

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://lcn.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

Loewy, Raymond, 1893-1986.

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

A description of the gift of the Raymond Loewy Papers appears in *Library of Congress Acquisitions: Manuscript Division, 1987*, pp. 23-27.

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

Date	Event
1893, Nov. 5	Born, Paris, France
1910	Graduated, University of Paris, Paris, France
1914-1918	Captain, Corps of Engineers, Fifth French Army, France
1918	Graduated, Ecole de Lanneau, Paris, France
1919	Emigrated to United States
1919-1929	Fashion illustrator, <i>Vogue</i> , <i>Harper's Bazaar</i> , Wanamaker's, Saks Fifth Avenue, and Bonwit Teller
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.
1935-1939	Opened first London, England, office
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
1948-1951	Opened second London, England office
1949	Incorporated the Raymond Loewy Corp.
1951	Published <i>Never Leave Well Enough Alone</i> (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
1961	Established Raymond Loewy/William Snaith, Inc., and Raymond Loewy/William Snaith Associates, Inc., with William Snaith as president and Raymond Loewy as chairman of the board 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	Merged Raymond Loewy/William Snaith Associates, Chicago, Inc., with Raymond Loewy/William Snaith Associates, Inc.
1967-1973	Habitability consultant, National Aeronautics and Space Administration, Skylab project
1969	Opened third office, London, England
1972	Designed Fairchild-Hiller Safety Car, Fairchild-Hiller, Inc.
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 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

Container	Series
BOX 1-60	<p><u>Administrative File, 1929-1987</u></p> <p>Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records. Arranged alphabetically by type of material and therein chronologically.</p>
BOX 61-97	<p><u>Client File, 1940-1980</u></p> <p>Correspondence, memoranda, promotional publications, and invoices. Arranged alphabetically by client or subject and therein chronologically.</p>
BOX 97-193	<p><u>Project File, 1934-1988</u></p> <p>Correspondence, memoranda, notes, financial papers, reports, presentation material, project specifications, design and construction schedules, and research data. Arranged alphabetically by subject and therein chronologically.</p>
BOX 194-195	<p><u>Miscellany, 1947-1986</u></p> <p>Correspondence, newspaper and magazine clippings, notes, and indexes. Arranged alphabetically by subject and therein chronologically.</p>
BOX OV 1-OV 117	<p><u>Oversize, 1941-1979</u></p> <p>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.</p>

Container List

Container	Contents
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 (3 folders) Miscellany, 1957, 1973-1976, undated Security, 1966-1970 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 <i>See also Oversize</i> (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 Snaith, William Distribution Systems, Inc., 1965-1971, undated Estate papers, 1974-1978, undated General correspondence, 1957-1962, 1968-1973, undated Obituaries and letters of condolence, 1974 Southern Ocean Racing Conference, 1969-1972 Speeches and writings, 1958, 1967-1974, undated Super Market Institute, 1958-1962, undated (4 folders)
BOX 5	Financial papers

Administrative File, 1929-1987

Container

Contents

	Account books
	Accounts payable ledgers
	Raymond Loewy/William Snaith, Inc., 1974-1975
	Raymond Loewy/William Snaith Associates, 1974-1975
	Raymond Loewy/William Snaith Associates, Inc., 1974-1976
	(3 folders)
BOX 6	(1 folder)
	Unidentified, 1970-1975
	(3 folders)
BOX 7	(1 folder)
	Accounts receivable ledgers
	Raymond Loewy International, 1972-1978
	Unidentified, 1968-1974 <i>See also Oversize</i>
	Cash disbursements
	Market Concepts, Inc., 1965-1974 <i>See Oversize</i>
	Raymond Loewy Associates, 1959-1963 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy Associates, Inc., Chicago, Ill., 1959-1966 <i>See Oversize</i>
	Raymond Loewy Corp., 1949-1963 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/ William Snaith, Inc., 1963-1971 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/ William Snaith Associates, Inc., 1963-1974 <i>See Oversize</i>
	(5 vols.)
	William Snaith as agent for Time, Inc., Quiet House Development, 1962-1963 <i>See Oversize</i>
	Cash receipts
	Raymond Loewy Associates, 1957-1963 <i>See Oversize</i>
	Raymond Loewy Associates, Chicago, Ill., 1955-1967 <i>See Oversize</i>
	Raymond Loewy Corp., 1949-1963 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/William Snaith, Inc., Bankers Trust Co., 1963-1975 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/William Snaith Associates, Inc.
	Bankers Trust Co., 1970-1975 <i>See Oversize</i>
	First National City Bank, 1963-1974 <i>See Oversize</i>
	(2 vols.)
	General ledgers
	Market Concepts, Inc., 1964-1975
	(3 folders)
BOX 8	Raymond Loewy Associates, 1953-1967
	(6 folders)
BOX 9	(1 folder)
	Raymond Loewy Associates, Inc., 1955-1959
	(2 folders)
	Raymond Loewy Corp.
	July 1949-Mar. 1960
BOX 10	Apr. 1960-Mar. 1974

Administrative File, 1929-1987

Container

Contents

	Raymond Loewy International, 1975-1976
	Raymond Loewy/William Snaith, Inc.
	Apr. 1961-Mar. 1964 (4 folders)
BOX 11	Apr. 1964-Mar. 1970 (8 folders)
BOX 12	Apr. 1970-Mar. 1975 (6 folders)
	Raymond Loewy/William Snaith, Inc., Chicago, Ill., 1960-1965 (2 folders)
	Raymond Loewy/William Snaith Associates, 1964-1974 (2 folders)
BOX 13	Raymond Loewy/William Snaith Associates, Inc. Jan. 1961-Mar. 1972 (8 folders)
BOX 14	Apr. 1972-Mar. 1975 (3 folders)
	Raymond Loewy/William Snaith Associates, Inc., Bankers Trust Co., 1970-1971
	Payroll
	Bound volumes
	Raymond Loewy Associates
	Chicago, Ill., South Bend, Ind., and Los Angeles, Calif.
	1945-1946 (2 folders)
BOX 15	1947-1950 (4 folders)
BOX 16	1951-1954 (4 folders)
BOX 17	1955 New York, N.Y. 1947-1949 (3 folders)
BOX 18	Raymond Loewy Associates, New York, N.Y. 1950-1953 (4 folders)
BOX 19	1954-1955 (2 folders)
	Raymond Loewy Corp. 1949-1951 (3 folders)
BOX 20	1952-1955 (4 folders)
	Employee earnings records
	Raymond Loewy International
	1975 (2 folders)
BOX 21	(1 folder)

Administrative File, 1929-1987

Container

Contents

	1976 <i>See also Oversize</i> (2 folders)
	Raymond Loewy/William Snaith, Inc. 1963-1971 <i>See also Oversize</i> (4 folders)
BOX 22	1972-1974 (6 folders)
	Raymond Loewy/William Snaith Associates, Inc. 1963-1970 <i>See also Oversize</i>
BOX 23	1970-1972 (7 folders)
BOX 24	1973-1974 (5 folders)
	Master control records
	Raymond Loewy International, 1975-1976 <i>See Oversize</i> (2 folders)
	Raymond Loewy/ William Snaith, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Raymond Loewy/ William Snaith Associates, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Monthly reports
	Raymond Loewy International, 1975-1976 <i>See Oversize</i> (2 folders)
	Raymond Loewy/ William Snaith, Inc., 1971-1975 <i>See Oversize</i> (5 folders)
	Raymond Loewy/ William Snaith Associates, Inc., 1971-1975 <i>See Oversize</i> (5 folders)
	Registers and summaries
	Raymond Loewy International, 1975-1977 <i>See Oversize</i> (3 folders)
	Raymond Loewy/ William Snaith, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Raymond Loewy/ William Snaith Associates, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Petty cash ledgers
	Raymond Loewy Associates, Inc., 1958-1963 <i>See Oversize</i> (3 vols.)
	Raymond Loewy Corp., 1960-1965 <i>See Oversize</i>
	Raymond Loewy International, 1975-1976
	Raymond Loewy/ William Snaith, Inc., 1965-1977 <i>See Oversize</i> (3 vols.)
	Raymond Loewy/ William Snaith Associates, Inc., 1965-1972 <i>See Oversize</i> (3 vols.)
	Purchase books
	Raymond Loewy Associates, 1961-1962 <i>See Oversize</i>
	Raymond Loewy Corp., 1960-1962 <i>See Oversize</i>
	Raymond Loewy/William Snaith Associates, Inc., 1971-1973 <i>See Oversize</i>
BOX 25	Sales journals

Administrative File, 1929-1987

Container

Contents

	Raymond Loewy/William Snaith, Inc., 1965-1973 (2 folders)
	Raymond Loewy/William Snaith Associates, Inc., 1965-1973 (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 <i>See Oversize</i>
	Job expense analysis
	General, 1973 <i>See Oversize</i>
	Nabisco, 1973-1974 <i>See Oversize</i>
	Job labor analysis, 1976-1977 <i>See Oversize</i>
	Job labor cost, 1972-1974 <i>See Oversize</i>
	Labor analysis
	Clients, 1976-1977 <i>See Oversize</i>
	Employees, 1976-1977 <i>See Oversize</i>
	Labor and expense detail, 1972-1974 <i>See Oversize</i>
	Master job file, 1972-1974 <i>See Oversize</i>
	Miscellany, 1973 <i>See also Oversize</i>
	Recap of current jobs, 1973-1974 <i>See Oversize</i>
	Summaries, 1973-1974 <i>See Oversize</i>
	Time sheets
	Analysis by employee, 1976-1977 <i>See Oversize</i>
	Analysis by client, 1970-1971 (5 folders)
	Edit list, 1972-1974, undated <i>See Oversize</i>
	Travel and expense accounts
	1960-1975 <i>See also Oversize</i> (4 folders)
BOX 29	1971-1976 <i>See also Oversize</i> (3 folders)

Administrative File, 1929-1987

Container

Contents

	Vendor report, 1973-1974 <i>See Oversize</i>
	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)
	Miscellany, 1958-1961, 1971-1977, undated
	(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)
BOX 33	1975-1976
	(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

Administrative File, 1929-1987

Container

Contents

	Agreements, 1960, 1972-1977 (2 folders)
BOX 37	Atlanta, Ga., office, 1976 Bankruptcies International Fair Consultants, 1963-1970 Raymond Loewy International, 1977-1978 Board of Directors meetings, 1974-1975 Contracts Ab-Ar, 1939-1976 (6 folders)
BOX 38	As-Ci, 1935-1973 (9 folders)
BOX 39	Cl-Em, 1933-1973 (8 folders)
BOX 40	En-Gi, 1937-1974 (9 folders)
BOX 41	Gl-Hy, 1930-1972 (9 folders)
BOX 42	Id-Kr, 1935-1975 (10 folders)
BOX 43	La-Me, 1930-1974, undated (13 folders)
BOX 44	Mi-Nu, 1940-1974, undated (10 folders)
BOX 45	Oc-Rh, 1935-1975 (10 folders)
BOX 46	Ri-Sy, 1931-1975, undated (11 folders)
BOX 47	Ta-United States Pl, 1936-1976 (8 folders)
BOX 48	United States Po-Zu, 1931-1975 (8 folders)
	Correspondence, 1960-1977 (4 folders)
BOX 49	Incorporation papers and mergers, 1970-1976 Lawsuits Claude Langwith v. Raymond Loewy/William Snaith, Inc., 1970-1972, undated Function and Vision v. Thomas Cook, 1972-1977, undated Miscellany, 1962-1966, 1976 Leases, 1966-1976, undated (2 folders) London, England, office, 1968, undated Museum Administration and Planning Services (MAPS), 1976 Notes, 1971-1972, undated Patents 1929-1939 (3 folders)

Administrative File, 1929-1987

Container	Contents
BOX 50	1940-1955, undated <i>See also Oversize</i> (12 folders)
BOX 51	1956-1960 (8 folders) 1961 (2 folders)
BOX 52	(2 folders) 1962-1978, undated (7 folders) Proposals Jan.-Feb. 1964
BOX 53	Mar. 1964-May 1965 (9 folders)
BOX 54	June 1965-Aug. 1966 (9 folders)
BOX 55	Sept. 1966-Sept. 1967 (8 folders)
BOX 56	Oct. 1967-May 1969 (9 folders)
BOX 57	June 1969-Feb. 1971 (10 folders)
BOX 58	Mar. 1971-Dec. 1972 (8 folders) Personnel records Biographical sketches, 1958-1981, undated (1 folder)
BOX 59	(1 folder) Contract employees, 1962-1974, undated (5 folders) Employee master file, 1972-1974 <i>See Oversize</i> Employee utilization reports, 1973 <i>See Oversize</i> Insurance Associated Industries of New York, 1969-1973 Bankers Security Life Insurance Society, 1970-1977 Connecticut General Life Insurance Co., 1960-1976, undated (5 folders)
BOX 60	Davis, Dorland, and Co., 1965-1977 (2 folders) Group Plan Consultants, 1965-1978, undated (3 folders) Miscellany, 1964-1978, undated R. B. Jones of New York, Inc., 1973-1974 Schedules, 1965-1976 Miscellany, 1976, undated
BOX 61-97	Client File, 1940-1980 Correspondence, memoranda, promotional publications, and invoices. Arranged alphabetically by client or subject and therein chronologically.

