ALVIN LUSTIG
1915 - 1955

Papers, ca. 1925-1984

7 Document Boxes
1 Oversize Box

The Alvin Lustig Collection was given to Rochester Institute of Technology in 1986 by Elaine Lustig Cohen

Processed by Sandra Markham
Project Archivist 1989
[Updated March, 2007]

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

Graphic and industrial designer, artist, architect and educator, Alvin Lustig was born in Denver, Colorado and raised from age five in Los Angeles. His hybrid education included one year at Los Angeles Community College and one at the city's Art Center School, followed by independent study with both architect Frank Lloyd Wright and artist Jean Charlot.

By 1937 Lustig opened in Los Angeles the first of a series of design offices that he would occupy during his brief career. He began his professional work with innovative graphic and typographic design for book publisher Ward Ritchie, and for several local clients for whom he created stationery, programs and other printed pieces.

In 1944 Lustig relocated to New York and became the Director of Visual Research at Look Magazine, an affiliation which lasted for two years before he returned to California and opened a design office in Beverly Hills. The late 1940s saw the development of Lustig's architectural and interior design practice, and a number of industrial design commissions for lighting fixtures, fabrics and furniture. Lustig kept his hand in graphic design, continuing to produce quantities of book jackets for the New Directions, Knopf and Noonday presses during the 1940s and 50s, and covers for several periodicals including Fortune magazine.

A move back to New York in 1950 brought a return to a concentration on graphic design with projects for the Girl Scouts of America, American Crayon Company, Whitney Publications and Intercultural Publications, in addition to several museums and art galleries.

Lustig's career as educator began with a teaching assignment at North Carolina's Black Mountain College in the summer of 1945, and led to further contracts with the Art Center School at Los Angeles and Yale University.

A one-man exhibition of Lustig's work was mounted by New York's A-D Gallery in 1949 and traveled to Walker Art Center in Minneapolis; five years later he had completely lost his sight, a complication of diabetes. Alvin Lustig died in New York on December 5, 1955, survived by his widow Elaine Firstenberg Lustig, whom he had married in 1948.
I. PHOTOGRAPHIC PORTRAITS

Portraits of Lustig, ca. 1925-54

Box 1

Page 4

II. BIBLIOGRAPHIC FILES

Writings by and about Lustig, 1943-84

Box 1

Pages 5-6

III. CLIENT PROJECT FILES

Samples and documentation, 1938-55

Boxes 2-8

Pages 7-27
I. PHOTOGRAPHIC PORTRAITS - Box 1
Scope and content: All photographs are black and white.

1.1 Photographic portraits, ca. 1925-1954

<table>
<thead>
<tr>
<th>Location</th>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>In New York Office</td>
<td>1954</td>
<td>seated at desk [1 photo, Lustig signature on verso]</td>
</tr>
<tr>
<td>In Los Angeles Office [9126 Sunset Blvd.]</td>
<td>1949</td>
<td>seated at desk [1 photo, photographer: Jeff Moses]</td>
</tr>
<tr>
<td>In Beverly Hills Office</td>
<td>1946</td>
<td>standing, with office décor visible [2 copies, photographer: Julius Shulman]</td>
</tr>
<tr>
<td>In Look Office, New York</td>
<td>1944</td>
<td>posed beside panel with &quot;hand and eye&quot; design [1 photo, illegible signature on verso, photographer: Maya Deren]</td>
</tr>
<tr>
<td>Childhood Portrait, Los Angeles</td>
<td>ca. 1925</td>
<td>in booklet with imprint: &quot;Sue Rice Studio, Los Angeles&quot; [1 photo, Lustig signature on verso]</td>
</tr>
</tbody>
</table>
II. BIBLIOGRAPHIC FILES - Box 1

Scope and content: Series consists of published articles and unpublished writings by and about Lustig and his work. Assume 1 copy unless otherwise noted. Note: * indicates material is filed in oversize box no. 8.

Arrangement: Filed in chronological order.

1.2 "Design and the Idea," 1943; by Alvin Lustig, reprinted from Western Advertising, (June 1943).


1.3 "California: the Cultural Frontier," ca. 1946; author unknown, typescript with handwritten notes, 4 pages.

1.4 "Alvin Lustig...a Young Man of the West," 1946; author unknown, typescript with handwritten notes, 5 pages.

1.5 "Alvin Lustig, Designer," 1946?; in Interiors, (July 1946?), pp.68-75.

1.6 "Modern Printed Fabrics," ca. 1948; by Alvin Lustig, reprinted in Design, no. 43, pp. 27-30.


1.8 Miscellaneous journal articles, ca. 1949; consists of 3 articles:
   1. Untitled, contains images and captions of Lustig's work.
   2. "Countries I Visited and Artists I Met" by Hiroshi Ohchi. [in Japanese]

1.9 Untitled notes, 1949; by Alvin Lustig, re: desire to work in Israel, typescript with handwritten notes, 3 pages.


1.11 "Alvin Lustig," ca. 1950; by Jules Langsher, typescript with handwritten notes, 3 pages,

1.12 "Alvin Lustig - Biographical Notes," 1950; author unknown, typescript, 4 pages.


1.16 "Alvin Lustig," ca. 1953; by Colin Forbes, from unknown publication, pp.71-74. [2 copies]


1.18 "Om Amerikansk Form," 1953; in Form, (October 1953), pp.215-225. [in Swedish]

1.19 "Alvin Lustig," ca. 1954; by Georgine Oeri, in Graphis, pp.322-329. [in French]

1.20 "What is a Designer?" 1954; in Type Talks, no. 76 (May-June 1954), pp.2-6.

1.21 Published obituaries, 1955; consists of 8 clippings:
   1. Unknown Los Angeles newspaper.


1.25 Untitled Biographical Notes, 1982; by Ward Ritchie, includes handwritten manuscript: 3 pages; handwritten letter from Ward Ritchie to Elaine Lustig Cohen, dated November 2, 1982; photocopy image of Ward Ritchie’s office [Lustig worked in Ritchie’s office for a period of time].


1.27 Book jacket design inventories, n.d.; compiler unknown, 15 pages.
III. CLIENT PROJECT FILES - Boxes 2-8

Scope and content: Series consists of finished samples of Lustig's design work or documentary photographs of projects. Many of the pieces are laminated, which is an indication of their being exhibited in the 1977 show of Lustig's work; the text labels for that exhibit are filed with the bibliographic section of the archive (see Series II). Note: * indicates material filed in oversize box 8.

