

**Will Burtin Papers,
c.1857-1972 (bulk 1955-1972)**

The Will Burtin Collection was given to the RIT Libraries in December 2000 by Burtin's daughter,
Carol Burtin Fripp.

Wallace Library
Special Collections
Rochester Institute of Technology
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Administrative Information

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|------------------------------|---|
| Creator | Burtin, Will, 1908- |
| Extent | 124 manuscript boxes, 74 oversize boxes, 10 architectural rolls, 27 models, 27 audiotapes, 40 films, 20 compact discs (195 linear feet) |
| Abstract | Collection of materials from graphic designer Will Burtin, (1908-1972). Includes extensive client project files and documentation (sketches, mechanicals, models, printed samples, photographs), business and professional correspondence, financial records, publications, personal papers, exhibit plans, and audio/visual materials. |
| Processed by | Amy Vilz, 2005-2006 Assisted by Anna Kuipers, Lindsay Sidlauskas, Sara Tkac |
| Terms of Use | The Will Burtin Papers, c.1857-1972 [bulk 1955-1972], are open for research. |
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| Preferred Citation | [Description and dates], Box/folder number, Will Burtin Papers, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology. |
| Acquisition | Although the Will Burtin Collection was deposited to RIT Special Collections in June 1991 by Burtin's daughter, Carol Burtin Fripp, it was officially deeded to RIT in December, 2000. An extensive inventory was completed of the unprocessed collection in July, 2001 and is available upon request. |
| Languages Represented | English, French, German, Italian, Japanese, Russian |

Biographical Note

1908-1938

Designer, art director, and teacher, Will Burtin was born in 1908 in Cologne, Germany. Burtin initially trained as a typographer and served as an apprentice in 1922. At night, he expanded his education into design by attending, and later teaching at the Cologne Werkschule. His successful design practice included the creation of exhibits and printed publications for industrial clients. By the late 30s, Burtin's work had garnered so much attention in Germany, that he was approached by Hitler to design for the Nazis: "They were insidious. I couldn't refuse and stay in Germany."¹ Fleeing with his wife, Hilde, Burtin immigrated to the United States in 1938.

1939-1948

Quickly finding work, Burtin designed the *Federal Works Exhibition* for the United States Pavilion at the 1939 New York World's Fair, and began teaching at the Pratt Institute. As a freelance designer, Burtin earned a medal from the New York Art Directors Club in 1941 for his cover design of *Architectural Forum*, and had an issue of *A-D* (vol. 8, no. 3) devoted entirely to his work from the previous decade. These would be the first of many honors awarded to Burtin over the course of his career.

In 1943, Will Burtin was drafted into the US Army and spent the next three years designing gunnery manuals. This unique ability to visually express complex concepts would emerge as a defining characteristic of Burtin's work. Years later, photographer Ezra Stoller cited this experience, along with Burtin's background in typography and printing as helping to define his tenure as art director (1945-1949) of *Fortune* magazine:

"The layouts suddenly invested *Fortune* with a new dimension. Copy and illustrations were not just neatly organized; they were presented as counterpoint to each other. Indeed, one could get the sense of a story by simply following the layout with the text acting as a clarification and reinforcement."²

The mid to late 40s saw Burtin expand his role in professional organizations, serving as Director of the American Institute of Graphic Arts (AIGA). In 1948, Burtin's *Integration: The New Discipline in Design* exhibit opened at the Composing Room in New York City. In the introduction to the exhibition, designer Serge Chermayeff stated:

"This new art of 'visualization,' of giving visual form in two or three dimensions to a message, is the product of a new kind of artist functionary evolved by our complex society. This artist possesses the inclusive equipment of liberal knowledge, scientific and technical experience, and artisticability....Among the small band of pioneers who have developed this new language by bringing patient research and brilliant inventiveness to their task is Will Burtin."³

1949-1971

In 1949, Will Burtin Inc., opened in New York City, later moving to fellow designer Alvin Lustig's studio in 1956. Among his clients were IBM, the United States Information Agency (USIA), Union Carbide Corporation, and Eastman Kodak.

United States Information Agency (USIA), 1958

Burtin designed many exhibits for USIA; some were realized (such as *Plastics in America* and *Werbepackung in Amerika*), others were not. One of the most successful depicted life in a characteristic Midwestern American town, Kalamazoo, Michigan. *Kalamazoo...and how it grew!* traveled throughout England, and later to Berlin. A winding paper ribbon and oversize Gibson guitar represented the past and current industries of the region, and were exhibited along with personal insights of the average citizen of Kalamazoo.

Union Carbide, 1962

Portraying the complexities of atomic energy, Burtin designed *The Atom in Action*, showcased at Union Carbide's headquarters in New York City. Once again, he condensed intricate scientific principles into an accessible, yet aesthetically sophisticated exhibit. *The Atom in Action* maintained popularity and remained exhibited at Union Carbide for many years.

Eastman Kodak, 1960-1962

New construction techniques and a unique "flying carpet" design brought considerable attention to Burtin's *Eastman Kodak Pavilion* at the 1964-1965 World's Fair. The pavilion included an eighty foot high photo tower and moon deck. Although Burtin's contract with Eastman Kodak was terminated before the pavilion was built, the Concrete Industry Board bestowed Burtin with a special award in 1964 for its design.

Upjohn, 1949-1971

Most noteworthy, Burtin served for 22 years as both Upjohn's design consultant and art director of its in-house publication, *Scope*. His work on *Scope* continued his use of graphics and imagery in communicating complicated journal text. He worked to create a unique corporate identity for Upjohn, a new concept at the time. For Upjohn, Burtin produced some of the most celebrated exhibits of his career: the *Cell*, the *Brain*, and *Inflammation: Defense of Life*. These immensely popular walk-in exhibits provided a clear, visual interpretation of abstract scientific processes.

1971-1972

Two important events impacted this final period. Burtin's contract with Upjohn was terminated after two decades of a successful relationship between the designer and pharmaceutical giant. Also, Burtin was diagnosed with cancer. His illness and the loss of this long-time client led to a re-structuring of his design practice, Will Burtin Inc. This scaled-down practice, Will Burtin Associates, is described in detail in a proposal written by

second-wife, designer Cipe Pineles. Burtin married Pineles in 1962. His first-wife, Hilde, passed away in 1961.

Although he kept working, his illness did take a toll. It seems that Cipe accepted increasing responsibilities of his practice, and assisted in Burtin's final projects, the *Living Monument* exhibit for the Société Générale du Banque in Belgium, and a large-scale exhibit on the environment for the United Nations. Additionally, Burtin had accepted a 1971 appointment as Research Fellow and Lecturer in Visual and Environmental Studies at Harvard. Regrettably, his illness prevented him from carrying out this assignment.

Will Burtin died January 18, 1972 at age 64. A memorial service was held January 22 at the Church Center for the United Nations. Many of Burtin's close friends and colleagues attended, including Lou Dorfsman, Ezra Stoller, Dr. Robert L. Leslie, Edward Gottschall, Saul Bass, Max Gschwind, and Alger Hiss. Longtime friend and colleague Saul Bass gave the eulogy. Will Burtin's work in design was not short-lived or forgotten. Indeed, friend and photographer Ezra Stoller wrote in 1984:

“Long after Burtin left *Fortune* the imprint of his ideas lingered on, mostly in ‘On the Frontier,’ which was one color page per issue illustrating a radically new work or industrial process....Merely a remnant left behind by the high water mark of the unique genius. There never has been anyone the likes of Will Burtin.”⁴

¹ Scotford, Martha, *Cipe Pineles: A Life of Design*, Norton: New York, 1999, p 107.

² Letter [photocopy] by Ezra Stoller to Chris Mullen, October 5, 1984, 9.2, Will Burtin Papers, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.

³ *Integration* exhibition booklet, 1949, pp. 2, 55.6, Will Burtin Papers, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.

⁴ Letter [photocopy] by Ezra Stoller to Chris Mullen, October 5, 1984, 9.2, Will Burtin Papers, RIT Libraries: Graphic Design Archives, Rochester Institute of Technology.

Scope and content

The Will Burtin Papers, c.1857-1972 [bulk 1955-1972], mainly cover his professional work created through his firm, Will Burtin Inc., concentrating from the late 1950s to Burtin's death in 1972. Previous professional work, including that created in Germany, as well as *Fortune* and the Office of Strategic Services (OSS), is not covered in great detail. German work includes eleven pieces of artwork [located in 184.1-184.11: “Early projects, original artwork,” c.1926-1930, n.d.], and publications and brochures designed for German clients (*Einst Jetzt, Fanal Flamme, Glas im Bau, Kristallspiegelglas*, and *Sie Wollen Bauen!*).

Fortune and OSS documentation contains a small amount of correspondence. Records for *Fortune* also include mounted covers and spreads (mainly used for publicity

and exhibition purposes), tear sheets of spreads, transparencies of magazine covers and images used in articles, and a magazine Christmas subscription card.

Although not extensive, documentation for Burtin's tenure in the army includes his sextant, gunnery manuals he designed, photographs of him in uniform and with OSS colleagues, and his discharge papers. Letters from Burtin and *Fortune* publisher William D. Geer sent to the army discuss Burtin's acceptance of employment as *Fortune* art director.

The collection is organized in five series: clients, photographic materials, bibliographic, business, and biographic records.

Series I. Clients, c.1926-1971, 1984, 2006, n.d.

The largest of the five series, *Series I* contains records pertaining to the various aspects of work developed for clients of Will Burtin Inc. Correspondence regarding projects as well as draft and finished artwork, presentation portfolios, architectural drawings, posters, exhibition panels, three-dimensional exhibit models, and audio/visual materials are all present in this series. Through extensive documentation in these various formats, the process of Burtin's work can be studied. Of particular interest are the *Cell*, *Kalamazoo...and how it grew!*, *The Atom in Action*, and Eastman Kodak 1964 World's Fair pavilion. Major clients such as Union Carbide, Eastman Kodak, IBM, McGraw-Hill, and the University Circle Development Foundation are all represented, with documentation for Upjohn projects accounting for the bulk of this series records.

Work completed for Upjohn, most importantly, the large-scale exhibits of the *Cell*, *Brain*, *Chromosome*, and *Inflammation* are covered in great detail. Correspondence regarding these projects, as well as notes, publications, artwork, photographs, slides, transparencies, films, architectural drawings and plans, audio materials, and exhibit models can all be studied to give meaningful understanding to Burtin's design process.

The majority of client correspondence and project artwork covers the years 1958-1970. Records for clients vary from just a few documents to several folders, depending on the longevity of Burtin's relationship with the client, as well as the length of the project. Project artwork contains mechanicals, sketches, drawings, mock-ups and dummies. Architectural drawings and plans offer a detailed view of various exhibits. Many are covered amongst the different subseries formats, such as *The World of Brunswick*, Eastman Kodak 1964 World's Fair pavilion, University Circle Cleveland signage project, and IBM *Community Living* showcase exhibit. However, some projects, for example, the 1964 World's Fair Illinois state pavilion and Hall of Science pavilion, have most of their documentation within the architectural plan subseries.

Posters and broadsides span Burtin's career, from a 1948 poster for the 27th annual exhibition of the Art Directors Club of New York, to the *Brain*, *Cell*, *Kalamazoo...and how it grew!*, and *Communication of Knowledge* exhibits. Broadsides for speeches and lectures are also included. Exhibition panels almost exclusively consist of those used in Burtin's *Communication of Knowledge* exhibit created for his receipt of the American Institute of Graphic Arts (AIGA) medal award in 1971.

Major exhibits can also be studied via the 27 architectural models in the collection, some with numerous iterations. The *Brain*, *Cell*, *Chromosome*, Eastman Kodak film tower (part of 1964 World's Fair pavilion), *Inflammation*, and the *Muscle* are all represented. Models of smaller projects include the Living Monument exhibit created for Société Générale du Banque, and a series of 5 trophy bases designed for Upjohn's Salesman of the Year award. *Please note*: While most models are intact, some have sustained small amounts of damage, or are in pieces with original structure unknown.

Audio/visual materials provide additional insight into Burtin's work. Several of Vision 67 conference addresses, including those of R. Buckminster Fuller and Burtin, are included. Additionally, the collection includes companion films created for some of Burtin's most famous Upjohn exhibits: *Inflammation: Defense of Life* and *Chromosome: Genes in Action*. Publicity films include footage of television programs *What is Life?* (regarding the *Cell*) and *Horizons* (publicizing the *Chromosome*) for the British Broadcasting Corporation. *Please note*: Audiotape materials have been re-formatted and are accessed via compact disc. However, films have been re-housed only, with original packaging retained. Films cannot be played, but are available for cursory examination.

Series II. Photographic records, c.1944-1971, 2006, n.d.

Photographic records are comprised of four subseries: photographs by client, photographs by subject, slides, transparencies, and negatives. *Subseries A. Photographs by client/project*, consist chiefly of images of exhibit models and finished exhibits. Some projects (for example, Upjohn's *Brain* and *Chromosome* exhibits) contain images used for research during the creation of the exhibit, or were part of the explanatory material in the exhibit itself. All major clients and projects are represented, with an emphasis on Upjohn projects. Some projects are documented in more detail than others. For instance, the 1964 World's Fair Eastman Kodak pavilion includes images of various models considered for the final exhibit.

Other images offer visual information only available within the photographic subseries. For example, images of the *Brain*, *Cell*, *The Atom in Action*, and *Visual Communications 1957* include detail views of exhibit panels and stations. Furthermore, photographs offer documentation for events, such as a 1955 appearance by Burtin at the Art Center in Los Angeles and the 3rd and 5th International Design Conferences at Aspen (1953 and 1955 respectively). *Photographs by subject* serve mainly as a "picture file" of images, used either for research, or they appeared directly in numerous projects.

To a large extent, subseries *slides*, *transparencies*, and *negative* images overlap those found in photographs. Unique material to these subseries does exist; specifically in regards to slide presentations. For example, the slide subseries contain presentations created for Upjohn: *Corporate Communications* and *Reality in 1970*, as well as other slides used for lectures and other presentations. Events are also covered in the slide subseries, specifically the 1958 Art and Science of Typography conference at Silvermine, and the 6th International Design Conference at Aspen in 1956.

Please note: When known, photographers are listed for each folder's contents. Most accredited photographs were taken by Ezra Stoller.

Series III. Bibliographic records, c.1931-1972, n.d.

Series III consists of ten subseries, the largest of which is exhibition/client publications. Upjohn publications and advertising material comprises most of this subseries. However, exhibition booklets, journals, brochures, and letterhead designed for other clients are also documented to a great degree, including Herman Miller Furniture, ESTO, Reynolds Metals, and Strathmore Paper. *Please note:* Although all Upjohn materials were not designed by Burtin, they were created during his tenure as design consultant.

Bibliographic records also document Burtin's professional work outside that completed for clients, and include writings on and by Burtin, speeches, teachings, professional organizations he belonged to, conferences he attended and organized, awards and honors, publicity, and research material (each its own subseries). Burtin's prolific writings on design and communication are well-documented and include handwritten manuscripts.

As Burtin was heavily involved in professional organizations, documentation of various design organizations and conferences is especially strong. Alliance Graphique Internationale (with correspondence with Jean Carlu), American Institute of Graphic Arts, International Center for the Communication Arts and Sciences, and International Council of Graphic Design Associations are well represented. Design conferences are also well-documented particularly the period from the mid-1950s to 1971. These include: the International Design Conference at Aspen series, 1958 Art and Science of Typography at Silvermine (organized by Burtin), 1959 Typography USA, and Vision 65, 67, and 69 (organized by Burtin).

Although the speeches and teachings subseries cover Burtin's career from the mid-1940s to 1971, their documentation is small in volume. The majority of teachings deal with Burtin's work at the Pratt Institute, where he was on staff and served for a short time as chairman of the Visual Communication department.

Series IV. Business records, c.1950-1971, n.d.

Business records consist of two subseries: general business records and accounts. Highlights in general business records include Burtin's appointment book pages, office rolodex, designs in progress (which describe time, payroll, and staff for projects), and notes written by Cipe Pineles Burtin regarding the proposed creation of "Will Burtin Associates" in 1971. A small amount of records also describe work completed by Burtin's wives Hilde and Cipe Pineles as staff members of Will Burtin Inc. Accounts consist mainly of invoices and receipts for client projects from 1951 to 1971.

Series V. Biographic records, c.1857-1972

Series V contains records offering insight into Burtin's personal life. The Burtins brought various documents with them upon their 1938 immigration into the United States, including family genealogical records, a 1933 German passport (Deutsches Reich Reise-pass), and two books by Jan Tschichold: *Die Neue Typographie* and *Eine Stunde Druckgestaltung*.

Personal correspondence consists of family, friends, and acquaintances, mainly wife Cipe Pineles Burtin, daughter Carol Burtin Fripp, and sister Rosa Lansbeck. Letters from friends include Robert Osborn, Alger Hiss, and Willem Sandberg, and many are get-well wishes for Burtin during his illness of 1971 to 1972. Letters to and from Dr. Phillip Knöll, (whom he apprenticed for as a young man in Germany), span 1955 to 1966, and document their lifelong friendship.

Images of Burtin, his family, travels, and home in New City, New York are also documented. A small amount of records, including bound check registers and Hilde Burtin's estate, offer insight into Burtin's financial matters.

Lastly, this series documents Burtin's death. Tributes by Saul Bass, F.H.K. Henrion, and Parsons School of Design dean David C. Levy, obituary clippings and press releases announcing Burtin's death, and the memorial service guestbook are all present. The guestbook contains the signatures of colleagues and friends of Will Burtin, including Lou Dorfsman, Saul Bass, Ezra Stoller, Dr. Robert L. Leslie, Edward Gottschall, Max Gschwind, and Alger Hiss.

Arrangement

Series I. Clients, c.1926-1971, 1984, 2006, n.d.

- Subseries A. Correspondence, c.1943-1971, 1984, n.d.
- Subseries B. Project artwork, c.1926-1971, n.d.
- Subseries C. Portfolios, c.1958-1969
- Subseries D. Architectural plans and drawings, c.1948-1968, n.d.
- Subseries E. Posters and broadsides, c.1948-1971, n.d.
- Subseries F. Exhibition panels, c.1950-1951, 1971, n.d.
- Subseries G. Models, c.1958-1971, n.d.
- Subseries H. Audio/Visual, c.1956-1969, 2006, n.d.

Series II. Photographic records, c.1944-1971, 2006, n.d.

- Subseries A. Photographs: Client/Project, c.1945-1971, n.d.
- Subseries B. Photographs: Subject, c.1957-1965, n.d.
- Subseries C. Slides, c.1956-1971, n.d.
- Subseries D. Transparencies, c.1944-1971, n.d.
- Subseries E. Negatives, c.1950-1971, n.d.

Series III. Bibliographic records, c.1931-1972, n.d.

- Subseries A. Client/Exhibition publications, c.1931-1970, n.d.
- Subseries B. Writings on Burtin, c.1953-1971, n.d.
- Subseries C. Writings by Burtin, c.1948-1971, n.d.
- Subseries D. Speeches, c.1947-1971
- Subseries E. Teachings, c.1946-1971
- Subseries F. Professional organizations, c.1954-1971, n.d.
- Subseries G. Conferences, c.1955-1971
- Subseries H. Awards and honors, c.1957-1971, n.d.
- Subseries I. Publicity, c.1949-1971, n.d.
- Subseries J. Research material, c.1950-1972, n.d.

Series IV. Business records, c.1950-1971, n.d.

- Subseries A. General business records, c.1950-1971, n.d.
- Subseries B. Accounts, c.1956-1971

Series V. Biographic records, c.1857-1972

- Subseries A. German records, c.1857-1968
- Subseries B. Correspondence, c.1950-1972, n.d.
- Subseries C. Photographs and negatives, c.1954-1958, n.d.
- Subseries D. Slides and transparencies, c.1945-1969, n.d.
- Subseries E. Financial records, c.1951-1970, n.d.
- Subseries F. Memorial service, 1972

Container List

Series I. Clients, c.1926-1971, 1984, 2006, n.d.

Scope and content: Contains correspondence, project artwork, portfolios, architectural plans and drawings, exhibition panels, models, and audio/visual materials relating to client work.

Subseries A. Correspondence, c.1943-1971, 1984, n.d.

Scope and content: Most folders contain correspondence with clients regarding projects. Some contain notes, reports, photostats, photographs, clippings, etc. and are noted as such. Although not extensive, also includes professional correspondence with individuals such as Ezra Stoller, R. Buckminster Fuller, Edward "Tink" Adams, and Robert Osborn. A 1966 guestbook for the Chromosome: Genes in Action exhibit contains the signatures of colleagues such as Dr. Robert L. Leslie, Jerry Cooke, Cipe Pineles, Estelle Ellis Rubinstein, and Max Gschwind. Quoted folder headings were taken directly from Burtin's descriptions of the material.

Arrangement: Alphabetical by client/correspondent and project. Client files with numerous projects (such as Upjohn), are alphabetized under the client name. Unknown clients are filed under the project name.

- 1.1 "Cables and telegrams," 1966-1968, n.d.
- 1.2-2.2 "General correspondence," c.1960-1971, n.d.; includes correspondence regarding projects, and with colleagues such as R. Buckminster Fuller [1963, 1969, 10/21/69], and Umberto Eco [1968]. [9 folders]
- 2.3-4.2 "Personal correspondence," c.1945, 1950-1970; includes correspondence regarding professional work other than clients [i.e.: writings, exhibitions, etc.], photostat copy of letter from Jan Tschichold to Matthew Leibowitz [9/30/57], handwritten letter to Will and Cipe Pineles Burtin from Bradbury Thompson [1/17/67]. [14 folders]

A-Illinois

- 4.3 Edward "Tink" Adams, c.1955-1963
- 4.4 Air Canada: Expo '67 [Montreal, Canada], 1965; includes notes, drafts.
- 4.5 Altamira: catalog, 1954
- 4.6 Aluminum Company of America (ALCOA): corporate graphics program, 1958, 1960-1961
- 4.7-4.9 American Museum of Health: *Hall of Medicine and Health*, 1961-1962; includes drafts, Hall proposal by The Displayers, *Today's Health* journal, pencil sketch [floor plan?]. [1964 World's Fair]

- 4.10 American Telephone and Telegraph (AT&T): information and training center, c.1965-1970; includes notes, drafts, design standards, advertising specifications.
- 4.11 American Type Founders (ATF), 1956-1958; includes advertisement copy.
- 4.12 Amstutz & Herdeg Graphis Press: *Who's Who in Graphic Art*, 1959; includes list of entries, Burtin biography.
- 4.13 Automation House, 1969; includes report.
- 1.14 "Bahamas project: information center," c.1970; includes report.
- 4.15 Black Grove Inc: community revitalization, 1970-1971; includes meeting transcription, proposal.
**See also this subseries *Julia Allen Field: "environmental park" [zoo], 1966-1967*
- 4.16 "British Broadcasting Corporation (BBC): *Horizon* transcript," 1965-1966; regarding *Chromosome: Genes in Action* exhibit. [televised July 3, 1966]
- 4.17 British Broadcasting Corporation (BBC): "Science International, *Basis of Life*," 1959; includes second treatment of script for BBC television program regarding the *Cell*.
- 4.18-4.19 Brunswick Corporation: *World of Brunswick*, c.1962-1966; includes memos, brochure.
- 4.20 "Cipe Pineles Burtin: William Golden book," 1961-1962; includes Will Burtin's drafts of introduction.
- 5.1 "Will Burtin business handled by C.P. [Cipe Pineles]," 1971-1972; includes 1971 American Institute of Graphic Arts exhibit, Société Générale du Banque, Alliance Graphique Internationale, Ad Hoc Council for Symbols Coordination, billing, notes.
- 5.2 "Will Burtin: confidential," 1971; includes letter to Herbert Spencer regarding symposium format of "Roving Eye and the Constant Image," letter from Peter Stone on presentation for United Nations exhibit: "Man is Responsible for his Environment."
**See also *Series III. Subseries G. Conferences, 1971 Roving Eye and the Constant Image: Bureau of Advertising, and this subseries, United Nations.*

- 5.3 Will Burtin Science Communication Group, 1967-1971, n.d.; includes *Communications Audit*, pencil logo sketches, draft letterhead, notes, manuscript/report drafts, brochures.
- 5.4 Business Image Inc.: Kimberly-Clark brand identity proposal, 1969; includes sketches, proposal. [disbound]
- 5.5 Celanese Corporation of America: trademark, c.1964; includes advertisements, trademarks, brochure: *Celanese in 1964*.
- 5.6 Chase Manhattan Bank: trademark, 1959
- 5.7 Chrysler Corporation: 1964 World's Fair theme presentation, 1962; includes report, photostats. [disbound]
- 5.8 Columbia Broadcasting System (CBS): lettering style study, 1965, 1971; includes notes, report drafts, sketch, report: *The Market*.
- 5.9 Container Corporation of America, 1954-1956
- 5.10 Contemporary Arts Center (Cincinnati Art Museum): *Recent Graphic Design* exhibit, 1956; includes list of Burtin's entries.
- 5.11-5.14 "Displayers Inc.," c.1950-1962; includes 1950 Upjohn American Medical Association exhibit blueprint, photograph of Gallery 500, correspondence regarding *Disneyland*, *Plastics in America*, *Cell, Diabetes*, Toledo Amateur Art exhibit.
- 5.15-6.4 Eastman Kodak: 1964 World's Fair pavilion, c.1960-1964; includes World's Fair building code, roof shell plan, budget estimates, 1962 termination of Burtin's contract, 1964 Concrete Industry Board special award for pavilion, notes with ink sketches. [6 folders]
- 6.5 Elgin Watch Company, n.d.; includes notes on proposed 1964 World's Fair exhibit.
- 6.6 Julia Allen Field: "environmental park" [zoo], 1966-1967
***See also this subseries Black Grove Inc: community revitalization.*
- 6.7 Fleischmann Distilling Corporation: mixer manual, 1954-1956
- 6.8 Ford Foundation: Amphitheatre, c.1966-1967; includes logo sketches, notes.

- 6.9 *Fortune* magazine, 1947, 1948; includes correspondence from A.E. Herzer to D. Oshlag [Time-Life International production manager], *Fortune* redesign memo [3 copies].
- 6.10-6.11 Illinois Commission: 1964 World's Fair Illinois state pavilion, c.1963-1964; includes notes, clippings, photostat, description of steps in exhibit design.

* * * * *

International Business Machines (IBM)

- 6.12 Advanced Communication Research Institute (ACRI), 1970-1971; includes notes, proposal drafts, proposal: "*The Design of Education: A Systems Approach to Learning for an Era of Growth*," photostat.
- 7.1 "*A Child's View*," c.1970; includes notes, slide sequence lists.
- 7.2-7.3 "General file," 1960-1962, 1967, 1970; includes drafts/notes for 1964 World's Fair exhibit, 1967 IBM showcase.
- 7.4 "*The Human Mind*," c.1970; includes drafts of *The Wonderful World of the Human Mind*.
**See also Series II. Subseries C. "*Manuscript notes, (fragmentary)*."
- 7.5 "Institute for Executive Development in Argentina (IDEA), seminar," 1970; includes notes, schedule.
- 7.6 "*Journal of Research and Development*," c.1956-1962
- 7.7 "*A New World*," 1970-1971, n.d.; includes notes, icosahedron collage mock-up.
- 7.8 "*Think*," [journal] 1958-1962, 1970-1971, n.d.; includes *Target: the Brain* article notes/drafts, photographs of 1960 journal luncheon.
- 7.9 "*What Kind of Tomorrow*," 1970

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J-L

- 7.10 Janus Films: brochure, 1968-1969; includes brochure dummy.
- 7.11 Lincoln Center, c.1967-1970; includes letter to Cipe Pineles Burtin, press release, cost estimates, 1967 dedication plaque, handwritten notes by Cipe regarding Festival '68 presentation.

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McGraw-Hill

- 7.12-7.13 "Communication Center," 1968; includes notes, meeting minutes, research clippings.
- 7.14 "Communication Center, analytical report," 1968; includes photographs, photostats. [disbound from metal-clamp binder]
- 7.15 "*Your Health Library*, yearbook series," 1971; includes notes, report drafts.

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Me-Union

- 7.16 Mead Corporation: packaging exhibit, 1958-1959; includes notes.
- 8.1 *Medical Encyclopedia*, 1970-1971; includes copy of journal.
- 8.2-8.3 Herman Miller Furniture Company: brochure and ad graphics, 1958-1959
- 8.4-8.5 "*Modern Medicine*: journal re-design," c.1959-1963, 1965; includes memo drafts of Burtin's notes.
- 8.6 Museum of Contemporary Arts and Crafts: catalog, 1960
- 8.7 "Museum of Science and Industry," 1961, 1963
- 8.8 National Space and Aeronautical Administration (NASA): exhibit procurement announcement, 1965
- 8.9 Robert Osborn, 1966, n.d.
- 8.10 Pantheon Books: *The Story of Mathematics for Young People*, 1966-1968
- 8.11 Raytheon Company: Institute of Electrical and Electronics Engineers (I.E.E.E.) exhibit, 1963
- 8.12 Robotham Advertising: Tileston & Hollingsworth calendar, 1960-1961; includes correspondence, 1960 Tileston & Hollingsworth calendar review booklet.

- 8.13 Rochester Institute of Technology (RIT), c.1957-1964; correspondence regarding 1950s exhibit at RIT, compact Upjohn travel exhibit, "Institute logotype" design.
- 8.14 Skidmore, Owings, and Merrill: architects/engineers, 1963-1965; includes correspondence regarding 1964 World's Fair Illinois state pavilion, Brunswick corporate exhibit [World of Brunswick].
- 9.1 Société Générale du Banque : *Living Monument* exhibit, 1971; includes pencil sketches for bank exhibit.
- 9.2 Ezra Stoller, 1966, 1984; includes Upjohn and Brunswick, *Intercom* [vol. 4 no. 2, February 1966], photocopy of letter regarding Burtin's contributions to *Fortune* magazine [October 5, 1984].
- 9.3 "Tarrytown House," 1970; includes notes on seminar project, resume for William North Jayme.
- 9.4 "Todays [sic] Displays," 1965; includes installation plans for Brunswick Corporation.
- 9.5 Travel and Transportation Pavilion: 1964 World's Fair space show, c.1963; includes notes, photostats.
- 9.6-9.7 Union Carbide: "*The Atom in Action*," c.1958-1961; includes notes, exhibit proposal drafts.

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United Nations

Scope and content: The project "Man is Responsible for his Environment" is also known as "Life Rhythms of the Biosphere."

- 9.8 "Man is Responsible for his Environment, correspondence," 1971; includes memoranda drafts.
- 9.9 "Man is Responsible for his Environment, project development," 1971; includes notes, project proposal drafts.
- 9.10 "Man is Responsible for his Environment, report," 1971; includes notes, project proposal drafts.

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United States

9.11 Department of Commerce: Century 21 exposition, 1960; includes brochures.

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United States Information Agency (USIA)

Scope and content: “Kalamazoo...and how it grew!” toured throughout England. The German version of this exhibit: “Kalamazoo...Eine Mittelstadt im Mittelwesten” debuted at the Berlin Fair in 1958.

9.12 “General correspondence,” c.1954-1963, n.d.; includes *Plastics in America*, Toledo Amateur Art exhibit.

9.13 “Exhibit contracts,” 1957-1958; includes *Kalamazoo* exhibits in Berlin and England, *Plan for Peace*, notes, cost estimates.

9.14-9.15 “Kalamazoo...and how it grew: correspondence,” 1957-1958; includes exhibit photographs.

10.1-10.2 “Kalamazoo...and how it grew: notes,” 1957-1958, n.d.; includes exhibition script, correspondence.

10.3-10.4 “Kalamazoo...Eine Mittelstadt im Mittelwesten: correspondence,” 1958-1959

10.5-10.7 “Kalamazoo...Eine Mittelstadt im Mittelwesten: notes,” 1957-1958, n.d.; includes promotional materials on Berlin Fair.

10.8-10.9 “Kalamazoo...Eine Mittelstadt im Mittelwesten: script,” c.1958; includes drafts.

10.10-11.2 “Medicine USA,” 1957-1962, n.d.; includes project outlines, notes on contract cancellation, clippings. [3 folders]

11.3 *Plan for Peace*, 1957-1959

11.4-11.5 Research material, c.1948-1957, n.d.; includes pamphlets, reports. [disbound]

11.6 “Vouchers,” 1957-1958; includes Kalamazoo expenses, shipping receipts.

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United States Office of Strategic Services (OSS)

- 11.7 Discharge, 1945; includes discharge papers, letters from Will Burtin and *Fortune* publisher William D. Geer regarding Burtin's acceptance of employment as art director of *Fortune*.
- 142.2 Military sextant, c.1943-1945; includes 14 H x 24 W x 23.5 L cm. wood box containing sextant.
- 11.8 Sextant instructions, c.1943-1945; includes instructions, handwritten note [by Robert Fripp?] stating the sextant "...was used by designer Will Burtin during World War II for reference in his work for US Air Force, designing training manuals, etc. for use by military."

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University Circle

- 11.9 University Circle Development Foundation: signage project, 1966-1968, 1970; includes photostat.

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Upjohn

- 11.10-11.11 Academy of General Practice: exhibit, 1954; includes exhibit plans.
- 11.12-11.14 "Advertising department," c.1956-1968, n.d.; includes lay-advertisement text, 1969 lay promotion campaign, packaging photostats, transparencies, Upjohn mailer examples, vitamin product display photograph, pencil flowchart sketches of advertising department, *Vitamins: a Lifetime Assignment* manuscript draft.
- 11.15-12.1 1959 American Medical Association exhibit, 1959-1960; includes summaries of slide and film presentations, "*What You Should Know about Cancer*" film script. [2 folders]
- 12.2 Annual reports, c.1959-1970; includes Upjohn plant construction photograph, Adeflor ad tear sheet.
- 12.3-12.4 "*Brain*, correspondence," c.1959-1966; includes drafts for August, 1960 *I-D* article ["The Brain" in *Industrial Design*, vol. 7, no. 8], narration scripts for European exhibit tour.
- 12.5-12.6 "*Brain*, notes," 1960-1961; includes exhibit narration, directives for photographer Ezra Stoller, clippings.

- 12.7-12.8 "Brain II, Turin: Italia 61," 1960-1961; includes narration drafts, promotional materials for Italia 61.
- 12.9 "Carwin: Urethane exhibit," 1966-1967; includes cost estimates.
- 12.10-12.11 "Cell, correspondence," c.1958-1971
- 12.12 "Cell, research material," 1957-1958, n.d.; includes notes.
- 12.13 "Cell, shipment to London," 1959-1960; includes publicity.
- 13.1-13.2 "Chromosome: Genes in Action," c.1965-1969; includes invitation, final cost of exhibit.
**See also this subseries and client listing, "Heredity and You: Time-Life exhibit center."
- 13.3-13.4 "Chromosome: Genes in Action," guestbook, 1966; includes signed exhibit visitors' book [signatures include Dr. Robert L. Leslie, Jerry Cooke, Cipe Pineles, Estelle Ellis Rubinstein, Max Gschwind].
- 13.5-13.7 "Communication," c.1964-1965, n.d.; includes notes, manuscript drafts [regarding science, art, and creativity], communication slide presentation notes and drafts, "Scientific Information Department," "Upjohn Institute for Science Communications" reports.
- 13.8 "Communication corporate style guide," 1963; includes presentation report of "prescription packaging survey," notes, PET milk company magazine on logotype.
- 13.9 "John Deal, manager for creative development and design," c.1957-1966; includes general discussion of Upjohn projects, Orinase-Glucose comparison [model?], photograph of construction on Upjohn building sign.
- 13.10 "Diabetes," 1958, 1960, 1968, n.d.; includes outline of exhibit.
**See also this subseries Orinase.
- 14.1-14.3 Disneyland pharmacy, c.1955-1966; includes photographs of apothecary antiques, notes, correspondence and notes for *Through 20,000 Years of Medicine* exhibit.
- 14.4 "Films," c.1950, 1964-1970, n.d.; includes *Inflammation: Defense of Life, Keep the Quality Up, Vitamins and Your Health, Twelve Authorities Evaluate Fluoride, Hypnosis as Sole Anesthesia for Cesarean Section*, notes, advertising cards.

- 14.5 "Jack Gauntlett, vice president for marketing," c.1956-1969; includes Burtin's monthly Upjohn expenses, general discussion of Upjohn projects.
- 14.6-14.9 "General correspondence," c.1949-1970, n.d.; includes 1952 Robert Osborn letter, Donald G. Cooley's *Chemical Man* brochure [for Abbott Laboratories], suspension of Burtin's Upjohn contract, report: *Biochemical Research Division Long-Range Planning Report*.
- 14.10 "Globe," c.1964-1966; includes color samples for Upjohn Globe display [product timeline, production plants and subsidiaries], photographs of globe, executive office building.
- 15.1 "Graphic Identification Manual," c.1965-1967; includes drafts.
- 15.2 "Hall of Science Pavilion: 1964 World's Fair," 1963-1965; includes notes, audio/visual transcript of "Molecular Engineering for Health" exhibit, *The Improvement of Steroid Preparations through Coordinated Research: A Scientific Exhibit* report.
- 15.3-15.4 *Heredity and You*: Time-Life exhibit center, 1966-1967, n.d.; includes drafts, notes, press releases, *Heredity and Beyond* brochures, attendance figures, photostats.
**See also this subseries and client listing, *Chromosome: Genes in Action*.
- 15.5-15.6 "Inflammation: Defense of Life, correspondence," 1968-1970
- 15.7-15.8 "Inflammation: Defense of Life, narration," 1969; includes film shot sequence, draft script for film at Chicago Museum of Science and Industry.
- 15.9-15.10 "Intercom," c.1956-1962; includes notes, dummy of "Upjohn Times."
- 15.11 "Maolate," c.1965; includes pencil, ink, and colored pencil drawings, reports, notes.
- 15.12 *Metabolism: the Cycle of Life*, 1962-1964; includes exhibit photograph, exhibit specifications, cost estimates.
- 15.13 *Muscle*, correspondence, c.1962, 1967-1968; includes drafts of film sequence, notes, correspondence regarding Maimonides Medical Center Neuromuscular Physiology and Function symposium, preliminary program to 5th International Congress of Physical Medicine.
- 15.1 *Muscle*, presentation booklets, c.1968 [disbound]

- 16.2 "New Upjohn building," 1957-1961; includes exhibits in executive offices, notes, plans for building exit signs.
- 16.3 "New York Stock Exchange exhibit," 1959-1960; includes notes.
- 16.4 Notes, n.d.; includes notes on style manual, *Chromosome* ink sketch, advertisements, notes on packaging and "Research: a Brochure."
- 16.5 Orinase, 1962, 1965; includes *Scope* monograph: *Five Years of Oral Antidiabetes Therapy with Orinase*, advertising card, notes.
**See also this subseries "Diabetes."
- 16.6 "The Price of Life: slide presentation," n.d.; includes "friable pills" manuscript.
- 16.7 "Reality in 1970: show card booklet," 1969-1970; includes typewritten manuscript and booklet of "excerpts from a slide presentation on Upjohn corporate communications." [spiral-bound]
- 16.8-16.9 "Reality in 1970: slide presentation," 1969-1970; includes notes, outline of presentation, "Perspective" report.
- 16.10 "*Research Scope*, proposal," n.d.; includes drafts.
- 16.11 "*Scope*, lay-ads," c.1956-1965; includes photographs, photostats, production schedules.
- 16.12 *Scope*, "production," c.1950; includes notes, *Scope* issue, vol. III, no. 1, 1950.
- 17.1 "*Scope*, Tim Rey" [associate editor], 1955-1959
- 17.2 "*Scope* for the Waiting Room," c.1962-1965; includes notes, clippings.
- 17.3 "*Upjohn News*," c.1962; includes notes.
[Fragile, see archivist for handling]
- 17.4-17.6 *Visual Aspects of Science*, "Amsterdam: Stedelijk Museum," c.1961-1963; includes galley proofs, text, and correspondence regarding brochure, small correspondence on showing in Paris [Musée de la Découverte].
- 17.7-17.8 *Visual Aspects of Science*, "London: Royal College of Art," c.1962-1963; includes photographs and plans of Gulbenkian Hall, clippings.

