Albert S. Bard Papers  
1893-1962  
MssCol 206

Valerie Wingfield  
March 2005  
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# Summary

| Main entry: | Bard, Albert S. (Albert Sprague), 1866-1963 |
| Title: | Albert S. Bard Papers, 1893-1962 |
| Size: | 63 linear feet (150 boxes) |
| Source: | Gift of the estate of Albert S. Bard, 1964 |
| Abstract: | Albert S. Bard (1866-1963) was an attorney and civic activist in New York City. His papers include correspondence, notes, reports, draft legislation, and printed material documenting his decades of participation in urban affairs, especially in matters relating to city planning, good government, billboard advertising, and ballot reform. Bard's civic affiliations represented in the collection include the Citizens Union of New York, City Club of New York, the City Fusion Party, the Fine Arts Federation of New York, the Honest Ballot Association, the Mayor's Billboard Committee, the Municipal Art Society, and the National Roadside Council. |
| Access: | Apply in the Special Collections Office for admission to the Manuscripts and Archives Division. |
| Preferred citation: | Albert S. Bard Papers, Manuscripts and Archives Division, The New York Public Library. |
| Special formats | Photographs |
Related materials note


Biographical note

Albert Sprague Bard (1866-1963) was born in Norwich, Connecticut, the son of a distinguished banker and corporation executive, Charles Bard (1827-1921) and Eliza Perkins (Daniels) Bard (1834-1870) of Canandaigua, N.Y. A graduate of Amherst College and Harvard Law School, he came to New York City in 1893 where he engaged in the practice of corporation and general law until a few years before his death. From 1901-1935 (or 1938?) he practiced with his partner, Leighton Calkins (1868-1955), under the firm name of Bard & Calkins at 25 Broad Street. Bard continued to practice law until 1960.

Bard was an energetic participant in civic and urban affairs, especially in matters relating to city planning, good government, billboard advertising, and ballot reform. He joined numerous civic and professional organizations, to which he contributed his legal expertise, either formally as legal counsel, or as officer, board or committee member. Bard’s exercised his influence through his work on committees of the Bar Association of New York City, the Citizen's Union, and the City Club of New York. Other organizations of which he was a board member or officer included the Honest Ballot Association, Proportional Representation Committee, The National Roadside Council, Fine Arts Federation of New York, and the Municipal Art Society. Bard’s progressive Republican, anti-Tammany stance on issues was often advanced through the combined weight of the influence that several organizations could bring to bear on a single issue or piece of legislation.

Bard had a particular interest in the protection of city streets and rural landscapes from the proliferation of advertisements and billboards. From 1912-1914 Bard served as secretary and legal counsel to the Mayor's Billboard Advertising Commission and was the author of its final report. On a national scale, Bard took on corporations such as Standard Oil and lobbies including the Outdoor Advertising Association of America as legal counsel to the National Roadside Council from 1924-1955. The Council which lobbied for the regulation of outdoor advertising, and, in the absence of legislation, putting consumer pressure on corporations to reduce offensive advertising.

Bard, as a preservationist, opposed many of Robert Moses’ plans for the development of New York City. He successfully organized opposition to the Brooklyn-Battery Bridge project and was instrumental in the preservation of Castle Clinton.

Bard also retained life-long affiliations with his hometown and schools. He was a founder of the Norwich Society of New York, and an active participant in the alumni affairs of Amherst College, those of his fraternity, Chi Psi, and the national Interfraternity Conference.

Never married, Bard died at age of 97 on March 25, 1963, in East Orange New Jersey.
Scope and content note

The Bard Papers, 1893-1962, consist of Bard's extensive topical files, organizational files, notes, reports, appointment books, photographs, and printed material documenting his involvement in civic affairs in New York City during the first half of the twentieth century. The collection contains records of his involvement with a dozen organizations devoted to improvements in the governance, planning, infrastructure, architecture, and aesthetic embellishment of the city.

The collection also contains a small amount of personal and family papers. Papers relating to Bard's work for the law firm of Bard & Calkins can be found in the Bard & Calkins Records, a separate collection in the Manuscripts and Archives Division

Arrangement note

The Albert S. Bard Papers are organized in the following series:

Series I. General Correspondence, 1899-1960
Series II. Citizens Union, 1901-1962
Series III. City Club of New York, 1901-1960
Series IV. Fine Arts Federation of New York, 1913-1958
Series V. City Fusion Party, 1913-1937
Series VI. Honest Ballot Association, 1896-1959
Series VII. Local Draft Board for Division No. 154, 1917-1921; 1931
Series VIII. Mayor's Billboard Advertising Commission, 1912-1914
Series IX. Municipal Art Society of New York, 1902-1960
Series X. National Roadside Council, 1915-1961
Series XI. Norwich Society of New York, 1900-1960
Series XII. New York Young Republican Club, 1911-1960
Series XIII. Proportional Representation Committee, 1913-1947
Series XIV. Writings by Bard, circa 1913-1950
Series XV. Reports and Miscellaneous Papers, 1917-1957
Series XVI. Printed Matter, circa 1920-1960
Series XVII. Posters
Series XVIII. Family Papers, 1893-1920
Series descriptions and container list

**Series I. General files, 1899-1960**
The General files (ca. 1896-1960) are arranged alphabetically by both personal and organizational names and subject matter. The series contains a combination of general correspondence, organizational records, and topical files. The content of the files consists chiefly of correspondence, with related newspaper clippings, print, and near-print material reflecting the wide variety of Bard's interests in politics and election reform, city planning and New York City urban development, billboard advertising, college fraternities, public speaking, art and architecture, war memorials, and the national anthem.

Topical files exist for general subject areas (such as city planning, regional planning and zoning, transit, politics, national anthems, and war memorials) as well as for specific issues (the proposed Brooklyn-Battery Bridge, the closing of the New York Aquarium, and the debate over the location and architecture of the Federal Building and U. S. Courthouse).