Client File, 1940-1980

Container	Contents
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BOX 61	Business promotion Advertising agencies, 1972 Airlines, 1967-1976 Allegheny Airlines, 1971 Allen Group, Inc., 1973 Allison, Benjamin, 1969-1970 Arab countries, 1974-1975, undated Arm and Hammer Baking Soda <i>See Container 62, Church and Dwight Co.</i> Armour Food Co., 1972 Automobile clubs, 1967 Automotive market, 1973 "A" miscellaneous, 1967-1973 Baby food companies, 1970-1974 Banks, 1969-1978, undated Bicentennial programs, 1970-1975, undated (4 folders) Bicycle industry, 1967-1973 Bissell, Inc., 1970 Bonwit Teller, 1976-1977 Borden, Inc., 1973-1974 Breweries, 1971 Brier Manufacturing Co., 1973 "B" miscellaneous, 1967-1974
BOX 62	Canned fruit and vegetables industry, 1970-1973, undated Cayman Islands, 1971 Chase Manhattan Bank, 1972-1974 Children's Medical Center of New York Fund, 1972-1975, undated Church and Dwight Co., Inc., 1961-1970 Chromalloy American Corp., 1972-1973 Cigarette companies, 1972 Coca-Cola Bottling Co. of New York, 1973 Commerce Department, 1968-1972 Cornwall Corp., 1974 Corporate identity programs, 1967, 1975-1976 Cosmetics and toiletries companies, 1970-1978, undated "C" miscellaneous, 1967-1977 Dairy industry, 1970-1973, undated Debenhams, Ltd., 1973 Defense Department, 1970-1973 Delta Airlines, 1972 Delta Exhibit and Displays, 1970 Dentsu Advertising, Ltd., 1970 Denver Boxing Club, Denver, Colo., 1968 Doubinski Frères, 1970 Drug manufacturers, 1971-1972 Dun and Bradstreet, Inc., 1972-1973

Client File, 1940-1980

Container

Contents

BOX 63	"D" miscellaneous, 1968-1977	
	Ecology industry, 1970	
	Electronic calculator market, 1973	
	Energy crisis, 1973-1974	
	Ethan Allen, Inc., 1972	
	European retail stores, 1970-1972	
	European Space Research and Technology Center, Noordwijk, Netherlands, 1972-1973	
	"E" miscellaneous, 1970-1978	
	Film Division of Raymond Loewy/William Snaith, Inc., proposed, 1976	
	First National City Bank, 1971-1972	
	Freezer bag companies, 1971	
	French faience manufacturers, 1969-1970	
	Frozen foods industry, 1970-1975, undated	
	"F" miscellaneous, 1967-1977	
	G. W. Industries, 1972	
	GAF, 1973	
	Gelatin desserts companies, 1970	
	General Aniline and Film Corp., 1966-1967	
	General Motors Corp., Oldsmobile Division, 1974	
	Genesco, 1971	
	Great Atlantic and Pacific Tea Co., 1972-1973	
	Great Neck School Board, Great Neck, N.Y., 1976	
	Greater Baltimore Committee, 1959, 1975, undated	
	Greyhound Corp., 1972-1973	
	BOX 64	"G" miscellaneous, 1967-1976
		Harvey Aluminum, 1970-1971
		Herb and spice companies, 1970
		Hibernia National Bank, 1973
		Hotel design, 1970-1976
		"H" miscellaneous, 1967-1975
		Insurance companies, 1964-1966, undated
Interior Department, Bureau of Mines, 1971, undated		
International Standard Brands, 1975-1976		
Italian food sauce companies, 1970		
Interoffice memoranda, 1967-1977, undated (2 folders)		
"I" miscellaneous, 1967-1977		
Japan Marketing Service, Inc., 1972		
Japanese Motor Companies, 1967		
Joseph E. Seagram and Sons, 1972		
Junior colleges, 1973		
"J" miscellaneous, 1967-1974		
Kellogg Co., 1974		
Kenton Corp., 1971-1972		
"K" miscellaneous, 1967-1977		
London, England, office, 1972-1973		

Client File, 1940-1980

Container

Contents

	"L" miscellaneous, 1967-1976
	Mailing lists, 1970
BOX 65	Manufacturers Hanover Trust Co., 1973
	Marine industry, 1958-1961, 1967, undated
	Mass transportation, 1967-1974, undated
	Medical equipment, 1967
	Metropolitan Atlanta Rapid Transit Authority (MARTA), 1971-1972
	Mexican banks, 1972-1974
	Mexican resorts, 1971
	Miami Beach Tourist Development Authority, 1971-1973
	Mitsui and Co., 1964-1965
	Molson Breweries of Canada, 1972
	Morris, L. P., undated
	Motor home industry, 1973
	Mountain Pass Canning Co., 1972-1974
	Museums and exhibit design, 1970-1976
	"M" miscellaneous, 1967-1977
	Nabisco, 1972
	National Bank Americard, 1974
	National Oceanic and Atmospheric Administration, low capability buoy, 1971
	North American Rockwell Corp., 1968
	Notes, 1973-1974
	"N" miscellaneous, 1967-1976
	O. K. Bazaars, 1974
	O'Connell, Sean, 1973
	Offshore drilling companies, 1974, undated
	Organic foods industry, 1971-1972
	"O" miscellaneous, 1970-1973
	P and P Industries, 1968-1969
	Packaged food companies, 1970-1975 (2 folders)
BOX 66	Paint manufacturers and retailers, 1972-1974, undated
	Plaudits and recommendations, 1940-1952, 1969-1974
	Press lists, 1968-1975
	Press releases, 1940-1974, undated (6 folders)
BOX 67	Product Department contacts, 1966-1974 (2 folders)
	Progresso Food Corp., 1971-1972, undated
	Promotional brochures
	<i>A Breadth of Synergistic Skills</i> , 1971
	Case histories, undated
	<i>Design, Planning and Research</i> , 1970-1973, undated
	Embry and U. S. Coast Guard reprints, 1970
	Exxon Corp., 1972-1973, undated (2 folders)
	General, 1962-1971, undated

Client File, 1940-1980

Container

Contents

BOX 68	Japanese magazine reprint, undated
	Market Concepts, Inc., 1965-1970
	Nabisco, packaging, 1970
	<i>Packaging Design</i> reprint, 1970
	<i>Packaging Materials '69</i> , 1969
	<i>Raymond Loewy/William Snaith, Inc., Who We Are...</i> , undated
	<i>Representative Trademarks Developed by Raymond Loewy/William Snaith, Inc.</i> , undated
	<i>Sheridan Associates</i> , 1979
	<i>Tomorrow's Stores Today</i> , 1970
	Public relations
	Agencies
Alan G. Eisen Co., 1976-1977	
Daniel L. Edelman and Associates, 1967	
General, 1965-1976	
Fact sheets, 1946-1965, undated	
General correspondence, 1947-1976	
(2 folders)	
Interoffice memoranda, 1960-1976, undated	
Miscellany, 1946-1973, undated	
<i>Money</i> article, 1973	
Nabisco, 1970	
Pitney-Bowes, Inc., 1967-1974, undated	
Project Earning Power, 1964-1967, undated	
(2 folders)	
R. J. Reynolds Tobacco Co., 1970	
"Star of Hope" friendship satellite, 1958	
Union of Soviet Socialist Republics contract, 1973-1974, undated	
United States Coast Guard, 1965-1967	
United States Postal Service, 1969-1971, undated	
(2 folders)	
BOX 70	"P" miscellaneous, 1967-1978
	"Q" miscellaneous, 1970-1972, undated
	Railroads, 1967-1972, undated
	Rheingold Breweries, 1972-1974
	"R" miscellaneous, 1967-1974
	S and W Fine Foods, 1971
	Sales agents
	Aldor, Rafael, 1970-1971, undated
	General, 1970
	Marcus, Betty, 1970
	Morris, Page, 1974, undated
	Oelfke, K. Charles, 1975-1976
	Security National Bank, 1973-1974
	Shopping centers, 1971-1974, undated
	Snaith, Jonathan L., 1973-1974
	Snowmobile industry, 1967
	Solicitations, proposals, and contact reports, 1972-1973

Client File, 1940-1980

Container

Contents

BOX 71	Space planning, 1973-1977
	Stock market stores, undated
	Supermarkets, 1971-1976
	"S" miscellaneous, 1967-1976
	Transportation, 1967-1971
	"T" miscellaneous, 1967-1976
	Union of Soviet Socialist Republics contract General, 1970-1978, undated (3 folders)
	Hotel design, 1974-1975, undated
	Occidental Petroleum Corp., 1973-1974
	Sales letters, 1973-1976 (2 folders)
BOX 72	Uniroyal, 1971-1973
	United States Navy, Bureau of Medicine and Surgery, 1966-1967
	United States Postal Service, 1972-1976
	"U" miscellaneous, 1959-1976
	Vacation homes, 1967
	"V" miscellaneous, 1971-1972
	Walt Disney World, 1975, undated
	Wankel engine manufacturers, 1972
	Wine companies, 1972-1973 undated
	"W" miscellaneous, 1967-1976
	"Z" miscellaneous, 1971-1973
	Established clients
	A. Margolis and Sons Corp., 1976
	Abbott Mertkt and Co., 1973-1974, undated
	Abraham & Straus Miscellaneous stores, 1970-1977 Paramus, N.J., 1972-1975 Queens Center, Rego Park, N.Y., 1968-1978, undated Woodbridge, N.J., 1968-1974
	Acme Missiles and Construction Corp., 1966-1967
	Advertising by Vango, Ltd., 1972
	Agriculture Department, U.S. Forest Service, 1975-1977
	Airbus Industrie, 1972
	Albert Steiger, Inc., 1976-1977
	Allen, Lockwood, and Tyler, 1966-1968, undated
	Allied Breweries UK, 1971-1974
	Allied Market Corp., 1972
	Allstate Properties, 1961-1965, undated
	Aluminum Co. of America, 1966
	AM General Corp., 1972-1976, undated (4 folders)
	Amerace-Esna Corp., 1969-1970
American Can Co., 1974-1975	
American Cancer Society, 1963-1964	

Client File, 1940-1980

Container

Contents

American Cyanamid Co., 1962-1965, undated
American Export Isbrandtsen Lines, 1967-1968
American Institute of Interior Designers, 1967
American Society for the Prevention of Cruelty to Animals, 1963-1966, undated
AMF Corp., 1977
Andrew Jergens Co., 1969-1970
Anthony J. Pizza Food Products Corp., 1964-1965, 1975, undated
Apex, Inc.
 Miscellaneous stores, 1973-1976
 Slater Urban Renewal Project, Pawtucket, R.I., 1967-1971
Aqua Tec Corp., 1964-1966
Arrow Shirt Co., 1967
BOX 74 Arthur G. McKee and Co., 1974-1975
Associated Dry Goods Corp. (Hengerer Branch), 1964-1968
 (2 folders)
Atlanta Big Boy Management, 1976
Atlas Chemical Industries, 1961-1966
Atomic Energy Commission, 1963-1965
Au Printemps, 1972-1973
Austin Reed, Ltd., 1974
Automobile Club of Missouri, 1966-1968, undated
Avon Beauty Salons, Inc., 1970-1972, undated
B. S. R. (U. S. A.), Ltd., 1962-1963
Baker, Norman J., 1966-1969
Bali Co., 1977
Ballinger Co., 1972-1975
Bankers Trust Co., 1973-1974, undated
Barcalo Manufacturing Co., 1965-1970, undated
Beach Point Club, Mamaroneck, N.Y., 1967-1968
Bechtel Overseas Corp., 1974-1975
Beecham Proprietaries, 1973-1975
Beech-Nut Life Savers, 1964
Ber-Design, Inc., 1967-1968
Bergman & Monarch, Inc., 1972
Bermant, David, 1963
Bethlehem Steel Corp., 1969
Better Homes and Gardens [See Container 87, Meredith Publishing Co.](#)
Better Living Center, 1964
Biscuits Belin, S.A., 1971
Bissell, Inc., 1970-1971
BOX 75 Block China Co., 1962-1969
Bloomindale Brothers, 1970-1976
Bristol-Myers Canada, 1969
Bristol-Myers Co., 1966-1968
 (3 folders)
British International Paper, 1974

Client File, 1940-1980

Container

Contents

BOX 76

Brooke Bond Food Co., 1970-1971
Brown-Forman Distillers Corp., 1958-1973
(4 folders)
Buitoni Foods Corp., 1969-1972
Burns Aero Seat Co., 1967-1969
Business Marketing Corp., 1977
Butane Match Corp. of America, 1968-1969
Byfield, Whelan, Osborn & Cruttenden, 1975
C and C Group, Ltd., 1974
C. F. Bean, Inc., 1973-1974
Cantrell and Cochrane, Ltd., 1973-1975
Carter and Associates, 1976
Catamount National Bank, 1973
Celanese Polymer Co., 1963-1964
Central Rubber and Steel Corp., 1962-1963
Cerveceria Corona, Inc., 1977
Chesebrough-Pond's, Inc., 1970-1971
Chicopee Venture Associates, 1968-1969
Chubb and Son, 1968-1972
Citicorp, 1977
Citicorp Leasing International, 1973-1974
Clasco, Inc., 1970
Clipay Corp., 1967-1969
Cohen, Mr. and Mrs. Arthur, 1972
Colgate-Palmolive Co., 1964-1965, 1976
Colt Firearms See Container 95, Technik, Inc.
Columbia Mall, Inc., 1969-1972
Columbia Savings and Loan Association, 1967-1970
Commerce Department, 1961-1963
Compagnie de l'Esthetique Industrielle (C.E.I.), 1965-1977
Computer Terminal Corp., 1968-1970
Consolidated Commercial Co., 1973-1974
Continued Care Facilities, 1974
Convenient Food Mart, 1976-1977
The Corinthians, Inc., 1966
Council of Jewish Federations and Welfare Funds, 1977
Couristan, Inc., 1970
Creative Foods Corp., 1971
Dai-Ichi Kikaku Co., 1969-1970
Daniel J. Edelman, Inc. (Carrington House-Aluminum Association), 1968-1969
Dart Industries, 1969
Datasab Systems, 1977-1978
Datatrol, Inc., 1969-1972
DC ASR New York, 1973

BOX 77

Debenhams, Ltd., 1972-1975, undated
Defense Contract Administrative Services, 1972

Client File, 1940-1980

Container

Contents

	Delta Displays, 1972
	Dennison Manufacturing Co., 1965, 1973
	Dictaphone Corp., 1963-1966
	Directional Contract Furniture Co., 1962-1966
	Documat, Inc., 1963-1964
	Douglas Aircraft Co., 1969
	Dubonnet, A., 1963
	Duplan Corp., 1969
	Durham Civic and Cultural Center Commission, Durham, N.C., 1968-1969
	E. I. du Pont de Nemours and Co., 1963-1970
	E. M. R., 1962-1963
	Emil Muller Construction Co., 1963-1973
	Engelhard Industries, (Hanovia Lamp Division), 1962-1965
	Entropy Products, 1967-1969, undated
	Equitable Life Insurance Co. of Iowa, 1964-1965
	Essex House Hotel, 1965-1967
	Esterline Angus Instrument Co., 1963
	Esther Williams All Aluminum Swimming Pool Co., 1976-1977
	Ethan Allen, Inc., 1971-1973
	Europahaus, 1972-1973
	Executone, Inc., 1972-1973
	Express Barge Lines, 1969
	Exxon Corp.
	1967-1970
BOX 78	1971-1974, undated (4 folders)
	F & R Lazarus and Co.
	Columbus, Ohio, 1969-1977 (2 folders)
	Lafayette, Ind., 1972-1974, undated
	Fairchild Hiller Corp., 1971-1972
	Falendar Building Corp., 1963-1968
	Fawn Agency, 1979
	Federal Pacific Electric Co., 1963-1967
	Federated Department Stores, 1971
BOX 79	Fenwick, Ltd., 1971-1974
	Feudor, Inc., 1973-1974
	Fiat Motors of North America, 1976-1977
	Financial Corp. of America, 1970
	First National City Bank
	Asuncion and Mendoza, Argentina, 1966-1971
	Hong Kong, B. C. C., 1971-1975, undated
	Karachi, Pakistan, 1966-1972
	London, England, 1970-1972
	Makati, Rizal, Philippines, 1974-1975
	Mayaquez Plaza, Puerto Rico, 1967-1968

Client File, 1940-1980

Container

Contents

	Mercantile Bank of Canada, 1966-1973, undated
	New York, N.Y., 1963-1979
	Singapore, 1972-1974, undated
	Tokyo, Japan, 1968-1971
	Flower Electrotype Co., 1964
	Footman and Pretty, 1975
	Forbes and Wallace, Inc.
	Eastfield Mall, Springfield, Mass., 1965-1972
	(2 folders)
BOX 80	Main store, Springfield, Mass., 1964-1974, undated
	(2 folders)
	Miscellaneous stores, 1969-1974, undated
	Trademark and logo study, 1966
	Forest Service <u>See Container 72, Agriculture Department</u>
	Formica Corp., 1961-1965
	Fox and Jacobs Construction Co., 1963
	Fox Built Homes, 1963-1964
	Frank B. Hall and Co., 1972-1975
	Fred W. Uhlman and Co., 1970-1971
	Frontline Public Relations, 1975
	Galiant Products, 1964
	Garland and Sons, 1973-1975
	Gell, Paul, 1979
	General Electric Co., 1972-1973
	General Foods Corp., 1970
	General Foods, Ltd. (England), 1971-1975
	General Motors Corp., 1975-1976
	General Trading Corp. (Bolero-St. Thomas project), 1968-1973, undated
BOX 81	Genesis Press, 1970
	Gilbert and Bennett Manufacturing Co., 1964
	Goldhorn Refiners, 1978
	Grand Bazar de Liege, 1971-1972
	Grands Magasins á l'Innovation, 1968-1972
	Grants of St. James's, 1973-1975
	Graphic Arts Marketing Information Service of the Printing Industries of America, 1969-1970
	Green's, 1969-1971
	Grow, Pope and Land Enterprises, 1975
	Grumman Aerospace Corp., 1971-1972
	Gulf American Land Corp., 1964
	H and S Pogue Co.
	Florence Mall, Florence, Ky., 1973-1978
	Miscellany, 1970-1971
	Northgate Mall, Hamilton, Ohio, 1970-1972
	Tri-County Store, Cincinnati, Ohio, 1969-1972
	H. J. Heinz Co. (England), 1971-1975
	Hahne and Co.