Arrangement: Filed alphabetically by client.

BOX 2

2.1 Abbey Bookbinders Letterhead, ca. 1939 [1 copy]

2.2 A-D Gallery Lustig Exhibition: design and tour, 1949-50

2 newsletters: Notes and Comments from the Walker Art Center, (January 1950), (February 1950).
5 photos: b/w, laminated, of A-D exhibit.
1 exhibition booklet and mailer envelope. [held October 11-December 2, 1949]
2 photos: b/w, of exhibit detail. [both A-D and Walker Art Center exhibits]
1 negative: b/w, of exhibit model.

8.2* A-D Gallery Lustig Exhibition: design and tour, 1949-50

3 photos: b/w, of 1949 A-D Gallery exhibition.
1 sketch: of "detail of exhibition construction," with handwritten notes. [ink]

2.3 Aircraft War Production Digest Cover, 1943

Council, Inc.

1 journal cover: Digest, April 1943.

8.3* Alco Records Record Album Cover, ca. 1953

1 record cover jacket: Corinne Chochem’s Collection of Jewish Holiday Dances and Songs. [2 copies]

Allen Art Museum - see Oberlin College

2.4 Alta Lodge Ski Alta, ca. 1940

1 brochure: Ski Alta.

2.5 American Contemporary Announcement, 1943

Gallery

1 exhibition announcement card: Paintings by Jackie Blum, Peggy Kempton, and Evelyn Silva.

2.6 American Crayon Company Prospectus, 1953

1 pamphlet and mailer envelope: Summer Instruction Program.
1 advertisement tear sheet: Summer Instruction Program.
[held at Prang Studio, New York City]
2.7 American Crayon Company Exhibit, 1952
4 photos: b/w, of exhibit at 1952 Aspen Design Conference. [photographers: Berko-Henry Studio, Julius Shulman]

8.4* American Fabrics Cover, 1951
2 publication covers: American Fabrics. [2 copies: 1 laminated]

2.8 American Institute of Graphic Arts Prospectus, 1951
1 brochure: Call for entries, Magazine Show 1951.

2.9 American Institute of Graphic Arts AIGA Journal Cover, ca. 1952
1 journal cover: AIGA Journal, vol. IV no. 1-2. [laminated]

2.10 Art Digest Cover, 1953
1 journal cover: Art Digest, January 1, 1953.

2.11 Art Teachers Association Programs and Announcements, 1939-47 of Southern California
1 program: Dances Old and New. [held November 3, 1939]
1 program: Training and Professional Art in a Changing World. [held December 6, 1947]
1 announcement pamphlet: Lustig lecture on modern typography and exhibition of his work. [held May, 1940]

2.12 Bett's Home Arts, Inc. Letterhead, ca. 1952
1 letterhead.
1 envelope.

2.13 Beverly-Carlton Hotel Building, 1947-48
3 photos: b/w, of hotel exterior, model of hotel. [photographers: Perry Ives, Julius Shulman]

2.14 Beverly Hills High School Programs, 1939
1 program: for 22nd commencement, Winter 1939 class.
1 program: for 23rd commencement. [cover only]

2.15 Beverly-Landau Apartments Building, 1947-48
6 photos: b/w, of building exterior, courtyard. [photographer: Jay Connor]

2.16 Bohemian Distributing Co. Bohemian Life, 1940
1 envelope.
5 newsletters: *Bohemian Life*, no. 8 (April 1940), no. 9 (May 1940), no. 10 (June 1940), no. 13 (September 1940), no. 14 (October 1940).

2.17 **Book Stall, The**  
*Letterhead, ca. 1940*  
1 envelope.

8.5* **Cannon Electric**  
*Kill the Criticals, ca. 1942*  
2 publication front covers: *Kill the Criticals*. [2 copies: 1 laminated]  
1 publication back cover: *Kill the Criticals*.

8.6* **Capital Records**  
*Record Album Cover, ca. 1947*  
1 record cover jacket: *Mark Warnow’s Sound Off*. [2 copies]

8.7* **Charles, Ben**  
*Ceiling Light Design, 1946*  
2 pieces *

2.18 **Charles, Ben**  
*Residence, 1946*  
3 photos: b/w, residence interiors. [wet bar, sculpture for fireplace, desk]

2.19 **Charles, Ben**  
*Chair, 1946*  
4 photos: b/w, of 2 chair designs. [2 copies of each, photographer: Phil Fahs, unknown]

8.8* **Chotner & Gumbiner**  
*General Contractors*  
*Letterhead Designs, ca. 1949*  
6 drawings: pencil, colored pencil, gouache. [laminated]

2.20 **CIBA Pharmaceutical Products, Inc.**  
*Film Booklet, 1953*  
1 booklet: *Rapid Treatment of Acute Mania with Combined Coramine-Electroshock Technic*.  
1 booklet cover: of *Rapid Treatment...*. [laminated]

**Coast Records – see Capital Records**

2.21 **Colgate Toothpaste**  
*Package Design, ca. 1953*  
1 photo: b/w, of Brisk extra-white toothpaste packaging. [photographer: G. Barrows]