Organizational records in the General files include Bard's files of his participation in and/or work for the Bar Association, the Central Park Association, the Park Association of New York City, the National Serigraph Society, S. S. Curry's School of Expression, the Inter-fraternity Conference, Keep America Beautiful, Inc., and the School Art League.

Researchers should note that there is a great deal of overlap between the General files and Bard's organizational files in Series II-XIII. Additional material on most of the topics and issues addressed in the General files can also be found in several of the series devoted to specific organizations.

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James Foundation of NY, 1957
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  Certificate/By-laws, 1953
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LaFontaine, Henry, 1927-1928
Leonard Wood League, 1919-1920
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Medieval Guilds, n.d.
Metropolitan Museum of Art, 1946-1948
Midland Oil Tank Report, 1935-1936
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  Correspondence, 1939-1955
  Printed matter, 1940-1950s
Municipal Encyclopedia, 1916-1917
Municipal Questions, c1910-1920
National Anthems
  Correspondence, 1926-1933
Bill introduced in the House, 1926
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Printed Matter, 1926-1950s
Related Material, 1930s
11 National Association of Audubon Societies (form letter only): National Arts Club (invitation)
12-13 National Industrial Recovery Act, 1933

23 1 National Municipal League - National Sculpture Society
    National Serigraph Society, Inc.
    Incorporation, c1945
    Exemption Information, n.d.
    Application for permanent charter, 1950
    Certificate of Extension, 1954-1956
    6-7 Correspondence, 1945-1957
    8 Printed Matter, c1946
    9-11 National Society of Mural Painters, 1937-1939
    12 Native Americans, c1920-1940s
    13- New Deal, 1930s

24 1 New England Society in the City of New York, 1940s
    2 New Jersey. City of East Orange, 1956-1960
    3 New Republic - NY Association of the Blind
    4-6 New York City Charter, 1936
    7-8 New York Development (general), 1940s-1950s
    9 New York City League of Women Voters - New York City, East Side, 1926
    10 New York Civic Center Assn., 1948-1952
    11 New York Contest - NYS Assn.
    12 NYS Bar Assn. (1920-1930s)
    13-16 NYS Fine Arts Commission, 1926-1958
    17 NYS. Roslyn, 1960

25 1-3 New York World's Fair, 1939-1940
    4 Noise, 1930s
    Park Assn. of NYC, Inc.
    5-7 Correspondence, 1928-1947
    8 Bryant Park, 1930s
    9 Itineraries, 1930
    11 Prints from Valentine's Manual, 1928
    12-14 Printed Matter, 1920-1930s

26 1 Parks Conservation Assn., 1920s
    2 Parodies, 1948-1959
    3 Peace Posters - Philadelphia Theatre
    Politics, 1905-1950s
    5 1905-1912
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    7 Judiciary Nominators, 1905-1906
    8 Judicial Recall, 1912
    9 Short Ballot, 1908-1910
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    11 Press clippings, 1905-1919
    12 Printed matter, 1910-1930s
    13 Prohibition, 1927
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    16 Recommendations, 1919-1941
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3  Reports, 1912-1926
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4  Citizens Union Conferences, 1911
5  City Club. Memos, 1905-1906
6  Fox, De Witt. Memo in favor of site no. 4., c1910
7  Bills introduced in NYS Assembly and Senate, 1909-1911
8  Selection of architect, 1912
9  Draft to amend laws re court house site, 1911
10-11 Bard’s notes re floor space in Manhattan, c1910
12  Printed Matter, 1907-1910
13  Summary of history ; cornerstone, 1933
14-15 Ceremonial correspondence, 1934-1935
17  Ceremony. Laying of cornerstone, 1933

34 1-8  Ceremony and related materials, c1933

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9  US Post Office, 1939-1958
10  US Post Zone Numbers, 1948
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12  V, 1950s
13  Wade; Wallen

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14-16  General Correspondence, 1917-1946

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35 1  Central Park, c1920
2  Chelsea Memorial Committee, 1919
3  Community Houses, 1918-1921
4  Conference of Mayors, 1918
5  Municipal Art Society, 1918-1948
6  NY War & Peace Committee, c1950
7-8  Washington Square Park, NYC, 1945-1948
9  Report of the Art Commission of NY, 1922-1923

Printed Matter
11  Brochures, c1919
12  Harvard War Memorial, c1927
13  Community buildings as war memorials, 1919-1920
14  Magazine articles, 1919-1923
15-16  Newspaper articles, 1919-1948
17-19  Art Institutions; related printed matter, c1920
Series II. Citizens Union, 1901-1962
The Citizens Union was formed in 1897 to oppose corruption in New York City government. Bard served for several decades on its Executive Committee and as a member of the Committee on Legislation. Bard drafted legislation and wrote reports on the bills pending in the state legislature.

The series contains material related to the development of Manhattan’s West Side, especially the relocation of railway terminals and waterfront development, and to billboard advertising and its regulation. Included is correspondence of William Jay Schieffelin (chairman), Herman C. Loeffler (secretary), and Bard (vice-chairman) with civic organizations, government officials, chambers of commerce and business firms. There are also minutes of meetings of the committee on city planning and the committee on legislation, legislative reports and copies of bills in the state assembly and senate.

A. Correspondence, 1904-1962

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B. Constitutional Convention, 1938

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C. West Side Improvement Plan, 1913-1929

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D. Other Interests of the Citizens Union, 1901-1946

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**Series III. City Club of New York, 1901-1960**

The City Club of New York is a good government organization founded in 1892 by Edmond Kelly. Similar to the Citizens Union of New York, its objective was to promote responsible and effective government in New York City. Bard, in his capacity as a legal expert, served on the Committee on Legislation, and reported on Assembly and Senate bills. Bard also served on the Board of Trustees and was an active member of the club for most of his life. Issues covered in this series include the Consolidated Gas Company controversy of 1925, courts, elections, and housing.