Client File, 1940-1980

Container	Contents
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	Livingston Mall, Livingston, N.J., 1970-1973
	Miscellaneous stores, 1965-1971
	Montclair, N.J., 1970-1972
	Parkway Fashion Center, Middletown, N.J., 1967-1970
	Westfield, N.J., 1964, 1972
	Hair Fashions, 1967
	Hamilton Test Systems, 1976-1977
	Hanes Hosiery, 1972-1977
	Hanslin, Emil, 1963
BOX 82	Hatch, Mansfield and Co., 1973-1974
	Herbert S. Benjamin Associates, 1971-1972
	Hess Oil and Chemical Corp., 1962-1963
	Higbee Co.
	Canton, Ohio, 1967-1970
	Euclid Square Mall, Euclid, Ohio, 1973-1977
	Great Lakes branch, Mentor, Ohio, 1966-1977
	Miscellaneous stores, 1969-1974
	Randall Park Mall, North Randall, Ohio, 1973-1976
	Westgate Shopping Center, Cleveland, Ohio, 1973-1975
	Hochschild-Kohn
	Columbia Mall, Columbia, Md., 1968-1974
	Eudowood, Md., 1971-1972
	Miscellaneous stores, 1971-1976
	Security Square Mall, Baltimore, Md., 1969-1974
	Howland's
	Miscellaneous stores, 1969-1976
	(2 folders)
BOX 83	Norwalk, Conn., 1971-1975
	Utica Mall, New Hartford, N.Y., 1972-1974
	Huber Corp., 1963-1964
	Hudson's Bay Co., 1974
	Humble Oil and Refining Co. <i>See Containers 77-78, Exxon Corp.</i>
	Imperial Desk Co., 1962
	Imperial Tobacco Group, 1974-1975
	Inflight Motion Pictures, 1968-1970, undated
	Information Management Facilities, 1967-1969
	Innovation-Bon Marche, S. A., 1971-1974
	Instrumentation Engineering, 1969-1971
	International Fair Consultants, 1963-1964
	International Marine Management, 1971-1972
	International Paper Co., 1965-1966
	Interterra, Inc., 1976-1977
	Irish Biscuits, 1975
	Israel Communications, 1970
	Israel Creations, 1964
	J. L. Hudson Co.

Client File, 1940-1980

Container

Contents

	Franklin Park Mall, Toledo, Ohio, 1968-1973 (2 folders)
	Genesee Valley, 1967-1970 (2 folders)
BOX 84	New Southland, Mich., 1966-1970 (2 folders)
	Jewish Museum, New York, N.Y., 1973
	John Shillito and Co., 1973-1974
	John Wanamaker Co. Deptford, N.J., 1969-1976
	Harrisburg East Shopping Center, Harrisburg, Pa., 1967-1970
	Miscellaneous stores, 1969-1979, undated
	Montgomeryville Mall, Montgomeryville, Pa., 1974-1977
	Old Star Mall, Buck's County, Pa., 1971-1973
BOX 85	Reading, Pa., 1968-1975
	Springfield Mall, Springfield, Pa., 1972-1974
	Johns-Manville Research and Engineering, 1964
	Jones Store Co., 1970
	Joseph P. Kennedy, Jr., Foundation, 1967-1969
	Kankakee Community College, Kankakee, Ill., 1973
	Karl Pepper and Associates, Europa Center, Berlin, Germany, 1972-1976
	Kavanagh, Smith and Co., 1963-1964
	Kaye, Allen, 1976-1977
	Kayser Roth Hosiery, 1976-1977, undated
	Kimberly-Clark Corp., 1965-1967, 1975
	Kingsberry Homes Corp., 1966-1969
	Kinney National Service, 1967-1968
	Koehler Manufacturing Co., 1964-1966
	Koeppel and Koeppel, 1976-1978
	Koren Di Resta Construction Co., 1979
	Korf Industries, 1976
	Kostas, 1976
	Kroehler Manufacturing Co., 1962-1964
	KSW and G, 1977
	L. S. Ayres and Co. of Indiana, 1966-1973 (2 folders)
	Lawrence Weiner and Associates, 1976
	Leasing Associates Corp., 1977
	Leeming-Pacquin, 1965
	Leo Burnett LPE, 1975
	Leteron Co., 1970
	Lever Brothers Co., 1964, 1972
BOX 86	"Licensingorg" <i>See Container 96, Vsesojunznoe Exportno Importnoije and Objedinenije</i> <i>"Licensingorg"</i>
	Lionel Corp., 1972-1973
	Lister and Butler, Inc., 1977
	Litton Business Systems, 1968-1970

Client File, 1940-1980

Container Contents

	Loral Electronics Corp., 1955-1956
	Lord and Taylor, 1969-1976 (3 folders)
	Lufkin, 1969-1970
	Lullabye Furniture Corp., 1963-1964
	Madigan Brothers, Inc., 1973
	Main Fidelity Life Insurance Co., undated
	Maquinaia Textil de España, S. A., 1967-1968
	Marcus, Betty B., 1970
	Marshall Cavendish, 1977
	Mars, Inc., 1969
	Martin Marietta Corp., 1967-1974, undated (4 folders)
BOX 87	McCurdy and Co., 1972
	McGinnis, Cook and Associates, 1976
	Mercantile Stores, 1969-1977
	Melitta, Inc., 1968
	Meredith Publishing Co., 1963
	Minisol, Inc., 1967-1970
	Minneapolis Honeywell Regulator Co., 1962
	Miscellaneous client lists, 1960-1972, undated (2 folders)
	Mitchel Park Development <i>See Container 90, Nassau County, N.Y.</i>
	Mobil Oil Corp., 1967-1968
	Molson Breweries of Canada, 1972-1973, undated
	Monsanto Co., 1966
	Moralvin Industries Corp., 1969-1971
	Motorola, 1969-1970
	Music Corp. of America, 1968-1970
	N. V. Philips, 1975
	N. W. Ayer and Son, 1966
	Nabisco Sept. 1964-July 1970 <i>See also Oversize</i> (4 folders)
BOX 88	Aug. 1970-Oct. 1972 (7 folders)
BOX 89	Nov. 1972-June 1975 (7 folders)
BOX 90	July 1975-Mar. 1977 (4 folders)
	Nabisco Foods (England), 1973-1975
	Nabisco Frears, 1974
	Nakamichi Research (USA), 1972-1973
	Nashua Corp., 1963-1964
	Nassau County, N.Y., 1973-1976, undated
	National Aeronautics and Space Administration (NASA)

Client File, 1940-1980

Container

Contents

	1968-1970 (2 folders)
BOX 91	1971-1973, undated (4 folders) National Cash Register Co., 1968-1973 National Catholic Educational Association, 1963-1964 National Convenience Stores, 1974-1975 National Dairy Products Corp., 1964-1969, undated National Grange Mutual Insurance Co., 1964-1974, undated National Junior Tennis League, 1976 National Shopping Centers, Inc. Allendale Shopping Center, Allendale, S.C., 1974-1976 Long Ridge Shopping Center, Rochester, N.Y., 1970-1977 (2 folders)
BOX 92	Miscellaneous locations, 1972-1977 Rock Hill Mall, Rock Hill, S.C., 1973-1977 West Erie Plaza, Erie, Pa., 1972-1976 Western Hills Plaza, Cincinnati, Ohio, 1972-1976 National Society for Crippled Children and Adults, Inc., 1965 Neue Warenhaus, A. G., 1969-1974 New York University, New York, N.Y., 1977 NGM Group, undated Nigerian consulate, New York, N.Y., 1977 Nikor Products Co., 1965-1966 Norelco <i>See same container, North American Philips Corp.</i> Norfolk, Va., Department of Community Promotion, 1968 North American Philips Corp., 1970-1972 NuTone, 1963 Olympia Brewing Co., 1973-1975, undated Oscar Weber, A. G., 1970 Ostrow and Shapiro, 1971 Owens Corning Fiberglass Corp., 1961-1963 Owens-Illinois, 1962-1964 Pacific Taiwan Enterprises, 1972-1973 Packaging Association of Canada, 1964-1969 Packaging Institute U.S.A., Chicago chapter, 1974 Paintings of the World Art Gallery, Atlanta, Ga., 1976 Pan American World Airlines, 1964 Pan American-Grace Airways, 1965-1966 Par-Lane Corp., 1965-1969 Peerage Realty Corp. <i>See Container 94, Roosevelt Nassau Operating Co.</i> Penn Fruit Co., 1969-1973 (2 folders)
BOX 93	Peter's Bag Corp., 1964-1965 Pfizer Medical Systems, 1975-1977 (2 folders) Philadelphia Geriatric Center, Philadelphia, Pa., 1973

Client File, 1940-1980

Container Contents

	Philadelphia '76, Inc., 1974-1977, undated (4 folders)
	Philip Morris International, 1974-1975
	Phoenix Mutual Life Insurance Co., 1970
	Pine Hill Crystal Spring Water Co., 1966
BOX 94	Pitney-Bowes, Inc., 1963-1965 (2 folders)
	Platinum Pen Co., 1978
	Potlach Forests, 1966-1969
	Precision Sampling Corp., 1976
	Presidential Homes, 1967-1969
	Priba-Unic, 1969-1971
	Prisunic, 1969-1971
	Purex Corp., 1964
	R. J. Reynolds Tobacco Co., 1966-1971 (2 folders)
	Radio Corp. of America, 1968-1969
	Randall Co., 1962-1964
	Reemtsma GmbH, 1971
	Republic National Bank, 1979-1980
	Revlon International Corp., 1975
	Rexall Drug and Chemical Co. <i>See Container 76, Dart Industries, Inc.</i>
	Rich's, 1969-1974
	Rogers, Slade and Hill, <i>See Container 79, Feudor, Inc.</i>
	Rogers Brothers Co., 1964-1966
	Roosevelt Nassau Operating Co., 1971-1974
	Royal Typewriter Co. <i>See Container 86, Litton Business Systems</i>
	Royal Worcester Porcelain Co., 1969
	Rudd-Melkian, Inc., 1963
	Rupert's Land Trading Co., 1970-1972 (2 folders)
BOX 95	S and S Corrugated Paper Machinery Co., 1969
	Sacks, Edward, 1976
	Sagardui, S.A., 1971
	Saiwa Biscott e Affini SPA, 1973
	Sarah Coventry, Inc., 1975-1977
	Sears, Roebuck and Co., 1968-1973
	Service Bureau Corp., 1964-1966
	Service Intra European, S.A., 1973
	Sharon Luggage, 1976
	Shell Chemical Co., 1961-1965, undated
	Sheridan Funding Co., 1979
	Showerings, Ltd. (Ireland), 1974
	Sibley, Lindsay and Curr Co. Fayetteville branch, Fayetteville, N.Y., 1972-1974 Great Eastern Mall, Rochester, N.Y., 1970-1971 Miscellaneous stores, 1971-1975

Client File, 1940-1980

Container

Contents

	Sikorsky Aircraft <u>See Container 96, United Aircraft Corp.</u>
	Simplicity Pattern Co., 1972-1973
	Skyland International Corp., 1973
	Solomon Brothers, 1974-1975
	Southern Parking, 1976-1977
	Sports Tiger Co., 1975-1976
	Springfield Institute for Savings, Springfield, Mass., 1969-1977
	Standard Oil Co. of New Jersey <u>See Containers 77-78, Exxon Corp.</u>
	Star Supermarkets, 1968-1971, undated
	Stewart and Co., 1976
	Stowells of Chelsea, 1975
	Sunbeam Corp., 1963
	Sunrod Products, 1979
	System Development Corp., 1971-1972
	Tampax, 1975-1976
	Tamura Electric Corp., U.S.A., 1976
	Tartan, Ltd., 1968-1971
	Tata, Inc., 1964
	Technik, Inc., 1969
	Tesdata Systems Corp., 1974-1975
	Time Computer, 1976
	Titmus Optical Co., 1963-1964
	Tracerlab, 1963
	Trane Air-Conditioning Co., 1974
	Trane Co., 1973
	Transportation and Travel Pavillion, 1963
BOX 96	Uncle Ben's GmbH, 1975
	United Aircraft Corp., 1965, 1973-1974
	United Corporate Services, 1978
	United National Corp., 1971-1977 (3 folders)
	United States Navy, 1963-1964, 1971-1973
	United States Plywood Corp. (Project Home Committee), 1966-1968, undated
	United States Postal Service, 1970-1973, undated
	University of Pittsburgh, Pittsburgh, Pa., 1969-1974, undated
	Virginia Metal Products, 1964
	Vornado, Inc., 1969
	Vsesojuznoe Exportno-Importnoiye and Objedineniye Licensintorg ("Licensintorg"), 1973-1976
	W and R Jacobs, Ltd., 1975
	W. D. and H. O. Wills, 1971-1975
	Warner-Lambert Co., 1973-1974
	Wasaknacke GmbH, 1969-1970
	Welton Becket and Associates, Architects, 1971-1974
	West Virginia Pulp and Paper Co., 1962
BOX 97	William Filene's Sons Co., 1967-1973 (2 folders)

Client File, 1940-1980

Container

Contents

Wilmorite, Inc., 1971-1975
Wilson Manufacturing Corp., 1971-1972
Woodward and Lothrop
 Columbia Mall, Columbia, Md., 1969-1972
 (2 folders)
 Miscellaneous stores, 1970-1977
 Parole Shopping Center, Annapolis, Md., 1973-1975
World Tobacco Symposium, 1972
Wright-Bachman, Inc., 1967-1969

BOX 97-193

Project File, 1934-1988

Correspondence, memoranda, notes, financial papers, reports, presentation material, project specifications, design and construction schedules, and research data.
Arranged alphabetically by subject and therein chronologically.

