LESTER THOMAS BEALL
1903 - 1969

Papers, ca. 1911-1984

77 Document Boxes
33 Oversize Boxes
15 Notebooks
45 Posters

The Lester Beall Collection was given to Rochester Institute of Technology in 1984 by Joanna Westermann Beall and Lester Beall, Jr.

Processed by Sandra Markham
Project Archivist
1986-1989

Wallace Library
Special Collections
Rochester Institute of Technology
Rochester, New York 14623-0887

[additions, corrections July 1996]
About Lester Beall

A pioneer of twentieth-century American graphic design, Lester Thomas Beall was born in Kansas City, Missouri, on 14 March 1903; his childhood years were spent in St. Louis and Chicago. Beall was educated at Chicago's Lane Technical School and began his design career in 1927, the year following his graduation from the University of Chicago. He married Dorothy Wells Miller in 1928 and they were the parents of two children, Lester Beall, Jr., born in 1928, and Joanna May Beall, born in 1935.

By 1935 Beall had decided to move to New York and in September of that year opened a studio/office/apartment in Tudor City on Manhattan's east side. In 1936, while maintaining his office in New York, he moved to Wilton, Connecticut where he established his home and office in a rural setting. He was to remain in Wilton until 1950. Many of the significant work from this period were done in his studio in Wilton. Through the 1930s and 40s Beall produced innovative and highly regarded work for the Chicago Tribune, Sterling Engraving, The Art Directors Club of New York, Crowell Publishing Company, Hiram Walker, Abbott Laboratories, Time Magazine and the United States Government's Rural Electrification Administration, among others.

Beall had moved his office to 580 Fifth Avenue by 1946 and worked from there as well as from his rural Connecticut home and studio, Dumbarton Farm in Brookfield Center, which he had purchased in 1950. In 1952 Beall took an office at 60 Sutton Place in Manhattan; in 1955 he moved to consolidate all his operations at Dumbarton Farm, developing some of the working farm's outbuildings into professionally praised office and studio space.

During the 1950s and 60s Beall's design office expanded both its staff and scope, adding associate designers and mounting full scale corporate identification campaigns for large companies such as International Paper, Caterpillar Tractor, Martin Marietta and Rohm and Haas. Beall incorporated his business in June of 1960 and it continued in operation until shortly after his death on June 20, 1969.

Throughout his career Lester Beall was a highly respected designer whose thoughts and principles made him a favored lecturer in professional and educational circles. He wrote, and was written about, extensively, and his work was regularly featured in American and international design periodicals and books. During his lifetime he participated in more than one hundred exhibitions in the United States and abroad, including over ten one-man shows, and won over 150 professional awards for his graphic and package designs as well as his personal oil and watercolor paintings.

The Lester Beall Collection consists of an extensive written and visual collection documenting a lifetime of distinguished professional achievement. The correspondence, photographs, design samples, published and unpublished writings, biographical material and business papers were assembled by Beall, his staff and, especially, his devoted wife of 41 years, Dorothy Miller Beall. It provides a remarkably comprehensive record of the designer and his life, and reveals every phase of the creative process which has established Lester Beall's contribution to the history of graphic design in America.
### I. CLIENT CORRESPONDENCE, PROJECT AND DOCUMENTATION FILES

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### II. BIBLIOGRAPHIC FILES

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<td>Speeches, Panels and Conferences</td>
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<td>Design Journal Submissions</td>
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<td>Publicity Lists</td>
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### III. BIOGRAPHIC FILES

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<td>Dorothy Miller Beall Files</td>
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### IV. BUSINESS FILES

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I. CLIENT CORRESPONDENCE, PROJECT AND DOCUMENTATION FILES - BOXES 1-98

CORRESPONDENCE AND PROJECT FILES - Boxes 1-67

Filed alphabetically by client. Series consists of correspondence and project documentation papers spanning from 1925-1969. Many files contain only a sample of Beall's design work, while others provide comprehensive documentation of one or more projects completed for a client, including correspondence, proposals, drafts and sketches, memos, artwork and samples of the final printed work. The largest corporate clients have all project correspondence filed at the beginning of their records, with specific assignments having separate files to hold the relative research, drafts, artwork and samples.

Additional and duplicate samples of work produced for clients before 1942 can be found in the six portfolio volumes compiled by Beall (boxes 68-70); images of work not available elsewhere might be found in the series of transparencies, slides, photographs and negatives (boxes 71-98).

* designates oversize material filed A-Z in boxes 45-49
** designates oversize material filed in individual corporate boxes 50-67

BOX 1

A Miscellaneous
Abbott Laboratories ABD Vitamin Capsules ca. 1936
Abbott Laboratories/What's New Cover 1941
Abbott Laboratories/What's New Fever and Dehydration 1939-40
Abbott Laboratories/What's New Cover 1939
Abbott Laboratories/What's New * Sketches n.d.
Advertising & Sales Club of Syracuse Competition Judge 1951
Advertising Arts Titlepage Design 1934
Advertising Arts * Sketches 1934
Advertising Club of Boston Invitation Design 1941
Advertising Typographers Association Keepsake 1963-64
Aetna Life Affiliated Companies Proposal 1961-62
Aid for Britain Jury - see William Allen White
Altes Brewing Company Design Projects 1950-52
Aluminum Company of America (ALCOA) - see also audio-visual materials in box 117
Aluminum Company of America (ALCOA) Corporate ID Proposal 1960-61
Aluminum Company of America (ALCOA) Forecast Publicity 1959-60
Aluminum Company of America (ALCOA) Forecast 1958-59
Aluminum Company of America (ALCOA) * Forecast Blueprints 1959
Aluminum Company of America (ALCOA) Alcoa Advertisement 1958
Aluminum Company of America (ALCOA) * Forecast 1960

BOX 2

Aluminum Company of Canada Proposal 1956-60
American Artist Magazine Correspondence 1950-54
American Broadcasting Company Correspondence 1952-54
American Institute of Graphic Arts Invitation Design 1962
American Institute of Graphic Arts Competition Judge 1958
American Institute of Graphic Arts Show Chairman 1954-55
American Institute of Graphic Arts Magazine Show catalogue 1953
American Institute of Graphic Arts Printing for Commerce 1953
American Red Cross Poster - see Reinhold Publishing Corporation
American Red Cross/Red Cross Magazine Correspondence 1950-53
American Red Cross/Red Cross Magazine Issues 1951

BOX 3
American Red Cross/Red Cross Magazine Issues 1951

BOX 4
American Telephone and Telegraph Company Correspondence 1958-60
American Type Founders - see Cone Automatic Machine Co.
Anaconda American Brass Company Proposal 1962
Art Center School Correspondence 1953-65
Art Center School Exhibition Invitation 1939
Art Director & Studio News Magazine Cover and Award 1952-53
Art Directors Club of Chicago Competition Judge 1967
Art Directors Club of Chicago Exhibition Catalogue 1933
Art Directors Club of Cleveland Competition Judge 1950-51
Art Directors Club of Detroit Competition Judge 1959
Art Directors Club of Kansas City Competition Judge 1959
Art Directors Club of New York Symbol Design 1963
Art Directors Club of New York Competition Judge 1953
Art Directors Club of New York 30th Exhibit Committee 1951
Art Directors Club of New York (New York) * 25th Exhibit Catalogue 1946
Art Directors Club of New York (New York) 18th Exhibit Catalogue 1939
Art Directors Club of New York (New York) 17th Exhibit Catalogue 1938
Art Directors Club of New York (New York) 15th Exhibit Catalogue 1936
Art Directors Club of New York (New York) 15th Exhibit Catalogue Photo 1936
Art In Advertising Guest Editorship 1954

BOX 5
Art Metal, Inc. Design Projects 1963-69
Art Metal, Inc. ** Misc. Stats & Artwork 1965-69
Art Metal, Inc. Photo Mural 1968
Art Metal, Inc. Condensed Catalogue 1967
Art Metal, Inc. Hospital Casework Brochure 1967
Art Metal, Inc. ** Buildings/Offices Plans 1966-67
Art Metal, Inc. Annual Reports - Copies 1963-67
Art Metal, Inc. ** Annual Reports - Stats 1964-67
Art Metal, Inc. ** Office Furniture Catalogue 1963-67
Art Metal, Inc. Christmas Cards 1963-67
Art Metal, Inc. Calendars 1963-66
Art Metal, Inc. Payroll & Checks 1966
Art Metal, Inc. Certificates 1966
Art Metal, Inc. Window Decal 1966
Art Metal, Inc. Upholstery Catalogue 1966
Art Metal, Inc. Announcement/Invitation 1965
Art Metal, Inc. Vehicle Designs ca. 1965
Art Metal, Inc. ** Annual Report Mechanicals 1964
Art Metal, Inc. Color Swatches 1964

BOX 6
Art Metal, Inc. ** Hospital Brochure 1964
Art Metal, Inc. Hospital Brochure 1964
Art Metal, Inc. Stock Certificates ca. 1964
Art Metal, Inc. ** Miscellaneous Sketches n.d.
Art Metal, Inc.                               Library Equipment Catalogue n.d.
Art Metal, Inc.                               Logo Applications n.d.
Art Metal, Inc. **                            Logo Stats & Photographs n.d.
Art Metal, Inc. **                            Misc. Photos & Negatives n.d.
Art Metal, Inc. **                            Office Equipment Photographs n.d.
Art Metal, Inc.                               Showroom Photographs n.d.
Art Metal, Inc.                               Letterhead/Decals/Forms n.d.

