developed simultaneously with the drive-in. The city cousin to the rural chuckwagon, dining cars maneuvered through the streets in search of customers. As their popularity grew they became permanently affixed in one location. By the 1920s, diners were a booming business.⁶ Offering a varied and inexpensive fare, they survived the Great Depression and expanded their customer base. "By the early 1930s the diner had become one of the most democratic of all eating places," with individuals of various professions and classes frequenting them.⁷ In the late 1940s, diners traded their wheels for streamlined designs and larger windows. A decade later, when their popularity wavered, designers abandoned the boxcar motif in favor of the Exaggerated Moderne style, which only remotely resembled original diners.

Following the self-service trend in other retail industries characterizing the 1940s and 1950s, McDonald's mass-produced cheap, uniform food extremely quickly. By encouraging customers to drive through, they increased the number of people that could be served in an hour. McDonald's became the prototype for numerous fast-food chains to follow.⁸

Early McDonald's locations were noted both for their signs and buildings. The standardized design of the restaurants along with the theme of the golden arches that permeated both the buildings and the signs created an easily recognized landmark for travelers and patrons. Many of the other early automobile restaurants, on

⁴ *Ibid*, pp. 47-55.

⁵ *Ibid*, pp. 210-211.

⁶ *Ibid*, p. 215.

⁷ *Ibid*, p. 217.

⁸ *Ibid*, p. 215.

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the other hand, focused only on the building as the major eye-catcher.

The first McDonald's restaurant opened in San Bernardino, California, in 1948 and was the brainchild of brothers Dick and Mac McDonald. Their restaurant was based on an entirely new concept that included speedy service, low prices, and big volume. In order to accomplish their goals they did not use car-hops -- which were a standard feature at drive-ins of the period -- but rather employed self-service at the restaurant's counter. They also kept their menu limited in order to keep the restaurant more efficient.⁹

The success of the restaurant caught the attention of Ray Kroc, a milkshake machine salesman from Illinois, who had heard from people who wanted mixers like those used by the McDonald brothers. Kroc described his visit to the McDonald's restaurant in San Bernardino in his book *Grinding it Out*:

...I was as green as a Shamrock Shake on St. Patrick's Day when I heard about an incredible thing that was happening with my Multimixer out in California.

...In essence, the message was always the same, "I want one of those mixers of yours like the McDonald brothers have in San Bernardino, California." I got curiouser and curiouser. Who were these McDonald brothers, and why were customers picking up on the Multimixer from them when I had similar machines in lots of places? ...So I did some checking and was astonished to learn that the McDonalds had not one Multimixer, not two or three, but eight! The mental picture of eight Multimixers churning out forty shakes at one time was just too much to be believed.

...I flew out to Los Angeles one day and made some routine calls with my representative there. ... I cruised past the McDonald's location about 10 A.M., and I was not terrifically impressed. There was a smallish octagonal building, a very humble sort of structure situated on a corner lot about 200 feet square. It was a typical, ordinary-looking drive-in. As the 11 o'clock opening time approached, I parked my car and watched the helpers begin to show up -- all men, dressed in spiffy white shirts and trousers and white paper hats. ... Then the cars began to arrive, and the lines started to form. Soon the parking lot was full and people were marching up to the windows and back to their cars with bags full of hamburgers. Eight Multimixers churning away at one time

⁹ "McDonald's History." Found at: http://www.mcdonalds.ca/pdfs/history_final.pdf.

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began to seem a lot less farfetched in light of this steady procession of customers lockstepping up to the windows.¹⁰

Kroc was so impressed with what he saw at the McDonald's restaurant in San Bernardino that he met with the McDonald brothers about opening more and more of their restaurants around the country. A deal was struck and in 1954 Kroc became the first franchisee of the McDonald brothers. He opened his first restaurant in Des Plaines, Illinois, the following year and the McDonald's Corporation was created.¹¹

The restaurant that Kroc built in Des Plaines followed a design that was drawn up by an architect hired by the McDonald brothers to replace their stand in San Bernardino. Kroc described the building as "red and white with touches of yellow, and [it] had snazzy looking oversized windows. It had some improved serving features ...and it had washrooms in back. ... What made the new building unique was a set of arches that went right through the roof. There was a tall sign out front with arches that had neon tubes lighting the underside. I could see plenty of problems there. The arches of the sign looked like they would topple over in a strong wind, and those neon lights would need constant attention to keep them from fading out and looking tacky. But I liked the basic idea of the arches and most of the other features of the design, too."¹² The design was used for other McDonald's restaurants up into the late 1960s and early 1970s.

