

CEIL SMITH THAYER  
1900-1988

1920's-1980's

5 Document Boxes  
1 Oversize Box

Bob Fleck, owner of Oak Knoll Books, donated the Ceil Thayer collection to  
Rochester Institute of Technology in 1994-95.

Processed by Nykia M. Perez  
Project Archivist 1999-2000

Wallace Library  
Archives and Special Collections  
Rochester Institute of Technology  
Rochester, NY 14623-0887

## About Ceil Smith Thayer

Ceil Thayer was born in New York state on September 14, 1900 as indicated by the Social Security Death Index (SSDI). The SSDI's date of birth for Ceil Thayer is in tandem with the, Who was Who in American Art, entry for Cecelia (Frederick) Smith. Who was Who in American Art, indicates that she married, Frederick Smith whereupon she changed her name to include the surname Smith.

Her name appears in a variety of ways as found on several pieces of mail and on letters addressed to her as Ceil Thayer, Ceil Smith, Ceil S. Thayer, Cecelia Smith and Ceil Smith Thayer. Many of her personal documents show that she made a living in the Newark and New York City area as a graphic artist. She had the opportunity to work for a number of Advertising agencies in and around New York City and Newark, New Jersey. In addition to being a graphic artist, it appears that her interests included hand papermaking, printing and typography. Her correspondence shows that she was involved with a number of professional organizations. She was also active in her community donating to local charities.

The Ceil Smith Thayer collection consists of drawings, sketches, notes, both finished and unfinished products spanning from the 1920's to the 1980's. The bulk of her work was done in the 1920's through 1940's. The majority of her graphic design work from the 1920's and 1930's consists of women's fashion advertisements.

The Social Security Death Index lists that Ceil Thayer died on July 13, 1988 and her last known residence indicates that she lived in Fairfield in Essex county New Jersey (zip code 07006).

## **I. CLIENTS**

Client Folders	Box 1	Folders 2 -14
Client Folders	Box 2	Folders 1 -11
Client Folders	Box 3	Folders 1 -16
Letterhead	Box 1	Folders 1 - 2

## **II. CLIENT FILES**

Bookplates	Box 4	Folder 1
Cards and Mailers - Mockups	Box 4	Folder 2
Drawings - Women's Fashions	Box 4	Folder 3
Drawings - Women's Fashions - Foundation	Box 4	Folder 4
Garments	Box 4	Folder 5
Government Bulletins	Box 4	Folder 6
July Bulletin Carbons	Box 4	Folder 7
Pamphlets, Mailers and Flyers	Box 4	Folder 8
Paper Companies	Box 4	Folder 9
Programs	Box 4	Folder 10
Proofs and Layouts	Box 5	Folder 1
Re-orders by Designs	Box 5	Folder 2
Sketches - Home Interiors	Box 5	Folder 3
Sketches - Interior Design	Box 5	Folder 4
Sketches - Misc.		

## **III. BIOGRAPHIC FILES**

Newspaper Clippings	Box 5	Folder 5
Notes - Misc.	Box 5	Folder 6
Personal Documents	Box 5	Folder 7
Scrapbook	Box 5	Folder 8
Scrapbook Pages	Box 5	Folder 9
Scrapbook Pages- Misc.	Box 5	Folder 10

## **IV. BIBLIOGRAPHIC FILES**

Writing on Ceil Thayer Smith	Box 5	Folder 11
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### **KEY**

\* Already arranged in a folder

\*\* Oversize (number of oversize items)