BOX 97

Architectural and Interior Design Division
 American News Co., Savarin Restaurants, 1962, undated
 American Totalisator Co., 1974, undated
 Avis Rent-A-Car System, 1967
 Avon Beauty Salons, 1970-1972, undated
 Bali Co., Inc., 1975-1979, undated
 Biltmore Hotel, New York, N.Y., 1956

BOX 98

Bowery Savings Bank, 1977-1978, undated
Brown-Forman Distillers Corp., 1966-1967
Business Marketing Corp. for New York City, 1977-1978
Carney, Crowell and Leibman, 1947
Citicorp, 1977, undated
Contemporary American Industrial Arts Exposition, Metropolitan Museum of Art, New York, N.Y., 1934
Datasaab Systems
 Color specifications, 1979, undated
 Construction trades
 Cost estimates, 1978-1979, undated
 Elevator, 1978-1979, undated
 General, 1972, 1978-1979, undated *See also Oversize*
 Millwork, 1979, undated
 Plumbing and appliances, 1978-1979, undated
 Engineering specifications, undated
 Floor treatments, 1979, undated
 (3 folders)
 Furniture
 Arrangement, 1978, undated
 Specifications, 1978-1979, undated
 (3 folders)
 Miscellany, 1978, undated
 Wall treatments, 1979, undated
 (2 folders)

BOX 99

Project File, 1934-1988

Container

Contents

	Window and lighting specifications, 1979, undated
	Dobbs Advertising, 1978-1979
	DuBrul, Raoul, 1974, undated
	Emporium, Inc., 1948
	Essex House Hotel, New York, N.Y., undated
	Federal Reserve System, 1968-1972
	Federated Department Stores, 1972-1973, undated
	First National City Bank
	Hong Kong, B.C.C., 1973-1975
	Makati, Philippines
	Correspondence and memoranda
	Aug. 1972-July 1974
	(2 folders)
BOX 100	Aug. 1974-Oct. 1975
	Sketches and samples, 1973-1974, undated
	Miscellaneous branches, 1963, 1975, undated
	New York, N.Y., 1970-1978
	French Embassy, Washington, D.C., 1975-1976
	Goddard Space Flight Center, Greenbelt, Md., 1963
	Hanes Hosiery, 1972-1977, undated
	Health, Education and Welfare, Department of, Social Security Administration, 1972
	Hilton Hotels International, 1963-1966, 1976
	House of Chan Restaurant, 1962, 1970
	Hunter Museum of Art, Chattanooga, Tenn., 1974 <i>See also Oversize</i>
	Indian Head Hosiery Co., 1967
	In-Flight Services, 1970, 1979
	Integrated Ceilings, 1976
	Kayser-Roth Hosiery Co., 1976-1977
	KSW and G, 1977-1978
	Lazarus, Ralph, 1966-1968, undated
	(2 folders)
	Loews Hotels, Athens, Greece, 1973
	Mactaggart, Neil A., 1966-1971, undated
BOX 101	Martin Marietta Corp., 1969-1970, undated <i>See also Oversize</i>
	(2 folders)
	Miscellany, 1952-1978, undated
	Mrs. Smith's Pie Co., 1969-1973
	P. Lorillard Co., undated
	Paintings of the World Art Gallery, Atlanta, Ga., 1976-1977
	Peregrine White Co., 1978-1979
	Pfizer, Inc., 1976-1977
	Raymond Loewy/William Snaith, Inc., corporate offices
	Chicago, Ill., 1952
	New York, N.Y., 1962-1969, undated
	Scottish Rite Hospital for Crippled, Decatur, Ga., 1975
	Sears, Roebuck and Co., 1972
	Shattuck Hotel, Berkeley, Calif., circa 1947

Project File, 1934-1988

Container

Contents

	Southern California Edison Co., 1970, undated
	Southern Parking, 1975-1976
	Speeches and writings by staff, 1959-1966, undated
	Springfield Institution for Savings, 1963, 1975-1977
	Stouffer Corp., 1950, 1957, undated
	System Development Corp., 1971, undated
	Waldorf-Astoria Hotel, Bull and Bear Restaurant, undated
BOX 102	Exhibits and Exhibitions Division
	Agriculture Department, food exhibit, Cologne, Germany, 1967
	Association of American Railroads, 1967
	Commerce Department, 1968-1970, undated <i>See also Oversize</i> (2 folders)
	Cultural Services Division, Hong Kong, B.C.C., 1977 <i>See also Oversize</i>
	Federal Aviation Administration, 1968
	French Chamber of Commerce in the United States, 1975
	GAC Properties, 1971, undated
	Inter-American Center Authority of the State of Florida (Interama), 1973
	Miscellaneous exhibits, 1961-1976, undated
	National Endowment for the Arts, National Exhibition Program, 1969-1970
	New York World's Fair, New York, N.Y., 1958-1965, undated
	Philadelphia '76, Inc., Living History Center
	Architect, Mitchell/Guirgola Associates
	Correspondence, 1974-1976, undated (4 folders)
	Miscellany, 1974-1975, undated
BOX 103	Concessionaires
	Consultants, 1974-1975
	Correspondence and memoranda, 1974-1975, undated
	Friendly Ice Cream Corp., 1975, undated
	Gift shop, 1974-1975, undated
	Notes, 1974-1975, undated
	Ogden Food Services Corp., 1974-1975, undated
	Contracts and legal papers
	Alexandria Associates, 1975
	American Zoetrope, 1974-1975
	Barrett, John, 1971-1977, undated
	Brogger, Frederick, 1974
	Christopher Newman Productions, 1975
	Correspondence and notes, 1973-1976, undated
	Frances Castan, Inc., 1975, undated
	Francis Thompson, Inc., 1974-1976
	General contract, 1974, undated (2 folders)
BOX 104	H. G. Peters and Co., 1975
	Harkness Screens, 1975
	Irwin and Leighton, Inc., 1974-1975
	Jay K. Hoffman Presentations, 1975, undated

Project File, 1934-1988

Container Contents

	Lynch Industries, 1975, undated
	Matrix Communications, 1975-1976
	Media Factory, 1975, undated
	Michael Small Productions, 1976
	Mitchell/Guirgola Associates, Architects, 1974, undated
	Multiscreen Corp., 1974
	Nancy Perl Productions, 1975-1976
	Ogden Food Services Corp., 1975
	Osprey Productions, 1975, undated
	Paramount Pictures Corp., 1974
	Quality Presentations, 1976, undated
	Ralph Lopatin Productions, 1975, undated
	Rick Trow Productions, 1975
BOX 105	Robertson and Associates, 1974
	Sandler, Martin W., 1975, undated
	Zacks and Perrier, Inc., 1975, undated
	Exhibit hardware and electronics
	Audiovisual systems bidders, 1974-1976, undated
	Bergen Expo Systems
	Change orders, 1974-1976
	(2 folders)
	Correspondence, 1975-1976
	Miscellany, 1975-1976
	Proposals, 1965-1976
	(2 folders)
	Displayers, Inc., 1974-1975
BOX 106	Exhibitgroup New York, 1965-1975
	General Exhibits, 1974-1975
	Lynch Industries
	Change orders, 1976
	Correspondence, 1974-1976
	Miscellany, 1975-1976
	Proposal, 1975, undated
	Miscellaneous bidders, 1973-1975, undated
	Exhibit software
	Christopher Newman Productions, 1975-1976, undated
	Displayers, Inc., 1975, undated
	Frances Castan, Inc., 1975-1976, undated
	General Exhibits, 1965-1975
	Great American Birthday Machine, undated
	(2 folders)
BOX 107	(8 folders)
BOX 108	H. G. Peters and Co., 1975-1977, undated
	History Walk, undated
	(4 folders)
	Immigration history, 1975, undated
	Instructions to producers, undated

Project File, 1934-1988

Container	Contents
-----------	----------

	Jay K. Hoffman Presentations, 1975-1976, undated
	Label copy
BOX 109	Credit wall, undated
	General, undated
	Quotations, undated
	Let's Vote on It, 1975-1976, undated
	Matrix Communications
	Correspondence, 1975-1976, undated
	Miscellany, 1975-1976, undated
	Treatments, 1975
	Media Factory
	Correspondence, 1975-1976, undated
	Miscellany, 1976, undated
	Treatments, 1976
	Memoranda and notes, 1974-1976, undated
	(2 folders)
	Miscellaneous bidders
	Aug. 1974-Aug. 1975
	(2 folders)
BOX 110	Oct. 1975-Feb. 1976, undated
	Miscellaneous treatments, 1975, undated
	(2 folders)
	Nancy Perl Productions
	Correspondence, 1975-1976
	Miscellaneous material, 1976, undated
	Treatments, 1975, undated
	Osprey Productions (Fisher Film Group), 1975-1976, undated
	Quality Presentations International, 1975-1976
	Quiz Machine, undated
	Ralph Lopatin Productions
	Correspondence, 1975-1976, undated
	Treatments, 1975, undated
	(2 folders)
	Rick Trow Productions, 1975-1976, undated
BOX 111	Sandler, Martin W., 1975-1976, undated
	Seymore, James, 1975
	Small, Michael, 1976, undated
	Specifications and bid package, 1975
	(2 folders)
	Subcontractors, 1974-1976, undated
	"Where Are You From?" undated
	(2 folders)
	Women's history, 1971-1975, undated
	Zacks and Perrier, Inc.
	Correspondence, 1975-1976, undated
	Miscellany, 1975, undated
BOX 112	Treatments, 1975-1976

Project File, 1934-1988

Container Contents

	Financial papers
	Billing analysis and cash flow, 1974-1976, undated (2 folders)
	Budget
	Exhibits, undated (4 folders)
	Hours, 1975-1976
	Revisions and updates, 1975-1976, undated
BOX 113	Summaries, 1974-1976, undated <i>See also Oversize</i> (2 folders)
	Correspondence and memoranda, 1974-1976, undated
	Cost estimates and projections, 1975-1976, undated
	Insurance, 1975
	Miscellany, 1975-1976, undated (2 folders)
	General contractors
	David J. Keating Co., 1974
	Irwin and Leighton, Inc.
	Certificates for payment, 1975-1976 (2 folders)
	Change orders
	1975 (2 folders)
BOX 114	1976 (3 folders)
	Correspondence, 1974-1976 (3 folders)
	Make-up sheets, 1975
	Miscellany, 1975-1976
	Payroll register, 1974-1976 (3 folders)
BOX 115	Requisitions, 1974-1976, undated (2 folders)
	L. F. Driscoll Co., 1974
	Miscellaneous bidders, 1974-1975, undated
	Specifications and bid package, 1975 (4 folders)
	Turner Construction Co., 1974
BOX 116	Imax theater
	A. E. Hotchner, 1974, undated
	American Zoetrope (Francis Ford Coppola), 1974-1975, undated
	Brogger, Frederick and Delbert Mann, 1970-1974, undated
	Directors and producers, 1974, undated
	Film concept by Raymond Loewy, 1975
	Frances Thompson, Inc.
	Budget, 1974-1976, undated

Project File, 1934-1988

Container

Contents

	Correspondence and memoranda, 1975-1976, undated (3 folders)
	Notes, undated
	Progress reports and schedules, 1974-1975, undated
	Treatments, 1974-1975, undated (2 folders)
BOX 117	(5 folders)
	Harkness Screens, 1975-1977
	Imax Entertainment, 1975-1976
	Miscellaneous bidders, 1974-1975, undated
	Multiscreen Corp., 1973-1976, undated
	National Theatre Supply, 1975-1976, undated
	Notes, undated
BOX 118	Paramount Pictures Corp., 1974-1975, undated
	Projection booth, 1975-1976
	Research data, 1972-1974, undated
	Robertson and Associates, 1974-1976, undated
	Specifications and bid package, 1975
	Townsend Production Service, 1974
	Twentieth Century-Fox Film Corp. General, 1974, undated Treatments, 1974, undated
	Will Szabo Associates, 1974-1976, undated (2 folders)
BOX 119	Interior finishes
	Carpeting and flooring contractors, 1975-1976, undated
	Correspondence, memoranda, and notes, 1974-1976, undated
	Drywall and ceiling contractors, 1974-1975, undated
	Foundation load consultants, 1974
	Furniture and equipment contractors, 1973-1976, undated (2 folders)
	Lighting and electrical contractors, 1974-1976, undated
	Miscellaneous contractors, 1974-1976, undated
	Painting contractors, 1975-1976, undated
	Security systems contractors, 1975-1976, undated
	Specifications and bid package, 1975-1976 (1 folder)
BOX 120	(2 folders)
	Structural engineers, 1974-1975 (2 folders)
	Ticket machine contractors, 1974-1975, undated
	Tile contractors, 1975-1976
	Wallcovering contractors, 1970-1976, undated
	Landscaping, 1975-1976, undated (2 folders)
	Mechanical engineer, Joseph R. Loring and Associates, 1974-1976, undated (3 folders)

Project File, 1934-1988

Container

Contents

BOX 121	Miscellany Notes, 1975, undated (2 folders) Penn's Landing project, 1973-1974, undated Playground, 1975-1976, undated (2 folders) Project management Administrators, 1973-1974, undated Concept development, 1970-1975, undated (4 folders)
BOX 122	Correspondence and memoranda, 1973-1977, undated (6 folders) Evaluations, 1976, undated <i>See also Oversize</i> Meetings and progress reports 1974 1975 (2 folders)
BOX 123	(1 folder) 1976, undated (2 folders) Preliminary studies Attendance, 1974 Cinesphere, 1973 <i>Development Program Report</i> , undated <i>See Oversize</i> Economic analysis, 1974, undated <i>See also Oversize</i> (3 folders) <i>Economic Analysis for Physical Development Program</i> , 1969 <i>Economic Background and Impact Report</i> , 1968 <i>Financial Analysis Report</i> , circa 1969 <i>Financial Requirements...1970 to 1976</i> , 1970 Garden center, 1973 <i>Market Analysis Report</i> , 1969 Market penetration, 1974, undated (2 folders) Miscellany, 1974, undated Museum management and personnel, 1975-1976, undated <i>Physical Development Report 2</i> , undated <i>Preliminary Economic Analysis</i> , 1965
BOX 124	Transportation plan, 1972 Travel demand analysis, 1973 Punch lists, 1976, undated (2 folders) Work schedules, 1974-1976, undated <i>See also Oversize</i> (2 folders)
BOX 125	Publicity Correspondence and memoranda, 1971-1976, undated Ground breaking and opening day ceremonies, 1974, undated

