

Raymond Loewy Papers

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Prepared by Donna Ellis with the assistance of George Combs, Patricia Craig, Lisa Madison, and Susie Moody

Collection Summary

Title: Raymond Loewy Papers

Span Dates: 1929-1988

Bulk Dates: (bulk 1960-1976)

ID No.: MSS62142

Creator: Loewy, Raymond, 1893-1986

Extent: 55,000 items ; 195 containers plus 117 oversize ; 109 linear feet

Language: Collection material in English

Location: Manuscript Division, Library of Congress, Washington, D.C.

Summary: Industrial designer. Correspondence; administrative, client, and project files; and financial and legal papers relating to Loewy's work as an industrial designer and documenting the growth of his company from a small firm to a complex system of international corporations and subsidiaries concerned with architecture, corporate image coordination, exhibitions, marketing, packaging, product design, and other aspects of industrial design.

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

People

Loewy, Raymond, 1893-1986.

Lovelace, Joseph--Correspondence.

Sheridan, James J., 1933- --Correspondence.

Snaith, William, 1908-1974--Correspondence.

Organizations

Abraham & Straus.

Coca-Cola Company.

Exxon Corporation.

Greyhound Corporation.

Higbee Co.

John Wanamaker (Firm)

Liggett & Myers Tobacco Company.

Lord & Taylor.

Martin Marietta Corporation.

Nabisco, Inc.

Pennsylvania Railroad.

Sibley, Lindsay and Curr Company.

Skylab Program.

Studebaker Corporation.

United States Postal Service.

United States. Forest Service.

United States. National Aeronautics and Space Administration.

Woodward & Lothrop.

Subjects

Architecture.

Brand name products.

Industrial design coordination.

Industrial design--Exhibitions.

Industrial design--France.

Industrial design--Great Britain.

Industrial design--Soviet Union.

Industrial design--United States.

Marketing.
Packaging.

Occupations

Industrial designers.

Administrative Information

Provenance

The papers of Raymond Loewy, industrial designer, were given to the Library of Congress in 1987 by a group of designers headed by Randolph McAusland. Additional material was purchased in 1990.

Additional Guides

A description of the gift of the Raymond Loewy Papers appears in *Library of Congress Acquisitions: Manuscript Division, 1987*, pp. 23-27.

Transfers

Items have been transferred from the Manuscript Division to other custodial divisions of the Library. Films, cassette and reel-to-reel audiotapes, and videotapes have been transferred to the Motion Picture, Broadcasting and Recorded Sound Division. Glass negatives, negatives, transparencies, book plates, postcards, a print, and some slides, photographs, drawings, blueprints, and sketches have been transferred to the Prints and Photographs Division. All transfers are identified in these divisions as part of the Raymond Loewy Papers. Prototype uniforms have been transferred to the United States Forest Service.

Copyright Status

The status of copyright in the unpublished writings of Raymond Loewy is governed by the Copyright Law of the United States (Title 17, U.S.C.).

Access and Restrictions

The papers of Raymond Loewy are open to research. Researchers are advised to contact the Manuscript Reading Room prior to visiting. Many collections are stored off-site and advance notice is needed to retrieve these items for research use.

Preferred Citation

Researchers wishing to cite this collection should include the following information: Container number, Raymond Loewy Papers, Manuscript Division, Library of Congress, Washington, D.C.

Biographical Note and Business Chronology

<i>Date</i>	<i>Event</i>
1893, Nov. 5	Born, Paris, France
1910	Graduated, University of Paris, Paris, France
1914-1918	Captain, Corps of Engineers, Fifth French Army, France
1918	Graduated, Ecole de Lanneau, Paris, France
1919	Emigrated to United States
1919-1929	Fashion illustrator, <i>Vogue</i> , <i>Harper's Bazaar</i> , Wanamaker's, Saks Fifth Avenue, and Bonwit Teller

1929 Established industrial design office
 Redesigned Gestetner mimeograph machine
 Art director, Westinghouse Electrical Co.

1931 Married Jean Thomson (divorced 1945)

1931-1934 Designed Hupmobile, Hupp Motor Co.

1932-1935 Redesigned Coldspot refrigerator, Sears, Roebuck and Co.