2.22 **Colton Press, Inc.**  
*9th Graphic Arts, 1950 Production Yearbook*  
1 article: "Thirteen Designers on One Theme," reprinted from *9th Graphic Arts Production Yearbook*.  
3 tearsheets: of Lustig’s work used in article. [laminated]
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
<th>Details</th>
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<tbody>
<tr>
<td>2.23</td>
<td>Conference Press, The</td>
<td>Letterhead and Label, ca. 1940</td>
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<td></td>
<td></td>
<td>1 letterhead.</td>
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<tr>
<td></td>
<td></td>
<td>1 mailing label.</td>
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<tr>
<td>8.9*</td>
<td>Consolidated Vacuum Corporation</td>
<td>Booklet, 1954</td>
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<tr>
<td></td>
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<td>1 booklet: Consolidated Vacuum Corporation.</td>
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<tr>
<td></td>
<td></td>
<td>1 booklet enclosure.</td>
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<td>2.24</td>
<td>Container Corporation of America</td>
<td>Advertisement, 1953</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2 advertisements: from <em>Time</em>, (July 6, 1953). [1 copy laminated]</td>
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<td>2.25</td>
<td>Cooper, Gilbert</td>
<td>Letterhead, ca. 1939</td>
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<tr>
<td></td>
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<td>1 letterhead.</td>
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<td>2.26</td>
<td>Cowles Magazines, Inc.</td>
<td>Letterhead, ca. 1944</td>
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<td>1 letterhead.</td>
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<tr>
<td>8.10*</td>
<td>Cushman &amp; Wakefield, Inc.</td>
<td>375 Park Avenue, ca. 1955</td>
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<td></td>
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<td>1 booklet: 375 Park Avenue. [spiral-bound]</td>
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<td></td>
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<td>1 booklet enclosure.</td>
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<tr>
<td>2.27</td>
<td>Design Project</td>
<td>Announcement, ca. 1940</td>
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<td></td>
<td></td>
<td>1 announcement pamphlet: of Calder exhibition. [held September 27-October 27]</td>
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<td>2.28</td>
<td>Design Publishing Company</td>
<td>Design Cover and Issue, 1946</td>
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<td></td>
<td></td>
<td>2 journal covers: <em>Design</em>, vol. 47 no. 8 (April 1946). [1 laminated]</td>
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<td></td>
<td></td>
<td>1 journal: <em>Design</em>, vol. 47 no. 8 (April 1946). [Lustig credited as &quot;advisory editor&quot; and author of article &quot;Graphic Design,&quot; pp.18-19]</td>
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<tr>
<td>2.29</td>
<td>Easton and Whalen Modern Interiors</td>
<td>Letterhead, ca. 1939</td>
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<tr>
<td></td>
<td></td>
<td>1 letterhead.</td>
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<tr>
<td>2.30</td>
<td>Factor, Monte</td>
<td>Store and Graphic Designs, 1947</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1 photo: b/w, of stationery and package design. [photographer: Julius Shulman]</td>
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<td></td>
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<td>1 business card.</td>
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<td>1 letterhead.</td>
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<td>1 flier.</td>
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<td>1 announcement pamphlet: of store opening.</td>
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<td>1 announcement pamphlet cover. [laminated]</td>
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<td></td>
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<td>3 articles: &quot;Store for Men, Alvin Lustig; Designer,&quot; from <em>Arts and Architecture</em>, (April 1948) [2 copies]; and &quot;Umbau eines Ladens für Herrenmode,&quot; from unknown journal. [in German]</td>
</tr>
</tbody>
</table>
Fischer, Helene - see Hastings House

Ford Foundation - see Intercultural Publications

8.11* Fortune Magazine Covers/Article, ca. 1946, 1952

2 covers: September 1952. [1 laminated]
2 covers: December 1954. [1 laminated]
1 article spread: of watches, pp. 98-99. [ca. 1946: color illustrations]

2.31 Girl Scouts of the United States of America

1 brochure: Girl Scouts Annual Pictorial Review 1953-54.
1 cover [brochure?]: Exploring the Hand Arts. [2 copies]
1 flier: "I will try..."
1 brochure cover: Girl Scout Publications Catalog: September 53-55. [2 copies]
1 greeting card: Season’s greetings.

2.32 Globe Collapsible Tube Corporation Cover, 1953

1 publication cover: Globe Collapsible Tube Corporation. [laminated]

2.33 Good, Andrew Greeting Card and Design, ca. 1939

1 color logo.
1 greeting card: A Merry Christmas and a prosperous New Year...

2.34 Gotham Book Mart Press Bookjackets by Alvin Lustig, 1947

1 volume. [spiral-bound]

Gruen, Victor - see also Northland Shopping Center

2.35 Gruen, Victor Letterhead and Label, ca. 1950

1 envelope.
1 mailing label.

2.36 Harris, Murry Greeting Card, ca. 1939

1 greeting card.

2.37 Hassett, Jack B. Announcement, n.d.

1 announcement pamphlet: of Jack B. Hassett store re-location.

2.38 Hastings House Skiing...East and West, 1946

1 volume. [Lustig credited with layout and typography]

8.12* Hayden Society, Inc. Record Album Covers, 1952-54
1 record tear sheet cover: Boismortier, Naudet, Leclair.
1 record tear sheet cover: Vivaldi, *Concertos and Sonatas*, vol. I.
1 record cover: Vivaldi, *Concertos and Sonatas*, vol. II.
1 record cover: Mozart, *Piano Concerto in C Major*.

2.39 Haynes Foundation  *Metropolitan Los Angeles, 1949*

1 volume: by Mel Scott. [book design by Lustig]
1 book cover [laminated]

2.40 Herzog Lumber and Door Company  *Letterhead, ca. 1940*

1 letterhead.

2.41 Holliday, Edith Mae  *Letterhead, ca. 1939*

1 letterhead.

2.42 Home Facts, Inc.  *Letterhead, 1952*

1 letterhead.

**BOX 3**

3.1 Institute of Jewish Building Design, 1949

Education

3 photos: b/w, of model, rendering.
1 article: "School and Community Center," by Alvin Lustig, from *Arts and Architecture*, (November 1948), pp.30-32.

3.2 Intercultural Publications  *Diogenes, 1952*

2 journal covers: *Diogenes*. [1 laminated]
1 advertisement tear sheet. [newsprint]
1 journal: *Diogenes*, no.1.
1 photo: b/w, of *Diogenes* journal.

3.3 Intercultural Publications  *Perspectives USA, 1952*

1 journal: *Perspectives USA: Literature Music Art*, no. 1 (Fall 1952).
4 photos: b/w, of *Perspectives USA* journal, cover images of nos. 1 and 5; 2 images of spreads.

3.4 Interstate Management Corporation  *Announcement, Card, Letterhead, 1938*

1 letterhead.
1 business card.
1 announcement card: of formal opening of offices.

8.13* Jacobson & Sons, Inc.  Advertisements, 1947

3 advertisement tear sheets: "The Nation says Jayson..."

3.5  Kittell Muffler and Manufacturing Company  Catalog, 1943

1 catalog.
1 catalog cover. [laminated]

3.6  Knoll (H.G.) Associates  Advertisements, 1945

3 advertisement tear sheets: "Equipment for living," "Form." [2 copies: 1 laminated]

8.14* Knoll (H.G.) Associates  Advertisements, 1945

1 advertisement: "Tomorrow equipment for living." [laminated]
7 advertisement tear sheets: "Tomorrow equipment for living;" "This mark" [2 copies]; "Contour comfort;" "Structure;"
"Economy;" "The Rapson line."