Project File, 1934-1988

Container

Contents

	Miscellany, 1974-1976, undated
	Newspaper and magazine clippings, 1973-1978, undated
	Press kits, circa 1976
	Press releases and fact sheets, 1974-1976, undated
BOX 126	Souvenir magazine and brochure, 1975-1976
	Research data
	Historians and consultants, 1971-1976, undated (2 folders)
	Notes, 1974-1975, undated (2 folders)
	Ryder System, 1973
	Spanish Embassy, Washington, D.C., 1974-1975
	United States Information Agency, 1971, 1976
	United States Postal Service, 1973, undated
	Graphics and Corporate Identity Division
	A. P. Green Refractories Co., 1970
	A and P <i>See Container 131, Great Atlantic and Pacific Tea Co.</i>
	Aer Lingus-Irish International Airlines, 1970, undated
	Allied Breweries (United Kingdom), 1971, undated
	Allison, Benjamin, 1970
	American Can Co., 1973-1974, undated
	American Revolution Bicentennial Commission, 1969-1970, undated
	American Totalisator Co., 1974
BOX 127	<i>Architectural Digest</i> , 1969-1970, undated
	Automobile Club of Missouri, 1967-1969
	Avis Rent-A-Car System, 1967
	Avnet, Inc., 1973
	Bank of America, 1966
	Barry Winston Associates, undated
	Basic/Four Corp., 1972-1973
	Baychem Corp., 1971-1973, undated
	Boy Scouts of America, 1973-1976, undated
	C. F. Bean Corp., 1972-1974, undated
	Cerveceria Corona, 1977
	Chess King <i>See Container 132, Melville Corp.</i>
	Chubb and Son, 1967-1972, undated
	Cities Service Co., 1974-1976
	Civil Service Commission, 1973-1974
	Composite Corp. of America, 1969
	Convenient Food Mart, 1976-1977, undated
	Empire National Bank, 1970
	Express Marine Co., 1973
BOX 128	Exxon Corp.
	Advertising research and publicity, 1971-1974, undated
	Contracts, 1967-1973, undated
	Correspondence and memoranda, 1970-1975 (5 folders)

	Design Platform Committee
	Commemorative plaques, 1972
	Committee responsibility outlines, 1971-1972
	Guidelines and progress report, 1971-1972, undated
	Petroleum Subcommittee, 1971-1972, undated
BOX 129	Visual corporate identification system, 1972
	Identification control manual, 1972, undated
	Implementation program, 1970-1971
	Miscellany, 1971-1974, undated
	Nomenclature plan, 1970-1972, undated
	Presentation material
	Miscellaneous charts, undated <i>See Oversize</i>
	(2 folders)
	National tests, 1972, undated <i>See Oversize</i>
	(3 folders)
	Tests 1-2, 1971
	Research data, 1967-1971, undated
	Sign development, 1971-1972, undated
	(2 folders)
	Subcontractors, 1971-1972, undated
	(2 folders)
BOX 130	Federal Highway Administration, 1967, undated
	Federal Reserve System, Board of Governors, 1972
	Financial Corp. of America, 1969-1970
	First Federal Savings and Loan Assn. of Broward County, 1971-1974, undated
	First National Bank in St. Louis, 1967
	First National City Bank
	Christmas tree controversy, 1972-1973
	Directory plaques, undated
	Lettering standards, 1962, 1973, undated
	Logos, undated <i>See Oversize</i>
	Research data, 1972-1973, undated
	First Pennsylvania Banking and Trust Co., 1971
	Foodland-Clover Farm Co., 1973-1974, undated <i>See also Oversize</i>
	(2 folders)
	Frank B. Hall and Co., 1971-1974, undated
	(3 folders)
BOX 131	Garden Club of America, 1971-1972
	Gillette Co., 1974
	Grants of St. James, circa 1972
	Graphics Arts Awards, Printing Industries of America, 1969-1972
	Great Atlantic and Pacific Tea Co., 1964-1972, undated
	(2 folders)
	Gulf Oil Co., 1953, 1975, undated
	H. J. Heinz Co., 1971-1974, undated
	Harris Trust and Savings Bank, 1970-1972
	International Standard Brands, Inc., 1976, undated

Project File, 1934-1988

Container

Contents

	Interterra, Inc., 1976-1977
	Joan of Arc Co., 1973-1974, undated <i>See also Oversize</i> (2 folders)
	Joseph P. Kennedy, Jr., Foundation, 1967
	Joseph Schlitz Brewing Co., 1973, undated
	Kennedy, John Fitzgerald, memorial stamp, 1964
	Kinney National Service, 1967
	Labor Department, 1973
	Lionel Corp., 1972
BOX 132	Logotype, mock-ups, undated
	MCA, 1968-1973, undated (2 folders)
	Melville Corp., 1976-1977
	Military Purchase System, 1972, undated
	Miscellany, 1971-1973, undated
	Motorola, 1969
	Name changes, 1963-1972, undated
	Name studies, 1967-1969, undated <i>See also Oversize</i>
	Nassau County, N.Y. Coliseum project, 1968-1973
BOX 133	Mitchel Park Bicentennial Center, 1974-1976, undated (2 folders) Graphics program, 1974-1975, undated
	Off-Track Betting Corp., 1974
	National Grange Mutual Insurance Co., 1964-1965, 1974-1976, undated
	North American Rockwell Corp., 1968, undated
	Osler, David, 1972-1975
	Ostertag Optical Service, 1970
	Pakistan International Airlines, 1974
	Peace Corps, 1966-1968
	Penn Fruit Co., 1970, undated
	President of the United States, proposal for, 1962-1963, 1971 <i>See Oversize</i>
	Sears, Roebuck and Co., 1972-1973, undated
	Shell Oil Co., 1967-1968, undated
	Simplicity Pattern Co., 1972-1974, undated (2 folders)
	Speeches and writings by staff, 1959
	Statsföretag AB, 1974-1975, undated
	Stop and Shop Companies, 1971
	Stores Planning Division, London, England, office, 1974-1975
	System Development Corp., 1971-1972, undated (2 folders)
BOX 134	Tenneco, Inc., 1970
	<i>Toronto Star</i> , Ltd., 1972-1973, undated
	Trademarks, 1971, undated
	United States Coast Guard, 1964-1965, undated

Project File, 1934-1988

Container

Contents

	United States Postal Service
	Correspondence, 1963-1972, undated (3 folders)
	Contracts, 1964-1972
	Miscellany, 1969-1972, undated
	Publicity, 1968-1971, undated
BOX 135	Visual identification program
	General, 1966-1972, undated (3 folders)
	Mailbox and vehicle prototype studies, 1964-1972, undated
	Postal lobby design study 1970-1973 (3 folders)
BOX 136	undated
	Postal Seal Implementation Committee, 1969-1970, undated
	United Vintners, 1972-1974
	University of Pittsburgh, Pittsburgh, Pa., 1970-1974, undated (3 folders)
	Vermilion Creamery Co., 1973
	Wilmington Savings Fund Society, 1968-1972
	Yarakasukan, Inc., 1973
	Housing and Home Components Division
	All-State Properties, undated
	Armstrong Cork Co., 1963-1964
	Boise-Cascade, 1973-1974
	Couristan, Inc., 1970, undated
BOX 137	Dallas, Tex., apartment project, 1963 <i>See Oversize</i>
	Fox and Jacobs Construction Co., 1962-1971, undated (2 folders)
	Geller, Andrew, 1974
	Johns-Manville Corp., 1963
	Levitt and Son, 1970
	Miscellany, 1961, 1976
	Presidential Homes, 1969
	Project Home study
	Correspondence, 1966-1974, undated (2 folders)
	Presentation material, 1967
	Reports
	Miscellany, 1965
	<i>Motivations to Home Ownership (Pilot Study)</i> , 1966
BOX 138	<i>The Motivations Toward Homes and Housing</i> , undated (3 folders)
	Quiet House project, 1962-1964, undated (2 folders)
	Speeches and writings by staff, 1962-1964
	Market Planning Research Division

Project File, 1934-1988

Container

Contents

	Acadia Fisheries, <i>Frozen Fish Packages</i> , 1952
	Admiral Corp., <i>Consumer Reaction to Large Refrigerator-Freezers</i> , 1960
	Agriculture Department, Forest Service, uniform research study
	Contracts and proposals, 1974-1978, undated
BOX 139	Correspondence and memoranda, 1958, 1969-1977, undated (3 folders)
	Emblem designs, 1975-1976, undated <i>See Oversize</i>
	Final report, 1975
	Notes, 1974-1977, undated
	Personnel questionnaire, 1975-1976, undated (3 folders)
BOX 140	Publicity, 1975-1976
	Research data, circa 1964-1974, undated
	Ski area questionnaire, undated
	Uniform designs, 1975, undated
	American Association of Savings Banks, questionnaire, 1968, undated
	American Oil Co., <i>Survey Report</i> , 1952
	American Spice Trade Association, spice and trimmings study, 1970, undated
	Armour and Co. <i>Consumer Survey of Trademark Recognition Characteristics</i> , 1955 <i>Packaging Recommendations</i> , undated <i>Sausage Survey</i> , 1955 Survey charts, undated
	Armstrong Cork Co. <i>Keynote Store Program</i> , 1964 <i>A Review of the Retailing of Armstrong Floors</i> , 1963
BOX 141	Associated Louver Laboratories, <i>New Products and Product Applications</i> , 1959
	Associated Merchandising Corp. <i>AMC Packaging Program</i> , undated <i>Implementing Tomorrow</i> , 1944
	Atlas Powder, <i>An Investigation of Name Contractions</i> , 1959-1960
	Automobile Club of Missouri, market development plan, 1966
	Bell Telephone, <i>Associations with the Corporate Symbol of the 'Bell System'</i> , 1960
	Best Foods, <i>Nu-Soft Label Tests</i> and container study, 1961, undated
	Bicycle Institute of America, bicycle redesign study, undated
	Borgman, Dimitri A., 1971-1974
	Broadway Department Stores, operations study, 1947
	Bridgeport Brass, Hunter Douglas Division field report, undated
	Brown-Forman Distillers Corp. "Early Times" and "Old Forester" research reports, 1972 <i>Product Presentation and Design Analysis for Brown-Forman Distillers Corp.</i> , undated
BOX 142	California State Fair study, 1948 (3 folders)
	Caloric Appliance Corp., <i>Marketing Gas Ranges, Review and Recommendations</i> , 1960
	Cervit Corp. <i>Consumer Reactions to Several Shapes for Cookware</i> , 1962

Project File, 1934-1988

Container

Contents

	<i>Cervit Design Study Among 344 American Housewives</i> , 1963 (2 folders)
BOX 143	<i>Cervit Design Study Among 350 American Housewives</i> , 1963 <i>Cervit Surface Decoration Study Among 478 Housewives</i> , 1963 (2 folders) Chesapeake and Potomac Telephone Co., <i>Merchandising and Sales Analysis Report</i> , circa 1950 (2 folders) Colgate-Palmolive Co., toilet tissue research study, 1976 Columbia Gulf Transmission, <i>The Central Control Room</i> , 1959 Columbia Savings and Loan Association, Denver, Colo. <i>Columbia Savings and Its Public: A Study in Competitive Imagery</i> , 1970 General correspondence, 1969-1970 Notes, undated Research data 1963-1967 (2 folders)
BOX 144	1969, undated (2 folders) Test materials, 1969, undated Consumer Package Preference survey, 1971, undated Convenient Food Mart, <i>Interior Design Based on Typical Plans...</i> , 1976-1977 Cross Country Lodges, <i>Prospectus Motel Report</i> , circa 1950 Diamond, <i>Space Utilization Study</i> , circa 1955 Divco-Wayne Corp. <i>Assessing the Market for a New Multi-Stop Truck</i> , 1959 <i>The Discount Store...Prescription by Customers</i> , 1967 <i>Shoppers' Impressions of Three Milwaukee Discount-Type Stores</i> , 1961 Documat, Inc., <i>The Market for Elapsed Time Clocks</i> , 1963 Dorothy Carter Research, 1973-1974 Duke University, Durham, N.C. <i>A Civic Center For Durham</i> , 1951, 1967-1969, undated (2 folders) <i>The Woman's College and the Eastern Areas at Duke University</i> , 1964
BOX 145	E. I. Du Pont De Nemours and Co., <i>Consumer Product Search</i> , 1963 E. W. Edwards and Son, <i>E. W. Edwards and Son Department Store</i> , 1948 Elna Sewing Machine Co., <i>A New Product Concept...A Teenage Portable Sewing Machine</i> , 1965 Exxon Corp. Abstract shape tests, undated <i>See Oversize</i> Corporate image test, 1971, undated Design export test, 1971 Film test, 1971 Humble Oil and Refining Co. car wash study, 1972, undated International test, 1971-1972, undated <i>See also Oversize</i> (2 folders) National test

Project File, 1934-1988

Container

Contents

	Chilean export, 1971, undated <i>See also Oversize</i>
	Miscellany, 1971-1972, undated (2 folders)
	Tests
	Nos. 1-2, 1971, undated (2 folders)
BOX 146	No. 3, 1971, undated <i>See also Oversize</i>
	No. 4
	Miscellany, 1971-1972, undated
	Presentation boards, undated
	Tabulation sheets, undated
	Nos. 5-6, 1971-1972, undated (2 folders)
	Preliminary tests, 1971, undated
	Service station test
	Correspondence and memoranda, 1971-1972, undated
	Miscellany, 1 971-1972, undated <i>See also Oversize</i>
	Photographs, circa 1971
	<i>Summary of In-Station Interviewing...</i> , 1972
	Test schedules, 1970-1971, undated
BOX 147	Federal Highway Administration, <i>Establishment of a Road Side Rest Area Water Supply...</i> , 1967-1971
	Federal Reserve System, <i>Office Space Analysis</i> , 1965-1966
	Federated Department Stores, leisure market studies, 1965-1967
	Foley Brothers, <i>Merchandise Planning</i> , undated
	Formica Corp.
	<i>Consumer Attitudes Concerning Formica Wall Tile</i> , 1959
	<i>Formica 'Celestial' Pattern Test</i> , 1961
	<i>Trends and Opportunities for Formica in the Decorative Laminate Market</i> , 1964-1965 (2 folders)
	Fostoria Glass Co., <i>Merchandising and Sales Analysis Report</i> , 1956
BOX 148	General Concentrate Corp., <i>Distribution and Marketing Recommendations</i> , 1962
	General Electric Co., <i>Domestic Cooking Device Concepts for 1960</i> , 1956
	Gimble Brothers
	New York, N.Y., <i>Analysis and Master Plan</i> , 1948
	Pittsburgh, Pa., circa 1953
	Gordon Baking Co., <i>Consumer Survey of Bread Wrapper Recognition Characteristics</i> , 1954
	Gorton Corp., 1972
	Grant Pulley and Hardware Co., <i>Market and Pre-Design Analysis</i> , 1953
	Graphic Arts Marketing Information Service, <i>Packaging in the Seventies</i> , 1970
	Great Atlantic and Pacific Tea Co., A & P brand mark study, 1969-1971, undated
	H. J. Heinz Co., 1971, undated
	Hallmark Cards
	<i>The Hallmark Model Store</i> , 1962 (2 folders)
	<i>First Presentation, Pilot Phase</i> , 1961
BOX 149	Hilton Hotels Corp., <i>Marketing New Hilton Products</i> , 1960