1935-1939 Opened first London, England, office

1937-1943 Designed locomotives, Pennsylvania Railroad

1938 Became citizen of the United States

1942 Redesigned Lucky Strike cigarettes package

1944 Cofounded Society of Industrial Designers (later IDSA)
 Established Raymond Loewy Associates with A. Baker Barnhart, Jean Thomson Loewy, Jack
 Breen, and William Snaith

circa 1945 Opened offices in Chicago, Ill., South Bend, Ind., and Los Angeles, Calif.

1946 Designed Greyhound Scenicruiser bus

1947 Designed Coca-Cola dispenser
 Designed Champion car, Studebaker Corp.

1948 Married Viola Erickson

1948-1951 Opened second London, England office

1949 Incorporated the Raymond Loewy Corp.

1951 Published *Never Leave Well Enough Alone* (New York: Simon and Schuster. 377 pp.)

1956 Incorporation of the Raymond Loewy Corp. amended as Raymond Loewy and William Snaith,
 Inc., with William Snaith as managing partner

1961 Established Raymond Loewy/William Snaith, Inc., and Raymond Loewy/William Snaith
 Associates, Inc., with William Snaith as president and Raymond Loewy as chairman of the
 board
 Established Compagnie de l'Esthetique Industrielle, Paris, France

1962 Designed Avanti car, Studebaker Corp.

1964 Established Market Concepts, Inc., subsidiary for confidential research operations

1966 Developed Exxon Corp. name and logo

1967	Merged Raymond Loewy/William Snaith Associates, Chicago, Inc., with Raymond Loewy/William Snaith Associates, Inc.
1967-1973	Habitability consultant, National Aeronautics and Space Administration, Skylab project
1969	Opened third office, London, England
1972	Designed Fairchild-Hiller Safety Car, Fairchild-Hiller, Inc.
1974	Death of William Snaith; Loewy firms near bankruptcy
1975	Established Raymond Loewy International by merging all coexisting corporations
1976	Sold Raymond Loewy International to Sheridan Funding Corp. Established Museum Administration and Planning Services, Inc. (MAPS) as a subsidiary Opened office, Atlanta, Ga.
1977	Raymond Loewy International declared bankruptcy Industrial design operations sold to former employee, David Butler, to form Lister and Butler, Inc. Function and Vision, Inc., organized as debtor in possession to handle liquidation of Raymond Loewy International
1977	Established Sheridan Associates specializing in interior design
1986, July 14	Died, Monte Carlo, Monaco

Scope and Content Note

The papers of Raymond Fernand Loewy (1893-1986) span the years 1929-1988, with the bulk of the items concentrated in the period 1960-1976. The collection documents Loewy's industrial design work and traces the development of Loewy's company from a small organization to a complex system of interrelated corporations and subsidiaries. The papers include correspondence, financial papers, legal papers, client files, and project files.

The [Administrative File](#) contains correspondence, speeches, and writings of the Loewy firms' chief executives, Raymond Loewy, Joseph Lovelace, James Sheridan, and William Snaith. The financial papers include account books, labor and expense analyses, reports, auditor's statements, and tax records. Legal papers consists of the firm's incorporation documents, contracts, patents, and lawsuits. Personnel records contain group insurance material, contract employee data, and biographical sketches of the executives and principal designers associated with Loewy.

The [Client File](#) is divided into two sections. The business promotion section documents sales efforts in a wide spectrum of the market from airlines to wine companies. Individual companies as well as general fields are represented. Included are promotional brochures and other material related to public relations endeavors. The established clients section contains primarily invoices and related material and is the only section of the collection in which most of Loewy's clients can be found in one listing.

The [Project File](#) is arranged to reflect the ten divisions of Raymond Loewy/William Snaith, Inc., in the 1970s. Projects are listed in each division by the client's name. Papers of key personnel are contained in their respective divisions. The Architectural and Interior Design Division includes some residential clients, such as Ralph Lazarus, but concentrates on business clients such as the well-documented office design project for Datasaab Systems. The chief client represented in the Exhibits and Exhibitions Division is Philadelphia '76, Incorporated. As the coordinator for Philadelphia's bicentennial activities, it engaged the Loewy firm to oversee the building of a multimedia history museum. Extensive records detail the company's involvement with construction subcontractors, exhibit builders, and Imax film producers and the political complications of organizing the exhibit. The Graphics and Corporate Identity Division served clients who wished to

enhance their corporate images through name selection and striking logos. A prominent client was the Exxon Corporation, which selected Loewy to design a unified image for several merging oil companies. Another well-known client was the United States Postal Service, for whom Loewy designed the streamlined eagle symbol. The Housing and Home Components Division dealt with clients in the home construction business.

