**Collection Summary**

**Title:** Raymond Loewy Papers  
**Span Dates:** 1929-1988  
**Bulk Dates:** (bulk 1960-1976)  
**ID No.:** MSS62142  
**Creator:** Loewy, Raymond, 1893-1986  
**Extent:** 55,000 items ; 195 containers plus 117 oversize ; 109 linear feet  
**Language:** Collection material in English  
**Location:** Manuscript Division, Library of Congress, Washington, D.C.  
**Summary:** Industrial designer. Correspondence; administrative, client, and project files; and financial and legal papers relating to Loewy's work as an industrial designer and documenting the growth of his company from a small firm to a complex system of international corporations and subsidiaries concerned with architecture, corporate image coordination, exhibitions, marketing, packaging, product design, and other aspects of industrial design.

**Selected Search Terms**

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

**People**

Lovelace, Joseph--Correspondence.  
Sheridan, James J., 1933- --Correspondence.  
Snaith, William, 1908-1974--Correspondence.

**Organizations**

Abraham & Straus.  
Coca-Cola Company.  
Exxon Corporation.  
Greyhound Corporation.  
Higbee Co.  
John Wanamaker (Firm)  
Liggett & Myers Tobacco Company.  
Lord & Taylor.  
Martin Marietta Corporation.  
Nabisco, Inc.  
Pennsylvania Railroad.  
Sibley, Lindsay and Curr Company.  
Skylab Program.  
Studebaker Corporation.  
United States Postal Service.  
United States. Forest Service.  
United States. National Aeronautics and Space Administration.  
Woodward & Lothrop.

**Subjects**

Architecture.  
Brand name products.  
Industrial design coordination.  
Industrial design--Exhibitions.  
Industrial design--France.  
Industrial design--Great Britain.  
Industrial design--Soviet Union.  
Industrial design--United States.
Administrative Information

Provenance
The papers of Raymond Loewy, industrial designer, were given to the Library of Congress in 1987 by a group of designers headed by Randolph McAusland. Additional material was purchased in 1990.

Additional Guides

Transfers
Items have been transferred from the Manuscript Division to other custodial divisions of the Library. Films, cassette and reel-to-reel audiotapes, and videotapes have been transferred to the Motion Picture, Broadcasting and Recorded Sound Division. Glass negatives, negatives, transparencies, book plates, postcards, a print, and some slides, photographs, drawings, blueprints, and sketches have been transferred to the Prints and Photographs Division. All transfers are identified in these divisions as part of the Raymond Loewy Papers. Prototype uniforms have been transferred to the United States Forest Service.

Copyright Status
The status of copyright in the unpublished writings of Raymond Loewy is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions
The papers of Raymond Loewy are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation
Researchers wishing to cite this collection should include the following information: Container number, Raymond Loewy Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note and Business Chronology