- Ideax Corp., *Report of a Dealer and Consumer Product Study*, 1957
- Intercontinental Hotels Corp., Hotel Nacional, Havana, Cuba, study, 1958
- Internal Revenue Service, *A Plan of Integrated Visual Identification and Design Standards*, 1964
- International Harvester Co.
Program for Prototype General Line Branches, 1948
Program for Prototype Motor Truck Branches, 1948
- J. A. Kirven Co., profit planning report, 1948
- J. W. Robinson Co.
Profit Planning Analysis, 1951
Study of Sales Audit Functions, 1951
- Johns-Manville Corp., *The Housing Market and Building Materials*, 1964
- Kimberly-Clark Corp., *Women's Use of Facial Tissues*, 1963
- Koehler Manufacturing Corp., *Koehler Consumer Reaction, New Product Ideas*, 1966
- Leeming-Pacquín Co., *Consumer Acceptance of Hand 'n Glove*, 1965
- Libby-Owens-Ford Co., *Surface Decorations Preferred by American Housewives*, 1963
- BOX 150
Lionel Corp.
Concept for a Recreational Retail Complex, 1972
Correspondence and memoranda, 1971-1973, undated
Pilot study, 1972
Research data, 1967-1973, undated
- Lister and Butler, Inc., *Sales/Marketing Function*, undated
- Magnavox Co., *A First Look at Growth Potential for Marine Navigation Electronic Devices Used in Pleasure Boats*, 1960
- Mandel Brothers, *Profit Planning Analysis*, 1952
- Manufacturers Hanover Trust Co., *Design Criteria, Manufacturers Hanover Trust Co. ATM Project*, circa 1979
- Maritime Administration, *Proposed Research-Design Program*, 1961
- BOX 151
Martin-Marietta Corp., Closed ecology facility and mobile home studies, 1969-1970 *For additional material see Container 188, Habitability Study, Earth Orbital Space Stations*
- Matthew Fox Co., *Appraisal of Consumers' Interest in Stamp Plans*, 1962
- May Department Stores Co., *Systems Approach for the Share of the Market*, circa 1959
- McCray Refrigerator Co., 1946
- McCurdy and Co., *Study of the Geneva, N.Y., Retail Market*, 1954
- Meier and Frank, 1950
- Miller and Rhoads, 1953
- Miscellany, 1967-1973, undated
- Mogen David Wine Corp., 1970-1971, undated
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- Monsanto Co.
Retail Store Fixtures and Components, 1968
Vinyl Siding, 1964
- Music Corp. of America, *A Name Study*, Vols. I-II, 1969
- Nabisco
Consumer Research: Two Package Designs for Freezer Pre-Formed Cookies, 1966
- BOX 152
Merchandising, Packaging, and Sales Analysis report, Vols. I-III, 1953-1955
(3 folders)

- Miscellaneous reports, 1953, 1959-1963
Nabisco Trademark and Brand Name Research Investigation, undated
Package engineering study, 1957-1961, undated
Paper products, 1973, undated
A Survey on Consumers' Reactions to Vital Bread, 1963
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 Correspondence and memoranda, 1973-1974, undated
 Miscellany, 1971-1973, undated
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Omar, Inc., *The Special Freezer Plan*, 1953
Optical Scanning Corp., 1970-1972, undated
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Pennsylvania Railroad
 Proposed Parking Facilities and Passenger Station, undated
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Pico-Westwood Market Area Survey, circa 1949
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Puerto Rico Industrial Development Co., craft development programs, 1962-1963
Purity Food Stores, *Prototype General Merchandise Store*, 1961
R. J. Reynolds Tobacco Co.
 Color testing, 1971, undated
 Semantic Analysis--Vantage as a Product Name, 1970
R. Wallace and Sons Manufacturing Co., *Marketing, Design, and Product Presentation Analysis*, 1956
Ragland's, 1950
Research projects, lists of, undated
Royal Worcester Porcelain Co., *Royal Worcester Consumer Research*, 1969
Shell Chemical Co.
 The Design Training Program, 1962
 Packaging of Milk: Pilot Study Among Dairymen, 1964
 Recent Trends in Milk Consumption and Distribution, 1963
 Attitudes Toward the Purchase of Gasoline Where Food Is Sold, 1961
 Design of Gasoline Service Stations, 1961
 Identification, Signing, and Packaging Analysis, circa 1954
 Miscellany, 1967-1968, undated
 The New Service Station Design, circa 1960
Shop Fast, *Staten Island Study*, circa 1950
Skydyne, Inc., *The Leisure Market*, circa 1958
Social Security Administration, *Office Landscaping Project*, 1972

Project File, 1934-1988

Container

Contents

BOX 155	Socony-Vacuum Oil Co., <i>Development Project Preliminary Report</i> , 1944, undated Speeches and writings by staff, 1957-1966 Standard Oil Co. of Ohio, 1947 Stephen F. Whitman and Son, <i>Design Analysis of Whitman's Packaged Candy</i> , undated Stewart Dry Goods Co., <i>Space Utilization Study</i> , 1956 Studebaker-Packard Corp., <i>Attitudes Toward Car Interiors</i> , 1961 Super Market Institute <i>Super Markets of the Sixties</i> , Vol. I, 1960 <i>Supermarket Shopping Habits</i> , 1959 Thalhimer Brothers, circa 1950 Thomas Industries, <i>Installation Time Differences</i> , 1965 United States Army, <i>Air-Borne Mobile Repair Shop</i> , undated United States Coast Guard, <i>A Plan of Integrated Visual Identification and Design Standards</i> , 1964-1965 (2 folders) United States Navy Bureau of Ships, <i>A Report on Habitability Control</i> , 1964
BOX 156	Office of Naval Research, <i>Human Engineering and the Flight Range and Endurance Data Indicator</i> , 1954 United States Postal Service <i>Color Schemes, Finishes, Collection Box Design</i> , 1965 <i>Postal Lobby Design Study</i> , 1971 University of Pittsburgh, Pittsburgh, Pa., faculty office analysis Brochure production, 1970-1971, undated Contracts and proposals, 1969-1971 Correspondence and memoranda, 1969-1971, undated (3 folders) Miscellany, 1969-1970, undated Publicity, 1969-1970, undated
BOX 157	Reports <i>The Faculty Office</i> , 1970 <i>Faculty Office Design</i> , 1971 Test material, 1970, undated Vsesojuznoe Exportno-Importnoije and Objedinenije Licensintorg, <i>Product Profile for Zil Type Refrigerator</i> , 1974 Weber Showcase and Fixture Co., circa 1952 West Haven, Conn., Board of Education, <i>West Haven School Survey</i> , 1951 Whitman's Packaged Candy <i>See Container 155, Stephen F. Whitman and Son</i> Wyeth Laboratories, Inc., Philadelphia, Pa. <i>Design Objectives and Corporate Image</i> , 1959 <i>Package Design Analysis</i> , 1959 Package Design Division A. H. Robbins Co., 1970, undated American Cyanamid Co., 1959 Andrew Jergens Co., 1967-1970, undated <i>See also Oversize</i> (4 folders)
BOX 158	Beecham, Inc., 1972

Project File, 1934-1988

Container

Contents

	Block Drug Co., 1972
	Borden Chemical Co., 1969-1970
	Bristol-Myers Canada, 1968-1970, undated
	Bristol-Myers Co., 1967-1971
	Brooke Bond Foods, 1961-1971, undated (2 folders)
	Brown-Forman Distillers Corp., 1967-1972, undated (7 folders)
BOX 159	Buitoni Foods Corp., 1970-1972, undated
	C. P. Continental, S.A., 1968
	Cam-Gear Industries, 1974
	Canada Dry Corp., 1970
	Chesebrough-Ponds, Inc., 1969-1972, undated (3 folders)
	Chubb and Son, 1968-1972, undated (2 folders)
	Coca-Cola Co., 1970-1972
	Colgate-Palmolive Co., 1976
	Dai-Ichi Compton, Inc., 1961, 1969-1970, undated (2 folders)
	D'Arcy McManus, 1971
	Drackett Co., 1966-1967
BOX 160	E. I. Du Pont de Nemours and Co., 1970, undated (4 folders)
	Exxon Corp., 1971-1972, undated <i>See also Oversize</i> (4 folders)
	Friend Brothers, 1970, undated
	General Foods Corp., 1970
BOX 161	Genesis Press, 1969-1970, undated (2 folders)
	Gero, George, 1961-1972, undated (2 folders)
	Gorton Corp., 1969-1972, undated
	Graphic Arts Marketing Information Service of the Printing Industries of America, 1969-1970
	H. J. Heinz Co., 1973-1974, undated
	Hygrade Food Products Corp., 1969-1970, undated
	<i>Idea</i> , 1970-1972, undated
	Indian Head Hosiery Co., 1966-1967
	Joseph Schlitz Brewing Co., 1972-1973, undated
	Keyes Fibre Co., 1971
BOX 162	Kleinpeter Farms Dairy, 1971-1972, undated (2 folders)
	Knomark, Inc., 1972-1974, undated
	La Choy Food Products, 1968, undated
	Labeling, 1973-1974, undated
	Mars, Inc., 1968-1970, undated

Project File, 1934-1988

Container

Contents

	Metal Box Co., 1971-1972, undated
	Minisol, Inc., 1967-1970, undated
	Miscellany, 1961-1974, undated
	Mogen David Wine Corp., 1970-1971, undated
	Molson Breweries of Canada, Ltd., 1972
	N. Wagman and Co., 1967-1968, undated <i>See also Oversize</i>
	Nabisco
	General
	Oct. 1961-Feb. 1972
	(2 folders)
BOX 163	Mar. 1972-May 1977, undated
	(6 folders)
	Product testing, undated
	Product logos, undated
BOX 164	Olympia Brewing Co., 1973-1974, undated
	(2 folders)
	Pacific Taiwan Enterprises, 1972
	Parodi Cigar Corp., 1973
	Pitney-Bowes, Inc., 1965
	R. J. Reynolds Tobacco Co.
	General, 1969-1973, undated
	Project LC, 1971, undated
	Project V-2, 1970, undated
	Rathcon, 1972
	Rebag, 1972, undated
	Rogers, Slade and Hill, Inc., 1973
	Shelco Co., 1972
	Shell Chemical Co., 1964
	Skyland International Corp., 1973, undated
	Speeches and writings by staff, 1956-1961, 1980
	Stern, Walter
	American Management Association, 1969-1971, undated
BOX 165	Appointment calendar, 1972
	General correspondence, 1964-1974, undated
	(5 folders)
	<i>Modern Packaging</i> magazine, 1970-1974
	Package Designers Council, 1970-1972, undated
	(2 folders)
	Packaging Institute, U.S.A., 1970-1971
	(2 folders)
BOX 166	Packaging Machine Manufacturers Institute, 1970
	Student designers, 1970-1971
	Speeches and writings, 1958-1974, undated
	(6 folders)
	World Tobacco Symposium, 1972-1973
BOX 167	Suntory, 1970-1971, undated
	Suzanne Thierry Parfums, 1967-1968

Project File, 1934-1988

Container

Contents

	Swedish Match Co., 1973-1974, undated
	Swift and Co., 1970-1974, undated
	Tampax, 1975-1976
	<i>Today's Packager</i> , 1970
	United States Army, 1972
	Wakefern Food Corp., 1972-1973, undated
	Warner-Lambert Co., 1971-1974, undated (2 folders)
	Wicks, 1972
	Wilson Manufacturing Corp. Dec. 1970-Dec. 1971 (2 folders)
BOX 168	Jan.-Dec. 1972, undated
	Work Wear Corp., 1970-1972
	Pre-Architectural Programming Division
	Du Brul, Raoul, 1976
	First National City Bank, Jericho, N.Y., 1968
	Florida State Department of Education, 1972-1973
	Georgia State College, Atlanta, Ga., 1963
	Metropolitan Syracuse Council of Arts and Sciences, Syracuse, N.Y., 1963
	Morgan Estates Holdings, 1970
	Oyster Bay, N.Y., 1970
	Rich's, 1976
	Sir Georges Etienne Cartier Corp. Place des Arts, Montreal, Canada, 1957-1967, undated <i>See also Oversize</i> (2 folders)
	Southampton College, Long Island University, Southampton, N.Y., 1971
	Product Design and Development Division
	Abitibi Corp., 1967-1968
	Alabaster Industries, 1972-1973
	Allegheny Ludlum Steel Corp., 1967
	American Chicle Co. <i>See Container 172, Warner-Lambert Co.</i>
	American Iron and Steel Institute, New York, N.Y., 1967
	American Seating Co., 1973, undated
	Aries, Inc., 1973
	Baker, Norman J., 1967
	Barcalo Manufacturing Corp., 1967
	Bissell, Inc., 1970-1971
	Boise Cascade Corp., 1968-1973
	Borg-Warner Corp., 1966-1968
	Brown and Bigelow, 1964-1967
	Bunker-Ramo Corp., 1970, undated
	Butane Match Corp. of America, 1968
	Butler, David, 1968-1974
	C. F. Bean, Inc., 1973
BOX 169	Carleton Controls Corp., 1969-1970
	Cincinnati Lathe and Tool Co., 1967-1968

BOX 170

Clasco, Inc., 1970
Clopay Corp., 1967-1968, undated
Colgate-Palmolive Co., 1975
Compuscan, Inc., 1970
Computer Terminal Corp., 1968-1969
Conrac Corp., 1972
Cooper Industries, Lufkin Division, 1970
Cornell-Dubilier Electronics, 1967
Datascope, 1967
Datatrol, Inc., 1969-1970
Decitron Electronics Corp., 1968
Desk accessories designed by Loewy, 1971, undated
Di/An Controls, 1967-1968
Donley Brothers Co., 1966-1968
Doring Co., 1966-1967
E. I. Du Pont de Nemours and Co., 1970-1971, undated
Eastern Electric Equipment Co., 1978
Elliott Service Co., 1967
Elscont, Ltd., 1970-1971
Entropy products, 1967-1968 *See also Oversize*
Fire Devices, 1970
Garcia Corp., 1973
General Teletronics, 1973
Genesis Press, 1969-1970
Gift Craft Leather Co., 1968
Groomaid International, 1968
Herman Smith (Aero Services), 1968
Huffman Manufacturing Co., 1970
Instrumentation Engineering, 1970-1971
International Swimming Pool Corp., 1967
Jamy, Inc., 1968
Jefsteel Business Equipment Corp., 1970
Jon Gregg Associates, 1968 *See also Oversize*
Joseph P. Kennedy, Jr., Foundation, "Flame of Hope" candle project, 1965-1966, undated
Kinney National Service, 1967
Leteron Co., 1970, undated
Litton Industries, Royal Office Typewriters Division, 1968-1969
Lufkin *See Container 169, Cooper Industries*
Malon Products, Inc., 1973
Maquinaria Textil del Norte de España, S. A., 1967, undated
Marbon Chemical Division *See Container 168, Borg-Warner Corp.*
Melcor Electronics Corp., 1973
Minisol, Inc., 1968
Miscellany, 1966-1974, undated
 (2 folders)
Moralvin Industries Corp., 1970

