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: https://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 Manuscript Division staff
Finding aid encoded by Library of Congress Manuscript Division, 2003
Revised 2024 April
Collection Summary

Title: Raymond Loewy Papers
Inclusive Dates: 1929-1988
Bulk Dates: 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.
Industrial design--Great Britain.
Industrial design--Soviet Union.
Industrial design--United States.
Marketing.
Packaging.

Occupations
Industrial designers.

Acquisition Information

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.

Processing History

The Raymond Loewy Papers were processed in 1995 by Donna Ellis with the assistance of George Combs, Patricia Craig, Lisa Madison, and Susie Moody.

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>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, Hup 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></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>Habitability 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>
</tbody>
</table>

Raymond Loewy Papers 4
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 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
- 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>
<th>Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records.</th>
<th>Arranged alphabetically by type of material and therein chronologically.</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOX 1-60</td>
<td><strong>Administrative File, 1929-1987</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BOX 61-97</td>
<td><strong>Client File, 1940-1980</strong></td>
<td>Correspondence, memoranda, promotional publications, and invoices.</td>
<td>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.</td>
<td>Arranged alphabetically by subject and therein chronologically.</td>
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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.</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>
<td>Oversize items consisting mostly of financial papers, publications, drawings, blueprints, charts, presentation material, and research data.</td>
<td>Organized and described according to the series, folders, and boxes from which the items were removed.</td>
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</table>
# Container List

<table>
<thead>
<tr>
<th>Container</th>
<th>Contents</th>
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<td>BOX 1-60</td>
<td><strong>Administrative File, 1929-1987</strong>&lt;br&gt;Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records.&lt;br&gt;Arranged alphabetically by type of material and therein chronologically.</td>
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<tr>
<td>BOX 2</td>
<td>1967-1987, undated&lt;br&gt;(10 folders)</td>
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<td>BOX 3</td>
<td>Miscellany, 1953-1968, undated&lt;br&gt;Speeches and writings, 1953-1981, undated <em>See also Oversize</em>&lt;br&gt;(4 folders)&lt;br&gt;Lovelace, Joseph&lt;br&gt;General correspondence, 1969-1975, undated&lt;br&gt;(2 folders)&lt;br&gt;Notes, undated&lt;br&gt;Sheridan, James&lt;br&gt;Speeches and writings, 1966-1974, undated&lt;br&gt;General correspondence, 1975-1979, undated&lt;br&gt;(5 folders)</td>
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<td>BOX 5</td>
<td>Financial papers</td>
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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)

