

JOYCE KNOEDLER MORROW

Papers, 1930-73

2 Document Boxes

The Joyce Morrow Collection was given to
Rochester Institute of Technology
by Joyce Morrow

Processed by Sandra Markham
Project Archivist
1989

Graphic Design Archive
College of Fine and Applied Arts
Rochester Institute of Technology
Rochester, New York 14623-0887

About Joyce Morrow

Joyce Knoedler Morrow's distinguished administrative career allowed her to develop close associations with the leading graphic designers of the period 1940-1970. She was born in New Jersey in 1917, and was educated at Wellesley College and Columbia University. Beginning with a job at the printing office at Columbia in 1938, Morrow followed a path of progressively more responsible positions at H. Wolff Book Manufacturing Co., Life Magazine, Henry Holt & Co., and Lewis & Gilman, Inc.; in 1953 Morrow was appointed executive director of the American Institute of Graphic Arts in New York, a post which she held for seventeen years, then remaining on as an AIGA board member from 1971-73. After leaving AIGA in 1970, Morrow served as vice president of the Toronto typographers Cooper & Beatty Ltd., until she left in 1971 to become a freelance editor, researcher and copy writer.

Morrow was married to Richard Stevens Morrow from 1944 until his death in 1950. For over twenty years she raised and bred horses in Pennsylvania, and was equally as at home and active in equestrian circles as she was in graphic design.

The Joyce Morrow Archive consists of correspondence, photographs, ephemera and publications which she had received and collected during her career. Of special interest is a group of sketches, letters and poems by Mehemed Fehmy Agha (1896-1978), a close personal friend who was a vital force in the history of American graphic design.

CORRESPONDENCE AND EPHEMERA FILES - 2 Boxes

Box 1

Agha, Mehemed F.	Dutch Treat Club Book	1970	1 volume
Agha, Mehemed F.	"International Cooperation Year" Sketch	1965	3 pieces
Agha, Mehemed F.	New Theatre	1935	2 pieces
Agha, Mehemed F.	Collected Writings, 1930-47 (contents list follows file inventory)	n.d.	1 volume
Agha, Mehemed F.	Miscellaneous Correspondence	n.d.	8 pieces
Agha, Mehemed F.	Miscellaneous Notes and Poems	n.d.	25 pieces
Agha, Mehemed F.	Miscellaneous Sketches	n.d.	45 pieces
Agha, Mehemed F.	Photographs	n.d.	7 photos
Agha, Mehemed F.	Silhouette	n.d.	1 piece
American Institute of Graphic Arts	Design and Printing for Commerce	1954	2 photos
American Institute of Graphic Arts	Annual Meeting	1953	3 photos
American Institute of Graphic Arts	Printing for Commerce	1952	1 photo
American Institute of Graphic Arts	Printing for Commerce/ 50 Ads Jurors	n.d.	1 photo
American Institute of Graphic Arts	Morrow, Cato and Rice at Exhibition Opening	n.d.	1 photo
Anderson, John	Richard Ellis Invitation	1954	2 pieces
Anderson, John	Keepsake	n.d.	1 piece
Art Directors Club	Hall of Fame Invitation	1975	1 piece
Artzybasheff, Boris	Christmas Greetings	n.d.	1 piece
Blumenthal, Joseph	Christmas Greeting/Keepsake	1962	1 piece
Burke, Jackson	Portrait	n.d.	1 photo

