

**LOUIS DANZIGER**  
(b. 1923)

Papers, ca. 1949 - 1989

6 Large Document Cases  
2 Small Document Cases  
2 Storage Boxes  
1 Poster Storage Box  
1 unboxed Item

The **Louis Danziger Collection** was given to  
Rochester Institute of Technology,  
Archives & Special Collections  
in 1995 by Louis Danziger.

Processed by:  
Carole Ann Fabian, Assistant Archivist  
May 1998

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

## About Louis Danziger

American graphic designer, born and educated in New York City. Danziger studied at the Federal Art Project classes, NY 1938-41 and served in the US Army through 1945. Following his military service, he studied graphics under Alvin Lustig (Art Center School of Design, LA 1947-48) and magazine design under Alexey Brodovitch (New School for Social Research, NY 1948.) In the same year, he collaborated with Brodovitch in designing layouts for *Esquire* magazine.

In 1949, Danziger established an independent freelance graphic design business in Los Angeles. He enjoyed commercial success maintaining long-term contracts with: Container Corporation of America, The Dreyfus Company, Gelvatex, Vivitar, Clinton Laboratories, Atlantic Richfield Company and the Los Angeles County Museum of Art, among others.

Danziger credits Lustig, Brodovitch and the German journal of the 1920-30's, *Gebrauchsgraphik* as his formative influences. His work is best known for its characteristic elegance, a term he defined as: "the accomplishment of a great deal with a minimum of means." Throughout his career he preferred to do fewer projects and retain control over production of each piece. With few exceptions, his work incorporates his own photography.

Danziger taught at the Los Angeles Art Institute, 1963-72 and at California Institute of the Arts, Valencia, where he served as Director of Graphic Design, 1972-88.

## Selected bibliography:

### *Contemporary Designers*

(St. James Press, 1990): 121-122

Wallace Library Reference collection NK 1165 C668 1990

### Livingston, Alan. *Thames and Hudson Encyclopedia of Graphic Design and Designers*

(NY: Thames & Hudson, 1992): 52-3

Wallace Library Reference Reference collection NC 998.4 L58 1992

The **Louis Danziger Collection** at RIT consists of representative examples of his commercial works from 1949 -1989, including proofs, tear-sheets, posters, exhibition catalogs and various other printed materials. A limited number of bibliographic and biographical documents are also included in the collection.

This finding guide is divided as follows:

- |                            |                                  |
|----------------------------|----------------------------------|
| I. Danziger Archives Data: | Box 1                            |
| II. Bibliographic Files:   | Box 1                            |
| III. Biographic Files:     | Box 1                            |
| IV. Client Files (A-Z):    | Boxes 1 - 12, & one unboxed item |

**KEY:**

- \* small document cases, Boxes 7 & 8
- \*\* storage box, Box 9 & 10, 11
- \*\*\* oversize storage box, Box 12

## **I. Danziger Archives Data:** Box 1

"Louis Danziger Archive Data" -- 1 micro floppy disk (Filemaker Pro & QuarkPress files), n.d.

"Louis Danziger Archive Data" -- 1 typescript: 17 pages, 198 items (object level descriptions written by Danziger), n.d.

"Louis Danguiger Archive Data" -- 1 typescript: 6 pages, unnumbered list of objects, n.d.

## **II. Bibliographic Files -- Writings on Danziger:** Box 1

"Louis Danziger," by Marvin Rubin, in *Graphis*,

"Louis Danziger, " edited by Walter Amstutz, in *Who's Who in Graphic Art*, (Zurich, Switzerland: Amstuts & Herdeg Graphis Press, 19 )

## **III. Bibliographic Files -- Writings by Danziger:** Box 1

*Graphic Designers in the USA/1*. (New York: Universe Books, 1971): 6-35.

"Season's Greetings from Louis Danziger," n.d.

"Season's Greetings form Louis Danziger, Volume 2," n.d.