3.7  Knopf (Alfred A.), Inc.  Book Covers, 1947-55

2 book covers: The Outsider, by Ernesto Sábato. [1 laminated]
2 book covers: The Flowers of Friendship: Letters Written to Gertrude Stein, ed. by Donald Gallup. [1 laminated]
2 book covers: Five Stories, by Willa Cather. [1 laminated]
2 book covers: Growth of the Soil, by Knut Hamsun. [1 laminated]

2 book covers: Two Legends: Oedipus Theseus, by André Gide. [1 laminated]
2 book covers: Stephen Crane: Stories and Tales, ed. by Robert Wooster Stallman. [1 laminated]
1 book cover: The Final Hours, by José Suárez Carreño. [laminated]


1 volume: without book jacket.
1 book cover. [laminated]
2 photos: b/w of book and spread.

8.15* Lang, Paul  Monorail Toy Train, ca. 1947  4 pieces *

3.9  Lansing (James B.) Sound, Inc.  Catalog, 1949

1 catalog: Jim Lansing Signature Speakers.
3 pages of catalog. [laminated]

3.10  Laverne Originals  Fabric Design, 1946-47
2 photos: b/w, of fabrics.
3 advertisement tear sheets. [1 laminated]

3.11 Leads (D.M.), Inc. Letterhead and Card, ca. 1952
1 letterhead.
1 business card.

3.12 Lightolier Catalogs and Cover, 1952
4 Lightolier catalogs: nos. 13, 14, 15, 16.
1 cover: of unknown Lightolier catalog.

3.13 Lightolier New Years Cards, 1954-55
2 greeting cards.

3.14 Lightolier Showroom Design, 1953
2 photos: b/w, of showroom. [photographer: Ben Schnall]

8.16* Lightolier Lighting Fixture, 1952-53
5 photos: b/w, of floor lamps.

3.15 Look Magazine Letterhead, ca. 1946
1 letterhead.

3.16 Look Magazine Office Design, 1944
1 article: "Experimental Office," by Alvin Lustig, from Architectural Forum, unknown issue.
1 article: "Designed both for work and for display," from Interiors, vol. CIV no. 11, (June 1945), pp.62-66.
13 photos: b/w, of Look offices.

3.17 Look Magazine Visual Communications Cover, 1945
1 cover: Visual Communications: A Yearbook 1945. [laminated]

8.17* Look Magazine Office Design and Staff, 1944-45
3 photos: b/w, of Lustig’s office at Look magazine.
3 journal covers: of Staff, no. 1, (January 9, 1945); no. 2, (April 25, 1944); no. 4, (June 20, 1944). [Look in-house magazine]
4 journals: Staff, March 28, 1944; no. 5, (July 18, 1944); no. 9, (November 28, 1944); unknown issue.

3.18 Los Angeles (City of) Homes for Heroes, 1942
Housing Authority
1 report: Homes for Heroes, 4th annual report.

3.19 Lustig, Alvin Offices: New York, Beverly Hills, Los Angeles, ca.1946-1952
7 photos: b/w, of New York office. [photographer: Ezra Stoller]
2 transparencies: color, of New York office.
4 photos: b/w, of Beverly Hills office. [photographer: Julius Shulman]
4 photos: b/w, of Los Angeles office. [photographers: Jay Connor, Phil Fahn]
2 transparencies: color, of Los Angeles office.

8.18* Lustig, Alvin  
Office: Los Angeles, 1943-45, 1947

4 photos: b/w, of office décor, 1943-45. [3 mounted, photographer: Jerry A. Anson, unknown]
2 photos: b/w, of office décor at 9126 Sunset Blvd. location, 1947. [mounted]

3.20 Lustig, Alvin  
Mailing Label, 1952

1 mailing label.

3.21 Lustig, Alvin  
Wall Relief Sculpture, 1950

2 photos: b/w, of wooden wall relief sculpture for metal house at Croton-on-Hudson, New York; sculpture detail and room décor visible. [Lustig’s rental residence] [photographer: G. Barrows]

Lustig, Alvin, 1950 Exhibition - see Perls Gallery

BOX 4

4.1 Lustig, Alvin  
Garden Sculpture, 1949

6 photos: b/w, of garden sculpture in Los Angeles.

8.19* Lustig, Alvin  
Garden Sculpture, 1949

1 photo: b/w, of garden sculpture in Los Angeles.

4.2 Lustig, Alvin  
Concrete Pavilion Design, 1949

4 photos: b/w, of experimental concrete pavilion, created in collaboration with engineer Edgardo Contini. [photographer: Jay Connor, unknown]

8.20* Lustig, Alvin  
Lighting Fixture Designs, ca. 1948

9 pieces *

4.3 Lustig, Alvin  
Lighting Fixture, 1947

1 photo: b/w, of light fixture for Lustig’s Los Angeles office.

8.21* Lustig, Alvin  
Abstract Paintings, ca. 1946-47

2 paintings: color, with overlays.

4.4 Lustig, Alvin  
Type Ornament Designs, ca. 1939

4 printed samples: b/w, color.
1 type sample.
4.5 Lustig, Alvin  
**Promotional Sheets, Brochures, and Announcements, ca. 1938-41**

- 1 photo: b/w, of pamphlet: *A Design and Production Center: Media*.
- 3 promotional advertisements: for Lustig’s office. [color]
- 2 photocopies: pamphlet for summer course with Lustig.

8.22* Lustig, Alvin  
**Miscellaneous Sketches, n.d.**

- 9 sketches: interior design, abstract shapes. [pencil: laminated]

4.6 Lustig, Alvin  
**Display of Work, n.d.**

- 1 contact sheet: b/w, of 4 displays of Lustig’s work. [photographer: Sandberg]

4.7 Lustig, Alvin  
**Copies of Sketches at Archives of American Art, n.d.**

- 26 photocopies: of sketches.

4.8 Lustig, Sara Belle  
**Greeting Card, ca. 1939**

- 1 greeting card: with message, "Happy Holidays."

4.9 Maix, L. Anton, Inc.  
**Fabric Designs, 1949**

- 2 photos: b/w, of fabric designs.