The Market Planning Research Division conducted marketing studies for clients as well as for other divisions of the Loewy company. It conducted the many tests required for the Exxon Corporation project. Another key undertaking of the Market Division was a study of uniform design for the United States Forest Service. The Package Design Division worked closely with the Graphics Division to develop attractive labels for their clients. In addition, it devised the physical package, taking into account the growing awareness of ecological concerns such as biodegradable components. A longstanding client that utilized this division was Nabisco. The Pre-Architectural Programming Division worked with architects, developers, colleges, and cities to devise construction plans that included goal statements, cost and revenue projections, and site studies. The Product Design and Development Division created new or improved designs for items such as cigarette lighters, cough drops, office equipment, and industrial machinery. The Retail Planning and Design Division concentrated on the design of space for maximum sales advantage. It created merchandise arrangements and decorative schemes for Abraham and Straus, Higbee Company, John Wanamaker Company, Sibley, Lindsay and Curr Company, and Woodward and Lothrop. A large portion of the papers in the Transportation Division documents Loewy's association with the National Aeronautics and Space Administration's Skylab project. Related material can be found with the papers of the subcontractor, Martin-Marietta Corporation. Files of the Transportation Division also contain material on a hydrofoil craft and a supersonic transport developed in a cooperative program with the Soviet Union.

The [Miscellany](#) series contains material related to the company's archives, an exhibit of Loewy's designs mounted by the Smithsonian Institution, and newspaper and magazine clippings.

Organization of the Papers

The collection is arranged in five series:

- [Administrative File, 1929-1987](#)
- [Client File, 1940-1980](#)
- [Project File, 1934-1988](#)
- [Miscellany, 1947-1986](#)
- [Oversize, 1941-1979](#)

Description of Series

<i>Container</i>	<i>Series</i>
BOX 1-60	<p><u>Administrative File, 1929-1987</u></p> <p>Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records. Arranged alphabetically by type of material and therein chronologically.</p>
BOX 61-97	<p><u>Client File, 1940-1980</u></p> <p>Correspondence, memoranda, promotional publications, and invoices. Arranged alphabetically by client or subject and therein chronologically.</p>
BOX 97-193	<p><u>Project File, 1934-1988</u></p> <p>Correspondence, memoranda, notes, financial papers, reports, presentation material, project specifications, design and construction schedules, and research data. Arranged alphabetically by subject and therein chronologically.</p>
BOX 194-195	<p><u>Miscellany, 1947-1986</u></p> <p>Correspondence, newspaper and magazine clippings, notes, and indexes. Arranged alphabetically by subject and therein chronologically.</p>
BOX OV 1-OV 117	<p><u>Oversize, 1941-1979</u></p> <p>Oversize items consisting mostly of financial papers, publications, drawings, blueprints, charts, presentation material, and research data. Organized and described according to the series, folders, and boxes from which the items were removed.</p>

Container List

<i>Container</i>	<i>Contents</i>
BOX 1-60	Administrative File, 1929-1987 Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records. Arranged alphabetically by type of material and therein chronologically.
BOX 1	Executive papers General office files Correspondence and memoranda, 1966-1979, undated (3 folders) Miscellany, 1957, 1973-1976, undated Security, 1966-1970 Speeches and writings by staff, 1953-1966, undated Loewy, Raymond Financial papers, 1963-1966 Friends of the GG1 Project, 1977 General correspondence 1961-1966 (5 folders)
BOX 2	1967-1987, undated (10 folders)
BOX 3	Miscellany, 1953-1968, undated Speeches and writings, 1953-1981, undated <i>See also Oversize</i> (4 folders) Lovelace, Joseph General correspondence, 1969-1975, undated (2 folders) Notes, undated Speeches and writings, 1966-1974, undated Sheridan, James General correspondence, 1975-1979, undated (5 folders)
BOX 4	Miscellany, 1975, undated Snaith, William Distribution Systems, Inc., 1965-1971, undated Estate papers, 1974-1978, undated General correspondence, 1957-1962, 1968-1973, undated Obituaries and letters of condolence, 1974 Southern Ocean Racing Conference, 1969-1972 Speeches and writings, 1958, 1967-1974, undated Super Market Institute, 1958-1962, undated (4 folders)
BOX 5	Financial papers