Only a small amount of correspondence is present in this series, the bulk of the material consisting of printed and near printed matter including reports, circular letters, memoranda, and minutes of the board and various committees.

**A. Historical Background; Board of Trustees minutes, 1905-1960**

This subseries, Historical Background; Board of Trustees. Minutes 1905-1960, is arranged chronologically. Issues discussed include the prevention of the construction of an elevated loop on Delancey Street that would connect city bridges, the use of the Riverside Park waterfront for commercial purposes, and the operation of the Staten Island ferry, public and private transportation, elected officials, legislation and so forth. The remainder of the sub series is a copy of a certificate of incorporation of the City Club, and a historical sketch.

48 1  Historical sketch and certificate of incorporation, 1956
2-8  Board of Trustees minutes, 1905-1960

**B. Committees, 1912-1955**

48 9  City Administration subcommittee, c1930
10  Courts Committee, 1912-1916
11  Committee on Elections, c1920
12  Housing Committee, 1930s

Committee on Legislation
49 1-5  Bills introduced in NYS Assembly, 1929-1939
6-11  Bills introduced in NYS Senate, 1917-1937

50 1-7  Bills introduced in NYS Senate, 1938-1947
8-9  Permanent Registration Bills, 1940
10  Bills re women jurors, c1928
11  Notices; reports; miscellaneous subjects, 1930's

51 1  Notices; reports; miscellaneous subjects, 1930's
2  Literacy Test Committee, 1927-1937
3  Membership Committee, 1905-1906; 1950
4  Committee on Municipal Affairs, 1936-1955
5  Committee on Nominations, 1905-1940
6-10 Port Committee
11  Transit Committee re LIRR, 1930s
12  Various Committees
### C. General Correspondence, 1905-1960
This subseries, General Correspondence, 1905-1960, is arranged chronologically. The subseries contains correspondence, forms, invitations, letters to the membership, menus, notes, press releases, reports, and printed matters such as brochures and pamphlets. Subjects covered include a controversial luncheon held for Booker T. Washington in 1905, a brochure on the formation of the City Club of Philadelphia, City Club's constitution, club finances, schools, and transportation.

### D. Subject Correspondence and Reports, 1905-1925

| 52 | 1-8 | Consolidated Gas Company Controversy, 1930 |
| 52 | 9   | Entertainment and Social, 1905-1906       |
| 52 | 10-11 | Reports, 1905-1906                       |
| 53 | 1   | Hudson River Bridge (proposed), 1925     |
| 53 | 2   | Lawrence Veiller re, 1906                |
| 53 | 3   | Bard's notes and related material, 1905; n.d. |

### E. Financial Records, 1905-1940

| 53 | 5   | Dues, c1940                               |
| 53 | 6   | Working Fund, 1905-1906                   |
| 53 | 7-9 | City Club Realty Co., 1911-1940           |

### F. Printed Matter
Series IV. Fine Arts Federation of New York, 1913-1958

The Fine Arts Federation of New York (FAFNY), was established in 1895 to uphold aesthetic standards for public art and architecture. Bard was an active member of the FAFNY for many years. He held positions on several committees and served as treasurer for almost forty years.

The Fine Arts Federation of New York includes correspondence of Bard as treasurer and of Wheeler Williams (president) and printed matter relating especially to designs for the development of Battery Park. There is also legal correspondence and papers relative the Bronx Exposition, Inc. and the New York International Exposition of Science, Arts and Industries. There are also minutes of meetings and reports of the committee on city development.

13

54  1-6  General Correspondence, 1913-1958
    7  Constitutional Amendment, 1915
    8  Drafts of an act to amend laws, 1929
    9  Calendars of the FAF, 1918-1920
   10  Battery Park Competition. Photographs, 1942
55  1-2  Committee on City Development, 1916; 1939-1942
    3  Report of Special Committee of Five, 1915
    4-5  Bronx Exposition Inc., 1917-1921
   6-9  Correspondence, 1917-1921
   12  Central Park, 1924
56  1-2  New York International Exposition: contract; related papers; miscellany, 1918
    3  Art Commission of NYC.
   4-5  Annual Reports, 1910-1927
   6  Report of Messrs. Spencer...organization, power & duties of the Art
     Commission 1931
   7  Re-establishment of the NYS Fine Arts Commission, 1928-1931
   8  Smithsonian Gallery of Art Competition to select architect 1939
   9  War Memorials, 1943
  10  Additional Papers, 1915
  11  Mailing Lists, 1915
  12  Bard's Notes, n.d.
  13  Printed Matter, 1914; 1930
57  1-5  Financial Papers, 1915-1941
Series V. City Fusion Party, 1913-1937
Bard served as legal counsel for the City Fusion Party, an anti-Tammany initiative that brought progressive Republicans and Democrats together to help elect Fiorello LaGuardia as mayor of New York. A black bell styled in the shape of the Liberty Bell was the official symbol of the City Fusion Party.

A. Certification; Correspondence and Reports, 1913-1934
Documents include a draft of the articles of incorporation of the Fusion Party and the register of the black bell as the emblem. The correspondence covers a one year period, 1933 through 1934. The correspondence includes the appointment of Bard to the Fusion Campaign Committee.

| 58 | 1 | Certification, 1913 |
| 58 | 2 | Drafts of articles of incorporation; Organizational Papers, 1913 |
| 58 | 3 | Emblem, 1913 |
| 58 | 4 | Correspondence, 1933-1934 |
| 58 | 5-8 | Bard's Notes, 1933-1934 |
| 58 | 9 | NY Assembly District Reports, 1933 |

B. Legal Papers, 1933-1934
The legal papers contain some information on the City Fusion Party charges of irregularities at polling booths during the election 1933. The lawsuit was brought to establish the legitimacy of the Fusion Party. Included are some drafts of documents annotated by Bard.

| 58 | 10-12 | LaGuardia et al vs. Cohen, 1934 |
| 59 | 1 | Vona vs. Cohen, 1933 |
| 59 | 2 | McKee; McLaughlin (Recovery Party) vs. Cohen, 1934 |
| 59 | 3 | McGoldrick & Peel vs. Cohen, 1934 |