4.10 Manheim, Henry L.  
**Letterhead, ca. 1940**

- 1 letterhead.

4.11 Masterset Brushes, Inc.  
**Letterhead and Wrapper, ca. 1950**

- 1 letterhead.
- 1 envelope.
- 1 paint-brush wrapper.

4.12 McKinney, Roland  
**Letterhead, ca. 1940**

- 1 letterhead.

4.13 Menasco Manufacturing Company  
**Advertisement and Package Designs, ca. 1942**

- 1 advertisement tear sheet.
- 1 photo: b/w, of packaging for "Malabar hydraulic bumper jack."

4.14 Men's Reporter  
**Cover, 1945**

- 1 journal cover: *Men's Reporter*, vol. 15 no. 6, (December, 1945).

**Meridian Books – see Noonday Press**

4.15 Metropolitan Museum of Art  
**Catalog Cover, 1951**
1 catalog cover: *American Sculpture 1951*.

4.16 **Miller Company, The Advertisements**, ca. 1950
9 advertisement tear sheets.

4.17 **Moore, William Letterhead**, ca. 1940
1 letterhead.

4.18 **Murphy (Stanley P.) Letterhead and Card**, ca. 1940
Company
2 letterhead.
1 envelope.
1 business card.

4.19 **Museum of Modern Art Catalogs and Invitation**, 1953–54
1 book cover: *Built in USA: Post-War Architecture*.
1 invitation: to *Built in USA: Post-War Architecture* exhibit. [laminated]
1 booklet: 2 Pittori 3 Scultori.
1 booklet cover: 2 Pittori 3 Scultori. [laminated]

4.20 **New Directions Cover Designs**, 1940–1945
2 book covers: *André Gide*, by Van Meter Ames. [1 laminated]
2 book covers: *Bernard Shaw*, by Eric Bentley. [1 laminated]
2 book covers: *James Joyce*, by Harry Levin. [1 laminated]
1 book cover: *Joseph Conrad*, by Albert Guerard, Jr. [1 laminated]
2 book covers: *Oscar Wilde*, by Edouard Roditi. [1 laminated]
2 book covers: *A Season in Hell*, by Rimbaud. [1 laminated]

4.21 **New Directions Cover Designs**, 1946–49
1 advertisement tear sheet [newsprint]
1 book cover: *27 Wagons Full of Cotton and other plays*, by Tennessee Williams. [laminated]
1 book cover: *ABC of Reading*, by Ezra Pound. [laminated]
2 book covers: *Amerika*, by Franz Kafka. [1 laminated]
2 book covers: *As a Man Grows Older*, by Italo Svevo. [1 laminated]
1 book cover: The Day of the Locust, by Nathaneal West. [laminated]
1 book cover: Death on the Installment Plan, by Céline. [laminated]
1 book cover: Five Novels, by Robert Firbank. [laminated]
2 book covers: Flowers of Evil, by Baudelaire. [1 laminated]
2 book covers: The Glass Menagerie, by Tennessee Williams. [1 laminated]
2 book covers: The Green Child, by Herbert Read. [1 laminated]
2 book covers: A Handful of Dust, by Evelyn Waugh. [1 laminated]
1 book cover: Illuminations, by Rimbaud.
2 book covers: In the American Grain, by William Carlos Williams. [1 laminated]
1 book cover: Journey to the End of the Night, by Céline. [laminated]
2 book covers: Light in August, by William Faulkner. [1 laminated]
1 book cover: Miss Lonelyhearts, by Nathaneal West. [laminated]
2 book covers: Monday Night, by Kay Boyle. [1 laminated]
1 book cover: Nausea, by Sartre. [laminated]
2 book covers: Nightwood, by Djuna Barnes. [1 laminated]
1 book cover: Journey to the End of the Night, by Céline. [laminated]
1 book covers: Patterson, by William Carlos Williams. [laminated]
2 book covers: Poems, by Mellarmé. [1 laminated]
1 book cover: Poems, by Winifred Owen. [laminated]
2 book covers: A Room with a View, by E.M. Forster. [1 laminated]
2 book covers: Selected Poems, by Kenneth Patchen. [1 laminated]
2 book covers: Selected Poems, by Ezra Pound. [1 laminated]
2 book covers: Selected Poems, by Muriel Rukeyser. [1 laminated]
1 book cover: The Sheltering Sky, by Paul Bowles. [laminated]
1 book cover: Spearhead. [laminated]
2 book covers: The Spoils of Poynton, by Henry James. [1 laminated]
2 book covers: A Streetcar Named Desire, by Tennessee Williams. [1 laminated]
1 book cover: Summer and Smoke, by Tennessee Williams. [laminated]
2 book covers: Three Tales, by Flaubert. [1 laminated]
2 book covers: The Wanderer, by Alain Fournier. [1 laminated]

4.22 New Directions Cover Designs, 1950-53

1 advertisement tear sheet [newsprint]
2 book covers: Camino Real, by Tennessee Williams. [1 laminated]
1 book cover: Dangerous Acquaintances, by Choderlos de Laclos. [Laminated]
1 book cover: The Green Huntsman, by Stendhal.
1 book cover: ND 12: New Directions in Prose and Poetry. [Laminated]
1 book cover: Portrait of the Artist as a Young Dog, by Dylan Thomas. [Laminated]
1 book cover: The Princess of Cleves, by Madame de Lafayette. [Laminated]
1 book cover: The Red Carnation, by Elio Vittorini. [Laminated]
1 book cover: Reflections in a Golden Eye, by Carson McCullers. [Laminated]
1 book cover: The Rose Tatoo, by Tennessee Williams. [Laminated]
1 book cover: Selected Poems, by Garcia Lorca. [Laminated]
1 book cover: Siddhartha, by Hermann Hesse. [Laminated]
1 book cover: The Telegraph, by Stendhal. [Laminated]
1 book cover: Under Western Eyes, by Joseph Conrad. [Laminated]

8.23* New Directions
Bread in the Wilderness by Merton, 1952
The Roman Spring of Mrs. Stone, by Williams, 1950

1 book cover: The Roman Spring of Mrs. Stone, by Tennessee Williams. [laminated]
1 advertisement tear sheet: of The Roman Spring of Mrs. Stone. [newsprint, laminated]
1 drawing: of advertisement tear sheet for The Roman Spring of Mrs. Stone. [pencil, laminated]
2 book covers: Bread in the Wilderness, by Thomas Merton. [1 laminated]
1 book jacket: Bread in the Wilderness, by Thomas Merton.
4 photos: b/w, of spreads from Bread in the Wilderness, by Thomas Merton.