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1893, Nov. 5</td>
<td>Born, Paris, France</td>
</tr>
<tr>
<td>1910</td>
<td>Graduated, University of Paris, Paris, France</td>
</tr>
<tr>
<td>1914-1918</td>
<td>Captain, Corps of Engineers, Fifth French Army, France</td>
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<tr>
<td>1918</td>
<td>Graduated, Ecole de Lanneau, Paris, France</td>
</tr>
<tr>
<td>1919</td>
<td>Emigrated to United States</td>
</tr>
<tr>
<td>1919-1929</td>
<td>Fashion illustrator, Vogue, Harper's Bazaar, Wanamaker's, Saks Fifth Avenue, and Bonwit Teller</td>
</tr>
<tr>
<td>Year</td>
<td>Event</td>
</tr>
<tr>
<td>------</td>
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</tbody>
</table>
| 1929 | Established industrial design office  
Redesigned Gestetner mimeograph machine  
Art director, Westinghouse Electrical Co. |
| 1931 | Married Jean Thomson (divorced 1945) |
| 1931-1934 | Designed Hupmobile, Hupp Motor Co. |
| 1932-1935 | Redesigned Coldspot refrigerator, Sears, Roebuck and Co. |
| 1937-1943 | Designed locomotives, Pennsylvania Railroad |
| 1938 | Became citizen of the United States |
| 1942 | Redesigned Lucky Strike cigarettes package |
| 1944 | Cofounded Society of Industrial Designers (later IDSA)  
Established Raymond Loewy Associates with A. Baker Barnhart, Jean Thomson Loewy, Jack Breen, and William Snaith |
| circa 1945 | Opened offices in Chicago, Ill., South Bend, Ind., and Los Angeles, Calif. |
| 1946 | Designed Greyhound Scenicruiser bus |
| 1947 | Designed Coca-Cola dispenser  
Designed Champion car, Studebaker Corp. |
| 1948 | Married Viola Erickson |
| 1949 | Incorporated the Raymond Loewy Corp. |
| 1951 | Published *Never Leave Well Enough Alone* (New York: Simon and Schuster. 377 pp.) |
| 1956 | Incorporation of the Raymond Loewy Corp. amended as Raymond Loewy and William Snaith, Inc., with William Snaith as managing partner |
Established Compagnie de l'Esthetique Industrielle, Paris, France |
| 1962 | Designed Avanti car, Studebaker Corp. |
| 1964 | Established Market Concepts, Inc., subsidiary for confidential research operations |
| 1966 | Developed Exxon Corp. name and logo |

1967-1973 Habitability consultant, National Aeronautics and Space Administration, Skylab project


1974 Death of William Snaith; Loewy firms near bankruptcy

1975 Established Raymond Loewy International by merging all coexisting corporations

1976 Sold Raymond Loewy International to Sheridan Funding Corp.
Established Museum Administration and Planning Services, Inc. (MAPS) as a subsidiary
Opened office, Atlanta, Ga.

1977 Raymond Loewy International declared bankruptcy
Industrial design operations sold to former employee, David Butler, to form Lister and Butler, Inc.
Function and Vision, Inc., organized as debtor in possession to handle liquidation of Raymond Loewy International

1977 Established Sheridan Associates specializing in interior design

1986, July 14 Died, Monte Carlo, Monaco

Scope and Content Note

The papers of Raymond Fernand Loewy (1893-1986) span the years 1929-1988, with the bulk of the items concentrated in the period 1960-1976. The collection documents Loewy's industrial design work and traces the development of Loewy's company from a small organization to a complex system of interrelated corporations and subsidiaries. The papers include correspondence, financial papers, legal papers, client files, and project files.

The Administrative File contains correspondence, speeches, and writings of the Loewy firms' chief executives, Raymond Loewy, Joseph Lovelace, James Sheridan, and William Snaith. The financial papers include account books, labor and expense analyses, reports, auditor's statements, and tax records. Legal papers consists of the firm's incorporation documents, contracts, patents, and lawsuits. Personnel records contain group insurance material, contract employee data, and biographical sketches of the executives and principal designers associated with Loewy.

The Client File is divided into two sections. The business promotion section documents sales efforts in a wide spectrum of the market from airlines to wine companies. Individual companies as well as general fields are represented. Included are promotional brochures and other material related to public relations endeavors. The established clients section contains primarily invoices and related material and is the only section of the collection in which most of Loewy's clients can be found in one listing.

The Project File is arranged to reflect the ten divisions of Raymond Loewy/William Snaith, Inc., in the 1970s. Projects are listed in each division by the client's name. Papers of key personnel are contained in their respective divisions. The Architectural and Interior Design Division includes some residential clients, such as Ralph Lazarus, but concentrates on business clients such as the well-documented office design project for Datasab Systems. The chief client represented in the Exhibits and Exhibitions Division is Philadelphia '76, Incorporated. As the coordinator for Philadelphia's bicentennial activities, it engaged the Loewy firm to oversee the building of a multimedia history museum. Extensive records detail the company's involvement with construction subcontractors, exhibit builders, and Imax film producers and the political complications of organizing the exhibit. The Graphics and Corporate Identity Division served clients who wished to
enhance their corporate images through name selection and striking logos. A prominent client was the Exxon Corporation, which selected Loewy to design a unified image for several merging oil companies. Another well-known client was the United States Postal Service, for whom Loewy designed the streamlined eagle symbol. The Housing and Home Components Division dealt with clients in the home construction business.

