Raymond Loewy Papers
A Finding Aid to the Collection in the Library of Congress

Manuscript Division, Library of Congress
Washington, D.C.
1995

Contact information: http://hdl.loc.gov/loc.mss/mss.contact

Catalog Record: https://lccn.loc.gov/mm87062142

Additional search options available at: https://hdl.loc.gov/loc.mss/eadmss.ms003009

Prepared by Donna Ellis with the assistance of George Combs, Patricia Craig, Lisa Madison, and Susie Moody

Finding aid encoded by Library of Congress Manuscript Division, 2003
Revised 2014 May
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

Extent: 195 containers plus 117 oversize

Extent: 109 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

LC Catalog record: https://lccn.loc.gov/mm87062142

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 LC Catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically.

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.
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>
</tr>
<tr>
<td>Year</td>
<td>Event</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<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, <em>Vogue</em>, <em>Harper's Bazaar</em>, Wanamaker's, Saks Fifth Avenue, and Bonwit Teller</td>
</tr>
<tr>
<td>1929</td>
<td>Established industrial design office</td>
</tr>
<tr>
<td></td>
<td>Redesigned Gestetner mimeograph machine</td>
</tr>
<tr>
<td></td>
<td>Art director, Westinghouse Electrical Co.</td>
</tr>
<tr>
<td>1931</td>
<td>Married Jean Thomson (divorced 1945)</td>
</tr>
<tr>
<td>1931-1934</td>
<td>Designed Hupmobile, Hupp Motor Co.</td>
</tr>
<tr>
<td>1932-1935</td>
<td>Redesigned Coldspot refrigerator, Sears, Roebuck and Co.</td>
</tr>
<tr>
<td>1937-1943</td>
<td>Designed locomotives, Pennsylvania Railroad</td>
</tr>
<tr>
<td>1938</td>
<td>Became citizen of the United States</td>
</tr>
<tr>
<td>1942</td>
<td>Redesigned Lucky Strike cigarettes package</td>
</tr>
<tr>
<td>1944</td>
<td>Cofounded Society of Industrial Designers (later IDSA)</td>
</tr>
<tr>
<td></td>
<td>Established Raymond Loewy Associates with A. Baker Barnhart, Jean Thomson Loewy, Jack Breen, and William Snaith</td>
</tr>
<tr>
<td>circa 1945</td>
<td>Opened offices in Chicago, Ill., South Bend, Ind., and Los Angeles, Calif.</td>
</tr>
<tr>
<td>1946</td>
<td>Designed Greyhound Scenicruiser bus</td>
</tr>
<tr>
<td>1947</td>
<td>Designed Coca-Cola dispenser</td>
</tr>
<tr>
<td></td>
<td>Designed Champion car, Studebaker Corp.</td>
</tr>
<tr>
<td>1948</td>
<td>Married Viola Erickson</td>
</tr>
<tr>
<td>1949</td>
<td>Incorporated the Raymond Loewy Corp.</td>
</tr>
<tr>
<td>1951</td>
<td>Published <em>Never Leave Well Enough Alone</em> (New York: Simon and Schuster. 377 pp.)</td>
</tr>
<tr>
<td>1956</td>
<td>Incorporation of the Raymond Loewy Corp. amended as Raymond Loewy and William Snaith, Inc., with William Snaith as managing partner</td>
</tr>
<tr>
<td>1961</td>
<td>Established Raymond Loewy/William Snaith Associates, Inc., with William Snaith as president and Raymond Loewy as chairman of the board</td>
</tr>
<tr>
<td></td>
<td>Established Compagnie de l'Esthetique Industrielle, Paris, France</td>
</tr>
<tr>
<td>1962</td>
<td>Designed Avanti car, Studebaker Corp.</td>
</tr>
<tr>
<td>1964</td>
<td>Established Market Concepts, Inc., subsidiary for confidential research operations</td>
</tr>
<tr>
<td>1966</td>
<td>Developed Exxon Corp. name and logo</td>
</tr>
<tr>
<td>1967-1973</td>
<td>Habilitability consultant, National Aeronautics and Space Administration, Skylab project</td>
</tr>
<tr>
<td>1974</td>
<td>Death of William Snaith; Loewy firms near bankruptcy</td>
</tr>
<tr>
<td>1975</td>
<td>Established Raymond Loewy International by merging all coexisting corporations</td>
</tr>
<tr>
<td>1976</td>
<td>Sold Raymond Loewy International to Sheridan Funding Corp.</td>
</tr>
<tr>
<td></td>
<td>Established Museum Administration and Planning Services, Inc. (MAPS) as a subsidiary</td>
</tr>
<tr>
<td></td>
<td>Opened office, Atlanta, Ga.</td>
</tr>
<tr>
<td>1977</td>
<td>Raymond Loewy International declared bankruptcy</td>
</tr>
<tr>
<td></td>
<td>Industrial design operations sold to former employee, David Butler, to form Lister and Butler, Inc.</td>
</tr>
<tr>
<td></td>
<td>Function and Vision, Inc., organized as debtor in possession to handle liquidation of Raymond Loewy International</td>
</tr>
<tr>
<td>1977</td>
<td>Established Sheridan Associates specializing in interior design</td>
</tr>
<tr>
<td>1986, July 14</td>
<td>Died, Monte Carlo, Monaco</td>
</tr>
</tbody>
</table>
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 Datasaab 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