4.23 New Directions
3 Tragedies, by Lorca, 1949

1 book cover. [laminated]
1 photo montage: b/w, of book cover images, with handwritten notes.

4.24 New Directions
New World Primer, by Julian Cornell, 1947

1 volume. [no book jacket] [handwritten inscription on inside front cover: "For Mrs. Conrad– a great teacher and healer– Julian Cornell, August 27, 1947"]

8.24* New Directions
New Directions 8, 1944
The New Classics, ca. 1944

1 book jacket: New Directions 8. [laminated]
1 mock-up: of cover, The New Classics.
4.25 **New Directions**  
*Selected Poems by Rakosi, 1941*  
1 volume. [Fragile, please see archivist for handling.]

**BOX 5**

5.1 **New Directions**  
*ABC of Reading by Ezra Pound, n.d.*  
1 volume.

5.2-5.3 **Noonday Press/Meridian Books**  
1 book cover: *Cousin Bazilio*, 1953 [laminated]
1 book cover: *Keats*, 1953 [laminated]
1 book jacket: *Keats*, 1953
1 book cover: *Noonday Press Catalog*, 1953 [1 laminated]
1 catalog: *Noonday Press Catalog*, 1953
2 book covers: *History As the Story of Liberty*, 1954 [1 laminated]
2 book covers: *New Directions 15*, 1955 [1 laminated]
2 book covers: *Seven Types of Ambiguity*, 1955 [1 laminated]
2 book covers: *The Ordeal of Mark Twain*, 1955 [1 laminated]
2 book covers: *Shakespearean Tragedy*, 1955 [1 laminated]
<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
</tr>
</thead>
</table>
| 5.4 | **Noonday Press**  
Label and Advertisement, 1953  
1 mailing label.  
1 advertisement tear sheet. |
| 5.5 | **Northland Shopping Center**  
Graphics, 1952  
1 journal article: "Northland: a New Yardstick for Shopping Center Planning," from *Architectural Forum*, vol. 100 no. 6, (June 1954), pp.102-119.  
9 photos: b/w, of shopping center, signs, parking lot. [1 mounted]  
2 negatives: b/w, 35 mm, 11 frames total, of shopping center sign.  
7 slides: color, of shopping center signs. |
| 5.6 | **Oberlin College, Allen Art Museum**  
Catalog, 1940  
1 catalog: *Modern French Paintings*. [held November 1-25, 1940] |
| 5.7 | **Pacific Arts Association Program, 1942**  
1 program: 17th annual convention: *Art Fulfilling Human Needs*. [held March 30-April 1, 1942, Los Angeles] |
| 5.8 | **Pacific Southwest Academy Cities Are for People, 1942**  
1 volume: *Cities Are for People*, by Mel Scott. [designed by Lustig] |
| 5.9 | **Paramount Furniture Manufacturing Company Chair, 1949**  
2 advertisement tear sheets. [1 laminated]  
7 photos: b/w, of chair designs. [photographer: Connor-Healy, unknown]  
1 brochure: *Good Design, An exhibition of Home Furnishings*... [see brochure page 1a] |
| 8.25* | **Paramount Furniture Manufacturing Company Chair, 1949**  
2 photos: b/w, of chair designs. |
| 5.10 | **Perls (Frank) Gallery Invitations, 1950**  
2 invitations: *Alvin Lustig: An Exhibition of his Work*. [held August 24-September 12, 1950; 1 laminated]  
1 invitation and envelope: *Contemporary Paintings and Sculpture*. [held January 23-February 25, 1950]  
1 invitation: *6 British Moderns*. [held March 17-April 17, 1950?] |
| 5.11 | **Raymond and Raymond Gallery Announcement, 1941** |
1 announcement: *American Primitive: Meyer Hiler.* [held November 14-28, 1941]

5.12 **Reporter Publications**  
Office Design, 1945

1 tear sheet: of office décor. [color]
1 journal article: "Claustrophobia Conquered by Unorthodox Design," from *Interiors*, vol. CV no. 11, (June 1946), pp.60-69.
7 photos: b/w, of office décor. [photographer: Maya Deren, unknown]
3 transparencies: color, of office décor.
3 negatives: b/w, of office décor.

8.26* **Reporter Publications**  
Office Design, 1945

2 photos: b/w, of office decor.

5.13 **Reporter Publications**  
Gentry Letterhead, ca. 1945

1 letterhead.
1 envelope.

5.14 **Ritchie, Ward**  
*Ghost in the Underblows, 1940*

1 volume: *Ghost in the Underblows*, by Alfred Young Fisher. [no book jacket]

**BOX 6**

6.1 **Ritchie, Ward**  
*Ghost in the Underblows, 1940*

19 unbound pages: with color graphics.

6.2 **Ritchie, Ward**  
*Words and Their Meanings*, by Huxley, 1940

1 book cover. [laminated]
1 volume: signed by Lustig on inside front cover.
2 photocopies: of correspondence regarding the donation of the volume.

6.3 **Ritchie, Ward**  
*Robinson Jeffers, by Van Wyck*, 1938

1 volume.
1 set unbound pages. [missing pages 9-12]

6.4 **Ritchie, Ward**  
*Scrapbook of Art, ca. 1938*

1 cover. [partial]

6.5 **Ritchie, Ward (?)**  
*Philately in Europe, ca. 1938*

1 cover. [mounted]