The Market Planning Research Division conducted marketing studies for clients as well as for other divisions of the Loewy company. It conducted the many tests required for the Exxon Corporation project. Another key undertaking of the Market Division was a study of uniform design for the United States Forest Service. The Package Design Division worked closely with the Graphics Division to develop attractive labels for their clients. In addition, it devised the physical package, taking into account the growing awareness of ecological concerns such as biodegradable components. A longstanding client that utilized this division was Nabisco. The Pre-Architectural Programming Division worked with architects, developers, colleges, and cities to devise construction plans that included goal statements, cost and revenue projections, and site studies. The Product Design and Development Division created new or improved designs for items such as cigarette lighters, cough drops, office equipment, and industrial machinery. The Retail Planning and Design Division concentrated on the design of space for maximum sales advantage. It created merchandise arrangements and decorative schemes for Abraham and Straus, Higbee Company, John Wanamaker Company, Sibley, Lindsay and Curr Company, and Woodward and Lothrop. A large portion of the papers in the Transportation Division documents Loewy's association with the National Aeronautics and Space Administration's Skylab project. Related material can be found with the papers of the subcontractor, Martin-Marietta Corporation. Files of the Transportation Division also contain material on a hydrofoil craft and a supersonic transport developed in a cooperative program with the Soviet Union.

The Miscellany series contains material related to the company's archives, an exhibit of Loewy's designs mounted by the Smithsonian Institution, and newspaper and magazine clippings.

**Organization of the Papers**

The collection is arranged in five series:

- Administrative File, 1929-1987
- Client File, 1940-1980
- Project File, 1934-1988
- Miscellany, 1947-1986
- Oversize, 1941-1979
## Description of Series

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<th>Container</th>
<th>Series</th>
<th>Description</th>
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<tr>
<td>BOX 1-60</td>
<td><strong>Administrative File, 1929-1987</strong></td>
<td>Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records. Arranged alphabetically by type of material and therein chronologically.</td>
</tr>
<tr>
<td>BOX 61-97</td>
<td><strong>Client File, 1940-1980</strong></td>
<td>Correspondence, memoranda, promotional publications, and invoices. Arranged alphabetically by client or subject and therein chronologically.</td>
</tr>
<tr>
<td>BOX 97-193</td>
<td><strong>Project File, 1934-1988</strong></td>
<td>Correspondence, memoranda, notes, financial papers, reports, presentation material, project specifications, design and construction schedules, and research data. Arranged alphabetically by subject and therein chronologically.</td>
</tr>
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<td>BOX 194-195</td>
<td><strong>Miscellany, 1947-1986</strong></td>
<td>Correspondence, newspaper and magazine clippings, notes, and indexes. Arranged alphabetically by subject and therein chronologically.</td>
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<tr>
<td>BOX OV 1-OV 117</td>
<td><strong>Oversize, 1941-1979</strong></td>
<td>Oversize items consisting mostly of financial papers, publications, drawings, blueprints, charts, presentation material, and research data. Organized and described according to the series, folders, and boxes from which the items were removed.</td>
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</table>
## Container List

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<tr>
<th>Container</th>
<th>Contents</th>
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</table>
| BOX 1-60  | **Administrative File, 1929-1987**  
Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records.  
Arranged alphabetically by type of material and therein chronologically. |
| BOX 1     | Executive papers  
General office files  
Correspondence and memoranda, 1966-1979, undated  
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Speeches and writings by staff, 1953-1966, undated  
Loewy, Raymond  
Financial papers, 1963-1966  
Friends of the GG1 Project, 1977  
General correspondence  
1961-1966  
(5 folders) |
| BOX 2     | 1967-1987, undated  
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| BOX 3     | Miscellany, 1953-1968, undated  
Speeches and writings, 1953-1981, undated *See also Oversize*  
(4 folders)  
Lovelace, Joseph  
General correspondence, 1969-1975, undated  
(2 folders)  
Notes, undated  
Speeches and writings, 1966-1974, undated  
Sheridan, James  
General correspondence, 1975-1979, undated  
(5 folders) |
| BOX 4     | Miscellany, 1975, undated |
| BOX 5     | Financial papers |