\*\*\* Already arranged in a folder & Oversize items

**Box 1**

<b>Box</b>	<b>Folder</b>	<b>Description</b>	<b>Items</b>	<b>Date</b>
Box 1	1	Advent Press Incorporated	2	1950
Box 1	1	AI Norman	1	N.D.
Box 1	1	Alex Abramson and Sons, Inc.	1	N.D.
Box 1	1	Alva Deane Kincaid	1	N.D.
Box 1	1	America Book-Knickerbocker Press, Inc.	1	1951
Box 1	1	American Airlines	1	N.D.
Box 1	1	Art Novelty Company	1	N.D.
Box 1	1	Art Thaler	1	N.D.
Box 1	1	Beatrice West	1	1951
Box 1	1	Betty Falkner Schmehl Interiors	1	1944
Box 1	1	Bristol Laboratories Inc.	1	1951
Box 1	1	Broad Moor Hotel	2	N.D.
Box 1	1	Butler Inc., Manufacturers	1	N.D.
Box 1	1	California Bank	1	1945
Box 1	1	Charles Bruning and Company Inc.	1	1951
Box 1	1	Composing Room, The	2	1948
Box 1	1	Consolidated Water Power and Paper Company	1	1952
Box 1	1	Craft Horizons	1	N.D.
Box 1	1	Cuneo Press Inc., The	2	1952
Box 1	1	Dun V. Bradstreet, Inc.	1	N.D.
Box 1	1	Eclipse Air Brush Co., Inc.	1	N.D.
Box 1	1	ETCETERA	1	N.D.
Box 1	1	FACIT Inc.	1	1951
Box 1	1	Florence B. Terhune Associates	7	N.D.
Box 1	1	Franklin Stores Co. Fine Wines and Liquors	1	N.D.
Box 1	1	Friend Sloan Advertising	1	1945
Box 1	1	Gaylord Products Incorporated	1	1950
Box 1	1	George C. Walz Typographers	1	N.D.
Box 1	1	Graphic Arts Production Yearbook	2	N.D.
Box 1	1	Haloid Company	1	1951
Box 1	1	Hampton Studios, Inc.	1	1953
Box 1	1	Handcraft Press	7	N.D.
Box 1	1	Hotel Douglas	1	N.D.
Box 1	1	Hotel Pierre	1	N.D.
Box 1	2	International Resistance Company	1	1949
Box 1	2	Lake Smith Gift Shop	2	N.D.
Box 1	2	Leo L. Fischer Architect	4	N.D.
Box 1	2	Look	1	N.D.

**Box 1**

<b>Box</b>	<b>Folder</b>	<b>Description</b>	<b>Items</b>	<b>Date</b>
Box 1	2	Mary Hartline Enterprises	1	N.D.
Box 1	2	Max Philippson	1	N.D.
Box 1	2	Molson's Brewery Limited	1	1952
Box 1	2	Morton Services	3	N.D.
Box 1	2	Newark Spectrum	1	1949
Box 1	2	Office Management Controls Company	8	N.D.
Box 1	2	Pacific Mills	1	1952
Box 1	2	Philip I. Ross Company Advertising	1	1948
Box 1	2	Planned Production Inc.	1	N.D.
Box 1	2	Portfolio	4	1949
Box 1	2	Pringle Johnston	1	N.D.
Box 1	2	PRINT: A Quarterly Journal of the Graphic Arts	1	1950
Box 1	2	Printing Magazine	1	1953
Box 1	2	R.R.BowkerCompany	1	1953
Box 1	2	Ralph J. Edwards Hosiery and Associates	15	N.D.
Box 1	2	Rayna W. Crane: Programmes of Distinction	8	N.D.
Box 1	2	Renee French Ice Cream Company, Inc.	12	N.D.
Box 1	2	Sam White Printing	1	N.D.
Box 1	2	Sid's Blue Room	1	N.D.
Box 1	2	Surgical Business	1	N.D.
Box 1	2	Sweeco Manufacturing Co.	2	N.D.
Box 1	2	Underhill, Paul and Jerome Jewelers	2	N.D.
Box 1	2	University of Denver Press	1	N.D.
Box 1	2	Victory Printers	1	N.D.
Box 1	2	Whiting-Plover Paper Company	1	N.D.
Box 1	3	A and B Butter	22	1938-1939
Box 1	4	Advertising Club of Newark	6	1939
Box 1	5	American Aluminum Ware Company	4	N.D.
Box 1	6	American Beauty Cover Company	5	N.D.
Box 1	7	American Oil Company, The	2	1936
Box 1	8	Catholic Folders*	58	1952-1981
Box 1	9	Century Glove Co.	5	N.D.
Box 1	10	Courier Express, Buffalo NY*** (3)	33	1929
Box 1	11	CST Drawings	15	1944-1968
Box 1	12	Daisy Bacon	3	1954