Project File, 1934-1988

Container

Contents

	Motorola, 1970
	Nabisco, 1973
	Nakamichi Research, 1973
	National Cash Register Co., 1968-1969
	North American Philips Corp. (Norelco)
	Mar.-Sept. 1970
BOX 171	Oct. 1970-Aug. 1971, undated <i>See also Oversize</i>
	Penn-Akron Corp., 1967
	Pfizer Medical Systems, 1976-1977
	Picker Corp., 1970
	Pitney-Bowes, Inc., 1967-1968
	(2 folders)
	Potter, Russell, 1966-1976, undated
	Royal Office Typewriters <i>See Container 170, Litton Industries</i>
	Royal Worcester Porcelain Co., 1967-1969
	Shell Chemical Co., 1967
	Shetland, Inc., 1973
	Speeches and writings by staff, 1953-1957, undated
	<i>Sports Illustrated</i> , 1967
	Spray-Master, 1967-1968
	Superex Electronics Corp., 1974
	TAMAIL, Metal and Enameling Industries, Ltd., 1970
	Thayer, Inc., 1967
	Toerge, Fred
	Christmas card lists, 1963-1971, undated
BOX 172	Correspondence, 1966-1971
	(2 folders)
	Speeches, 1970
	Trane Co., 1965-1968
	U.I.D. Electronics Corp., 1968
	Ventura Travelware, 1967
	Verilux, Inc., 1967
	Vorik Corp., 1970
	Vsesojuznoe Exportno-Importnoije and Objedinenije Licensintorg, 1973-1974
	Warner-Lambert Co., 1967
	Wilson Manufacturing Corp., 1971
	Winchester Franchise Operation, 1967
	Retail Planning and Design Division
	Abraham & Straus
	Brooklyn, N.Y., 1969-1974, undated
	Miscellaneous stores, 1969-1978
	Paramus Mall, Paramus, N.J., 1972-1974, undated
	Queens Fashion Mall, Rego Park, Queens, N.Y., 1970-1973, undated
	Walt Whitman Mall, Huntington, N.Y., 1971-1975, undated
	(2 folders)
	Woodbridge Shopping Center, Woodbridge, N.J., 1968-1974, undated
	(2 folders)

Project File, 1934-1988

Container

Contents

BOX 173	Albert Steiger, Inc., 1975-1977, undated American Motors Realty Corp., 1973 Apex, Inc., 1971-1976 Associated Dry Goods Corp., 1971-1975 Au Printemps, 1973, undated Bloomingdale Brothers, 1967, 1976, undated Bon-Ton, 1975 Bonwit Teller, 1949, undated Broadway Department Stores, 1976 Compton's, Inc., 1971 Cook, Thomas H., 1975-1976 Debenham's, Ltd., 1972-1973 F. and R. Lazarus and Co. Lafayette Square, Indianapolis, Ind., 1972 Northland Mall, Franklin County, Ohio, 1974-1976, undated Richland Mall Center, Ontario, Ohio, 1976-1977 Famous-Barr Co., 1959, undated Fenwick, Ltd. Brent Cross Center, London, England, 1971-1973, undated Miscellaneous stores, 1971-1972 Foley Brothers, 1947, 1974, undated Forbes and Wallace, Inc. Burlington Square, Burlington, Vt., 1972-1973, undated Downtown store, Springfield, Mass., 1969-1973, undated Enfield Shopping Center, Enfield, Conn., 1969-1971 <i>See also Oversize</i>
BOX 174	Miscellaneous stores, 1972-1973 Mountain Farms Mall, Hadley, Mass., 1973, undated South Hills Mall, Poughkeepsie, N.Y., 1971-1974, undated (3 folders) Ford Motor Co., 1964-1965 Fred W. Uhlman, Inc., 1971 Garland and Sons, 1972-1973 Gayfers, 1976 General Trading Corp., 1972-1973 George M. Ewing Co., 1971 Gimbel Brothers, 1975, undated Green's Department Store, 1971 H and S Pogue Co., 1972-1976, undated (3 folders) Hahne and Co. Garden State Plaza, Paramus, N.J., 1970-1971, undated
BOX 175	Livingston Mall, Livingston, Ky., 1971-1973 (2 folders) Montclair, N.J., 1971-1972 Westfield, N.J., 1971-1972 Halle Brothers, 1954, 1971-1973, undated Henry's, 1973, undated

Project File, 1934-1988

Container

Contents

- Higbee Co.
Cleveland, Ohio, 1973-1976, undated
Euclid Square Mall, Euclid, Ohio, 1975-1977, undated
(3 folders)
Randall Park Mall, North Randall, Ohio
Sept. 1970-May 1976
(3 folders)
BOX 176 June-Dec. 1976, undated
(2 folders)
Westgate Mall, Fairview, Ohio, 1973-1975, undated *See also Oversize*
(2 folders)
- Hochschild-Kohn
Columbia Mall, Columbia, Md., 1971
Security Square Mall, Baltimore, Md., 1972-1977
- Horion, Gerard, 1971-1973
(4 folders)
- Howland's
Hamden, Conn., 1972
Methuen Mall, Methuen, Mass., 1973
Miscellaneous stores, 1971-1976
Orange Plaza, Walkill, N.Y., 1972, undated
Watertown, N.Y., 1972-1976
- BOX 177** J. L. Hudson Co.
Franklin Park Mall, Toledo, Ohio, 1970-1972
Miscellaneous stores, 1961-1970
Southland Center, Taylor Township, Mich., 1969-1970
- J. Bacon and Sons, 1976
Jay Thorpe, 1944, undated
John Shillito and Co., 1973-1976
John Wanamaker Co.
Berkshire Mall, Reading, Pa., 1969-1971, undated
(2 folders)
Deptford Mall, Deptford, N.J., 1969-1975, undated
Harrisburg East Shopping Center, Harrisburg, Pa., 1967-1969, undated
King of Prussia Plaza, Upper Merion Township, Pa., 1963-1965, undated
Miscellaneous stores, 1955, 1965, 1974-1977, undated
Montgomeryville Mall, Montgomeryville, Pa.
General, 1974-1977
- BOX 178** Specifications for construction, 1976
(3 folders)
Northeast Branch, Philadelphia, Pa., 1976, undated
(2 folders)
Oxford Valley Mall, Middletown Township, Pa., 1971-1973, undated
(4 folders)
- BOX 179** Springfield Mall, Springfield, Pa., 1972-1974
John Ward Men's Shoes, 1946
Karl Pepper and Associates, Europa Center, Berlin, Germany, 1970-1975, undated

	L. S. Ayres and Co., 1970-1973
	Lafayette Radio Electronics Corp., 1973-1976, undated
	Lamont's, 1976, undated
	Lerner Companies, 1973
	Lipman-Wolf and Co., 1976
	Lord and Taylor, 1974-1975, undated <i>See also Oversize</i>
	McCaffrey, Eugene, 1973-1976, undated
	Meier and Frank, 1976
	Mercantile Stores Co., 1976
	Miscellany, 1945, 1968-1976, undated
	National Shopping Centers, Inc., 1975-1977, undated
	Neue Warenhaus, A. G., 1960-1963, 1971, undated
	Norbys Department Store, 1976
	Philips-Van Heusen Corp., 1979
	<i>Plan for Organization of an Association of Independent Department Stores by Regional Area</i> , undated
	Plymouth Shops, undated
	Rich's, 1975-1978, undated
	S. W. Anderson Co., 1976
	Sears, Roebuck and Co., 1976
BOX 180	Shop drawing list, 1974-1977 (2 folders)
	Shopping centers, 1966, 1973-1976, undated <i>See also Oversize</i>
	Sibley, Lindsay and Curr Co. Eastgate Mall, Fayetteville, N.Y., 1972-1974 (2 folders)
	Great Eastern (Eastview) Mall, Rochester, N.Y., 1969-1971, undated (2 folders)
	Miscellaneous stores, 1972-1974
	Rochester, N.Y., 1971-1974
	Syracuse, N.Y., 1970-1974, undated
	Silverman, Isaac, 1976
	Silverstein and Mendik, Ridgeway Shopping Center, Stamford, Conn., 1976-1977
	Simpson, Ltd., 1976
	Solomon Brothers, 1972-1975
	Sosnick-Thalhimer, Inc., 1975, undated
	Speeches and writings by staff, 1941, 1958, undated
BOX 181	Stewart and Co., 1976, undated
	Supermarkets, 1960-1961
	Taylor and Mathis, 1976, undated
	United National Corp. Miscellany, 1972-1977, undated
	Thruway Plaza, Cheektowaga, N.Y., 1971-1977, undated (3 folders)
	Vendors, 1974-1977
	W. T. Grant Co., 1939
	Walshe, Henry E., 1974-1977

Project File, 1934-1988

Container

Contents

- William Filene's Sons Co.
 - Boston, Mass., 1972-1975, undated
 - Chestnut Hill Mall, Newton, Mass., 1971-1973
- William Penn Gift Shops, 1969-1971
- Wing-On Co., 1975-1977, undated
- Woodward and Lothrop
 - Columbia Mall, Columbia, Md., 1968-1972, undated
 - (2 folders)
 - Miscellaneous stores, 1969-1976, undated
 - Montgomery Mall, Montgomery, Md., 1974-1976, undated
 - Parole Mall, Annapolis, Md., 1972-1975, undated *See also Oversize*
- BOX 182** Transportation Design Division
 - Airbus Industrie, 1972
 - Allied Boat Co., 1971
 - AM General Corp.
 - Contracts and revisions, 1972-1973, undated
 - (3 folders)
 - Correspondence and memoranda, 1972-1973, undated
 - (3 folders)
 - Cost analyses, 1969-1973, undated
- BOX 183** Final report, *Proposal for Design and Fabrication of Prototype Urban Transit Buses*, 1971
 - Human factors report, 1972-1973, undated
 - (2 folders)
 - Master schedule, 1972
 - Notes, 1972-1973, undated
 - Progress reports, 1972-1973, undated
 - Proposals, 1972
 - Publicity, 1973, undated
 - Research data, 1972
 - Subcontractors
 - Arthur G. Henning, Inc., 1972-1973, undated
- BOX 184** Delta Displays, 1972-1973, undated
 - (3 folders)
 - M. Fillmore Harty Design, 1972-1973
 - Miscellaneous companies, 1972-1973
 - Summaries, 1972-1973, undated
- American Seating Co., 1972, undated
- Aviation assignments, 1970, undated
- Aviation Traders, Ltd., 1968
- Baltimore, Md., Metropolitan Transportation Authority, 1967, undated
- Burns Aeroseat Co., 1967-1968 *See also Container 185, Fairchild Hiller Corp., F-228 commercial airliner*
- C. F. Bean, Inc., 1973
- Commerce Department, Maritime Administration, 1959-1968, undated
 - (2 folders)
- Delta General Corp., 1973

Project File, 1934-1988

Container

Contents

	Douglas Aircraft Co., 1968-1969, undated
	Fairchild Hiller Corp.
	Experimental safety vehicle, 1967-1972
	(1 folder)
BOX 185	(1 folder)
	F-228 commercial airliner, 1967-1968, undated <i>See also Container 184, Burns Aeroseat Co.</i>
	FH-1100 helicopter, 1967-1968
	Miscellany, 1967-1971, undated
	Finkle, Frank H., 1955, 1967-1970
	General Dynamics Corp., 1966-1970
	George G. Sharp, Inc., 1957 <i>See also Oversize</i>
	Graham, Douglas, 1970
	Greyhound Corp., 1955, undated <i>See also Oversize</i>
	Grumman Aerospace Corp., 1971-1973, undated
	International Marine Management, Inc., 1971
	Litton Industries, 1968
	Lockheed-California Co., 1966
	Marine assignments, circa 1973
	Martin-Marietta Corp. <i>See also Containers 187-190, National Aeronautics and Space Administration</i>
	Brochure, <i>Skylab</i> , 1970-1971, undated
	Habitability of earth orbital space stations
	General
	1967-1968
BOX 186	1970-1971
	Neutral buoyancy test, 1967-1971, undated
	(2 folders)
	Report, 1968
	Mass transportation, 1968
	Miscellany, 1967-1971, undated
	Metropolitan Atlanta (Ga.) Rapid Transit Authority (MARTA), 1968-1974
	Metropolitan Dade County (Fla.) Transit Improvement Program, 1973
BOX 187	Miscellany, 1960-1975, undated
	Missouri-Pacific Railroad, 1939-1940
	National Aeronautics and Space Administration <i>See also Containers 185-186, Martin-Marietta Corp.</i>
	Contracts and proposals, 1968-1973, undated
	Correspondence and memoranda, 1960-1974, 1981 <i>See also Oversize</i>
	(6 folders)
	Miscellany, 1968-1970, undated
	Publicity, 1960, 1968-1973, 1981, undated
BOX 188	Reports
	<i>Apollo Applications Program Habitability Report, Vol. I</i> , 1968
	<i>Habitability Study, Earth Orbital Space Stations</i> , final report, 1970-1971
	<i>Habitability Study, Shuttle Orbiter</i>
	Printed version, 1972

Project File, 1934-1988

Container

Contents

	Mock-ups, 1972 (2 folders)
BOX 189	(2 folders) Miscellany, 1969-1971, undated Research data, \ <i>See also Oversize</i>
BOX 190	(1 folder) (2 folders) Speeches and presentations, 1968-1970, undated New York Central Railroad, undated New York City (N.Y.) Transit Authority, 1966-1968, undated (2 folders) Pakistan International Airlines, 1967-1968 Pan American-Grace Airways, 1965-1966, undated Pennsylvania Railroad, 1938-1948, 1959, undated <i>See also Oversize</i> Philadelphia, Pa., Planning Commission, Penn Center, 1959, 1967 Port Authority of New York and New Jersey, 1965, 1973, undated Puget Sound Bridge and Dredging Co., 1952-1954, undated Renault, Inc., 1973-1974 Sommerfin, S. A., 1964, undated
BOX 191	Speeches and writings by staff, 1955-1958, 1971 Star of Hope satellite project, 1958-1961, 1988 Studebaker-Packard Corp., 1953, 1960-1967, 1976-1981, undated Transpacific Cruise Corp., 1975 Transpallet, 1969 Transportation assignments, undated Triplex Safety Glass Co., 1968 Union Carbide Corp., 1967 Union of Soviet Socialist Republics <i>Kometa-M Hydrofoil Concepts</i> , 1975 Nevka hydrofoil craft, 1974-1975, undated <i>Nevka Hydrofoil Final Deliverables</i> , 1975 Space program, 1973-1976, undated TU-144 supersonic transport, 1971-1975, undated <i>See also Oversize</i>
BOX 192	(1 folder) (1 folder) Volga-70 hydrofoil craft, 1975 United Aircraft Corp., Sikorsky Aircraft Division, 1960-1973, undated (2 folders) United States Army, 1951 United States Coast Guard, 1961-1972, undated United States Navy Contracts and proposals, 1951, 1967-1973, undated Correspondence and memoranda, 1951-1952, 1966-1978, undated (2 folders)
BOX 193	Environmental control standards, 1960-1967, undated <i>See also Oversize</i> Miscellany, 1953-1959, 1971-1973, undated Preliminary acceptance trials, 1955