- 17.9 *Visual Communications 1957* exhibit: Kalamazoo Art Center, 1956-1957
- 17.10-17.11 “World Health Report,” [TV program], 1966, n.d.; includes storyboard text drafts.

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W-Z

- 17.12 “Welfare Island”: Octagon Park ecological garden, c.1970; regarding project for Roosevelt Island in New York City.

Subseries B. Project artwork, c.1926-1971, n.d.

Scope and content: Contains artwork, sketches, drawings, dummies, photographs, photostats, mechanicals, and mock-ups relating to client projects. Photos are black and white except where noted. Labels from original packaging were retained in 222.4-222.5. Quoted folder headings were taken from Burtin’s descriptions of the material. A “+” sign indicates material is stored in oversize boxes.

Arrangement: Alphabetical by client and project. Projects with unknown or no client are filed by subject, reflecting Burtin’s original organization, (for example, “Alphabets and type,” “Early projects,” and “Publicity”).

- 177.1+ 1939 World’s Fair: dummy, c.1939

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Alphabets and type

- 236.1+ “Alphabets,” n.d.; includes mechanicals, mounted stat.
- 196.1-196.3+ “Will Burtin type,” n.d.; includes mechanicals for *Story of Mathematics for Young People*, United Fund, Upjohn logo, Orinase, *Brain*, Medrol, Lincocin, Unicap, Carwinate, Intercom.
- 196.4+ “Helvetica type,” n.d.; includes proofs and mechanicals.
- 196.5-196.6+ “Type: Cipe, etc.,” n.d.; includes Business Image and Gardner Displays proofs, type mock-ups.

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- 208.1-208.3+ “American Institute for the Graphic Arts (AIGA): 50th anniversary,” 1965; includes mounted *Fortune* covers and magazine spreads: 1946-1948 [some signed by Burtin on verso], 50th anniversary program posters and reservation cards; Magazine USA show registration card, posters [7 copies], mailer envelopes [6 copies].

- 221.1-221.2+ American Institute for the Graphic Arts (AIGA): *Communication of Knowledge*, 1971; includes captions; notes; proofs of plate text; pencil, colored pencil, sketches with pasted paper elements; floor plan chart.
- 213.1+ American Institute for the Graphic Arts (AIGA): *Communication of Knowledge*, photostats, 1971; includes images of Brain illustration, chart [both with mechanical overlays].
- 18.1 American Institute for the Graphic Arts (AIGA): *Will we survive?*, c.1970-1971; includes pencil sketches, handwritten notes regarding *Will we survive?* poster.
- 18.2-18.3 American Institute of Architects: research project, 1967; includes memos, reports, type proofs, notes.
- 200.12-200.13+ "Hall of Medicine and Health," 1961; includes presentation booklet and envelopes. [6 copies]

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Brunswick Corporation

- 208.4+ "*World of Brunswick* exhibit project, Chicago 1965," c.1965; includes presentation booklet with project proposal, model images, and charts.
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- 221.3-221.6+ "Will Burtin and Cipe Pineles: samples," c.1965-1969, n.d.; includes Lincoln Center journals, brochure, and *Summary Report 1956-1969*; Parsons brochures; Russell Sage Foundation annual reports (1967-1968, 1968-1969); *Heredity and You* brochure; *Vision 65* conferee addresses book; Lincoln Center trademark artwork; 1967 5th New York Film Festival brochure.
- 18.4 Will Burtin portfolio: dummy, c.1945-1950; includes gunnery manual images, Federal Works Administration project, *Fortune* magazine layouts.
- 236.2+ "Charts designed by Will Burtin," n.d.; includes artwork: "A New Place for a Living City," chart: "Unsolicited Upjohn Publicity," chart: "Scientific Communications and Design Management Inc., photo of tiger
- 196.7-196.9+ "CBS: graphics," n.d.; includes gouache lettering sketches on acetate; Walter Cronkite color photo; pen, pencil, and colored pencil lettering sketches on paper.

213.2+ "CBS: graphics," type stats, n.d.; includes mechanicals.

Communications Audit

196.10-196.11+ "Communications Audit," c.1970; includes presentation pieces, mechanical, silver paper sample, logo, letterhead sketches, mock-ups.

Early projects

Scope and content: "Early projects, original artwork" were created in Germany and have 1 item per folder.

184.1-184.11+ "Early projects, original artwork," c.1926-1930, n.d.; includes b/w photos, 1 hand-colored; collaged artwork; folded announcement card for "Johannisfest 1926" and "Limalschuit 1930".
[Fragile, see archivist for handling]

229.4+ "Early works," c.1941-1956, n.d.; includes Upjohn advertisement tear sheets and proofs, *Scope* cover proofs [November 1941, March 1942?], *Architectural Forum* advertisement proofs.

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18.5 Eastman Kodak: 1964 World's Fair pavilion, n.d.; includes pastel drawing of exhibit with mechanical overlay.

185.1-185.5+ "ESTO: logos and letterheads," 1970, n.d.; includes photographs of ESTO logo, mechanicals, sketches, form mock-ups, notes, type proofs, letterhead, envelopes, adhesive mailing labels.

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Fortune

177.2-177.3+ *Fortune*, c.1945-1949; includes spiral-bound sample of article: "The American Bazaar"; tear sheets, mechanical, photograph of tear sheet.

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181.1-181.2+ Illustrations, n.d.; includes 2 pieces with ink and watercolor? with captions "Along came Bill, terrified" and "Get in there with the harpoon Will! Bob;" illustrations of doctor and patient, nurse. [drawn by Robert Osborn?]
[Fragile, see archivist for handling]

177.4-177.6+ "Infinity: logo study [American Society of Magazine Photographers], c.1969, n.d.; includes mechanicals, typeface and tatype catalogs, sketches, clippings, notes.

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International Business Machines (IBM)

- 209.1-209.2+ General, n.d.; includes mechanical, research images, unknown presentation artwork of photos and pasted shapes [some with captions on verso].
- 208.5-208.8+ “*A New World*,” 1971; includes type proofs; mechanicals; pencil and colored pencil sketches of icosahedron design; mock-ups of icosahedron shapes; brochure dummies, paper samples, research images for icosahedron, correspondence.
- 229.1-229.3+ Advanced Communication Research Institute (ACRI), n.d.; includes transparency and photo of chart, mechanicals, mock-ups, pencil and colored pencil charts, draft and final report, collage artwork, slipcase of images used in report.
- Drawer 53.1 Advanced Communication Research Institute (ACRI): chart, n.d.; includes chart with pasted stats and handwritten notes.
- 213.3+ Advanced Communication Research Institute (ACRI): photostats, n.d.; includes images of charts with handwritten notes.
- 238.1-238.2+ *Community Living* showcase exhibit model, c.1967; includes mechanicals, images of model renderings, artwork [pasted elements, colored pencil], transparencies of exhibit floor plan.
- 209.3-209.9+ Computers and civil engineering, n.d.; includes “renderings:” colored pencil and collaged elements showing power needs of New York City and Toronto [some with captions on verso].
- 229.5+ *Journal of Research and Development*, c.1957-1962; includes journal covers, article, proofs.
- 208.8+ *Think* [September 1958]: dummy, c.1958; includes spiral-bound dummy showing text and image placement.

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- 187.13+ Dan Kiley: letterhead, 1967; includes mock-ups, proofs, letter.
- 209.10-209.13+ “Kosmedix: development,” c.1967, n.d.; includes infinity symbol; mechanicals for product lines: KX Konuit, Gynescosmo, Kosmedix, Lifeline; pencil, ink, and colored pencil sketches of packaging and logos; notes; sketchbook with pasted paper elements of logo designs.

236.3+ Lincoln Center: "Festival '68," c.1968; includes dummy of poster flyer.

McGraw-Hill

237.1-237.2+ Communication Center: artwork, c.1968; includes artwork with pencil, colored pencil, gouache, press type, applied cutout images; color photos of plaza design models, mounted logo stats.

Box 127+ Communication Center: "fountain display," c.1968; includes 3 sets of pastel drawings [on cardstock] showing fountain progression. [set 1: 32 cards; set 2: 28 double-sided cards; set 3: 57 cards]

236.4+ Communication Center: "fountain drawings," c.1968; includes floor plan of planetarium and auditorium, traffic flow chart, pencil sketches of interior [exhibition area and bookstore], colored pencil and gouache drawings of fountain plaza.

197.1-197.2+ Communication Center: "presentation," 1968; includes galley proof of presentation text; negatives and photos of plaza models; mechanicals of floor plans, plaza, slide show?

197.3-197.8+ Trademark, n.d.; includes pen, ink, and colored pencil sketches [some with pasted paper elements]; pen and ink mechanicals.

197.9-197.12+ "Your Health Library," c.1971; includes galley proofs, "Your Health Diary" mock-up, sketches and mechanicals of titles in series.

213.4+ "Your Health Library," photostats, n.d.; includes stat copies of mechanicals of series titles.

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229.6+ "Our Throw-Away World," c.1970-1971; includes mechanicals, lettering, artwork [tape, pasted elements, ink, gouache], photos, handwritten notes.

229.7+ "Paper in Action," n.d.; includes collage artwork.

Publicity

Scope and content: "Exhibits" and "Graphic samples" have 1 item per folder.

223.1-224.3+ "Exhibits," n.d.; includes photographs of *Integration* [signed by Ezra Stoller]; *World of Brunswick* model; *Atom in Action* [both b/w and color]; "Cosmic Ray," *Kalamazoo* [Berlin exhibit]; *Metabolism* [color]; DNA model [color]. [17 folders]

- 224.4-224.12+ “Graphic samples,” n.d.; includes mounted Upjohn advertisements, 1959 and 1964 annual reports, *Out of the Serum into the Bone* cover, mock-up of *Vision 65* graphic, American Type Founders advertisement, *Terapia*, *Journal of Research and Development* covers. [some have captions]
- 211.6-211.9+ Mechanicals, n.d.; includes *Vision 65*, *Story of Mathematics for Young People*, *Chromosome*, *World of Brunswick*, *Brain*, *Cell*.
- 185.6-185.7+ “Photo samples: exhibits,” n.d.; includes images of brochures: Das Fenster, Kristallspiegelglas; 24 ft. *Cell* exterior and interior detail; 6 ft. *Cell* with Burtin’s daughter Carol; *Brain*; *Metabolism*; Upjohn products packaging.
- 225.1-225.4+ “Printed material,” no.1, n.d.; includes mounted publications and printed material designed for Strathmore Paper, IBM, Upjohn, Lincoln Center, Alliance Graphique Internationale, Israel Museum, *Vision 65*, *Vision 67*; handwritten notes, *Integration* exhibit.
- 230.1+ “Printed material,” no. 2, n.d.; includes collaged artwork from *Scope* cover and *A/D* magazine 1930-1940 Design Decade.
[**Fragile**, see archivist for handling.]
- 198.1-198.4+ “Publicity,” no.1, n.d.; includes mounted photos: *Atom in Action*, *World of Brunswick*, *Metabolism*; *Chromosome* model; mounted publications: *Visual Aspects of Science*, *Vision 65*; color prints of journal covers: *Architectural Forum* (October 1940), *Scope*.
- 226.1-226.4+ Publicity, no.2, n.d.; includes images of Union Carbide, *Metabolism*, *Inflammation*, Upjohn salesman of the year award trophy, *Vision 65* publication. [some color, some with captions on front or verso]

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- 221.7+ Société Générale du Banque : *Living Monument* exhibit, c.1971; includes pencil, colored pencil, and ink sketches; handwritten notes.
- 185.8+ Strathmore Paper Company, n.d.; includes 2 samples (on Strathmore paper), of statement by Burtin used in company advertisement.

United Fund

- 238.3+ “United Fund: mechanicals,” c.1969-1970; includes mechanicals, colored pencil drawing, poster mock-ups.

- 199.1-199.2+ United Fund: notes, c.1969-1970; includes hand and typewritten notes, brochure drafts.
- Drawer 55.9 “United Fund: posters,” c.1969-1970; includes poster proofs[5], posters [5], uncut poster press sheet.
***See also this series, Subseries E. Posters and broadsides, “Care and Share.”*
- 212.4-212.7+ “United Fund: rough,” c.1969-1970; includes poster and brochure dummies, mechanicals, proofs, “volunteer campaign kit.”
 [photographer: Phoebe Dunn]

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- 213.5+ United States Information Agency: *Kalamazoo... and how it grew*, [England], photostats, 1958; includes images of publicity clippings.

University Circle

- 19.1-19.3 “Cleveland map and traffic signs,” n.d.; includes 18 mounted b/w photos with tissue overlay of Cleveland street signage, mounted map.
- 239.1+ “Cleveland alphabets,” c.1968; includes mechanicals of type and signs, sketches of signs: ink, pencil, colored pencil, handwritten notes.
- 241.1+ “Cleveland traffic light system drawings,” n.d.; includes pencil and colored pencil drawings; pencil and colored pencil overlay on b/w streetscape photo, b/w photo.
- 19.4 “Development and signs,” 1966, n.d.; includes drawings [colored pencil] and sketches of street signage, type proofs, notes, research material.
- Box 262+ “Sample traffic signs,” set 1, n.d.; includes 7 plastic traffic signs [6 x 39”].
- 227.1-227.2+ “Sample traffic signs,” set 2, n.d.; includes 6 metal and plastic traffic signs [varying from 6 x 20” to 20 x 20”].
- 239.2-240.2+ Sketches and drawings, n.d.; includes architectural drawings, pencil and colored pencil drawings with pasted paper elements of light poles, stop lights, and street signage, diagrams of overhead lighting. [3 folders]
- 243.1-245.2+ “Street graphics and lighting study,” n.d.; includes set of 27 presentation artwork pieces consisting of type, photographs, pasted paper elements, charts, drawings. [5 folders]

Drawer 53.2-53.3 Traffic sign mock-ups, n.d.

Upjohn

209.1-209.4+ “Ads,” c.1950-1967, n.d.; includes tear sheets, sketches, mock-ups, stand displays.

18.9-18.14 Advertising and packaging: presentation, c.1949; includes 2 copies each of presentation books 1 and 2, reports for 1 and 2.

198.5-198.9+ “Advertising Style Guide,” 1963-1966, n.d.; includes drawings and sketches of product labels, Intercom layout, product label proofs, graphic design manual mock-up and mechanicals, proofs of product copy.
***See also this subseries and client, Graphic Design Manual and Style Guide.*

Annual reports

209.14+ 1962 Annual report: proofs, 1963; includes proofs, invoice from Composing Room.

231.1+ “1967 Annual report,” 1967; includes 3-dimensional artwork of Upjohn building, job progress work chart, cutaway drawings of 3-dimensional elevations, unique “flipbook,” pencil sketch, floor plan, sketch of report layout.

246.1+ 1967 Annual report: “building,” c.1967; includes 3-dimensional gouache paintings showing “exploded” view of Upjohn building, gouache painting on mylar showing contour lines of Upjohn building, aerial view photo of building [color].
***See also this subseries and client listing, Buildings: photostats, c.1967*

20.2-20.4 “1967 Annual report:” dummies, c.1967; includes 7 dummies.

18.6-18.8 “1968 Annual report,” c.1968; includes research material for Upjohn Polymer Chemicals Division, 3 report dummies.

231.2+ “1969 Annual report,” 1969; includes colored pencil and pastel drawings, collage mock-ups of report cover, mechanical of cover collage mock-up.

231.3-231.4+ “1969 Annual report,” mock-ups, 1969; includes report mock-ups and dummy, acetate mock-ups of globe and graph lines.

199.3-199.6+ “1969 Annual report: original art,” 1969; includes colored pencil and pastel drawings.

228.1-228.2+ "1969 Annual report," proofs, 1969-1970; includes proofs, "type specs," printers' proofs of report cover and pp. 20-21, notes.

231.5+ 1969 Annual report, sketches, c.1969; includes Polymer Chemicals Division labels, typewritten notes, pencil and colored pencil sketches of charts, pasted paper and pencil chart mock-ups.

Brain

231.6+ Artwork, n.d.; includes mounted stat of brain image with gouache retouching, "neuron" wall panel artwork: gouache, colored pencil, airbrushing.

232.1-231.5+ Mechanicals, n.d.; includes exhibit panels with pasted stat and paper elements, photographs.

232.6+ "*Brain 'Think'* article, working sketches," c.1970; includes mechanicals, pencil sketches. [from journal issue Nov-Dec 1970, vol. 36 no. 6, pp.2-8, "Science Probes a Last Frontier: The Brain" by Lee Edson]

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213.6+ Buildings: photostats, c.1967; includes images production facilities and executive office exteriors.
***See also 1967 Annual report: "building," c.1967*

Cell

128.3 "The Cell: a Series of 67 Teaching Slides...": packaging, c.1962; includes original slide set packaging.
***See also Series I, Subseries B, "The Cell: a Series of 67 Teaching Slides...", for slides removed from this packaging.*

210.5+ Cell (6 ft.): artwork, n.d.; includes colored pencil drawing of model.

200.1+ "*Cell*: developmental sketches," c.1958; includes sketchbook with color drawings.
[**Fragile**, see archivist for handling]

200.2+ Mechanicals, c.1958-1959; includes mounted photographic mechanical signed by Ezra Stoller.

Chromosome

200.3+ DNA sketches, c.1966; includes ink, pencil, colored pencil.

- 200.4+ Lettering samples, c.1966; includes gouache and colored pencil on paper, mylar.
- 200.5-200.6+ Mechanicals, c.1966
- 200.7-200.8+ Proofs, 1966; includes galley proofs of exhibit text, invitation text, handwritten drafts of text.

Corporate Communications

- 177.7-180.5+ "Communications slide show presentation," c.1964-1965; includes presentation pieces. [18 folders]
- 200.9-200.11+ "Communications slide show presentation:" sketches, c.1964-1965; includes pencil and colored pencil sketch of presentation pieces, handwritten notes.
- 181.3+ "Communications slide show presentation:" transparencies, c.1964-1965; includes 3 transparencies of slide show presentation pieces.

Disneyland pharmacy

- 228.3+ "Disneyland pharmacy: charts," n.d.; includes mechanicals regarding mechanical research, Upjohn sign mock-up, mounted stats of wall panel design ["walls A and H"], mechanicals of "window #2" and "window, back wall," mobile [broken] with "pointing finger" motif.
- 183.1+ Disneyland pharmacy: dummy, 1959; includes children's paper doll playbook: "Our Disneyland Drugstore punch-out book."
- 213.7+ Disneyland pharmacy: photostats, n.d.; includes images of "pointing finger" motif.
- Drawer 54.2 "Walls of Disneyland," n.d.; includes mechanicals of wall displays: "Worldwide subsidiaries and branches" and "Through 20,000 Years in 2 Minutes," Upjohn sign; mounted stats of wall panel design, charts: colored pencil with plastic overlays of medical research.

Dummies

- 19.5 Upjohn dummy, no. 1, n.d.; includes images of production plant interiors, *Cell* detail. [6 ft?]
- 19.6 Upjohn dummy, no. 2, n.d.; includes images of production, 24 and 6 ft. *Cell*.
- 19.7 Upjohn dummy, no. 3, n.d.; includes images of production, Upjohn products: Medaprin, Solu-medrol, Depo-medrol, Neo-medrol veriderm.

19.8 Upjohn dummy, no. 4, n.d.; includes photostat images of domestic and international Upjohn production facilities.

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187.14+ Executive office building: display wall, n.d.; includes 3 mounted photostat images of Upjohn transparency display wall in executive office building.

187.15+ Globe, 1966; includes handwritten notes, pencil sketch and proofs regarding international and domestic Upjohn production facilities globe display.

Graphic Identification Manual

***See also this subseries and client listing, "Style presentation" and "Trademark."*

185.9+ "pp. 2: logo," c.1964-1966; includes mechanicals, zipatone type, photographs of logo.

185.10+ "pp. 6-11," c.1964-1966; includes mechanicals, colored paper samples, photograph of cow.

186.1+ "pp. 10 and 11:" packaging, c.1964-1966; includes mechanicals, packaging samples, product labels, photographs of Upjohn policeman.

186.2+ "pp. 12 and 13:" packaging, c.1964-1966; includes packaging proofs, mechanical, ink container sketch.

186.3+ "pp. 14 and 15:" box packaging design, c.1964-1966; includes pencil and colored pencil drawings, photograph of shipping cartons, notes.

186.4+ "pp. 16 and 17:" carton design, c.1964-1966; includes mechanicals, notes, photographs of Upjohn Polymer Chemicals division logo, Medrol brochure inserts and bottle label.

186.5+ "pp. 18-19: corrugated boxes," c.1964-1966; includes pencil and colored pencil sketch, Medrol packaging proof.

186.6+ "pp. 20-21: agricultural packaging," c.1964-1966; includes product labels, memo, notes.

186.7+ "pp. 22-23: Polymer Chemicals division," c.1964-1966; includes notes, product labels, label proof.

186.8+ "pp. 24 and 25," c.1964-1966; includes mechanical of envelope design.

- 186.9+ “pp. 30-31:” vehicles, c.1964-1966; includes mechanical of Upjohn trucks and airplanes.
- 186.10+ “pp. 32-33:” production facilities, c.1964-1966; includes ink sketch, mechanical.
- 186.11+ “pp.35-36,” c.1964-1966; includes photographs of Upjohn building exteriors.
- 186.12+ Brand Identification Manual, c.1964-1966; includes manual [manual is incomplete], typewritten notes, product logos.
- 187.1-187.3+ Forms and letterhead, c.1964-1966; includes sample memo, letterhead, forms, type, proofs, pencil and colored pencil sketch.
- 187.4+ Mechanicals, c.1964-1966; includes logos, memo.
- 187.5-187.7+ “Notes,” c.1964-1966; includes pencil and colored pencil sketches of forms, product labels, and manual; proofs of product label text; copy of Westinghouse graphic design manual [designed by Paul Rand]; memos; handwritten notes.
- 187.8-187.9+ “Type,” c.1964-1966; includes proofs, mechanicals, handwritten notes, trade gothic type specimens.

Hall of Science

- 201.1-201.6+ 1964 “World’s Fair slide show art,” n.d.; includes presentation pieces of artwork and photograph collages.
- 233.4+ 1964 “World’s Fair: Hall of Science,” *Cell* flipbooks, n.d.; includes mounted presentation “dummy” consisting of 8 flipbooks with images of the Cell (24 ft.).
- 181.4-181.10+ 1964 World’s Fair slide show mock-ups, n.d.; includes series of 34 10 x 15 boards titled “From Superstition to Science” consisting of photostats and colored pencil drawings.

Heredity and You

- 233.5+ “Artwork,” c.1966; includes gouache artwork of sweet peas, airbrushed photos, artwork with rooster images.
- 202.2+ Mechanicals, c.1966; includes mechanicals.
- 241.2-242.2+ “Wall panels,” n.d.; includes mechanicals, photos. [5 folders]

Inflammation

- 247.1-247.3+ "Artwork for slides of circular screen," c.1969; includes mock-ups, mechanicals, artwork [pasted paper].
- 20.5 "Educational exhibit of current concepts," c.1969; includes presentation book of mounted photostats and type with images of model.
- 234.1+ "Filmsetting for exhibit discs," 1969; includes notes pencil sketches, exhibit photo, film galleys.
- 20.6 "Inflammatory process," c.1969; includes fold-out chart with typewritten text and pencil sketch.
- 210.6-210.7+ Mechanicals, c.1969; includes mechanicals, handwritten note..
- 20.7 Monograph dummies, c.1969; includes 2 dummies: 1 mock-up and 1 sketched with pencil and colored pencil; hand and typewritten notes.
- 211.1-211.4+ Proofs, c.1969; includes monograph proofs, color printers' proofs of exhibit detail.
- 202.3-202.4+ "Sketches and original drawings," c.1969; includes colored pencil, gouache, and/or pasted paper elements, sketch of invitation to American Medical Association exhibit, notes.
- 20.8 "Sketches of selected stages," c.1969; includes pastel and gouache artwork for "animated film sequence 6(B): the migration of the leukocytes," handwritten note.
- 234.2+ "Storyboards: 5 minute film," c.1969; includes storyboard mock-up, film sequence drafts and notes [used at "Defense of Life" exhibit at Chicago Museum of Science and Industry].
- 210.8-210.9+ "Storyboards: 15 minute film," c.1969; includes storyboard mock-up, film shot sequence drafts and notes, pencil sketches of film sequence.
- 213.8-213.9+ "Storyboards: 15 minute film," photostats, c.1969; includes images of 15 minute film storyboard mock-ups with handwritten notes.

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- 182.1-.2+ "Laboratory procedures," 1963, n.d.; logo, letterhead, envelope mock-ups and samples and proofs, mechanical of logo, ink and pencil sketches of logo.

- 213.10+ Laboratory procedures, photostats, n.d.; includes photostat mechanicals of logo.
- 202.5-202.6+ "Letterhead," 1961, 1963, n.d.; includes mechanicals, proofs, mock-ups, samples.
- 232.7+ "Lincocin: layouts," n.d.; includes layout mock-ups.
- 246.2+ "Man in the Mask: TV health program," n.d.; includes matted stats, color photo: images of male silhouette, earth, color photo=man in the mask [Upjohn scientist].
- 209.15+ Metabolism: mechanical, c.1963
- Muscle**
- 233.6-233.7+ Mechanicals, c.1966; includes pencil sketches, mechanicals.
- 228.4+ *Muscle*: drawings and sketches, c.1966; includes draft pencil and colored pencil renderings of exhibit.
- 228.5-228.6+ "*Muscle* presentation," c.1966; includes mounted transparencies of muscle drawings, presentation books: "The Functioning Muscle" [pasted images, text, diagrams]; "The Functioning Muscle: Sketches of selected stages, animated film sequence 7" [pasted images and text]; and "A Film Demonstration: the Functioning Muscle" [gouache, colored pencil, acrylic].
- 19.9 "Muscle research," c.1966; includes plan of exhibit viewing areas at San Francisco American Medical Association meeting and New York Coliseum, mechanicals, pencil and colored pencil sketch, notes.
- 19.10 "Muscle response," c.1966; includes research articles, lecture: "Structural Organization and the Contraction Mechanism in Striated Muscles" [Hugh Esmor Huxley], colored pencil drawings, pencil and ink sketch, artwork [pasted stats], journal article: "The Contraction of Muscle" by Hugh Esmor Huxley.
- 213.11+ Photostats, c.1966; photostat copies of research images [some annotated], floor plan of viewing area for "The Functioning Muscle."
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- 221.1-221.3+ "Old cut samples," n.d.; includes proofs for *Vision 65* brochure and *Scope* articles, posters: *Cell*, Kalamazoo; Upjohn advertisement tear sheets and standalone display; photographs for *Scope* covers [b/w retouched apple and color fly in amber]

- Drawer 56.1 "Organization and facilities of applied biological research: B-6," n.d.; includes 3-dimensional presentation artwork of Upjohn building, color photograph of Upjohn building.
- Drawer 56.2 "Organization and facilities of applied biological research: 7-14," n.d.; includes 3-dimensional presentation artwork of Upjohn building.
- 202.7+ Panalba, n.d.; includes mechanicals.

Pharmaceutical product artwork

- 233.1-233.3+ "Drug materials," c.1966-1968; includes Orinase and Solu-medrol advertising mock-ups, mechanicals, Lincocin and Medrol colored pencil sketches, proofs, handwritten notes, "pill" photos, Solu-medrol advertising publication.
- 187.10-187.12+ Plexion, 1966-1967; includes product display drawings [colored pencil], galley proof text, memos, notes, research material, photographs of product displays, type stats.

Reality in 1970

- 234.3-234.8+ Mechanicals, 1969; includes images, text, chart.
- 235.1-235.4+ Mock-ups, 1969; includes slide presentation text, charts, images.
- 227.3+ Notes, 1969; includes population statistics, presentation text drafts, text for "show card" booklet drafts.
- 203.1-204.3+ Presentation artwork, 1969; includes matted slide artwork: pasted images, text, and charts. [6 folders]
- 227.4+ Proofs, 1969; includes presentation text.
- 227.5+ Research material, 1969; includes clippings, articles [some mounted], New York Times cover pages [October 19, 22, 1969].
- 235.5-235.7+ "Show card artwork," 1969-1970; includes presentation artwork of excerpts from presentation.
- 227.6+ Sketches and drawings, 1969; includes pencil and colored pencil: charts, slide and "show card" layout.

Scope

- 202.9+ "*Scope*: finished art and covers," c.1943-1955, n.d.; includes photographs from issues: vol. IV, no. 7 (1955) [apple cover], vol. IV, no

12 (1957) [Rembrandt cover]; vol. III, no. 10 (Winter 1952) [fly in amber cover]; photographs of oranges, peas, walnuts; pencil and colored pencil with pasted paper elements drawing layout of issue vol. IV, no. 4 (Winter, 1954). [photographers: Ezra Stoller, unknown]

- 182.3-182.4+ Loose *Scope* dummy pages, c.1952, n.d.; includes cover designs, article layouts.
- 182.5+ *Research Scope*: dummy, c.1966; includes images of World Health Report, *Chromosome*.
- 182.7-182.8+ *Scope* [January, 1958]: dummy, 1958; includes playing card images. [2 copies]
- 183.2+ *Scope*: *Cell* monograph dummy, 1962
- 202.8+ *Scope*: cover mock-ups, n.d.
- 209.16+ *Scope* [Summer, 1954], 1954; includes tear sheets for article: "A Japanese Fish Story," [vol. IV, no. 2].
- 209.17+ "Scope: type," 1962, n.d.; includes proofs.
- 182.6+ *Scope* [vol. IV, no 5 (Spring 1955)]: dummy, c.1955
- 183.3+ *Scope* [unknown issue]: dummy #1, n.d.; includes loose dummy pages.
- 183.4+ *Scope* [unknown issue]: dummy #2, n.d.; [includes Oswald color wheel-used for *Scope*]
- 246.3+ *Scope* [January 1958?]: layout mock-up, c.1958; includes layouts for article on playing cards.
- 213.12+ *Scope for the Waiting Room*: dummy, n.d.; includes photostat "negative" images of dummy, blank dummy book.
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- 188.1+ "Shock!," n.d.; includes advertising mock-up, mechanicals.
- 183.5+ Story of Cortef: dummy, n.d.; includes dummy, typewritten notes, dummy enclosures.
- 188.2-188.4+ "Style presentation," 1959, n.d.; includes packaging samples, presentation pieces [mounted photos of style manual], loose photos of style manual pages.

***See also Graphic Identification Manual.*

205.1-205.3+ "Theater of the Brain," n.d.; includes mounted artwork of stats, gouache, and pastel, pencil and pasted paper sketches, hand and typewritten text.

Trademark

***See also "graphic identification manual" this client and subseries.*

205.4-205.10+ "Trademark," 1965, n.d.; includes 17 x 14 graphic manual layout drawing [colored pencil], mounted letterhead mock-ups, packaging and logo mechanicals, transportation vehicle stats with logo design, type proofs, grid work, mechanical of Upjohn building exteriors, pencil logo sketches, trademark mock-ups and mechanicals.

183.6+ Trademark presentation samples, n.d.; includes designs for Upjohn of England.

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188.5-188.8+ "Type," 1967, 1969, n.d.; includes 2 certificates: Academy of Upjohn Salesman; 1969 Annual report type proofs, mechanicals.

Drawer 51.1-52.4 Upjohn samples, n.d.; includes images [some mounted and/or captions] of *Brain*, Burtin with *Chromosome* exhibit, *Inflammation* exhibit, production facility exterior; "Monograph on Aspects of Acute Inflammation" printers' proof; mechanical of nervous system. [6 folders]

202.1+ Unknown Upjohn, n.d.; includes page mock-up for annual report?, mounted photostat mechanical of unknown model [Carwin: Urethane], clippings from annual report?.

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199.7-199.8+ "*Vision 65*: cover designs," 1965; includes mounted printed samples, mounted stat.

211.5+ *Vision 65*: proofs, 1965; includes color printers' proofs of brochure.

Welfare Island

Drawer 54.3 "Work done for Dan Kiley regarding Welfare Island: artwork," 1970; includes pencil design drawings and mechanicals of Eco-Center and collage artwork.

211.10+ "Work done for Dan Kiley regarding Welfare Island: research," 1970; includes "Island Nobody Knows" booklet regarding Welfare Island, hand and typewritten notes.

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- 183.7+ "Wooden Risers: sketchbook," n.d.; includes pencil drawings and sketches.
- 213.13+ Other photostats, n.d.; includes photostat images of Upjohn logo, "hand" image for "From Superstition to Science" booklet, *Cell* detail, Upjohn advertisements, Will Burtin's signature, *Scope* page.
- 221.8-221.9+ Unknown project work, n.d.; includes images of dinosaur; brain; *Scope*?; skeletal hands; cellotak artwork; mounted poem: "Aristocracy of the Plucky" by E.M. Forster; "Handle with care" in Japanese calligraphy; pencil sketch; map of United States with colored pencil; letterhead.

Subseries C. Portfolios, c.1958-1969

Scope and content: Consists of bound portfolios of photographic materials relating to client projects. Some portfolios have multiple copies or iterations and are noted as such. A "+" sign indicates material is stored in oversize boxes.

Arrangement: Alphabetical by client and project.

- 189.1+ Brunswick corporation: *World of Brunswick*, c.1965; includes detail views of exhibit. [spiral-bound, black portfolio with 15 pages of b/w photos; "Ezra Stoller Associates" imprinted on front cover] [photographer: Ezra Stoller] [14 x 14 $\frac{3}{4}$]
- 189.2+ Eastman Kodak 1964 World's Fair pavilion: "scale model, design 1" c.1962; includes cover caption: "Design 1: Photographs of scale model, Eastman Kodak exhibition, New York World's Fair, 1964-1965," detail and various angle shots. [bound, black portfolio with 6 pages of b/w photos] [photographer: Ezra Stoller] [2 copies] [14 $\frac{1}{2}$ x 15 $\frac{1}{2}$]
- 189.3+ Eastman Kodak 1964 World's Fair pavilion: "scale model, design 2" c.1962; includes cover caption: "Design 2: Photographs of scale model, Eastman Kodak exhibition, New York World's Fair, 1964-1965," detail and various angle shots. [2 copies: copy 1, 14 pages; copy 2, 13 pages] [photographer: Ezra Stoller] [14 $\frac{1}{2}$ x 15 $\frac{1}{2}$]
- 189.4+ Eastman Kodak 1964 World's Fair pavilion: "scale model, design 2" [transparencies], c.1962; includes cover caption: "Design 2: Color transparencies of scale model, Eastman Kodak exhibition, New York World's Fair, 1964-1965," detail and various angle shots. [bound, black portfolio with 8 pages of color transparencies] [photographer: Ezra Stoller] [14 $\frac{1}{2}$ x 15 $\frac{1}{2}$]

- 189.5+ Union Carbide: *The Atom in Action #1*, c.1961; includes detail views of model. [bound, black portfolio with 5 pages of b/w photos; "Ezra Stoller" imprinted on front cover] [photographer: Ezra Stoller]
- 189.6+ Union Carbide: *The Atom in Action #2*, c.1961; includes detail views of model. [bound, black portfolio with 13 pages of b/w photographs] [photographer: Ezra Stoller]

Upjohn

- 190.1+ "The Basic Cell: A transparent model of a typical cell structure (enlarged 250,000 times) developed for the Upjohn Company," c.1958; includes exterior and detail views, daughter Carol with exhibit. [bound, black portfolio with 7 pages of b/w photos, color transparencies] [14 ½ x 15 ½] [photographer: Ezra Stoller]
- 190.2+ *Brain II*, n.d.; includes detail views. [bound, black portfolio with 5 pages b/w photos; "Ezra Stoller" imprinted on front cover] [2 copies] [photographer: Ezra Stoller]
- 21.1 *Cell* portfolio #1, c.1958; includes 6 ft. *Cell*: exhibit and detail views, daughter Carol with exhibit; 24 ft. *Cell*: construction. [photographer: Ezra Stoller] [disbound from 3-ring binder; original order retained]
- 21.2-21.3 *Cell* portfolio #2, c.1958; includes detail and exhibit panel views, contact sheets: 24 ft. *Cell* construction and 6 ft. *Cell* detail. [photographers: Ezra Stoller, Keturah Blakely] [disbound from 3-ring binder; original order retained]
- 21.4-21.5 *Heredity and You* [Time-Life exhibit center], c.1966; includes overhead views of exhibit and spectators, interior of *Chromosome*, exhibit panels. [photographer: A.V. Sobolewski] [disbound from 3-ring binder; original order retained]
- 190.3+ *Inflammation: Defense of Life*, c.1969; includes images of model. [spiral-bound, black portfolio with 12 pages of b/w photos; "Ezra Stoller Associates" imprinted on front cover] [14 ¼ x 14 ¼] [photographer: Ezra Stoller]
- 190.4+ "*Metabolism: the Cycle of Life*," no. 1, c.1963; includes cover caption: "Proposal for an Upjohn exhibition at the 1963 AMA convention (Atlantic City)," images of model. [bound, black portfolio with 6 pages of b/w photos and color transparency] [14 ½ x 15 ½] [photographer: Ezra Stoller]

- 190.5+ "Metabolism: the Cycle of Life," no.2, c.1963; includes detail views of exhibit "stations." [spiral-bound, black portfolio with 13 pages of b/w photos; "Ezra Stoller" imprinted on front cover] [14 x 14 ¾]
- 190.6+ *Metabolism*: loose portfolio pages, c.1963; includes images of model. [3 pages of b/w photos] [photographer: Ezra Stoller]

Subseries D. Architectural plans and drawings, c.1948-1968, n.d.

