

Raymond Loewy

A Register of His Papers in the Library of Congress

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



Manuscript Division, Library of Congress

Washington, D.C.

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Collection Summary

Title: Papers of Raymond Loewy

Span Dates: 1929-1988

Bulk Dates: (bulk 1960-1976)

ID No.: MSS62142

Creator: Loewy, Raymond, 1893-1986

Extent: 55,000 items; 195 containers plus 120 oversize; 109 linear feet

Language: Collection material in English

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

Abstract: 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.

Names:

Loewy, Raymond, 1893-1986

Lovelace, Joseph--Correspondence

Sheridan, James J., 1933- --Correspondence

Snaith, William, 1908-1974--Correspondence

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. Forest Service

United States. National Aeronautics and Space Administration

United States Postal Service

Woodward & Lothrop

Architecture

Brand name products

Subjects:

Design, Industrial--Exhibitions

Design, Industrial--Great Britain

Design, Industrial--France

Design, Industrial--Soviet Union

Design, Industrial--United States

Industrial design coordination

Marketing

Packaging

Occupation:

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.

Processing History:

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.).

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
ca. 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 <i>Never Leave Well Enough Alone</i> (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, n.d.](#)
- [Client File, 1940-1980, n.d.](#)
- [Project File, 1934-1988, n.d.](#)
- [Miscellany, 1947-1986, n.d.](#)
- [Oversize, 1941-1979, n.d.](#)

Description of Series

Container

Series

BOX 1-60

Administrative File, 1929-1987, n.d.

Correspondence, speeches, and writings of chief executives, financial papers, legal papers, and personnel records.

Arranged alphabetically by type of material and therein chronologically.

BOX 61-97

Client File, 1940-1980, n.d.

Correspondence, memoranda, promotional publications, and invoices.

Arranged alphabetically by client or subject and therein chronologically.

BOX 97-193

Project File, 1934-1988, n.d.

Correspondence, memoranda, notes, financial papers, reports, presentation material, project specifications, design and construction schedules, and research data.

Arranged alphabetically by subject and therein chronologically.

BOX 194-195

Miscellany, 1947-1986, n.d.

Correspondence, newspaper and magazine clippings, notes, and indexes.

Arranged alphabetically by subject and therein chronologically.

BOX OV 1-OV 120

Oversize, 1941-1979, n.d.

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.

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BOX 2	Miscellany, 1953-1968, n.d. Speeches and writings, 1953-1981, n.d. (4 folders) <i>See also Oversize</i>
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BOX 4	Miscellany, 1975, n.d. Snaith, William Distribution Systems, Inc., 1965-1971, n.d. Estate papers, 1974-1978, n.d. General correspondence, 1957-1962, 1968-1973, n.d. Obituaries and letters of condolence, 1974 Southern Ocean Racing Conference, 1969-1972 Speeches and writings, 1958, 1967-1974, n.d. Super Market Institute, 1958-1962, n.d. (4 folders)
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Administrative File, 1929-1987, n.d.

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Administrative File, 1929-1987, n.d.

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Administrative File, 1929-1987, n.d.

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Client File, 1940-1980, n.d.