The parabolic arch that became synonymous with the McDonald's chain was something that by the mid-twentieth century evoked modernism in design. Simple parabolic curves were used by the French engineer Eugène Freyssinet in a design for dirigible hangars outside of Paris at Orly airport in 1916, and Le Corbusier proposed a large parabolic arch to support an auditorium for the Palace of the Soviets in Moscow in 1931. However, the parabolic form became most well known through Eero Saarinen's design for the Jefferson Westward Expansion Memorial in St. Louis, which although not built until the 1960s, received large amounts of publicity in 1948. The significance of the arch, according to Philip Langdon in his book, *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*, was a "buoyant spirit: a feeling of skyward momentum, symbolic of an aerospace age in which man could hurtle himself into the heavens."¹³

Although the McDonald's arch did not need to span great distances without obstructions as its predecessors did, it wanted to convey their futuristic look. The purpose, according to Langdon, was to create "the appearance of dynamic structural modernism in a roadside hamburger stand." The idea of using dynamic

¹⁰ Kroc, Ray, with Robert Anderson. *Grinding it Out: The Making of McDonald's*. Chicago: Henry Regnery Company, 1977, pp.6-7.

¹¹ "A Brief History of McDonald's." Found at: http://www.mcspotlight.org/company/company_history.html.

¹² Kroc and Anderson, pp. 8-9.

¹³ Langdon, Philip. *Orange Roofs, Golden Arches: The Architecture of American Chain Restaurants*. New York: Alfred A. Knopf, 1986, p. 85.

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structural modernism eventually spread to other chain restaurants, such as Carrols, a hamburger chain that employed large blue wings or fins on each side of its buildings.¹⁴

The design of the McDonald's restaurants and signs made them instant landmarks for travelers and patrons seeking a good, fast meal. Sign Crafters of Evansville, Indiana, the largest sign maker in Indiana, was hired to manufacture the early signs for the new restaurants, and one of the early designs had a giant arch crowned by a hamburger in the shape of a figure, named Speedee, holding a ladle.¹⁵ Although the basic design of the McDonald's sign, the large golden arch with red advertising space, remained constant up through c.1962, the details of it were modified by the early 1960s when the sign in Pine Bluff was built.

The growth of the McDonald's chain was very fast, and it was not long before the growth was noted around the country. In 1958, Chicago *Daily Tribune* columnist Herb Lyon reported that the "National Restaurant Association conventioners are besieging Chicago's Ray Kroc for dope on how he sells hamburgers for fifteen cents and built an eighty store chain operation in three years."¹⁶ By 1959 McDonald's had opened its 100th restaurant, the 500th opened in 1963, and the frantic growth of the chain continued beyond that.¹⁷ By c.1960, McDonald's expanded into Arkansas, and by c.1962 they were ready to open their 433rd restaurant on South Main Street in Pine Bluff.

Pine Bluff's South Main Street neighborhood, where the McDonald's was built, was developed in the first part of the twentieth century as mainly a residential neighborhood. (A marble works existed on the west side of South Main in between 13th and 14th avenues, but that was the exception.) The east side of South Main developed first with most of the lots built on by 1908, and the west side developed in the next couple of decades. By April 1913 a house had been built on the lot currently occupied by the McDonald's.¹⁸

As the mid-twentieth century approached, the South Main Street corridor began a transition, and small commercial establishments began to spring up among the surrounding residences. With South Main Street being the main commercial thoroughfare of Pine Bluff historically, it was only natural for commercial activity to expand southward from the downtown area. The location chosen for the McDonald's at 1300 S. Main Street was on the main road into downtown and easily accessible to the city's commercial core along with the surrounding residential neighborhoods.

¹⁴ Langdon, p. 90-91.

¹⁵ Boas, Max, and Steve Chain. *Big Mac: The Unauthorized Story of McDonald's*. New York: E. P. Dutton & Company, 1976, p. 27.