Scope and content: Contains architectural drawings, blueprints, diazotypes, and stats of project plans designed by Burtin. Most plans were drawn by Will Burtin Inc. staff, except where noted. These include plans drawn by "The Displayers" of New York City, "Office of Dan Kiley," "Todays [sic] Displays," "Simes Company" of New York City, "Office of Alfred Easton Poor," and "Kahn and Jacobs." A "+" sign indicates material is stored in oversize boxes. Measurements for plans are given in centimeters.

Please note: Diazotypes are available for cursory examination only and should not be displayed. Prolonged exposure to light can cause irreparable damage.

Arrangement: Alphabetical by client and project, followed by plan title.

A-D Gallery: Integration, the New Discipline in Design exhibit

- 21.6 "4b," c.1949; photostat, 25.5 x 41 cm.: floor plan, colored pencil note on verso.
- 21.7 "Will Burtin exhibit, center table unit for graphic arts: drawing 3 of 4," October 26, 1948; blueprint, 52 x 67.5 cm.: back elevation, top and side view, sections, pencil notes, colored pencil note on verso.
- 21.8 "Will Burtin exhibit, details of Wall B: drawing 4 of 4," October 27, 1948; blueprint, 43 x 55 cm.: front elevation, top and side view, ink notes, colored pencil note on verso.
- 21.9 "Will Burtin exhibit, explosion drawing, center table unit for graphic arts: drawing 4a of 4," January 27, 1949; blueprint, 39.5 x 52 cm.: table detail, ink notes, colored pencil note on verso.
- 21.10 "Will Burtin exhibit for graphic arts: drawing 2 of 4," revision October 21, 1948; blueprint, 52 x 68 cm.: wall elevations, notes, colored pencil note on verso.
- 21.11 Will Burtin exhibit for A-D Galleries: drawing 1 of 4," revision October 21, 1948; blueprint, 52 x 67.5 cm.: floor plan with exhibit detail, notes, colored pencil and ink notes on verso.

Brunswick Corporation: World of Brunswick

- Roll 4.1 “Corporate spheres: sliding panel frame support (proposed),” May 3, 1965; diazotype?, 37 x 61 cm.: front and side elevations, ink note, pencil sketches, ink sketch on verso; accompanying sheet: 20.5 x 27.58 cm. with pencil sketches. [drawn by Todays [sic] Displays]
- Roll 4.2 “Elevation: corporate side,” March 12, 1965; diazotype, 74 x 147 cm.: elevation.
- Roll 5.1 “Ground floor elevation for exhibits,” revision July 27, 1964; drawing on paper, 73 x 92 cm.: east and west elevations. [pencil and colored pencil]
- 227.7+ “Ground floor plan for exhibits,” revision July 24, 1964; diazotype, 75.5 x 116 cm.: floor plan, pencil sketches.
- Roll 1.1 “Ground floor plan for exhibits,” revision July 24, 1964; drawing on paper, 92 x 138 cm.: floor plan, [pencil and colored pencil].
- Roll 4.3 “Plan view: corporate side,” March 12, 1965; diazotype, 74 x 147 cm.: plan, notes.
- 227.8+ “Position of units on floor plan,” December 17, 1964; diazotype?, 45.5 x 61.5 cm.: floor plan, notes, colored pencil sketches, pencil and colored pencil notes.
- Roll 4.4 “Product exhibit: elevation,” revision March 16, 1965; diazotype, 73 x 120 cm.: elevation.
- Roll 4.5 “Product side: sphere no. 1, drawing no. 2928-1,” March 24, 1965; diazotype?, 45.5 x 62 cm.: front and side elevations, plan, pencil sketch. [drawn by Todays [sic] Displays]
**See also “Sphere no. 14: Zebco, drawing no. 2928,” this client listing.
- Roll 4.6 “Product sphere no. 2,” March 3, 1965; diazotype?, 46 x 61 cm.: sections, colored pencil, pencil, and ink notes [handwritten note that sphere is no. 5]; 2nd sheet: n.d.; diazotype?, 46 x 61 cm.: sections, notes; ink, colored pencil, and pencil notes; pencil sketches.
- Roll 4.7 “Product sphere no. 5,” April 27, 1965; diazotype, 46 x 61 cm.: sections, note, pencil and colored pencil sketches.
**See also “Product sphere no. 2,” this client listing.
- Roll 4.8 “Product sphere no. 7: bowling and billiards,” April 27, 1965; diazotype, 45.5 x 63.5 cm.: plan, section, isometric view; pencil, colored pencil, ink

sketches; pencil and ink notes; 2nd sheet: revision June 30, 1965; diazotype?, 46 x 61 cm.; plan, sections, notes, pencil notes; 3rd sheet: n.d.; diazotype?, 45 x 63 cm.: top and front views, notes, colored pencil notes.

- Roll 4.9 “Proposed mechanism housing: spheres 1C through 5C,” April 21, 1965; diazotype?, 43 x 56.5 cm.: front and side elevations, notes. [pencil] [drawn by Todays [sic] Displays]
- Roll 4.10 “Railing and sphere support assembly: world sphere (proposed),” March 16, 1965; diazotype?, 46 x 61 cm.: elevation, section, detail, pencil sketch and notes; accompanying sheet: diazotype, 29 x 62 cm.: colored pencil sketch and pencil note. [drawn by Todays [sic] Displays]
- Roll 4.11 “Sphere no. 1: Zebco,” March 9, 1965; diazotype?, 46 x 61 cm.: sections, detail, pencil ink colored pencil notes; 2nd sheet: n.d.; diazotype?, 46 x 61 cm.: front view, notes, ink colored pencil notes. [handwritten notes on both designating sphere as no. 14]
- Roll 4.12 “Sphere no. 2,” April 3, 1965; diazotype?, 46 x 60.5 cm.: plan, sections, detail, notes, pencil and ink sketches and notes; colored pencil note; 2nd sheet: n.d.; diazotype, 45.5 x 61 cm.: plan, section, notes, pencil notes.
- Roll 4.13 “Sphere no. 3: Owens yacht division,” March 8, 1965; diazotype?, 46 x 61 cm.: plan, section, notes; pencil, colored pencil notes, pencil, colored pencil, ink sketches; 2nd sheet: n.d.; diazotype?, 46 x 61 cm.: plan, section, notes, pencil notes, colored pencil sketch.
- Roll 4.14 “Sphere no. 4,” March 5, 1965; diazotype, 46.5 x 61 cm.: plan, sections, note, pencil, colored pencil, and ink notes, pencil sketch; 2nd sheet: n.d.; diazotype, 46 x 60.5 cm.: plan, notes, ink notes. [handwritten notes on both that sphere is no. 6]
- Roll 4.15 “Sphere no. 5: Union hardware,” revision March 10, 1965; diazotype?, 46 x 61 cm.: plan, section, notes; pencil, ink, colored pencil notes; pencil and colored pencil sketch; 2nd sheet: n.d.; diazotype?, plan, section, notes, ink and pencil notes. [handwritten notes on both that sphere is no. 4]
- Roll 4.16 “Sphere no. 7: school equipment,” revision April 2, 1965; diazotype?, 46 x 63 cm.: plan, sections, notes, isometric sketch, pencil sketch, pencil colored pencil and ink notes. [Note: Sphere also labeled no. 9]
*See also “Sphere no. 9,” this client listing.

- Roll 4.17 "Sphere no. 8: new products," April 27, 1965; diazotype?, 45.5 x 63.5 cm.: plan, section, notes, pencil ink and colored pencil notes, ink sketch; 2nd sheet: n.d.; diazotype, 46 x 61 cm.: isometric view, notes.
- Roll 4.18 "Sphere no. 9," c. May 10, 1965; diazotype?, 45.5 x 63 cm.: isometric sketch, side views, notes, pencil colored pencil and ink notes.
- Roll 4.19 "Sphere no. 10: health and science," March 8, 1965; diazotype?, 46 x 61 cm.: plan, sections, note; pencil colored pencil notes and sketch, ink note with mechanical overlay at 10 x 9.5 cm.; 2nd sheet: c. May 12, 1965; diazotype, 46 x 61 cm.: front and top view, note.
- Roll 4.20 "Sphere no. 11: Kiekhaefer Corp.," March 8, 1965; diazotype?, 46 x 61 cm.: plan, sections, detail, notes, pencil ink and colored pencil notes, pencil ink sketches; 2nd sheet: c. May 3, 1965; diazotype?, 46 x 61.5 cm.: plan, sections, details, notes, colored pencil ink pencil notes; pencil and ink sketches; 3rd sheet: "Sphere no. 11: Kiekhaefer Corp.: power for boats," n.d.; diazotype?, 45.5 x 61.5 cm.: top view, sections, notes, pencil sketches, colored pencil notes.
- Roll 4.21 "Sphere no. 12: sports division," revision February 24, 1965; diazotype?, 46 x 61 cm.: sections, detail, pencil colored pencil ink sketches and notes, pencil sketch on verso [2 copies]; 2nd sheet: n.d.; diazotype?, "start" and "alternate" positions, sections, notes, pencil sketches.
- Roll 4.22 "Sphere no. 13: golf," March 8, 1965; diazotype?, 46 x 61 cm.: sections, pencil, colored pencil, and ink sketches; ink and pencil notes; 2nd sheet: n.d.; diazotype?, 31 x 25 cm.: sections, pencil and colored pencil sketch; 3rd sheet: n.d.; diazotype?, 45.5 x 61 cm.: plan, notes, pencil sketch, pencil note.
- Roll 4.23 "Sphere no. 14," revision March 16, 1965; diazotype?, 46 x 61 cm.: plan, section, detail, notes; handwritten ink, pencil, colored pencil notes; ink, pencil, colored pencil sketches; 2nd sheet: May 24; diazotype?, plan with pencil sketches and notes; 3rd sheet: n.d.; diazotype, plan, section, notes, colored pencil sketch. [handwritten note that sphere is no. 1]
- Roll 4.24 "Sphere no. 14: Zebco, drawing no. 2928," March 9, 1965; diazotype?, 46 x 61 cm.: plan, front and side elevation, detail, flat projection, notes, pencil and colored pencil notes. [drawn by Today's [sic] Displays]
*See also "Product side: sphere no. 1, drawing no. 2928-1," this client listing.
- Roll 4.25 "Steel tube welded open case assembly," May 24, 1965; diazotype?, 46 x 60.5 cm.: elevation, top view, pencil note.

- Roll 5.2 "Suggestions for support of spheres," September 30, 1964; drawing on paper, 46 x 61 cm.: "preferred" and "alternate" plans. [pencil]
- Roll 5.3 Untitled drawing, June 11?, drawing on paper, 25 x 31 cm.: ink and pencil sketch, pencil notes. [possibly sphere no. 8?]
- Roll 4.26 "World sphere," December 11, 1964; diazotype?, 47.5 x 62.5 cm.: section, notes. [pencil]
- Roll 4.27 "World sphere: map lights," July 7, 1965; diazotype, 46 x 61.5 cm.: section, notes, ink sketch on verso.
- Roll 4.28 "World sphere: product cases," June 30, 1965; diazotype, 45 x 62 cm.: plan, elevation, section, notes.

Will Burtin Inc.: office furniture

- 22.1 "Will Burtin: sliding door cabinet," revision February 5, 1954; diazotype, 46 x 61 cm.: elevation, section views.

Eastman Kodak: 1964 World's Fair pavilion

- Roll 5.19 "3/16" base," June 4, 1962; drawing on paper, 75 x 92 cm.: base detail with pasted paper color samples, sketch. [pencil, colored pencil and ink]
- Roll 5.20 "Alternative tower A," January 24, 1962; drawing on paper, 51 x 35 cm.: front and plan views. [pencil]
- Roll 5.21 "Alternative tower B," January 24, 1962; drawing on paper, 53 x 35 cm.: front and plan views. [pencil]
- Roll 2.17 "Col. A-1: profile A to D," 1962; diazotype, 78 x 157.5 cm.: profile views, colored pencil sketch and note, stamped "received September 5, 1962, Kahn and Jacobs architects." [drawn by Corbetta-Pavarini]
- Roll 2.16 "Col. A-1: profile E to H," 1962; diazotype, 78 x 177.5 cm.: profile views, colored pencil sketch and note, stamped "received September 5, 1962, Kahn and Jacobs architects," stamped on verso: "George A. Fuller Company, received at office of Frank R. Stass, August 31, 1962." [drawn by Corbetta-Pavarini]
- Roll 2.12 "Col. A-1: profile G and H," 1962; diazotype, 78 x 175 cm.: profile views, colored pencil notes, stamped "received September 5, 1962, Kahn and Jacobs architects," stamped on verso: "George A. Fuller Company,

received at office of Frank R. Stass, August 31, 1962.” [drawn by Corbetta-Pavarini]

- Roll 2.15 “Col. A-1 to col. A-4: contour lines,” August 30, 1962; diazotype, 78 x 119 cm.: stamped “received September 5, 1962, Kahn and Jacobs architects,” colored pencil sketch. [drawn by Corbetta-Pavarini]
- Roll 2.14 “Col. A-2: profile A, B, and C,” 1962; diazotype, 78 x 175 cm.: profile views, colored pencil notes, stamped “received September 5, 1962, Kahn and Jacobs architects,” stamped on verso: “George A. Fuller Company, received at office of Frank R. Stass, August 31, 1962.” [drawn by Corbetta-Pavarini]
- Roll 2.13 “Col. A-2: profile D, E, and F,” 1962; diazotype, 78 x 174.5 cm.: profile views, colored pencil notes, stamped “received September 5, 1962, Kahn and Jacobs architects,” stamped on verso: “George A. Fuller Company, received at office of Frank R. Stass, August 31, 1962.” [drawn by Corbetta-Pavarini]
- Roll 2.11 “Col. A-3: profile A, B, and C,” 1962; diazotype, 78 x 175.5 cm.: profile views, colored pencil note, stamped “received September 5, 1962, Kahn and Jacobs architects,” stamped on verso: “George A. Fuller Company, received at office of Frank R. Stass, August 31, 1962.” [drawn by Corbetta-Pavarini]
- Roll 2.10 “Col. A-3: profile D, E, and F,” 1962; diazotype, 78 x 176 cm.: profile views, colored pencil note, stamped “received September 5, 1962, Kahn and Jacobs architects,” stamped on verso: “George A. Fuller Company, received at office of Frank R. Stass, August 31, 1962.” [drawn by Corbetta-Pavarini]
- Roll 2.9 “Col. A-3: profile G and H,” 1962; diazotype, 78 x 174.5 cm.: profile views, colored pencil notes, stamped “received September 5, 1962, Kahn and Jacobs architects, George A. Fuller Company.” [drawn by Corbetta-Pavarini]
- Roll 2.8 “Col. A-4: profile A, B, and C,” 1962; diazotype, 77.5 x 167 cm.: profile views, stamped “received September 11, 1962, Kahn and Jacobs architects.” [drawn by Corbetta-Pavarini]
- Roll 2.7 “Col. A-4: profile D, E, and F,” 1962; diazotype, 77.5 x 167 cm.: profile views, stamped “received September 11, 1962, Kahn and Jacobs architects.” [drawn by Corbetta-Pavarini]

- Roll 2.6 "Col. A-4: profile G and H," 1962; diazotype, 77.5 x 167 cm.: profile views, stamped "received September 11, 1962, Kahn and Jacobs architects." [drawn by Corbetta-Pavarini]
- Roll 5.22 "Contour lines from Corbetta Pavarin[i], #1," c.1962; drawing on paper, 61 x 47.5 cm.: sketches of contour lines for col. A-1, col. A-2, and col. A-3. [colored pencil] [drawn by Corbetta-Pavarini]
- Roll 5.23 "Escalators, stairways," revision March 13, 1962; drawing on paper, 68.5 x 92 cm.: plan, sections. [pencil]
- Roll 5.24 "Exhibit areas: ground level," revision June 13, 1962; drawing on paper, c.70 x 90 cm.: plan with placement of major and minor exhibit areas, roof supports. [pencil]
- Roll 5.25 "Exhibit areas: ground level plan," revised May 22, 1962; drawing on paper, 84 x 141 cm.: ground level plan. [pencil]
- Roll 5.26 "Exhibit areas on roof shell," March 6, 1962; drawing on paper, 73.5 x 92 cm.: plan with placement of major and minor exhibit areas on upper surface roof shell. [pencil]
- Roll 5.27 "Fountain," April 19, 1962; drawing on paper, 47 x 61 cm.: aerial and elevation views showing fountain progression. [pencil, colored pencil]
- Roll 5.28 "Fountain," plan, April 19, 1962; drawing on paper, 47 x 60.5 cm.: plan, notes. [pencil, colored pencil]
- Roll 5.29 "Funnels," February 9, 1962; drawing on paper, 50 x 70 cm.: detail of funnel projection system used for rolled prints and screen projection. [pencil]
- Roll 1.2 "General plan," January 24, 1962; drawing on paper, 78 x 92 cm.: general plan of roof shell. [pencil]
- Roll 3.28 "Grid coordinates," c.1962; diazotype, 57 x 119 cm.: exhibit plan grid coordinates.
- Roll 1.3 "Ground floor, exhibits," September 14, 1962; drawing on paper, 89 x 149 cm.: ground floor layout plan. [pencil]
- Roll 3.29 "Ground floor, plan," August 14, 1962; diazotype, 72.5 x 105.5 cm.: detailed "preliminary" ground floor plan, stamped on verso: "received August 20, 1962, Kahn and Jacobs architects."

- Roll 5.30 "Ground floor, under theater," no.1, May 7, 1962; drawing on paper, 50 x 55.5 cm.: plan, notes. [pencil]
- Roll 5.31 "Ground floor, under theater," no. 2, May 23, 1962; drawing on paper, 73 x 83 cm.: plan with placement of transparencies, prints. [pencil]
- Roll 5.32 "Ground plan," no.1, revision January 8, 1962; drawing on paper, 76 x 92 cm.: plan with placement of ground floor exhibits, note. [pencil]
- Roll 1.4 "Ground plan," no. 2, January 8, 1962; drawing on paper, 78 x 92 cm.: general plan with placement of ground floor exhibits. [pencil and colored pencil]
- Roll 1.5 "Ground plan," no. 3, January 29, 1962; drawing on paper, 78 x 92 cm.: general plan of ground floor exhibits, note.
- Roll 5.33 "Ground plan exhibits," November 8, 1961; drawing on paper, 75 x 93 cm.: isometric view of ground floor exhibits.
- Roll 2.5 "Ground plan for key 64," n.d.; diazotype, 52.5 x 92 cm.: ground level plan with pencil sketches and notes [pencil and colored pencil], verso stamped: "received October 31, 1961, Kahn and Jacobs, architects."
- Roll 5.34 "Photo tower," June 1, 1962; drawing on paper, 61 x 46 cm.: front and aerial views with notes. [pencil]
- Roll 1.6 "Roof and exhibits," February 15, 1962; drawing on paper, 81 x 92 cm.: "cross-section of roof shell and ground floor exhibits" including amateur and professional photography, and specialized and industrial exhibits. [pencil]
- Roll 2.4 "Roof geometry plan," August 31, 1962; diazotype, 77.5 x 132 cm.: plan. [drawn by Corbetta-Pavarini]
- Roll 1.7 "Roof shell," October 16, 1961; drawing on paper, 76 x 93 cm.: roof shell elevation and plan, note.
- Roll 2.3 "Roof shell and theater," January 26, 1962; diazotype, 77 x 93 cm.: sections, notes [pencil and colored pencil], partial overlay with pencil sketch.
- Roll 1.8 "Roof shell and theater: cross-section of shell showing above ground theater," January 26, 1962; 3 drawings on paper, 77 x 92 cm.: sections; 2nd overlay sheet: 17 x 35 cm.: pencil notes; 3rd overlay sheet: 16 x 38 cm.: section, pencil notes.

- Roll 1.10 "Roof shell exhibits," November 8, 1961; drawing on paper, 77 x 92 cm.: general plan of roof shell, entrances and exits, and placement of exhibits, notes. [pencil]
- Roll 1.9 "Roof shell exhibits," no. 2, January 4, 1962; drawing on paper, 76 x 92 cm.: general plan of shell roof, entrances and exits, placement of exhibits, notes. [pencil]
- Roll 1.11 "Roof shell, plan," no.1, May 29, 1962; drawing on paper, 89 x 149 cm.: plan of "magic carpet shell." [pencil]
- Roll 2.2 "Roof shell, plan," no. 2, May 29, 1962; diazotype, 89 x 153 cm.: plan of "magic carpet shell," notes. [colored pencil notes]
- Roll 1.12 "Site plan," October 16, 1961; drawing on paper, 77 x 92.5 cm.: general site plan and area covered by roof.
- Roll 5.35 "Theater lobby area," May 7, 1962; drawing on paper, 46 x 61 cm.: plan. [pencil]
- Roll 5.37 "Tower," July 30, 1962; drawing on paper, 47.5 x 61.5 cm.: plan, detail, elevation. [pencil]
- Roll 2.1 "Tower," first floor, October 16, 1961; diazotype, 76 x 93 cm.: first floor elevation and plan, notes.
- Roll 1.16 "Tower," second floor, October 16, 1961; drawing on paper, 76 x 93 cm.: second floor elevation and plan, notes.
- Roll 1.17 "Tower," third floor, no.1, October 16, 1961; drawing on paper, 76 x 93 cm.: third floor elevation and plan, note.
- Roll 5.39 Tower, third floor, no. 2, n.d.; drawing on paper, 61 x 48 cm.: plan. [pencil]
- Roll 1.14 "Tower," fourth floor, October 16, 1961; drawing on paper, 76 x 93 cm.: fourth floor elevation and plan, note.
- Roll 1.13 "Tower," fifth floor, no.1, October 16, 1961; drawing on paper, 76 x 93 cm.: fifth floor elevation and plan, notes.
- Roll 5.36 Tower, fifth floor, no. 2, n.d.; drawing on paper, 61 x 48 cm.: plan. [pencil]
- Roll 1.15 "Tower," roof, no. 1, October 16, 1961; drawing on paper, 76 x 93 cm.: tower roof elevation and plan, notes.

- Roll 5.38 Tower, roof, no. 2, n.d.; drawing on paper, 61 x 48 cm.: elevation and plan. [pencil]
- Roll 5.40 "Traffic flow," no.1, June 14, 1962; drawing on paper, 58 x 85.5 cm.: general plan of roof and tower with placement of Kodak tower, children's play area, garden maze, fountain, industrial exhibit, peaks, theater entrances. [pencil with pasted plastic paper sections]
- Roll 1.18 "Traffic flow," no. 2, February 5, 1962, drawing on paper, 76.5 x 92 cm.: drawing of traffic flow on roof shell. [pencil with pasted plastic paper sections]
- 227.9+ Untitled, no. 1, January 28, 1961; reprographic copy, 38.5 x 52 cm.: "mirror image" of plan for tower, pencil sketch, stamped: "Kahn and Jacobs architects."
- Roll 5.41 Untitled, no. 2, n.d.; drawing on paper, 48.5 x 61 cm.: plan [for tower base?]. [pencil]
- Roll 1.19 Untitled [photo tower], n.d.; drawing on paper, 92 x 87.5 cm.: elevation and plan of photo tower [pencil], sketch [colored pencil].
- Roll 5.41 Untitled [preliminary plan], n.d.; drawing on paper, 72 x 90 cm.: sketch of exhibit plan. [pencil and colored pencil]
- Roll 5.42 "Wall location, under theater," May 17, 1962; drawing on paper, 55.5 x 92 cm.: plan, notes. [pencil]

Hearing and Industry Council [HAIC] : exhibit

- Roll 3.30 "General layout and story," February 5, 1964; diazotype, 59.5 x 91 cm.: isometric sketch, pencil sketches.
- Roll 5.4 "General layout and story," revision February 6, 1964; pencil drawing on paper, 59.5 x 91 cm.: isometric sketch [pencil and colored pencil].

Illinois Commission: 1964 World's Fair Illinois state pavilion

- Roll 6.1 "Agricultural and Caterpillar exhibits," c.1964; drawing on paper, 35 x 42.5 cm.: partial plan with "positioning of John Deere, Agricultural and Caterpillar exhibits," notes. [pencil]
- Roll 6.2 "Case with Gettysburg Address," March 10, 1964; drawing on paper, 68.5 x 75 cm.: plan, section. [pencil]

- Roll 6.3 "Caterpillar exhibit," no. 1, revision March 3, 1964; drawing on paper, 47.5 x 61 cm.: elevation and side view. [pencil]
- Roll 6.4 "Caterpillar exhibit," no. 2, revision March 3, 1964; drawing on paper, 50.5 x 92 cm.: plan, sections, notes. [pencil]
- Roll 6.5 "Caterpillar: model enclosure," June 10, 1964; drawing on paper, 63.5 x 84 cm.: front view, detail, section, notes. [pencil]
- Roll 6.6 "Courthouse case: free-standing exhibit base," January 28, 1964; drawing on paper, 46 x 61 cm.: plans and sections for Springfield courthouse model exhibit case and base for free-standing exhibits, notes. [pencil]
- Roll 6.7 "Document case: placement of documents and caption cards," March 16, 1964, drawing on paper, 48 x 59 cm.: elevation, notes. [pencil]
- Roll 6.8 "Doors for education panel," March 19, 1964 drawing on paper, 44.5 x 79 cm.: elevation, detail. [pencil]
- 227.10+ Drawing, n.d.; drawing on paper, 48 x 60.5 cm.: drawing of Illinois exhibit. [colored pencil]
- Roll 6.9 "Elevations," October 2, 1963; drawing on paper, 73 x 91.5 cm.: elevations with placement of wall panels and display cases. [pencil]
- Roll 6.10 "Exhibits:" display case, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.13 "Exhibits: elevation views," no. 1, revision February 3, 1964; drawing on paper, 46 x 66 cm.: elevations, notes, colored pencil sketch on verso; front has 22.5 x 30 cm. overlay with sketch. [pencil, colored pencil]
- Roll 6.14 "Exhibits: elevation views," no. 2, revision January 23, 1963; drawing on paper, 46 x 61 cm.: elevations of displays, notes. [pencil]
- Roll 6.15 "Exhibits: outdoors, photo and copy," December 17, 1963; drawing 46 x 61 cm.: plan for photo and copy displays. [pencil]
- Roll 6.11 "Exhibits:" panels, no. 1, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.12 "Exhibits:" panels, no. 2, revision January 22, 1964; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]

- Roll 6.16 "Famous Illinoisans," n.d.; drawing on paper, 60 x 915.cm.: elevation and section for photo display. [pencil]
- Roll 6.17 "Floor plan: exhibits, drawing 1," revision September 30, 1963; drawing on paper, 81 x 100.5 cm.: floor plan, notes. [pencil]
- Roll 6.18 "Floor plan: exhibits, drawing 1a," October 24, 1963; drawing on paper, 91.5 x 101.5 cm.: floor plan, note. [pencil, colored pencil]
- Roll 6.19 "Floor plan: interior," revision February 3, 1964; drawing on paper, 66.5 x 91 cm.: floor plan, detail, notes. [pencil]
- Roll 6.20 "Floor plan: shrine room," January 27, 1964; drawing on paper, 39.5 x 61 cm.: floor plan of Abraham Lincoln shrine. [pencil]
- Roll 6.21 Hanging panels, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, detail, notes. [pencil]
- Roll 6.22 "Illinois first," February 7, 1964; drawing on paper, 51.5 x 85 cm.: plan and detail of display panel. [pencil]
- Roll 6.23 Illinois map panel, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.24 "Illinois plans for a greater future," no. 1, February 5, 1964; drawing on paper, 57 x 62 cm.: elevation, plan, section of display panel, notes. [pencil]
- Roll 6.25 "Illinois plans for a greater future," no. 2, February 12, 1964; drawing on paper, 51 x 91.5 cm.: elevation, detail. [pencil]
- Roll 6.26 "John Deere exhibit," April 17, 1964; drawing on paper, 69 x 68.5 cm.: elevations, sections, detail, notes. [pencil]
- Roll 6.27 Kiosk, no. 1, December 17, 1963; drawing on paper, 46 x 61 cm.: plan, section, notes. [pencil]
- Roll 6.28 Kiosk, no. 2, December 17, 1963; drawing on paper, 46 x 61 cm.: plan, section, notes. [pencil]
- Roll 6.29 "Kiosk," no. 3, January 27, 1964; drawing on paper, 46 x 61 cm.: elevation, sections, bottom view, notes. [pencil, colored pencil]
- Roll 6.30 "Map, seal, and lettering," February 14, 1964; drawing on paper, 48.5 x 68 cm.: elevation, section. [pencil]

- Roll 6.33 “Panel exhibit: rear exit,” March 23, 1964; drawing on paper, 48 x 61 cm.: elevation. [pencil]
- Roll 6.31 “Panel exhibit on education,” no. 1, March 9, 1964; drawing on paper, 45 x 55.5 cm.: elevation, section. [pencil]
- Roll 6.32 “Panel exhibit on education,” no. 2, March 19, 1964; drawing on paper, 44 x 79 cm.: elevation. [pencil]
- Roll 6.34 Panels, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation and section of panels above Springfield courthouse model, note. [pencil]
- Roll 6.35 Panels, no. 1, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.36 Panels, no. 2, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.37 Panels, no. 3, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.38 Panels, no. 4, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.39 Panels: shrine room?, December 17, 1963; drawing on paper, 45.5 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.40 “Points of interest,” April 9, 1964; drawing on paper, 44 x 61 cm.: elevation, section. [pencil]
- Roll 6.41 “Proposal for placement of agricultural exhibit,” n.d.; drawing on paper, 44 x 58 cm.: floor plan. [pencil]
- Roll 6.42 “Shrine room kiosk,” January 28, 1964; drawing on paper, 46 x 61 cm.: plan, section, notes. [pencil]
- Roll 6.43 Slide projection, no. 1, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 6.44 Slide projection, no. 2, December 17, 1963; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]

International Business Machines (IBM): “Community Living” showcase exhibit

- Roll 5.5 Elevation, March 28, 1967; drawing on paper, 46 x 59 and 60.5 x 76 cm.: front elevation of title panel and rear people's wall. [pencil] [2 copies: one with scale, second with ink notes]
- Roll 5.6 Floor plan no. 1, c.1967; drawing on paper, 61.5 x 80 cm.: floor plan with placement of units 1-8, people wall, theme, demonstration area, movie area and tape/sound center. [pencil, colored pencil]
- Roll 5.7 Floor plan no. 2, c.1967; drawing on paper, 59 x 81 cm.: floor plan with placement of units 1-9, peoples' wall, introduction area, theme sculpture, movie area, audio-visual unit, panels. [pencil, colored pencil, ink notes]
- Roll 5.8 Floor plan no. 3, c.1967; drawing on paper, 61 x 78 cm.: floor plan with placement of units 1-8, entrance, demonstration area, people wall, movie area and tape/sound center. [pencil, ink notes]
- Roll 5.9 Floor plan no. 4, c.1967; drawing on paper, 63 x 78.5 cm.: floor plan with placement of units 1-9, theme wall, demonstration area, auxiliary project area, people wall, movie area and tape/sound center. [pencil, colored pencil]
- Roll 5.10 Floor plan no. 5, c.1967; drawing on paper, 58.5 x 73 cm.: floor plan with placement of units 1-8, theme sculpture, demonstration area, people wall, movie area and tape/sound center. [pencil]
- Roll 5.11 Floor plan no. 6, c.1967; drawing on paper, 59 x 90 cm.: 2 floor plans with placement of units 1-4, theme wall, demonstration area. [pencil, colored pencil]
- Roll 5.12 Floor plan no. 7, March 28, 1967; drawing on paper, 63 x 87 cm.: floor plan with placement of units 1-12, wall panels, projection area, theme sculpture, peoples' wall. [pencil]
- 227.11+ Floor plan no. 7, March 28, 1967; diazotype, 61 x 91.5 cm.: floor plan with placement of units 1-12, wall panels, projection area, theme sculpture, peoples' wall. [2 copies: 1 with pencil and ink sketches]
- Roll 5.13 Perspective drawing no. 1, c.1967; drawing on paper, 59.5 x 91.5 cm.: three-dimensional perspective drawing of exhibit with coordinating floor plan showing placement of units 1-8, title wall, demonstration area, movie area and tape/sound center. [pencil, colored pencil, ink notes]
- Roll 5.14 Perspective drawing no. 2, c.1967; drawing on paper, 62 x 77.5 cm.: three-dimensional perspective drawing of exhibit with coordinating floor plan showing placement of units 1-10, theme sculpture, demonstration

area, peoples' wall, movie area and tape/sound center. [pencil, colored pencil]

Roll 5.15 Section, March 28, 1967; drawing on paper, 46 x 61 and 67 x 77 cm.: section with placement of title panel, sculpture, audio/visual unit, graphic panel, sculpture platform, electric motor to rotate sculpture, open area. [pencil] [2 copies: one with scale, second with ink notes]

Lincoln Center: Rockefeller plaque

Roll 5.16 "Position directions for installation," May 25, 1970; drawing on paper, 39.5 x 60 cm.: section, front view, notes. [pencil]

McGraw-Hill: Communications Center

Roll 3.1 "Floor plan: C-1," July 31, 1968; diazotype, 53.5 x 96.5 cm.: floor plan, stamped on verso: "Received July 31, 1968, Office of Alfred Easton Poor." [architects: Harrison & Abramovitz & Harris]

Roll 3.2 "Floor plan: C-2," July 31, 1968; diazotype, 54.5 x 96.5 cm.: floor plan, stamped on verso: "Received July 31, 1968, Office of Alfred Easton Poor." [architects: Harrison & Abramovitz & Harris]

Roll 3.3 "Ground floor level, el. 56' 9"," n.d., diazotype, 92 x 136.5 cm.: floor plan. [architects: Office of Alfred Easton Poor]

Roll 3.4 "Ground floor plan," July 31, 1968; diazotype, 53 x 97 cm.: floor plan, stamped on verso: "Received July 31, 1968, Office of Alfred Easton Poor." [architects: Harrison & Abramovitz & Harris]

Roll 2.19 "Lower court level, el. 30' 9"," n.d.; 92.5 x 146.5 cm.: floor plan, pencil and colored pencil notes and sketches, affixed paper [12.5 x 20 cm.] with handwritten pencil notes. [architects: Office of Alfred Easton Poor]

Roll 3.5 "Planetarium at level C-3," April 30, 1968; diazotype, 53.5 x 95.5 cm.: layout of floor plan, pencil notes. [architects: Office of Alfred Easton Poor]

Roll 3.6 Rendering no. 1, n.d.; reprographic copy, 40 x 98 cm.: drawing of communications center showing sunken plaza with center dome, note in pencil.

Roll 3.7 Rendering no. 2, n.d.; reprographic copy, 41 x 99 cm.: drawing of communications center showing sunken plaza with center dome.

- Roll 3.8 Rendering no. 3, n.d.; reprographic copy, 53.5 x 97 cm.: drawing of communications center showing sunken plaza with center dome, pencil notes.
- Roll 2.18 “Second floor level, el. 42' 9”,” n.d.; diazotype, 92.5 x 146.5 cm.: floor plan. [architects: Office of Alfred Easton Poor]
- Roll 3.9 “Sunken plaza study: ground level and level C-1,” May 22, 1968; diazotype, 54 x 95 cm.: floor plans for sunken plaza level and ground floor level, pencil and colored pencil notes.
- Roll 3.10 “Sunken plaza study: level C-2,” May 22, 1968; diazotype, 53 x 95 cm.: lower court level floor plan with pencil and colored pencil notes. [architects: Office of Alfred Easton Poor]
- Roll 3.11 “Sunken plaza study: sections,” no. 1, May 22, 1968; diazotype, 53 x 95.5 cm.: sections.
- Roll 3.12 “Sunken plaza study: sections,” no. 2, May 22, 1968; diazotype, 53 x 95.5 cm.: sections.
- Roll 3.13 “Sunken plaza study: sections 1 and 2,” June 25, 1968; diazotype, 54 x 99.5 cm.: sections. [architects: Office of Alfred Easton Poor]
- Roll 3.14 “Sunken plaza study: sections 5 and 6,” June 25, 1968; diazotype, 54 x 99.5 cm.: sections. [architects: Office of Alfred Easton Poor]
- Roll 3.15 “Sunken plaza study: sections 7 and 8,” June 25, 1968; diazotype, 54 x 99.5 cm.: sections. [architects: Office of Alfred Easton Poor]

United States Information Agency (USIA): Kalamazoo...Eine Mittelstadt im Mittelwesten

- 22.2 “Ausstellung im G.C. Marshall Haus: Eine Stadt im Mittelwesten,” no. 1, July 4, 1958; diazotype?, 52 x 123 cm.: exhibit plan with pencil and colored pencil notes, signed “Checked: Will Burtin.”
- 22.3 “Ausstellung im G.C. Marshall Haus: Eine Stadt im Mittelwesten,” no. 2, July 4, 1958; diazotype?, 52 x 123 cm.: exhibit plan with pencil and colored pencil notes, signed “Checked: Will Burtin.”
- 22.4 “Planung: Industrie-Ausstellung (Marshall Haus, Berlin),” 1956; diazotype?, 37.5 x 68.5 cm.: “erdgeschoss” [first floor] exhibit hall plan.
- 22.5 Untitled, c.1958; diazotype?, 32 x 61 cm.: exhibit hall plan.