Artists Equity Association - see Dearing, Albin
American Machinist - see McGraw Hill

BOX 7
B Miscellaneous
Baier, George                                 Correspondence                1950-65
Ballantine, P., and Sons                      Design Projects               1950
Bankers Life Company                          Proposal                      1965-67
Barwick, E. T., Mills                         Proposal                      1954-55
Bates, C. J., and Sons                        Correspondence                1952
Beall, Lester, Inc.                           House of Herbs Brochure       ca. 1966
Beall, Lester, Inc.                           New York Hilton Brochure      ca. 1966
Beall, Lester, Inc.                           New York Hilton Mechanical    1965
Beall, Lester, Inc.                           Rohm & Haas Brochure          ca. 1966
Beall, Lester, Inc.                           Business Cards                ca. 1965
Beall, Lester, Inc.                           Mailing Labels                ca. 1965
Beall, Lester, Inc.                           Memorandum, mustard          ca. 1965
Beall, Lester, Inc.                           Memorandum, mustard/perf.    ca. 1965
Beall, Lester, Inc.                           Lester Beall                   1962
Beall, Lester, Inc.                           Letterhead, mustard/perf.    1962
Beall, Lester, Inc.                           Letterhead, mustard/perf.    1962
Beall, Lester, Inc.                           Envelopes, mustard/perf.     ca. 1960
Beall, Lester, Inc.                           Envelopes, mustard/perf.     ca. 1960
Beall, Lester, Inc.                           Invoice, mustard             ca. 1960
Beall, Lester, Inc.                           Job Memo, mustard            ca. 1960
Beall, Lester, Inc.                           Job Memo, mustard/perf.      ca. 1960
Beall, Lester, Inc.                           Memorandum, mustard/perf.   ca. 1960
Beall, Lester, Inc.                           Proposal Covers               ca. 1960
Beall, Lester, Inc.                           Letterhead, mustard/perf.    ca. 1960
Beall, Lester, Inc.                           Letterhead, mustard/perf.    ca. 1960
Beall, Lester, Inc.                           Letterhead, plain/perf.      ca. 1960
Beall, Lester                                 DF: A Place in the Country    1956
Beall, Lester **                              DF:.... - Responses            1956-59
Beall, Lester ***                             DF:.... - Production           1956
Beall, Lester                                Dumbarton Announcement        1955
Beall, Lester                                Sutton Place Announcement     1952
Beall, Lester                                Letterhead                      ca. 1950
Beall, Lester                                Notepaper, black/blue        ca. 1948
**BOX 9**

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<th>Name</th>
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<td>Promotion Pieces #1-5</td>
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<td>Promotion Pieces - Responses</td>
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<td>Samples from First Portfolio</td>
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<td>Job Memo, mustard</td>
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<td>Letterhead, mustard/emb.</td>
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<td>Beall, Lester</td>
<td>Letterhead, perforated</td>
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<td>Beall-Hauck</td>
<td>Christmas Cards</td>
<td>1934-35</td>
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<td>Beall-Hauck</td>
<td>Chicago Tribune book</td>
<td>1934</td>
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<td>Beall-Hauck</td>
<td>Announcement</td>
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**BOX 10**

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<td>Advertising Brochures</td>
<td>1937-40</td>
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<td>Mounted Ad Samples</td>
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<td>Mutual Broadcasting Ads</td>
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<td>Bijur, George, Inc. **</td>
<td>Time Magazine Advertisements</td>
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<td>Miscellaneous Sketches</td>
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<td>Blumenthal Brothers Chocolate Company</td>
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<td>Boston Insurance Company *</td>
<td>Planned Progress</td>
<td>1938-39</td>
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<td>Boy Scouts of America/Boys Life</td>
<td>Redesign Project</td>
<td>1959-60</td>
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<td>Design Projects</td>
<td>1948-55</td>
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<td>Brach, E.J. &amp; Sons, Inc.</td>
<td>Seasons Greetings Package</td>
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<td>Wafer Mints Package</td>
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<td>Christmas Feast Package</td>
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<td>Miniature Package</td>
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<td>Samples post-LB</td>
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<td>British Exhibition, N.Y. Coliseum</td>
<td>Competition Judge</td>
<td>1960</td>
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<td>Forms Design</td>
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<td>Sketches for Symbol</td>
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<td>Burroughs Wellcome &amp; Co., Inc.</td>
<td>Correspondence</td>
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<td>Borofax Advertisements</td>
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C Miscellaneous
CA Magazine Correspondence 1964
Canterbury Market - see St. Matthew's Parish
Carlstrand-Rook Company Aquatint Brochure 1927

BOX 13
Caterpillar Tractor Company Design Projects 1967-69
Caterpillar Tractor Company Design Projects 1965-66
Caterpillar Tractor Company Design Projects 1963-64
Caterpillar Tractor Company Design Projects 1941-59
Caterpillar Tractor Company Decals ca. 1969
Caterpillar Tractor Company Singapore Sign 1968
Caterpillar Tractor Company Inhouse Periodicals 1964-68
Caterpillar Tractor Company Forms Design ca. 1968
Caterpillar Tractor Company Letterhead Design ca. 1968
Caterpillar Tractor Company Letterhead Mech. Misc. #1 ca. 1968
Caterpillar Tractor Company Letterhead Mech. Misc. #2 ca. 1968
Caterpillar Tractor Company Miscellaneous Stats 1966-68

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Caterpillar Tractor Company Style Manual 1967
Caterpillar Tractor Company Style Manual Drafts 1967

BOX 15
Caterpillar Tractor Company Publication Designs 1967
Caterpillar Tractor Company Newsletter Design ca. 1967
Caterpillar Tractor Company Equipment Photos - pre-LB 1962-1967
Caterpillar Tractor Company Envelope Samples - USA 1966
Caterpillar Tractor Company Letterhead Samples - Int'l 1966
Caterpillar Tractor Company Letterhead Samples - USA 1966
Caterpillar Tractor Company Towmotor Letterhead 1966
Caterpillar Tractor Company Annual Reports 1958-64
Caterpillar Tractor Company Carton Design Notes n.d.
Caterpillar Tractor Company Banner Design n.d.
Caterpillar Tractor Company Int'l Plants/Sales Photos n.d.
Caterpillar Tractor Company Miscellaneous Publications n.d.
Caterpillar Tractor Company Symbol Designs-Yellow/Black n.d.
Caterpillar Tractor Company Symbol Designs-Not Used n.d.
Caterpillar Tractor Company Towmotor Symbol n.d.
Caterpillar Tractor Company Trademark Research n.d.

BOX 16
Caterpillar Tractor Company Misc. Mechanicals n.d.

BOX 17
Chance Vought Aircraft Inc. Proposal 1959-60
Chicago Duluth & Georgian Bay Transit Co. Cruise Brochures 1931
Chicago Tribune Correspondence 1935-62
Chicago Tribune Travellers Aid Folder 1935
Chicago Tribune 1935 Line Book 1934-35
Chicago Tribune                               Travel Bureau Advertisements 1934-35
Chicago Tribune                               Travel Bureau Ads, Newsprint 1934-35
Chicago Tribune                               Travel Bureau Ads – Artwork 1934
Chicago Tribune                               Travel Bureau Folders 1934
Chicago Tribune                               Consider Chicago Ads 1934
Chicago Tribune                               School Bureau Ads (with FH) 1934
Chicago Tribune                               School Bureau Advertisements 1934
Chicago Tribune                               Touring Bureau Advertisements 1934
Chicago Tribune                               68% Advertisements 1934
Chicago Tribune                               68% Advertisements, Mounted 1934
Chicago Tribune                               Apartment Advertisements 1934
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Chicago Tribune                               Travel & Resort Directory 1933
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Chicago, University of                              Correspondence 1950
Chicago, University of *                            Cap & Gown Illustration ca. 1925
Chilton Pub. Co./Electronic Industries               Design Project 1962-63
Cincinnati Milling and Grinding                      Proposal 1964
Clement, J.W.                                        Comment 200 1962
Clevite Transistor Products                         Proposal 1960
Coal Age – see McGraw Hill                          Design Projects 1953-54
Coca-Cola Company                                   Correspondence 1948-60
Cockfield Brown and Company, Ltd.                    Correspondence 1953-60
Collier's – see Crowell Publishing Company
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Colortext Publications                               North American Indians 1933
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Columbia Broadcasting System                        Program Books 1940
Columbia Broadcasting System *                       Good Neighbors Folder 1940
Columbia Broadcasting System *                       The Tenth Year Folder 1940
Columbia Broadcasting System                        Brochure 1935
Committee to Defend America Jury – see William Allen White
Compagnia Gessy Industrial                           Proposal n.d.
Compiling Room                                       About U.S. 1960
Comprehensive Fabrics - see Kaplan, Joseph
Comment 200 – see Clement, J.W.
Cone Automatic Machine Co., Inc.                    Advertisements ca. 1945
Connecticut General Life Insurance Co.               Design Projects 1955-64

BOX 19
Connecticut General Life Insurance Co.               Policy Forms 1958
Connecticut General Life Insurance Co.               Proposed Policy Forms 1957
Connecticut General Life Insurance Co.               Building for Tomorrow 1957
Connecticut General Life Insurance Co.               Letterhead 1957
Connecticut General Life Insurance Co. *             President’s Club Citation 1957
Connecticut General Life Insurance Co.               Proposed Letterhead 1956
Connecticut General Life Insurance Co.               Logo Design 1956

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Consolidated Natural Gas                             Design Projects 1957-59
Consolidated Natural Gas                      Artwork and Proofs            1957-59
Consolidated Natural Gas (not in box)         Construction hat w. logo      n.d.
Container Corporation of America              Competition Judge             1964-66
Container Corporation of America              Great Ideas Advertisement     1955-65
Container Corporation of America              Missouri Advertisement        1946
Cooper & Beatty, Ltd.                         Possible Exhibition           1962-63
Corry Jamestown Corporation                  Correspondence                1959
Country Home - see Crowell Publishing Company
Crafton Graphic Company, Inc. - see Urbahn, Max
Crane Company                                 Proposal                      1966
Crane Company                                 Proposed Logos (3 files)      1966
Crane Company                                 World's Fair Mural            1933
Creative Group, Inc. - see Kimberly-Clark

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Crowell Publishing Company/Collier's **       It's a Plot                    1941
Crowell Publishing Company/Collier's **       Roof Raiser                   ca. 1941
Crowell Publishing Company/Collier's **       We Knew Them When             1940-41
Crowell Publishing Company/Collier's **       Miscellaneous Advertisements  1939-40
Crowell Publishing Company/Collier's **       Will There Be War?            1939
Crowell Publishing Company/Collier's **       Hitler's Nightmare            1939
Crowell Publishing Company/Collier's          Speaking of Shows Ad          1938
Crowell Publishing Company/Collier's          Not on Sale                   ca. 1938
Crowell Publishing Company/Collier's          Funny Business                1937
Crowell Publishing Company/Collier's          52 Models a Year              1937
Crowell Publishing Company/Collier's          Mr. X Advertisements          1937
Crowell Publishing Company/Collier's          Readership Survey             1937
Crowell Publishing Company/Country Home       A Friend in Court              1937
Crowell Publishing Company/Woman's Home...**  Watch the Companion           1940
Crowell Publishing Company/Woman's Home...**  A Cook's Tour                 1937-38
Cue Publishing Company                       Photograph and Juror           1937
Curtiss-Wright Corporation                    The Curtiss Commando           1945

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D Miscellaneous
Davis, Delaney, Inc.                          Blotter Project               1953-54
Davis, Delaney, Inc.                          13 Designers Booklet          1950
Davis and Geck                                Correspondence                1950-62
Davis and Geck                                Film Catalogue                1955
Davis and Geck/ORS                            Issues and Covers             1950-59
Davis and Geck/ORS *                          Mounted Covers                 1950-59
Davis and Geck/ORS                            Mechanical - Cover #21        ca. 1955
Dearing, Albin                                Design Projects                1952-55
Dell Publishers/Modern Screen                Covers                       1947
Diameter Magazine                            Issues No. 1 & 2               1951
Donnelley and Sons, R.R.                     Grant Wood                    1935
Donnelley and Sons, R.R.                     Geography Book                1935
Donnelley and Sons, R.R. *                    Geography Book Endpapers      1935
Donnelley and Sons, R.R.                      Photo Exhibit Invitation      1934
Donnelley and Sons, R.R. *                    Invitation Sketches           1934
Downes, Peter                                 Correspondence                1952-69
Druckspiegel, der - see Composing Room, About U.S.