## **IV. Biographic Files:** Box 1

"Louis Danziger" -- 3 curriculum vitae

## V. Client Files: Boxes 1 - 11

### **Scope Note:**

Items are listed alphabetically by client name, followed by title of work (when known), project or product name, description of material and date.

All materials are located in large document cases except as noted by asterisk(s):

- \* designates small document cases, Boxes 7 & 8
- \*\* designates storage boxes, Box 9 , 10 & 11
- \*\*\* designates oversize storage box, Box 12

### **BOX 1**

A & M Records -- <i>Earthquake</i> **	1 record album cover	1971
Ad Type Hollywood -- Type Workbook	1 brochure	1955
Advertiser's Composition Company (ACC) -- "Right on the Nose"	2 proofs	1950
Albion Optical Company -- VarotalV Lens	3 promotional booklets	1962
American Medical Center, SEE: Eleanor Roosevelt Institute for Cancer Research		
Anti-Defamation League Exhibit **	2 b/w photos (11x14)	1952
Anti-Defamation League Exhibit **	1 color transparency (4x5)	1952
Art Director's Club of Los Angeles (ADLA)	3 call for entries	1952
Art Director's Club of Los Angeles (ADLA)	4 dinner announcements	1952
Art Director's Club of Los Angeles (ADLA)	9 b/w exhibit photos	1952
Art Director's Club of Los Angeles (ADLA)	26 color transparencies	1952
Benjamin Berg Agency -- Camerette	4 brochures	1950
Blue Note -- <i>Bobby Humphrey</i> **	1 record album cover	1972
Blue Note -- <i>Bobby Humphrey</i> **	3 proofs front cover	1972
Blue Note -- <i>Bobby Humphre</i> **	3 proofs back cover	1972
Brown Saltman Company	1 product catalog	1964
Brown Saltman Company	stationary & logo	1962
Brown Saltman Company -- Champagne Preview	5 invitations	1963
Burden, Shirley	stationary	1950
Burden, Shirley	7 b/w photos of stationary	1950

### **BOX 2**

Califone Corporation	4 catalogs	1953
Califone Corporation	1 hang-tag	n.d.
California Arts Commission -- "Dimensions"	1 exhibition catalog	1969
California Institute of the Arts -- "Roy Lichtenstein at CalArts"	1 exhibition catalog	1977
California Institute of the Arts -- Summer School	4 announcements	1973
California Museum of Science & Industry -- Design West	4 announcement cards	1959
California Museum of Science & Industry -- Design West	3 tickets	1959
California Museum of Science & Industry -- Photo.West	3 announcement cards	1968
Champion Paper Company -- Printing Salesman's Herald	1 brochure	1966
Champion Paper Company -- Printing Salesman's Herald	5 booklets (+ 1 envelope)	1966
Charles Kober Associates	stationary	1973