Raymond Loewy Papers 8
Account books
Accounts payable ledgers
  Raymond Loewy/William Snaith, Inc., 1974-1975
  Raymond Loewy/William Snaith Associates, 1974-1975
    (3 folders)
  (1 folder)
  Unidentified, 1970-1975
    (3 folders)
  (1 folder)

BOX 6

Accounts receivable ledgers
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  Unidentified, 1968-1974 See also Oversize

Cash disbursements
  Raymond Loewy Associates, 1959-1963 See Oversize
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  Raymond Loewy Corp., 1949-1963 See Oversize
    (2 vols.)
  Raymond Loewy/ William Snaith, Inc., 1963-1971 See Oversize
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Cash receipts
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  Raymond Loewy Corp., 1949-1963 See Oversize
    (2 vols.)
    (2 vols.)
  Raymond Loewy/William Snaith Associates, Inc.
    Bankers Trust Co., 1970-1975 See Oversize
    First National City Bank, 1963-1974 See Oversize
    (2 vols.)

General ledgers
    (3 folders)

BOX 8

  Raymond Loewy Associates, 1953-1967
    (6 folders)

BOX 9

  (1 folder)

    (2 folders)

  Raymond Loewy Corp.
    July 1949-Mar. 1960
Raymond Loewy International, 1975-1976
Raymond Loewy/William Snaith, Inc.
Apr. 1961-Mar. 1964
(4 folders)

**BOX 11**
(8 folders)

**BOX 12**
(6 folders)
(2 folders)
(2 folders)

**BOX 13**
Raymond Loewy/William Snaith Associates, Inc.
(8 folders)

**BOX 14**
Apr. 1972-Mar. 1975
(3 folders)
Payroll
Bound volumes
Raymond Loewy Associates
Chicago, Ill., South Bend, Ind., and Los Angeles, Calif.
1945-1946
(2 folders)
1947-1950
(4 folders)

**BOX 15**
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(4 folders)

**BOX 16**
1955
New York, N.Y.
1947-1949
(3 folders)

**BOX 17**
Raymond Loewy Associates, New York, N.Y.
1950-1953
(4 folders)

**BOX 18**
1954-1955
(2 folders)
Raymond Loewy Corp.
1949-1951
(3 folders)

**BOX 19**
1952-1955
(4 folders)
Employee earnings records
Raymond Loewy International
1975
(2 folders)

**BOX 20**
(1 folder)
<table>
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<tr>
<th>Container</th>
<th>Contents</th>
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<td>BOX 22</td>
<td>1972-1974&lt;br&gt;(6 folders)&lt;br&gt;Raymond Loewy/William Snaith Associates, Inc.&lt;br&gt;1963-1970 See also Oversize&lt;br&gt;(4 folders)&lt;br&gt;Raymond Loewy/William Snaith, Inc.&lt;br&gt;1963-1971 See also Oversize&lt;br&gt;(2 folders)</td>
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</tbody>
</table>
Raymond Loewy/William Snaith, Inc., 1965-1973
   (2 folders)
   (2 folders)
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   (2 folders)
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   First National City Bank, 1961-1974
   Manufacturers Hanover Trust Co., 1970-1975
   Miscellany, 1965-1975
Cash flow, 1970-1974
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Compagnie de l'Esthetique Industrielle, 1964, undated
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   Job expense analysis
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      Nabisco, 1973-1974 See Oversize
   Job labor analysis, 1976-1977 See Oversize
   Job labor cost, 1972-1974 See Oversize
   Labor analysis
      Clients, 1976-1977 See Oversize
      Employees, 1976-1977 See Oversize
   Labor and expense detail, 1972-1974 See Oversize
   Master job file, 1972-1974 See Oversize
   Miscellany, 1973 See also Oversize
   Recap of current jobs, 1973-1974 See Oversize
   Summaries, 1973-1974 See Oversize
   Time sheets
      Analysis by employee, 1976-1977 See Oversize
      Analysis by client, 1970-1971
         (5 folders)
      Edit list, 1972-1974, undated See Oversize
   Travel and expense accounts
      1960-1975 See also Oversize
         (4 folders)
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   1971-1976 See also Oversize
      (3 folders)
Vendor report, 1973-1974 See Oversize
London, England, office
Billing, 1972-1974
Cash flow, 1971-1973
Correspondence and memoranda
1968-1972
(3 folders)