BOX 23
E Miscellaneous
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Editor & Publisher Magazine                   Competition Judge             1958
Education-Business Foundation - see Dearing, Albin
Electrical World - see McGraw-Hill
Electronic Industries - see Chilton Publishing Company
Emhart Corporation                            Design Projects               1957-65
Emhart Manufacturing Company *                Advertisement                 1958
Engineering News-Record - see McGraw Hill
Equity Press, Inc.                             Report & Letterhead           ca. 1957
Eversharp Pens - see Wahl Company

F Miscellaneous
Factory Management and Maintenance - see McGraw Hill
Fairchild Camera Company                       proposal                     1960
Family Shopper                                 Design Project               1952-54
Fieldcrest - see Marshall Field
Florida Citrus Canners Cooperative            Juice Label                  1937
Ford Motor Company/Ford Times                 Cover and Illustrations       1946-52
Fortune Magazine *                            Covers                       1946-47
Frank, Donald M.                                George Gordon Byron          1933

G Miscellaneous
Garretto, Paulo - see Tompkins, Gilbert
General Aniline & Film Corporation             Design Projects               1963-64
General Electric Company                       Proposal                     1956-60
General Foods Corporation                      Design Projects               1953-57
Gilbert Tompkins Associates - see Tompkins, Gilbert
Globe Theatre - see Colortext Publications
Gold Metal Candy Company                       Proposal                     1960
Graham Foundation for Advanced Studies...      Letterhead Design            1956
Graphic Arts Production Yearbook - see also Davis, Delaney, Inc.
Graphic Arts Production Yearbook               Layout                      1950
Graphis Magazine                               Beer Label Survey            1952
Greist Manufacturing Company - see Mite Corporation

H Miscellaneous
Hartford National Bank                        Proposal                     1959
Hauck, Fred - see also Beall-Hauck
Hauck, Fred                                    Exhibition Notice            1960
Herdeg, Walter - see Graphis Magazine
Hiram Walker *                                 Uncorking                    ca. 1937
Hiram Walker                                  Royal Oak Advertisements     1936
House of Herbs, Inc.                          Correspondence                1963-66
House of Herbs, Inc.                          Publicity                    1964-65
House of Herbs, Inc.                          Design Samples                1963-64
House of Herbs, Inc.                          Sketches & Notes              1963-64
House of Herbs, Inc. *                        Sketches & Mechanicals       1963-64
Hudson Pulp and Paper Corporation             Proposal                     1959

I Miscellaneous
Idea Magazine                                  Correspondence                1956-69
Industrial Design Magazine                     Correspondence                1963-69
Industrial Engineering, Ltd.                  Design Projects               1953-54
Ink Links - see Link-Belt Company
International Business Machines                Advertisements                1959
International Paper                           Publicity                    1959-69
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<thead>
<tr>
<th>International Paper</th>
<th>Design Projects</th>
<th>1962-66</th>
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<td>International Paper</td>
<td>Design Projects</td>
<td>1960-61</td>
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**BOX 25**
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<th>1959</th>
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<td>1968-69</td>
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<td>1967-68</td>
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<td>International Paper</td>
<td>Foreign Stationery Stats</td>
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<td>Style Manual</td>
<td>1967</td>
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<td>Style Manual Stats</td>
<td>1966-67</td>
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<td>International Paper</td>
<td>Long Bell Division Stats</td>
<td>1961-66</td>
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<td>International Paper</td>
<td>Logo Stats</td>
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**BOX 26**
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<th>International Paper</th>
<th>Letterhead Designs</th>
<th>ca. 1963</th>
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<td>Pure-Pak Carton Stats</td>
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<td>ca. 1962</td>
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<td>Trademark</td>
<td>1959-60</td>
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<td>International Paper</td>
<td>Springhill</td>
<td>1958-60</td>
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<td>International Paper</td>
<td>International Bond</td>
<td>1958-59</td>
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<td>International Paper</td>
<td>Northern Mills</td>
<td>1958-59</td>
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<td>International Paper</td>
<td>Carton-Box</td>
<td>1958</td>
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<td>International Paper</td>
<td>Airplane Designs</td>
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<td>International Paper</td>
<td>Vehicle Designs</td>
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<td>International Paper</td>
<td>D-Ring Handles Stats</td>
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<td>International Paper</td>
<td>Ream Wrappers</td>
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<td>International Paper</td>
<td>Printed Design Samples</td>
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<tr>
<td>International Paper</td>
<td>Hat w. IP Louisiana Mill logo</td>
<td>n.d.</td>
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**BOX 27**
<table>
<thead>
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<th>International Paper/Communication</th>
<th>Correspondence &amp; Drafts</th>
<th>1960-62</th>
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<td>International Paper/Communication</td>
<td>Publicity</td>
<td>1960-62</td>
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<td>International Paper/Communication</td>
<td>Research Notes</td>
<td>1960-61</td>
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<td>Galleys &amp; Stats (1)</td>
<td>1961</td>
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<td>International Paper/Communication</td>
<td>Galleys &amp; Stats (2)</td>
<td>1961</td>
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*International Poster Annual - see Reinhold Publishing Corporation*

**J Miscellaneous**
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<th>Jantzen, Inc.</th>
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<td>Johnson, Robert L., Magazines, Inc.</td>
<td>Promenade Photograph</td>
<td>1939</td>
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<td>Journal of Living Publishing Corporation</td>
<td>Art Director</td>
<td>1953</td>
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<td>Judd, H.L., Co.</td>
<td>Proposal</td>
<td>1956</td>
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**K Miscellaneous**
| Kaiser and Frazer - see Willow Run Automobiles |
|-----------------|-----------------|---------|
| Kaplan, Joseph A. & Sons, Inc. | Design Projects | 1952-54 |
| Karastan Rug Mills - see Marshall Field |
| Ketchum, MacLeod & Grove, Inc. | Correspondence | 1951-67 |
Ketchum, MacLeod & Grove, Inc. - see also Corry Jamestown
Kimberly-Clark Corporation/Neenah Division    Design Projects 1963

**BOX 28**

L Miscellaneous
Labatt Breweries, Ltd. Correspondence 1953-69
Labatt Breweries, Ltd. Press Releases/Publicity 1953-59
Labatt Breweries, Ltd. Logo & Label Tests 1954
Labatt Breweries, Ltd. Mechanicals 1954
Labatt Breweries, Ltd. Labels - Ales 1954
Labatt Breweries, Ltd. Labels - Lager 1954
Labatt Breweries, Ltd. Labels - Pilsner 1954
Labatt Breweries, Ltd. Labels - Proof Sheets 1954
Labatt Breweries, Ltd. * Label Sketches 1954
Labatt Breweries, Ltd. Beall's notes n.d.
Labatt Breweries, Ltd. * Beall's notes n.d.
Lakeside Press Galleries - see Donnelley and Sons, R.R.
Lancaster Colony/Rubbermaid Products Proposal 1965
Lee-Vons Farms Letterhead ca. 1956
Leslie, Robert * 75th Birthday Insert ca. 1960
Link-Belt Company/Ink Links Cover 1954
Lincoln Center Fund Brochure 1963
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M Miscellaneous
MacMillan Bloedel, Ltd. Design Projects 1967-69
MacMillan Bloedel, Ltd. Design Projects 1964-66
MacMillan Bloedel, Ltd. Design Projects 1955-57
MacMillan Bloedel, Ltd. Trademarks/Publications 1961-65
Mallory Battery Company Proposal 1963
Marquardt and Co. Fine Papers ca. 1945
Marshall Field and Company Fashions of the Hour 1947
Marshall Field and Company Christmas Advertisements 1947
Marshall Field and Company * Early Chicago Advertisements 1945
Marshall Field and Company * Soldier Advertisement 1945
Marshall Field and Company Heim Jeune Filles 1937
Marshall Field and Company Karastan Penthouse Rugs 1937
Marshall Field and Company Karastan Package ca. 1937
Marshall Field and Company Fieldcrest Labels ca. 1937
Marshall Field and Company Advertisement 1929

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Martin Marietta Corporation Design Projects 1967-69
Martin Marietta Corporation Design Projects 1961-66
Martin Marietta Corporation Style Manual 1968
Martin Marietta Corporation ** Annual Report 1967 Photos 1968
Martin Marietta Corporation ** Magazine Sketches ca. 1968
Martin Marietta Corporation Advertisement Designs ca. 1967
Martin Marietta Corporation ** Style Manual Galleys 1966-67
Martin Marietta Corporation ** Rock Products Cover ca. 1966
Martin Marietta Corporation ** Style Manual Sketches ca. 1966
Martin Marietta Corporation Annual Report 1965 1965-66
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Martin Marietta Corporation Annual Reports - Copies 1965-67
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Martin Marietta Corporation ** Misc. Stats 1965-68
Martin Marietta Corporation Executive Digest ca. 1967
Martin Marietta Corporation Standard Plate Decals 1964
Martin Marietta Corporation RIAS Basic Research ca. 1964
Martin Marietta Corporation Titan III Handbook ca. 1964
Martin Marietta Corporation Metals of Tomorrow, Today ca. 1962
Martin Marietta Corporation Letterhead n.d.
Martin Marietta Corporation ** Misc. Advertisements n.d.
Martin Marietta Corporation ** Misc. Ads - mounted n.d.
Martin Marietta Corporation ** Misc. Mechanicals n.d.
Martin Marietta Corporation Misc. Photographs n.d.
Martin Marietta Corporation Old Forms & Samples n.d.
Martin Marietta Corporation ** Sinclair & Valentine Stats n.d.
Martin Marietta Corporation ** Standard Materials Stats n.d.

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Martin Marietta Corporation Stock Certificates n.d.
Martin Marietta Corporation Subsidiaries - Ink Ads n.d.
Martin Marietta Corporation Subsidiaries - Pkg. Designs n.d.
Martin Marietta Corporation ** Subsidiaries - Logos n.d.
Martin Marietta Corporation ** Subsidiaries - Pasteups n.d.
Martin Company ** Misc. Advertisements 1959
Martin Company Isbell Trophy 1959
Martin Company ** Misc. Advertisements 1958
Martin Company ** Orlando Employment Ads 1958
Martin Company Advertisement Designs ca. 1957
Martin Company Trade Exhibit 1957
Martin Company Hardware Horizons... 1957
Martin Company Experiment with Words 1956
Martin Company Moment in History Ad 1954
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McCalls Magazine * Illustrations 1947-48
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McGavin, Ltd. Design Projects 1950-52
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McGraw Hill/Coal Age Samples 1939-40
McGraw Hill/Construction Methods * Samples 1939-40
McGraw Hill/Electrical World Design Project 1938-40
McGraw Hill/Engineering News-Record Samples 1938-39
McGraw Hill/Factory Management... Samples 1938-40
McGraw Hill/Modern Packaging Covers & Submissions 1956-67
McGraw Hill/Textile World Samples 1938-39
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Mead Papers Library of Ideas
Medical Times
Medical Times
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Merrill Lynch, Pierce, Fenner & Smith
Miller, I.
Mills Novelty Company

1963
1950
1968
1950
1968
1968
1967
1966-67
1965
1960-64
1961
n.d.
n.d.
1937

BOX 34

Mite Corporation
Mite Corporation
Mite Corporation
Modern Arts Press
Modern Packaging - see McGraw Hill
Modern Screen - see Dell Publishing
Museum of Modern Art
Museum of Modern Art
Museum of Modern Art
Museum of Modern Art
Mutual Broadcasting System - see also Bijur, George
Mutual Broadcasting System, Inc.
Mutual Broadcasting System, Inc.