¹⁶ *Ibid.*

¹⁷ "A Brief History of McDonald's." Found at: http://www.mcspotlight.org/company/company_history.html.

¹⁸ Sanborn Fire Insurance maps for Pine Bluff, Arkansas: March 1908, and April 1913, in the files of the Arkansas Historic Preservation Program.

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McDonald's Store #433 opened c.1962 and the restaurant was originally built like the other McDonald's restaurants of the period with the red, white, and yellow color scheme and the arches that went through the roof. The sign that accompanied the restaurant also followed the corporate design for the period with the single golden arch and red advertising space in the middle, although the appearance of Speedee, the ladle-holding mascot, was no longer part of the design. (Speedee was dropped as the official McDonald's mascot in 1962 when the company opted for the new look of a pair of golden arches that could be read as an "M."¹⁹ The sign in Pine Bluff represents a transition between the two designs.)

McDonald's used a couple of different designs of single-arch signs in the early years of the company. The two main types of signs were:

1) *Speedee sign* – Speedee appeared on signs beginning with the first one in Downey, California, in 1953. Most Speedee signs were comprised of a single golden arch, a red advertising space, and Speedee holding a sign on top of the space near the top of the arch. The top of the arch and sign's letters had neon lighting and neon vertical stripes appeared around Speedee. (The Downey sign, although it featured Speedee, the large single arch, and the red advertising space, was a unique design all its own.)

One variation of the Speedee sign included Speedee in the red advertising space and did not include the vertical neon stripes filling in the top of the arch.

2) *Backlit single-arch sign* – Generally, the backlit single-arch sign consists of plastic panels in a metal frame. The hallmarks of the sign include the single golden arch, and red (or red & white in rare cases) advertising space about halfway up the arch. The type has several variations:

- a. On some signs the advertising space is red on the top and bottom with the middle portion, with the word "HAMBURGERS," being white. Lettering on the red portions is white while the lettering on the white portion is black. Most of the signs have the McDonald's herald in the top corners, though not all
- b. On most signs, the portion of the advertising space with the word "HAMBURGERS" on it projects out from the rest of the space. However, on a few examples, the "HAMBURGER" line's space is in line with the rest of the advertising space.²⁰

¹⁹ Information on McDonald's signs found at <http://www.kshs.org/cool13/neonsign.org>.

²⁰ Information on McDonald's signs found at from www.agilitynut.com/eateries/8.html and www.downeyca.org/visitor_mcdonalds.php.

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According to Michael Bullinger, the Archives Manager at the Golden Archives at the McDonald's Corporation Office, the design of the sign in Pine Bluff was only used for a short period of time. Bullinger states that "Richard and Maurice McDonald (The McDonald brothers) sent a photograph of the family crest to Ray Kroc. Mr. Kroc decided to incorporate the crest into the McDonald's road sign. The crest was also included on menu boards and on the restaurant's marquee. It was manufactured by Sign Crafters, Inc., of Evansville, Indiana. Rohm & Haas Company of Philadelphia, Pennsylvania, manufactured the plastic sheets. This design first appears in the company publication titled the *McDonald's Newsletter* in mid-1961. This sign was succeeded by a double-arch sign design. A McDonald's in Denver, Colorado, that opened on September 25, 1962, was the first to feature a double arch sign."²¹ Given the fact that the design was only used for approximately one year, the design employed for the sign in Pine Bluff was likely relatively rare when it was first built, and certainly is today.

The Pine Bluff sign is an early example of the backlit sign design for the chain. Neon signs with Speedee were being built as late as 1961, as evidenced by the sign that was built at the store at 3117 South Topeka Boulevard in Topeka, Kansas.²² As a result, the Pine Bluff sign appears to be a very late iteration of the single-arch design, and a hybrid between the early neon Speedee signs and the later backlit "Golden Arches" signs. The particular design used in Pine Bluff was used in other areas of the country at the same time. Other known examples were in Penn Hills, PA; Magnolia, NJ (recently extant); and Lancaster, PA (recently extant).