BOX 10

Raymond Loewy Corp.
July 1949-Mar. 1960

<table>
<thead>
<tr>
<th>Container</th>
<th>Contents</th>
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<tr>
<td>BOX 14</td>
<td>Apr. 1972-Mar. 1975 (3 folders)</td>
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<td>BOX 15</td>
<td>Raymond Loewy Associates 1945-1946 (2 folders) 1947-1950 (4 folders)</td>
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<tr>
<td>BOX 16</td>
<td>1951-1954 (4 folders)</td>
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<td>BOX 17</td>
<td>1955 New York, N.Y. 1947-1949 (3 folders)</td>
</tr>
<tr>
<td>BOX 19</td>
<td>1954-1955 (2 folders)</td>
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<td>BOX 20</td>
<td>Raymond Loewy Corp. 1949-1951 (3 folders) 1952-1955 (4 folders)</td>
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<td>BOX 21</td>
<td>Employee earnings records Raymond Loewy International 1975 (2 folders)</td>
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Employee earnings records Raymond Loewy International 1975 (2 folders)
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<td>1976 <em>See also Oversize</em></td>
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<td>Raymond Loewy/William Snaith, Inc.</td>
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<td>1963-1971 <em>See also Oversize</em></td>
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<td><strong>BOX 22</strong></td>
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<td>1963-1970 <em>See also Oversize</em></td>
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<td><strong>BOX 23</strong></td>
<td>1970-1972</td>
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<td>(7 folders)</td>
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<td><strong>BOX 24</strong></td>
<td>1973-1974</td>
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<td>Master control records</td>
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<td>Raymond Loewy International, 1975-1976 <em>See Oversize</em></td>
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<td>(2 folders)</td>
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<td>Raymond Loewy/ William Snaith, Inc., 1970-1975 <em>See Oversize</em></td>
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<td>(6 folders)</td>
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<td>Monthly reports</td>
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<td>Raymond Loewy International, 1975-1976 <em>See Oversize</em></td>
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<td>(2 folders)</td>
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<td>Raymond Loewy/ William Snaith, Inc., 1971-1975 <em>See Oversize</em></td>
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<td>(5 folders)</td>
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<td>Raymond Loewy/ William Snaith Associates, Inc., 1971-1975 <em>See Oversize</em></td>
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<td>(5 folders)</td>
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<td>Registers and summaries</td>
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<td></td>
<td>Raymond Loewy International, 1975-1977 <em>See Oversize</em></td>
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<td>(3 folders)</td>
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<td>Raymond Loewy/ William Snaith, Inc., 1970-1975 <em>See Oversize</em></td>
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<td>(6 folders)</td>
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<td>(6 folders)</td>
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<td>Petty cash ledgers</td>
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<tr>
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<td>Raymond Loewy Associates, Inc., 1958-1963 <em>See Oversize</em></td>
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<tr>
<td></td>
<td>(3 vols.)</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy Corp., 1960-1965 <em>See Oversize</em></td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy International, 1975-1976</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy/ William Snaith, Inc., 1965-1977 <em>See Oversize</em></td>
</tr>
<tr>
<td></td>
<td>(3 vols.)</td>
</tr>
<tr>
<td></td>
<td>Raymond Loewy/ William Snaith Associates, Inc., 1965-1972 <em>See Oversize</em></td>
</tr>
<tr>
<td></td>
<td>(3 vols.)</td>
</tr>
<tr>
<td></td>
<td>Purchase books</td>
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<td>Raymond Loewy Associates, 1961-1962 <em>See Oversize</em></td>
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<td>Raymond Loewy Corp., 1960-1962 <em>See Oversize</em></td>
</tr>
<tr>
<td><strong>BOX 25</strong></td>
<td>Sales journals</td>
</tr>
</tbody>
</table>
Administrative File, 1929-1987

Container  Contents

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

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</th>
<th>Contents</th>
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<tbody>
<tr>
<td>BOX 30</td>
<td>1973-1976, undated (5 folders)</td>
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<tr>
<td></td>
<td>Notes and miscellany, 1968-1976, undated</td>
</tr>
<tr>
<td></td>
<td>Reports and statements 1968-1973 (5 folders)</td>
</tr>
<tr>
<td>BOX 31</td>
<td>1974-1976 (2 folders)</td>
</tr>
<tr>
<td></td>
<td>Project codes, 1972-1978, undated (4 folders)</td>
</tr>
<tr>
<td>BOX 32</td>
<td>Reports</td>
</tr>
<tr>
<td></td>
<td>Analysis of income statements, 1969-1971</td>
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<tr>
<td></td>
<td>Auditor's statements</td>
</tr>
<tr>
<td>BOX 33</td>
<td>1975-1976 (2 folders)</td>
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<tr>
<td></td>
<td>New York, N.Y., 1956-1978 (8 folders)</td>
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<td>Five year comparative financial report, 1957-1961</td>
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<td></td>
<td>Interim reports, 1959-1960</td>
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<td>BOX 34</td>
<td>Miscellaneous reports, 1961-1974</td>
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<td></td>
<td>Operations, 1972-1973 (2 folders)</td>
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<tr>
<td></td>
<td>Overhead study, 1961-1970</td>
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<td></td>
<td>Profit performance, 1973-1974</td>
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<td></td>
<td>Projected cash flow, 1974-1975</td>
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<td></td>
<td>Pro forma statements, 1961-1974</td>
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<tr>
<td></td>
<td>Quarterly reports, 1970-1972 (4 folders)</td>
</tr>
<tr>
<td>BOX 35</td>
<td>Taxes</td>
</tr>
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<td></td>
<td>1958-1971 (9 folders)</td>
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<td><strong>Contracts</strong></td>
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<td>Ab-Ar, 1939-1976</td>
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<td><strong>BOX 38</strong></td>
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<td><strong>BOX 39</strong></td>
<td>Cl-Em, 1933-1973</td>
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<td><strong>BOX 40</strong></td>
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<td><strong>BOX 41</strong></td>
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Correspondence, memoranda, notes, financial papers, reports, presentation material, project specifications, design and construction schedules, and research data.

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