<b>Box 1</b>				
<b>Box</b>	<b>Folder</b>	<b>Description</b>	<b>Items</b>	<b>Date</b>
Box 1	13	Dunlop	58	1938
Box 1	14	Fruit of the Loom	5	N.D.
 <b>Box 2</b>				
Box 2	1	Golden Spoon Books (Cato's Statue)	101	1950-1952
Box 2	2	Griffith Music Foundation	67	1938-1943
Box 2	3	Hahne & Co.	2	N.D.
Box 2	4	Imperial Laundry Company	6	N.D.
Box 2	5	J and M Heller Company Inc. ** (5)	13	1935-1947
Box 2	6	Jabel Ring Manufacturing Company	17	1939-1940
Box 2	7	Jas B. Williams, Inc.	5	1942
Box 2	8	Joseph J. Gibraldi Organization	7	N.D.
Box 2	9	Kent Association*	81	1948?
Box 2	10	Kresge Department Stores** (1)	4	1938
Box 2	11	La Rose*	44	1938-1977
 <b>Box 3</b>				
Box 3	1	Lasky	66	1938-1940
Box 3	2	Library of Congress	23	1953-1957
Box 3	3	Mary Sachs Furs	8	?1940's
Box 3	4	Mary Zales Personnel Placement	14	1948
Box 3	5	New Jersey Realty Group	6	N.D.
Box 3	6	New York Savings and Loans	5	1940
Box 3	7	Parent's institute	11	1944-1946
Box 3	8	Princeton University	4	1939-1940
Box 3	9	Public Service Power	6	1940
Box 3	10	Sherwin-Williams Co.	3	1940
Box 3	11	Signal Service Corporation	2	1940
Box 3	12	St. Martha and the Dragon*	47	195?
Box 3	13	Surgical Business	2	1940
Box 3	14	United Advertising Corporation	3	N.D.
Box 3	15	W. M. Hengerer Company** (2)	6	N.D.
Box 3	16	Wright Arch Preservers Shoes	14	1959-1960

**Box 4**

<b>Box</b>	<b>Folder</b>	<b>Description</b>	<b>Items</b>	<b>Date</b>
Box 4	1	Bookplates*	37	1920's-1930's
Box 4	2	Cards and Mailers - Mockups	30	1920's-1930's
Box 4	3	Drawings - Women's Fashions** (5)	68	1930's
Box 4	4	Drawings - Women's Fashions - Foundation Garments** (1)	22	1930's
Box 4	5	Government Bulletins*	18	1939-1963
Box 4	6	July Bulletin Carbons*	49	1920's-1930's
Box 4	7	Pamphlets, Mailers and Flyers	42	1930's-1950's, 1984
Box 4	8	Paper Companies	21	N.D.
Box 4	9	Programs	6	1939-1940
Box 4	10	Proofs and Layouts** (1)	18	1920's-1940's

**Box 5**

Box 5	1	Re-orders by Designs*	1	1930's
Box 5	2	Sketches - Home Interiors** (2)	43	N.D.
Box 5	3	Sketches - Interior Design	30	1940's?
Box 5	4	Sketches - Misc.** (8)	91	1940's?
Box 5	5	Newspaper Clippings	5	1920's-1940's
Box 5	6	Notes - Misc.	51	1930's-1970's
Box 5	7	Personal Documents	22	1920's-1970's
Box 5	8	Scrapbook	1	1920's
Box 5	9	Scrapbook Pages	15	1920's?
Box 5	10	Scrapbook Pages - Misc.	9	N.D.
Box 5	11	Bibliographic information	2	1985, 1988

**Box 6**

Box 6	N/A	Posters** (6)		N.D.
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