C. Printed Matter, 1933-1937

| 59 | 4 | Fusion Chat, 1937 |
| 59 | 5 | Fusion News, 1937 |
| 59 | 6-7 | Fusion Handbook, 1933 |
| 59 | 8 | Political Literature, 1933 |
| 59 | 9 | Articles, c1933 |
| 59 | 10 | Watcher's Certificate, c1930 |
| 59 | 11 | Certificate of Independent Nominations |
Series VI. Honest Ballot Association, 1896-1959
Theodore Roosevelt was credited as the founder of the Honest Ballot Association in 1909. Other prominent founders include Edward R. Finch (Associate Justice of the New York State Court of Appeals), William M. Chadbourne, William Jay Schieffelin, Jr., Charles Evans Hughes Jr., Mrs. Charles L. Tiffany, and Albert S. Bard. The first annual meeting was held in 1913.

The Honest Ballot Association papers (ca. 1905-1956) consist mainly of correspondence, reports, memoranda, printed and near print matter relating to ballot reform, election fraud, direct primaries, voting machines, state election laws, NYC elections and routine organizational matters. There are also papers (1933-1934) relative to the City Fusion Campaign Committee and the City Fusion Party of which Bard was legal advisor, including correspondence, reports of assembly district treasurers, and legal papers especially relative to the case of La Guardia et al, petitioners. Bard’s notes and papers on his duties as a poll watcher are included. There are also copies of official ballots for local elections (1905-1907) in NYC and in other states and printed matter relating to election laws.

A. General Correspondence, 1903-1959
60 1 History
2 Certificate of Incorporation
3-14 General Correspondence, 1903-1959
1903-1929
61 1-10 1930-1959
11-13 Bard’s Notes

B. Subject Correspondence, 1899-1952
62 1 Absentee Voting, 1919
2 Ballot recounting for Mayor. Hearst vs. McClellan, 1905-1906
Ballot Reform
3 Correspondence, 1899-1912
4 Citizens Union, 1905-1906
5 Report of Committee on Ballot Reform (draft), 1905
6 Election Reform Improvement Assn., 1905
7 Ballot reform in other states, c1903
8 Miscellaneous drafts
9-10 Bard’s Notes
11 Articles, 1905-1906
12 Board of Elections, 1907-1908
13 Communists, 1942
14-15 Constitutional revisions re by HBA, 1938
Corrupt Practices
63 1 Correspondence, 1905-1913
2-3 People vs. McMillan, 1922-1923
4 Acts; Bills, 1905-1906
5 Federal, c1930
6 Recent Legislation on Prevention and Punishment of Corrupt Practices at Elections, 1905
7 Rocco, Helen M. Corrupt Practices Legislation, 1928
8-12 Direct Nominations, 1905-1918
64 1 Election Law Violations; Home Rule
2-4 Mass Ballot, 1908-1910
5 Model Election Bills, 1920
6-7 NJ Election Bills, 1920
8-12 Permanent Registration Bill: favor; oppose, 1939-1940
Registration Fraud
13-14 Correspondence, 1912

65 1 Bard's notes re Alexander Johnson, 1912
2 Correspondence re William Leary, 1908
3 Charges against Leary, 1908
4 Summary of Charges
5 Witness transcripts
6 Leary's statement
7-9 Notes; articles; report on fraud, 1912
10-14 Voting Machines, 1902-1941

Watchers

66 1 Bard's notebook as watcher, 1907
2 Bard's notes, n.d.
3 Memo for M. Whitney relative to Watcher's Duties, 1901
4 Election Statements, 1913-1914
5 Instructions for Election Day; Democratic, 1904
6 Instructions for Registration Days, 1901; 1903; 1909
7 Instructions for Election Days. Republican, 1904-1905; 1909-1910
8 Instructions for Election Day. HBA, 1913
9 Election Watcher's forms, 1913
10 Instructions, 1915
11 Suffrage correspondence re women as watchers, 1915
12 Watchers Instructions, 1915-1916
13 Checklist; manual; report, 1919; 1923
14 Special Instructions for Watchers, 1933; 1936
15 Instructions for Watchers, 1936; 1937
16 Instructions for Official Watchers, 1937
17 Handbook for Primary Day, 1937

67 1 Watcher's Instructions, 1952; n.d.
2 Election Watcher's badges; HBA Certificate, 1922

C. Political Organizations; Groups, 1905-1941
This very small sub series, Political Organizations and Groups, 1905-1941, contains documentation on politicians and political groups that were active in the first quarter of the twentieth century as follows: Charles E. Hughes for President, the Anti-Tammany Jefferson Alliance, Jerome Nominators, Judiciary Nominators, Prohibition Party, and a certificate of the Republican Party for 1913.

67 3 Charles E. Hughes for President (Hughes Alliance), 1916
4 Anti-Tammany Jefferson Alliance Certificate, 1913
5 Citizens Committee for Jonah J. Goldstein, 1936
6-7 Jerome Nominators, 1905-1906
8-9 Judiciary Nominators: instructions; certificate; ballots, 1906
10 Prohibition Party, 1913-1922
11 Republican Party certificate, 1913

D. Related Material, 1896-1940

67 12 Memos for Lawyers
13 Report of Bard to volunteer watchers, 1909
14 Report of HBA, 1914-1915
15 HBA provisions covering elections, 1919
16 Request for lawyers to serve during registration, 1914-1916
17-18 Bard's papers; reports, 1912-1918

68 1 Hallet, George H. Jr. Election recommendations, 1937
2 Leet, Ernest D. Judicial review of administrative decisions, 1937
3-5 Peaslee, Amos J. Abstract of election laws in several states prepared for
  the Republican National Committee 1916
6 Partial drafts
7-10 Political Literature
11 Applications (Miscellaneous), 1940
12-15 Stationary; forms; assorted

Sample Ballots, 1896-1936

69 1 General 1906
1 Alabama-Illinois
2 Iowa - Maine
3 Maryland
4-6 Massachusetts, 1896-1912
7 Minnesota - New Jersey
8-16 New York - Wyoming

70 1 Travis Optional Direct Nomination Bill, 1907-1908
2-3 Bills introduced NYS Assembly: Senate, 1906; 1917

E. Legal Papers, 1908-1948
This subseries documents some of the legal cases that Bard retained
information on as it related to ballots, and voting practice reforms. One of
the most interesting cases is "Fraser vs. Fallon" regarding an assault at a
polling place in 1912.