Administrative File, 1929-1987

Container

Contents

	Account books
	Accounts payable ledgers
	Raymond Loewy/William Snaith, Inc., 1974-1975
	Raymond Loewy/William Snaith Associates, 1974-1975
	Raymond Loewy/William Snaith Associates, Inc., 1974-1976
	(3 folders)
BOX 6	(1 folder)
	Unidentified, 1970-1975
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BOX 7	(1 folder)
	Accounts receivable ledgers
	Raymond Loewy International, 1972-1978
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	Cash disbursements
	Market Concepts, Inc., 1965-1974 <i>See Oversize</i>
	Raymond Loewy Associates, 1959-1963 <i>See Oversize</i>
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	Raymond Loewy Associates, Inc., Chicago, Ill., 1959-1966 <i>See Oversize</i>
	Raymond Loewy Corp., 1949-1963 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/ William Snaith, Inc., 1963-1971 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/ William Snaith Associates, Inc., 1963-1974 <i>See Oversize</i>
	(5 vols.)
	William Snaith as agent for Time, Inc., Quiet House Development, 1962-1963 <i>See Oversize</i>
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	Raymond Loewy Associates, Chicago, Ill., 1955-1967 <i>See Oversize</i>
	Raymond Loewy Corp., 1949-1963 <i>See Oversize</i>
	(2 vols.)
	Raymond Loewy/William Snaith, Inc., Bankers Trust Co., 1963-1975 <i>See Oversize</i>
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	Raymond Loewy/William Snaith Associates, Inc.
	Bankers Trust Co., 1970-1975 <i>See Oversize</i>
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	Market Concepts, Inc., 1964-1975
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BOX 8	Raymond Loewy Associates, 1953-1967
	(6 folders)
BOX 9	(1 folder)
	Raymond Loewy Associates, Inc., 1955-1959
	(2 folders)
	Raymond Loewy Corp.
	July 1949-Mar. 1960
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Administrative File, 1929-1987

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	Raymond Loewy International, 1975-1976
	Raymond Loewy/William Snaith, Inc.
	Apr. 1961-Mar. 1964 (4 folders)
BOX 11	Apr. 1964-Mar. 1970 (8 folders)
BOX 12	Apr. 1970-Mar. 1975 (6 folders)
	Raymond Loewy/William Snaith, Inc., Chicago, Ill., 1960-1965 (2 folders)
	Raymond Loewy/William Snaith Associates, 1964-1974 (2 folders)
BOX 13	Raymond Loewy/William Snaith Associates, Inc. Jan. 1961-Mar. 1972 (8 folders)
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	Raymond Loewy/William Snaith Associates, Inc., Bankers Trust Co., 1970-1971
	Payroll
	Bound volumes
	Raymond Loewy Associates
	Chicago, Ill., South Bend, Ind., and Los Angeles, Calif.
	1945-1946 (2 folders)
BOX 15	1947-1950 (4 folders)
BOX 16	1951-1954 (4 folders)
BOX 17	1955 New York, N.Y. 1947-1949 (3 folders)
BOX 18	Raymond Loewy Associates, New York, N.Y. 1950-1953 (4 folders)
BOX 19	1954-1955 (2 folders)
	Raymond Loewy Corp.
	1949-1951 (3 folders)
BOX 20	1952-1955 (4 folders)
	Employee earnings records
	Raymond Loewy International
	1975 (2 folders)
BOX 21	(1 folder)