BOX 2

Cato, Robert	Portrait	n.d.	1 photo
Cincinnati Art Museum	Herman Zapf	1960-61	1 volume
Club of Odd Volumes	Meeting Notice	1962	1 piece
Composing Room, Inc.	Christmas Keepsake	1967	1 volume
Cooper & Beatty, Ltd.	Christmas Keepsake	1962	1 volume
Danziger, Louis	Seasons Greeting/Keepsake	n.d.	1 volume
Dorfsman, Lou	Portrait	n.d.	1 photo
Frasconi, Antonio	Exhibition Catalogue	1963	1 volume
Frasconi, Antonio	Postage Stamp/Keepsake	1963	2 pieces
Frasconi, Antonio	Christmas Greeting	1962	1 piece
Harcourt Brace & World	Christmas Keepsake	1965	1 volume
Hurlburt, Allen	Portrait	n.d.	1 photo
Immerman, Sol	AIGA Book Exhibition	n.d.	1 piece
Lionni, Leo	Portrait	n.d.	1 photo
Lionni, Leo	Christmas Greeting	n.d.	1 piece
Low, Joseph	New Years Greeting	n.d.	1 piece
Low, Joseph	Get Well Greeting	n.d.	2 pieces
Monocle Periodicals	Monocle, vol. 6, no. 4	1965	1 volume
Pliskin, Robert	Greeting	n.d.	1 piece
Push Pin Studios	Invitation	1964	3 pieces
Scientific American	Christmas Keepsake	n.d.	2 pieces
Shahn, Ben	Correspondence	1963	2 pieces
Sun, Ruth and Norman	A China Keepsake	1973	1 volume
Taylor, Kim	Christmas Greeting	n.d.	1 piece
Typophiles, The	Christmas Keepsakes	1963-4	2 volumes
Unknown Maker	Valentine	n.d.	1 piece
Wallace, Douglass	Christmas Keepsake	1962	1 piece
Zahn, Carl	A Question of Style	1963	1 piece

Contents of bound volume containing the published writings of Mehemed F. Agha

Writings clipped from books and periodicals, assembled and bound into a volume by Dr. Agha; inventory reflects the order in which the pieces appear.

"Foreword" from the 14th Annual Exhibition catalogue, Art Directors Club, 1935

"Sanserif Legerdemain Avoirdupois," in Advertising Arts, March 1931

"Preface," in U.S. Camera, 1935

"Is Photography Art?," in U.S. Camera, 1936

"A Word on European Photography," publication and date unknown

"Anton Bruehl," in Exhibition of Photographs by Anton Bruehl, at Delphic Studios, New York, February 16-March 1, 1931

"Photography," in Margaret Bourke-White, Ralph Steiner, Walker Evans: Photographs by Three Americans, at John Becker Gallery, New York, April 18-May 8, 1931

"Paul Outerbridge, Jr.," in Advertising Arts, May 1931

"Ralph Steiner," in Creative Art, January 1932

"Art and Art Directors," in Advertising Arts, May 1935

"Advertising 1932," publication and date unknown

"Leave European Art in Europe," in Advertising Arts, January 1932

"What Makes a Magazine 'Modern'?", in Advertising Arts, October 1, 1930

"About Margins & Bleeds," in American Printer, March 1935

"The Hippocratic Oath of a Photographer," publication and date unknown

"Surrealism or the Purple Cow," in Vogue, November 1, 1936

"Whistler's Hippopotamus," in Vogue, March 15, 1937

"Graphic Arts in Advertising: Moderns and Modernists," publication and date unknown

"Woman's Place Is in the Dark Room," in Vogue, October 15, 1938

"Melies: Father of the Impossible," in Vogue, May 15, 1939

"Some Terrible Painters," in U.S. Camera, October 1939

"The Passing of the Blops," in Vogue, September 15, 1940

"Raphaels Without Hands," in Vogue, June 15, 1941

"Joseph Platt: The Man Who Gets Tired Easily," in Marshall Field's Fashions of the Hour, October 1941

"That's My System," publication and date unknown

"Photography Lays an Easy Egg," in Junior Bazaar, June 1947

Forward, in 26th National Exhibition of Advertising and Editorial Art, at the Metropolitan Museum of Art, New York, April 25-June 1, 1947

Forward, in unknown catalogue (possibly exhibition of paintings by Art Directors), publication and date unknown

"Fashion Photography Today," in Photography, Fall 1947

"Horseless Photography," in Harper's Bazaar, November 1944