Raymond Loewy Papers
• Client File, 1940-1980
• Project File, 1934-1988
• Miscellany, 1947-1986
• Oversize, 1941-1979
Description of Series

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

<table>
<thead>
<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  
  - 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  
  - (10 folders)  
| BOX 3     | Miscellany, 1953-1968, undated  
  - Speeches and writings, 1953-1981, undated See also Oversize  
  - (4 folders)  
| BOX 4     | Miscellany, 1975, undated  
| BOX 5     | Financial papers |
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
  Raymond Loewy International, 1972-1978
  Unidentified, 1968-1974 See also Oversize

Cash disbursements
  Raymond Loewy Associates, 1959-1963 See Oversize
    (2 vols.)
  Raymond Loewy Corp., 1949-1963 See Oversize
    (2 vols.)
  Raymond Loewy/William Snaith, Inc., 1963-1971 See Oversize
    (2 vols.)
    (5 vols.)

Cash receipts
  Raymond Loewy Associates, 1957-1963 See Oversize
  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

    (2 folders)

  Raymond Loewy Corp.
    July 1949-Mar. 1960

BOX 10

<table>
<thead>
<tr>
<th>Container</th>
<th>Contents</th>
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<tr>
<td>BOX 11</td>
<td>Apr. 1964-Mar. 1970&lt;br&gt;(4 folders)</td>
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<td>BOX 12</td>
<td>Apr. 1970-Mar. 1975&lt;br&gt;(6 folders)</td>
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<tr>
<td>BOX 13</td>
<td>Apr. 1972-Mar. 1975&lt;br&gt;(3 folders)</td>
</tr>
<tr>
<td>BOX 15</td>
<td>Raymond Loewy/William Snaith Associates, Inc., Chicago, Ill., South Bend, Ind., and Los Angeles, Calif.&lt;br&gt;1945-1946&lt;br&gt;(2 folders)</td>
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<td>BOX 16</td>
<td>1947-1950&lt;br&gt;(4 folders)</td>
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<td>BOX 17</td>
<td>1951-1954&lt;br&gt;(4 folders)</td>
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<td>BOX 18</td>
<td>1955&lt;br&gt;New York, N.Y.&lt;br&gt;1947-1949&lt;br&gt;(3 folders)</td>
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<td>BOX 19</td>
<td>Raymond Loewy Associates, New York, N.Y.&lt;br&gt;1950-1953&lt;br&gt;(4 folders)</td>
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<td>BOX 20</td>
<td>1954-1955&lt;br&gt;(2 folders)</td>
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<td>BOX 21</td>
<td>Raymond Loewy Corp.&lt;br&gt;1949-1951&lt;br&gt;(3 folders)</td>
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<td>1952-1955&lt;br&gt;(4 folders)</td>
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<td>Employee earnings records&lt;br&gt;Raymond Loewy International&lt;br&gt;1975&lt;br&gt;(2 folders)</td>
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<td>BOX 21</td>
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<td>Container</td>
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<td>BOX 22</td>
<td>1972-1974</td>
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<td>Raymond Loewy/William Snaith Associates, Inc.</td>
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<td>(4 folders)</td>
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<td>BOX 23</td>
<td>1970-1972</td>
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<td>BOX 24</td>
<td>1973-1974</td>
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<td>Master control records</td>
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<td>Raymond Loewy International, 1975-1976 See Oversize</td>
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<td>(2 folders)</td>
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<td>(6 folders)</td>
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<td></td>
<td>(6 folders)</td>
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<td></td>
<td>Monthly reports</td>
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<td>Raymond Loewy International, 1975-1976 See Oversize</td>
</tr>
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<td></td>
<td>(2 folders)</td>
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<tr>
<td></td>
<td>(5 folders)</td>