1961-64
1961-64
1962
ca. 1938
1951-67
1946
1946
1941
1939-50
n.d.

N Miscellaneous

Narragansett Ale - see also posters in collection
Narragansett Ale
National Alliance of Art and Industry, Inc.
National Council for U.S. Art, Inc. - see Dearing, Albin
Nationwide Insurance Company - see Sackheim, Ben
New England Fish Company
New England Fish Company
New Republic Magazine
New York Herald Tribune - see also posters in collection
New York Herald Tribune
New York Hilton
New York Hilton

1937-38
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1951-54
1951-53
1946
1951-52
1961-65
1961-65

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New York Hilton
New York Hilton
New York Hilton
New York Hilton
New York Hilton
New York Hilton
New York Public Library
New York Subways Advertising Company
New York Worlds Fair
Newwal, Inc.
Newsweek Magazine

1962
1962
1962
1961-62
1961
1945-46
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North American Indians - see Colortext Publications
Nutrition Foundation Proposal 1965

O Miscellaneous
Ohio Brass Company Letterhead Design 1952-53
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Oldham, Soforenko & Priestley Associates Design Projects 1968-69
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Outdoor Advertising, Inc. Competition Judge 1956-57

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P Miscellaneous
Pabst Corporation Puritan Malt Advertisements 1931-32
Pabst Corporation * Puritan Malt Ads - Art 1931-32
Packaging Institute, Inc. Meeting Folder Cover 1946
Packaging Institute, Inc. Letterhead ca. 1942
Pantone, Inc. Correspondence 1967-68
Parsons Paper Company Folders 1952
Pennybacker, Miles Correspondence 1950
Perfex Bleach * Advertisement 1953
Perfex Bleach Design Projects 1951-53
Perfex Bleach Label Tests 1952
Perkins and Will Architects Proposal 1963
Pfeiffer Brewing Company Proposal 1957
Philadelphia Gas Works Poster - see Franklin Institute Exhibition file (1937)
Photo-Engraving - see Sterling Engraving Company

PM Publishing Company Layout 1938
PM Publishing Company Cover and Layout 1937
Pogue, H.S., Company Proposal 1960
Ponds Extract Company Design Projects 1950
Poole Brothers - see Frank, Donald M.
Production Yearbook - see Graphic Arts Production Yearbook
Productionwise - see Colton Press
Propeller Club of United States * Maritime Day Poster 1952
Public Service Company of N. Illinois Worlds Fair Mural 1933
Publishers Weekly Magazine Cover 1947

Q (no files)

BOX 37
R Miscellaneous
Radio Corporation of America Proposal 1966
Radio Corporation of America Design Projects 1950
Radio Corporation of America ** Berkshire Portfolio 1946-47
Railway Express Agency Design Projects 1960
Red Cross Magazine - see American Red Cross
Red Cross Poster - see Reinhold Publishing Corporation
Reeves Soundcraft Corporation Proposal ca. 1959
Research Institute for Advanced Studies (RIAS) - see Martin Marietta Corporation
Rexall Drug Company Proposal 1965
RIAS, Inc. - see Martin Marietta Corporation
Road to Victory (Hacia la Victoria) - see US Coordinator of Inter-American Affairs
Rock-Hill-Uris, Inc. - see New York Hilton
Rogers Engraving, Inc. Design Projects 1950-65
Rohm & Haas Company ** Confil Trademark 1969
Rohm & Haas Company Style Manual 1966
Rohm & Haas Company                           Design Projects               1966-69
Rohm & Haas Company                           Design Projects               1965

BOX 38
Rohm & Haas Company                           Design Projects               1964
Rohm & Haas Company **                        Misc. Mechanicals             n.d.
Roman Products Corporation                    Proposal                      1965
Royal City Brand                             Label Study                   n.d.
Rubbermaid - see Lancaster Colony

S Miscellaneous
Sackheim, Ben, Inc.                           Proposal                      1960
St. Matthew's Parish **                       Broadsie Illustration         1941
Sawyer's Supreme Saltines - see United Biscuit Company
Scope - see Upjohn Company
Screen Process & Display Association          Brochure                      1949
Sentinel Clocks and Watches                   Proposal                      n.d.
Simoniz Company                               Design Projects               1952-55
Simoniz Company *                             Mounted Design Samples        ca. 1955
SkiTrainer - see Pennybacker, Miles
Society of Illustrators                       Competition Judge             1967
Society of Illustrators                       Illustrators '60 Cover         1960
Society of Typographic Arts                   Trademarks USA Book           1965-67
Society of Typographic Arts                   Trademarks USA Judge          1963-64
Society of Typographic Arts                   Competition Judge and Tour     1956
Society of Typographic Arts                   Catalogue Design              1935
Society of Typographic Arts                   Exhibit Prospectus & Cat.      1934-35
South Puerto Rico Sugar Company               Proposal                      1963
Sperry Products, Inc.                         Proposal                      1958
Standard Oil Company                          Brochure                      1961
Stanley Works                                 Design Projects               1954-61

BOX 39
Stanley Works                                 Samples/Catalogues            1954-61
Sterling Engraving Company                    Photo-Engraving #5-8           1939
Sterling Engraving Company                    Photo-Engraving #1-4           1938
Sterling Engraving Company *                  Photo-Engraving Sketches      1938
Sterling Engraving Company                    Advertisement                  1938
Strathmore Paper Company                      Design Projects               1949-50
Strathmore Paper Company *                    Portfolio                     1950
Supreme Saltines - see United Biscuit Company
Sweet Caporal Cigarettes                      Proposal                      1948-49

T Miscellaneous
Textile World - see McGraw Hill
Time - see Bijur, George
Titeflex, Inc.                                Publicity                      1959-65
Titeflex, Inc.                                Design Projects               1958-59
Titeflex, Inc.                                Samples/Publications          1958-59
Titeflex, Inc. *                              Mechanicals & Samples         1958-59
Tompkins, Gilbert, and Associates             Announcements                 1935
Top Value Enterprises                         Proposal                      1963

BOX 40
Torrington Manufacturing Company              Correspondence/Publicity       1953-61
Torrington Manufacturing Company              Specialty Blowers Brochure    ca. 1961  
Torrington Manufacturing Company **           Advertisements                1955-60  
Torrington Manufacturing Company              Annual Reports                1957-60  
Torrington Manufacturing Company              Annual Reports                1954-56  
Torrington Manufacturing Company              V-81 Brochure                 1958-59  
Torrington Manufacturing Company              Fans Catalogue                1958  
Torrington Manufacturing Company              Letterhead and Forms          1953  
Torrington Manufacturing Company              Tool Folder                   1953  
Torrington Manufacturing Company              Wire and Strip Notebook       n.d.  
Tracy Locke & Company - see Chance Vought Aircraft  
Tucker Wayne and Company                      Proposal                      1966  

BOX 41  
U Miscellaneous  
Union Bag and Paper Corporation              Annual Report 1936            1937  
Union Carbide Corporation                     Consumer Products Exhibit     1963-64  
Union Carbide Corporation                     Correspondence                1960  
Union Central Life Insurance Company          Proposal                      1962  
United Biscuit Company                        Design Projects               1959-61  
United States Government - see also posters in collection  
United States Government  
Air Force                                       Insignia Contest Judge       1959  
Air Force                                       Graphics Consultant          1951-54  
Coordinator of Inter-American Affairs *       Road to Victory              1942-43  
Division of Information                       Don't Let Him Down!          1941  
Information Agency                            Exhibit and Publication       1962-67  
Post Office Department                        Stamp: Andrew Jackson        1967  
Post Office Department                        Stamp: Freedom of Press      1958-69  
Rural Electrification Administration           Graphics Consultant          1937-41  
Rural Electrification Administration *        Photographs for Posters      1939  
Rural Electrification Administration *        Sketches for Posters         1937  

BOX 42  
United States Lines - see also posters in collection  
United States Lines                            Design Projects               1954-60  
United States Lines                            Passenger List Booklet        1954  
United States Lines                            Menus                        1952  
United States Lines                            Samples/Publications          1952  
United States Lines                            Booklets                     1952  
United States Lines *                           Posters                      1951-52  
Upjohn Company                                Gelfoam Folder               1948  
Upjohn Company **                              Mounted Samples              1947-48  
Upjohn Company                                Gelfoam & Thrombin            1947-48  
Upjohn Company                                Gelfoam.Thrombin.Heparin      1947  
Upjohn Company                                Energy Release Folder        1947  
Upjohn Company/Scope                           Correspondence                1945-53  
Upjohn Company/Scope                           Issues                       1949-51  

BOX 43  
Upjohn Company/Scope                           Issues                      1946-48  
Upjohn Company/Scope                           Issues                      1944-45  
Upjohn Company/Scope **                        Mounted Samples              1944-51  
Urbahn, Max O.                                 Brochure                     1962-65  
Urbahn, Max O. *                               Brochure                     1963
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<tr>
<td>Uris Brothers</td>
<td>Brochure</td>
<td>1960</td>
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<td>Uris Brothers</td>
<td>Brochure Proposal</td>
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<td>Value Controld Juice - See Florida Citrus Canners Cooperative</td>
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<td>Visual Graphics Corporation</td>
<td>Competition Judge</td>
<td>1964-66</td>
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<td>Volk, Kurt</td>
<td>Form No. 10</td>
<td>1951</td>
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<td>Volk, Kurt</td>
<td>Form No. 10</td>
<td>1951</td>
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<td>Wahl Company</td>
<td>Eversharp Ad - Art</td>
<td>ca. 1931</td>
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<td>West Virginia Pulp and Paper Company</td>
<td>Booklets</td>
<td>1948-55</td>
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<td>Western Gypsum Products, Ltd.</td>
<td>Design Projects</td>
<td>1959-65</td>
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<td>Western Gypsum Products, Ltd.</td>
<td>Wesco Paint Labels</td>
<td>1963</td>
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<td>Western Gypsum Products, Ltd.</td>
<td>Sketches for Labels</td>
<td>1963</td>
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<td>Western Gypsum Products, Ltd.</td>
<td>Paint Label Book</td>
<td>1963</td>
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<td>Western Gypsum Products, Ltd.</td>
<td>Letterhead</td>
<td>1959</td>
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<td>Western Gypsum Products, Ltd.</td>
<td>Envelopes</td>
<td>1958</td>
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<td>Westinghouse Corporation</td>
<td>Proposal</td>
<td>1959</td>
</tr>
</tbody>
</table>

**BOX 44**

- Waldorf Astoria/Promenade - see Johnson, Robert L.
- Westport Artists | Fete Prognostique Poster | 1952
- William Allen White Committee | Aid for Britain Poster Jury | 1940
- Willow Run Automobiles | Kaiser and Frazer Ad | ca. 1946
- Wiss, J. and Sons | Design Projects | 1955-59
- Wiss, J. and Sons | Package Samples | ca. 1959
- Woman's Home Companion - see Crowell Publishing Company