The development of McDonald's signs and the evolution from the neon signs of the 1950s and early 1960s to the backlit signs of the 1960s and beyond reflects the evolution of the sign industry after World War II. After World War II, neon remained popular, especially as soldiers coming back from the war learned new trades, including the neon trade at the Egani Institute in New York City. In addition, the development of color TV, and some of the colors used in the sets, relied on neon.²³

However, the sign industry also began to change after World War II, especially as manufacturers of fluorescent lamps and plastic started promoting Plexiglas shadow boxes with fluorescent lights behind graphics and letters. Since they were available in a wide range of colors, they started to become the "new look" in signs after the war. Also, since many of these companies sold directly to the consumers, and not through the electric-sign industry, neon signs, which were now considered old-fashioned, were dealt a fatal blow in the 1950s.²⁴

²¹ Bullinger, Michael. Archives Manager, Golden Archives & Museums Corporate Communications, McDonald's Corporation Office. E-mail to the author. 19 July 2006.

²² Information on McDonald's signs found at <http://www.kshs.org/cool13/neonsign.org>.

²³ Thielen, Marcus. "Happy Birthday, Neon!" *Signs of the Times* magazine. December 2001, pp. 20-26.

²⁴ Stern, Rudi. *The New Let There Be Neon*. New York: Harry N. Abrams, Inc., Publishers, 1988, p. 28.

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The use of plastics, especially colored translucent plastics, was revolutionary to the whole sign industry, since it reduced the need for specialized maintenance service. As a result, signs could be sold directly without a maintenance agreement attached to them.²⁵ Plastic was also advantageous over other material since it could take almost any shape, was relatively durable, was inexpensive, and could be mass-produced.²⁶

Even though plastic signs started to take off after World War II, neon remained popular into the 1960s until the backlit sign was touted as the new look. When price, rather than design became a determining factor in sign sales, neon suffered a further recession to backlit plastic signs.²⁷ The proliferation of plastic backlit signs and their effects on the neon industry is manifested in several different ways. First, there are now approximately fifteen colors of neon available where there were once thirty. Additionally, only two companies currently make transformers for the signs as apposed to twenty companies during neon's heyday. Finally, there are a lot fewer skilled workers familiar with neon, and fewer still are learning the trade. In New York, for example, where there were 400 people bending glass for neon signs, there are only about a dozen people involved in the trade. Even in Las Vegas, only two companies make tubing for neon signs, and it comprises less than 5% of their total sales. Repairing existing signs is their principal activity.²⁸

With respect to McDonald's the neon used in the arches of the signs (and buildings) began to be replaced with fluorescent lights and yellow plastic covers about 1959. It made the signs sturdier than neon and also produced a more consistent color that was bright yellow, day or night.²⁹

The single-arch sign design like that in Pine Bluff reflects a couple of things about McDonald's. First, it illustrates the fact that McDonald's seemed to be progressive in using modern designs and technology – employing backlit signs versus neon signs – at the beginning of their popularity. Second, it illustrates the trend that they seem to have begun whereby the sign mimicked the building and “exploit[ed] dynamic modern architectural imagery.”³⁰ (The trend-setting nature of McDonald's is also reflected in their switch to brick-veneered restaurants with mansard roofs, the so-called “Environmental Look,” that was eventually adopted by Burger King, Dunkin' Donuts, and other chains as well.³¹)

McDonald's signs were pioneering and innovative in that the design of the sign mimicked the design of the building, specifically the presence of the large arch. Other chains had signs by the early 1960s that also mimicked elements of their buildings designs. Carrols, Burger Chef, and even Pizza Hut had signs that

²⁵ “A Brief History of the Sign Industry.” *Signs of the Times* magazine. September 1976, pp. 62-66A, 95.

²⁶ Auer, Michael J. *Preservation Briefs 25: The Preservation of Historic Signs*. Washington, DC: National Park Service, 1991.

²⁷ Thielen, pp. 20-26.

²⁸ Stern, p. 28.

²⁹ Langdon, pp. 88-90.

³⁰ Langdon, p. 91.

³¹ Liebs, p. 215.