70 4-5 Dooling, John T., 1908-1916; 1935-1936
6-9 Leo Fraser vs. Leo Fallon, 1912
10-11 People vs. Walter Krumbeck, 1913
12 Colmen Fleisig et al vs. James C. Petrillo, etc., 1945

71 1 People vs. Goldmacher & Kurtz, 1914
2 Ingraham re form of ballot, 1923
3 Wagner Levy Election Law (testing), 1911
4-5 Lucas vs. Fass, 1913-1915
6 McCarthy vs. HBA, 1913
7 McCauley vs. Greenwald, 1921
8 Mullen vs. Hefferman, 1948
9 Ruggles vs. HBA, 1914
10 Trosk vs. Cohen et al, 1933
11-12 Burr vs. Voorhis, 1920

72 1 Chadbourne vs. Voorhis, 1923-1925
2-6 Literacy Tests, 1923-1938
7 Complaints against Chairman Walsh, of Board of Election Inspectors,
  1932

  Contested Nominations
  8 Robert S. Binerd, 1910
  9 Eugene Blumenthal, 1910
  10 Various nominations in the Citizens Union, 1910
  11 John J. Egan for Assembly, 1909
  12 Alfred E. Steers, 1910
  13 Jared & Cohen, 1907
  14 Incomplete parts of legal cases
F. Printed Matter, 1903-1949

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Series VII. Local Draft Board for Division No. 154, 1917-1921; 1931

The Local Board for Division No. 154 was located at 60 West 13th Street, New York City. The Board consisted of three people: Albert S. Bard, Chairman, J. Milton Mabott, M.D., and Howard Carter Dickinson, Secretary. The responsibility of a draft board, was to decide who among the registrants would receive deferments, exemptions or postponements from military service. All Boards were discontinued at the end of the War by an Act of Congress May 18, 1917.

The papers (1917-1924) of Local Draft Board #154 include correspondence of Bard as chairman relating mainly to financial matters, and bills paid, vouchers, induction record book of men sent to camp, list of registrants, stationary and forms. The few letters dated 1931 were from people seeking information about individuals, recollections about the Board, etc. The Selective Service Headquarters, Albany, material contains correspondence to/from Local Draft Board No. 154 regarding financial matters. The remaining material includes a list for draft registration, Bard's notes, songs, certificate for Bard's service, induction record book of men sent to camp, and a telephone book.

74 1-3 Correspondence, 1917-1931
4-8 Selective Service Headquarters. Albany, 1917-1919
9-11 Lists for draft registration; related material, 1918
12 Local Board Personnel, 1919
13 Volunteer Workers, 1918
14 Bard's Notes, 1918

75 1 Marching Song for Local Board for Division No., 154
2 Songs
3 Certificate for Bard
4 Certificates for Others
5 Cartoon before Examining Board
6-7 Forms; Stationary
8-9 Printed Matter, c1918
10 Induction Record. Men sent to camp, c1918
11 Inventory of Records, 1919
12 Telephone Book. 1918-1919
13-16 Accounts, 1917-1920
Series VIII. Mayor's Billboard Advertising Commission, 1912-1914

The Mayor's Billboard Advertising Commission was established under William Jay Gaynor (1849-1913), elected as Mayor of New York City, in 1909. Gaynor was supported by Tammany in his election but his reform-minded program lost him Tammany support. Gaynor appointed Bard and several others to the Commission. The mandate of the Commission was to look into advertising in New York City by means of billboards, sky-signs, and “kindred devices.” Bard was appointed Secretary of the Commission.

Mayor Gaynor died before the Commission completed their work. The final result was submitted to the next mayor, Ardolph Kline. The report was entitled “Report of the Mayor's Billboard Advertising Commission of the City of New York.” There was a tremendous demand for the report after it was published from city agencies, organizations, and individuals.

This series, Mayor's Bill-Board Advertising Commission, 1912-1914, spans the two years of the Commission's existence. The documentation includes the original certificate appointing Bard to the Commission (signed and sealed by Mayor Gaynor), and the minutes of the Commission. The series also contains transcripts of the public hearings held by the Commission, correspondence, financial information, list of names to whom the report was sent, and Bard's notes. Two annotated copies of the report are located in box 144.

Correspondence

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1 1912
2 1913 Jan - Mar
3 1913 Apr - Jun
4 1913 Jul - Dec
5 1914
6 Civic Societies, 1913
7 Contributions, 1913
8 New York City Departments, 1912-1913
9 Requests for copies of Committee report, 1913-1914

77
1 Billboard case, 1914
   People ex re. Van Beuren & New York Bill Posting Company vs. Miller
2-3 Curran billboard ordinance, 1913-1914
4 Expenses, 1913
5 Lists of names to whom report was sent, 1913
6 Minutes, 1912-1913
7 Mock-ups of letterhead and report
8 New York City Committee on Buildings meeting minutes, 1913 May 7
9 Notes, 1913-1914

144

77
10-13 Transcript of public hearings, 1913
14
Series IX. Municipal Art Society of New York, 1902-1960

The Municipal Arts Society was founded in 1892 (inc. 1898) “to promote in every possible way the advancement of municipal art.” In the broader context this included civic beauty and city planning. Bard held several positions during his membership including president, secretary, counsel, and the chairmanship of various committees. The records that Bard retained focus primarily on advertisement and billboard proliferation in New York City. Included are correspondence, minutes, reports and bulletins of the Society.