**Rosner, Charles** - see **Sylvan Press**

6.6 **Roteron Company**  
Helicopter, 1945
<table>
<thead>
<tr>
<th>Catalog No.</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.7</td>
<td><strong>Roth, Louis</strong></td>
<td>House design, 1949</td>
</tr>
<tr>
<td></td>
<td>5 photos: b/w, of house model.</td>
<td></td>
</tr>
<tr>
<td>6.8</td>
<td><strong>Roth (Louis) Clothes</strong></td>
<td>Letterhead, ca. 1949</td>
</tr>
<tr>
<td></td>
<td>1 letterhead.</td>
<td>1 envelope.</td>
</tr>
<tr>
<td>6.9</td>
<td><strong>Rounce and Coffin Club</strong></td>
<td>Announcement, 1940</td>
</tr>
<tr>
<td></td>
<td>1 announcement.</td>
<td></td>
</tr>
<tr>
<td>6.10</td>
<td><strong>Russian American Actors</strong></td>
<td>Broadside, 1941</td>
</tr>
<tr>
<td></td>
<td>Mutual Aid Society</td>
<td>1 broadside: &quot;Iodine for Russia.&quot; [color]</td>
</tr>
<tr>
<td>6.11</td>
<td><strong>Ruziecki, F.G.</strong></td>
<td>Folder, ca. 1938</td>
</tr>
<tr>
<td></td>
<td>1 folder [or cover?]: Germany France Finland, 5th edition.</td>
<td></td>
</tr>
<tr>
<td>6.12</td>
<td><strong>Samuels, Ralph</strong></td>
<td>Letterhead, ca. 1940</td>
</tr>
<tr>
<td></td>
<td>1 letterhead.</td>
<td>1 envelope.</td>
</tr>
<tr>
<td>6.13</td>
<td><strong>Screen Actors Guild</strong></td>
<td>Advertisement, n.d.</td>
</tr>
<tr>
<td></td>
<td>1 advertisement tear sheet: for Screen Actor magazine. [laminated]</td>
<td></td>
</tr>
<tr>
<td>6.14</td>
<td><strong>Segal, William</strong></td>
<td>Apartment Design, 1952</td>
</tr>
<tr>
<td></td>
<td>15 photos: b/w, of interior décor, New York City.</td>
<td>[photographers: G. Barrows, Maya Deren, Ezra Stoller, unknown]</td>
</tr>
<tr>
<td>6.15</td>
<td><strong>Seligmann (Jacques) Galleries</strong></td>
<td>Pamphlet, 1955</td>
</tr>
<tr>
<td></td>
<td>1 pamphlet: Architecture and Sculpture.</td>
<td></td>
</tr>
<tr>
<td>6.16</td>
<td><strong>Sheela's</strong></td>
<td>Store Design, 1947</td>
</tr>
<tr>
<td></td>
<td>5 photos: b/w, of store layout and displays, Beverly Hills, California. [photographers: Richard Fish, Erich J. Hockley, De Wan Studios]</td>
<td></td>
</tr>
<tr>
<td>6.17</td>
<td><strong>Sheela's</strong></td>
<td>Letterhead, ca. 1947</td>
</tr>
<tr>
<td></td>
<td>1 letterhead.</td>
<td></td>
</tr>
<tr>
<td>6.18</td>
<td><strong>Society of Contemporary Designers</strong></td>
<td>Announcement, 1950</td>
</tr>
</tbody>
</table>
1 article: "Their First Exhibition," from Western Advertising, (December 1950), pp. 83.
1 announcement: 1 SCD, 1st annual exhibition. [held October 1- November 1, 1950, Los Angeles]
1 invitation: 1 SCD, 1st annual exhibition. [preview: held September 28, 1950, Los Angeles]

6.19 Society of Industrial Designers

Industrial Design in America, 1954

2 book covers: Industrial Design in America, 1954. [1 laminated]
1 negative: b/w, of Industrial Design in America, 1954 cover page spread.

6.20 Spohn, Stan

Letterhead and Card, ca. 1940

1 card: with letterhead design.
1 envelope.

6.21 Squibb

Mailers and Tear sheet, ca. 1954

[pharmaceuticals]

1 advertisement tear sheet: Florinef acetate.
1 mailer: Serenium.
2 fliers: Pentids.

6.22 Stanford University Press

Native Arts of the Northwest, 1947

3 photos: b/w, of book spreads. [2 are copies]

6.23 Stendahl, Alfred

Greeting Card, ca. 1940

1 greeting card: "Greetings from Alfred Stendahl."

6.24 Stendahl Galleries

Announcements, 1940

1 exhibition announcement: "New Orleans Group." [held November 18-29, Los Angeles]
1 exhibition announcement: "Tom E. Lewis." [held December 2-14, Los Angeles]

6.25 Structon

Letterhead and Card, ca. 1940

2 letterhead. [2 designs]
2 envelopes.
1 business card.

6.26 Sylvan Press, Ltd.

The Growth of the Book Jacket, 1954


6.27 Unknown Client

Billboard Design, 1952
1 photo: b/w, of billboard. [note on verso: "Billboard design for Sao Paulo 1952"]

6.28 Unknown Client  
Cover, 1942

1 journal cover: California Arts & Architecture, (February 1942).

6.29 Unknown Clients  
Letterhead, ca. 1940

2 envelopes. [2 designs]
4 letterhead. [4 designs]

6.30 United Productions of America  
Letterhead and Card, ca. 1947

1 business card.
1 envelope.
1 letterhead.

6.31 Van Buskirk Studio of Interior Design  
Announcement, 1941

1 announcement: of "Lucia Cady Van Buskirk Studio of Interior Decoration." [October 9, Los Angeles]

Walker Art Center – see A-D Gallery

6.32 Warnow (Mark) Music  
Sheet Music Covers, 1947-48

2 covers: Raymond Scott’s Blue Velvet Waltz.
2 covers: Who but You.
2 covers: Joan of Arkansas.

6.33 Watling and Company  
Guide to Contemporary Architecture in Southern California, 1951


BOX 7

7.1 Weiss (Henry) Studio  
Storefront, 1947

1 photo: b/w, of exterior storefront. [jewelry studio, Beverly Hills, California]

7.2 Western Contract Manufacturers, Inc.  
Letterhead, ca. 1946

1 letterhead.
1 envelope.

7.3 Whalen, Alyn  
Letterhead, ca. 1940

1 letterhead.

Whalen, Alyn – see also Easton and Whalen
7.4 Whitney Publications  
*Industrial Design, 1954*

2 photos: b/w, of spreads from *Industrial Design*, vol. 1 no. 1, (February 1954).
1 photo: b/w, of spread from *Industrial Design*, unknown issue.

7.5 Whitney Publications  
*Industrial Design: Letterhead, ca. 1953*

1 letterhead.
2 envelopes. [1 laminated]

7.6 Whitney Publications  
*Francis de N. Schroder, 1953*

1 volume: *F de N S*.
1 book mailing cover: for *F de N S*.
1 envelope.