**X - Z Miscellaneous**

**BOXES 45 through 66 - oversize material for clients listed above**

- BOX 45 | A - B |
- BOX 46 | C - L |
- BOX 47 | M - N |
- BOX 48 | O - United States Lines |
- BOX 49 | Urbahn - Z |
- BOX 50 | Art Metal |
- BOX 51 | Beall, Lester - Mechanicals for Promotional Books |
- BOX 52 | Beall, Lester - Unidentified Sketches, Miscellaneous Proofs and Mechanicals |
- BOX 53 | Bijur, George |
- BOX 54 | Caterpillar Tractor Company |
- BOX 55 | Caterpillar Tractor Company |
- BOX 56 | Caterpillar Tractor Company |
- BOX 57 | Crowell Publishing Company |
- BOX 58 | International Paper |
- BOX 59 | International Paper |
- BOX 60 | Martin Marietta Corporation - Advertisements |
- BOX 61 | Martin Marietta Corporation - Identified Mechanicals |
- BOX 62 | Martin Marietta Corporation - Unidentified Mechanicals |
BOX 63  Merrill Lynch, Pierce, Fenner and Smith
BOX 64  Radio Corporation of America
BOX 65  Rohm and Haas Company
BOX 66  Torrington Manufacturing Company
BOX 67  Upjohn Company
POSTERS - stored in flat files

Archives holds one copy of each poster unless indicated

Narragansett Ale
Extra Extra Extra Quality  ca. 1936
Hurry Home With...  ca. 1936

New York Herald Tribune
Forrestal Diaries Now  1951-52
Herb Philbrick/FBI Counterspy  1951-52
More News in Less Time (3 copies)  1951-52
The Vandenberg Papers  1951-52

Philadelphia Gas Works - see Franklin Institute Exhibition file (1937)

United States Lines
Europe (2 copies)  1951-52
Great American-Flag Luxury Liner  1951-52
Newest...Largest and Fastest American Ship (2 copies)  1951-52

United States Government, Department of Agriculture,
Rural Electrification Administration
Agriculture Needs Lights (all type)  1936
Series 1: Farm Work  1937
Heat...Cold (2 copies)  1937
Light (2 copies, 1 framed in Bib Lab)  1937
Radio (framed in Bib Lab)  1937
Running Water (framed in Bib Lab)  1937
Wash Day (framed in Bib Lab)  1937

Series 2: [Boy and Girl on Fence]
(2 copies, 1 framed in Bib Lab)  1939
Here It Comes  1939
It's Fine for Us (3 copies)  1939
Now I'm Satisfied  1939
Things Look Better (framed in Bib Lab)  1939
When I Think Back (framed in Bib Lab)  1939

Series 3: A Better Home (2 copies)  1941
A Turn of the Hand (2 copies)  1941
Our Lines  1941
Power for Defense (in 8 x 10 in. format only, Box 70)  1941
Power on the Farm (framed in Bib Lab)  1941
Rural Industries (2 copies)  1941

United States Government, Division of Information,
Office for Emergency Management
Don't Let Him Down!  1941

United States Government, United States Housing Authority
Cross Out Slums (2 copies)  1941
Slums Breed Crime (2 copies)  1941
Two spiral-bound volumes created by Beall, ca. 1935, with samples of his design work pasted in. Each volume is bound in stainless steel covers and both are contained within a stainless steel slipcase, which is enclosed in a cloth and leather carrying case.

**VOLUME ONE**

- Mills Novelty, brochure: "Around! Around! Around!" back cover 1932
- Mills Novelty, brochure: "Around! Around! Around!" front cover 1932
- "No Longer Too Busy" 1932
- Beall-Hauck book of Chicago Tribune travel illustrations 1934
- Colortext Publications, Globe Theatre, cover 1934
- Colortext Publications, Globe Theatre, spread 1934
- Colortext Publications, Globe Theatre, spread 1934
- Colortext Publications, Globe Theatre, spread 1934
- "My Boat is on the Shore" 1932
- Wahl/Eversharp "Beau Geste" painting 1931
- Vacation Vignettes 1931
- Chicago Tribune Travel Service Advertisements 1934
  - Old Mexico
  - Mediterranean Cruises
  - Spanish Main
  - Countries of the North
  - The Ozarks
  - Great Lakes Cruise
  - Where the Black Hawk Ruled
  - America's Most Unusual Farm
  - Above the Mississippi
  - Wisconsin's Indian Senate
  - Where Pere Marquette Died
  - Where America Won the Northwest
  - Devil's Lake, Wisconsin
  - The Nearest Wonderland
  - Law, Lakes and Learning

**VOLUME TWO**

- Donnelley, R.R., Photo Exhibit Invitation 1934
- Chicago Tribune
  - Traveler's Aid 1935
  - Square Peg in a Round Hole 1934
  - Focus 1934
  - Steam 1933
- Society of Typographic Arts Exhibition
  - Prospectus 1934
  - Entry Blank 1934
  - Invitation 1934
  - Best-in-show Ballot 1934
  - Catalogue 1935
- Chicago Tribune Trade Advertisements
  - 68% Greater 1934
  - 52% Greater 1934
  - 68% Greater 1934
  - 68% Greater 1934
PORTFOLIO VOLUMES - Boxes 69-70

Four bound volumes created by Beall, ca. 1942, with samples of his design work pasted in. Each volume is bound in black cloth and matches in size and style the set of publicity volumes in boxes 110-111.

BOX 69

VOLUME A

1. Mills Novelty  Waltz Me Around Again  1933
2. Mills Novelty  Around! Around! Around!  1933
3. Chicago Tribune  Steam  1933
4. Chicago Tribune  Square Peg in a Round Hole  1933
5. Beall-Hauck  Chicago Tribune illustrations, cover  1934
7. Beall-Hauck  Chicago Tribune illustrations, p. 2  1934
8. Beall-Hauck  Chicago Tribune illustrations, p. 3  1934
9. Chicago Tribune  Traveler's Aid folder, cover  1935
10. Chicago Tribune  Consider Chicago! ad  1934
11. Chicago Tribune  Consider Chicago! ad  1934
12. Chicago Tribune  Mardi Gras ad  1934
13. Chicago Tribune  California ad  1934
14. Chicago Tribune  Alaska ad  1934
15. Chicago Tribune  Wyoming ad  1934
16. Chicago Tribune  68% ad  1934
17. Chicago Tribune  52% ad  1934
18. Chicago Tribune  68% ad  1934
19. Chicago Tribune  68% ad  1934
20. Chicago Tribune  68% ad  1934
21. Chicago Tribune  Pere Marquette ad  1934
22. Chicago Tribune  Law, Lakes and Learning ad  1934
23. Chicago Tribune  Wisconsin's Indian Senate ad  1934
24. Chicago Tribune  1935 Line Book  1934
27. Society of Typo. Arts  Entry Blank  1934-35
30. R.R. Donnelley  Catalogue  1934
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Creator</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.</td>
<td>Advertising Arts</td>
<td>Contents Page</td>
<td>1934</td>
</tr>
<tr>
<td>32.</td>
<td>Colortext Publications</td>
<td>Globe Theatre, cover</td>
<td>1933-34</td>
</tr>
<tr>
<td>33.</td>
<td>Colortext Publications</td>
<td>Globe Theatre, spread</td>
<td>1933-34</td>
</tr>
<tr>
<td>34.</td>
<td>Colortext Publications</td>
<td>Globe Theatre, page</td>
<td>1933-34</td>
</tr>
<tr>
<td>35.</td>
<td>R.R. Donnelley</td>
<td>Geography book spread</td>
<td>1935</td>
</tr>
</tbody>
</table>

**VOLUME B**

1. Gilbert Tompkins                                Beall Announcement                      1935   
2. Gilbert Tompkins                                Garretto Announcement                   1935   
3. Gilbert Tompkins                                Beall Announcement                      1935   
4. Columbia Broadcasting                           "Giant Link" folder, front cover        1935   
5. Columbia Broadcasting                           "Giant Link" folder, spread             1935   
6. Columbia Broadcasting                           "Giant Link" folder, back cover          1935   
7. Hiram Walker                                    Deluxe Straight Bourbon Ad              ca. 1936
8. Hiram Walker                                    Royal Oak Ad                            1936   
9. Hiram Walker                                    Royal Oak Ad                            1936   
10. Hiram Walker                                   Royal Oak Ad                            1936   
11. Art Directors Club                              15th Annual catalogue, spread           1936   
12. Abbott Laboratories                             Nembutal Folder, cover                  ca. 1936
13. Abbott Laboratories                             Nembutal Folder, spread                 ca. 1936
14. Abbott Laboratories                             Vitamin Folder, spread                  ca. 1936
15. Abbott Laboratories                             ABD Capsules, spread                    ca. 1936
16. Hiram Walker                                    Uncorking, spread                       ca. 1937
17. Hiram Walker                                    Uncorking, spread                       ca. 1937
18. Hiram Walker                                    Uncorking, spread                       ca. 1937
19. Hiram Walker                                    Uncorking, spread                       ca. 1937
20. Hiram Walker                                    Uncorking, spread                       ca. 1937
21. Marshall Field                                  Fieldcrest Tags and Labels (4)         ca. 1937
22. Marshall Field                                  Fieldcrest Tags and Labels (3)         ca. 1937
23. Marshall Field                                  Fieldcrest Tags and Labels (5)         ca. 1937
24. Marshall Field                                  Trade Paper ad photo                    1937-38
25. Narragansett Ale                                "Catch" Ad                              ca. 1936
27. Crowell/Country Home                            A Friend in Court, cover                1937   
28. Marshall Field                                  Karastan Ad                            ca. 1937
29. Crowell/Collier's                               "Mr. X" insert (Yoo Hoo Youth!)         1937   
30. Crowell/Collier's                               "Mr. X" insert (They're Funny That Way) 1937
31. Crowell/Collier's                               "Mr. X" insert (Hot Stuff)              1937   
32. Crowell/Collier's                               "Speaking of Shows" insert              1938   
33. Crowell/Collier's                               "Advance Showing" booklet, cover        1937   
34. Crowell/Collier's                               "Advance Showing" booklet, spread       1937   
35. George Bijur                                    "Does Your Advertising Quit..." ad      1937   
36. George Bijur                                    "The Ad That's All Muscle..." ad        1937   
37. George Bijur                                    "Do Not Disturb" ad                     1937   
38. George Bijur                                    "To Hell With Eventually..." ad         1937   
40. George Bijur                                    "Ideas That Transform..." ad             1937   