A. Administrative Matter, 1902-1960

This subseries, contains a copy of the certificate of incorporation, minutes, and a partial membership roster. The minutes, 1902-1960, are not complete and reflect only those minutes that Bard retained for himself.

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B. Correspondence, 1911-1960

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C. Printed Matter, 1910-1942

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Series X. National Roadside Council, 1915-1961

The National Roadside Council (first known as The National Committee for Restriction of Outdoor Advertising) was an anti-billboard activist group, incorporated in 1924 formed to combat proliferation of advertisements, aerial balloons, billboards, sky-writing, in order to preserve the beauty of the natural landscape. The Council was headed by Elizabeth Boyd (Mrs. Walter) Lawton (1873-1952). Bard served as vice-chairman and legal counsel.

Bard’s files on National Roadside Council (NAS) constitute the largest series in the collection. The papers consist of Bard and Lawton’s correspondence with one another and with civic organizations, city planners, advertisers, public officials, garden clubs, trade associations, and sister organizations in other states. The correspondence concerns the campaign to regulate billboard advertising through local zoning ordinances and state and federal legislation, the litigation of billboard cases in New York and other states, the publication of the Council’s news bulletin, and related matters. Correspondents include Thomas C. Desmond, Hope Goddard Iselin (Mrs. C. Oliver Iselin), Franklin B. Kirkbridge, Samuel H. Ordway, Jr., Roger William Riis, American Civic Association, American Planning and Civic Association, California Roadside Council, Norman Bel Geddes & Co., New Jersey Roadside council, New York State Roadside Council, New York State Committee for Billboard Legislation, and Reader’s Digest. There is also correspondence (1913-1916) and minutes of the Mayor’s Billboard Advertising Commission of which Bard was secretary. Printed matter present includes copies of the National Roadside Bulletin (published by the NRC), and numerous pamphlets, flyers, brochures, and clippings.

A. Administration, 1923-1956

This subseries contains the by-laws and policy statement of the organization, minutes, committee information, dissolution papers, and material concerning Bard’s efforts to get official recognition for Elizabeth Lawton for her accomplishments with the NRC.

82 1 By-Laws; Policy Statement
2-3 Minutes, 1929-1959
4 Various Committees, 1925; n.d.
5 Dissolution, 1954-1956
6-7 Lawton, Elizabeth, 1940-1951
8 Form Letters
9-10 Letterheads
11-12 Membership, 1920s-1950s
13-15 Financial Correspondence; Statements, 1920s-1950s

B. General Correspondence, 1915-1961

The general correspondence consists of Bard’s incoming and outgoing letters arranged chronologically. It covers the entire life of the NRC, with some letters that predate the founding of the Council. Central among the correspondents is Mrs. Walter Lawton, Chairman of the NRC. The letters discuss bills under consideration in state’s legislation, (i.e. the Ferris Bill of 1924 that would prohibit signs in the Adirondack Park), the United States government’s use of advertising, and include many letters from organizations and individuals wishing to consult with Bard on advertising in their locality.

83 1-13 1915-1925
C. Topical files, 1912-1962
The topical files contain Bard’s incoming and outgoing correspondence, articles, ephemera, legal case files, and Bard’s writings arranged alphabetically by topic. There are files for many of the United States and several European countries. Correspondents include the American Automobile Association, the Standard Oil Company, and representatives of many of the women’s garden clubs throughout the country.

91 1 Advertising Agents, 1913-1914
2 Advertising Vehicles, 1931-1949
4 Advertisement. Cigarettes, 1916
5 Advertisement. Sky, 1931-1946
6 Alabama, 1936
7-11 American Automobile Association (AAA)
   Correspondence, 1919-1954
12 Roadside Zoning, 1940
13-14 Printed Matter, c1940

92 1 American Cancer Society, 1953
2 American Highway Sign Association (national organization), 1940-1945
3-6 American Planning and Civic Association, 1919-1955
7 American Roads Builders Association, 1941
8 American Society of Planning Officials (Chicago, Ill), 1941; 1951
9 Arizona, 1928; 1946-1948
10 Arkansas, 1932-1947
11 Art Center, NYC (printed matter); Art Institute of Chicago, 1930-1931
12 A/V materials, 1940s-1950s
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   Applications for positions, 1912-1913
   Articles on, 1938
17 Billboard Competition. William H. Baldwin Prize, 1916
18 Billboard laws of the various states. Collection of statutes, 1957
19 Business Districts, 1948
20 Claims; Lies, 1941
2 Complaints, 1913
3 Encroachments, 1916
4-5 Fraud, 1946-1950
6 Injury, 1913
7 Polls, 1939
8 Posters, 1925-1926
9-11 Safety Issues, 1947-1952
12-15 Taxation on, 1925-1947
16  Threats, 1946

94  1  Booing, 1930s
    2-4  Boycotts, c1920-1950s
    5  Broadcasting. Grand Central Terminal, 1949-1950
    6  Broadcasting. Washington, D.C., 1951

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    7-12  Correspondence, 1913; 1926-1942

95  1-12  Correspondence, 1943-1953

96  1-2  Correspondence, 1954-1959
    3  Proposed State Act for the regulation of outdoor advertising, 1938
    4  Preliminary report on retro zoning, 1944
    5  Kern Co. Case: Kern Co. vs. A.B. Cate, 1951-1952
    6  Modesto Co. Address: Elias. Sol P. The regulation of billboards., 1927
    7  Monterey Co. Case: Monterey Co. vs. Bassett et al, c1930-1940's
    8  Monterey Co. Zoning Ordinance, 1930; 1955
    9  Oakland Co. Summary of ordinances, 1952
   10  San Francisco Co. Application to rezone San Francisco airport, 1948
   11  Stanislaus Co. Ordinance regulating advertising, 1930
   12  Articles, 1952
   13  California Roadside Council Bulletins, 1952; 1957
   14  Miscellaneous Material