Clinton Laboratories	14 product brochures	
Clinton Laboratories	5 product labels	
Clinton Laboratories -- Apple **		
Clinton Laboratories -- Apollo **	4 proofs of ad	1969
Clinton Laboratories -- Autostandard *	4 various packages	1966
Clinton Laboratories -- Beard **	6 proofs of ad	1959
Clinton Laboratories -- Birds **	5 proofs of ad	1959
Clinton Laboratories -- Blood Conversion System	2 packages	1961
Clinton Laboratories -- Bon Bon **	3 proofs of ad	1962
Clinton Laboratories -- Calcium Kit *	2 packages	1961
Clinton Laboratories -- Carved water **	2 proofs of ad	1961
Clinton Laboratories -- Cat **	4 proofs of ad	1962
Clinton Laboratories -- Caviar **	4 proofs	1962
Clinton Laboratories -- Chemtrol	2 packages	1959
Clinton Laboratories -- Cortisteroid Kit	2 packages	1964
Clinton Laboratories -- Eye **	7 proofs of ad	1959
Clinton Laboratories -- Glucose Reactant *	2 packages	1962
Clinton Laboratories -- Head **	5 proofs of ad	1959
Clinton Laboratories -- Ketokit *	1 package	1959
Clinton Laboratories -- Ketokit **	6 proofs of ad	1959
Clinton Laboratories -- Ketosteroid Kit *	1 package	1959
Clinton Laboratories -- Keto Tubes *	2 packages	1959
Clinton Laboratories -- Re/Coagulan *	2 packages	n.d.
Clinton Laboratories -- Salt **	4 proofs of ad	1962
Clinton Laboratories -- Si-kit *	2 packages	1964
Clinton Laboratories -- Si-uibc kit *	2 packages	n.d.
Collins Radio Company -- extension cord **	6 proofs of ad	1960
Collins Radio Company -- telescope **	5 proofs of ad	1960
Container Corporation of America -- Birds **	4 proofs of ad	1961
Container Corporation of America -- Great Ideas of Western Man, Coleridge **	18 proofs of ad	1958
Container Corporation of America -- Great Ideas of Western Man, Tower **	6 proofs of ad	1958
Cord, Eric, SEE: Creative Action Associates		
Creative Action Associates	stationary	1973
Danziger, Louis	stationary	1964
Design Group	2 announcement cards	1950
Disneyland Hotel	4 announcement cards	1956
Dos Pueblos Orchid Company	1 product catalog	1955
Dreyfus Company -- Foot & Egg	7 proofs of ad	1956
Dreyfus Company -- Sledgehammer & Egg	6 proofs of ad	1956
Eleanor Roosevelt Institute for Cancer Research	5 invitations	1959
Eleanor Roosevelt Institute for Cancer Research	6 tickets	1959
El Gaucho Restaurant, SEE: Wilshire House Hotel		
Farkas, Emil, SEE: Creative Action Associates		
Flax Artist's Materials	stationary, logo	1949
Flax Artist's Materials -- Arts & Architecture **	6 tear-sheets	1955
Flax Artist's Materials -- Books for Architects **	4 proofs of ad	1950
Flax Artist's Materials -- Books from Germany **	2 proofs of ad	1951
Flax Artist's Materials -- Books from Italy **	1 proof of ad	1951
Flax Artist's Materials -- Books of & about Japan **	5 proofs of ad	1951
Flax Artist's Materials -- One Coat Rubber Cement	5 labels	1952
Flax Artist's Materials -- One Coat Rubber Cement	1 b/w photo, 2 transparencies	1952
Flax Artist's Materials -- Pen Point **	4 proofs of ad	1950

Fraymart Gallery	8 announcement cards	1949
Gelvatex	stationary, logo	1955
Gelvatex	8 labels (gallon)	1956
Gelvatex	14 labels (quart)	1956
Gelvatex	7 b/w photos	
Gelvatex	8 transparencies	
Gelvatex	5 brochures	
Gelvatex	1 "testimonial" letter	1956
Gelvatex -- Blueprint Head **	9 proofs of ad	1956
Gelvatex -- Brush and Bucket	4 proofs	1956
Gelvatex -- Color Chips	3 proofs	1956
Gelvatex -- Gay walls of Pompeii **	11 proofs, 3 tear-sheets of ad	1956
Gelvatex -- House and Tree of Type	3 proofs	1956
Gelvatex -- Jungle mystery **	1 proof, 7 tear-sheets of ad	1956
Gelvatex -- Magic molecules **	4 proofs of ad	1956
Gelvatex -- Miraculous Dance **	3 proofs, 3 tear-sheets of ad	1956
Gelvatex -- Stripe photo of scientist **	8 proofs of ad	1956
Gelvatex -- Wise men in vermilion **	2 proofs, 6 tear-sheets of ad	1956
General Lighting Company	stationary	1949
General Lighting Company -- Contemporary Lighting	2 proofs, 2 tear-sheets	1949-50
General Lighting Company -- Contemp. Light. Fixtures	2 tear-sheets, 1 mock-up	1949-50
General Lighting Company -- Architectural Lighting	2 proofs, 3 tear-sheets, 1 mock	1949-50
General Lighting Company -- Hospital Lamp	3 proofs, 1 mock-up	1949-50