**BOX 70**

**VOLUME C**

1. Crowell/Collier's                                Funny Business, cover                   1937   
2. Marshall Field                                   Heim Jeunes Filles, cover                1937   
3. Marshall Field                                   Karastan Rug box                        ca. 1937
4. Crowell/Collier's                      Not On Sale, cover     ca. 1938
5. Florida Citrus Canners        Juice Can Label   1937
6. Crowell/Woman's Home           A Cook's Tour, cover     1937-38
7. Crowell/Woman's Home           A Cook's Tour, spread    1937-38
8. Crowell/Woman's Home           A Cook's Tour, spread    1937-38
9. Modern Arts Press                  Cover                   ca. 1938
10. Sterling Engraving           Photo-Engraving No. 1, cover    1938
11. Sterling Engraving           Photo-Engraving No. 1, spread    1938
12. Sterling Engraving           Photo-Engraving No. 2, cover    1938
13. Sterling Engraving           Photo-Engraving No. 3, cover    1938
14. Sterling Engraving           Photo-Engraving No. 3, spread    1938
15. George Bijur/Time              Ford ad: "Sausage shapes..." 1938
16. George Bijur/Time              Nash ad: "Shifting the Olympics..." 1938
17. George Bijur/Time              Chevrolet ad: "News from the skies..." 1938
18. George Bijur/Time              Nash ad: "Conflict over colonies..." 1938
19. George Bijur/Time              Dodge ad: "Dodge knows that America..." 1938
20. George Bijur/Time                   Blue ribbon ad 1938
21. George Bijur/Time               "You keep the big boats busy..." ad 1938
22. George Bijur/Time               "When you say 'charge it'..." ad 1938
23. George Bijur/Time               "You've waxed 63,700 pairs..." ad 1938
24. George Bijur/Time               "You're going to BOTH..." ad 1938
25. Crowell/Collier's               "Hamlet" spread 1938
26. Crowell/Collier's               "Hitler's Nightmare" 1939
27. Mutual Broadcasting            Famous Bargains, No. 8 ad 1938
28. Mutual Broadcasting            Famous Bargains, No. 6 ad 1938
29. Crowell/Collier's               "Will there be war?" ad 1939
30. Art Directors Club              17th Annual catalogue, cover 1938
31. Art Directors Club              17th Annual catalogue, titlepage 1938
32. Art Directors Club              17th Annual catalogue, introduction 1938
33. Lester Beall                         Trade ad 1938
34. Sterling Engraving              Trade ad 1938
35. Art Directors Club              18th Annual catalogue, cover 1939
36. George Bijur                      "New products" ad 1939
37. George Bijur                      "How to cut costs..." ad 1939
38. George Bijur                      "Twenty years from today..." ad 1939
39. George Bijur                      "How different are your ads?" ad 1939
40. George Bijur                      "The most important part..." ad 1939

VOLUME D

1. Sterling Engraving           Photo-Engraving No. 5, cover     1938
2. Sterling Engraving           Photo-Engraving No. 5, spread    1938
3. Sterling Engraving           Photo-Engraving No. 6, cover     1939
4. Sterling Engraving           Photo-Engraving No. 6, spread    1939
5. Sterling Engraving           Photo-Engraving No. 6, spread    1939
6. Sterling Engraving           Photo-Engraving No. 7, cover     1939
7. Sterling Engraving           Trade ad 1938
8. George Bijur/Time               "I know about building..." ad 1938
9. George Bijur/Time               "I wish the news would..." ad 1938
10. George Bijur/Time              "Do advertisers dream..." ad 1938
11. George Bijur/Time               "Do you want to see results..." ad 1938
12. George Bijur/Time              "Praise from more Sir Huberts..." ad 1938
13. Crowell/Collier's              "2,800,000 circulation" ad 1939
15. Art Center School              Exhibition announcement 1939
16. Abbott Laboratories            What's New cover 1939
17. Abbott Laboratories            Fever/dehydration 1940
18. Rural Electrification      "Power for Defense" poster                   1941
19. Crowell/Collier's        "We knew them when..." cover
20. Crowell/Collier's        "We knew them when..." spread
21. Lester Beall              ABC Christmas card                           1940
22. Mutual Broadcasting       "Red Lion" ad
23. Columbia Broadcasting     Tenth Year folder cover                      1940
25. Abbott Laboratories       Progestin ad
26. Abbott Laboratories       Nembutal ad
27. Columbia Broadcasting     "Good Neighbors" cover                           1940
28. Columbia Broadcasting     "Good Neighbors" spread                           1940
29. Mutual Broadcasting       "The move is to Mutual" no. 2, cover
30. Mutual Broadcasting       "The move is to Mutual" no. 2, spread
31. Mutual Broadcasting       "The move is to Mutual" no. 3, cover
32. Mutual Broadcasting       "The move is to Mutual" no. 3, spread
33. Mutual Broadcasting       "The move is to Mutual" no. 4, cover
34. New York Public Library  Picture Collection Service, cover                   ca. 1939
35. Museum of Modern Art      Poster competition prospectus               1941
36. Crowell/Collier's        "It's a Plot" cover                           1941
TRANSPARENCIES - Boxes 71-73

Series consists of 4 x 5 inch color transparencies created by Beall, beginning in 1963, for office, publicity and documentation purposes.

BOX 71
Slide Lists (inventories prepared by Beall Staff)
   Alphabetical by client, 1967
   Alphabetical by client, 1966
   By slide number, 1970

Transparency Lists (inventories prepared by Beall Staff)
   Alphabetical by client, ca. 1963
   Alphabetical by transparency number, 1963

Abbott Laboratories
Advertising Arts
Airkem, Inc.
Alliance Graphique International
Altes Brewing Company
Aluminum Company of America
American Institute of Graphic Arts
American Red Cross
Art Directors Club (New York)

Ballantine, P., and Sons
Beall, Lester
Bijur, George, Inc.
Brach, E.J. and Sons, Inc.
Burroughs Wellcome & Co., Inc.

BOX 72
Chance Vought Aircraft, Inc.
Chicago Tribune
Cockfield Brown and Company, Ltd.
Colortext Publications
Columbia Broadcasting System
Composing Room (Der Druckspiegel)
Cone Automatic Machine Company, Inc.
Connecticut General Life Insurance Company
Consolidated Natural Gas
Container Corporation of America
Crowell Publishing Company

Davis and Geck/ORS
Donnelley and Sons, R.R.

Eastman Kodak Company
Emhart Corporation
Equity Press, Inc.

Florida Citrus Canners Cooperative

Graphic Arts Production Yearbook
Hiram Walker
House of Herbs, Inc.

International Business Machines
International Paper

Kaplan, Joseph A. & Sons, Inc.

Labatt Breweries, Ltd.
Leslie, Robert
Lithographers National Association

Marshall Field and Company
Martin Marietta Corporation
McCalls Magazine
McGavin, Ltd.
McGraw Hill/Modern Packaging
Museum of Modern Art

BOX 73
New England Fish Company
New York Hilton

Perfex Bleach
Ponds Extract Company

Railway Express Agency
Rohm & Haas Company

Simoniz Company
Society of Typographic Arts
Stanley Works
Sterling Engraving Company

Titeflex, Inc.
Tompkins, Gilbert, and Associates
Torrington Manufacturing Company

Union Carbide Corporation
United Biscuit Company
United States Government
Upjohn Company

Volk, Kurt

Ward Baking Company
Western Gypsum Products, Ltd.
Westport Artists
Wiss, J. and Sons
SLIDES - Notebooks 74-88

Filed alphabetically by client, followed by Beall's personal slides. Series consists of color transparencies in two sizes, 35 mm. and 2 x 2 in.; many of the slides are housed in glass mounts. Inventories prepared by Beall's staff are filed in box 71.

Notebook 74
Abbott Laboratories
Altes Brewing Company
Aluminum Company of America
American Airlines
American Institute of Graphic Arts
American Red Cross
Art Directors Club (New York)
Art Director and Studio News Magazine
Art Metal
Ballantine, P. and Sons
Beall, Lester
Beall, Lester - see also Title Slides
Bijur, George
Brach, E.J. and Sons, Inc.
Brides Magazine
Burroughs Wellcome & Co., Inc.

Notebook 75
Caterpillar Tractor

Notebook 76
Chicago Tribune
Columbia Broadcasting Company
Cone Automatic Machine Company
Connecticut General Life Insurance Company
Consolidated Natural Gas
Consumers Caravan Merchants
Container Corporation of America
Crane Company
Crowell Publishing Company

Notebook 77
Davis and Geck
Dell Publishers
Diameter Magazine
Donnelley and Sons, R.R.

Florida Citrus Canners Cooperative

Hiram Walker
House of Herbs, Inc.

International Paper

Labatt Breweries, Ltd.
Lambert Pharmacal/Listerine
Lithographers National Association

Notebook 78
MacMillan Bloedel, Ltd.
Marshall Field and Company
Martin Marietta Corporation
McCalls Magazine
McGavin, Ltd.
McGraw Hill
Merrill Lynch, Pierce, Fenner & Smith
Mills Novelty
Museum of Modern Art

Notebook 79
Narragansett Ale
New England Fish Company
New York Herald Tribune
New York Hilton
New York Worlds Fair
Newal, Inc.

Packaging Institute, Inc.
Pennybacker, Miles
Perfex Bleach
Ponds Extract Company

Radio Corporation of America
Rohm and Haas

Notebook 80
Savings Bank Life Insurance
Simoniz Company
Society of Illustrators
Society of Typographic Arts
Stanley Works
Sterling Engraving Company

Titeflex
Title Slides (miscellaneous)
Tompkins, Gilbert and Associates
Torrington Manufacturing Company

Union Carbide Corporation
United States Government
United States Lines
Upjohn Company

Volk, Kurt

Wards Baking Company
West Virginia Pulp and Paper Company
Westport Artists
Western Gypsum Products, Ltd.
Wiss, J and Sons
Notebook 81
Beall Master Slides, no. 1-384

Notebook 82
Beall Master Slides, no. 385-1053

Notebook 83
Personal and Environmental Slides
Congregational Church
Dumbarton Farm
  Garden
  House
  Studio
  Farm

Notebook 84
Personal and Environmental Slides
Flowers
Sheep
Sunsets
Trees
Winter Scenery

Notebook 85
Miscellaneous Experimental and Environmental Scenes

Notebook 86
Beall and Staff in Studio, Dumbarton Farm

Notebook 87
Miscellaneous Interiors and Abstracts

Notebook 88
Miscellaneous Travel Scenes
Dumbarton Farm, interior of home
Art
Animals
PHOTOGRAPHS - Boxes 89-95

Series created by Beall for his office, publicity and documentation purposes; contains several sizes and formats but the majority are 8 x 10 black and white prints.

* indicates material filed with oversize photographs

BOX 89
Altes Brewing Company
Aluminum Company of America
American Red Cross/Red Cross Magazine
Art Directors Club (New York)
Art Metal, Inc.
Ballantine, P., and Sons
Beall-Hauck
Bijur, George, Inc.
Brach, E.J., and Sons, Inc.
Bunker-Ramo Corporation
Caterpillar Tractor Company
Chicago Tribune
Coca-Cola Company
Cockfield Brown and Company, Ltd.
Colorxex Publications
Columbia Broadcasting System
Comprehensive Fabrics
Consolidated Natural Gas
Connecticut General Life Insurance Company *
Connecticut General Life Insurance Company
Container Corporation of America

BOX 90
Davis and Geck/ORS
Emhart Corporation

Graphic Arts Production Yearbook

Hiram Walker
House of Herbs, Inc.