Administrative File, 1929-1987

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	Raymond Loewy/William Snaith, Inc. 1963-1971 <i>See also Oversize</i> (4 folders)
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	Master control records
	Raymond Loewy International, 1975-1976 <i>See Oversize</i> (2 folders)
	Raymond Loewy/ William Snaith, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Raymond Loewy/ William Snaith Associates, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Monthly reports
	Raymond Loewy International, 1975-1976 <i>See Oversize</i> (2 folders)
	Raymond Loewy/ William Snaith, Inc., 1971-1975 <i>See Oversize</i> (5 folders)
	Raymond Loewy/ William Snaith Associates, Inc., 1971-1975 <i>See Oversize</i> (5 folders)
	Registers and summaries
	Raymond Loewy International, 1975-1977 <i>See Oversize</i> (3 folders)
	Raymond Loewy/ William Snaith, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Raymond Loewy/ William Snaith Associates, Inc., 1970-1975 <i>See Oversize</i> (6 folders)
	Petty cash ledgers
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Administrative File, 1929-1987

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	Raymond Loewy/William Snaith, Inc., 1965-1973 (2 folders)
	Raymond Loewy/William Snaith Associates, Inc., 1965-1973 (2 folders)
	Banks and loans
	Bankers Trust Co. 1967-1973 (2 folders)
BOX 26	1974-1977 (3 folders)
	Chase Manhattan Bank, 1960-1977, undated
	First National City Bank, 1961-1974
	Manufacturers Hanover Trust Co., 1970-1975
	Miscellany, 1965-1975
	Cash flow, 1970-1974 (2 folders)
	Compagnie de l'Esthetique Industrielle, 1964, undated
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BOX 27	1972-1978 (8 folders)
BOX 28	Labor and expense analyses
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	Job expense analysis
	General, 1973 <i>See Oversize</i>
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	Job labor cost, 1972-1974 <i>See Oversize</i>
	Labor analysis
	Clients, 1976-1977 <i>See Oversize</i>
	Employees, 1976-1977 <i>See Oversize</i>
	Labor and expense detail, 1972-1974 <i>See Oversize</i>
	Master job file, 1972-1974 <i>See Oversize</i>
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	Recap of current jobs, 1973-1974 <i>See Oversize</i>
	Summaries, 1973-1974 <i>See Oversize</i>
	Time sheets
	Analysis by employee, 1976-1977 <i>See Oversize</i>
	Analysis by client, 1970-1971 (5 folders)
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Administrative File, 1929-1987

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	Auditor's statements
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Administrative File, 1929-1987

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BOX 39	Cl-Em, 1933-1973 (8 folders)
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BOX 41	Gl-Hy, 1930-1972 (9 folders)
BOX 42	Id-Kr, 1935-1975 (10 folders)
BOX 43	La-Me, 1930-1974, undated (13 folders)
BOX 44	Mi-Nu, 1940-1974, undated (10 folders)
BOX 45	Oc-Rh, 1935-1975 (10 folders)
BOX 46	Ri-Sy, 1931-1975, undated (11 folders)
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Administrative File, 1929-1987

<i>Container</i>	<i>Contents</i>
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	Allen Group, Inc., 1973
	Allison, Benjamin, 1969-1970
	Arab countries, 1974-1975, undated
	Arm and Hammer Baking Soda <i>See Container 62, Church and Dwight Co.</i>
	Armour Food Co., 1972
	Automobile clubs, 1967
	Automotive market, 1973
	"A" miscellaneous, 1967-1973
	Baby food companies, 1970-1974
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	Bicentennial programs, 1970-1975, undated (4 folders)
	Bicycle industry, 1967-1973
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	Borden, Inc., 1973-1974
	Breweries, 1971
	Brier Manufacturing Co., 1973
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	Chase Manhattan Bank, 1972-1974
	Children's Medical Center of New York Fund, 1972-1975, undated
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	Chromalloy American Corp., 1972-1973
	Cigarette companies, 1972
	Coca-Cola Bottling Co. of New York, 1973
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	Cornwall Corp., 1974
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	Defense Department, 1970-1973
	Delta Airlines, 1972
	Delta Exhibit and Displays, 1970
	Dentsu Advertising, Ltd., 1970
	Denver Boxing Club, Denver, Colo., 1968
	Doubinski Frères, 1970
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Client File, 1940-1980

Container

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	Ethan Allen, Inc., 1972	
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	General Motors Corp., Oldsmobile Division, 1974	
	Genesco, 1971	
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