Project File, 1934-1988

Container

Contents

	Reports, 1960-1973, undated (2 folders)
	Research data, 1956-1973, undated <i>See also Oversize</i> (2 folders)
	United States Transportation Department, 1968-1974, undated
	Vsesojuznoe Exportno-Importnoiye and Objedineniye Licensintorg, 1973
BOX 194-195	Miscellany, 1947-1986 Correspondence, newspaper and magazine clippings, notes, and indexes. Arranged alphabetically by subject and therein chronologically.
BOX 194	Advertisements, magazine articles, and newsclippings, 1947-1986, undated (2 folders) Raymond Loewy Archives Fund contributors list, undated Index to client file locations, 1966-1972, undated Index to client-project files, 1951-1962, undated <i>See Oversize</i> Slide records, 1966-1969, undated Raymond Loewy retrospective exhibit, Renwick Gallery, Washington, D.C., 1973-1975, undated Unidentified material, 1976, undated
BOX 195	Cards, clients
BOX OV 1-OV 117	Oversize, 1941-1979 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.
BOX OV 1	Administrative file Executive papers Loewy, Raymond Speeches and writings <i>The Creative Decision</i> , 1958 (<i>Container 3</i>)
BOX OV 2	Financial papers Account books Accounts receivable ledgers Unidentified, 1968-1974 (<i>Container 7</i>)
BOX OV 3	Cash disbursements Market Concepts, 1965-1974 (<i>Container 7</i>)
BOX OV 4	Raymond Loewy Associates, 1959-1963 (<i>Container 7</i>) 1959 Jul.-1961, May
BOX OV 5	1961, May-1963, Jan.
BOX OV 6	Raymond Loewy Associates, Inc., Chicago, Ill., 1959-1966 (<i>Container 7</i>)
BOX OV 7	Raymond Loewy Corp., 1949-1963 (<i>Container 7</i>) 1949, Jul.-1957, Nov.
BOX OV 8	1957, Dec.-1963, Jan.
BOX OV 9	Raymond Loewy/William Snaith, Inc., 1963-1971 (<i>Container 7</i>)

Oversize, 1941-1979

Container

Contents

	1963, Jan.-1966, Dec.
BOX OV 10	1966, Dec.-1971, Sept.
BOX OV 11	Raymond Loewy/William Snaith Associates, Inc., 1963-1974 (Container 7)
	1963, Jan.-1964, Aug.
BOX OV 12	1964, Sept.-1966, May
BOX OV 13	1966, May-1968, Apr.
BOX OV 14	1968, Apr.-1969, Dec.
BOX OV 15	1973, May-1974, Mar.
BOX OV 16	William Snaith as agent for Time, Inc., Quiet House Development, 1962-1963 (Container 7)
BOX OV 17	Cash receipts
	Raymond Loewy Associates, 1957-1963 (Container 7)
BOX OV 18	Raymond Loewy Associates, Chicago, Ill., 1955-1967 (Container 7)
BOX OV 19	Raymond Loewy Corp., 1949-1963 (Container 7)
	1949, Aug.-1960, Aug.
BOX OV 20	1960, Aug.-1963, Jan.
BOX OV 21	Raymond Loewy/William Snaith, Inc., Bankers Trust Co., 1963-1975 (Container 7)
	1963, Jan.-1968, Mar.
BOX OV 22	1968, Mar.-1974, Jul.
BOX OV 23	Raymond Loewy/William Snaith Associates, Inc.
	Bankers Trust Co., 1970-1975 (Container 7)
BOX OV 24	First National City Bank, 1963-1974 (Container 7)
	1963, Jan.-1968, Mar.
BOX OV 25	1968, Mar.-1975, Apr.
BOX OV 26	Payroll
	Employee earnings records
	Raymond Loewy International, 1976 (<i>Container 21</i>)
	Raymond Loewy/William Snaith, Inc.
	1963-1966 (<i>Container 21</i>)
BOX OV 27	1967-1970 (<i>Container 21</i>)
BOX OV 28	Raymond Loewy/William Snaith Associates, Inc.
	1963-1964 (<i>Container 22</i>)
BOX OV 29	1965-1966 (<i>Container 22</i>)
BOX OV 30	1967-1968 (<i>Container 22</i>)
BOX OV 31	1969-1970 (<i>Container 22</i>)
BOX OV 32	Master control records
	Raymond Loewy International, 1975-1976 (Container 24)
	Raymond Loewy/William Snaith, Inc.
	1970-1972 (Container 24)
BOX OV 33	1973-1975 (Container 24)
	Raymond Loewy/William Snaith Associates, Inc.
	1970-1971 (Container 24)
BOX OV 34	1972-1975 (Container 24)
BOX OV 35	Monthly reports
	Raymond Loewy International, 1975-1976 (Container 24)
	Raymond Loewy/William Snaith, Inc.

Oversize, 1941-1979

Container	Contents
	1970-1972 (Container 24)
BOX OV 36	1973-1975 (Container 24)
	Raymond Loewy/William Snaith Associates, Inc., 1971-1975 (Container 24)
BOX OV 37	Registers and summaries
	Raymond Loewy International, 1975-1977 (Container 24)
	Raymond Loewy/William Snaith, Inc.
	1970-1971 (Container 24)
BOX OV 38	1972-1975 (Container 24)
BOX OV 39	Raymond Loewy/William Snaith Associates, Inc.
	1970-1972 (Container 24)
BOX OV 40	1973-1975 (Container 24)
BOX OV 41	Petty cash ledgers
	Raymond Loewy Associates, Inc., 1958-1963 (Container 24)
	1958, Dec.-1963, Mar.
BOX OV 42	1959, Nov.-1961, May
BOX OV 43	1963, Mar.-1965, Dec.
BOX OV 44	Raymond Loewy Corp., 1960-1965 (Container 24)
BOX OV 45	Raymond Loewy/William Snaith, Inc., 1965-1977 (Container 24)
	1965, Dec.-1969, Mar.
BOX OV 46	1969, Mar.-1973, Mar.
BOX OV 47	1974, Jan.-1975, Dec.
BOX OV 48	Raymond Loewy/William Snaith Associates, Inc., 1965-1972 (Container 24)
	1965, Dec.-1967, Mar.
BOX OV 49	1967, Mar.-1969, Mar.
BOX OV 50	1969, Mar.-1972, Sept.
BOX OV 51	Purchase books
	Raymond Loewy Associates, 1961-1962 (Container 24)
BOX OV 52	Raymond Loewy Corp., 1960-1962 (Container 24)
BOX OV 53	Raymond Loewy/William Snaith Associates, Inc., 1971-1973 (Container 24)
BOX OV 54	Labor and expense analyses
	Billing edit list, 1973-1974 (Container 28)
	Job expense analysis
	General, 1973 (Container 28)
BOX OV 55	Nabisco, 1973-1974 (Container 28)
	Job labor analysis, 1976-1977 (Container 28)
BOX OV 56	Job labor cost
	May- July 1972 (Container 28)
BOX OV 57	Aug.-Dec. 1972 (Container 28)
BOX OV 58	Jan.-Mar. 1973 (Container 28)
BOX OV 59	Apr.-May 1973 (Container 28)
BOX OV 60	June 1973-Feb. 1974 (Container 28)
BOX OV 61	Mar. 1974 (Container 28)
	Labor analysis
	Clients, 1976-1977 (Container 28)
	Employees, 1976-1977 (Container 28)
BOX OV 62	Labor and expense detail

Oversize, 1941-1979

Container

Contents

	July-Nov. 1972 (Container 28)
BOX OV 63	Apr.-July 1973 (Container 28)
BOX OV 64	Aug.-Oct. 1973 (Container 28)
BOX OV 65	Nov. 1973-Mar. 1974 (Container 28)
BOX OV 66	Master job file, 1972-1974 (Container 28)
	Miscellany, 1973 (Container 28)
	Recap of current jobs, 1973-1974 (Container 28)
	Summaries
	Mar. 1973 (Container 28)
BOX OV 67	Apr.-May 1973 (Container 28)
BOX OV 68	June-Sept. 1973 (Container 28)
BOX OV 69	Oct. 1973-Mar. 1974 (Container 28)
BOX OV 70	Time sheets
	Analysis by employee, 1976-1977 (Container 28)
	Edit list
	1972 (Container 28)
BOX OV 71	1973-1974, undated (Container 28)
BOX OV 72	Travel and expense accounts
	1973-1974 (Containers 28-29)
BOX OV 73	1973-1974 (Containers 28-29)
	Vendor report, 1973-1974 (Container 29)
BOX OV 74	Legal papers
	Patents
	Blueprint of a scale, 1941 (Container 50)
BOX OV 75	Printed drawings, double deck coach, 1944 (Container 50)
BOX OV 76	Drawing, angle-link device for chairs, 1948 (Container 50)
BOX OV 77	Model of an indicator dial, 1954 (Container 50)
BOX OV 78	Personnel records
	Employee master file, 1972-1974 (Container 59)
	Employee utilization reports, 1973 (Container 59)
BOX OV 79	Client file
	Established clients
	Nabisco
	Product charge sheets, 1968-1969 (Container 87)
BOX OV 80	Project file
	Architectural and Interior Design Division
	Datasaab Systems
	Construction trades
	General
	Blueprint, door and partition specifications, 1979 (Container 98)
BOX OV 81	Hunter Museum of Art, Chattanooga, Tenn.
	Blueprint, members' lounge, circa 1974 (Container 100)
BOX OV 82	Martin-Marietta Corp.
	Chart showing status of architectural projects, 1970 (Container 101)
BOX OV 83	Exhibits and Exhibitions Division
	Commerce Department

Oversize, 1941-1979

Container

Contents

	Blueprint, proposed space plan of hall #13, 1970 (<i>Container 102</i>)
	Cultural Services Division, Hong Kong, B.C.C.
	Hong Kong Planetarium, floor plan and elevations, undated (<i>Container 102</i>)
BOX OV 84	Philadelphia '76, Inc.
	Financial papers
	Budget
	Summaries
	Budget summaries for film, 1975 (<i>Container 113</i>)
BOX OV 85	Project management
	Evaluations
	Committee activity time line, 1976 (<i>Container 122</i>)
	Graph of attendance statistics, 1976 (<i>Container 122</i>)
BOX OV 86	Preliminary studies
	<i>Development Program Report</i> , undated (Container 123)
	Economic analysis
	Expenditure and revenue projections, undated (<i>Container 123</i>)
BOX OV 87	Work schedules, undated (<i>Container 125</i>)
BOX OV 88	Graphics and Corporate Identity Division
	Exxon Corp.
	Presentation material
	Miscellaneous charts, undated (Container 129)
BOX OV 89	National tests, 1972, undated (Container 129)
BOX OV 90	First National City Bank, Logos, undated (Container 130)
	(1 folder)
BOX OV 91	(1 folder)
BOX OV 92	Foodland-Clover Farm Co.
	Sample packages, undated (<i>Container 130</i>)
BOX OV 93	Joan of Arc Co.
	Sample labels, undated (<i>Container 131</i>)
BOX OV 94	Name studies
	Presentation material, undated (<i>Container 132</i>)
BOX OV 95	President of the United States, proposal for, 1962-1963, 1971 (Container 133)
BOX OV 96	Housing and Home Components Division
	Dallas, Tex. apartment project, 1963 (Container 137)
BOX OV 97	Market Planning Research Division
	Agriculture Department, U.S. Forest Service, uniform research study
	Emblem designs, 1975-1976 (Container 139)
	(1 folder)
BOX OV 98	(1 folder)
BOX OV 99	Exxon Corp.
	Abstract shape tests, undated (Container 145)
	International test
	Computer data sheets, 1971-1972 (<i>Container 145</i>)
	National test
	Chilean export
	Computer data sheets, 1971, undated (<i>Container 145</i>)
BOX OV 100	Tests

Oversize, 1941-1979

Container

Contents

	No. 3, 1971, undated
	Computer data sheets (Container 146)
	Service station test
	Miscellany
	Computer data sheets, 1971-1972, undated (Container 146)
BOX OV 101	Package Design Division
	Andrew Jergens Co.
	Blueprints of lotion bottle, 1967-1970, undated (Container 157)
BOX OV 102	Exxon Corp.
	Presentation sheets, general nomenclature plan, undated (Container 160)
BOX OV 103	N. Wagman and Co.
	Drawing of a wig box, undated (Container 162)
BOX OV 104	Pre-Architectural Programming Division
	Sir Georges Etienne Cartier Corp. Place des Arts, Montreal, Canada
	Drawings, land use and landscape plans, 1959 (Container 168)
BOX OV 105	Product Design and Development Division
	Entropy products
	Blueprint of a thermos bottle, 1964-1968 (Container 169)
BOX OV 106	Jon Gregg Associates
	Blueprint of a movie projector, 1968 (Container 170)
BOX OV 107	North American Philips Corp. (Norelco)
	Blueprint of a stereo cassette tape deck, 1970 (Container 171)
BOX OV 108	Retail Planning and Design Division
	Forbes and Wallace, Inc.
	Enfield Shopping Center, Enfield, Conn.
	Blueprint of east court section of department store, 1970 (Container 173)
BOX OV 109	Higbee Co.
	Westgate Mall, Fairview, Ohio
	Space planning sales analysis, undated (Container 176)
BOX OV 110	Lord and Taylor
	Advertising montage, undated (Container 179)
BOX OV 111	Shopping centers
	Newspaper, <i>Times-Picayune</i> , 1966 (Container 180)
BOX OV 112	Woodward and Lothrop
	Parole Mall, Annapolis, Md.
	Design and construction schedule, 1973 (Container 181)
BOX OV 113	Transportation Design Division
	George G. Sharp, Inc.
	Floor plans of a ship, circa 1957 (Container 185)
	Greyhound Corp.
	Seating layout for motor truck and coach, undated (Container 185)
BOX OV 114	National Aeronautics and Space Administration
	Research data
	Propulsion and vehicle engineering laboratory organizational chart, 1967 (Container 190)
	Pennsylvania Railroad, 1938-1948, 1959, undated

Oversize, 1941-1979

Container	Contents
BOX OV 115	Poster, 1942 (<i>Container 190</i>) Union of Soviet Socialist Republics TU-144 supersonic transport
BOX OV 116	Chart, undated (<i>Container 192</i>) United States Navy Environmental control standards Library shelving specifications, 1960 (<i>Container 193</i>) Research data Charts showing gross area requirements, 1965 (<i>Container 193</i>)
BOX OV 117	Miscellany Raymond Loewy Archives Index to client-project files, 1951-1962, undated (Container 194)