International Business Machines
International Paper *
International Paper (3 files)

BOX 91
Labatt Breweries, Ltd.
Lithographers National Association

MacMillan Bloedel, Ltd.
Marshall Field and Company
Martin Marietta Corporation *
Martin Marietta Corporation
McGavin, Ltd.
McGraw Hill/Modern Packaging
Merrill Lynch, Pierce, Fenner & Smith
Mite Corporation
Museum of Modern Art

BOX 92
New England Fish Company
New York Herald Tribune
New York Hilton *
New York Hilton (2 files)
New York Worlds Fair
Pennybacker/Ski Trainer
Perfex Bleach
Philadelphia Gas Works
Ponds Extract Company
Railway Express Agency
Rohm and Haas Company

BOX 93
Simoniz Company
Stanley Works (3 files)
Sterling Engraving Company

BOX 94
Titeflex, Inc. (3 files)
Torrington Manufacturing Company *
Torrington Manufacturing Company

BOX 95
United Biscuit Company
United States Government, Rural Electrification Agency *
United States Government, Rural Electrification Agency
United States Lines
Upjohn Company/Scope
Ward Baking Company
Western Gypsum Products, Ltd.
Westport Artists
Wiss, J., and Sons (2 files)
NEGATIVES - Boxes 96-97

Series created by Beall for his office, publicity and documentation purposes; contains various negative sizes and formats, including 8 x 10, 4 x 5, 2-1/4, 35 mm. and glass plate negatives.

* designates material filed in with oversize photographs

BOX 96
Abbott Laboratories
Altes Brewing Company
Aluminum Company of America
Art Directors Club (New York)

Ballantine, P., and Sons
Beall, Lester (19th c. clip art references)
Beall-Hauck
Bijur, George, Inc.
Brach, E.J., and Sons, Inc.

Chicago Tribune
Cockfield Brown and Company, Ltd.
Colortext Publications
Columbia Broadcasting System
Connecticut General Life Insurance Company *
Connecticut General Life Insurance Company
Consolidated Natural Gas
Container Corporation of America

Davis and Geck

Emhart Manufacturing Company

Graphic Arts Production Yearbook

Hiram Walker
House of Herbs, Inc.

International Business Machines
International Paper

Labatt Breweries, Ltd.
Lithographers National Association

MacMillan Bloedel, Ltd.
Marshall Field and Company
Martin Marietta Corporation
McGavin, Ltd.
McGraw Hill/Modern Packaging
Merrill, Lynch, Pierce, Fenner and Smith
Museum of Modern Art

BOX 97
New York Hilton
New York Worlds Fair
Pennybacker/Ski Trainer
Perfex Bleach
Philadelphia Gas Works
Ponds Extract Company

Railway Express Agency
Rohm & Haas Company

Simoniz Company
Stanley Works
Sterling Engraving Company

Titeflex, Inc.
Torrington Manufacturing Company

United Biscuit Company
United States Lines
Upjohn Company/Scope

Ward Baking Company
Western Gypsum Products, Ltd.
Westport Artists
Wiss, J., and Sons

OVERSIZE PHOTOGRAPHS AND NEGATIVES - Box 98

Miscellaneous Clients
Portraits of Beall, and His Homes and Studios
Photograms
Nudes and Experimental
Miscellaneous Oversize
II. BIBLIOGRAPHIC FILES - BOXES 99-111

WRITINGS ON BEALL - Box 99

Filed in chronological order; includes correspondence between Beall and the author, if extant.

Untitled, in The Paper Demonstrator, vol. 1, no. 2 (1934)


"Lester Beall," by Charles Coiner, in PM, vol. 4, no. 3 (November 1937)

"Designer and Consultant Art Director," in The Bride's Magazine Merchandising Service (1939)

"Lester Beall," by Dr. E. Hilscher, in Gebrauchs Graphik, vol. 16, no. 4 (April 1939)

"Photograms," in Advertising and Selling (October 1939)

"Art in Industry," by Percy Seitlin, in Direction, vol. 4, no. 3 (March 1941)

"Typography as a Career," by Matlack Price, in American Artist, vol. 5, no. 4 (April 1941)

"Modern Publicity: Lester Beall," in Norte, vol. 2, no. 5 (February 1942)

"Interiors to Come," in Interiors, vol. 103, no. 6 (January 1944)

"Lester Thomas Beall: His Art," in Friem's Four Pages (April 1945)

"Lester Beall," by Hans Kasser, in Graphis, vol. 2, no. 13 (January/February 1946)

"The Art of Display," in Interiors, vol. 55, no. 9 (April 1946)

"Lester Beall," by Henry Pitz, in American Artist, vol. 13, no. 3 (March 1949)

"Lester Beall," in Current Biography, vol. 10, no. 10 (November 1949)

"Lester Beall," by Dorothy Watson, in Box Talk, vol. 3, no. 7 (June 1950)

"A Designer's Design for Living," by Catherine B. Lane, in The Bridgeport Sunday Post (February 25, 1951)

"The New Horizons of Lester Beall," by Olga Gueft, in Interiors, vol. 110, no. 8 (March 1951)

"Lester Beall: Studio e Stalla," in Domus (November 1951)

"Lester Beall," by Franz Hermann Wills, in Graphis, vol. 8, no. 40 (1952)

"How to Design a Letterhead," by Leslie Allen, in *The Inland Printer*, vol. 129, no. 6 (September 1952)

"Lester Beall Has Keen Interest in Typography," by Leslie Allen, in *The Inland Printer*, vol. 129, no. 6 (September 1952)


"Lester Beall," in *Idea*, vol. 2, no. 9 (January 1955)

"The Torrington Story and Lester Beall," in *Industrial Design*, vol. 2, no. 3 (June 1955)

"Sincerity of Purpose Marks Lester Beall..." by Beth Stewart, in *Danbury News-Times* (October 27, 1959)

"Lester Beall: His Work, His Way of Life," in *Print*, vol. 14, no. 4 (July/August 1960)

"Lester Beall: The Value of a Strong Symbol," in *America Illustrated*, no. 83 (1963)

"Good Design at Work," in *Advertising & Sales Promotion*, vol. 11, no. 4 (April 1963)

"Winning a Client," by Maude Dorr, in *Industrial Design*, vol. 10, no. 7 (July 1963)

"Lester Beall," in "AGI Portfolio," in *Idea*, vol. 10, no. 60 (August 1963)

"Life and Works of Lester Beall," in *Design*, no. 54 (December 1963)


"Lester Beall," in *CA*, vol. 6, no. 2 (March/April 1964)

"LB," in *Office Economist*, vol. 46, no. 1 (Spring 1964)


"Lester Beall, Inc.," by Eugene A. Hosansky, in *Industrial Design*, vol. 13, no. 6 (June 1966)

"Lester Beall: Papa Package and His Offspring," in *America Illustrated*, no. 113 (ca. 1967)

"Two Designers Examine Their Profession," in *America Illustrated*, no. 135 (March 1967)


"Lester Beall," by Ashley Havinden, in *The Designer* (October 1969)

"Lester Beall," by Dorothy Beall, in *Journal of The American Institute of Graphic Arts*, vol. 11 (December 1969)

WRITINGS BY LESTER BEALL – Box 100

Filed in chronological order; series contains published and unpublished writings, with drafts, notes and correspondence when extant.

Miscellaneous unidentified typescripts, n.d.


"McKnight Kauffer's Posters," in Art Front, vol. 3, no. 2 (March 1937)

"Photograms," in Advertising & Selling, vol. 32, no. 11 (October 1939)

"Modern Trends in Graphic Art," typescript, ca. 1940

"Advertising Art 1940," in Advertising & Selling, vol. 33, no. 6 (May 1940)

"Design as Applied to Advertising," in American Printer, vol. 113, no. 4 (October 1941)

"A Type Man Speaks," in American Printer (February 1946)

"Some Notes on Designing Ads for Business Papers," manuscript, ca. 1950

"Gab Bag," in Art Director & Studio News (1950)

"The Case for Modernism," in Type Talks, no. 47 (September 1950)

Untitled Remarks on the Use of Ornament in Printing, in Printing News (December 16, 1950)

"The Flexibility of Type," in Art Director & Studio News, vol. 3, no. 2 (1951)

"Decoration for Decoration's Sake," in Direct Advertising (1951)

Untitled comments, re: the standard of advertising, in Modern Publicity (1951/1952)

"Foundations for Design," typescript for Production Yearbook, 1954

Untitled typescript, re: communication and the designer, written for American Artist, 1954

"The Independent: His Primary Concern is with Creation," in Print, vol. 12, no. 3 (November/December 1958)

"The Designer, Tradepapers and House Organs," typescript [1959]


Untitled typescript, re: typography, 1963
"A Creative Look at Annual Reports," in Print, vol. 17, no. 3 (May/June 1963)

"Some Thoughts About Corporate Identity," typescript, 1964

"Corporate Identification," typescript, ca. 1965

Untitled typescript re: visual identity programs, prepared for Ben Rosen, 1967-68

"Prospects and Possibilities in the Human Environment," in Print, vol. 22, no. 2 (March/April 1968)
**SPEECHES, PANELS AND CONFERENCES - Boxes 101-102**

Filed in chronological order; series contains notices of Beall's public appearances with correspondence, invitations, publicity and lecture notes if extant.

* indicates manuscript, transcript or speech notes in file

**BOX 101**

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"Sources of Inspiration for Designers" Providence, Providence Art Club 1959
"International Paper: A Packaging Case History" Providence, Providence Art Club 1959
"A Designer Looks at Color" Philadelphia, Inter-Society Color Council 1960
"Sunday at Stonehenge" (radio broadcast) Ridgefield, CT, WLAD 1960
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"The Role of the Designer in the Development of a Corporate Trademark" * New York, Package Designers Council 1965
"Design Education" *          Chicago, Industrial Designers Society 1965
"Graphics and the Projection of the Corporate Image" * Pittsburgh 1965
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EXHIBITION RECORDS - Boxes 103-107

Filed in chronological order; contains correspondence, invitations, catalogues and publicity if extant.

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<td>3rd Biennial of Industrial Design</td>
<td>1968</td>
</tr>
<tr>
<td>Biennale of Applied Graphic Art Brno</td>
<td></td>
<td>1968</td>
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<td>Industrial Designers Society of America</td>
<td>XIX Olympiad Exhibition</td>
<td>1968</td>
</tr>
<tr>
<td>Alliance Graphique Internationale</td>
<td>International Festival of Music Poster Exhibition</td>
<td>1969</td>
</tr>
<tr>
<td>International Center for Typographic Arts</td>
<td>Typomundus 20/2</td>
<td>1969</td>
</tr>
<tr>
<td>Print Magazine</td>
<td>Poster USA: 1960-1970</td>
<td>1971</td>
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<tr>
<td>Skidmore College</td>
<td>Contemporary Graphic Design</td>
<td>1972</td>
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<tr>
<td>Brookfield Philatelic Society</td>
<td>Philatelic Connecticut</td>
<td>1973</td>
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<tr>
<td>Exhibition submissions, miscellaneous</td>
<td></td>
<td>1952-1968</td>
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**DESIGN JOURNAL SUBMISSIONS - Box 107**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphis Annual</td>
<td>1951-69</td>
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<tr>
<td>Modern Publicity</td>
<td>1951-65</td>
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<tr>
<td>Packaging Design</td>
<td>1962-68</td>
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<td>Print</td>
<td>1963-65</td>
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<tr>
<td>Industrial Design</td>
<td>1954-65</td>
</tr>
<tr>
<td>CA</td>
<td>1960-68</td>
</tr>
</tbody>
</table>
PUBLICITY LISTS - Boxes 108-109

Lists compiled by Beall and his staff for office, publicity and documentation purposes.