University Circle: Cleveland signage project

- Roll 7.1 "20" sign plate," April 14, 1967, drawing on paper, 46 x 61 cm.: plan, notes. [pencil]
- Roll 7.2 "22' pole luminaire," August 15, 1967; drawing on paper, 46 x 60 cm.: section, detail, notes. [pencil, colored pencil]
- Roll 7.3 "32' pole luminaire," August 15, 1967; drawing on paper, 46 x 60 cm.: section, detail, notes. [pencil]
- Roll 7.4 "36" sign plate," April 14, 1967, drawing on paper, 46 x 61 cm.: plan, notes. [pencil]
- Roll 7.5 "175 W luminaire," drawing on paper, 46 x 61 cm.: plan, section, notes. [pencil]
- Roll 7.6 Aluminum light box, n.d.; drawing on paper, 46 x 60.5 cm.: plan, section, notes.
- Roll 7.8 Davit light pole, January 10, 1967; drawing on paper, 61 x 46 cm.: elevation, section, side view. [pencil]
- Roll 7.7 Davit light pole, no.1, c.1968; drawing on paper, 49.5 x 75.5 cm.: sections, notes. [pencil]
- Roll 3.16 Davit light pole, no. 2, c.1968; diazotype, elevations, sections.
- Roll 7.9 "Davit light poles and luminaire," May 13, 1968; drawing on paper, 47 x 60.5 cm.: elevation, details of light poles. [2 copies] [pencil]
- Roll 3.22 "Drawing no. 47827 and 47828," no. 1, September 13, 1967; diazotype?, 92 x 112 cm.: luminaire sectional elevation and detail, schematic elevation of light pole, notes. [drawn by The Simes Company, New York City]
- Roll 3.23 "Drawing no. 47827 and 47828," no. 2, revision September 22, 1967; diazotype?, 92 x 113 cm.: luminaire sectional elevation and detail, location and orientation of signs on poles, schematic elevation of light pole, notes. [drawn by The Simes Company, New York City]
- 22.6 "Drawing no. 47827 and 47828," no. 3, revision October 30, 1967; diazotype, 92.5 x 113 cm.: luminaire sectional elevation and detail, schematic elevation, location and orientation of signs on poles, section, notes. [drawn by The Simes Company, New York City]

- 22.7 "Euclid Avenue: landscape study," no. 1, February 11, 1966; diazotype?, 68 x 122 cm.: section. [drawn by "Office of Dan Kiley: Site planners and landscape architects"]
- 22.8 "Euclid Avenue: landscape study," no. 2, February 1966; diazotype?, 70 x 108 cm.: walkway detail. [drawn by "Office of Dan Kiley: Site planners and landscape architects"]
- 21.13 "Final luminaire shape," revision September 20, 1967; drawing on paper, 75 x 102 cm.: detail drawing on paper.
- Roll 7.10 "General information unit," n.d.; drawing on paper, 47.5 x 61 cm.: section, side view.
- Roll 7.11 General information unit: section, n.d.; drawing on paper, 26 x 31.5 cm.: section.
- Roll 7.12 "Layout for demonstration at Pfaff and Kendall," February 19, 1968; drawing on paper, 37 x 46 cm.: layout showing placement of building, streets, signs, and overhead lights. [pencil]
- Roll 7.13 "Light poles," October 25, 1967; drawing on paper, 46 x 60.5 cm.: elevation. [pencil]
- Roll 7.14 Light box, n.d.; drawing on paper, 46 x 61 cm.: plan, section.
- Roll 7.15 Light poles, n.d.; drawing on paper, 47.5 x 61 cm.: plan of Davit light pole. [pencil]
- Roll 7.16 Light poles: variations, no.1, n.d.; drawing on paper, 46 x 62 cm.: elevations of 32' Euclid Avenue lamp, 22' Adelbert lamp, 10' 9" pedestrian lamp.
- 22.11 Light poles: variations, no. 2, revision April 7, 1967; diazotype, 46 x 61 cm.: elevations of 32' Euclid Avenue lamp, 22' Adelbert lamp, 10' 9" pedestrian lamp, handwritten notes.
- 22.10 "Light poles and luminaire," April 25, 1968; diazotype, 41 x 61 cm.: elevation, details of luminaire. [2 copies; see annotated copy listed below]
- 22.9 "Light poles and luminaire: annotated" April 25, 1968; diazotype, 41 x 61 cm.: elevation, details of luminaire, pencil and ink notes on front, colored pencil and ink notes and sketches on verso.

- Roll 7.17 "Luminaire for Davit light poles," May 13, 1968; drawing on paper, 45.5 x 601 cm.: detail of luminaire, notes. [pencil]
- Roll 3.17 "Main elements of lighting program," no.1, April 25, 1967; diazotype, 67.5 x 92 cm.: elevation, section, detail, notes.
- Roll 7.18 "Main elements of lighting program," no.2, April 25, 1967; drawing on paper, 67.5 x 92 cm.: plan, notes.
- 22.12 "Overlay of drawing no. 47827 and 47828," February 2, 1968; diazotype, 56 x 86 cm.: detail of luminaire. [2 copies]
- Roll 3.24 "Partial site map: east sector," April 1964; diazotype, 219 x 86.5 cm.: site plan. [architects: P.K. Barnes]
- Roll 3.25 "Partial site map: west sector," April 1964; diazotype, 221 x 86 cm.: site plan. [architects: P.K. Barnes]
- Roll 7.19 "Pedestrian lamp post," July 23, 1967; drawing on paper, 48 x 61 cm.: elevation, detail. [pencil]
- Roll 3.26 "Pedestrian lamp post," no. 47826, revision February 29, 1968; diazotype, 92 x 117.5 cm.: sections.
- 22.13 "Pedestrian lamp posts," no.1, June 23, 1967; drawing on paper, 47.5 x 58.5 cm.: elevation and detail of lamppost, affixed paper mock-ups of lamp globe, colored pencil notes on front and verso.
- Roll 7.20 "Pedestrian lamp posts," no. 2, June 23, 1967; drawing on paper, 47.5 x 58.5 cm.: elevation of lamp posts, sketch of pedestrian. [pencil]
- 22.14 "Pilot block [Euclid Avenue]: layout and grading plan," n.d.; diazotype?, 78 x 136 cm.: paving and control joint sections, drain inlet and paving plan detail, ink-stamped "not for construction." [drawn by "Office of Dan Kiley: Site planners and landscape architects"]
- Roll 3.18 "Preliminary drawing, no. 48031," March 26, 1968; diazotype, 56 x 86.5 cm.: cross-section and schematic elevation of pole luminaire, ink sketch and note on verso. [drawn by The Simes Company, New York City]
- Roll 3.19 "Preliminary drawing: pole luminaire, no. 48029," March 26, 1968; diazotype, 56 x 86.5 cm.: schematic elevation of pole luminaire. [drawn by The Simes Company, New York City]

- Roll 3.20 "Preliminary drawing: pole luminaire, no. 48030," March 26, 1968; diazotype, 56 x 86.5 cm.: schematic elevation of pole luminaire. [drawn by The Simes Company, New York City]
- Roll 7.21 "Reflective aluminum wall sign," June 12, 1967; drawing on paper, 46 x 61 cm.: plan view, section.
- Roll 7.22 "Reflective sign attachment system," May 13, 1968; drawing on paper, 46 x 61 cm.: detail of sign panel insertion into light pole, notes. [pencil]
- 22.15 "Roadway light poles," March 8, 1968; diazotype?, 43 x 73 cm.: views, detail of light poles.
- Roll 7.23 "Sign attachment: 2" D poles," July 16, 1968; pencil drawing on paper, 54 x 62.5 cm.: elevation, section, detail, note.
- Roll 7.24 "Sign attachment: light poles," July 16, 1968; pencil drawing on paper, 55 x 63.5 cm.: detail of sign panel insertion into light pole, notes.
- Roll 3.21 "Sign box #4," revision September 8, 1967; diazotype?, 55.5 x 86 cm.: sectional elevation, transverse section, partial sectional plan, partial isometric view, section, schematic elevation. [drawn by The Simes Company, New York City]
- 22.16 "Sign casting attachments," November 13, 1967; diazotype, 43.5 x 55 cm.: sections of Davit light poles, notes [some in colored pencil]. [drawn by Pfaff and Kendall]
- Roll 7.25 "Sign position," July 16, 1968; pencil drawing on paper, 54 x 63 cm.: detail of sign position attachment to poles, note.
- 22.17 Signs, n.d.; diazotype, 30 x 23 cm.: draft drawings of University Hospital signs. [11 plans; handwritten note on verso of plan 11.]
- 22.18 Site plan, n.d.; diazotype?, 91 x 108 cm.: site plan of Euclid Avenue, pencil notes.
- Roll 3.27 "Square sign," no. 47832, revision September 11, 1967; diazotype, 80 x 92 cm.: sectional elevation, note. [drawn by The Simes Company, New York City]
- Roll 7.26 "Street lighting," January 5, 1967; drawing on paper, 61 x 46 cm.: elevation, section, detail, notes. [pencil, colored pencil]
- Roll 7.27 "Tall pole luminaire," April 12, 1967; drawing on paper, 46 x 62 cm.: plan, sections.

- 22.19 "Traffic circulation," March 1966; diazotype?, 129.5 x 92 cm.: site map of University Circle, colored pencil sketch.
- Roll 7.28 Untitled, August 15, 1967; drawing on paper, 46 x 61 cm.: section of luminaire unit. [pencil]

Upjohn: American Medical Association (AMA) meetings

- 21.12 1950 AMA meeting, May 12, 1950; blueprint, c.52 x 68 cm.: exhibit plans, section detail, elevation.
- 22.20 "Sheet no. 1: AMA meeting," May 21, 1954; diazotype, 60 x 92 cm.: elevation, plan, notes.
- 22.21 "Sheet no. 2," May 21, 1954; diazotype, 46 x 61 cm.: elevations, lounge area plan, notes.
- 22.22 "Sheet no. 3: panel D-E and 4 Upjohn signs," May 20, 1954; diazotype, 46 x 61 cm.: elevation, top and side views, notes.
- 22.23 "Sheet no. 4: first use at AMA meeting, civic auditorium," May 24, 1954; diazotype, 46 x 61 cm.: elevations, sections.

Upjohn: Cell [6 ft.]

- Roll 5.17 "1' model of 6' Cell," no. 1, August 1, 1963; drawing on paper, 44 x 78 cm.: side view, detail, notes: "parts list." [pencil]
- Roll 5.18 "1' model of 6' Cell," no. 2, August 19, 1963; drawing on paper, 51 x 61.5 cm.: section, top and side views, notes: "parts list." [pencil]
- 21.14-21.15 "Installation of Cell: Museum of Science & Industry, Chicago," revision January 23, 1959; blueprint, 46 c 61 cm.: plan, rheostat box wiring diagram, pencil sketch. [2 copies] [drawn by The Displayers]
- 22.24 "Plastic housing for center section, giant cell," February 11, 1959; diazotype, 46 x 61 cm.: plan, notes.

Upjohn: Chromosome, American Medical Association (AMA) meeting, 1966

- Roll 3.31 Antibiotic demonstration, February 9, 1966; diazotype, 46 x 61 cm.: detail of exhibit demonstration positions 1-B, 1-C, 1-D, colored pencil notes.

- Roll 7.29 Antibiotic demonstration, February 9, 1966; drawing on paper, 45.5 x 60.5 cm.: detail of exhibit demonstration positions 1-B, 1-C, 1-D. [pencil]
- Roll 3.32 "Chromosome exhibit:" 1966 AMA, October 26, 1965; diazotype, 60.5 x 67 cm.: top and bottom plate sections, top and front view, colored pencil sketches and note: "master."
- Roll 3.33 "Chromosome exhibit: 1966 AMA," revision February 9, 1966; diazotype, 46 x 58 cm.: elevation and section of suspended demonstration discs, colored pencil note and sketches, colored pencil sketch on verso; with 2 attached drawings on paper, 18.5 x 45.5 cm.: pencil sketches.
- Roll 7.30 "Chromosome exhibit: 1966 AMA," revision February 9, 1966; drawing on paper, 45.5 x 60.5 cm.: elevation and section of suspended demonstration discs. [pencil]
- Roll 3.34 Display cases, October 20, 1965; diazotype, 46 x 62 cm.: elevation, section, notes. [pencil and colored pencil]
- Roll 7.31 Display cases, October 20, 1965; drawing on paper, 45.5 x 60.5 cm.: elevation, section, notes. [pencil]
- Roll 3.35 Display panel D?, revision May 25, 1966; diazotype, 46 x 61 cm.: detail, section, positions 1 and 2 of panel photographs, colored pencil notes.
- Roll 3.36 Display panel D?: "master," revision May 25, 1966; diazotype, 46 x 61 cm.: detail, section, positions 1 and 2 of panel photographs, colored pencil notes.
- Roll 7.32 Display panel D?, revision May 25, 1966; drawing on paper, 45.5 x 60.5 cm.: detail, section, positions 1 and 2 of panel photographs. [pencil]
- Roll 3.37 Display walls, revision February 9, 1966; diazotype, 61 x 76.5 cm.: elevation and section of display walls, top platform plan, copy plaque plan, colored pencil and ink notes.
- Roll 3.38 DNA strand detail, December 28, 1965; diazotype, 45.5 x 64 cm.: detail, sections, note. [colored pencil note]
- Roll 7.33 DNA strand detail, December 28, 1965; drawing on paper, 45.5 x 60.5 cm.: detail, sections, notes. [pencil]
- Roll 7.34 DNA strand elevation, n.d.; drawing on paper, 45.5 x 60.5 cm.: 45.5 x 60.5 cm.: elevation, plan view. [pencil]

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| Roll 3.39 | Hormone demonstration, no. 1, February 2, 1966; diazotype, 46 x 61 cm.: section, position 1 and 2, colored pencil note. |
| Roll 3.40 | Hormone demonstration, no. 2, February 2, 1966; diazotype, 46 x 60.5 cm.: demonstration detail, colored pencil note. |
| Roll 7.35 | Hormone demonstration, no. 1, February 2, 1966; drawing on paper, 45.5 x 60.5 cm.: section, position 1 and 2, notes. [pencil] |
| Roll 7.36 | Hormone demonstration, no. 2, February 2, 1966; drawing on paper, 45.5 x 60.5 cm.: demonstration detail. [pencil] |
| Roll 3.41 | Protein and antibiotic demonstration, n.d.; diazotype, 46 x 61 cm.: sections, colored pencil and ink notes. |
| Roll 7.37 | Protein and antibiotic demonstration, n.d.; drawing on paper, 45.5 x 60.5 cm.: sections, notes. [pencil] |
| Roll 7.38 | RNA and DNA build-up demonstration, "drawing no. 7," December 10, 1965; drawing on paper, 45.5 x 60.5 cm.: detail of demonstration positions A, B, and C, notes. [pencil] |
| Roll 3.42 | RNA and DNA build-up demonstration, "drawing no. 7, model #3," December 10, 1965; diazotype, 45 x 64 cm.: detail of demonstration positions A, B, and C, colored pencil notes and pencil sketches. |
| Roll 7.39 | RNA and DNA build-up demonstration, "drawing no. 8," December 10, 1965; drawing on paper, 45.5 x 60.5 cm.: detail of demonstration positions A, B, and C, notes. [pencil] |
| Roll 3.43 | RNA and DNA build-up demonstration, "drawing no. 8, model #2," December 10, 1965; diazotype, 45 x 63.5 cm.: detail of demonstration positions A, B, and C, colored pencil notes. |
| Roll 3.44 | Suspended demonstration disc detail, January 5, 1966; diazotype, 45 x 63 cm.: elevation, detail, colored pencil notes. |
| Roll 7.40 | Suspended demonstration disc detail, January 5, 1966; drawing on paper, 45.5 x 60.5 cm.: elevation, detail, notes. [pencil] |
| Roll 3.45 | "Wall lights," March 10, 1966; diazotype, 46 x 61 cm.; elevation and section, colored pencil note: "master." |

Upjohn: Disneyland pharmacy

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| 230.5+ | "Plan," September 8, 1964; blueprint, 45 x 58 cm.: plans, notes. [3 copies] |
| Roll 6.45 | "Plan," revision July 12, 1966; reprographic copy, 59 x 83 cm.: pharmacy plan, sections, notes. [colored pencil notes and drawing] |
| 230.6+ | "Upjohn globe," August 28, 1964; blueprint, 67 x 92 cm.: detail views, notes. [3 copies] |
| Roll 5.43 | "Upjohn globe," August 28, 1964; drawing on paper, 67.5 x 91 cm.: section, elevation, notes. [pencil] |
| 230.7+ | "Wall details," September 8, 1964; blueprint, 67 x 92 cm.: detail panel views, notes. [3 copies] |
| Roll 5.44 | "Wall details," revision July 12, 1966; drawing on paper, 67 x 91 cm.: elevations with sketches of wall displays. [pencil] |
| 230.8+ | "Window display," September 8, 1964; blueprint, 45 x 58 cm.: plans, notes. [3 copies] |
| Roll 5.45 | "Window display," revision July 12, 1966; drawing on paper, 46 x 60.5 cm.: plan, elevation. [pencil] |

Upjohn: Executive office building exhibit

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| Roll 6.46 | Worldwide production facilities model: no. 1, n.d.; pencil drawing on paper, 71 x 106 cm.: drawing of model. |
| Roll 6.47 | Worldwide production facilities model: no. 2, n.d.; pencil drawing on paper, 61 x 77 cm.: drawing of model. |

Upjohn: Hall of Science pavilion

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| Roll 8.1 | "1965 screen detail," January 15, 1965; drawing on paper, 46 x 61 cm.: plan detail showing eye level of spectator. [pencil] |
| Roll 8.2 | "Copy indications," revision May 28, 1964; drawing on paper, 46 x 61 cm.: plan with placement of copy and signage, notes. [pencil] |
| Roll 8.5 | "Detail of center units," January 5, 1965; drawing on paper, 46 x 61 cm.: detail, sections, notes. [pencil] |
| Roll 8.6 | "Details A, B, & C and A□, B□, C□," January 4, 1965; drawing on paper, 46 x 61 cm.: detail, sections, notes. [pencil] |

- Roll 8.7 "Details D, D□, E, F, G, H," January 4, 1965; drawing on paper, 46 x 61 cm.: detail, sections, notes. [pencil]
- Roll 8.3 "Display case layouts," March 2, 1965; drawing on paper, 46 x 61 cm.: Lincocin product display case layout. [pencil]
- Roll 8.4 "Display windows," December 10, 1963; drawing on paper, 46 x 61 cm.: section, front views, note. [pencil]
- Roll 8.8 Elevation, n.d.; drawing on paper, 46 x 61 cm.: exhibit elevation with sketch of spectator. [pencil]
- Roll 8.9 "Elevations," revision January 16, 1964; drawing on paper, 46 x 61 cm.: elevations with placement of Brain exhibit. [pencil]
- 22.25 "Floor plan," revision September 13, 1963; diazotype, 18 x 24 cm.: drawing, pencil notes.
- 21.16 "Floor plan," revision September 13, 1963; drawing on paper, 18 x 24 cm.: pencil drawing.
- Roll 8.10 "Floor plan," no. 2, revision January 15, 1965; drawing on paper, 46 x 61 cm.: floor plan, notes. [pencil]
- Roll 8.11 "Plan and elevation views," January 4, 1965; drawing on paper, 46 x 61 cm.: plan, elevation, notes. [pencil]
- Roll 8.12 "Preliminary schedule," October 29, 1963; drawing on paper, 46 x 60.5 cm.: pencil and colored pencil chart. [pencil]
- Roll 8.13 "Provest: layout for display case," March 3, 1965; drawing on paper, 46 x 55 cm.: product display case layout, notes. [pencil]
- Roll 8.14 "Screen," March 12, 1965; drawing on paper, 46 x 61 cm.: elevation and section with eye level of spectator. [pencil]
- Roll 8.15 "Slide projector," March 12, 1965; drawing on paper, 46 x 61 cm.: plan, top and side views, note. [pencil]
- Roll 8.16 "State exhibit," no. 1, June 19, 1963; pencil drawing on paper, 36 x 41 cm.: slide and film area plan, notes.
- Roll 8.17 "State exhibit," no. 2, June 19, 1963; pencil drawing on paper, 57.5 x 58.5 cm.: slide and film area plan, notes.

Upjohn: Heredity and You, Time-Life exhibit center

- Roll 8.18 "A' section," October 3, 1966; drawing on paper, 45.5 x 61 cm.: elevation, notes. [pencil]
- Roll 8.19 "A' section, unit 13," revision October 12, 1966; drawing on paper, 46 x 61 cm.: sketch of panels. [pencil]
- Roll 8.20 "A' section, unit 14," revision October 12, 1966; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 4.29 "Curved wall A," November 14, 1966; diazotype, 61 x 92 cm.: detail, elevation, section, pencil notes. [The Displayers]
- Roll 4.30 "Curved wall A: Ferris wheel pane #12," no. 1, November 14, 1966; diazotype, 61 x 92 cm.: elevation, section, detail, pencil sketch. [The Displayers]
- Roll 4.31 "Curved wall A: Ferris wheel pane #12," no. 2, revision November 30, 1966; diazotype, 61 x 92 cm.: elevation, detail, sections. [The Displayers]
- Roll 8.21 "D' section," October 3, 1966; drawing on paper, 45.5 x 61 cm.: elevation, notes. [pencil]
- Roll 8.22 "Detail: 'A' section, unit 12," revision October 12, 1966; drawing on paper, 46 x 61 cm.: elevation, section, notes. [pencil]
- Roll 8.23 Floor plan, July 11, 1966; drawing on paper, 45.5 x 61 cm.: partial exhibit platform plan, notes. [pencil]
- Roll 4.32 "General floor plan," no. 1, November 15, 1966; diazotype, 61 x 92 cm.: floor plan, panel elevation and section, "canvas pocket" detail, pencil notes. [drawn by The Displayers]
- Roll 4.33 "General floor plan," no. 2, revision November 30, 1966; diazotype, 61 x 92 cm.: floor plan, panel elevation and section, "canvas pocket" detail, pencil sketch. [drawn by The Displayers]
- Roll 8.24 "Plan," October 3, 1966; drawing on paper, 47 x 80 cm.: exhibit plan with placement of panels and Chromosome, notes. [pencil]
- Roll 4.34 "Section A: panel # 13," no. 1, November 21, 1966; diazotype, 61 x 92 cm.: section, elevation, pencil sketch. [drawn by The Displayers]
- Roll 4.35 "Section A: panel #13," no. 2, revision November 30, 1966; diazotype, elevation, section, note. [drawn by The Displayers]

- Roll 4.36 "Section A: panel # 14," no. 1, November 21, 1966; diazotype, 61 x 92 cm.: section, elevation, detail, note, pencil and colored pencil sketch. [drawn by The Displayers]
- Roll 4.37 "Section A; panel #14," no. 2; revision November 30, 1966; diazotype, 61 x 92 cm.: plan, elevation, detail, ink note. [drawn by The Displayers]
- Roll 8.25 Suspended chromosome puff, December 9, 1965; drawing on paper, 46 x 61 cm.; elevation, sections, position A and B, notes. [pencil]
- Roll 8.26 Unit 13, 'A' section sketch, n.d.; drawing on paper, 46 x 61 cm.: sketch of unit 13, section A, note. [pencil]
- Roll 8.27 Untitled, no. 1, n.d.; drawing on paper, 46 x 61 cm.: sketch of wall panel, note. [pencil]
- Roll 8.28 Untitled, no. 2, n.d.; drawing on paper, 46 x 60.5 cm.: sketch of wall section, note. [pencil]
- Roll 8.29 Untitled, no. 3, n.d.; drawing on paper, 46 x 60.5 cm.: sketch of wall section, note. [pencil]

Upjohn: Inflammation: Defense of Life

- 227.12+ "1969 AMA," revision August 2, 1968; drawing on paper, 53 x 95 cm.: pencil drawing of cellular exhibit parts.

Upjohn: Maolate

- Roll 6.48 "Maolate exhibit," March 28, 1967; drawing on paper, 91.5 x 46 cm.: plan for "final positions of illuminated panels," [pencil]
- Roll 6.49 "Maolate exhibit: 1967 AMA: no. 1," March 13, 1967; drawing on paper, 47.5 x 61 cm.: plan and detail for sales desk and panels. [pencil]
- Roll 6.50 "Maolate exhibit: 1967 AMA: no. 2," March 13, 1967; drawing on paper, 47.5 x 61 cm.: light box section, back wall plan for lighting and illuminated plates. [pencil]
- Roll 6.51 "Proposed revise 'hormone' panel: 1967 AMA, no. 1," April 19, 1967; drawing on paper, 46 x 61 cm.: section and plan of information panel. [pencil]

Roll 6.52 “Proposed revise ‘hormone’ panel: 1967 AMA, no. 2,” April 19, 1967; drawing on paper, 46 x 61 cm.: detail of section and plan of information panel. [pencil]

Upjohn: Metabolism, American Medical Association (AMA) meeting, 1963

Roll 8.30 “Bubble #1,” March 15, 1963; drawing on paper, 41.5 x 64.5 cm.: plan, notes, “key for models in bubble #1.” [pencil]

Roll 8.31 “Bubble #2,” March 18, 1963; drawing on paper, 41.5 x 64.5 cm.: plan, notes, “key for models in bubble #2.” [pencil]

Roll 8.32 “Bubble #4,” revision April 15, 1963; drawing on paper, 41.5 x 64.5 cm.: plan, notes, “key for models in bubble #4.” [pencil]

Roll 8.33 “Bubble #5,” revision April 22, 1963; drawing on paper, 41.5 x 65 cm.: plan, notes, “key for models in bubble #5.” [pencil]

Roll 8.34 “Bubble #6,” April 4, 1963; drawing on paper, 41.5 x 64.5 cm.: plan, notes, “key for models in bubble #6.” [pencil]

Roll 8.35 Bubble #7,” revision April 15, 1963; drawing on paper, 41.5 x 64.5 cm.: plan, notes, “key for models in bubble #7.” [pencil]

Roll 8.36 “Bubble #8: introduction layout,” June 3, 1963; drawing on paper, 35 x 46 cm.: plan. [pencil]

Roll 8.37 “Color chart,” revision April 20, 1963; drawing on paper, 66 x 41.5 cm.: chart of “key for bubble colors,” stamped: “The Displayers Inc., 635 W. 54th Street, NY 19, New York.” [pencil]

Roll 8.38 “Metabolism,” no. 1, revision November 13, 1962; drawing on paper, 51 x 75 cm.: plan, section, top and side view, detail, notes. [pencil]

Roll 8.39 “Metabolism,” no. 2, February 4, 1963; drawing on paper, 74.5 x 92 cm.: plan, section, note. [pencil]

Roll 8.40 “Metabolism exhibit,” n.d.; drawing on paper, 69 x 58.5 cm.: plan, section. [pencil]

Upjohn: Muscle

Roll 8.41 “Rear projection unit,” September 29, 1967; drawing on paper, 46 x 61 cm.: elevation, section. [pencil]

Upjohn: Package design

Roll 8.42 “Bottle sizes,” September 9, 1963; pencil drawing on paper, 39 x 49.5 cm.: plan.

Upjohn: PSU [Pennsylvania State University?] Gallery exhibit

Roll 1.22 “Construction drawing,” October 30, 1962; drawing on paper, 93 x 92 cm.: exhibit assembly and details. [pencil]

Roll 1.20 “Isometric,” October 30, 1962; drawing on paper, 92 x 92 cm.: isometric drawing of exhibit. [pencil and colored pencil]

Roll 8.43 “Packing crate,” November 13, 1962; drawing on paper, c.67 x 74 cm.: elevation and detail with pasted colored paper and pencil], notes. [pencil]

Roll 1.21 “Panel locations,” October 30, 1962; drawing on paper, 88 x 94 cm.: floor plan and elevation of exhibit panels. [pencil]

Upjohn: Visual Aspects of Science [Amsterdam, Stedelijk Museum]

22.26 “Elevation view,” August 27, 1963; diazotype, 46 x 62 cm.: elevation of wall display.

22.27 “Floor plan,” August 1, 1963; diazotype, 46 x 62 cm.: floor plans for ground floor and courtyard levels.

230.9+ “Ground plan: 1 of 4,” revision July 9, 1962; drawing on paper, c.52 x 66 cm.: floor plan pencil drawing.

230.10+ “Ground plan with panel numbers: 2 of 4,” May 28, 1962; drawing on paper, c.52 x 66 cm.: floor plan pencil drawing with display panel placement.

230.11+ “Ground plan with panel numbers: 2 of 4,” revision July 9, 1962; drawing on paper, c.52 x 66 cm.: floor plan pencil drawing with display panel placement.

230.12+ “Panel G, unit B,” June 20, 1962; drawing on paper, c.50 65 cm.: plan in pencil.

230.13+ “Visual Aspects of Science, 3 of 4,” May 8, 1962; drawing on paper, c.52 x 66 cm.: panel detail, display case plan and section, note. [pencil]

230.14+ “Visual Aspects of Science, 4 of 4,” June 18, 1962; drawing on paper, c.50 x 65 cm.: panel and display case joining details, note. [pencil]

Unidentified

- Roll 9.1-.7 Set of drawings, no. 1, n.d.; drawings on paper, varying from 35.5 x 36 to 46 x 60.5 cm.: pencil drawings, label: "Brain". [possibly early Brain sketches or Eastman Kodak World's Fair pavilion "eyeball" theater]
- Roll 9.8-.13 Set of drawings, no. 2, n.d.; drawings on paper, varying from 20.5 x 61 to 75 x 92 cm.: pencil, colored pencil, and/or blue wash drawings, with 2 diazo copies of 2 of the drawings.
- 22.28 Exhibition van: "Sheet 1 of 3," September 20, 1962; diazotype, 61 x 91 cm.: exterior van detail and section. [drawn by Highway Trailer Industries]
- 22.29 Exhibition van: "Sheet 2 of 3," September 21, 1962; diazotype, 61 x 91 cm.: van door plan and detail. [drawn by Highway Trailer Industries]
- 22.30 Exhibition van: "Sheet 3 of 3," September 24, 1962; diazotype, 61 x 91 cm.: plan, detail, and section of canvas attachment. [drawn by Highway Trailer Industries]
- 22.31 "Typical packing cases," September 15, 1949; diazotype, 26 x 42 cm.: elevation, detail, notes. [drawn by The Displayers]

Subseries E. Posters and broadsides, c.1948-1971, n.d.

Scope and content: Contains posters and broadsides covering various exhibits, client work, and lectures. A "+" sign indicates material is stored in oversize boxes.

Arrangement: Alphabetical by title.

- 212.1+ "Advertising Art • Painting • Photography • Illustration," 1948; 30"W x 46"L poster for 27th annual exhibition of Art Directors Club of New York. [folded]
- Drawer 55.4 "The Art-Science Continuum," 1967; 11"W x 17" L poster for November 2, 1967 lecture at the Carpenter Center for the Visual Arts, Harvard University. [3 copies]
- Drawer 55.13 "The Big Question: Can We Survive?," c.1970-1971; includes 20" W x 36" L poster in plexiglass. [AIGA?]
- Drawer 55.14-55.15 "The Brain," 1962; 24" W x 37" L, silk-screened with caption: "a functioning model of basic sensory mechanisms;" 5 copies have additional caption: "Displayed for A.M.A. members and guests at the Exhibition Hall; 1 copy has note on verso. [11 copies]

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| Drawer 55.17 | "Will Burtin," 1971; 76.5 x 104.5 cm poster for American Institute of Graphic Arts (AIGA): Communication of Knowledge exhibit. |
| Drawer 55.2 | "Will Burtin," n.d.; 5 ¾" W x 17"L, with caption "lecture re-scheduled Thursday November 9, 8:30pm," held at the Carpenter Center for the Visual Arts, Harvard University. [3 copies] |
| Drawer 55.10 | "Care and Share," 1970; 17" W x 24 ½" L, with caption "Our goal: \$3,800,027 United Fund Westchester." [5 copies] |
| Drawer 55.5-55.6 | "The Cell," c.1958; 13 ¼ "L x 20" W, with caption: "An exhibit presenting the basic unit of life," held at New York Coliseum, August 6-23. [15 copies] |
| Drawer 55.3 | "Design and Communications: an estimate of the future," 1968; 5"W x 16 ½" L, with caption "Will Burtin, internationally renowned designer and a leader in the modern dialogue between art and technology," held at Pratt Institute, December 2, 1968. |
| Drawer 55.16 | "Designed for Silver," c.1960; 24" W x 39" L, with caption: "An exhibition of 22 award-winning designs for the International Design Competition for Sterling Silver Flatware." [mounted] |
| Drawer 55.11 | " <i>Kalamazoo...and how it grew</i> ," c.1958; includes posters: 10"W x 15"L and 20"W x 30"L, both with captions: "An American Community in Growth and Change" and "An exhibition presented by the United States Information Service." [2 copies] |
| 20.9 | "Visual Aspects of Science," 1962; 30"W x 20.5" L, with caption "Devised by Will Burtin in conjunction with The Upjohn Company. Working model of audio-visual mechanisms in the brain, images of atomic structure and energy, images and models of metabolic processes and cell," exhibition held at RCA Galleries, London, October 8-November 2. [folded] |
| Drawer 55.7 | "The Visualization of Concepts," n.d.; 17"W x 17"L, with caption "work of Will Burtin-designer," exhibition held at Carpenter Center for the Visual Arts, Harvard University, December 1-January 14. [3 copies] |
| Drawer 55.12 | Unknown, n.d.; 21"L x 31"L silver reflective paper with imprinted image, text, and numbers in reverse along bottom edge. |

Subseries F. Exhibition panels, c.1950-1951, 1971, n.d.

Scope and content: Includes panels for Burtin's final exhibit, "The Communication of Knowledge," created for his receipt of the AIGA gold medal in 1971, entries for Art Director's Club 31st exhibition, and 2 unknown panels. Quoted folder headings were taken

from Burtin's descriptions of the material. A "+" sign indicates material is stored in oversize boxes.

Arrangement: Alphabetical by title.

- Boxes 248-261+ AIGA: *Communication of Knowledge* exhibit, 1971; consists of 24" x 24" panels used for medal award exhibit. [41 panels]
- 22.32 Art Director's Club: 31st annual exhibition, c.1950-1951; includes printed digital images of 2 framed Upjohn tear sheet advertisements used in exhibition, submission labels. [tear sheets: 10 ½" W x 13 ½" L; frames: 17 3/8" W x 20 ½" L] [framed pieces were not retained]
- 20.10 "Will Burtin – USA," n.d.; consists of 10" W x 6" L pink plexiglass.
- Drawer 54.1 Untitled, n.d.; consists of 30" W x 30" L pink plexiglass with lettraset text regarding visual communication and scientific advancement. [image of uranium 235 atom and question mark on verso]

Subseries G. Models, c.1958-1971, n.d.

Scope and content: Includes models created for Upjohn, IBM, McGraw-Hill, and Société Générale du Banque. Most models are intact, some with small amounts of damage. Others are in pieces with original structure unknown; three models remain unidentified. Additionally, Series II, Photographic records, includes photograph, slide, negative, and transparency images of some of the models. Quoted headings were taken directly from Burtin's description of the material.

Arrangement: Alphabetical by title.

- Model 7 *Brain*, c.1960; encased in plexiglass, mounted on wood board. [red and green wire, plastic, white plastic beads, glued photostat images: 12"H x 23 ½" L x 24 " W]
- Model 11 *Brain II*, c.1961; consists of plastic half spheres on circular board. [plastic, beads: 8" H x 15 ½" L x 15 ½"W]
- Model 6 *Cell*, c.1958; encased in plexiglass, mounted on wood board. [clear and red plastic: 12"H x 23 ½" L x 24 " W]
- Model 5 "1st *Cell*," c.1958; model in pieces. [plastic dome: 18" D x 9 ¾" H]
- Model 8 *Chromosome*, c.1966; consists of chromosome puff in center of circular "room." [wire, red and blue beads, paper: 9 ¾" H x 12" L x 12" W]

| | |
|------------|---|
| Model 9.1 | Eastman Kodak 1964 World's Fair pavilion: film tower, c.1962; consists of 3 rows of image screens mounted above 2 "floors" or tiers. [metal, paper, glued photostat images: 5 ¼ " H x 5" L x 5" W] |
| Model 3 | Endoplasmic reticulum, c.1958; consists of part of Cell [24 ft.]. [2 copies, plastic: approx. 23" D] |
| Model 4 | IBM: 1964 World's Fair pavilion?, n.d.; consists of screen, sphere. [metal, plastic: 18" H x 18" L x 14" W] [in pieces]. |
| Model 14.1 | IBM: New World, no. 1, c.1970-1971; consists of icosahedron covered in images [some missing]. [paper: 8 ½ " H x 9" L x 10" W] |
| Model 14.2 | IBM: New World, no. 2, c.1970-1971; consists of icosahedron covered in images. [paper: 7 ½" H x 8 ½" L x 8 ½" W] |
| Model 15 | IBM: New World, no. 3, c.1970-1971; consists of 1 icosahedron shape, 2 works in process. [paper: work in progress] |
| Model 2 | <i>Inflammation: Defense of Life</i> , c.1969; consists of tubes [some containing beads], base. [plastic, wire, paperboard: in pieces] |
| Model 10 | McGraw-Hill communications center?, n.d.; consists of plastic sphere covered with reflective silver paper triangles [some missing], 7 ½" diameter opening at top. [plastic, paper: 12" H x 12" L x 11" W] |
| Model 24 | Molecule, n.d.; consists of red and blue spheres mounted on wood dowels. [10 ¾" H x 25" L x 13" W] |
| Model 18 | <i>Muscle</i> , c.1966; consists of seating area in front of muscle fiber display. [wire, paper, plastic, wood, glued photostat images: [8 ¾ "H x 24" L x 12" W] |
| Model 17 | <i>Orinase</i> , n.d.; consists of 3 sections, each with a plastic bar graph. [plastic: 9 ½ "H x 28" L x 12" W] |
| Model 9.2 | Pills, n.d.; consists of 8 white pill shapes mounted on wire with 7 pills radiating out from center capsule. [styrofoam, metal, paper: 5" H x 4 ¾ "L x 3 ¾" W] |
| Model 19 | Société Générale du Banque : <i>Living Monument</i> exhibit, no. 1, 1971; consists of string and paper form displaying the workings of the bank. [red string, paper, wire, on styrofoam base: 9 ½" H x 16" x 13" W] |
| Model 20 | Société Générale du Banque : <i>Living Monument</i> exhibit, no. 2, 1971; consists of string and paper form displaying the workings of the bank. [red string, paper, wire, on styrofoam base: 9 ¼" H x 16" L x 14" W] |

- Model 12 Société Générale du Banque : *Living Monument* exhibit, no. 3, 1971; consists of wire and paper forms displaying the workings of the bank. [wire, paper on paperboard base: 7 ½" H x 14" L x 11" W] [in pieces]
- Model 21 "Thought processes," #1, [Carwin: Urethane model], c.1966-1967; consists of shaped wire with square and sphere shapes, base. [metal, wood: 18" H x 18" L x 18" W]
- Model 22 "Thought processes," #2, [Carwin: Urethane model], c.1966-1967; consists of metal wire shaped and mounted on wood block. [metal, wood: 17 ¾" H x 13 " L x 11 ½" W]
- Model 16 "Trophy studies" [Upjohn], n.d.; consists of 5 different trophy bases for *Salesman of the Year award?* [metal, paper, cardboard?: ranging from 13" H to 8 ½" H]
- Model 1 University Circle Cleveland signage, n.d.; includes images of model. [Model heavily damaged]
- Model 23 United States Information Agency: centerpiece?, n.d.; consists of triangular shaped structure of posts and spheres mounted on base. [paper, wire: 31" H x 18" L x 15" W]
- Model 9.3 Unknown #1, n.d.; consists of twisted wire shape with plastic sphere, mounted on wood block. [wood, plastic, wire: 9" H x 6" L x 4" W]
- Model 9.4 Unknown #2, n.d.; consists of 3-tiered tower with yellow and blue plastic panels and red paper panel, mounted on metal supports. [plastic, paper, metal: 8 ½" H x 6 3/8" L x 6 3/8 " W]
- Model 13 Unknown #3, n.d.; consists of black box with image of Earth [in pieces].