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National Park Service

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mimicked parts of their buildings, usually the roofline, by the late 1950s, 1960s, and early 1970s. With respect to Carrols, “the most striking architectural feature, however, was a pair of big blue boomerangs – ‘wings’ or ‘fins,’ the company called them – one attached to each side of the building, as if ready to fly into the sky. Here, for the first time [1956 was when the first Carrols opened], was a major fast-food chain exploiting dynamic modern architectural imagery just as aggressively as McDonald’s.” The blue wings or fins were also an integral part of the restaurant chain’s signage.³²

“The extraordinary success of McDonald’s made it a model to follow and gave it an enormous impact on the character of both the restaurant business and the man-made environment. . . . Many of them copied either the specifics or the spirit of the McDonald’s building.”³³ It is known that at least one chain, Burger Chef, was directly influenced by McDonald’s. “Its standard building, designed by Indianapolis architect Harry E. Cooler, and its roadside sign, devised in conjunction with the Grate Sign Company of Joliet, Illinois, had what signmaker Tony Grate called the ‘kite look.’ ‘McDonald’s had the arches that added height to their building,’ Grate recalled. ‘We did the same thing, but Burger Chef didn’t have the financial capability of McDonald’s, so we had to do it cheaply.’”³⁴ Other chains also had large signs that were done initially in neon but later in backlit plastic, including Burger King, although others, specifically Arby’s, kept signs with exterior light bulbs and some neon into the 1960s and 1970s.³⁵

Things changed at McDonald’s when Fred Turner replaced Ray Kroc as president of the company in 1968. Turner made some changes in the corporate identity of the company that did away with many of the trademarks that Kroc had developed. “Under Turner, the garish, mightily illumined drive-ins Kroc had made famous disappeared; the red-and-white-tile exteriors were replaced by dull brown brick, lots of plate glass, and a sleek-sloping, double-mansard, shingled roof. The pulsing, exuberant Golden Arches were streamlined into the current subdued, nonbiodegradable yellow plastic logo that rears more gently from the road.”³⁶

The changes that were made to the national McDonald’s corporate identity also manifested themselves to a certain extent at Store #433 in Pine Bluff. In the early 1970s, the original restaurant building was replaced by one of the updated designs with the brown brick, plate glass, and double-mansard roof. However, for some reason, the original sign was retained, although it was modified to reflect the fact that the restaurant now had a drive-thru. It also appears that a few of the plastic panels have been replaced over the years, likely due to damage of the originals, but the replacements match the originals in color and material.

³² Langdon, p. 91.

³³ Langdon, p. 90.

³⁴ Langdon, pp. 91-92.

³⁵ Langdon, pp. 95-101.

³⁶ Boas and Chain, p. 56.

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Currently, only two signs associated with corporations have been placed on the National Register, the Bekins Storage Company Roof Sign in Pasadena, California, (NR listed 10/15/97) built prior to 1944, and the Shell Oil Company "Spectacular" Sign in Cambridge, Massachusetts, (NR listed 06/03/94) built in 1933 and moved to its current location in 1944. However, given the frequency with which corporations reinvent themselves and change their corporate logos, it is significant that the McDonald's Store #433 Sign has remained intact and in use since its construction c.1962. Single-arch McDonald's signs are fairly rare nationwide, and the sign in Pine Bluff represents the last remaining example in Arkansas, making it a significant object related to the early history of McDonald's and the fast-food industry in the state and the evolution of the sign industry after World War II.

Today, McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff is a living reminder of McDonald's phenomenal growth in the mid to late twentieth century, and the rich history of McDonald's presence in Pine Bluff since c.1962. McDonald's Store #433 Sign is an excellent example of an early single-arch McDonald's sign and the only known surviving example in Arkansas. The sign is also significant as a rare surviving example of an early backlit plastic sign, a type of sign that revolutionized the sign industry after World War II and really started to proliferate during the late 1950s and early 1960s. The survival and continued preservation of McDonald's Store #433 Sign is a monument to the dedication of McDonald's to the preservation of Arkansas's commercial past.

STATEMENT OF SIGNIFICANCE

The McDonald's Store #433 Sign at 1300 South Main Street in Pine Bluff, which was built c.1962, is the only known surviving example of an early single-arch McDonald's sign in Arkansas. Since the opening of the first McDonald's in Des Plaines, Illinois, in June 1955, the company has employed a wide variety of sign designs as their corporate logo and identity has been updated. As a result, examples of early McDonald's signs usually have not survived and due to its rarity, the McDonald's Store #433 Sign is being nominated to the National Register of Historic Places under **Criterion C** with **statewide significance** as a good example of an early single-arch McDonald's sign. The sign is also significant as a rare surviving example of an early backlit plastic sign, a type of sign that became popular in the late 1950s and 1960s and revolutionized the sign industry after World War II. Since the McDonald's Store #433 Sign is the only known example of an early single-arch McDonald's sign in Arkansas, it meets the "exceptional importance" requirements of **Criteria Consideration G: Properties That Have Achieved Significance Within the Past Fifty Years.**

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McDonald's Store #433 Sign
Name of Property

Jefferson County, Arkansas
County and State

10. Geographical Data

Acreage of Property Less than one.