**BOX 108**

Master Publicity List, 1931-1949 n.d.

Articles by Lester Beall, chronological 1959-60

Awards, alphabetical by awarding organization 1968
Awards, chronological 1938-51
Awards, chronological 1959
Awards, chronological 1967
Awards, chronological 1972
Awards, chronological 1975
Awards, brief list, chronological 1975

Books which include Beall's work n.d.
Books which include Beall's work, alphabetical 1970

Exhibitions, chronological 1937
Exhibitions, chronological 1958
Exhibitions, chronological 1960
Exhibitions, chronological 1969
Exhibitions, chronological 1973
Exhibitions, chronological, brief list 1973

Lectures, chronological 1959
Lectures, chronological 1960
Lectures, chronological 1961
Lectures, chronological 1965
Lectures, chronological 1967

**BOX 109**

Periodical articles, chronological 1955
Periodical articles, chronological 1959

Publications, alphabetical 1966
Publications, chronological 1972
Publications, miscellaneous lists n.d.

Samples, mounted n.d.

Special interest fields 1969

PUBLICITY CARD FILES - Box 109

Awards, alphabetical
Publicity, chronological, 1932-63
Publicity, chronological, 1932-62
PUBLICITY VOLUMES - Boxes 110-111

Bound volumes compiled by Beall's staff, containing pasted-in clippings from newspapers, trade journals, and other periodicals; announcements; invitations; small catalogues; photographs; and some correspondence. Each volume is bound in black cloth and matches in size and style the set of portfolio volumes in boxes 69-70.

BOX 110
Volume 1  1934-37
Volume 2  1938-40

BOX 111
Volume 3  1940-48
Volume 4  1941-51
III. BIOGRAPHICAL FILES - Boxes 112-121

Group contains writings, photographs and records documenting Beall's professional and personal life, produced by himself, his wife or his staff.

AUTOBIOGRAPHY FILES - Box 112

Series consists of notes, manuscripts and typescript drafts of an autobiography that Beall was working on from 1963 until his death. Correspondence with the proposed publisher (Paul Theobald and Company) indicates that the project was halted due to Beall's poor health.

Outlines/Concepts, 1963-67
Genealogical material
Annotated Accounts Listing
Chicago Period Notes
Preface, Draft 2
Preface, Draft 3
Early Youth through 1935
Chicago Period
Part II (1935-1937)
Parts III and IV (1937-1964)
General Review of 1950s and 1960s
Notes on Dumbarton Farm
Correspondence with Publisher
Reference Material

PROJECT X - Box 112

Series consists of notes on a proposed audio-visual presentation intended to promote the Beall design office and attract new business. The project, begun in 1967, was never realized.

Notes on Production
Notes on Work and Slides to Use
Reference Material - Works from Outside Sources
BIOGRAPHIC FILES - Box 113

Writings produced by Beall, his wife and his staff, used for documentation and publicity purposes.

Brief Autobiographies ca. 1938-63
Brief Biographies ca. 1949-63
Brief Biographies n.d.
Biographical Notes by Effie Kendall Thomas Beall n.d.
Who's Who and Encyclopedia Entries ca. 1948-64
Obituary Press Releases 1968-69
Funeral and Memorial Services 1969
Newspaper Obituaries 1969

PERSONAL RECORDS - Box 113

Records and writings on non-business matters and topics, including family photographs, education records and family correspondence.

Correspondence and Notes 1936-69
Outline for Novel/Film 1948
Photographs ca. 1911-65
Letterhead n.d.
Records 1918-70

MEMBERSHIP RECORDS - Box 114

Series consists of records of various organizations of which Beall was a member.

Alliance Graphique Internationale 1954-1968
American Institute of Decorators 1957
American Institute of Interior Designers 1963-1969
American Institute of Graphic Arts 1955-1968
Art Directors Club of New York 1949-1965
Industrial Designers Institute 1952
Industrial Designers Society of America 1965-1968
International Center for the Typographic Arts 1966
International Council of Graphic Design Associations 1962-1966
International Institute of Arts and Letters 1958-1961
National Society of Art Directors 1950-1957
National Society of Interior Designers 1958
Package Designers Council 1961-1969
Society of Illustrators 1965-1969
Society of Typographic Arts 1933-1969
Westport Artists 1953-1954
PHOTOGRAPHS OF STUDIOS AND HOMES - Box 115

Series consists of documentation photographs of Beall's studios, offices and homes in New York and Connecticut.

580 Fifth Avenue, New York, NY, ca. 1951
Most photographs in 8 x 10 format; some filed with oversize photographs.

- Waiting Area/Entry Foyer
- Office, view one
- Office, view two
- Inner Secretary's Office
- Drafting Room
- Photo Equipment in Drafting Room
- Product Display Wall
- Desk/Drafting Table
- Negatives

60 Sutton Place South, New York, NY, ca. 1953.
Photographs by Andre Kertesz; views 6 and 8 missing.
Original photographs are in 11 x 14 in. format and are filed with oversize photographs; views 1, 3-5 and 7 exist in 8 x 10 copy prints also.

- View 1  Office/Living Room
- View 2  Workroom/Dining Room
- View 3  Consultation Room/Living Room
- View 4  Consultation Room/living Room
- View 5  Work Room/Dining Room
- View 7  Office/Bedroom

Dumbarton Farms, Brookfield Center, CT, ca. 1955-67
Most photographs in 8 x 10 format; some filed with oversize photographs.

- Exteriors
- Reception Room
- Reception Room - Transparencies
- Offices
- Beall and Staff at Work
- Contact Sheets and Negatives
- Miscellaneous Photographs
PHOTOGRAPHIC PORTRAITS - Box 116

Series consists of black and white photographs of Beall and his personal artwork taken by his wife or professional photographers, with some pictures by unknown photographers.

Beall on jury or lecturing n.d.
Informal Portrait in Chicago studio ca. 1934

Portraits by Halsman ca. 1946
  Pose 1 Close Up
  Pose 1 Close Up - copy prints
  Pose 2 Profile
  Pose 3 At Desk
  Poses 1 and 2 copy negatives

Portrait by Arnold Newman ca. 1954
Portrait by Arnold Newman, copy negative n.d.

Portraits by William Joli ca. 1960
  Poses 1 - 5
  Poses 6 - 13

Informal Portraits by Dorothy Beall 1966

Informal Portraits at Dumbarton Farm
  Portraits 1963
  Portraits 1968
  Portraits ca. 1968
  Portraits n.d.
  Drawing Sheep in Studio n.d.
  Beall Leaping in Air n.d.
  Outdoor Poses n.d.
  Miscellaneous Photographs n.d.
  Miscellaneous Negatives n.d.

Personal Artwork
  Photographs of Paintings n.d.
  Negatives n.d.
SCRAPBOOK - Box 117A

Postbound volume, ca. 1926-34
16 x 11-1/2 in.

Contains illustrations clipped from magazines and newspapers, roughly classified by subjects: transportation, children (many illustrations by Jessie Willcox Smith dated 1927-32), food, babies, animals, etc.

One early Beall design (advertisement for Puritan Malt) pasted near the front of the volume, and Beall's first business card (office at Room 1301, 185 North Wabash Avenue, Chicago) is pasted on the inside of the back cover.

Pressed vegetation, postcards and family vacation snapshots are pasted near the back of the volume.

AUDIO-VISUAL MATERIALS - Box 117B

Contains four reels of 1.5 mil. audio tape including music used in professional presentations; seven reels of movie film of Beall family events and unknown topics; one record album, Music from Monitor, distributed by the Aluminum Company of America (ALCOA) for their Forecast stereo system.

PERSONAL PAINTINGS AND DRAWINGS - Box 118

Watercolor paintings and ink drawings made by Beall at various dates, mostly in the period of 1950-65. Several larger works on paper are filed in flat files with the poster collection.
AWARDS AND MEMORABILIA - Boxes 119-120

Series consists of paper certificates, booklets, programs and three-dimensional medals awarded to Beall during his lifetime, as well as office memorabilia.

BOX 119
Certificates of award and citation 1930-59
Certificates of award and citation 1960-70

BOX 120
Art Director's Club of Philadelphia Medal 1957
Art Director's Club (New York) Medal 1947
Art Director's Club (New York) Medal 1938
Art Director's Club (New York) Medal 1937
Society of Typographic Arts Trademark Award for International Paper 1964
Society of Typographic Arts Trademark Award for Connecticut General 1964
Japan Package Design Association Trophy (Silver Bowl in Wooden Box) 1966
Plexiglass Cube (award unknown, possibly AIGA, 1953?)

Pair of Scissors
Wooden Ruler from Kilgore Linotype Company, Chicago
Wooden Box of Lead Type
Files compiled by Mrs. Lester Beall, with personal correspondence and notes on her husband's career.

NOTES

Lester Beall Biography
Notes on Highlights of Lester Beall's Career
Notes on Lester Beall's Bibliographies
Notes on Lester Beall's Chicago Period (1927-35)
Notes on Lester Beall's Business Accounts
Notes on Lester Beall's Career
Notes on Lester Beall's Exhibitions and Awards
Notes on Lester Beall's Philosophies
Notes on Lester Beall's Poster Designs
Notes on Lester Beall's Thoughts, misc.

CORRESPONDENCE

Miscellaneous, A-Z
Academia Brasileira de Ciencias Humanas
Art Director's Hall of Fame
Biographical Dictionaries
DECOMAS Committee (Tokyo)
Herdeg, Walter, and Stanley Mason
Kodansha Ltd. (Tokyo)
Rochester Institute of Technology
Miscellaneous Personal Papers and Records
IV. BUSINESS FILES - BOXES 122-124

BUSINESS RECORDS - Box 122

Client Lists ca. 1940-65
Fan Letters 1945, 1954
Generic Proposal Material n.d.
Generic Proposal Material n.d.
Inter-office Memoranda 1963-67
Office Furnishing Records, 60 Sutton Place South, New York 1952-53
Office Furnishing Records, 580 Fifth Avenue, New York 1950-51
Office Inventories - Storage ca. 1965
Personnel Records ca. 1950-69
Promotional Mailings/New Business Development 1948-1967
Slide Presentation Lists ca. 1964-68
Real Estate (Tenant) Records 1947-53
Work-in-Progress Listings 1949-54

CARD FILES AND REGISTERS - Box 123

Register of clients by job number
Card file of clients, alphabetical, listing job numbers

FINANCIAL RECORDS - Box 124

Client Billings 1964
Client Billings 1963
Client Billings 1962
Client Billings 1961
Client Billings 1960
Corporate Minute Book 1960-1969
Financial Statements and Records 1951-1969
Miscellaneous Equipment Receipts and Records (2 files) 1946-1967