Subseries H. Audio/Visual, c.1956-1969, n.d. [See archivist for access]

Scope and content: Mainly consists of 16 mm films created for Upjohn projects, including *the Cell*, *Inflammation: Defense of Life*, and *Chromosome: Genes in Action*. Also includes footage of television programs *What is Life?* and *Horizons for the British Broadcasting Corporation*. Many films have been digitized (except where noted) and are available on RIT Libraries Digital Collections (<https://digitalcollections.rit.edu>). Original film containers and labels have been retained. 27 audiotapes were transferred to compact disc format, and mainly cover the conference *Vision 67: Survival and Growth*. Original audiotapes and containers have been retained. Quoted folder headings were taken from Burtin's descriptions of the material. A "+" sign indicates material is stored in oversize boxes.

Arrangement: Alphabetical by client and title.

- 169-170 Audiotapes and packaging, c.1957-1969, n.d.; includes original 5" and 7" audiotapes and annotated packaging. [27 audiotapes]
[**Closed**, please see archivist for access.]
- 129.1-129.19 Archival gold compact discs, 2006; set of 19 gold compact discs created from transfer of audiotapes [c.1957-1969, n.d.] to digital format. [19 discs]
[**Closed**, please see archivist for access.]
- 171-173+ Film packaging, c.1956-1969, n.d.; includes original, annotated film cans and boxes.

British Broadcasting Company

- 145.1 "Basis of Life: ektachrome master," undated [BBC telerecording]
[16mm film, 12 minutes, no sound]
- 124.6 "BBC voice tape, W.B.," n.d.; includes Burtin's comments regarding *Chromosome* and developing 3-dimensional models. [1 cd: 6:16]
- 145.2 "Science International: *Basis of Life*," circa 1960; "reel 1 of 2, copy 2." [BBC telerecording] [16mm film, 30 minutes, sound]
- 146 "Science International: *Basis of Life*," circa 1960; "reel 2 of 2, copy 2." [BBC telerecording] [16mm film, 37 minutes, sound]

IBM

- 148.1 "OAO.Eye in Space," undated; [IBM Films] [16mm film, 10 minutes, sound, color, 288 feet]

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- 128.2 "Place of the Boiling Water," 1956; includes filmstrip. [Kalamazoo Public Museum] [not digitized]
- 147 "*Redesigning Paradise*," undated; [Weyerhaeuser] [16mm film, 25 minutes, sound]
- 148.2 "Send to Will Burtin," undated; [16mm film, 3 minutes, no sound]

Union Carbide

- 144 "Isotopes," October 12, 1959; [16mm film, 20 minutes, color, sound]

Upjohn

Brain

- 149.1 "Les Cerveau et les Sensations," undated [Niagara Films Inc.] [16mm film, 29 minutes, black and white, sound]

Cell

- 153.1 "24 foot *Cell* internegative," undated; [16mm film, 3 minutes, no sound]
- 153.2 "24 foot *Cell* print," undated; [16mm film, 5 minutes, no sound]
- 143.2 "Negative outtakes of the *Cell*," undated; [16mm film, 10 minutes, no sound]
- 153.3 "Print *Cell*, Print os outtakes," undated; [16mm film, 14 minutes, no sound]

Chromosome

- 158.2 "*Chromosome* exhibit: extra color film," undated; [16mm film, 9 minutes, no sound]
- 154.1 "*Chromosome*: gene print," undated; [16mm film, 3 minutes, no sound]
- 154.2 "*Chromosome*: gene story for editing," undated; [16mm film, 18 minutes, sound]
- 154.3 "*Chromosome*: mute print," undated; [16mm film, 12 minutes, sound]
- 155.2 "*Chromosome*: print cuts from internegative," undated; [16mm film, 18 minutes, no sound]
- 156.1 "*Chromosome* puffs: comp print," undated; [16mm film, 13 minutes, sound]
- 156.2 "*Chromosome* puffs: comp print, black and white" undated; [16mm film, 13 minutes, sound]
- 157.1 "Chromosomes," undated; includes "*Chromosome* exhibit extra footage (print parts)," [16mm film, 10 minutes, no sound]
- 157.2 "Chromosomes: Blueprints of Life," 1967; [Parthenon Pictures] [16mm film, 9 minutes, no sound]
- 20.11 "Giant model unveiled: press release," circa 1969; includes press release. [4 copies] [16mm film] [not digitized]

- 157.3 "Upjohn: giant model unveiled," [*Chromosome*] circa 1969; [16 mm film, 2 minutes, color, sound]
- 158.1 "Print from internegative," [*Chromosome?*], undated; [16mm film, 5 minutes, no sound]
- 155.1 "16 mm original ektachrome," [*Chromosome?*], undated; [16mm film, 17 minutes, no sound]
- 124.3 "Taped comments sent to Adrian Malone," n.d.; includes Burtin's comments regarding *Chromosome: Genes in Action* exhibit. [1 cd: 31:58]

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- 152.2 "Fill film," 1961; reel A, Upjohn commercials: Dr. Upjohn- Cancer Research, Hospital Corridor, Dr. Upjohn- Future Progress in Drugs, Cancer Cell; [Sterling Movies USA] [film 1 of 2] [16mm film, 38 minutes, sound]
- 152.3 "Fill film," 1961; reel B, Upjohn film of tape for Screening Videoview (contrasty print). [Sterling Movies USA] [film 2 of 2] [16mm film, 17 minutes, sound]

Hall of Science

- 124.4 "Sight and sound," n.d.; includes interview with Burtin regarding *Brain* model at Hall of Science, 1964 World's Fair. [1 cd: 15:55]

Inflammation

- n/a "*Inflammation: Defense of Life 2*," undated; [2 prints on reel, Wexler Films] [16mm film] [film is blank, not digitized]
- 151.1 "*Inflammation: Defense of Life*" #1, undated; [16mm film, 14 minutes, sound]
- 151.2 "*Inflammation: Defense of Life*" #2, undated; [16mm film, 15 minutes, sound]
- 152.1 "*Inflammation: Defense of Life*" #3, undated; [16mm film, 14 minutes, sound]
- 150.1 "*Inflammation: Defense of Life*: print outtakes," undated; [16mm film, 9 minutes, no sound, color]

- 150.2 “*Inflammation: Defense of Life*, short version” undated; [16mm film, 5 minutes, no sound]
- 150.3 “*Inflammation: Defense of Life*, Sound: OPT,” circa 1969; includes label: “print inspected November 19, 1969.” [16mm film, 14 minutes, sound]
- 149.2 “*Inflammation: Defense of Life*, storyboard movie,” undated; [Wexler] [16mm film, 16 minutes, sound]
- n/a “Six inches of film: *Defense of Life?*”, undated; [16mm film] [film is blank, not digitized]
- 124.5 “*Inflammation* temporary narration recording, April 7, 1969,” 1969 [1 cd: 29:29]

Visual Communications 1957

- 124.1-.2 “Will Burtin speaking at the Kalamazoo Art Center meeting, January 6, 1957: Visual Communications 1957,” 1957 [2 cds: disc 1, 54:55; disc 2, 64:06]

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Vision 67

- 124.7 “Sound introduction (W.B.), Vision 67 sound montage,” 1967 [1 cd: 1:33]
- 124.8 “I: Saturday, October 21, 1967,” 1967; includes introduction by chairman and comments by Dr. Warren Brodey. [1 cd: 33:34]
- 124.9 “II: Saturday, October 21, 1967,” 1967; includes 2 unknown speakers. [1 cd: 32:31]
- 124.10 “III: Saturday, October 21, 1967,” 1967; includes comments by Armin Hoffman. [1 cd: 33:04]
- 124.11 “IV: Saturday, October 21, 1967, Brodey” 1967; includes 2 unknown speakers. [comments in French] [1 cd: 32:18]
- 124.12 “V: Saturday, October 21, 1967, Brodey” 1967; includes 1 unknown speaker, question and answer with Brodey. [1 cd: 32:28]
- 124.13 “VI: Saturday, October 21, 1967,” 1967; includes questions from audience and comments by Brodey. [1 cd: 7:31]

- 124.14 "VII: Saturday, October 21, 1967," 1967; includes short introduction by Burtin of panel session 5, comments by Herbert Vaughn, Auerbach. [1 cd: 32:35]
- 124.15 "VIII: Saturday, October 21, 1967," 1967; includes questions from audience, comments by Umberto Eco. [1 cd: 31:49]
- 124.16 "IX: Saturday, October 21, 1967," 1967; includes questions from audience, comments by Alan Gusso?. [1 cd: 33:32]
- 124.17 "X: Saturday, October 21, 1967," 1967; includes comments by unknown speaker, sound montage, comments by Buckminster Fuller. [1 cd: 32:50]
- 124.18 "XI: Saturday, October 21, 1967, Fuller (cont. on XII)" 1967; includes comments by Buckminster Fuller. [1 cd: 33:07]
- 124.19 "XII: Saturday, October 21, 1967, end of Fuller, all of Burtin" 1967; includes comments by Buckminster Fuller, Will Burtin. [1 cd: 29:33]
- n/a Unlabelled #1 [red handwriting on box], undated; [16mm film] [film is blank, not digitized]
- n/a Unknown #2, undated; [16mm film] [film is blank, not digitized]
- n/a Unknown #3, undated; [16mm film] [film is blank, not digitized]
- 143.1 Unknown #4, undated; includes "Upjohn" label. [16mm film, 19 minutes, sound]

Series II. Photographic Records, c.1944-1971, 2006, n.d.

Scope and content: Burtin re-used images for different projects. For example, images such as an Egyptian sarcophagus and an apple were initially used in *Scope*, but later were incorporated as images in the "consciousness screen" of the *Brain* exhibit. A "+" sign indicates oversize photographs, approximately 11x14" or larger. Quoted folder headings were taken directly from Burtin's descriptions of the material.

- 20.1 Digital images: prints, 2006; includes b/w and color prints of jpeg and tiff digital images [scanned 12/2006 by Burtin son-in-law Robert Fripp]: images of wife Hilde Burtin, n.d.; daughter Carol Burtin, Adlai Stevenson, Gianni Agnelli with *Brain* exhibit in Turin, Italy, 1961; St. Maurice wine poster advertisements with models Will Burtin, sister Magdalena [Leni] Burtin, father August Burtin, n.d.; image of birthday card designed by Burtin for grandson, Eric Fripp [March 10, 1969]. [2 compact discs]

- 23.1-23.2 Photographic inventories, n.d.; includes notes, lists and bound volume of numbered subject categories [mainly relating to Upjohn] which correlate to photographs, transparencies, and negatives.

Subseries A. Photographs: Client/Project, c.1945-1971, n.d.

Scope and content: Contains photographs of Burtin's models and exhibits, and publicity shots. Photos are black and white except where noted. Photographers include Ezra Stoller, Jerry Cooke, Arnold Newman, Ernest Braun, and Jay Maisel. Quoted folder headings were taken from Burtin's descriptions of the material.

Arrangement: Alphabetical by client and/or project.

- 23.3 Alliance Graphique Internationale (AGI), n.d.; includes images of Burtin giving presentation [Alpbach congress?], Burtin with Willem Sandberg. [photographer: Herbert Spencer]
- 23.4 American Institute of Graphic Arts: Communication of Knowledge exhibit, 1971; includes images of panel proofs, exhibit. [some color]
- Roll 10.1-.27 American Institute of Graphic Arts: Communication of Knowledge exhibit, 1971; set of 27 images, varying from 28 x 35.5 cm to 82.5 x 53 cm: images of *Brain*, Carwin: Urethane model, *Cell*, *Chromosome*, charts, DNA strands, IBM: New World publication dummy, *Kristallspiegelglas* publication, RNA and DNA build-up, endoplasmic reticulum [part of *Cell*].
- 23.5 American Institute of Graphic Arts: medal award, 1971
- 174.1+ Art Center [Los Angeles], 1955; includes mounted images of Burtin giving speech, with wife Hilde, and Tink and Virginia Adams [photo signed by Tink Adams].
- 23.6 Art Directors Club: award, n.d.
- 174.2+ Art Directors Club [Chicago]: *Integration, the New Discipline in Design*, c.1948; includes mounted photo of exhibit. [photographer: Ezra Stoller]
- 23.7 A-D gallery: *Integration, the New Discipline in Design*, 1948; includes images of Burtin with exhibit. [photographer: Arnold Newman, unknown]
- 23.8-23.9 British Broadcasting Corporation (BBC): *What is Life?*, 1959; includes images of *Cell* model on television program set. [photographers: Ezra Stoller, BBC, United Press International]

- 23.10 Brunswick corporation: *World of Brunswick*, model, 1962; includes model (some color). [photographer: Ezra Stoller]
- 24.1-24.2 Brunswick corporation: *World of Brunswick*, exhibit, 1962; includes detail views of exhibit, exterior of corporation headquarters with exhibit visible. [photographer: Ezra Stoller]
- 24.3 Walt Busch: et Son-Razor, n.d.; includes dummy, photos with Burtin as model. [photographer: Hilde Burtin]
- 242.1+ Caterpillar, n.d.; includes images of Caterpillar machinery clearing land.
- 24.4 John Deere, n.d.; includes model images, contact sheets. [photographers: Jerry Cooke, unknown]

Eastman Kodak

- 214.5+ "Eastman Kodak: 1964 World's Fair wood model," c.1961-1962; includes images of Burtin with model during construction, contact sheets. [photographer: David Vestal]
**See also portfolios.
- 24.5 "Eastman Kodak: 1964 World's Fair scale models," c.1962 [photographer: Ezra Stoller, unknown]
- 214.1-214.4+ "Eastman Kodak: 1964 World's Fair scale models," c.1962 [photographer: Ezra Stoller]

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- 24.6 Illinois Commission: 1964 World's Fair state pavilion, 1964; includes images of Abraham Lincoln exhibit at pavilion exterior.

International Business Machines (IBM)

- 24.7 General, n.d.; includes images of *Journal of Research and Development* covers; cosmic ray used for *Think* magazine; computers; IBM Berlin building in West Germany.
- 24.8 "Community Living showcase," c.1967; includes images of model. [photographers: Ezra Stoller, A.V. Sobolewski]
- 174.3+ *Journal of Research and Development*, n.d.; includes images of 3-dimensional cubes [used in journal?]. [photographer: Ezra Stoller]
- 24.9 1964 World's Fair proposal: "Study no. 1, core and tower," n.d. [photographer: Ezra Stoller]

24.10 1964 World's Fair proposal: "Study no. 2, continuous flow," n.d.
[photographer: Ezra Stoller]

174.4+ 1964 World's Fair proposal: "Study no. 3, core globe," n.d.
[photographer: Ezra Stoller]

24.11 1964 World's Fair proposal: "Study no. 4, language globe," n.d.
[photographer: Ezra Stoller]

174.5+ 1964 World's Fair proposal: "Study no. 4, language globe," n.d.

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24.12-25.3 *International Design Conference at Aspen [IDC]*, c.1953-1955; includes
images from 1953 [3rd] and 1955 [5th] conferences: images of panels,
exhibits, participants, notes with image captions, contact sheets.
[photographer: Leroy Winbush, unknown] [4 folders]

Laboratorios LIFE

25.4-25.5 General, c.1950-1959; includes research photos and images of lab.

26.1 Landscapes, c.1950-1959

26.2 Production plant model, c.1950-1959

26.3 *Terapia* journal, c.1950-1959 [photographer: Ezra Stoller, unknown]

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174.6+ McGraw-Hill: communications center, c.1968; includes model images
[some color], contact sheets.

26.4 McGraw-Hill: "New York City plaza photos for presentation," 1968

26.5 Professional Art Education Association, c.1945-1949; includes images
of association meeting with Burtin in attendance.

26.6-26.7 Publicity, c.1950-1970; includes portrait of Burtin, images of Burtin
working [some with Cipe Pineles], contact sheets. [photographer: A.V.
Sobolewski, unknown]

174.7+ Publicity, c.1965-1970; includes contact sheets of Burtin working [some
with Cipe Pineles]. [photographer: A.V. Sobolewski]

26.8 Strathmore Paper Company, c.1950-1959; includes publication cover image.

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Union Carbide Corporation

26.9 Union Carbide: *The Atom in Action*, c.1961; includes time-lapse images of uranium atom, exhibit images.

27.1 Union Carbide: *The Atom in Action*, proofs, 1961; includes exhibit “station” views, exterior of Union Carbide headquarters with exhibit visible, contact sheets. [photographer: Ezra Stoller]

174.8-174.9+ Union Carbide: *The Atom in Action*, 1961; includes exhibit “station” views (some color), exterior of Union Carbide headquarters with exhibit visible, photo-mechanical. [photographer: Ezra Stoller]

230.2+ Union Carbide: uranium 235 atom, c.1961; includes time-lapse images of atom.

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27.2 United Fund, c.1969-1971; includes “Care and Share” poster images. [photographer: Phoebe Dunn]

27.3-27.4 United Nations, c.1952-1964; includes images of United Nations, Unicef, and World Health Organization worldwide assistance programs.

United States Information Agency (USIA)

27.5 “Kalamazoo...and how it grew, model [England],” 1957-1958; includes images of Burtin with model.

27.6 “Kalamazoo..., exhibit [England],” 1958; includes detail views of exhibit.

215.1-215.2+ “Kalamazoo..., exhibit [England],” c.1958; includes detail views of exhibit, mounted black and white photos. [some re-touched]

27.7-27.8 “Kalamazoo...Eine Mittelstadt im Mittelwesten [Berlin Fair],” 1958; includes images of model, construction phase, final exhibit.

215.3-216.5+ “Kalamazoo..., exhibit [Berlin Fair],” c.1958; includes detail shots and overviews of exhibit, mounted black and white, color [some re-touched]; images of *Visual Communications 1957* exhibit at Kalamazoo Art Center. [9 folders]

***See also Visual Communications 1957 exhibit: Kalamazoo Art Center, 1956-1957 within this client and subseries.*

- 28.1 *Kalamazoo* research: buildings, 1957-1958
- 28.2-28.5 *Kalamazoo* research: business, 1957-1958
- 28.6 *Kalamazoo* research: history, 1957-1958
- 29.1 *Kalamazoo* research: leisure, 1957-1958
- 29.2 *Kalamazoo* research: people, 1957-1958
- 29.3 *Kalamazoo* research: other, 1957-1958
- 29.4 *Plastics in America*, 1956; includes exhibit detail views. [photographer: Ezra Stoller, unknown]
- 195.1+ *Plastics in America*, 1956; includes exhibit, detail views. [photographer: Ezra Stoller, unknown; some images signed by Stoller]
- 29.5 *Werbepackung in Amerika*, c.1950-1959; includes proofs.
- 175.1+ *Werbepackung in Amerika*, c.1950-1959; includes exhibit, detail views. [photographer: Ezra Stoller]
- 29.6 Unknown USIA exhibit model [Medicine USA?], n.d.; includes contact sheets, proofs. [photographer: Ezra Stoller]

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- 29.7 United States: Office of Strategic Services, n.d.; includes images of Burtin in army uniform, at work.
- 29.8 University Circle, c.1966-1968; includes images of Cleveland buildings, street lights and signage artwork, contact sheets.

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Upjohn

- 29.9 "Advertisements," 1955, n.d.; includes advertisements designed for window displays.
- 195.2+ "Advertisements," n.d.; includes images of Upjohn Poster, doctor's bag filled with Upjohn products.

- 30.1 "1956 American Medical Association (AMA) exhibit," 1956; includes model and exhibit detail. [photographer: Keturah Blakely, unknown]
- 30.2 "1962 American Medical Association (AMA) model," 1962; includes model.
- 30.3 1960 Annual report, c.1960; includes images of steroid and antibiotic production charts, handwritten note.
- 175.2+ 1963 Annual report, c.1963; includes images of production, handwritten letter to Burtin from John Deal [?] regarding report.
- 195.3+ "1968 Annual report: dye transfers," c.1968; includes images of vegetables, cattle, pharmaceutical production.
- 30.4 1969 Annual report, c.1969; includes contact sheets of interior and exterior production facilities.
- 175.3+ 1969 Annual report, c.1969; includes interior views of Upjohn production facilities, contact sheets.

Brain

- 30.5 *Brain*, 1960; includes images of exhibit, detail views.
- 30.6 "*Brain*: American Medical Association (AMA), Miami," 1960; includes contact sheets. [photographer: Flip Schulke]
- 30.7-30.9 "*Brain*: back wall of exhibit," 1960; includes proofs, images from booklet: *From Superstition to Science*. [photographer: Ezra Stoller, unknown]
- 30.10-31.3 "*Brain*: Jerry Cooke," 1960; includes exhibit construction and completion, publicity shots, image of Burtin speaking in front of exhibit, contact sheets. [photographer: Jerry Cooke] [4 folders]
- 31.4 "*Brain*: posters," c.1960; includes poster used for Time-Life showing of Brain.
- 218.1-218.2+ *Brain*: presentation photographs, c.1960; includes images of exhibit, detail. [some color and/or captions]
- 31.5 "*Brain*: scale model," 1960 [photographer: Ezra Stoller]
- 31.6-32.1 "*Brain*: Stoller proofs," 1960; includes exhibit detail, photo-mechanicals. [photographer: Ezra Stoller] [3 folders]

- 32.2 "Brain: Time-Life exhibit," c.1960; includes contact sheets and images of Brain exhibit shown at Time-Life building in New York City.
- 206.1.1+ *Brain*, c.1960; includes model, exterior, detail views, and construction of exhibit. [photographers: Ezra Stoller, Robert Isear, unknown]
- 206.2+ *Brain*: research and circular screen, c.1960; includes mounted and loose photos: b/w, color with retouching. [photographers: Constantine Raitzky, unknown]
- 32.3 "Brain II: Jerry Cooke," 1961; includes images of exhibit in Italy, contact sheets. [photographer: Jerry Cooke]
- 32.4-32.5 "Brain II: Glahé Cologne," 1961; includes construction, mounted images of model and exhibit. [some color]

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- 175.4+ Building construction, c.1959-1961; includes exterior views of Upjohn building construction. [photographer: Jerry Cooke]
- 32.6 Carwin: Urethane model, c.1966-1967
- 175.5+ Carwin: Urethane model, c.1966-1967

Cell

- 33.1 *Cell*: Scope monograph, 1962; includes cellular microscopy images.
- 33.2-33.3 "Cell (24 ft.)," c.1958; includes exterior, interior, and detail views of exhibit, "exhibit stations," spectators. [photographers: Ezra Stoller, Keturah Blakely, unknown]
- 194.1-194.2+ "Cell (24 ft.)," c.1958; includes exterior, interior, and detail views of exhibit, spectators, American Medical Association (AMA) meeting. [photographers: Ernest Braun, Keturah Blakely, Ted Russell, D. Kessel, Leni Iselin, unknown]
- 33.4-34.2 "Cell (24 ft.): construction," c.1958; includes images of spectators, contact sheets. [photographers: Ezra Stoller, Jay Maisel, Ernest Braun] [5 folders]
- 34.3 "Cell (24 ft.): electron micrographs," 1962, n.d.; includes mounted photographs.
- 34.4-34.5 "Cell (24 ft.): parts of," c.1958; includes images of exhibit detail and "stations." [photographers: Keturah Blakely, Ezra Stoller, Leni Iselin]

- 217.1-217.3+ *Cell* (24 ft.): presentation photographs, c.1958; includes exterior, interior, and detail. [some color]
- 34.6 “*Cell* (24 ft.): scale model,” c.1958 [photographer: Ezra Stoller]
- 194.3-194.5+ *Cell* (24 ft.): signed by Ezra Stoller, c.1958; includes mounted images of exterior, interior, and detail of exhibit “stations.”
- 34.7 *Cell* (6 ft.), c.1959; includes publicity shot, image of Burtin’s daughter with *Cell*. [photographer: Ezra Stoller, unknown]
- 34.8 “*Cell* (6 ft.): American Medical Association (AMA), Atlantic City,” 1959; includes images of spectators, contact sheets. [photographer: Jerry Cooke]
- 34.9 *Cell* (6 ft.): Disneyland pharmacy exhibit, n.d.; includes contact sheets. [photographer: Dale Healy]
- 34.10 “*Cell* (6 ft.): parts of,” c.1959; includes detail views, contact sheets. [photographer: Ezra Stoller, unknown]
- 216.6-216.10+ *Cell* (6 ft.): presentation photos, c.1959; includes exhibit detail, images of Burtin’s daughter Carol with exhibit. [color, mounted and matted] [in 20 x 24 box]
- 220.1-220.2+ *Cell* (6 ft.), n.d.; includes exhibit exterior, image of Burtin’s daughter Carol and other spectators with exhibit, exhibit detail. [photographers: Ezra Stoller, Jerry Cooke, unknown]

Chromosome

- 35.1-35.2 *Chromosome: Genes in Action*, 1966; includes exterior, interior, and detail views of exhibit, proofs, contact sheets. [photographers: Jerry Cooke, Ezra Stoller, unknown]
- 35.3 “*Chromosome...*: construction study,” 1966 [photographer: Jerry Cooke]
- 35.4 “*Chromosome...*: electron micrographs,” c.1966
- 35.5 “*Chromosome...*: model,” 1966 [photographer: Ezra Stoller]
- 35.6 “*Chromosome...*: RNA and DNA build-up,” 1966; includes detail views of exhibit. [some color] [photographer: Ezra Stoller]

220.3-220.7+ *Chromosome...*, 1966; includes construction, exterior, and interior views of exhibit, contact sheets. [photographers: Jerry Cooke, Ezra Stoller, R. Jakob, unknown]

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206.3-207.4+ “Color prints,” n.d.; includes images of cave painting, molecules, crystals, Upjohn production plants, research, employees. [loose and mounted] [5 folders]

35.7-35.8 “Jerry Cooke: proof sheets,” n.d.; includes contact sheets with images of Upjohn facilities and production. [photographer: Jerry Cooke]

36.1 “DNA,” n.d.; includes photographic proofs of Watson and Crick’s DNA structure. [photographer: Ezra Stoller]

36.2 “Diabetes,” c.1960; includes images of pancreas models 1 and 2, Diabetes exhibit model, “Upjohn scientific model.” [photographers: Keturah Blakely, unknown]

195.4-195.5+ “Diabetes and pancreas,” c.1960; includes mounted images of models, some color. [photographer: Ezra Stoller, unknown]

Disneyland pharmacy

36.3 “Disneyland pharmacy,” c.1955-1966; includes images of Disneyland park models, pharmacy exhibit detail, photo-mechanical, “pointing finger” motif images, research images used for “Through 20,000 Years of Medicine” exhibit?, advertisement.

175.6+ Disneyland pharmacy, c.1955-1966; includes images of historical pharmacies, apothecary jars.

36.4 “Disneyland pharmacy: counter display,” c.1955-1966; includes images of models.

36.5 “Disneyland pharmacy: old model,” c.1955-1966 [photographer: Keturah Blakely]

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36.6 Employees, n.d.; includes images of Upjohn employees at work. [photographers: Ezra Stoller, Jerry Cooke, unknown]

219.1-219.4+ Employees, n.d.; includes images of Upjohn employees at work and leisure. [photographer: Jerry Cooke, Charles Rotkin, unknown]

- 36.7-36.8 "Executive office building," 1961 includes exterior and interior views of building, proofs, model of office exhibit. [photographer: Ezra Stoller, unknown]
- 37.1-37.2 "Executives," n.d.; includes portraits, proofs of Upjohn executives, A. G. MacLeod. [photographers: Arnold Newman, Douglas Lyttle, Upjohn photo section, unknown]
- 37.3 "Facial and eye muscles: original art," n.d.; includes color images [used for *Scope?*]
- 207.5+ "Facial and eye muscles: original art," n.d.; includes color images [used for *Scope?*]
- 37.4 "Hall of Science Pavilion: 1964 World's Fair," n.d.; includes images of model. [photographer: Ezra Stoller]
- 37.5 "Hall of Science proposal: Chicago Museum of Science, n.d.; includes images of model.

Heredity and You

- 37.6 *Heredity and You* [Time-Life exhibit center]: model, c.1966-1967
- 37.7-38.2 *Heredity and You* [Time-Life exhibit center]: research photos, c.1966-1967; includes images used in exhibit. [photographer: A.V. Sobolewski, Bettman archive, Brown Brothers, Associated Newspapers, unknown] [4 folders]
- 207.6+ *Heredity and You* [Time-Life exhibit center]: research photos, c.1966-1967; includes portraits [used in exhibit?].

Inflammation

- 38.3-38.4 "*Inflammation: Defense of Life*," 1969; includes exterior, interior, and detail views of exhibit, publicity shots of Burtin and exhibit, proofs. [photographer: Ezra Stoller, unknown]
- 207.7+ "*Inflammation...*," c.1969; includes exhibit exterior, detail, Burtin with exhibit and model.
- 38.5 "*Inflammation...*: front view," 1969; includes images of Burtin with exhibit.

- 38.6 "Inflammation...: small model," c.1969; includes detail views of model, contact sheets. [photographer: Ezra Stoller, unknown]
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- 38.7 *Metabolism: the Cycle of Life*, c.1963; includes images of model, exhibit construction, publicity shots of Burtin and exhibit, proofs. [photographers: Robert Isear, Ezra Stoller]
- 207.8+ *Metabolism...*, c.1963; includes images of exhibit, detail views. [photographer: Ezra Stoller, unknown]
- 39.1 "Muscle," 1968; includes images of models, publicity shot of Burtin with model, hand threading needle. [photographers: A.V. Sobolewski, Ezra Stoller]
- 219.5+ "Muscle," 1968; includes images of model.
- 39.2 "Robert Osborn," 1956; includes mounted images of Robert Osborn, Will Burtin, and Upjohn executive A.G. Macleod with Osborn's illustrations for *Scope*. [photographer: Barrett Gallagher]
- 39.3 "Outdoor sign," 1961; includes images of Upjohn building sign. [photographer: Upjohn photo section]
- 39.4-39.5 "Packaging," n.d.; includes images of products, packaging, product displays. [some color] [photographer: Keturah Blakely]
- 175.7+ "Packaging," n.d.; includes images of products.
- 39.6 "Pills," n.d.; includes cross-section images of vitamins [some color].
- 175.8+ "Pills," n.d.; includes cross-section image of vitamin. [color]
- 39.7-40.1 "Production plants," n.d.; includes exterior and interior images of production facilities, manufacture of pharmaceutical products. [2 folders]
- 219.6-219.7+ "Production plants," n.d.; includes exterior and interior images of production facilities, manufacture of pharmaceutical products.
- 40.2 Publications, n.d.; includes images used in *Scope* [Rembrandt and apple covers], images of *Scope* issues and *The Story of Cortef*.
- 40.3 "Publicity: material often used for," c.1963-1966; includes *Metabolism* exhibit, *Chromosome* model and exhibit. [photographer: Ezra Stoller]

- 40.4 Vehicles, 1963; includes images of Upjohn airplanes, trucks, cars.
- 40.5 “Vice-President’s award trophy, n.d.; includes images of trophy for *Sales Manager of the Year*.
**See model in box: Model 16.
- 40.6 “Visual Aspects of Science: Amsterdam, Stedelijk Museum,” c.1961-1962; includes images of exhibit, *Cell* and *Brain* models as part of exhibit.
- 40.7-40.8 Visual Communications 1957 exhibit: Kalamazoo Art Center, 1956-1957; includes model, construction, exhibit “station” and detail views, publicity shots of Burtin with model.
**See also “Kalamazoo..., exhibit [Berlin Fair],” c.1958 within this client and subseries.
- 175.9+ Visual Communications 1957 exhibit: Kalamazoo Art Center, 1956-1957; includes exhibit “station” and detail views.
**See also “Kalamazoo..., exhibit [Berlin Fair],” c.1958 within this client and subseries.
- 41.1 “Window display #5: rejected dummy,” n.d.; includes images of product display models, product window dummy, Unicap window displays.
[photographer: Keturah Blakely]
- 41.2 Other Upjohn photographs, 1952, 1964, n.d.; includes images of cattle, Lincocin molecule, unknown exhibit models, mother and child, “drip” sequence. [some color] [photographers: Ezra Stoller, Keturah Blakely, Bergman Associates]
- 195.8+ Other Upjohn photographs, n.d.; includes image of cattle, executive office building.
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- 41.3 Vision conferences, 1965, 1967; includes images of Vision 65 and Vision 67 conference publications.
- 41.4 Unknown events, 1967, n.d. [photographer: Lisl Steiner, unknown]
- 41.5 Unknown exhibits, n.d. [Burtin exhibit possibly Alliance Graphique Internationale’s 1964 graphic art exhibition, held at Museum of Arts and Crafts in Hamburg as part of general meeting.]

- 41.6 Unknown models, n.d.; includes images of Burtin with unknown model, contact sheets.

Subseries B. Photographs: Subject, c.1957-1965, n.d.

Scope and content: Contains images mainly used for project research. Quoted folder headings were taken from Burtin's descriptions of the material. A "+" sign indicates oversize photographs, approximately 11 x 14" or larger.

Arrangement: Alphabetical by subject.

- 41.7 Australian aborigine, n.d.; includes images of skull comparisons, bark painting, tools.
- 41.8 Bacteria, 1965; includes photo list.
- 175.10+ Bacteriophage particles, 1961; includes electron microscopy images.
- 41.9 "Children playing," 1957 [photographer: Elliot Erwitt]
- 41.10 "Crystals (copper sulfate)," n.d.
- 175.11+ Crystals, n.d.
- 41.11 "Eyes," n.d.; includes images of child's eyes.
- 41.12 "Food," n.d.; [some color]
- 41.13 "Friedlander: photo composites," n.d. [photographer: Lee Friedlander]
- 41.14 "Index of American Design," n.d.; includes folk art images.
- 41.15 "Lung," 1963; includes negative microscopic images.
- 41.16 "Mural of hospital," n.d.; includes images of hospital mural illustration.
- 41.17 Medical, n.d.; includes images of cellular division, man and wheelchair.
- 41.18 "Ovulation cycle," n.d.
- 41.19 People, n.d.
- 195.6+ People, n.d.; includes images of child and doctor, family.
- 41.20 "Plastic spaghetti extrusion," n.d.; includes photographs of portion of unknown model. [photographer: Ezra Stoller]

- 41.21 “Rauwolfia (plant),” n.d.; includes proof. [photographer: Ezra Stoller]
- 42.1 “Rocky mountain driftwood,” n.d.
- 42.2 “Saga of Western Man: 1492,” n.d.; includes images of film shoot.
- 42.3 “Ezra Stoller: architectural prints,” n.d.; includes images of building exteriors, interiors, proofs.
- 42.4 “Teeth,” n.d.
- 42.5 Other photographs, n.d.; includes images of scientists, pyramid, building, unknown objects, chessboard, 1965 Christmas window display, cancer cells, unknown microscopic image.
- 195.7+ Other photographs, n.d.; includes images of rowing team, ropes, motion-capture of city street, molecule, mouse, poodle, unknown microscopic image, unknown person.

Subseries C. Slides, c.1956-1971, n.d.

Scope and content: Contains Burtin’s work for clients, including models, exhibitions, publications, packaging, lectures, presentations, and research slides. “Mixed slides,” (possibly used for presentations,) include various projects and clients. These slides were found displayed in slide sheets and were left in original order. Original order was also maintained for slides removed from slide carousels. Quoted folder headings and notes were taken directly from Burtin’s description of the material.

Arrangement: Alphabetical by client and/or subject. Slides locations are given as slide binder and page number.

- 138.1 1956 6th IDCA: “Ideas on the Future of Man and Design,” 1956; includes images of Burtin with conference attendees.
- 138.2-138.3 1958 Art and Science of Typography [Silvermine, CT], 1958; includes images of conference panels, attendees.
- 130.1-130.2 Columbia Broadcasting System (CBS), c.1960; includes images from book: *CBS 1960*. [removed from slide carousel]
- 130.3 Jerry Cooke, n.d.; includes motion photography of street scenes, fish eye lens images of factory.