UTM References

(Place additional UTM references on a continuation sheet.)

1 15 591785 3786677
Zone Easting Northing
2 _____

3 _____
Zone Easting Northing
4 _____

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Ralph S. Wilcox, National Register & Survey Coordinator
organization Arkansas Historic Preservation Program date _____
street & number 1500 Tower Building, 323 Center Street telephone (501) 324-9787
city or town Little Rock state AR zip code 72201

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property.

Additional items

(Check with the SHPO or FPO for any additional items.)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Linda Grimm
street & number PO Box 369 telephone _____
city or town Stuttgart state AR zip code 72160

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listing. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*)

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P. O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20303.

McDonald's Store #433 Sign

Name of Property

Jefferson County, Arkansas

County and State

United States Department of the Interior
National Park Service

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Section number 10 Page 1

VERBAL BOUNDARY JUSTIFICATION

The McDonald's Store #433 Sign is located at 1300 South Main Street in Pine Bluff (UTM: 15/591785/3786677).

BOUNDARY JUSTIFICATION

The boundary encompasses all of the property that contains the McDonald's Store #433 Sign.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page _____

SUPPLEMENTARY LISTING RECORD

NRIS Reference Number: 06000411

Date of Listing: August 16, 2006

Property Name: McDonald's Store #433 Sign

County: Jefferson

State: Arkansas

N/A

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

for Daniel J. Vivian
Signature of the Keeper

August 16, 2006

Date of Action

Amended Items in Nomination:

Section 10. Geographical Data

The Verbal Boundary Description is hereby changed to: From the northwest corner of the South Main Street and 13th Street intersection, proceed northerly along the west side of South Main Street for 85 feet to the point of beginning. From the point of beginning, proceed northerly along the west side of Main Street for 20 feet, thence proceed westerly perpendicular to South Main Street for 45 feet, thence proceed southerly parallel to Main Street for 20 feet, thence proceed easterly perpendicular to Main Street for 45 feet to the point of beginning.

The Verbal Boundary Justification is hereby changed to: The boundary encompasses the McDonald's Store #433 Sign and the property historically associated with it.

[This change was made in consultation with and approved by the National Register staff of the Arkansas SHPO.]

The Arkansas State Historic Preservation Office was notified of this amendment.

DISTRIBUTION:

National Register property file

Nominating Authority (without nomination attachment)

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: RESUBMISSION

PROPERTY McDonald's Store #433 Sign
NAME:

MULTIPLE
NAME:

STATE & COUNTY: ARKANSAS, Jefferson

DATE RECEIVED: 7/24/06 DATE OF PENDING LIST:
DATE OF 16TH DAY: DATE OF 45TH DAY: 9/06/06
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 06000411

DETAILED EVALUATION:

ACCEPT RETURN REJECT _____ DATE

ABSTRACT/SUMMARY COMMENTS:

The McDonald's Store #433 Sign is significant statewide under Criterion C as the only known example of an early single-arch McDonald's sign in Arkansas and as a rare example of an early backlit plastic sign. It was erected circa 1962, when McDonald's established a store in Pine Bluff. During its phenomenal growth in the late 1950s and early 1960s, the McDonald's Corporation used several different types of signs. The type displayed at Store #433 was used only briefly. Less than a year later, the company shifted to a design featuring a pair of golden arches that could be read as an "M." The Store #433 sign also reflects the evolution of the commercial sign industry at mid-century. Neon signs predominated until the 1950s, when sign manufacturers began experimenting with fluorescent lamps mounted in Plexiglas shadow boxes behind colored plastic panels emblazoned with graphics and letters. Backlit plastic signs of this type revolutionized the sign industry and quickly became common across the nation. Today, the sign at Store #433 reflects the history of commercial signage and the McDonald's corporation in the early 1960s. Because of its rarity, it possesses the exceptional significance needed to meet Criteria Consideration G.