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	National Aeronautics and Space Administration <u>See also Containers 185-186, Martin-Marietta Corp.</u>
	Contracts and proposals, 1968-1973, n.d.
	Correspondence and memoranda, 1960-1974, 1981
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	Miscellany, 1968-1970, n.d.
	Publicity, 1960, 1968-1973, 1981, n.d.
BOX 188	Reports
	<i>Apollo Applications Program Habitability Report, Vol. I</i> , 1968
	<i>Habitability Study, Earth Orbital Space Stations</i> , final report, 1970-1971
	<i>Habitability Study, Shuttle Orbiter</i>
	Printed version, 1972
	Mock-ups, 1972
	(2 folders)
BOX 189	(2 folders)
	Miscellany, 1969-1971, n.d.
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Speeches and presentations, 1968-1970, n.d.
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New York City (N.Y.) Transit Authority, 1966-1968, n.d.
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Pakistan International Airlines, 1967-1968
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Pennsylvania Railroad, 1938-1948, 1959, n.d. *See also Oversize*
Philadelphia, Pa., Planning Commission, Penn Center, 1959, 1967
Port Authority of New York and New Jersey, 1965, 1973, n.d.
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- BOX 191** Speeches and writings by staff, 1955-1958, 1971
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Studebaker-Packard Corp., 1953, 1960-1967, 1976-1981, n.d.
Transpacific Cruise Corp., 1975
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Transportation assignments, n.d.
Triplex Safety Glass Co., 1968
Union Carbide Corp., 1967
Union of Soviet Socialist Republics
Kometa-M Hydrofoil Concepts, 1975
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- BOX 192** (1 folder) *See also Oversize*
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Correspondence, newspaper and magazine clippings, notes, and indexes.
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Advertisements, magazine articles, and newsclippings, 1947-1986, n.d.
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Raymond Loewy Archives

Fund contributors list, n.d.

Index to client file locations, 1966-1972, n.d.

Index to client-project files, 1951-1962, n.d. [See Oversize](#)

Slide records, 1966-1969, n.d.

Raymond Loewy retrospective exhibit, Renwick Gallery, Washington, D.C., 1973-1975, n.d.

Unidentified material, 1976, n.d.

BOX 195

Cards, clients

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Oversize, 1941-1979, n.d.

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.

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Administrative file

Executive papers

Loewy, Raymond

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The Creative Decision, 1958 ([Container 3](#))

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Raymond Loewy Associates, 1959-1963 ([Container 7](#))

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BOX OV 6

Raymond Loewy Associates, Inc., Chicago, Ill., 1959-1966 ([Container 7](#))

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Raymond Loewy Corp., 1949-1963 ([Container 7](#))

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Raymond Loewy/William Snaith, Inc., 1963-1971 ([Container 7](#))

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Raymond Loewy/William Snaith Associates, Inc., 1963-1974 ([Container 7](#))

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William Snaith as agent for Time, Inc., Quiet House Development, 1962-1963
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Cash receipts

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Raymond Loewy Associates, Chicago, Ill., 1955-1967 ([Container 7](#))

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BOX OV 23	Raymond Loewy/William Snaith Associates, Inc. Bankers Trust Co., 1970-1975 (Container 7)
BOX OV 24-25	First National City Bank, 1963-1974 (Container 7) (2 vols.)
BOX OV 26	Payroll Employee earnings records Raymond Loewy International, 1976 (Container 21)
BOX OV 27	Raymond Loewy/William Snaith, Inc. 1963-1966 (Container 21)
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BOX OV 29	Raymond Loewy/William Snaith Associates, Inc. 1963-1964 (Container 22)
BOX OV 30	1965-1966 (Container 22)
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BOX OV 33	Master control records Raymond Loewy International, 1975-1976 (Container 24) Raymond Loewy/William Snaith, Inc. 1970-1972 (Container 24)
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BOX OV 36	Monthly reports Raymond Loewy International, 1975-1976 (Container 24) Raymond Loewy/William Snaith, Inc. 1970-1972 (Container 24)
BOX OV 37	1973-1975 (Container 24) Raymond Loewy/William Snaith Associates, Inc., 1971-1975 (Container 24)
BOX OV 38	Registers and summaries Raymond Loewy International, 1975-1977 (Container 24) Raymond Loewy/William Snaith, Inc. 1970-1971 (Container 24)
BOX OV 39	1972-1975 (Container 24)
BOX OV 40	Raymond Loewy/William Snaith Associates, Inc. 1970-1972 (Container 24)
BOX OV 41	1973-1975 (Container 24)
BOX OV 42-44	Petty cash ledgers Raymond Loewy Associates, Inc., 1958-1963 (Container 24) (3 vols.)
BOX OV 45	Raymond Loewy Corp., 1960-1965 (Container 24)
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