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International Business Machines (IBM)

- 130.4 Advanced Communication Research Institute (ACRI), 1970-1971; includes images of charts.
- 130.4-130.11 *A Child's View*, 1970; includes images of children, "reject" slides.
- 130.12-130.34 "Renderings and models of exhibits," 1967; includes "model 1: first round renderings of model" [photographer: Ezra Stoller], "model 2: hyperbola, Solid State Logic, etc." [photographer: A.V. Sobolewski], "model 3: details of Community Living theme" [photographer: A.V. Sobolewski].
- 138.3-138.6 1964 World's Fair proposals, c.1962; includes images of study no. 1: core and tower; study no. 2: continuous flow; study no. 3: core globe; study no.4: language globe.
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- 131.1-131.4 Illinois Commission: 1964 World's Fair Abraham Lincoln exhibit, c.1963-1964; includes images of model, exhibit construction.
- 131.5-131.27 "Lectures," c.1965-1970, n.d.; includes "Upjohn Slide Presentation, May '65;" "WB Lecture" 1970, "#1: 24' *Cell, Gene, 6' Cell, Inflammation*," n.d. [includes handwritten note], "#2 WB Lecture: Upjohn ads '68," "Miscellaneous: *Brain and Muscle*;" "*Muscle*," "Portfolio presentation," "WB Lecture misc." [All slides removed from carousels except for "WB Lecture misc."]
- 132.1-132.3 Laboratorios LIFE (Quito, Ecuador), c.1950-1959; includes research and landscape images.
- 132.4 Lincoln Center, c.1967-1970; includes images of Lincoln Center printed material [posters, brochures?], 1 slide of *Vision 67* brochure.
- 132.5-132.7 McGraw-Hill, 1968; includes Communications Center model and presentation.
- 132.8-132.35 Mixed Slides, includes Burtin's "notes about individual slides;" models: *Brain, Inflammation, Cell, Chromosome, Metabolism, The Atom in Action, Urethane, The World of Brunswick*; Upjohn graphics, dummy ad, packages, *Scope*; United Fund poster; Society of Typographic Arts (STA) show; Lincoln Center wall; street signs; television screens; flowers.
 **See also this subseries, client Upjohn.
- 138.6-138.10 Signage, n.d.; includes images of signage, packaging, and city [New York?].

- 133.1-133.12 Subjects, 1968, n.d.; includes “boat race,” “CPR,” “hand with pencil,” “neuron network,” “people,” “reading and relaxing,” “sports (ping pong, etc.),” “*World Medical News*: reject slides of typical ads, August 1968.”
- 133.13 Union Carbide Corporation, c.1961; includes model of *The Atom in Action*.
- 138.10-139.4 United States Information Agency: *Kalamazoo... Eine Mittelstadt im Mittelwesten*, 1958; includes images of exhibit construction, exterior, detail, spectators, and Will Burtin and daughter Carol. [9 pages]
- 133.14 University Circle Development Foundation, c.1967-1970; includes research photos of streets and street signs.
- 139.5-139.9 University Circle Development Foundation: “Cleveland 66,” c.1966; includes images of Cleveland University Circle signs.

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Upjohn

*****See also this subseries: “Mixed slides.”***

- 133.15-133.24 Advertisements, 1968, n.d.; includes “first” and “second” set of Upjohn ads, “extra Upjohn ads.”
- 133.24-133.34 Annual reports, c.1968-1969; includes images for 1968, 1969 annual reports.
- 133.34-133.36 *Brain*, c.1960; includes models and research photos.
- 133.36 *Brain II*, 1961; includes construction of exhibit at Cologne, Germany.
- 134.1-134.2 *Cell*, 1958; includes 24ft. and 6 ft. exhibits.
- 134.2-134.5 “The Cell: a Series of 67 Teaching Slides...,” c.1962; includes images used in *Scope* monograph: *The Cell*.
*****Slide packaging retained; see box 128.3.***
- 134.5-134.8 *Chromosome: Genes in Action*, 1968; includes images of exhibit at 1968 American Medical Association (AMA) meeting in San Francisco, research images.
- 139.9-139.14 *Chromosome: Genes in Action*, construction, 1966
- 134.8-134.24 “Corporate Communications: presentation,” n.d.; includes “reserve and reject” slides.

- 139.14 Disneyland pharmacy, n.d.; includes image of Carol Burtin Fripp at exhibit.
- 134.24-134.25 "Dummy ads," n.d.; includes Lincocin, Maolate, and Panalba.
- 139.14-139.15 *Heredity and You*: Time-Life exhibit center, 1967; includes images of exhibit, spectators.
- 134.25-134.28 *Inflammation: Defense of Life*, 1969; includes exhibit, research images, storyboards.
- 126.1 Lantern slide: molecular model, n.d.; includes molecular model [cracked].
[**Fragile**, see archivist for handling]
- 125.1-.125.22 Lantern slides, c.1957-1966; includes images of production plants, DNA, exterior of Disneyland pharmacy, *Cell* [6 ft. and 24 ft.], Visual Communications 1957 exhibit, light patterns [used in *Scope*, vol. 5, no. 2, 1957]. [22 lantern slides]
- 134.28-134.31 Lincocin, n.d.; includes images of promotional matchbook, advertisements.
- 134.31-135.1 Maolate, n.d.; includes advertisements. [3 pages]
- 135.1-135.2 Orinase, n.d.; includes advertisements.
- 135.2-135.5 Panalba, n.d.; includes advertisements.
- 135.5-135.8 "Production plants," n.d.; includes interior and exterior views of production facilities. [photographers: Ezra Stoller, Lee Friedlander]
- 135.9-137.9 "Reality in 1970: slide presentation," c.1969-1970 [70 pages]
***See also Series I. Subseries A. "Reality in 1970: slide presentation."*
- 137.10 "Threading needle," 1968; includes images used for *Muscle* exhibit.
- 137.10-137.11 *Visual Aspects of Science*, c.1961-1962; includes images of booklet.
- 139.16 Unknown Upjohn, n.d.; includes images of spectators at Upjohn AMA exhibit?

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- 137.11-137.13 Loose slides, includes unknown (*Scope?*) exhibit, old architecture, landscapes, cityscapes, Carwin: *Urethane* model, *Muscle* model, *Cell* photo, brain drawing, muscle drawing.
- 137.14-137.24 Miscellaneous and/or unknown, n.d.; includes design work and research, international magazine ads and spreads, cityscape.

Subseries D. Transparencies, c.1944-1971, n.d.

Scope and content: Contains images of client projects, professional exhibits, and research material. Quoted folder headings were taken directly from Burtin's description of the material. A "+" sign indicates oversize transparencies, approximately 11 x 14" or larger.

Arrangement: Alphabetical by client and/or subject.

- 43.1 American Institute of Graphic Arts (AIGA): Communication of Knowledge exhibit, 1971; includes images of exhibit panels.
- 43.2 "Art Directors Club: 27th exhibition," 1948; includes images of exhibit entrance [designed by Burtin].
- 43.3 "Ashtray," n.d.
- 43.4 Australian aborigine, n.d.; includes bark painting image.
- 43.5 "Ballistocardiography equipment," n.d.
- 43.6 "Lester Bergman photos," n.d.
- 43.7 "Bird," n.d.
- 43.8 "Birthday cake," c.1961
 **See also this subseries, "*Brain II: consciousness screen.*"
- 43.9 "Bread crust," n.d.
- 43.10-43.12 Brunswick corporation: *The World of Brunswick*, 1962; includes images of models, detail views of exhibit, exterior of corporation headquarters with exhibit visible. [photographer: Ezra Stoller]
- 43.13 "Cattle," n.d.
- 43.14 "Cellist," c.1961
 **See also this subseries, "*Brain II: consciousness screen.*"

- 43.15 "Chest of boy," n.d.
- 43.16 "Choir," c.1961
 **See also this subseries, "*Brain II: consciousness screen.*"
- 43.17 "Concert singer," c.1961
 **See also this subseries, "*Brain II: consciousness screen.*"
- 43.18 "Crystals (copper sulfate)," n.d.
- 43.19 "Crystals (cortisone)," n.d.
- 43.20 "Crystals (quartz)," n.d.
- 43.21 "Crystals (urethane)," n.d.
- 43.22 John Deere, n.d.; includes model images.
- 43.23 "Doctor and patient," n.d.
- 195.9+ Eastman Kodak: 1964 World's Fair: photo tower, c.1962; includes images of boat launch, landscapes, cityscape, sailboat. [used for photo tower?]
- 43.24 "Eastman Kodak: 1964 World's Fair scale models," c.1962; includes images of scale models, research images [used for photo tower?]
- 43.25 "Egyptian artifacts," n.d.
- 44.1 "Eyes," n.d.; includes images of Rembrandt painting used for *Scope* [vol. 4, no. 12, 1957], Egyptian sarcophagus [both used for consciousness screen in Brain exhibit], child's eyes.
- 44.2 "Feather," n.d.
- 44.3 Fireworks, n.d.
- 44.4 "Flax flower," n.d.
- 44.5 Fleischmann Distilling Corporation: mixer manual, 1954-1955; includes 2 bottle labels, images of bottled liquor and drinks. [photographer: Ezra Stoller, unknown]
- 44.6 "Flowers," n.d.

- 44.7 "Food," n.d.
- 44.8 "*Fortune*: magazine covers," c.1944-1949
- 44.9 "*Fortune*: Mt. Wilson telescope," 1946; includes images used for astronomy portfolio for *Fortune*. [photographer: Ezra Stoller]
- 44.10 "Friedlander: photo composites," n.d.; includes images of tree, eyes. [photographer: Lee Friedlander]
- 44.11 "Geophysical globe," c.1959; includes marking "*Look*, January 14, 1959."
- 44.12 "Hands," n.d.
- 44.13 "Hospital views," n.d.
- 44.14 "Insect," n.d.
- 44.15 *Integration: The New Discipline in Design*, c.1948-1949; includes detail views of exhibit.

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International Business Machines (IBM)

- 44.16 *Community Living* showcase exhibit, c.1967; includes images of model, exhibit floor plan. [photographer: Ezra Stoller]
- 44.17 *Journal of Research and Development*, n.d.; includes image used for journal cover.
- 44.18 World's Fair proposal: "Study no. 1, core and tower," n.d. [photographer: Ezra Stoller]
- 44.19 World's Fair proposal: "Study no. 2, continuous flow," n.d. [photographer: Ezra Stoller]
- 44.20 World's Fair proposal: "Study no. 3, core globe," n.d. [photographer: Ezra Stoller]
- 44.21 World's Fair proposal: "Study no. 4, language globe," n.d. [photographer: Ezra Stoller]

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- 44.22 "Landscape," n.d.

- 44.23 "Laboratorios LIFE: *Terapia* journal," c. 1950-1959; includes images of journal.
- 44.24 "Machinery: analytical filtration device," n.d.
- 44.25 "Machinery: electron accelerator," n.d.
- 44.26 "Machinery: general," n.d.
- 44.27 "Machinery: somagen dryer," n.d.
- 44.28 "Map: Humboldt's current," n.d.
- 44.29 "McDowall residence," n.d.; includes exterior and interior images of house.
- 44.30 "Medical instruments: antique," n.d.
- 44.31 "Medicine chest," n.d.
- 45.1 "Microphotographs: Negri bodies in brain cells," n.d.
- 45.2 "Molecular models," n.d. [photographers: Jerry Cooke, unknown]
- 45.3 "Mother and child," n.d.
- 45.4 "Mural of hospital," n.d.
- 45.5 "New York City," n.d.; includes aerial, evening view of skyline.
- 45.6 "Nightclub singer," c.1961
***See also this subseries, "Brain II: consciousness screen."*
- 45.7 "Opera singer," c.1961
***See also this subseries, "Brain II: consciousness screen."*
- 45.8 "Oswald color wheel," n.d. [used for *Scope*]
- 45.9 "Paper," n.d.
- 45.10 "Paramecium cells," n.d.
- 45.11 "Pencil (chewed)," n.d.
- 45.12 "People (of all ages)," n.d.

- 45.13 "Petri dish with culture," n.d.
- 45.14 "Pocket watch," n.d.
- 45.15 "Posters: old pharmaceutical ads," n.d.
- 45.16 "Protozoan models," n.d.
- 45.17 "Rare Chinese hamster," n.d.
- 45.18 "Rauwolfia (plant)," n.d. [used for *Brain: From Superstition to Science*]
- 45.19 "Norman Rockwell painting," n.d.
- 45.20 "Scale," n.d.
- 45.21 "Skin texture (hand)," n.d.
- 45.22 "Sledge hammer," n.d.
- 45.23 "Spiritual singer," c.1961
 **See also this subseries, "*Brain II: consciousness screen.*"
- 45.24 "Stress patterns," n.d.; [photographer: Lester Bergman?]
- 45.25 "Teeth," n.d.
- 45.26 "Toy soldiers," n.d.
- 45.27 "Unicorn tapestry," n.d.
- 45.28 Union Carbide: *The Atom in Action*, model, c.1961; includes images of model. [photographer: Ezra Stoller; mounted transparencies signed by Stoller]
- 45.29 Union Carbide: *The Atom in Action*, exhibit, 1961; includes exhibit "station" views, exterior of Union Carbide headquarters with exhibit visible. [photographer: Ezra Stoller; mounted transparencies signed by Stoller]
- 195.10+ Union Carbide: *The Atom in Action*, exhibit, 1961; includes exhibit "station" views, mounted and signed by Stoller. [photographer: Ezra Stoller]

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United States Information Agency (USIA)

- 46.1 Kalamazoo...*Eine Mittelstadt im Mittelwesten*, Berlin Fair, 1958; includes images of exhibit.
- 46.2 *Werbepackung in Amerika*, c.1950-1959; includes images of exhibit.

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Upjohn

- 46.3 "Accounting department," n.d.; includes images of Upjohn employees.
- 46.4 "Adrenal plant," n.d.; includes images of Upjohn employees.
- 46.5 "Advertising department," n.d.; includes image of Upjohn employees.
- 128.4 "1954 American Medical Association (AMA) exhibit," 1954; includes "Cortef" exhibit detail. [3 stereo transparencies]
- 46.6 "1968 Annual Report," c.1968; includes images of Upjohn employees.
- 46.7 "1969 Annual Report," c.1969; includes interior views of Upjohn production facilities.
- 195.11+ "1969 Annual Report," c.1969; includes interior views of Upjohn production facilities.
- 46.8-46.9 *Brain*, 1960; includes images of exhibit, detail views.
- 46.10 "*Brain*: back wall of exhibit," 1960; includes images also used in booklet: *From Superstition to Science*. [photographer: Ezra Stoller, unknown]
- 46.11 "*Brain*: scale model," 1960 [photographer: Ezra Stoller]
- 46.12 "*Brain*: Time-Life exhibit," c.1960; includes images of exhibit wall panel.
- 46.13 "*Brain II*: consciousness screen," c.1961; includes images: birthday cake, choir, concert singer, spiritual singer, cellist, opera singer, nightclub singer, Rembrandt painting, apple, fireworks, Egyptian sarcophagus.
**See also this subseries "*Birthday cake*," "*Cellist*," "*Choir*," "*Concert singer*," "*Eyes*," "*Fireworks*," "*Nightclub singer*," "*Opera singer*," "*Spiritual singer*," and "*Brain II: sequence*."

- 46.14 “*Brain II*: narration,” c.1961; includes revised script “Draft no. 6, Upjohn second *Brain*.” [photographer: Jerry Cooke]
- 46.15 “*Brain II*: sequence,” c.1961; includes images used for consciousness screen sequence at exhibit showing in Turin. [photographer: Jerry Cooke]
- 46.16 Building construction, c.1959-1961; includes exterior views of Upjohn building construction. [photographer: Jerry Cooke]
- 46.17 “Cafeteria,” n.d.; includes images of Upjohn employees.
- 46.18 Carwin: Urethane model, c.1966-1967
- 175.12+ Carwin: Urethane model, c.1966-1967
- 47.1 *Cell* (24 ft.), 1958; includes exterior and interior views of exhibit [some mounted], publicity shots of Burtin with exhibit. [photographers: Ernest Braun, unknown]
- 47.2 “*Cell* (24 ft.): electron micrographs,” 1962, n.d.
- 47.3 “*Cell* (24 ft.): parts of,” 1958; includes images of exhibit display text and captions.
- 47.4 “*Cell* (24 ft.): scale model,” c.1958 [photographer: Ezra Stoller]
- 128.4 “*Cell* (24 ft.): stereo transparencies,” c.1958; includes exterior and interior images of exhibit.
- 47.5 *Cell* (6 ft.), 1959; includes image of Burtin’s daughter with exhibit. [photographer: Ezra Stoller, unknown]
- 47.6 “*Cell* (6 ft.): American Medical Association (AMA), Atlantic City, 1959; includes images of exhibit. [photographer: Jerry Cooke, unknown]
- 47.7 *Cell* (6 ft.): Disneyland pharmacy exhibit, n.d. [photographer: Dale Healy]
- 47.8 “*Cell* (6 ft.): parts of,” 1959; includes detail views.
- 47.9 “Child’s writing: lay ad,” 1955; includes image of advertisement featuring Burtin’s daughter’s handwriting.
- 47.10 *Chromosome: Genes in Action*, 1966; includes exterior, interior, and detail views of exhibit, publicity shots.

- 47.11 "Chromosome...: electron micrographs," c.1966
- 47.12 "Chromosome...: model," c.1966; includes mounted transparencies.
[photographer: Ezra Stoller]
- 47.13 "Chromosome...: RNA and DNA build-up," 1966; includes detail views of exhibit. [photographer: Ezra Stoller]
- 47.14 "Jerry Cooke," n.d.; includes images of Upjohn facilities and production.
[photographer: Jerry Cooke]
- 48.1 "DNA," n.d.; includes image of Watson and Crick's DNA structure.
[photographer: Ezra Stoller]
- 48.2 "Diabetes," c.1960; includes images of exhibit model.
- 48.3 "Disneyland pharmacy," c.1955-1966; includes interior, exterior, and detail views of exhibit. [photographer: Leonard Nadel]
- 48.4 "Disneyland pharmacy: counter display," c.1955-1966; includes images of models.
- 48.5 "Disneyland pharmacy: contemporary display," c.1955-1966; includes images of exhibit. [photographer: Leonard Nadel]
- 48.6 "Displays," n.d.; includes images of products, packaging, displays.
- 48.7 "Doctor's desk (stethoscope): lay ad," 1954
- 48.8 Employees, n.d.
- 48.9 "Executive office building," c.1960; includes exterior views of building.
[photographer: Ezra Stoller?]
- 48.10 "*Inflammation: Defense of Life*," c.1969; includes exterior, interior, and detail views of exhibit, publicity shots of Burtin and exhibit.
[photographer: Ezra Stoller, unknown]
- 48.11 *Inflammation...*: research, c.1969; includes images of "inflammation process."
- 48.12 "*Inflammation...*: small model," c.1969; includes detail views of model.
[photographer: Ezra Stoller]

- 48.13 "Inflammation...: storyboards," c.1969; includes images of storyboards.
- 48.14 "Ingredients (from all over the world): lay ad," 1950
- 48.15 "Jungle bar [playground]: lay ad," 1955 [photographer: Ezra Stoller]
- 48.16 "Laboratory," n.d.; includes images of Upjohn employees, laboratory facilities. [photographer: Ezra Stoller; mounted transparencies signed by Stoller]
- 49.1 "Legal department," n.d.; includes images of Upjohn employees.
- 49.2 "Library," n.d.; includes images of Upjohn employees.
- 49.3 "Management," n.d.; includes images of Upjohn employees.
- 49.4 "Medrol," 1966; includes images of patients treated with medrol.
- 49.5 *Metabolism: the Cycle of Life*, c.1963; includes detail views of exhibit [some mounted]. [photographer: Ezra Stoller]
- 49.6 *Metabolism: the Cycle of Life*, model, c.1963 [photographer: Ezra Stoller]
- 49.7 "Methods and Standards department," n.d.; includes images of Upjohn employees. [photographer: Ezra Stoller; mounted transparency signed by Stoller]
- 49.8 "*Muscle*," 1968; includes images of model. [photographer: Ezra Stoller, unknown]
- 175.13+ "Orinase," c.1961-1970; includes images of model [some mounted]. [photographer: Ezra Stoller]
- 49.9 "Packaging," n.d.; includes images of products, packaging, product displays.
- 49.10 "Panmycin advertisement," n.d.; includes image of model used in *Scope* (Fall 1955).
- 49.11 "Pharmacists (window display #4)," 1957
- 49.12 "Pills," n.d.; includes cross-section images of vitamins, pills in shape of "60-70-80."

- 49.13-50.2 Production, n.d.; includes images of Upjohn product production. [4 folders]
- 50.3 “Production plants: aerial views,” n.d.
- 50.4 “Production plants: exterior views, n.d. [photographers: Ezra Stoller, unknown]
- 50.5 “Production plants: Lee Friedlander,” n.d. [photographer: Lee Friedlander]
- 50.6 “Production plants: interior views,” n.d.
- 50.7 “Production plants: model,” n.d.
- 50.8 Production plants: signs, n.d.
- 50.9 “Question mark: lay ad,” 1955; includes advertisement image of pills in shape of question mark.
- 50.10 “Recreation,” n.d.; includes images of Upjohn employees.
- 51.1 “Rx (dictionary): lay ad,” 1955; includes advertisement image of pills in shape of Rx.
- 51.2 “*Scope*,” c.1954-1966; includes images used in *Scope* [apple and seashell covers], “A Japanese Fish Story” [gyotakus article, tools].
- 51.3 “Stethoscope (wooden antique): lay ad,” 1954
- 51.4 “The Things Growth is Made of: lay ad,” 1956; includes images of child, pills.
- 51.5 “Vitamin product patterns,” n.d.; includes images of pills.
- 51.6 “Visual Communications 1957 exhibit: Kalamazoo Art Center, 1957; includes exhibit “station” and detail views.
- 51.7 “Window display #5: rejected dummy,” n.d.; includes images of product display models. [photographer: Keturah Blakely]
- 51.8 Other Upjohn transparencies, n.d.; includes image of exhibit drawing: *Adventures in the Microworld*, hallway, bus, employees.

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- 51.9 "Weathervanes," n.d.
- 51.10 "Woman in distress (seated)," n.d.
- 51.11 "Woman in distress (watching clock)," n.d.
- 175.14+ Unknown, n.d.; includes model, microscopic image.

Subseries E. Negatives, c.1950-1971, n.d.

Scope and content: Only a portion of the photographic material in this collection has coordinating negatives. Additionally, some images (such as "Antibiotic exhibit" and "Mexican shield") exist only as negatives. Most negatives are black and white except where noted. Quoted folder headings were taken from Burtin's descriptions of the material.

Arrangement: Alphabetical by client and/or subject.

- 51.12 American Institute of Graphic Arts (AIGA): *Communication of Knowledge* exhibit, 1971; includes images of exhibit panels.
- 51.13 American Institute of Graphic Arts (AIGA): medal award, 1971
- 51.14 "Antibiotic exhibit," n.d.; includes image of exhibit panel? [unknown client, possibly Upjohn?]
- 51.15 "Art Directors Club: 1958 show," 1958; includes Burtin's entry: images of bird eggs. [from *Scope*?]
- 51.16 "Australian aborigine," n.d.; includes images of skulls.
- 51.17 Bird, n.d.; includes image of bird from unknown journal.
- 51.18 Cattle, n.d.
- 51.19 "Citizens Committee for Signs and Visual Communication," c.1965-1967; includes image of New York City signage.
- 51.20 "Copies for A-D show," 1959; includes images of *Scope Cell* monograph.
- 51.21 "Crystals (cortisone)," n.d.
- 51.22 "Eastman Kodak: 1964 World's Fair models, n.d.; includes images of wood-frame model, exhibit model [color].
- 51.23 "Eyes," n.d.; includes image of child's eyes.

- 51.24 "Food" n.d.
- 51.25 "Hospital views," n.d.; includes image of operating room.
- 51.26 Illinois Commission: 1964 World's Fair Abraham Lincoln exhibit, 1964

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International Business Machines (IBM)

- 51.27 *Community Living* showcase exhibit, floor plans, c.1967
- 51.28 "The Human Mind," c. 1970; includes image of model rendering.
- 52.1 *Journal of Research and Development*, c.1959-1960; includes images of journal covers.

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- 52.2 *Kristallspiegelglas*, n.d.; includes images of brochure.
- 52.3 "Landscape," n.d.
- 52.4 Laboratorios LIFE, c.1950-1959; includes image of *Terapia* journal cover.
- 52.5 Lincoln Center, n.d.; includes images of Rockefeller plaza.
- 52.6 "Lung," 1963; includes microscopic images.
- 52.7 McGraw-Hill: communications center, c.1969; includes images of model.
- 52.8 McGraw-Hill: "New York City plaza photos for presentation," 1968
- 52.9 Medical, n.d.; includes images of man in wheelchair, man suffering heart attack.
- 52.10 "Mexican shield," n.d.
- 52.11 Microscopy, n.d.; includes unknown microscopic images.
- 52.12 "People of all ages," n.d.
- 52.13 Publicity, n.d.; includes portrait of Burtin.

- 52.14 "Rocky Mountain driftwood," n.d.
- 52.15 Strathmore Paper Co., c.1950-1959; includes image of brochure.
- 52.16 Union Carbide, c.1961; includes time-lapse image of uranium atom.
- 52.17 United Fund, 1969-1971; includes "Care and Share" poster images.

United States Information Agency (USIA)

- 52.18 "Kalamazoo...*Eine Mittelstadt im Mittelwesten*, Berlin Fair," 1958; includes images of exhibit, exterior of exhibit hall.
- 52.19-52.20 *Kalamazoo* research: buildings, 1957-1958
- 52.21 *Kalamazoo* research: business, 1957-1958
- 52.22 *Kalamazoo* research: leisure, 1957-1958
- 52.23 *Kalamazoo* research: people, 1957-1958
- 53.1 *Kalamazoo* research: other, 1957-1958
- 53.2 Unknown USIA exhibit model [Medicine USA?], n.d.

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- 53.3 University Circle, c.1966-1968; includes images of Cleveland buildings, street signs.

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Upjohn

- 53.4 "Advertisements," 1955, n.d.; includes "question mark lay ad."
- 53.5 "1962 American Medical Association (AMA) exhibit," 1962; includes model.
- 53.6 1967 Annual report, c.1967; includes images of building exterior.
- 53.7 *Brain*, 1960; includes images of exhibit. [color negative]
- 53.8 "Brain: back wall of exhibit," 1960; includes images from exhibit and booklet: *From Superstition to Science*.

- 53.9 "Brain: posters," 1960; includes Upjohn poster, poster used for Time-Life exhibit.
- 53.10 "Brain: scale model," 1960
- 53.11 "Brain: Time-Life exhibit," c.1960; includes images of *Brain* exhibit shown at Time-Life building in New York City.
- 193.12+ Brain: x-rays, n.d.; includes images of human head and neck.
- 53.12 "Brain II: consciousness screen," c.1961; includes cellist, fireworks. [color negatives]
- 53.13 Carwin: Urethane model, c.1966-1967
- 53.14 *Cell: Scope* monograph, 1962; includes cellular microscopy images.
- 53.15 "Cell" (24 ft.), 1958; includes exterior, interior views of exhibit.
- 53.16 "Cell (24 ft.): construction," c.1958
- 53.17 "Cell (24 ft.): electron micrographs," 1962, n.d.
- 53.18 "Cell (24 ft.): scale model," c.1958
- 53.19 "Cell (6 ft.): parts of," c.1959
- 53.20 "Chromosome: *Genes in Action*," 1966; includes exterior views of exhibit.
- 53.21 "Chromosome...: construction study," 1966
- 53.22 "Chromosome...: electron micrographs," c.1966
- 175.15+ "Chromosome...: electron micrographs," c.1966
- 126.2 "Chromosome...: glass negative," c.1966; includes electron micrograph image.
[**Fragile**, negative is cracked; see archivist for handling]
- 53.23 "Chromosome...: RNA and DNA build-up," 1966; includes detail views of exhibit. [photographer: Ezra Stoller]
- 53.24 "DNA," n.d.; includes photograph of Watson and Crick's DNA structure, photo of Dr. Leonard Hamilton of Sloan-Kettering Institute. [photographers: Ezra Stoller; Hamilton photo by E. Hartmann]

- 53.25 "Diabetes," c.1960; includes images of pancreas models.
- 53.26 "Disneyland pharmacy," c.1955-1966; includes research images.
- 54.1 "Executive office building," c.1960; includes images of office exhibit model and finished exhibit, exterior of building.
- 54.2 "Hall of Science proposal: Chicago Museum of Science," n.d.; includes images of model.
- 54.3-54.4 *Heredity and You* [Time-Life exhibit center], 1966; includes images used in exhibit, type negatives of exhibit captions.
- 54.5 "*Inflammation: Defense of Life*," c.1969; includes exterior views of exhibit, research image of "inflammation process."
- 54.6 "*Inflammation...*: small model," c.1969
- 54.7 *Metabolism: the Cycle of Life*, model, 1963
- 54.8 "Mother and boy with ointment," 1959
- 54.9 "*Muscle*," 1968; includes images of model and hand threading needle.
- 54.10 Pills, n.d.; includes cross-section image of vitamin pill.
- 54.11 Production plants, n.d.; includes aerial, exterior, and interior views.
- 54.12 Publications, 1955, n.d.; includes apple image [*Scope*, vol. 4 no. 7, 1955], *Scope* article: *The Return of the Naturalist*.
- 54.13 *Visual Communications 1957* exhibit: Kalamazoo Art Center, 1957
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- 54.14 *Vision 65*, 1965; includes images of conference graphics.
- 54.15 *Vision 67*, 1967; includes image of conference program.
- 54.16 Unknown negative images, n.d.; includes hologram, building exteriors, *Faust* poster?, bar graph, packaging displays, family, 1965 Christmas window display, other unidentifiable objects.

Series III. Bibliographic Records, c.1931-1972, n.d.

Scope and content: Contains project publications, writings by and about Burtin, conferences, organizations, teachings, speeches, awards, publicity, and research material. A “+” sign indicates material is stored in oversize boxes.

Subseries A. Client/exhibition publications, c.1931-1970, n.d.

Scope and content: Includes publications for clients and exhibitions, as well as project “printed material” such as brochures, pamphlets, and packaging proofs. The earliest publications, dating from the 1930s, were created while Burtin still lived in Germany. Most publications were produced for Upjohn, spanning from the late 1940s to 1970. Quoted folder headings were taken from Burtin’s descriptions of the material.

****Copies of publications in box 141 for exhibition purposes only.**

Arrangement: Alphabetical by client.

- 55.1 Alliance Graphique Internationale (AGI), 1966; includes pamphlets for 1966 Lincoln Center exhibit: *Posters for the Performing Arts*. [2 copies]
- 55.2 Altamira, c.1954; includes postal tags, envelope, letterhead.
- 55.3 American Institute of Graphic Arts (AIGA), 1971; includes exhibit invitation: *The Communication of Knowledge*. [10 copies]
- 55.4 ATF (American Type Founders), c.1957-1959; includes advertisements, journal: *Print*, vol. 11, no. 3. [advertisement on inside front cover]
- 55.5 Architectural League of New York, c.1939; includes pamphlet for *Publicité* exhibition. [3 copies]
- 55.6 Art Directors Club (Chicago), 1949; includes exhibit invitation, booklets: *Integration—the New Discipline in Design*.
****See also “Will Burtin book: material and research” under “Writings by Burtin” for notes on Integration exhibit.**
- 55.7 Bergstrom Paper, n.d.; includes pamphlet.
- 55.8 *Better Design in Home Furnishings*, 1952; includes vol. 1, no. 1, 2. [design editor]
- 55.9 Camera Club, 1951; includes exhibit pamphlet for “Arnold Newman: An Exhibition of 110 Photographs.” [layout]
- 55.10 Collier Books, 1961; includes book jacket: *The Varieties of Religious Experience* by William James. [cover design] [10 copies]
- 55.11-55.12 Composing Room [A-D Gallery], 1948; includes exhibit booklets, envelopes: *Integration—the New Discipline in Design*. [10 copies]

- 55.13 Contemporary Arts Center (Cincinnati Art Museum), 1956; includes exhibit mailer for *Recent Graphic Design: Will Burtin*. [5 copies]
- 55.14 Das Fenster, c.1934; includes brochure: *Sie Wollen Bauen!*. [2 copies] [Fragile, see archivist for handling]
- 55.15 Davis, Delaney, Inc., n.d.; includes advertising cards. [5 copies]
- 176.7-176.8+ *Design +*, 1950; includes no. 1, 2. [design and layout]
- 176.1-176.2+ *Einst Jetzt*, 1936; includes brochures. [3 copies] [Fragile, see archivist for handling]
- 55.16 Esso, 1951; includes brochure. [5 copies]
- 55.17 ESTO (Ezra Stoller), n.d.; includes letterhead, forms.
- 176.3+ *Fanal Flamme*, c.1931-1938; includes brochure. [3 copies]
- 55.18 *Fortune*, c.1945; includes Christmas magazine subscription card. [3 copies]
- 55.19 Für Gas und Wasser, c.1931-1938; includes tear sheet.
- 55.20-56.1 *Glas im Bau*, c.1931-1938, 1955; includes two editions of brochure, typewritten and signed letter from Dr. Ph. Knöll to Will Burtin dated August 1, 1955. [3 copies]

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International Business Machines (IBM)

Scope and content: Journal of Research and Development was issued quarterly in January, April, July, and October. Indices for 1957, 1959- 1961 are included.

- 56.1-58.5 *Journal of Research and Development*, c.1957-1963, 1968; includes 1957: January, April; 1958: April, July; 1959: January, April, July; 1960: April, October; 1961: January, April, July; 1962: April, July, October; 1963: January, October; 1968: January. [design consultant] [16 folders]
- 59.1-59.3 *Journal of Research and Development* [bound], 1957
- 58.6-58.7 *Think*, c.1958-1960, 1970; includes journals: December 1958; September 1959; April 1960; October 1960; February 1962; July/August 1966; November-December 1970.

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- 60.1-61.5 *International Science and Technology*, 1963-1964; includes February, April, May, 1963, July 1963 through June 1964, notes. [design consultant] [11 folders]
- 61.6 Israel Museum, c.1965; includes brochures. [5 copies]
- 61.7 Dan Kiley, n.d.; includes letterhead, envelopes.
- 61.8 *Kristallspiegelglas*: brochure #1, 1932
[**Fragile**, see archivist for handling]
- 176.4-176.5+ *Kristallspiegelglas*: brochure #2, 1932
[**Fragile**, see archivist for handling]
- 62.1-62.2 Laboratorios LIFE, c.1950-1959; includes advertising cards, journal: *Terapia* [no. ½, ¾], inserts.
- Drawer 55.1 Manufacturing Chemists Association: "Progress without Pollution," n.d.; includes brochure mailer. [10 copies]
- 62.3-62.4 Herman Miller Furniture Company, c.1958-1959; includes brochures.
- 62.5 *Modern Packaging*, 1967; includes journal cover. [5 copies]
- 62.6-62.7 Museum of Contemporary Crafts, 1960; includes *Designed for Silver* catalog. [5 copies]
- 62.8 *Orbit*, 1967; includes vol. 2, no. 3, (March 1967). [cover design] [4 copies]
- 191.1-191.7+ Pantheon Books: *The Story of Mathematics for Young People*, 1966, 1968; includes hardcover books for 1966 American and 1968 British editions. [5 copies of American edition; 2 copies of British edition]
- 62.9 *Print*, 1959; includes vol. 13, no. 4 (July/August 1959). [editorial advisory board]
- 62.10 Raytheon, 1963; includes promotional mailers.
- 63.1-63.2 Reynolds Metals Company, n.d. [c.1956-1959]; includes spiral-bound brochures: *Aluminum Forms the Future*. [10 copies]
- 63.3 Robbins Floor Products, Inc., n.d.; includes brochure. [2 copies]

- 63.4-63.6 Strathmore Paper Company, c.1950-1959; includes brochures. [5 copies]
- 63.7 United Fund, c.1969-1970; includes brochure. [10 copies]

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United States

Scope and content: Includes Burtin's work for the Office of Strategic Services (OSS) during World War II.

- 64.1 Information Agency (USIA), 1956; includes *Plastics in America* exhibit invitation, *Werbe-packung in Amerika* brochures.
- 64.2-64.5 Office of Strategic Services (OSS), 1944; includes Air Force manual 20: *Position Firing*; manual 27: *Gunnery in the B-29*; [disbound] manual 56: *Gunnery in the A-26*; *Gunner's Information File: Flexible Gunnery* [bound].
- 176.6+ OSS: engines, c.1944; includes loose journal pages [color illustrations and photographs of airplane engines].

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Upjohn

Scope and content: Contains pharmaceutical packaging proofs, advertisements, brochures, booklets, journals, and tear sheets. Although all were not designed by Burtin, they were created during his tenure as design consultant. Also contains publications for exhibits completed for Upjohn.

Arrangement: Alphabetical by subject (i.e. product, project, or exhibit).

- 64.6 Adeflor, c.1962-1967; includes brochures, mailers, advertising card, booklets: *The Physician's Role in the Fluoride Program*.
- 64.7-65.1 Adeflor drops, c.1961-1965; includes advertising cards, prescription pads, pamphlets, advertisement. [2 folders]
- 65.2 Adeflor Plus, 1962-1963; includes advertising card, prescription pads, pamphlets.
- 65.3 Adeflor Prenatal, c.1962-1966; advertising cards, prescription pads, pamphlets.
- 65.4 Adrenal cortex, 1948, n.d.; includes pamphlets: *The Adrenal Cortex and Resistance*; *Resistance to Stress: Adrenal Cortical Hormones*.