### **Box 3**

Glenn Frandsen, Inc.	stationary	1949
Graphis Magazine **	5 transparency strips	1978
Graphis Magazine **	7 proofs for cover 191	1978
Gruen Lighting Company	stationary	1951
Gruen Lighting Company	3 phone announcement cards	c.1950
Gruen Lighting Company	3 proofs of ads	1950-51
Hebrew Union College -- Photos. of Roman Vishniac ***	6 posters	1973
Hebrew Union College -- A Walk Through the Past	1 exhibition catalog	1974
Heliodyne Corporation	stationary	1962
Hooper Nielsen Pulse -- KFWB Color Radio **	4 proofs of ad	1955
Innovators, Inc.	stationary	1961
International Design Conference **	2 posters	1955
International Design Conference Aspen -- Balloons	5 promotional cards	1955
International Design Conference Aspen -- Crossroads	5 promotional cards	1955
Janus Dental Services	stationary	1968
KFWB Color Radio, SEE: Hooper Nielsen Pulse		
Kolton Bros., Lithographers	2 proposal folders	1955
Kolton Bros., Lithographers	12 stickers	
Kolton Bros., Lithographers	4 tear-sheets for foil ads	1958
Kobena, SEE: Ponder & Best -- Kobena		
Kwikset Locksets, SEE ALSO: Orange County Philharmonic Society		
Kwikset Locksets	3 exhibit booth cards	1951
Kwikset Locksets -- AIA Convention **	5 proofs on newsprint	1952
Kwikset Locksets -- AIA Convention **	4 proofs of ad	1952
Lightrend Company	stationary	1951-52
Lightrend Company	4 announcement cards	1952

Litecraft Lighting Co.	7 catalog covers	1950-51
Litecraft Lighting Co.	1 catalog cover on newsprint	1950-51
Little Theatre of Eagle Rock	2 announcement cards	1950
Los Angeles Advertising Women (LAAW)	6 brochures	1950
Los Angeles County Museum --		
Four Abstract Classicists & New Am. Prints	4 announcement cards	1959
Four Abstract Classicists	1 exhibition catalog	1959
Los Angeles County Museum --		
Irving Gill 1870-1936	1 exhibition catalog	1958
Los Angeles County Museum --		
Recent Sculpture U.S.A.	3 announcement cards	1954

#### **Box 4**

Los Angeles County Museum of Art, SEE: LACMA

LACMA	3 tear-sheets of ads	n.d.
LACMA -- American Paintings from the Met. Mus.of Art	6 announcement cards	1966
American Paintings from the Met. Mus.of Art	1 exhibition catalog	1966
American Paintings from the Met. Mus. of Art ***	4 exhibition posters	1966
LACMA -- American Narrative Painting	1 exhibition catalog	1974
LACMA -- American Sculpture of the Sixties	1 exhibition catalog	1967
LACMA -- American Sculpture of the Sixties ***	3 exhibition posters	1967
LACMA -- Ancient Ritual Bronzes of China	1 exhibition catalog	1976
LACMA -- Art in Los Angeles	1 exhibition catalog	1981
LACMA -- Art Treasures from Japan	3 announcement cards	1965
Art Treasures from Japan	1 exhibition catalog	1965
Art Treasures from Japan ***	3 exhibition posters	1965
LACMA -- Avant-Garde in Russia 1910-1930	1 exhibition catalog	1980
LACMA -- Bitter Years	3 announcement cards	1964
LACMA -- Bruce Nauman	1 exhibition catalog	1972
LACMA -- Dorothy Lange Photographs ***	3 exhibition posters	1971
LACMA -- Epic Campaign of 1934	3 lecture tickets	1964
LACMA -- Knud Merrild 1894-1954	1 exhibition catalog	1965
LACMA -- Monumental Silver	1 exhibition catalog	1977