RECOM./CRITERIA Accept C

REVIEWER Daniel Vivian

DISCIPLINE Historian

TELEPHONE (202) 354-2252

DATE 8/16/06

DOCUMENTATION see attached comments Y/N see attached SLR Y/N



The Department of Arkansas Heritage

Mike Huckabee, Governor
Cathie Matthews, Director

Arkansas Arts Council

Arkansas Natural Heritage Commission

Delta Cultural Center

Historic Arkansas Museum

Mosaic Templars Cultural Center

Old State House Museum



Arkansas Historic Preservation Program

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tdd: (501) 324-9811

e-mail: info@arkansaspreservation.org

website:

www.arkansaspreservation.org

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July 21, 2006

Dr. Janet Matthews
Chief of Registration
United States Department of the Interior
National Register of Historic Places
National Park Service
8th Floor
1201 Eye Street, NW
Washington, DC 20005

RE: McDonald's Store #433 Sign – Pine Bluff, Jefferson County, Arkansas

Dear Dr. Matthews:

We are enclosing for your review the revised nomination for the above-referenced property. The Arkansas Historic Preservation Program has complied with all applicable nominating procedures and notification requirements in the nomination process.

If you need further information, please call Ralph S. Wilcox of my staff at (501) 324-9787. Thank you for your cooperation in this matter.

Sincerely,

Cathie Matthews
State Historic Preservation Officer

CM:rsw

Enclosure



McDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

ELIZABETH JAMES

JUNE 2005

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW LOOKING SOUTHEAST



MCDONALD'S STORE #433 SIGN

JEFFERSON COUNTY, AR

ELIZABETH JAMES



JUNE 2005

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

DETAIL VIEW OF THE COAT OF ARMS.