- 65.5-65.6 Advertisements, c.1950-1967, n.d.; includes Upjohn advertisements in *Time*, (November 13, 1950, pp. 72); *Time*, (December 15, 1958, pp. 60-61), tear sheets, French and Spanish advertisements.
- 66.1 Alba-penicillin, n.d.; includes "detail pages:" A-155, A-242.
- 66.2 Albamycin, 1962, n.d.; includes advertising cards, pamphlets, tear sheet.
- 66.3 *Alcoholism as a Disease*, 1950; includes pamphlets.
- 66.4-66.5 Alphadrol, 1961-1962; advertising cards, prescription pads, pamphlets.
- 66.6-67.2 Annual reports, c.1958-1969; includes reports and envelopes. [6 folders]
- 67.3 Arthritis, n.d.; includes pamphlets: *Nine Examples of Physical Exercises*, *Evaluating the Severity of Rheumatoid Arthritis and the Response to Treatment*.
- 67.4 Bacidrin, 1952; includes pamphlets.
- 67.5-67.6 *Brain*, 1960-1961, 1964; includes *A Moment at a Concert* booklets and postcards, *The Brain-Il Cervello-Le Cerveau-Das Gehirn* booklets, *From Superstition to Science* booklets and brochures [for Cleveland Health Museum exhibit].
**See also this subseries: *Highlights of Neurophysiology*.
- 176.9+ *Brain*: scrapbook, n.d.; includes Brain scrapbook folder.
- 67.7 *Calorie Control for You*, c.1965; includes pamphlets in English and Spanish: *Control Calórico para Usted*.
- 67.8 *Career with a Future*, c.1962; includes booklets.
- 67.9 Cebētinic, 1952; includes pamphlets.
- 67.10-68.1 *Cell*, c.1958-1960; includes brochures, postcards. [2 folders]
- 68.2-68.3 *Cell*: Scope monograph, 1962; includes journals, envelopes.
- 68.4 Cheracol, 1962-1964; includes advertising cards.
- 68.5-68.7 *Chromosome*, 1966-1967; includes *Genes in Action* exhibit booklets and invitations, *Heredity and You* brochures.
- 69.1 Comycin, n.d.; includes "detail pages:" A-288.

- 69.2 Cortef, n.d.; includes brochures.
***See also this subseries: Neo-cortef, Solu-cortef.*
- 69.3 Cortisone, 1952; includes brochures: *What is Cortisone?; Rheumatoid Arthritis: Immediate Effects of Therapy.*
- 69.4 Creative Research, 1962; includes advertisements.
- 69.5 Cytran, c.1960; includes advertising card, pamphlets.
- 69.6 Depo-Medrol, c.1962-1967; includes advertising cards, brochures, spiral-bound booklet.
- 69.7 Depo-Provera, 1961-1963; includes advertising cards, brochures, tear sheet.
- 69.8 Depo-Testadiol, 1961, 1963; includes advertising cards.
- 69.9 Depo-Testosterone, c.1961-1963; includes advertising cards, brochures.
- 69.10 *Dermal Clues to Systemic Diseases*, 1956; includes pamphlets [Scope vol. IV, no. 9 supplement].
- 69.11 Diabetes, c.1959- 1970; includes newsletter, brochures, booklets.
- 70.1-70.2 *Diabetes*: Scope monograph, 1963; includes books, proof. [glassine covers removed] [4 copies]
- 70.3-70.4 Didrex, c.1961-1964; includes advertising cards, tear sheets, brochures.
- 70.5 Disneyland pharmacy, n.d.; includes postcard, memento pamphlet with photo of Will Burtin.
- 70.6 ECP (Estradiol Cyclopentyl-propionate), n.d.; includes brochures: *Controlled Breeding Now Possible* [notes on back cover], *For Veterinary Use*.
- 70.7 Employee benefits, 1960, 1963; includes brochures.
- 70.8 Gelfoam, c.1963-1967; includes advertising cards, brochures, tear sheet.
- 70.9 *Growing World of Upjohn*, 1961; includes booklets.
- 70.10 Halotestin, 1959, 1967; includes brochures.
- 70.11 Heparin, 1949, 1962; includes brochures.

- 71.1 Highlights of Neurophysiology, 1962; black and white reproductions of Brain exhibit supplementary panels.
**See also this subseries: *Brain*.
- 71.2-71.5 *Inflammation: Defense of Life*, 1969; includes exhibition booklets and invitations, Scope monograph: *Aspects of Acute Inflammation*.
- 71.6-72.5 *Intercom*, c.1959-1967 [7 folders]
- 72.6 *Intercom* [bound], 1959-1960
- 73.1 Kao-Con, 1965; includes packaging proofs, advertising cards.
- 192.1+ Kao-Con: brochure, 1965; includes fold-out brochure. [2 copies]
- 73.2 Kaomycin, c.1962-1965; includes packaging proofs, advertising cards, pamphlets.
- 73.3 Kaopectate, c.1961-1963; includes photographs of advertising displays, advertising cards, tear sheet, pamphlets.
- 73.4-73.5 Lincocin, c.1965-1970; includes prescription pads, pamphlets, brochures, promotional calendars.
- 73.6 Lipomul, 1952, 1961; includes promotional folders, advertisement, pamphlets.
- 73.7 Maolate, 1966-1967; includes brochures.
- 73.8 Medadent, 1962-1964; includes prescription pads, brochures, advertising cards.
- 73.9-74.1 Medrol, c.1961-1970; includes tear sheet, brochures, advertising cards, prescription pads. [3 folders]
- 74.2 Medrol Medules, c.1960-1963; includes pamphlets, brochures, prescription pads, tear sheets.
- 128.1 Medrol pill bottle, n.d.; contains unopened bottle of Medrol pills.
- 74.3 Medrol Veriderm, c.1961-1964; includes advertising cards, pamphlets, tear sheet.
- 74.4 *Metabolism: the Cycle of Life*, 1963; includes booklets.

- 74.5 Monase, 1961-1962; includes pamphlets, prescription pads.
- 74.6 Mycitracin, 1963, 1970; includes advertising cards, prescription pads, advertisement, pamphlets, photograph of store display.
- 74.7 Neo-Cortef, c.1963-1967; includes advertising cards, pamphlets.
- 74.8 Neo-Medrol, 1961-1962; includes pamphlets, advertising cards.
- 75.1 *Nine Important Aids to More Effective Dentistry*, 1962, 1967; includes brochures.
- 75.2-75.3 *Odyssey of Modern Drug Research*, 1951; includes paperback and hardcover editions.
- 75.4-76.1 Orinase, c.1961-1970; includes advertising cards, tear sheets, brochures, promotional calendars, pamphlets, Scope monograph: *Orinase, Five Years of Oral Antidiabetes Therapy*, advertisement. [4 folders]
- 76.2 Orthoxicol, c.1963; includes pamphlets, advertising cards.
- 76.3-76.4 *Overflow*, c.1956-1962; includes journals.
- 76.5 Pamine, c.1962-1970; includes advertising cards, pamphlets.
- 76.6-76.7 Panalba, c.1961-1968; includes advertising cards, spiral-bound booklets, promotional calendars.
- 77.1 Panmycin, n.d.; includes advertising cards, spiral-bound booklet.
- 77.2 *Pharmaceutical sales*, 1965; includes memo. [disbound from ring-binder; binder discarded]
- 77.3 *Physicians' Reference Bulletin*, 1959, 1960-1961; includes booklets.
- 77.4 Product catalogs, n.d.; includes promotional folder, photograph.
- 77.5 *Program in Print: Upjohn and Design*, n.d.; includes brochures.
- 77.6 Promotional gifts, 1964, n.d.; includes poster, calendars, Robert Osborn color illustration set: *Doctors Patients Nurses*.
- 77.7 Provera, c.1961-1963; includes advertising cards, tear sheet, promotional folder, pamphlets.
- 77.8 Provest, 1965, 1967; includes promotional calendar, brochures.

- 77.9 Pyroxate, 1962-1964; includes advertising cards, packaging display photograph.
- 77.10 *Scope*, 1942, 1943; includes March 1942: no. 2, July 1943: no. 4.
- 77.11 *Scope*, 1950; includes August: vol. 3, no. 1.
- 77.12 *Scope*, 1951; includes Summer: vol. 3, no. 4; Winter: vol. 3, no. 6.
- 78.1-78.2 *Scope*, 1952; includes Spring: vol. 3, no. 7; Summer: vol. 3, no. 8; Winter: vol. 3, no. 10.
- 78.3 *Scope*, 1953; includes Spring: vol. 3, no. 11; Fall: vol. 3, no. 12.
- 78.4-78.6 *Scope*, 1954; includes Spring: vol. 4, no. 1; Summer: vol. 4, no. 2, Fall: vol. 4, no. 3; Winter: vol. 4, no. 4.
- 78.7-79.2 *Scope*, 1955; includes Spring: vol., 4, no. 5; Summer: vol. 4, no. 6; Fall: vol. 4, no. 7; Winter: vol. 4, no. 8. [3 folders]
- 79.3-79.4 *Scope*, 1956; includes Spring: vol. 4, no. 9; Summer: vol. 4, no. 10.
- 79.5-80.2 *Scope*, 1957; includes vol. 4, no. 11; vol. 4, no. 12; vol. 5, no. 1; vol. 5, no. 2. [4 folders]
- 80.3-80.5 *Scope: follow-up*, 1964; includes vol. 1, no. 1; April: vol. 1, no. 2; May: vol. 1, no. 3; June: vol. 1, no. 4; September: vol. 1, no. 5; October: vol. 1, no. 6; November: vol. 1, no. 7; December: vol. 1, no. 8.
- 80.6-81.1 *Scope: follow-up*, 1965; includes January: vol. 2, no. 1; February: vol. 2, no. 2; March: vol. 2, no. 3; April [cover only]; May [cover only]; June: vol. 2, no. 6; September: vol. 2, no. 7; October: vol. 2, no. 8; November: vol. 2, no. 9; December: vol. 2, no. 10. [2 folders]
- 81.2-81.4 *Scope: follow-up*, 1966; includes January: vol. 3, no. 1; February: vol. 3, no. 2; March: vol. 3, no. 3; April: vol. 3, no. 4; May: vol. 3, no. 5; June: vol. 3, no. 6; September: vol. 3, no. 7; October: vol. 3, no. 8; November: vol. 3, no. 9; letter regarding cancellation of publication.
- 81.5 *Scope* envelopes, 1951-1954
- 81.6-81.7 *Scope* envelopes, 1955
- 82.1 *Scope* envelopes, 1956

- 82.2-82.3 *Scope* envelopes, n.d.
- 82.4 *Scope*: incomplete issues, 1941, n.d.; includes test-tube baby image on cover [November 1941], others unknown.
- 82.5 *Scope*: Japan edition, 1965; includes vol. 4 no. 5, (May 20, 1965).
- 82.6 *Scope*: monograph series, 1962-1963; includes no. 1-4.
- 82.7 Sigtab, c.1963-1966; includes pamphlets, advertisement, prescription pad.
- 82.8 Solu-B, c.1962-1965; includes tear sheets, pamphlets, advertising cards.
- 82.9 Solu-Cortef, c.1960-1965; includes tear sheets, brochures, advertising cards.
- 82.10 Solu-Medrol, c.1962-1967; includes advertising cards, promotional calendars, brochures.
- 82.11 *Story of an American Enterprise: A Brief History of the Upjohn Company*, n.d.; includes booklets. [3 copies]
- 82.12 *10 Diets*, n.d.; includes spiral-bound brochures. [3 copies]
- 192.2+ Tetra-delta, 1964; includes brochures, mailer envelope.
- 83.1 *Therapeutic Compendium*, 1961; includes newsletters no. 5-8.
- 83.2 Tolinase, 1970; includes brochures, booklets.
- 83.3 *Tour Through the Upjohn Company*, n.d.; includes spiral-bound booklets. [3 copies]
- 83.4-83.5 Unicap, c.1961-67; includes advertising cards, packaging proof, pamphlets, advertisements, tear sheets, photographs of store displays.
- 83.6 *Upjohn*, n.d.; includes booklets.
- 83.7 *Upjohn News*, c.1953-1962; includes journals.
- 83.8 *Veterinary Scope*, 1958, 1963, n.d.; includes Spring 1958: vol. 3, no. 1; 1963: vol. 8, no. 3.
- 83.9-84.2 *Visual Aspects of Science*, 1962; includes exhibit booklets, German-edition: *Visuele Aspecten van de Wetenschap*. [3 folders]

- 84.3 *Visual Communications*, 1957; includes exhibition booklets. [10 copies]
- 84.4-.5 Vitamins, 1947, 1953, 1963; includes 1953, 1963 editions of *Vitamin Manual*, and 1947 book: *Vitamins in Medicine*.
- 84.6 Zyma products, n.d.; includes pamphlets, tear sheet, mock-ups, advertising cards.
- 84.7 Zymacap, n.d.; includes broadsides, posters, advertising cards, pamphlets, advertisement.
- 84.8-85.3 Other Upjohn publications A-Z, c.1950-1970; includes packaging proofs, advertising cards, brochures, advertisements, pamphlets. [5 folders]
- Box 141 Exhibit and client publication duplicates, c.1950-1970; includes duplicates of publications to be used for exhibition purposes.
[**Closed**; please use copies of publications provided within Series II., Subseries A.]

Subseries B. Writings on Burtin, c.1953-1971, n.d.

Scope and content: Contains journals, books, and reprints with articles and information on Burtin. Assume 1 copy unless otherwise noted. See also this series, Subseries I. *Publicity, for clippings regarding Burtin's work. Quoted folder headings were taken from Burtin's descriptions of the material.*

Arrangement: Chronological.

- 85.4 "Will Burtin," 1947; in 8 *Amerikanska Reklamgrafiker*, by Olle Eskell, Stockholm: National Museum, 1947, pp. 4-5. [2 copies]
- 85.5 "Will Burtin," 1953; in *Gerbrauchsgraphik: International Advertising Art*, vol. 53, no. 10 (1953), pp. 2-13. [3 copies]
- 85.6 "Grafica de Will Burtin," 1954; in *Stile Industria*, Anno 1, no. 2, (October 1954), pp. 36-38. [2 copies]
- 85.7 "Countries I Visited and Artists I Met," 1955; by H. Ohchi, in *Idea*, vol. 2, no. 10, (March 1955), pp. 58-69. [1 copy]
- 85.8 "Upjohn Company and Will Burtin," 1955; in *Idea*, vol. 3, no. 14 (December 1955), pp. 29-35. [1 copy]

- 85.9 Untitled, 1955; in *Graphis*, 58A, vol. X (March/April 1955), p. 148, II.
[1 copy – reproduction]
- 85.10 “Plastics Exhibition,” 1956; in *Industrial Design*, vol. 3, no. 2, (April 1956), pp. 74-77. [1 copy]
- 85.11 “Graphisme aux USA,” 1956; in *Esthétique Industrielle*, no. 24/25, (November/December, 1956), pp. 15-18.
- 85.12 “Documents Étrangers,” 1957; in *Esthétique Industrielle*, no. 27, (March/April, 1957), pp. 17.
- 85.13 “Two Graphic Exhibits: Burtin’s Reflects the Scope of His Work for the Upjohn Company: Beall finds a systematic framework for The Martin Company’s Many Purposes,” 1957; in *Industrial Design*, vol. 4, no. 5 (May 1957), pp. 52-55. [1 copy]
- 85.14 “Exhibitions and Exhibitionism,” 1957; in *Art and Industry*, vol. 63, no. 373 (July 1957) pp. 22-25 [3 copies]
- 192.3+ “The Second Annual Record Album Cover Contest: The Judges’ Panel,” 1957; in *The Billboard* (July 29, 1957), pp. 29. [1 copy]
- 85.15 “Lines in a Triangle,” 1957; in *Art and Industry*, vol. 63, no. 374 (August 1957) pp. 66. [1 copy]
- 86 .1 “Will Burtin: Recent Opere di Grafica,” 1957; in *Stile Industria*, no. 10, (February 1957), pp. 24-28. [3 copies]
- 86.2 “Giant Plastic Model Shows Cell Structure,” 1958; in *Science News Letter*, vol. 73 no. 25, (June 21, 1958), pp. 398. [5 copies]
- 86.3 “Tranquil Pills Stir Up Doctors,” 1958; in *Business Week*, (June 28, 1958), pp. 28-30. [5 copies]
- 86.4 “Conference on Typography,” 1958; in *Society of Industrial Artists Journal*, no. 65, (June 1958), pp. 3. [2 copies]
- 86.5 “World Seminar: Ideas, Directions, Points of View,” 1958; in *Art Direction*, vol. 10 no. 3, (June 1958), pp. 39-50.
- 192.4+ “Architektur Wie Noch Nie,” 1958; in *Neue Illustrierte*, no. 27, (5 Juli-13 Jahr), 1958, pp. 47. [photograph and caption only]
- 192.5+ “Jumbo Model of Body Cell,” 1958; in *Life*, vol. 45, no. 1, (July 7, 1958), p. 66. [4 copies]

- 86.6 "Medicine," 1958; in *Time*, vol. 72 no. 1, (July 7, 1958), pp. 60. [3 copies]
- 86.7 "Progress Chart," 1958; in *Newsweek*, vol. 52 no. 1, (July 7, 1958), pp. 48. [5 copies]
- 86.8 "24ft model of a basic cell," 1958; by H.S. [Herbert Spencer] in *SLA [Society of Industrial Artists] Journal*, no. 66 (July 1958), p. 5. [1 copy]
- 86.9 "The Design of the Cell," 1958; in *Industrial Design*, vol. 5, no. 8 (August 1958) pp. 56-61. [4 copies, 1 tear sheet]
- 87.1 "Un allestimento d'eccezione," 1958; in *Stile Industria*, no. 19 (October 1958) pp. 15-17 [2 copies]
- 87.2 "43 Amerikanska Typografiska Formgivare I Kungliga Biblioteket," 1958; by Bror Zachrisson, pp. 8, 10. [booklet]
- 87.3 "Ribbon Ties Show Together," 1959; in *Industrial Design*, vol. 6, no.3 (March 1959) pp. 42-45. [2 copies]
- 87.4 "Will Burtin, New Chairman," 1959; in *The Prattler*, vol. 20 no. 10, (May 6, 1959), pp. 1. [4 copies]
- 192.6+ "Unusual Photographs – No. 16: The Microcosm Multiplied," 1959; in *The Illustrated London News*. Vol. 235, no. 6278 (November 28, 1959), pp. 767. [3 copies]
- 192.7+ "Half a Human Living Cell...," 1959; in *The Illustrated London News*, vol. 235, no. 6279, (December 5, 1959), pp. 816. [1 copy]
- 87.5 "Science International on BBC Television," 1959; in *Discovery*, (December 1959), pp. 502-503. [article only]
- 192.8+ "Lighting up the Brain Waves," 1960; in *Life*, vol. 49, no.8, (August 22, 1960), pp. 68-70A. [3 copies]
- 87.6 "38,000 Lampes Pour un Cerveau Humain," 1960; in *Science et Vie*, no. 516, (September 1960), pp. 90-92.
- 87.7 "A Brain that Sees and Hears," 1960; in *Medical World News*, vol. 1, no. 14, (October 21, 1960), pp. 12-14. [3 copies]
- 87.8 Untitled, 1960; in *Industrial Design*, vol. 7, no. 10, (October 1960), pp. 61.

- 87.9 "Public Debut for Upjohn Brain," 1961; in *Progress: The Museum of Science and Industry*, vol.12, no. 6, (November/December 1961), pp. 2.
- 87.10 "The Basic Cell" and "A Medium-Sized Town in the Midwest," 1961; in *Ausstellungen Exhibitions*, by Klaus Franck, Teuffen, Switzerland : Arthur Niggli, 1961, pp. 70-71; 133-135. [1 copy, 1 tear sheet]
- 87.11 "Preview: Two Pavilions at New York's Worlds Fair," 1962; in *Industrial Design*, vol. 9 no. 8, (August 1962), pp. 52-57. [2 copies]
- 87.12 Untitled, 1962; in *Newsweek*, vol. 60 no.10, (September 3, 1962), pp. 59. [2 copies, photo and caption only]
- 87.13 "Will Burtin," 1962; tear sheet from *Who's Who in Graphic Art*, edited by Walter Amstutz, Zurich : Amstutz & Herdeg Graphis Press, 1962, pp. 505.
- 87.14 "Showing Metabolic Movements," 1963; in *Industrial Design*, vol.10, no.10, (October 1963), pp. 56-59. [1 copy, 1 tear sheet]
- 87.15 "Shapes in Science," 1963; in *Discovery*, vol. 24, no. 11, (November 1963), pp. 40-41.
- 87.16 "Will Burtin," 1963; in *37 Designers: A Project by the 1963 Sophomore class, Design Department, Southern Illinois University*, 1963, [1 copy], includes letter regarding book.
- 88.1-2 "Basic Human Cell," 1964; in *IEEE Spectrum*, vol. 1 no. 2, (February 1964), cover photo. [4 copies]
- 88.3 "AGI Alpbach 1964 Hamburg," 1964; in *Graphis*, vol. 20, 1964, pp. 430-432. [1 reprint]
- 88.4 Untitled, 1964; in *Industrial Design Graphik*, by Staatliche Werkkunstschule Kassel, Germany : Friedrich Lometsch Kassel, 1964, pp. 17. [2 copies]
- 88.5 "Six Weeks, a Theme Plus 65 Artists Picture 50 Years of Graphics," 1965; in *Graphics: New York*, vol. 2 no. 5, (May 1965), pp. 23.
- 88.6 "Attending 'Vision 65,'" 1966; in *Graphic Design*, no. 22, (Winter/January 1966), pp. 85-88.
- 88.7 "The Drug Market: A Graphic Design Challenge," 1966; in *Industrial Design*, vol. 13, no. 3, (March 1966), pp. 68.

- 88.8 "Giant Gene in Action," 1966; in *Science News*, vol. 89 no. 23, (June 4, 1966), pp. 436. [5 copies]
- 192.9+ "Gene in Action Shown in Model Scaled up 289,400 Times," 1966; in *Medical Tribune*, vol. 7, no. 75, (June 22, 1966), pp. cover, 3.
- 192.10+ Untitled, 1966; in *The Daily Bulletin*, vol. 62, no. 1, (June 26, 1966), pp. 6. [photograph of Chromosome exhibit only] [3 copies]
- 193.1+ "Walk-in Portrait of a Gene at Work," 1966; in *Life*, vol. 61, no. 2, (July 8, 1966), pp. 70-74. [5 copies; 1 copy has sketch of Burtin on cover]
- 193.2+ "Puff the Magic Gene," 1966; in *Star Weekly*, (August 20, 1966), pp. 40.
- 193.3+ "Inside a Gene," 1966; in *Ob.Gyn.News*, vol. 1, no. 2, (October 1966), pp. 29. [clipping]
- 88.9 "Giant Gene," 1966; in *Current Science*, vol. 52 no. 12, (December 7, 1966), pp. 1. [2 copies]
- 88.10 "An Unusual Exhibit," 1966; in *Medical World News: Guide to Chicago '66*, pp.16-18. [3 copies]
- 88.11-89.1 "Making the Invisible Visible," 1967; in *Exempla Graphica: Case Histories of Seventy Eight Works by Seventy Eight Members of the Alliance Graphique Internationale*, edited by Manuel Gasser, Zurich : Hug & Sohne, 1967, pp. 86-87. [2 copies] [2 folders]
- 89.2 Untitled, 1967; in *TDC XIII*, New York : Type Directors Club, 1967, design nos. 6, 171.
- 193.4+ "Nel Laberinto del Cervello," c.1967; in *L'Espresso Colore*, no. 2, (January), pp. 21.
- 193.5+ "Il Cromosomo Dell'Alluminio," c.1967; in *L'Espresso Colore*, no. 4, (January 28), pp.20-21. [4 copies]
- 193.6+ "The Human Gene," 1967; in *The Detroit News Sunday Magazine*, (May 14, 1967), pp. 14-16, 20, 50-53.
- 89.3 "Will Burtin at U. of I.," 1968; in *Visual Arts Bulletin*, vol. 9, no. 4, (April 1968), pp. 4. [newsletter is addressed to Dr. Robert L. Leslie]
- 89.4 Untitled, 1968; in *Ausstellungen und Messestände* [Exhibitions and Fair Stands], by Wolfgang Clasen, Stuttgart : G. Hatje, 1968, pp. 136-141.

- 89.5 Untitled, 1968; in *Mezinarodni Prehľad Vystavnickej Tvorby*, Biennale of Graphic Design, Brno, Czechoslovakia : Moravská galerie, 1968, nos. 14-18.
- 89.6 “Travelling [sic] Exhibition: The Human Brain, Genes in Action” and “Representative Exhibition of the Brunswick Corporation,” 1968; in *Austellungen-Messenstände*, Exhibitions and Fair Stands, 1968, pp. 136-141.
- 193.7+ “Libri Scolastici,” 1969; in *L'Espresso Colore*, no. 8, (February 23, 1969), pp. 17.
- 89.7 “How the Brain Works,” 1968?; in *The Book of Popular Science*, 1968? [2 tear sheets only]
- 89.8 “You Remember Much Better if You Feel,” 1969; in *Sales Meetings*, vol. 28, no. 6, (September 1969), pp. 32-44.
- 89.9 “Attack on the Brain,” c.1969; in *History of the 20th Century*, vol. 6, chapter 87, pp. cover, 2422-2423. [photos only]
- 89.10-.11 “Will Burtin,” 1970; in *Idea*, no. 100, (May 1970), pp. 59. [2 copies]
- 90.1 Untitled, 1970; in *Innovations in Paper*, vol. 2 no. 2, (1970), pp. 10.
- 193.8+ “Burtin is Named to Receive AIGA's Highest Acolade,” 1971; in *Printing News*, (April 24, 1971), pp. 8. [tear sheets only] [2 copies]
- 90.2 “Breakthrough to Tomorrow,” 1971; in *The Unesco Courier*, no. 4 (April 1971), pp. 8. [photo only] [3 copies]
- 193.9+ “AIGA 50 Books Fete Draws Fine Throng, Burtin Given Medal,” 1971; in *Printing News*, vol. 86 no. 20, (May 22, 1971), pp. 1. [1 copy; 2 tear sheets]
- 90.3 “AIGA Medal to Burtin” and “SPD Grand Awards go to Three; Will Burtin Speaks,” 1971; in *Graphics: New York*, (June 1971), pp. 1, 6. [2 copies]
- 90.4 “Graphique: Will Burtin,” 1971; in *Marketing Image*, vol. 5, no. 8, (July/August 1971), pp. 16-17.
- 90.5 Untitled, 1971; in *Bild der Wissenschaft*, no. 9, (September 1971), pp. 902.

- 90.6 "Will Burtin," 1971; in *Journal of the American Institute of Graphic Arts*, no. 18, pp. 2-8.
- 90.7 "Your Brain and Nervous System," 1971; in *Our Wonderful World*, 1971. [tear sheet only]
- 90.8 "Giant Genetics," 1972; in *Audio-Visual Communications*, vol. 6, no. 9, (November 1972), pp. 8.
- 90.9 "Hall of Fame," 1974; in *The One Show: the 53rd Annual of Advertising, Editorial, & Television Art & Design*, New York : Watson-Guption, 1974, pp. 4-5.
- 90.10 "Design(er) Metamorphosis," n.d.; by Edward M. Gottschall, in unknown and incomplete journal, pp. 3-14.
- 90.11 "The New Sciences Present New Challenges to Design," n.d.; in *Comment 200*, pp. 10-11. [4 copies]

Subseries C. Writings by Burtin, c.1948-1971, n.d.

Scope and content: Contains type and handwritten manuscripts, notes, and journals containing articles written by Burtin. The original order of documents of folders "Will Burtin book, material and research," and "Manuscript notes, (fragmentary)," were retained. Folders entitled "captions" include exhibit display and image captions, most likely used to fulfill photograph and publicity requests. Quoted folder headings were taken from Burtin's descriptions of the material.

Arrangement: Chronological.

- 90.12-90.13 "Will Burtin book, material and research," 1948, 1949, n.d.; includes notes, preface, table of contents, hand and typewritten drafts, "final draft" of *Interrelations* manuscript by Burtin and L.P. Lessing, January 1, 1949 AIGA speech for *Printing for Commerce* exhibition, correspondence, notes, *Integration* exhibit booklet, *Integration* Chicago exhibit opening speech, pencil sketches and drawings.
- 91.1 "Integration, the New Discipline in Design," 1949; in *Graphis*, vol. 5, no. 27 (1949), pp. 230-237. [1 copy]
- 91.2-3 "Trademarks/Tradenames," 1952; in *Seven Designers Look at Trademark Design*, edited by Egbert Jacobson, Chicago : Paul Theobald, pp.79-93. [2 copies]
- 91.4 "Better Design Sells More Printing," 1954; in *The Inland Printer*, vol. 133, no. 3 (June 1954), pp. 37-39. [1 copy]

- 91.5 "American Taste: What it is and Where is it Going?," 1957; includes correspondence and notes for January 1958 *Art Direction*.
- 91.6 "The Means and Ends of Package Designing," 1959; in *Graphis: Packaging*, Zurich : Amstutz & Herdeg, 1959, pp. 8. [1 copy]
- 91.7 "The Brain," 1960; in *Industrial Design*, vol. 7, no. 8 (August 1960), pp.66-69. [3 copies]
- 91.8 "The Challenge of Science to Visual Design," 1960; in *Neue Grafik*, no. 7 (September 1960), pp. 46-48. [3 copies]
- 92.1 "On Corporate Images," c.1962; includes typewritten manuscript for *Graphis*, vol. 15 (November, 1962).
- 92.2-4 "Modelling [sic] the Frontiers of Knowledge," 1963; in *Design*, no. 178 (October 1963), pp. 30-35, [4 copies, 1 reprint], hand and typewritten manuscripts.
- 92.5 "2-d or 3-d?" 1964; includes hand and typewritten manuscripts.
- 92.6 "Are Exhibitions Passé?" 1964; includes typewritten manuscript.
- 92.7-93.4 "Design and Communication," in *Education of Vision*, by Gyorgy Kepes, New York : George Braziller, 1965, pp. 78-95, [1 copy, 1 copy German edition: *Visuelle Erziehung*, 1 copy French edition: *Education de la vision*], hand and typewritten manuscripts drafts, notes, correspondence. [6 folders]
- 93.5 "1966 Reflections on Graphic Design," 1966; includes typewritten manuscript for *Graphis Annual 1966-1967*, Zurich : Graphis Press, 1967.
- 93.6-.7 "Thoughts on Three-Dimensional Science Communications," 1967; in *Dot Zero*, no. 4 (Summer 1967), [2 copies], hand and typewritten manuscript: "On Three-Dimensional Science Communications," correspondence.
- 93.8 "On the Subject of Three-Dimensional Communications," c.1967; includes manuscript drafts: "New Functions for Three-Dimensional Communications" and untitled.
- 93.9 "Statement for Modern Packaging," 1967; includes typewritten manuscript.

- 93.10-.11 "Live and Learn: Communications in Transition and Changing Functions of Design," 1968; in *Art Education*, vol. 21, no. 6 (June 1968), pp.5-9, [5 copies], hand and typewritten manuscripts.
- 94.1 Untitled, 1968; includes typewritten manuscript regarding street communication and signage for *Dot Zero*, no. 5 (Fall 1968).
- 94.2 "The Advantages of Three-Dimensional Communication," 1969; in *Internationale Ausstellungs-Gestaltung [Conceptions of International Exhibitions]*, Zurich : ABC Verlag, 1969, pp.19.
- 94.3 "By Way of Introduction," 1969; in *Imagen de Empresa [The Company Image]*, Barcelona, Spain : Industrias Gráficas Francisco Casamajó , 1969, pp. 4-6.
- 94.4 "Captions: pre-March 1968," 1970, n.d.; includes 24 and 6 foot *Cells*; *The Atom in Action*; *Brain*; *Chromosome*, *Metabolism*; *Visual Aspects of Science*; *Inflammation* "proposed animated film sequence" notes.
- 94.5-.6 "Manuscript notes, (fragmentary)," 1969, 1970, n.d.; includes hand and typewritten drafts of "New Functions of Three-Dimensional Communications," "On the Subject of Three-Dimensional Communications," "The Human Mind," "Communications as Environment," *Design Course* journal (vol. 1 no. 1), clippings, notes regarding writings, correspondence.
- 94.7 "Captions: Spring 1968," 1969, 1970, n.d.; includes *Inflammation*, *Chromosome*, *Brain*, *Metabolism*, Eastman Kodak World's Fair pavilion, *Cell* (24 ft.).
- 94.8-.9 "Enough," [¿Basta ya?], 1970; includes hand and typewritten manuscripts, correspondence, journal: *Documentos de Comunicación Visual*. [5 copies]
- 94.10 *Our Throw-Away World*: book proposal, 1970-1971; includes notes, preface drafts, research material.
- 94.11 "1920-1940-1960," n.d.; includes typewritten manuscript.
- 95.1 "Captions," n.d.; includes *Cell*, *Chromosome*, Carwin: Urethane exhibit, *World of Brunswick*, *Brain*, publications.
- 95.2 "Case studies," n.d.; includes hand and typewritten manuscripts drafts.
- 95.3 "Design Responsibility in the Age of Science," n.d.; includes hand and typewritten manuscript drafts, notes, correspondence.

- 95.4 Editorial, n.d.; includes typewritten manuscript for *Art in Advertising*.
- 95.5 *From Mind to Mind*: book proposal, n.d.; includes notes.
- 95.6 “Miscellaneous notes, memoranda, etc.,” n.d.; includes “to-do” lists, hand and typewritten memoranda.
- 95.7 “Research notes: (design guides),” n.d.; includes typewritten manuscript.
- 95.8 “Statement for *Print*,” n.d.; includes typewritten manuscript.
- 95.9 “Type and Design,” n.d.; includes typewritten manuscript.
- 95.10 Unknown “notes” #1, n.d.; includes clippings, notes regarding “Our Throw-Away World” and Communications Audit?
- 95.11 Unknown “notes” #2, n.d.; includes pencil and colored pencil sketches; notes regarding “project for *Design Quarterly*”; ink sketches; notes regarding *Paper in Action*; tear sheets from unknown graphic design journal regarding Jacques Nathan-Garamond, Heiri Steiner, and Donald Brun; unknown notes.
- 95.12 Unknown “notes” #3, n.d.; includes handwritten notes and sketches regarding McGraw-Hill Communication Center, unknown notes, “Art and Technology no. 3” dummy.
- 95.13 Untitled #1, n.d.; includes notes and typewritten manuscript drafts.
- 95.14 Untitled #2, n.d.; includes typewritten manuscript draft. [Design Responsibility in an Age of Science?]
- 95.15 Untitled #3, n.d.; includes handwritten manuscript draft.
- 95.16 Untitled, #4, n.d.; includes typewritten manuscript, handwritten notes, slide sequence list.

Subseries D. Speeches, c.1947-1971

Scope and content: Some files contain correspondence pertaining to the speech or lecture. Because of lacking corroborating documentation, manuscripts included in “Speeches I and II” may have been for written pieces as well as lectures and speeches. Quoted folder headings were taken directly from Burtin’s descriptions of the material.

Arrangement: Chronological.

- 95.17 "Speeches I: general," 1947, n.d.; includes *You Can't Get Along without Ethics; The Past, The Present Situation, What Now?*.
- 95.18 Remarks: Cleveland Artists Club, February 28, 1950; includes speech transcript.
- 95.19 "Speeches II: typography, printing, and design," 1954-1960, n.d.; includes *The Golden Touch, From Where to Where?, Apropos Packaging, The Means and Ends of Packaging, Inspired Typography 1966, Design Trends and Printing Management*.
- 95.20 "Communication of Ideas:" American Association for the Advancement of Science – Pacific division, June 23, 1955; includes hand and typewritten drafts.
- 95.20-.21 Correspondence, c.1949-1969; includes lecture invitations, flier.
- 95.22 Remarks: AIGA Medal award committee chairman, 1962; includes speech awarding Willem Sandberg the 1962 Medal of the American Institute of Graphic Arts.
- 95.23 "New Opportunities for Three-Dimensional Communication:" Association of National Advertisers, August 24, 1966; includes speech transcript, correspondence.
- 96.1 "Symbols in Communication:" ICTA Philadelphia address, October 14, 1966; includes hand and typewritten drafts.
- 96.2 "Speech by Will Burtin," March 28, 1967; includes typewritten draft, handwritten notes, book: *Einzelheiten I* by Hans Magnus Enzensberger [in German].
- 96.3 "Communication as an Environment:" Harvard University and University of Illinois, 1967-1968; includes typed and handwritten drafts, correspondence.
- 96.4 "Fortschritte in Forschung und Design auf dem Gebiet der Kommunikation [Advances in Communications Research and Design]:" Ulm, Germany, November 2, 1970; includes typewritten drafts in German with handwritten notes.
- 96.5 Excerpts from remarks: Society of Publication Designers awards dinner, April 14, 1971

Subseries E. Teachings, c.1946-1971

Scope and content: Contains course lectures dating from the late 1940s, presumably given at the Pratt Institute, where Burtin was on staff. Also includes his 1971 appointment as Research Fellow and Lecturer in Visual and Environmental Studies at Harvard. Records also reflect his role as consultant to the Philadelphia College of Art Graphic Design Department and California Institute of Art School of Design. Other files include unrealized offers to Burtin as a visiting artist, professor, or lecturer.

Arrangement: Chronological.

- 96.6 Course lectures, 1946; includes lectures given April 10, 17, 1946.
- 96.7 *Theory of Design* course lectures, 1947; includes lectures given February 20, 27 and March 4, 13, 1947.
- 96.8 Other schools, c.1957-1970; includes Herron School of Art, Kölner Werkschulen, Minneapolis School of Art.
- 96.9-97.3 Pratt Institute, c.1956-1971; includes 1959 *Pratt Alumnus* and *Prattler*, pencil sketch, reports, 1960 resignation as chairman of Visual Communication department, posters, Pratt publications, Ruedi Rüegg portfolio.
- 97.4 National Design Institute [Ahmedabad, India], 1963
- 97.5 Hochschule für Gestaltung, 1964-1965
- 97.6 California Institute of Art: School of Design, c.1969-1970; includes notes, report.
- 97.7 Philadelphia College of Art: Graphic Design department, 1970
- 97.8-97.9 Harvard University: seminar, 1971; includes correspondence.

Subseries F. Organizations, c.1954-1971, n.d.

Scope and content: Art Directors Club records refer mainly to New York City group, with a small amount of correspondence for Boston, Cleveland, and Philadelphia clubs. Citizens Committee is a part of International Committee for Breaking the Language Barrier with Burtin as acting chairman. For records pertaining to signs/symbols, see Citizens Committee for Signs and Visual Communication, International Committee for Breaking the Language Barrier, and International Council of Graphic Design Associations. Records for Vis Com '70, ultimately postponed to 1971 due to fiscal concerns, are filed under International Council of Graphic Design Associations (ICOGRADA). Quoted folder headings were taken directly from Burtin's descriptions of the material.

Arrangement: Alphabetical by subject.