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<tr>
<td></td>
<td>(5 folders)</td>
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<td></td>
<td>Registers and summaries</td>
</tr>
<tr>
<td></td>
<td>(3 folders)</td>
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<td>(6 folders)</td>
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<td>(6 folders)</td>
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<tr>
<td></td>
<td>Petty cash ledgers</td>
</tr>
<tr>
<td></td>
<td>(3 vols.)</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy Corp., 1960-1965 See Oversize</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy International, 1975-1976</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy/William Snaith, Inc., 1965-1977 See Oversize</td>
</tr>
<tr>
<td></td>
<td>(3 vols.)</td>
</tr>
<tr>
<td></td>
<td>(3 vols.)</td>
</tr>
<tr>
<td></td>
<td>Purchase books</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy Associates, 1961-1962 See Oversize</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy Corp., 1960-1962 See Oversize</td>
</tr>
<tr>
<td>BOX 25</td>
<td>Sales journals</td>
</tr>
</tbody>
</table>
Raymond Loewy/William Snaith, Inc., 1965-1973  
(2 folders)  
(2 folders)  
Banks and loans  
Bankers Trust Co.  
1967-1973  
(2 folders)  
BOX 26  
1974-1977  
(3 folders)  
Chase Manhattan Bank, 1960-1977, undated  
First National City Bank, 1961-1974  
Manufacturers Hanover Trust Co., 1970-1975  
Miscellany, 1965-1975  
Cash flow, 1970-1974  
(2 folders)  
Compagnie de l'Esthetique Industrielle, 1964, undated  
Correspondence and memoranda  
1962-1971  
(2 folders)  
BOX 27  
1972-1978  
(8 folders)  
BOX 28  
Labor and expense analyses  
Billing edit list, 1973-1974 See Oversize  
Job expense analysis  
General, 1973 See Oversize  
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)  
BOX 29  
1971-1976 See also Oversize  
(3 folders)
<table>
<thead>
<tr>
<th>Container Number</th>
<th>Contents</th>
</tr>
</thead>
</table>
| BOX 30           | 1973-1976, undated  
|                  | (5 folders)  
|                  | Notes and miscellany, 1968-1976, undated  
|                  | Reports and statements  
|                  | 1968-1973  
|                  | (5 folders)  
| BOX 31           | 1974-1976  
|                  | (2 folders)  
|                  | (3 folders)  
|                  | Project codes, 1972-1978, undated  
|                  | (4 folders)  
| BOX 32           | Reports  
|                  | Analysis of income statements, 1969-1971  
|                  | Auditor's statements  
|                  | London, England  
|                  | 1970-1974  
|                  | (8 folders)  
|                  | (2 folders)  
|                  | New York, N.Y., 1956-1978  
|                  | (8 folders)  
|                  | Five year comparative financial report, 1957-1961  
|                  | Interim reports, 1959-1960  
| BOX 34           | Miscellaneous reports, 1961-1974  
|                  | Operations, 1972-1973  
|                  | (2 folders)  
|                  | Overhead study, 1961-1970  
|                  | Profit performance, 1973-1974  
|                  | Projected cash flow, 1974-1975  
|                  | Pro forma statements, 1961-1974  
|                  | Quarterly reports, 1970-1972  
|                  | (4 folders)  
| BOX 35           | Taxes  
|                  | 1958-1971  
|                  | (9 folders)  
| BOX 36           | 1972-1977  
|                  | (7 folders)  
|                  | Legal papers  

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**
- 1973-1976, undated  
  - (5 folders)  
- Notes and miscellany, 1968-1976, undated  
- Reports and statements  
  - 1968-1973  
  - (5 folders)  

**BOX 31**
- 1974-1976  
  - (2 folders)  
  - (3 folders)  
- Project codes, 1972-1978, undated  
  - (4 folders)  

**BOX 32**
- Reports  
  - Analysis of income statements, 1969-1971  
  - Auditor's statements  
    - London, England  
    - 1970-1974  
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Arranged alphabetically by subject and therein chronologically.

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