BOX 30
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(5 folders)
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Reports and statements
1968-1973
(5 folders)

BOX 31
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(3 folders)
Project codes, 1972-1978, undated
(4 folders)

BOX 32
Reports
Analysis of income statements, 1969-1971
Auditor's statements
London, England
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BOX 33
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Interim reports, 1959-1960

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(2 folders)
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BOX 35
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1958-1971
(9 folders)

BOX 36
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(6 folders)
BOX 38
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(9 folders)
BOX 39
Cl-Em, 1933-1973
(8 folders)
BOX 40
En-Gi, 1937-1974
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BOX 41
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BOX 42
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BOX 43
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Ri-Sy, 1931-1975, undated
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BOX 51 1956-1960
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BOX 52 1962-1978, undated
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BOX 53 Mar. 1964-May 1965
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BOX 61-97 Client File, 1940-1980
     Correspondence, memoranda, promotional publications, and invoices.
     Arranged alphabetically by client or subject and therein chronologically.
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<td>Advertising agencies, 1972</td>
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<td>Airlines, 1967-1976</td>
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<td>Allegheny Airlines, 1971</td>
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<td>Allen Group, Inc., 1973</td>
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<td>Allison, Benjamin, 1969-1970</td>
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<td>Arab countries, 1974-1975, undated</td>
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<td>Arm and Hammer Baking Soda \See Container 62, Church and Dwight Co.</td>
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<td>Armour Food Co., 1972</td>
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<td>Automobile clubs, 1967</td>
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<td>Automotive market, 1973</td>
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<td>&quot;A&quot; miscellaneous, 1967-1973</td>
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<td>Baby food companies, 1970-1974</td>
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<td>Banks, 1969-1978, undated</td>
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<td>Bicentennial programs, 1970-1975, undated</td>
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<td>Bicycle industry, 1967-1973</td>
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<td>Bissell, Inc., 1970</td>
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<td>Bonwit Teller, 1976-1977</td>
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<td>Breweries, 1971</td>
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<td>Brier Manufacturing Co., 1973</td>
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<td>&quot;B&quot; miscellaneous, 1967-1974</td>
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<td>Canned fruit and vegetables industry, 1970-1973, undated</td>
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<td>Cayman Islands, 1971</td>
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<td>Children's Medical Center of New York Fund, 1972-1975, undated</td>
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<td>Church and Dwight Co., Inc., 1961-1970</td>
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<td>Chromalloy American Corp., 1972-1973</td>
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<td>Cigarette companies, 1972</td>
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<td>Coca-Cola Bottling Co. of New York, 1973</td>
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<td>Commerce Department, 1968-1972</td>
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<td>Cornwall Corp., 1974</td>
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<td>Corporate identity programs, 1967, 1975-1976</td>
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<td>Cosmetics and toiletries companies, 1970-1978, undated</td>
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<td>&quot;C&quot; miscellaneous, 1967-1977</td>
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<td>Dairy industry, 1970-1973, undated</td>
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<td>Defense Department, 1970-1973</td>
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<td>Delta Airlines, 1972</td>
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<td>Delta Exhibit and Displays, 1970</td>
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<td>Dentsu Advertising, Ltd., 1970</td>
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<td>Doubinski Frères, 1970</td>
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<td>Drug manufacturers, 1971-1972</td>
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<td>Dun and Bradstreet, Inc., 1972-1973</td>
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