97  1-2  Canada, 1930s-1940s
    3  Cartoons, 1947-1951
    4  Christmas Seals Posters, 1943
    5  Civic Societies, 1914
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    7  Colorado, 1937-1950

Connecticut
    8-14  Correspondence, 1926-1941

98  1-2  Correspondence, 1942-1957
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    4  Killingworth, 1940
    5-6  Madison, 1939-1943
    7  Norwich. Proposed Zoning ordinance, n.d.
    8  Roxbury. Township zoning brochures, 1932
    9  Tolland, 1936
   10  Westport, 1944-1945
   11-13  Westport. Case: Murphy Inc. vs. Town of Westport, c 1940
   14-15  Yantic., 1930's
   16  Kitchel Bill, 1935-1937

99  1  Conservation, 1930-1949
    2  Contests, 1934-1936
    3-4  Cooperation Propaganda, 1941-1942
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    6  Definitions of signs, 1957
    7  Delaware, 1953
    8  Denmark, 1948-1952
    9  Drive Safety Poster Contest, 1938
   10  El Salvador (Central America), 1950
   11  Europe. Legislation re advertisements, n.d.
   12-15  Federal Aid Highway Act, 1944-1957

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121 1-3 Railway Express Agency . Case. People vs. REA, 1931
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4  Bard, Albert S. What Twenty-Nine towns in Vermont have done to billboards, 1945
5-9  Case: Kelbro Inc vs. Myrick, 1943
10-11 Bard, Albert S. Vermont's Billboard Decision; other reactions to verdict, 1943
12  Drafts re to Kelbro case, 1943
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5  VA. Fairfax. Commonwealth vs. Parker, 1916
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10 War Posters. Photograph of Times Square, c1945
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5  White List of Candy Manufacturers, 1928-1931
6-7 Wisconsin, 1924
8  World Peaceways, Inc. (NYC, formerly World Peace Posters, Inc.)
9  Wyoming, 1941
10-13 Zoning, 1930-1952

127  1-5 Zoning. Printed Matter, c1940
6-10 Miscellany, c1930-1940s

D. Printed Matter, c1920-1940

1. National Roadside Council Printed Matter, 1920-1940s
This section contains printed matter generated by the National Roadside Council. There are articles, brochures, pamphlets, membership forms, and some published surveys (1930-1931).

128  1  Lawton, Elizabeth & Walter L. Articles, 1938-1940
2-7 Brochures, 1920-1940's
8  Membership forms, 1925
9-10 Pamphlets, c1920-1940's
11-13 Roadside Bulletin, c1930's

3  Selected bibliography for highway roadside planners, 1946
4  Assorted NRC Printed Matter
2. Non NRC Printed Matter, c1920-1940
This section contains printed matter not generated by the National Roadside Council. Notable here are the publications of the Outdoor Advertising Association. in response to the criticisms of its business practices. A publication entitled “Some Advertising Responsibilities in a Dynamic Society” (1949) is underlined and annotated with Bard's remarks.

129  5  Fulton, Kerwin W. F.O.B. Keep her buying this winter, 1941
     7-9  Outdoor Advertising Assn (various publications)
     10-11  Miscellaneous Pamphlets, c1920-1940

E. Photographs, c1920-1952
This subseries contains photographs of Bard at different events, images of advertising kiosks in Berlin, c 1913, and photographs showing advertising in Manhattan taken around the turn of the twentieth century.

130  1  Bard photographed at several events
     2  Beech Nut (negatives only)
     3  Germany. Berlin. Street kiosk, 1913
     4  Germany. Munich. Street kiosk, 1913
     5  Gettysburg. Monuments to NY Civil War, 1927
     6  NYC. Manhattan., 12th-30th
     7  NYC. Manhattan., 39th-57th
     8  NYC. Manhattan., 90th-177th
     9  NYC. Manhattan., 90th-126th
    10-11  Images outside of Manhattan and upstate NY
     12  Billboard images, 1926
     13  Photo cards “Regulating Rural Billboards”, 1928
     14  Miscellaneous photographs
     15  Illustrated Postcards; related material
Series XI. Norwich Society of New York, 1900-1960
The Norwich Society was a men's social club and good government organization. Members were drawn from those were born or raised in Norwich, Connecticut. There are copies of Bard's letters soliciting membership during his tenure as president (1922-1923).

Bard’s Norwich Society papers contain a copy of the club’s constitution, a list of members and correspondence concerning dues payment, the planning and scheduling of its programs, annual dinners and smokers, plans to increase the membership, arrangements for guest speakers, the commercialization of the Norwich area, the City charter, and international affairs. Also included are minutes of meetings of the executive committee, printed programs and other ephemera.

Series XII. New York Young Republican Club, 1911-1960
The New York Young Republican Club was incorporated in New York City in 1912. The purpose of the Club was to promote and maintain the principles of the Republican Party. The Club was open to men over the age of twenty-one in sympathy with the interests of the Republican Party. Bard sat on the Executive Committee.

The New York Young Republican club papers (ca. 1913-1960) consist of correspondence relating to club affairs, membership, and its policies on public issues. Also included are Bard's notes; a draft of the club constitution, a menu and list of diners that were to be in attendance at the inaugural dinner at the Hotel Astor on December 20, 1911 (Notable names include, P.T. Barnum, Charles A. Dana, and Elihu Root Jr.), and publications of the organization.
Series XIII. Proportional Representation Committee, 1913-1947
This series documents Bard’s efforts to have proportional representation adopted for elections in New York City and State. The papers consist of correspondence with members of the Committee and others, especially George H. Hallett, Jr. and printed matter relative to the advocacy of proportional representation in municipal and state elections, its incorporation in the New York City Charter, and its constitutionality in New York.

A. General Correspondence, 1913-1947
The subseries contains Bard’s correspondence and drafts, open letters to members of the American Proportional Representation League, printed matter, and related material.