#### **Box 5**

LACMA -- The Navajo Blanket	1 exhibition catalog	1972
LACMA -- New York School	4 announcement cards	1965
New York School	1 exhibition catalog	1965
New York School ***	4 exhibition posters	1965
LACMA -- Report of the Art & Technology Program	1 book	1971
LACMA -- Vincent Van Gogh Paintings & Drawings	3 announcement cards	1969
LACMA -- Vincent Van Gogh Ptgs. & Drwgs. ***	3 exhibition posters	1969
LACMA Office of Public Information	11 mailing labels	1968
LACMA Office of Public Information	1 press release form	1968
Mamiya, SEE: Ponder & Best -- Mamiya		
Meridian Books -- Cultural Signif.of the Reformation	4 cover proofs	1959
Meridian Books -- Judaism and Modern Man	2 cover proofs	1959
Monarch Building Maintenance Company	stationary	1961
Monarch Building Maintenance Company	1 small poster	1961

Murray-Sanders Developers	3 announcement cards	1949
Northrop Corporation -- Norair Division Capabilities	1 booklet	1961
Orange County Philharmonic Society	2 brochures	1954-55
Orange County Philharmonic Society	1 proof	1954-55
Pacific Furniture Company **	1 product catalog	1963
Pacific Furniture Company -- Condi **	1 product catalog	1963
Perm-O-Kote Company	3 Christmas cards	1951
Perm-O-Kote Company	4 proofs of ads	1951
Perm-O-Kote Company	1 proof sheet	1951
Petroleum World Magazine	1 cover tear-sheet, December	1950
Ponder & Best -- Kobena: A star is born... **	6 proofs of ad	1965
Ponder & Best -- Kobena: Anyway you look at it **	3 proofs of ad	1965
Ponder & Best -- Kobena: Super 8 **	8 proofs of ad	1965
Ponder & Best -- Komura, SEE: Ponder & Best -- Sankyo Komura		
Ponder & Best -- Mamiya/Sekor (unboxed item)	1 package/box	1965
Ponder & Best -- Mamiya/Sekor: Aim **	4 proofs of ad	1966
Ponder & Best -- Mamiya/Sekor: Contact sheet **	4 proofs of ad	1968
Ponder & Best -- Mamiya/Sekor: Daddy **	5 proofs of ad	1967
Ponder & Best -- Mamiya/Sekor: IBM punchcard **	7 proofs of ad	1967
Ponder & Best -- Mamiya/Sekor: Remember **	7 proofs of ad	1967
Ponder & Best -- P & B Enlargers: 45-24-35 **	3 proofs of ad	1965
Ponder & Best -- Sankyo Komura: Just ask your dealer **	4 proofs of ad	1962
Ponder & Best -- Sankyo Komura: Lenses **	4 proofs of ad	1961
Ponder & Best -- Vivitar	3 product brochures	1964
Ponderosa Pine Woodwork	2 booklets	1952
Psychoanalytic Research Foundation -- Psychoanalytic Forum	volume 1, no.1	1966
Psychoanalytic Research Foundation -- Psychoanalytic Forum	volume 1, no.2	1966
Psychoanalytic Research Foundation -- Psychoanalytic Forum	volume 1, no.3	1966

## **Box 6**

Sankyo Komura, SEE: Ponder & Best -- Sankyo Komura		
Skirball Museum, SEE: Hebrew Union College		
Steelbilt, Inc.	stationary	n.d.
Steelbilt, Inc. -- Horizontal Sliding Windows	2 reprints from <i>Sweet's</i>	1951
Steelbilt, Inc. -- Steel Frames / Sliding Glass Doorwalls	3 reprints from <i>Sweet's</i>	1951
Steelbilt, Inc. -- Steel Frames / Sliding Glass Doorwalls & Windows	3 reprints from <i>Sweet's</i>	1950
System Development Corporation -- Coop computers **	4 proofs of ad	1963
System Development Corporation -- Emerging book **	7 proofs of ad	1970
System Development Corporation -- Fish & wire **	7 proofs of ad	1970
System Development Corporation -- Instant bookmark**	3 proofs of ad	1963
System Development Corporation -- Modern Galatea **	3 proofs of ad	1963
System Development Corporation -- New regime **	4 proofs of ad	1963
System Development Corporation -- Through a glass **	4 proofs of ad	1963
System Development Corporation -- Toy soldiers **	6 proofs, 1 tear-sheet of ad	1960
System Development Corporation -- When descisions **	2 proofs of ad	1962
Tavart Garage Doors	3 booklets	1953
TRW -- 90% **	3 proofs of ad	1963