7.7 Whitney Publications  
*Anatomy for Interior Designers, ca. 1947*

2 covers: *Anatomy for Interior Designers*. [1 laminated]

7.8 Whitney Publications  
*Interiors Cover, 1946*

1 photo: b/w, of journal cover. [Interiors, July 1946]

7.9 Wilhelm, Paul  
*Apartment Design, 1954*

1 article: "Crystallization of Lustig’s Style," from Interiors, 1955, pp. 82-86.
1 article: "Two Adjacent Rooms by Alvin Lustig," unknown journal. [color]
1 article: "Two Artful Interiors," unknown journal.
1 article: untitled, from Vogue, October 15, 1955. [photographs with captions only]
20 photos: b/w, of Wilhelm apartment interior décor. [photographers: Louis Reens, Alexandre Georges]
8 negatives: b/w, of Wilhelm apartment interior décor.
8 negatives: b/w, 24 frames, of Wilhelm apartment interior décor.

7.10 Writers Roundtable, Inc.  
*Letterhead, ca. 1939*

1 letterhead.
1 envelope.

**BOX 8**
Scope and content: Contains oversize material. *Note: these materials are also listed within appropriate series.

8.1* Alvin Lustig Exhibition labels, 1977*

portrait; 4 panels: typescript, "Alvin Lustig: The Designer as Teacher," by Bob Melson] [all panels laminated]

8.2* A-D Gallery Lustig Exhibition: design and tour, 1949-50
3 photos: b/w, of 1949 A-D Gallery exhibition.
1 sketch: of "detail of exhibition construction," with handwritten notes. [ink]

8.3* Alco Records Record Album Cover, ca. 1953
1 record cover jacket: Corinne Chochem’s Collection of Jewish Holiday Dances and Songs. [2 copies]

8.4* American Fabrics Cover, 1951
2 publication covers: American Fabrics. [2 copies: 1 laminated]

8.5* Cannon Electric Kill the Criticals, ca. 1942
2 publication front covers: Kill the Criticals. [2 copies: 1 laminated]
1 publication back cover: Kill the Criticals.

8.6* Capital Records Record Album Cover, ca. 1947
1 record cover jacket: Mark Warnow’s Sound Off. [2 copies]

8.7* Charles, Ben Ceiling Light Design, 1946 2 pieces *

8.8* Chotner & Gumbiner General Contractors Letterhead Designs, ca. 1949
6 drawings: pencil, colored pencil, gouache. [laminated]

8.9* Consolidated Vacuum Corporation Booklet, 1954
1 booklet: Consolidated Vacuum Corporation
1 booklet enclosure

8.10* Cushman & Wakefield, Inc. 375 Park Avenue, ca. 1955
1 booklet: 375 Park Avenue. [spiral-bound]
1 booklet enclosure.

8.11* Fortune Magazine Covers/Article, ca. 1946, 1952
2 covers: September 1952. [1 laminated]
2 covers: December 1954. [1 laminated]
1 article spread: of watches, pp. 98-99. [ca. 1946: color illustrations]

8.12* Hayden Society, Inc. Record Album Covers, 1952-54
2 record tear sheet covers: J.S. Bach, The Suites for Orchestra. [1 laminated]
1 record tear sheet cover: Boismortier, Naudet, Leclair.
1 record tear sheet cover: Vivaldi, Concertos and Sonatas, vol. I.
1 record cover: Vivaldi, Concertos and Sonatas, vol. II.
1 record tear sheet cover: Mozart, Piano Concerto in C Major.
1 record tear sheet cover: Mozart, Piano Concerto in C Major. [laminated]
1 record cover: Mozart, Piano Concerto in C Major.

8.13* Jacobson & Sons, Inc. Advertisements, 1947
3 advertisement tear sheets: "The Nation says Jayson..."

8.14* Knoll (H.G.) Associates Advertisements, 1945
1 advertisement: "Tomorrow equipment for living." [laminated]

8.15* Lang, Paul Monorail Toy Train, ca. 1947 4 pieces *

8.16* Lightolier Lighting Fixture, 1952-53
5 photos: b/w, of floor lamps.

8.17* Look Magazine Office Design and Staff, 1944-45
3 photos: b/w, of Lustig’s office at Look magazine.
3 journal covers: of Staff, no. 1, (January 9, 1945); no. 2, (April 25, 1944); no. 4, (June 20, 1944). [Look in-house magazine]
4 journals: of Staff, March 28, 1944; no. 5, (July 18, 1944); no. 9, (November 28, 1944); unknown issue.

8.18* Lustig, Alvin Offices: Los Angeles, 1943-45, 1947
4 photos: b/w, of office décor, 1943-45 [3 mounted, photographer: Jerry A. Anson, unknown]
2 photos: b/w, of office décor at 9126 Sunset Blvd. location, 1947 [mounted]

8.19* Lustig, Alvin Garden Sculpture, 1949
1 photo: b/w, of garden sculpture in Los Angeles.

8.20* Lustig, Alvin Lighting Fixture Designs, ca. 1948
9 pieces *

8.21* Lustig, Alvin Abstract Paintings, ca. 1946-47
2 paintings: color, with overlays.
8.22* Lustig, Alvin
Miscellaneous Sketches, n.d.
9 sketches: interior design, abstract shapes. [pencil: laminated]

8.23* New Directions
Bread in the Wilderness by Merton, 1952
The Roman Spring of Mrs. Stone, by Williams, 1950
1 book cover: The Roman Spring of Mrs. Stone, by Tennessee Williams. [laminated]
1 advertisement tear sheet: of The Roman Spring of Mrs. Stone. [newsprint, laminated]
1 drawing: of advertisement tear sheet for The Roman Spring of Mrs. Stone. [pencil, laminated]
2 book covers: Bread in the Wilderness, by Thomas Merton. [laminated]
1 book jacket: Bread in the Wilderness, by Thomas Merton.
4 photos: b/w, of spreads from Bread in the Wilderness, by Thomas Merton.

8.24* New Directions
New Directions 8, 1944
The New Classics, ca. 1944
1 book jacket: New Directions 8. [laminated]
1 mock-up: of cover, The New Classics.

8.25* Paramount Furniture Manufacturing Company
Chair, 1949
2 photos: b/w, of chair designs.

8.26* Reporter Publications
Office Design, 1945
2 photos: b/w, of office decor.