- 97.10-98.2 Alliance Graphique Internationale (AGI), c.1954-1956, 1961-1971; includes photographs [Jean Carlu, Jacques Nathan, and Jean Colin; Burtin's 1961 display at AGI Milan exhibit, Alpbach Congress], transparencies and contact sheets for 1966 Lincoln Center exhibit: *Posters for the Performing Arts*, correspondence [including with Jean Carlu].
- 98.3-.7 American Institute of Graphic Arts (AIGA), c. 1956, 1961-1968, n.d.; includes *The Look of the Book* (1961), posters, correspondence, agenda, minutes, list of Burtin's Fortune covers shown at 1965 *Magazine: USA* exhibition.
- 98.8 "Art Directors Club," c.1955-1964; includes Burtin's list of entries for annual awards [1956, 1958], program: "*Creativity*" *Third Communications* conference, National Society of Art Directors bylaws.
- 98.9 Association Typographique Internationale (A·TYP·I), 1960; includes correspondence, progress report to board of directors.
- 98.10 Ballots, n.d.; includes ballots cast for unknown graphic design honor.
- 98.11 "Brain Research Foundation," 1970-1971
- 99.1-.2 "Citizens Committee for Signs and Visual Communication," c.1965-1967, 1972; includes agenda and meeting minutes, clippings, international symbols charts, correspondence, draft reports, photographs, 1967 report: *Specification and Evaluation Considerations for an International Sign Communication System*.
 **See also *International Committee for Breaking the Language Barrier (ICBLB)*, *International Council of Graphic Design Associations (ICOGRADA)*, this subseries.
- 99.3 "Exploration Group," n.d.
- 99.4 "Industrial Designers Society of America (IDSA)," c.1965-1970; includes 1969 annual report, newsletters: *American Designer*, *Design Notes*.
- 99.5 International Center for the Communication Arts and Sciences (ICCAS), c.1965-1970; includes formation proposal, certificate of incorporation, handwritten notes, letterhead, correspondence.
 **See also "*Vision*" conferences, Subseries B, this series.
- 99.6 "International Committee for Breaking the Language Barrier (ICBLB)," 1963, 1966-1967

***See also Citizens Committee for Signs and Visual Communication, International Council of Graphic Design Associations (ICOGRADA), this subseries.*

- 99.7-100.2 International Council of Graphic Design Associations (ICOGRADA), 1962-1971, n.d.; includes board meeting minutes and agenda, *Infoletter* and *News Bulletin* newsletters, Signs and Symbols Commission, booklet: *ICOGRADA, the First Five Years*, Ad Hoc Council for Symbols Coordination, brochures, conferences: Vis Com '70 and Vis Com '71. [4 folders]
- 100.3-4 Membership directories, 1965-1972, n.d.; includes AGI, AIGA, IDSA, Citizens Committee for Signs and Visual Communications, PDC, Art Directors Club.
- 100.5 Other organizations, c.1956-1971; includes Society of Industrial Artists, International Typographic Composition Association, Educational Foundation for Nuclear Science, American Society for Information Science, British Society of Typographic Designers, Council of Communication Societies, Society of Typographic Arts.
- 100.6 Package Designers Council (PDC), c.1964-1969; includes membership lists, newsletter, bylaws, correspondence.
- 100.7-.8 Type Directors Club (TDC), 1958-1959; includes booklets: 4th annual awards, report on the First International Typographic Seminar and Exhibit.
***See also 1958 Art and Science of Typography [Silvermine, Ct.]: Type Directors Club (TDC), in Subseries B. Conferences, this series.*

Subseries G. Conferences, c.1955-1971

Scope and content: Mainly consists of records for Vision 65, 67 and 69. "Vision 64" was postponed until the following year [i.e. as "Vision 65"]. Also includes 1958 world conference on the Art and Science of Typography held in Silvermine, Connecticut. Files for the International Design Conference at Aspen [IDCA] contain correspondence/records for a proposed East-West design conference to have been held in Japan [eventually realized as the 1960 World Design Conference (WoDeCo)]. "Japan conference correspondence" also includes information pertaining to 1957's 7th IDC conference. Additionally, records for individual conferences often display "overlapping" information regarding past and future conferences. Records for Vis Com '70, ultimately postponed to 1971 due to fiscal concerns, are filed under International Council of Graphic Design Associations (ICOGRADA) in Subseries F, Organizations, this series. Quoted folder headings were taken from Burtin's descriptions of the material.

Arrangement: Chronological.

- 101.1-101.2 General conferences, c.1955-1970; includes Report of 29th Design Conference of Institute of Contemporary Art, ASID 18th annual design conference, others.
- 101.3-101.4 *1955 5th IDCA*: "Crossroads: What are the Directions of the Arts?" 1955-1956; includes presentation transcripts, minutes, article reprint for 1955 5th conference: "A Glimpse of Design in America" [*Design*, October 1955], *Print* journal vol. 9 no. 6, (July/August 1955). [Aspen, Colorado, June 13-June 17]
- 101.5-102.2 *1956 6th IDCA*: "Ideas on the Future of Man and Design," 1955-1956; includes correspondence, photographs of panelists. [Aspen, Colorado, June 23- July 1] [5 folders]
- 102.3 *Inspired Typography*, 1956; includes correspondence, booklet.
- 102.4-6 *1957 7th IDCA*: "Design and Human Values," 1956-1957; includes conference keepsake booklet, correspondence, memos, IDC executive committee meeting minutes. [Aspen, Colorado, June 23- June 29]
- 102.7 *Design this Day*, 1957; includes correspondence.
- 102.8 "IDCA/Japan conference correspondence," 1956-1958; includes photographs of proposed conference site.
- 102.9 *1958 Art and Science of Typography* [Silvermine, CT.]: Type Directors Club (TDC), 1957-1958; includes correspondence, pamphlets, Burtin's introductory speech.
***See also Type Directors Club (TDC), Subseries A. Organizations, this series.*
- 102.10-102.11 *1958 8th IDCA*: "Design and Human Problems," 1957-1958; includes correspondence, memos, clippings. [Aspen, Colorado, June 22- June 28]
- 102.12 -103.1 *1959 9th IDCA*: "Communication: the Image Speaks," 1958-1959; includes conference papers, conferee list, IDC board and business meeting minutes, correspondence. [Aspen, Colorado, June 21- June 27]
- 103.2 *1959 Typography USA*, 1958-1959; includes correspondence, Jan Tschichold's speech text.
- 103.3 *1960 World Design Conference (WoDeCo)* [Japan], 1959-1960; includes correspondence, preliminary schedule.

- 103.4 *1960 10th IDCA: "The Corporation and the Designer,"* 1960 [Aspen, Colorado, June 19- June 25]
- 103.5 *1961 11th IDCA: "Man/Problem Solver,"* 1960-1961; includes correspondence.
- 103.6 *1962 Industrial Design and its Relationship to the Arts: American Society of Industrial Designers (ASID),* 1962-1964; includes 1962 design conference booklet, 1964 national meeting program.
- 103.7 "Vision 64," 1963; includes hand and typewritten manuscripts, annotated list of possible speakers.
- 103.8 Participants and registrants, 1965-1967; includes *Vision 65* and *67, 1966 Exhibit Education conference, 1967 Workshop in International Symbol Communication, 1967 Transportation Graphics Symposium.*

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Vision 65: "New Challenges for Human Communication"

Arrangement: Alphabetical by subject.

- 103.9-.11 Conferee addresses, 1965, 1966; includes Burtin's hand and typewritten address, Eugenio Carmi, Wim Crouwel, W.H. Ferry, David B. Hertz, Carl C. Lindegren, H.F. William Perk, Willem Sandberg, journals: *The American Scholar*, vol. 35, no. 2 (Spring 1966) [3 copies], *Japan-America Forum*, no. 11 (1966) [3 copies].
- 103.12-104.7 Correspondence, 1964-1967 [8 folders]
- 104.8-104.9 "Evaluation," 1965; includes post-conference clippings, manuscript drafts: "Vision 65 - Evaluation and Outlook – Vision 66," "Evaluation Vision 65."
- 104.10 Proofs, c.1964; includes galley proofs, tear sheets, mailer copy, notes.
- 105.1-105.3 Publications, 1965-1966; includes announcement brochures [5 copies], programs [5 copies], reservation forms [5 copies], abstracts of conference papers booklets [4 copies], book of conferee addresses [1 copy], programs with envelopes [10 copies]. [3 folders]
- 105.4 Publicity, 1965; includes clippings, handwritten letter from Robert Osborn, conferee biographies, press releases, postcard of SIU campus, conference folder.
- 105.5-105.6 Research material, 1963-1965; includes *Le Treizième Rendez-Vous de Lurs vu par Fernand Baudin, Film-Makers' Cooperative Catalogue No.*

3, *Science Teacher's World* [Feb. 24, 1965], *Liberation* [April 1965], *Time* [May 14, 1965], *Saturday Review* [Oct. 9, 1965], articles, clippings.

106.1 Trailer sequence, c.1965

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Vision 67: "Survival and Growth"

Scope and content: Correspondence includes plans for "Vision 66" [which was postponed to 1967: "Vision 67"], and discussion of "Vision 68" which was to be held in Italy.

Arrangement: Alphabetical by subject.

106.2-106.4 Conferee addresses, 1965; includes Burtin's typewritten address, Isaac Auerbach, Max Bense, Warren Brodey, Eugenio Carmi, Gilbert Cohen-Seat, Furio Colombo, Gillo Dorfles, Umberto Eco, Ken Garland, Vittorio Gregotti, Alan Gussow, Selby Mvusi, Gordon Pask, S. Dillon Ripley, Willem Sandberg, Charles Siepmann, Aubrey Singer, Herbert Spencer, Jerzy Toeplitz, Victor Vasarely. [3 folders]

106.5-106.7 Correspondence, 1966-1968; includes "Vision 66," R. Buckminster Fuller's 1967 itinerary.

107.1 Notes, c.1967; includes questions from conference, handwritten notes.

107.2 Proofs, 1967; includes conference schedule with notes, draft copy.

107.3-107.4 Publications, 1967; includes brochures [5 copies], programs [5 copies], reservation forms [5 copies], reservation brochures [5 copies].

107.5 Publicity, 1967; includes clippings, conferee biographies, press release.

107.6 Research material, c.1962-1967; includes clippings.

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107.7 1968 Biennale of Applied Graphic Art, 1968-1969; includes correspondence. [Brno, Czechoslovakia]

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Vision 69: "Is Print Dead?"

107.8 Conferee addresses, 1969; includes Burtin's hand and typewritten address, M.H. Bruno, Tipper Davidson, John Leonard, Henry D. Sedgwick.

- 107.9 Correspondence, c.1967-1969; includes draft outline of conference.
- 107.10 Publications, 1969; includes invitations [5 copies].

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- 107.11-107.13 *1971 Roving Eye and the Constant Image*: Bureau of Advertising, 1971; includes script, correspondence, brochure, posters. [Chicago, July 1971]

Subseries H. Awards and honors, c.1957-1971, n.d.

Scope and content: Includes award invitations, nominations, and certificates. Additional records pertain to Burtin's role as judge for various awards.

Arrangement: Chronological.

- 107.14 Nominations and submissions, c.1957-1971
- 212.2-212.3+ Certificates and citations, c.1959-1970; includes Typomundus 20, Type Directors Club of New York, IDSA and PDC membership certificates.
- 108.1 Judging, c.1956-1971, n.d.
- 108.2 American Institute of Graphic Arts (AIGA) award, 1971; includes plate captions, photostats, press release, clipping, correspondence.

Subseries I. Publicity, c.1949-1971, n.d.

Scope and content: Contains mailing lists for personal and professional contacts, profiles of Will Burtin written by his office for publicity and press purposes, and clippings related to projects and exhibitions. Quoted folder headings were taken directly from Burtin's descriptions of the material.

***See also this series, subseries B, "Writings on Burtin."*

Arrangement: Chronological.

- 108.3 Clippings, c.1949, 1955-1969; includes attendee quotes, Los Angeles showing of *Integration*, *Hall of Science* pavilion, *Inflammation*, *Metabolism*.
- 108.4 Profiles, c.1954-1971; includes drafts.

- 108.5 “*Kalamazoo...and how it grew*, England,” 1957-1958; includes exhibit photographs, clippings.
- 108.6 “*Kalamazoo...Eine Mittelstadt im Mittelwesten*, Berlin Fair,” c.1958; includes photographs of construction, spectators, exhibit hall exterior, model, Will Burtin at exhibit, clippings.
- 108.7 *Cell*, publicity, 1958-1960
- 108.8 *Science International*, 1959; includes Burtin’s appearance on BBC television show publicizing the *Cell*.
- 108.9 Press releases, c.1959-1971; includes *Cell*, Pratt Institute appointment, *Science International*, photographs: *Chromosome: Genes in Action*, *Inflammation: Defense of Life*, *Metabolism: the Cycle of Life*, AIGA medal award.
- 108.10 “*Brain*, publicity,” 1960-1961; includes press releases, July/August 1960 *Upjohn News*, July 1960 *Overflow*.
- 108.11 Cleveland Health Museum and Education Center, n.d.; includes brochure, postcards for *Brain*, *Inflammation: Defense of Life* exhibits.
- 108.12 Other publicity, c.1960-1969; includes 7th Annual Report Exhibit of the Mead Library of Ideas [Burtin was a judge], 1969 listing of “unsolicited publicity” for Upjohn exhibits, fliers.
- 109.1 Mailing lists, c.1960-1971, n.d.; includes personal and business associates.
- 109.2 “Eastman Kodak New York World’s Fair exhibit, publicity,” 1962, 1964
- 109.3 “*Visual Aspects of Science*, mailing lists,” 1963; includes correspondence.

Subseries J. Research material, c.1950-1972, n.d.

Scope and content: Mainly consists of literature, journals, and promotional materials. Some used for research by Will Burtin; others were most likely part of Burtin’s personal library, or used as general reading material. The “Notes” file contains notes and manuscripts of others, and not those of Will Burtin. Quoted folder headings were taken directly from Burtin’s descriptions of the material.

****See Series III, Subseries B for Burtin’s writings.**

Arrangement: Alphabetical by subject.

- 109.4-109.5 Annual reports, 1961-1966; includes Eastman Kodak, Mead Corporation, Papert Koenig Lois Inc., Radio Corporation of America [RCA].
- 109.6 Clippings, c.1965-1970
- 109.7-109.8 Departments of Visual Communication, 1967, n.d.; includes Herron School of Art; Art Institute of Chicago; *Connection: Visual Arts at Harvard* booklet.
- 109.9-110.4 Design journals, c.1955-1972; includes reprint articles "Projecting a Corporate Image" from *Penrose Annual* (vol. 56, 1962) inscribed by Dr. Robert L. Leslie and "A Little Scandal in the Street" from *Penrose Annual* (vol. 63, 1970); *Design*; *Art in Advertising*; *Art Direction*; Pushpin Studios' *Monthly Graphic* (no. 32, 1961). [5 folders]
- Dr.55.8 Dutch exhibition posters, n.d.; c.64 x 38 cm.: includes exhibitions: "Architectuur: L. Mies van der Rohe," "Sinaasappelpapiertjes: Uit de verzameling Tom de Heus," "Ijzerplastiek, Dekeningen en Grafiek van Carel Visser," "Grafische Vormgeving: Columbia Broadcasting System, Hessischer Rundfunk," "Shinkichi Tajiri," "Fotografie Carel Blazer." [6 posters]
- 113.2 *Functioning Brain of Man*, n.d.; includes approx. 5 x 3.5 inch plastic model showing cross-section of brain, made by Pfizer.
- Roll 1.23 "Indicolor plakate," n.d.; 127.5 x 90 cm.: poster with caption "75 Jahre, Jacques Bollmann, AG, Zurich" [by Donald Brun]
- 110.5-111.2 Medical literature, c.1953-1970, n.d. [3 folders]
- 111.3 Museums, c.1963-1968, n.d.; includes 1965 Walter Dexel exhibit brochure, newsletters: Art Institute of Chicago, Museen in Köln, Museum of Science and Industry, Museum of Modern Art.
- 111.4 Notes, c.1960-1969, n.d.
- 111.5-111.6 Pharmaceutical companies, c.1960-1966, n.d.; includes Pfizer, Ortho, Merck, Lederle, White Laboratories.
- 111.7 Population, 1966-1967; includes notes, pencil sketches.
- 111.8 Poster: "Mit Catlin Bei Den Indianen," 1953; c.24" W x 34" L poster with caption "Eine Ausstellung seiner Bilder aus den Jahren 1832-1836 im Amerika-Haus Essen," "Pratt" handwritten on verso. [folded]

- 111.9-112.2 Promotional material: design, c.1953-1970, n.d.; includes Eastman Kodak Commercial Camera (no. 16/17), Cyanamid, Gerstner, Gredinger + Kutter AG 1965, Pushpin Studios "Fifteen Years of Heartache and Aggravation," Viessmann-Visuell, Corchia de Harak Inc., Strathmore Paper "If all the World Were Paper," Franklin Typographers, Gugelot Design, Interdesign [poster and invitation], Jerzy Panek booklet, Helvetica booklet. [3 folders]
- 112.3 "Related to TV and movies for pharmaceutical publicity," 1950-1953, n.d.; includes brochures, pamphlets, catalogs.
- 112.4-112.5 Scientific literature, c.1955-1970, n.d.
- 112.6-112.7 *Time Inc.*, 1968; includes book: *Time Inc.: The Intimate History of a Publishing Enterprise*, documenting the beginnings of *Time*, *Life*, and *Fortune*; letter from Time Inc. editor-in-chief to Burtin. [2 folders]
- 113.1 "World Design Science Decade: 1965-1975," c.1960-1965; includes reports: "phase 1, document 1: 'Inventory of World Resources, Human Trends, and Needs,'" and "phase 2, document 2: 'The Design Initiative.'"
- 193.10-.11+ Other research material, c.1960-1970, n.d.; includes Caswell Massey catalog, Saturday Review, 1965 Instruction by Design conference report, "Press Comment on the Ford Foundation Proposal to the Federal Communications Commission for a Broadcasters' Nonprofit Domestic Satellite Service," Vietnam War protest flier.

Series IV. Business Records, c.1950-1971, n.d.

Scope and content: Business records of Will Burtin Inc. with emphasis on accounts payable and receivable. Quoted folder headings were taken directly from Burtin's descriptions of the material.

Arrangement: Alphabetical by subject.

Subseries A. General business records, c.1950-1971, n.d.

Scope and content: Includes records for "designs in progress" which describe time, payroll, and staff for projects. Also, correspondence regarding business and personal matters with attorney Shad Polier. Quoted folder headings were taken from Burtin's descriptions of the material.

- 113.3-114.1 Appointment book pages, c.1965-1970 [2 folders]

- 114.2 "Cipe Pineles Burtin," 1970-1971; includes billing statements for work completed as staff member of Will Burtin Inc., notes written by Cipe regarding creation of "Will Burtin Associates."
***See also Cipe Pineles collection*
- 114.3 "Martha Chabot," c.1963-1971, n.d. [secretary]
- 114.4-114.8 "Designs in progress," c.1965-1967; includes Lincoln Center, Pantheon Books, Upjohn, University Circle, Vision '67.
- 114.9-114.12 "Designs in progress," c.1968; includes Upjohn, University Circle, IBM, McGraw-Hill, Business Image, ESTO.
- 115.1-115.5 "Designs in progress," c.1969-1971; includes Upjohn, Lincoln Center, Kosmedix, Communications Audit, McGraw-Hill, United Fund, IBM, Welfare Island: *Octagon Park*, Black Grove Inc. [5 folders]
- 115.6-115.7 Financial reports, 1961, 1963-1968
- 115.8 "Robert Goldberg," 1971; includes dissolution of Will Burtin Inc.
- 115.9-115.10 "Polier, Midonick, & Zinsser," c.1960-1968; includes Hilde Burtin's estate, business and personal investments.
***See also "Hilde Burtin estate" in Series V, Subseries E. Financial records and "Staff," this subseries.*
- 142.1 Rolodex, n.d.; includes 21H x 16W x 17.5 L cm. rolodex.
- 115.11 Staff, c.1950-1971; includes description of Hilde Burtin's work completed as staff member of Will Burtin Inc., staff project reports, letters of recommendation, resumes.
***See also "Hilde Burtin estate" in Series V, Subseries E. Financial records and "Polier, Midonick, & Zinsser," this subseries.*
- 115.12 Other business records, c.1959, 1967-1970, n.d.; includes memos, business cards, Will Burtin Inc. letterhead.

Subseries B. Accounts, c.1956-1971

Scope and content: Files consist mainly of invoices and receipts for client projects. "Other expenditures" includes general and travel expenses. "Payable" files include bills owed by Will Burtin Inc., while "receivable" records pertain to payment due to the company from client work. The original order of receipts was retained. Quoted folder headings were taken from Burtin's descriptions of the material.

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| 116.1-116.7 | Adams Photoprint Studio, 1967-1971; includes receipts for University Circle signage project, <i>Inflammation: Defense of Life</i> film, Lincoln Center, etc. [7 folders] |
| 116.8 | "Bills forwarded," 1967-1970 |
| 116.9-117.2 | Check stubs [bound], 1967-1971 [3 folders] |
| 117.3-117.6 | Payable, A-D, 1968-1971 |
| 118.1 | Payable, E-J, 1968-1971 |
| 118.2-118.3 | Payable, K-N, 1968-1971 |
| 118.4-118.6 | Payable, O-R, 1968-1971 |
| 118.7-118.9 | Payable, S-Z, 1968-1971 |
| 118.10-119.4 | Receivable, 1951-1955 [5 folders] |
| 119.5-119.9 | Receivable, 1956-1959 |
| 120.1-120.5 | Receivable, 1963-1967 |
| 120.6-120.9 | Receivable, 1968-1971 |
| 120.10 | Ezra Stoller Associates, Inc., 1964-1971 |
| 120.11 | Other expenditures, c.1968-1971 |

Series V. Biographic Records, c.1857-1972

Scope and content: Includes records pertaining to Burtin's emigration from Germany, personal photographs mainly documenting his travels [many during business trips], personal correspondence with family and friends, personal financial records, and eulogies and tributes after his death. Quoted folder headings were taken from Burtin's descriptions of the material.

Subseries A. Immigration and travel, c.1857-1968

Scope and content: Contains German records, consisting of apprenticeship papers, report cards, and family birth and marriage certificates. Mementos important to Burtin and brought from Germany include a 1928 edition of Jan Tschichold's *Die Neue Typographie* and 1930 edition of *Eine Stunde Druckgestaltung*. Also includes German and American passports, and a small amount of records pertaining to Will and Hilde Burtin's immigration into the United States in 1938. Quoted folder headings were taken from Burtin's descriptions of the material.

Arrangement: Chronological.

- 120.12 Family genealogical records, 1857, 1907, 1936-1938; includes Burtin and Monk family birth, baptismal, and marriage certificates. [in German]
- 120.13 Will and Hilde Burtin: biographic records, 1910, 1936, 1938; includes baptismal, birth, and marriage records. [in German]
- 120.14 Schooling, c.1914, 1922-1930; includes report cards from Kölner Werkschulen and other schools, Hilde Burtin's 1928 report card. [in German]
- 120.15 Apprenticeship records, 1926-1927, 1930 [in German]
- 120.16 *Die Neue Typographie*, 1928; includes 1928 edition of Jan Tschichold book, signed by Burtin on front cover, handwritten note by Robert Fripp [Burtin's son-in-law] stating the Tschichold book was brought "...to the States when Will and Hilde Munk Burtin fled Hitler in '38."
[**Fragile**, see archivist for handling]
- 120.17 *Eine Stunde Druckgestaltung*, 1930; includes 1930 edition of Jan Tschichold book.
[**Fragile**, see archivist for handling]
- 120.18 Deutsches Reich Reise-pass, 1933; includes German passport of Will and Hilde Burtin.
[**Fragile**, see archivist for handling]
- 121.1 Souvenirs, c.1934-1968, n.d.; includes 1934 menu from Dom-Hotel in Köln Germany [for "Vereins Deutscher Spiegelglasfabriken" dinner]; brochure: "Zwölf Meisterwerke im Wallraf-Richartz Museum;" brochure: "Fiera di Milano" [Milan Trade Fair]; postcard with image of St. Augustine Chapter Hall in Quito, Ecuador; sign: "Will Burtin Party."
- 121.2 Immigration, 1937-1938, 1945; includes Burtin's U.S. immigration identification card, affidavit by Max Munk [Hilde's cousin] regarding Will and Hilde Burtin's admittance into U.S., Burtin's certification of literacy.
- 121.3 Passports, c.1951-1968; includes 5 passports, copies of passport photos.
- 121.4 Other German records, c.1930-1938; includes correspondence.

Subseries B. Correspondence, c.1950-1972, n.d.

Scope and content: Contains personal correspondence with family, friends, and acquaintances. Much of the correspondence consists of “get well” wishes during Burtin’s illness in 1971, and includes letters from Alger Hiss, Willem Sandburg, and Edward Gottschall. “Letters to Will” contains correspondence of personal and professional nature presumably handled by Cipe Pineles Burtin during Burtin’s illness. A 1974 letter sent to Cipe Pineles Burtin with enclosed photographs of Will Burtin is located in “Other correspondence.” Quoted folder headings were taken from Burtin’s descriptions of the material.

Arrangement: Alphabetical by subject.

- 121.5 Family, c.1958, 1963-1971, n.d.; includes letters from Cipe Pineles Burtin, Carol Burtin Fripp, Tom Golden, Rosa Lansbeck, Max Munk; letters to Cipe Pineles Burtin, Tom Golden, 1958 paper by Max Munk: “Elementary Theory of Turbulent Fluid Motion” inscribed to Will Burtin. [some letters in German].

- 121.6-121.7 Friends and acquaintances, c.1950, 1960-1971, n.d.; includes letters from Robert Osborn, Alger Hiss, Edward Gottschall, Willem Sandberg, Jerry Cooke [regarding Moscow trip], other “get well” letters.

- 121.8 German correspondence, c.1956-1968, n.d.; includes letters from sister Leni, Hanna Plesingerová.

- 121.9 Dr. Philip Knöll, c.1955-1966

- 121.10 “Letters to Will,” 1971; includes correspondence from friends and colleagues [both personal and business related], handwritten letter from Cipe regarding presentation for Société Générale du Banque , handwritten and typewritten letters from Carol Burtin Fripp, notes by Burtin written during his illness.

- 121.11 Other correspondence, c.1961-1965, 1974, n.d.; includes Horticultural Society of New York, Children’s Aid Society, protest letters regarding demolition of Huntington estate [on South Mountain Road], 1974 letter from Daniel Pezza to Cipe Pineles Burtin with enclosed contact sheet images of Will Burtin.

Subseries C. Photographs and negatives, c.1954-1958, n.d.

Scope and content: Contains personal photos of Will Burtin and family, family home in New City, New York, and travel images. Also includes a small amount of negatives and are noted as such. All photos are black and white.

Arrangement: Alphabetical by subject.

- 121.12 Will Burtin: candid images, n.d.
- 121.13 Will Burtin: family, n.d.; includes images of Burtin, wives Hilde and Cipe, daughter Carol.
- 121.14 Will Burtin with unknown persons, 1954, 1958, n.d.
- 121.15 Home: New City, New York, March, 1956; includes exterior views of South Mountain Road house and surrounding landscape.
- 121.16 Negatives, n.d.; includes images of Burtin in army uniform with daughter Carol, Burtin with unknown persons, Burtin with wife Hilde, candid shots of Burtin.
- 121.17 Travel: Grand Canyon and San Francisco, n.d.; includes images of landscapes, Native Americans, Burtin and daughter Carol, Golden Gate bridge, San Francisco Chinatown, cityscapes, and waterfront.
- 121.18 Other photos, n.d.; includes images of port of Marseilles, architecture, unknown persons [friends/relatives of Will and/or Hilde Burtin?]

Subseries D. Slides and transparencies, c.1945-1969, n.d.

Scope and content: Contains slide images of Burtin, his home and family, and various travel destinations. Also includes a small amount of transparencies with images of Burtin's home in New City, New York.

Arrangement: Alphabetical by subject. Slides locations are given as slide binder and page number.

- 140.1 Will Burtin: candid images, n.d.
- 140.1-140.2 Will Burtin: family, March, 1945, August, 1964, August 1967, n.d.; includes images of Burtin, wives Hilde and Cipe, daughter Carol, stepson Tom.
- 140.2-140.4 Home: New City, New York, June 1959, n.d.; includes exterior views of South Mountain Road house, images of Will Burtin, daughter Carol, unknown person.
- 121.19 Home: New City, New York [transparencies], n.d.; includes exterior and interior views of South Mountain Road house.
- 140.5-140.6 Travel: Amsterdam, 1969; includes images of museum, meeting, "string" exhibit.

- 140.6-140.8 Travel: Colorado, July 15, 1954; includes images of Aspen International Design conference [4th?], architecture, landscapes.
- 140.8-140.10 Travel: Czechoslovakia, 1968; includes images of architecture, landscapes, Cipe Pineles. [taken during Biennale of Graphic Design Conference at Brno?]
- 140.32-140.34 Travel: Dada exhibit, n.d.; includes images of museum exterior, Burtin at exhibit.
- 140.10-140.11 Travel: Grand Canyon, n.d.; includes images of landscapes, Native Americans, Hoover Dam.
- 140.11-140.13 Travel: Los Angeles, July 1961; includes images of Will Burtin and Cipe Pineles at Watts Towers.
- 140.13-140.15 Travel: Moscow, n.d.; includes images of Stone Flower fountain, St. Basil's Cathedral, architecture.
- 140.16-140.24 Travel: Peru, n.d.; includes architecture, landscapes, indigenous Peruvians, unknown persons [relatives?].
- 140.24-140.25 Unknown travel #1, June 1962; includes images of unknown exhibit, Cipe Pineles standing beneath "Cipe" sign, seascapes, architecture.
- 140.25-140.28 Unknown #2, July 1964, n.d.; includes images of architecture, Cipe Pineles and Tom Golden, unknown persons. [Germany, Switzerland, and Poland?]
- 140.28-140.31 Unknown #3, July 1964; includes images of unknown exhibit with sculpture and world flag displays.
- 140.31-140.32 Unknown #4, May 1967, n.d.; includes images of architecture, unknown museum interior, cityscapes, Niagara Falls.

Subseries E. Financial records, c.1951-1970, n.d.

Scope and content: Consists of Burtin's personal financial records, including bound check registers, records regarding his home in New City, New York, taxes, investments, and Hilde Burtin's estate.

Arrangement: Alphabetical by subject.

- 122.1 Hilde Burtin estate, c.1960-1967; includes German letter from Else Munk, notes [written by Cipe] regarding Hilde's salary and household expenses from check registers.

***See also "Polier, Midonick, & Zinsser" and "Staff" in Series IV, Subseries A. General Business records.*

- 122.2-122.6 Expenses, c.1961-1970; includes "statement of accounting for funds" from accountant, 4 bound check registers regarding household expenses [maintained by Cipe], Museum of Modern Art card, letters regarding automobile.
- 122.7-122.8 Home: New City, New York, 1951, 1961, 1963, 1969; includes photostat copy of deed, homeowners insurance, lease of home to Everett E. Hinman in September 1961.
- 122.9 Investments, c.1962-1968; includes correspondence, annual reports.
- 122.10 Taxes, 1959-1960; includes correspondence with attorney.

Subseries F. Memorial service, 1972

Scope and content: Includes eulogies and tributes by Saul Bass, F.H.K. Henrion, and David C. Levy. Also contains obituaries and press releases announcing Burtin's death. The memorial service guestbook includes the signatures of many of Burtin's personal and professional friends, including Dr. Robert L. Leslie, Saul Bass, Ezra Stoller, Alger Hiss, and Lou Dorfsman.

Arrangement: Alphabetical by subject.

- 122.11 "Will Burtin: a tribute by Saul Bass," 1972; in *Journal of the American Institute of Graphic Arts*, no. 21, pp. 7-8 [print of Bass' eulogy at memorial service].
- 122.12 "Will Burtin": AGI pamphlet, c.1972; includes F.H.K. Henrion tribute to Will Burtin. [7 copies]
- 123.1 "Will Burtin" and "Will Burtin Memorial Exhibition," 1972; in *Typographic*, no. 1, pp. 2-4, includes tribute by F.H.K. Henrion and article regarding American Embassy in London memorial exhibition. [4 copies]
- 123.2 Memorial service, 1972; includes tribute by Parsons School of Design dean David C. Levy, letter to Cipe Pineles Burtin from Saul Bass, typewritten copy of Bass' eulogy, pamphlet for Church Center for the United Nations [service held January 22, 1972].
- 123.3-123.4 Memorial service: guestbook, 1972; includes guestbook signed by Lou Dorfsman, Ezra Stoller, Dr. Robert L. Leslie, Edward Gottschall, Saul Bass, Max Gschwind, Alger Hiss; typewritten prayers; pressed leaf [prayers and leaf removed from front cover of guestbook].

- 123.5 Obituaries, 1972; includes clippings.
- 123.6 Press releases, 1972; includes announcements of Burtin's death. [10
copies]
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Search Terms

Authors

600 Stoller, Ezra
610 Alliance graphique internationale
610 American Institute of Graphic Arts
610 Brunswick Corporation
610 Eastman Kodak Company
610 International Business Machines Corporation
610 International Center for the Communication Arts and Sciences
610 International Center for the Typographic Arts
610 International Council of Graphic Design Associations
610 McGraw-Hill Book Company
610 Pratt Institute-- Dept. of Graphic Arts
610 Union Carbide Corporation
610 University Circle Development Foundation (Cleveland, Ohio)
610 Upjohn Company
611 International Design Conference in Aspen
611 Vision 65 conference
611 Vision 67 conference

Subject terms

611 New York World's Fair (1964-1965) Exhibitions & displays.
630 *Scope* publication (Kalamazoo, Mich.)
650 Advertising--Drugs
650 Commercial art
650 Commercial artists—United States—History—20th century
650 Corporation reports
650 Design—History—Congresses
650 Designers—United States—History—20th century
650 Drugs—Packaging
650 Graphic arts—History—Congresses
650 Graphic arts —United States—History—20th century
650 Graphic artists —United States—History—20th century
650 Typographers

Genre terms

655 architectural drawings
655 audiotapes
655 color transparencies
655 correspondence

655 diazotypes
655 drawings
655 dummies (printed matter)
655 mock-ups
655 models (representations)
655 motion pictures (visual works)
655 negatives (photographic)
655 pamphlets
655 photographs
655 plans (drawings)
655 posters
655 sketches
655 slides (photographs)
655 stats (copies)
655 tear sheets

Separated Materials

Three copies of the journal *Printers' Ink* (March 23, 1962) containing the article "The Visual Craft of William Golden" were removed and added to the William Golden collection.

Related Materials

Selections from Will Burtin's personal library can also be found in the Burtin-Pineles-Golden Library collection, which includes publications from the home library of Will Burtin and Cipe Pineles Burtin. Publications designed by Burtin, or that contained articles by or about Will Burtin were removed from the Burtin-Pineles-Golden library collection and added to Series III, *Bibliographic records*.

See also the Cipe Pineles Papers.

Other artist papers contained in the Design Archives include:

Walter Allner
Hans J. Barschel
Saul Bass
Lester Beall
Alexey Brodovitch
Tom Carnese
Chermayeff and Geismar
Louis Danziger
Estelle Ellis
Mary Faulconer
George Giusti
William Golden
Rob Roy Kelly
Leo Lionni
Alvin Lustig
Joyce Morrow
Paul Rand
Alex Steinweiss
Ladislav Sutnar
Ceil Smith Thayer
Bradbury Thompson
Fred Troller
Massimo and Lella Vignelli

Appendix A: Chronology of exhibits

- 1927-1938 Early German work: *Einst Jetzt, Glas im Bau, Sie Wollen Bauen!*,
Kristallspiegelglas
- 1939 *Federal Works Exhibition*, US Pavilion, New York World's Fair
- 1948 *Integration: The New Discipline in Design*, the Composing Room, New York City
- 1956 *Plastics in America*, US Information Agency
- 1958 *Cell* exhibit at American Medical Association, Upjohn
Kalamazoo...and how it grew!, US Information Agency, London
Kalamazoo...Eine Mittelstadt im Mittelwesten, US Information Agency, Berlin
- 1960 *Brain*, Upjohn
- 1961 *Brain II*, Italia 61: Turin, Italy
The Atom in Action, Union Carbide Corporation, New York City
- 1962 *Visual Aspects of Science*, Upjohn
- 1963 *Metabolism: the Cycle of Life*, Upjohn
- 1964 *Eastman Kodak Pavilion*, World's Fair, New York City
Illinois state pavilion, World's Fair, New York City
Hall of Science and Health, Upjohn, World's Fair, New York City
- 1965 *The World of Brunswick*, Chicago
- 1966 *Chromosome: Genes in Action*, Upjohn, New York City
Heredity and You, Upjohn, Time-Life headquarters, New York City
- 1968 McGraw-Hill: Communications Center, New York City
University Circle Development Foundation signage project, Cleveland
- 1969 *Inflammation: Defense of Life*, Upjohn
Muscle, Upjohn
- 1970 *New World*, IBM
- 1971 *Communication of Knowledge*, American Institute of Graphic Arts, New York City
United Nations Conference on the Human Environment, Stockholm
- 1972 Posthumous:
Memorial exhibition, US London Embassy

Appendix B: Abbreviations

A·TYP·I = Association Typographique Internationale

ACRI=Advanced Communications Research Institute

AGI= Alliance Graphique Internationale

AIA=American Institute of Architects

AIGA= American Institute of Graphic Arts

AMA= American Medical Association

ANA= Association of National Advertisers

ASID= American Society of Industrial Designers

ICCAS=International Center for the Communication Arts and Sciences

ICOGRADA= International Council of Graphic Design Associations

ICTA=International Center for the Typographic Arts

IDEA= Institute for Executive Development in Argentina

IDC(A)=International Design Conference at Aspen

IDSA=Industrial Designers Society of America

IEEE= Institute of Electrical and Electronics Engineers

PDC= Package Designers Council

SIA=Society of Industrial Artists

SIU= Southern Illinois University

STA= Society of Typographic Arts

TDC= Type Directors Club

UCC=Union Carbide Corporation

USIA= United States Information Agency