h,
e
i

 *McDonald's* 

HAMBURGERS

OVER **99** BILLION SOLD

DRIVE-THRU

TRY NEW
FRUIT AND WALNUT
SALAD

Wendy's

Eat Great Even Later

OLD FASHIONED
HAMBURGER
NEW TO OUR
ALL HAMBURGERS

MCDONALD'S STORE #433 SIGN

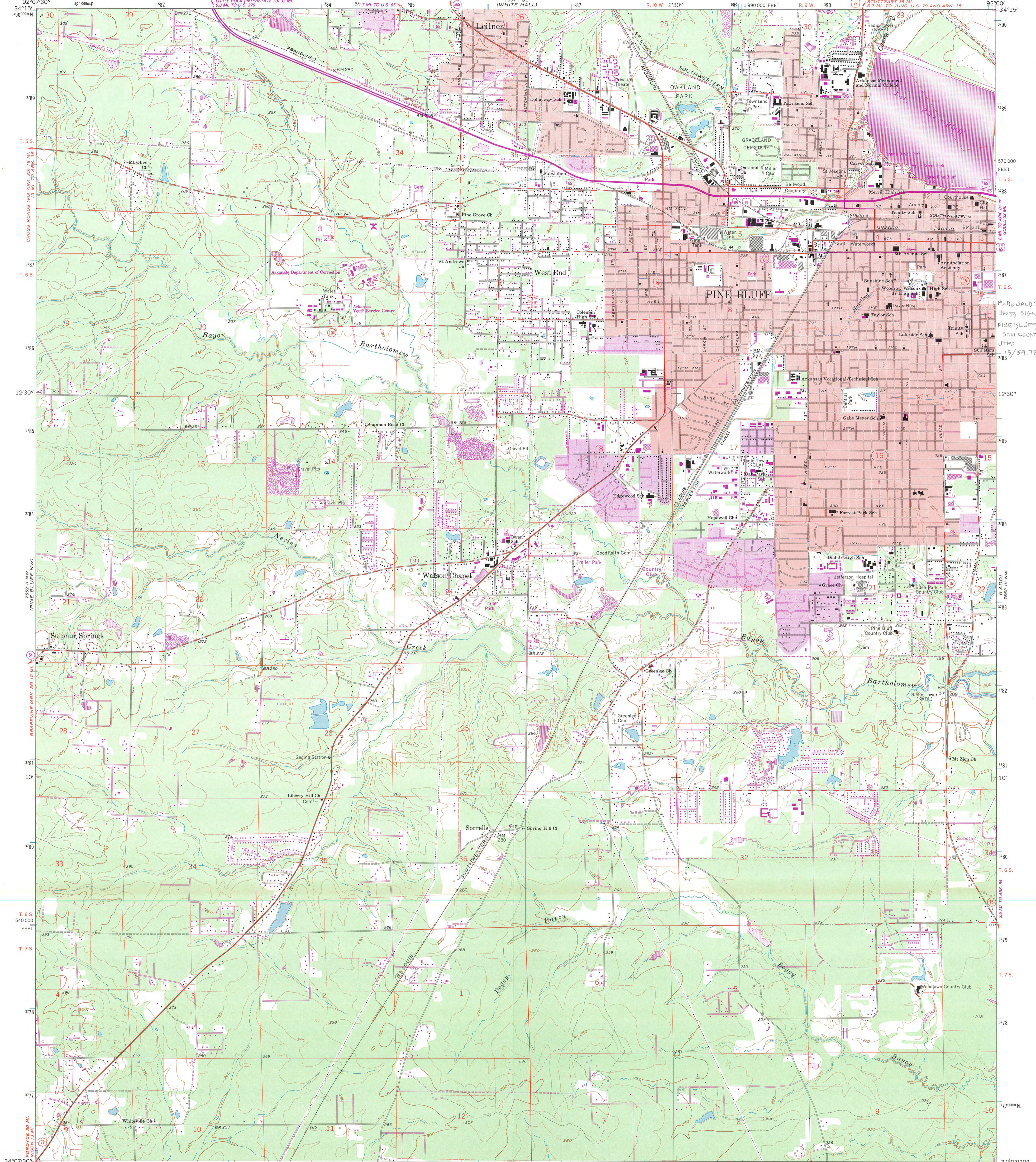
JEFFERSON COUNTY, AR

ELIZABETH JAMES

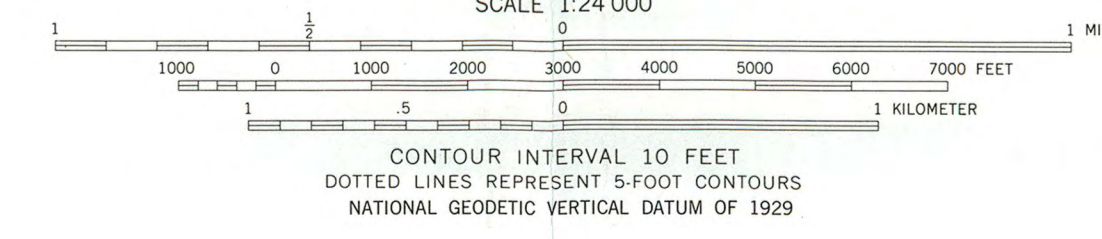
JUNE 2005

ARKANSAS HISTORIC PRESERVATION PROGRAM, LITTLE ROCK, AR

VIEW LOOKING NORTH



Mapped, edited, and published by the Geological Survey
Control by USGS and USC&GS
Planimetry by photogrammetric methods from aerial photographs taken 1961. Topography by planimetric surveys 1961-62
Polyconic projection. 1927 North American datum
10,000-foot grid based on Arkansas coordinate system, south zone
1000-meter Universal Transverse Mercator grid ticks, zone 15, shown in blue
Red tint indicates areas in which only landmark buildings are shown
To place on the predicted North American Datum 1983, move the projection lines 9 meters south and 13 meters east as shown by dashed corner ticks



ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route

ARIZONA

QUADRANGLE LOCATION

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS
FOR SALE BY U.S. GEOLOGICAL SURVEY, DENVER, COLORADO 80202, OR RESTON, VIRGINIA 22092
AND ARKANSAS GEOLOGICAL COMMISSION, LITTLE ROCK, ARKANSAS 72204
A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

Revisions shown in purple and woodland compiled from aerial photographs taken 1982 and other sources
This information not field checked. Map edited 1984
Purple tint indicates extension of urban areas

PINE BLUFF, ARK.
34092-B1-TF-024
1962
PHOTOREVISED 1984
DMA 7552 II NE—SERIES V884