TRW -- Candle **	2 proofs of ad	1963
TRW -- Helmets **	4 proofs of ad	1963
TRW -- Racing car **	4 proofs of ad	1963
TRW -- Piston rings & globe **	2 proofs of ad	1963
TRW -- Planes & freeway **	4 proofs of ad	1963
TRW -- Satellite, heart **	1 proof of ad	1963
TRW -- Schoolbus **	4 proofs of ad	1963
TRW -- Sunflower **	4 proofs of ad	n.d.
UCLA Art Council -- Color	1 exhibition catalog	1969
UCLA Art Council -- George Rickey	3 announcement cards	1971
UCLA Art Council -- George Rickey	3 invitations	1971
UCLA Art Council -- George Rickey	1 exhibition catalog	1971
UCLA Art Galleries -- Gerhard Marcks	1 exhibition catalog	1969
UCLA Art Galleries -- Transparency, Reflection, Light Space: Four Artists	1 exhibition catalog	1970
UCLA Extension -- Application for enrollment **	4 proofs of mailer	1990
UCLA Extension -- Spring quarter 1990 **	2 catalog cover proofs	1990
UCLA Extension -- Spring quarter 1990 **	1 catalog	1990
Vivitar, SEE: Ponder & Best -- Vivitar		
Western Apparel Industry	3 cover tear-sheets, December	1952
Wexler & Guarini	stationary	1958
Wexler & Guarini	3 ticket folders	1958
Wexler & Guarini -- Tour Mexico	2 brochures	1958
Wilshire House Hotel	stationary	1962
Wilshire House Hotel	3 guest information portfolios	1962
Wilshire House Hotel	misc. brochures	c.1962
Wilshire House Hotel -- El Gaucho Restaurant ** 7 menu covers		1962
Xybian Corporation	original art for logo	1975
Xybian Corporation	stationary	1975
Zweier, Marvin	stationary	1950
Zweier, Marvin -- Bar Mitzvah	3 invitations	1969
Zweier, Marvin -- Wedding	2 invitations	1973

## **Louis Danziger Collection**

### **Box 1:**

Archives Data  
Bibliographic Files  
Biographical Files  
Client Files: A-B

## **Louis Danziger Collection**

### **Box 2:**

Client Files:  
C-General Lighting

## **Louis Danziger Collection**

### **Box 3:**

Client Files:  
Glenn - L.A. County Museum

## **Louis Danziger Collection**

### **Box 4:**

Client Files:  
L.A. County Museum of Art  
(LACMA)

## **Louis Danziger Collection**

### **Box 5:**

Client Files:  
L.A. County Museum of Art  
(LACMA) - P

**Louis Danziger Collection**

**Box 6:**

Client Files:

S - Z

**Louis Danziger Collection**

**Box 7:**

Client Files:

Clinton Labs. packaging

**Louis Danziger Collection**

**Box 8:**

Clinton Labs. packaging

**Louis Danziger Collection**

**Box 9:**

Client Files: Oversize

Pacific Furniture

**Louis Danziger Collection**

**Box 10:**

Client Files: Oversize

A - G

**Louis Danziger Collection**

**Box 11:**

Client Files: Oversize

I - Z

**Louis Danziger Collection**

**Box 12:**

Client Files: Posters

Hebrew Union College

LACMA