B. Proportional Representation by States, 1921-1922
This series contains a sampling of several states’ advocacy efforts for a system of proportional representation for the year 1922. There is also some material regarding court cases brought on behalf of the parent organization, the American Proportional League.

C. Writings, c1917-1922
This subseries, Writings, c1917-1922, is an assortment of Bard’s notes and drafts on proportional representation. The drafts, in some instances, are heavily annotated with Bard’s corrections and comments.
Series XIV. Writings by Bard, circa 1913-1950

A. Articles and Speeches, c1930-1950
Bard's articles appeared in many magazines and he wrote extensively for the National Roadside Committee. Many of his articles focus on city planning, advertising, billboards, and zoning. Bard's articles include "Aesthetics and the Police Power" (1951), "The Billboard Boys Dress Up in Farmers' Clothing," "Massachusetts Billboard Cases Decided" (1935), and "Retroactive Zoning: The Legal Principle and Its Application" (1944).

135 1 Advertising - Bamber Radio Talk
2-4 Aesthetics and Police Power, 1951-1953
5 Billboards (various articles), 1930-1950s
6 Business - Linear Zoning
7 The Massachusetts Billboard Cases - Public Roadside
8 Regulation of Outdoor Advertising (first and second draft; three varied copies of second draft)
9 Retroactive Zoning - Winning

B. Memos and Notes, c1913-1950
Included here is an assortment of notes created by Bard in preparation for his articles for publication, letters to the press, speeches, and other public engagements. Topics include advertising (Wrigley's Spearmint Pepsin Gum Balloon, 1913), billboard legislation and reform, and notes for a talk at Rutgers University. At the end of this subseries is a small amount of writing produced by other individuals.

135 10 Memos re Police Power
11 Notes: Advertising - Billboard Legislation

136 1 Building Codes, etc. - Tax Rates
2 Notes for a pamphlet
3 Notes for a Rutgers Lecture, 1956-1957
4 Notes on states legislation
5-8 Miscellaneous Notes
9 Articles by Others
Series XV. Reports and Miscellaneous Papers, 1917-1957
This series is a compilation of material relating to the control of advertisements, billboards and urban design.

A. Addresses, Conferences, Meetings and Related Papers, 1917-1957

137 1 Round Table on Regional Planning, 1931
2 First Conference on City and Village Planning. City Club, 1917
3-4 Conference on Roadside Business and Rural Beauty. Washington, D.C., 1931
5 Garden Club of America. Proceedings, 1957
6 General Federation of Women's Clubs. Committee on Rural and Highway Advertising. Minutes, 1928
7 Hannan, William E. Statutory Provisions and digest of the laws...billboard or outdoor advertising, 1921

B. Reports, 1921-1958

138 1 Report of the AIA-AIP New York Area Joint Committee on Design Control, 1958
2 Report of the Joint Committee on Roadside Development of the American Assn. of State Highway Officials and the Highway Research Board, 1936
3 Report of General Counsel to Meeting of American Highway Sign Assn. Chicago, Ill, 1940
5 Fine Arts Federation Report of the Committee on Landscape Architecture, 1941
6 Highway Research Board. Report of Committee on Roadside Development, 1956
7 Springfield, Massachusetts. A Report on Billboard Advertising, 1921
8 New Jersey State Committee for Protection of Roadside Beauty, 1931
9 NYS. Roadside Control. Summary of Viewpoints., 1940
10 NYS. Report of Special Committee on the Parole Problem, 1930
11 NYC & Port Authority Agreement on NYC Heliport, 1956

2 Shapiro, Morton A. The Present Legal Status of Billboard Regulation, 1933
3 Stern, Henry J. Billboard Regulation and the Interstate System (paper), 1957
4-5 U.S. Bureau of Public Works. Compilation of Laws...Outdoor Advertising, 1931; 1933: 1938
6 U.S. Division of Building and Housing. The Preparation of Zoning Ordinances, 1931
8 Miscellaneous Reports
C. Compilations and Miscellaneous Papers, 1907-1930; 1956

140 1-7 City Planning, 1907-1930; 1956
141 1-9 List of Names, 1930-1960
10 Ephemera

142-144

XVI. Printed Matter, circa 1920-1960
The printed matter consists of an assortment of brochures, pamphlets, and other publications that Bard kept in his personal library. It includes two annotated copies of the report of the Mayor’s Billboard Committee.

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XVII. Posters
The posters and broadsides contain informative and colorful material relating to advertising, billboards and the political system of New York City. The posters and broadsides are excellent reference examples of the printing styles of early to mid twentieth century.

XVIII. Personal and Family Papers, 1893-1920
The Personal and Family Papers provide only a limited amount of information on Bard’s private life. Included is a small amount of correspondence with family, appointment books recording his professional and social activities and engagements, a typescript genealogy of the Bard family, a few photographs, and invitations, announcements, programs, menus, and other printed memorabilia.

A. Family and Personal Letters, 1873; 1893-1944
The correspondence contains some letters from Bard to the State Department seeking information on his sister, brother-in-law, and niece, who were traveling in Europe during the outbreak of World War I. Most of the remaining letters are expressions of sympathy on the death of his father. Included also are notes and notebooks on Bard’s trips to Europe in 1922 and 1926.

146 1-7 Correspondence, 1873; 1893-1944
8 Sympathy letters on the death of Charles Bard, 1921
9 Biographical papers re Charles Bard
10-11 Notes and notebooks re trip to Europe, 1922; 1926
12-13 Non family; family, ?

147-148

B. Appointment books, 1901;1930-1932

149

C. Photographs

150

D. Personal Letterbooks, 1896-1952
Four letter press copy books, 1896-1952, contain copies of Bard’s outgoing letters. An index is located in front of each volume. Included are copies of personal correspondence, correspondence with his father, brother-in-law, sister, and nieces as well as his recommendations for the admission of new members to the City Club, the University Club, and the Bar Association.