



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Landor Design Collection

NMAH.AC.0500

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1993, revised 2022

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Landor Design Collection
<b>Date:</b>	circa 1862-2002, undated
<b>Identifier:</b>	NMAH.AC.0500
<b>Source:</b>	Gallagher, Bernard F. (Donor)
<b>Creator:</b>	Landor Associates Landor, Walter, 1913-1995
<b>Extent:</b>	68 Cubic feet (198 boxes, 4 map folders)
<b>Language:</b>	English .
<b>Summary:</b>	Collection consists of the business records and original art documenting the work of Walter Landor and his design firm Landor Associates located in San Francisco, California.

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## Administrative Information

### Acquisition Information

Personal papers donated to Archives Center in 1993 by Josephine Landor, widow of Walter Landor; business records donated to Archives Center in 1993 by Landor Associates.

### Related Materials

#### **Archives Center, National Museum of American History**

Francis M. Mair Papers NMAH.AC.0548

NW Ayer Advertising Agency Records NMAH.AC.0059

Hills Bros. Coffee Company, Incorporated Records NMAH.AC.0395

Emmett McBain Afro American Advertising Poster Collection NMAH.AC.0192

Warshaw Collection of Business Americana NMAH.AC.0060

Marilyn E. Jacklar Memorial Collection of Tobacco Advertisements NMAH.AC.1224

Marlboro Oral History and Documentation Project NMAH.AC.0198

Black and Decker Collection NMAH.AC.1441

Stag's Leap Wine Cellars Documentation Project NMAH.AC.0816

Frito-Lay, Incorporated Records NMAH.AC.1263

Smothers Brothers Collection, NMAH.AC.1437

#### **Division of Work and Industry, National Museum of American History**

The division holds artifacts related to the Walter Landor and his advertising work. See accession 1993.0393.

## Processing Information

Collection processed by Roberto Landazuri, 1993, supervised by Mary Jo Pugh, consultant, at the San Francisco offices of Landor Associates. The Landor family and Landor Associates provided funding for this work. Finding aid revised and amended by Mimi Minnick, archivist January 1995 and May 1996. Additional processing by Vanessa Broussard-Simmons, archivist 2020-2022 and John A. Fleckner, archivist, 2019-2022, Clare McElhaney, 2022.

## Preferred Citation

Landor Design Collection, circa 1862-2002, Archives Center, National Museum of American History.

## Restrictions

Collection is open for research.

## Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

## Accruals

One agreement (1941) between Landor and Groves was donated by Bernard Gallagher, 2024.

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## Biographical / Historical

Walter Landor (1913-1995), son of Jewish Bauhaus architect Fritz Landauer, came to the United States in 1938 with the design team for the British Pavilion at the 1939 World's Fair in New York City. He emigrated to the United States in 1941, launching a small design firm in San Francisco. Landor started out doing package design for a largely local and regional clientele (including many West Coast wineries and breweries), although he soon developed a client list that included some of the world's largest and most prestigious corporations. Corporate identity projects were an important specialization. In addition to his own considerable design abilities, Landor had a gift for inspiring and organizing the creativity of a group of associates, and for developing lasting and productive relationships with his clients. The firm developed particular strength in its portfolio of airlines, financial institutions and consumer goods, and prided itself on a network of international clients. From the beginning, Landor linked design to research in consumer behavior, developing increasingly sophisticated methods for evaluating the effectiveness of his designs. This collection documents Walter Landor's remarkable career, the significant body of corporate identity, packaging and other commercial imagery produced by Landor Associates, and the interplay between industrial design and American consumer culture.

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## Biographical

### German Historical Institute

[Walter Landor](#) in the Immigrant Entrepreneurship: German-American Business Biographies, 1720 to the Present.

The collaborative research project Immigrant Entrepreneurship: German-American Business Biographies, 1720 to the Present sheds new light on the entrepreneurial and economic capacity of immigrants by investigating the German-American example in the United States. It traces the lives, careers and business ventures of eminent

German-American business people of roughly the last two hundred and ninety years, integrating the history of German-American immigration into the larger narrative of U.S. economic and business history.

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## Scope and Contents

Collection documents the career of designer Walter Landor and the significant body of commercial imagery and packaging produced by Landor Associates design firm. Contains corporate and business records of Landor Associates, Landor's personal papers, oral history interviews, films, videotapes, and other audiovisual resources.

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## Arrangement

Collection is arranged into seven series.

Series 1: Landor Associates Business Records, 1862-1993, undated

Subseries 1.1: Historical Background and Project Administration Files, 1941-1993, undated

Subseries 1.2: Office Files, 1960-1993, undated

Subseries 1.3: Newsletters, 1978-1986

Subseries 1.4: Scrapbooks, 1940s-1990s, undated

Subseries 1.5: Memoranda, 1956-1979

Subseries 1.6: Magazine Articles, Newspaper Clippings, and Trade Journal Articles, 1926-1992, undated

Subseries 1.7: Press Releases and Miscellaneous Files, 1982-1987, undated

Subseries 1.8: Walter Landor Reading Files, 1948-1978 (bulk 1970-1978)

Subseries 1.9: New Brochure, 1978-1983, 1978-1985

Subseries 1.10: International Files, 1938-1993, undated

Subseries 1.11: Promotional Files, 1964-1991, undated

Subseries 1.12: Conventions, Seminars, and Conferences, 1955-1989, undated

Subseries 1.13: Awards, 1937-1989, undated

Subseries 1.14: Tours, Presentations, and Parties, 1951-1986, undated

Subseries 1.15: Communication Films, 1965-1969, undated

Subseries 1.16: Client Files, 1936-1992, undated

Subseries 1.16.1: Companies A-Z, 1936-1992, undated

Subseries 1.16.2: Montedison Group S.p.A., 1971-1980, undated

Subseries 1.17: Ferryboat Klamath and the Museum of Packaging Antiquities, 1924-1992, undated

Subseries 1.18: Labels, 1862-1986, undated

Subseries 1.19: Packaging, 1949, undated

Subseries 1.20: Original Artwork, 1976-1992, undated

Series 2: Walter Landor Papers, 1939-1996, undated

Subseries 2.1: Papers, 1939-1993, undated

Subseries 2.2: Trip Files, 1954-1988, undated

Subseries 2.3: Speeches, 1948-1992, undated  
Subseries 2.4: Corporate Historical Reference, 1950-1996, undated  
Series 3: Photographic Materials, 1930-1993, undated  
Subseries 3.1: Photographic Prints, 1930-1993, undated  
Subseries 3.2: Slides, 1940-1990, undated  
Subseries 3.3: Publications, 1965-1992, undated  
Series 4: Landor Archives Project, 1949-2002, undated  
Subseries 4.1: Lillian Sader Files, 1950-1993, undated  
Subseries 4.2: Ed Scubic Files, 1968-1990, undated  
Subseries 4.3: Other Associates Files, 1949-1993, undated  
Subseries 4.4: Oral Histories, 1969-1994  
Subseries 4.5: Archives Project Reference Files, 1939-2002, undated  
Series 5: Motion Picture Films, 1944-1977, undated  
Subseries 5.1: Landor Associates, 1958-1972, undated  
Subseries 5.2: Educational and Training Acquired by Landor Associates, 1944-1975, undated  
Subseries 5.3: Promotional Films Acquired by Landor Associates, 1958-1977, undated  
Subseries 5.4: Television Commercials, Advertising and Public Service Announcements, 1964-1975, undated  
Subseries 5.5: Miscellaneous Films Acquired by Landor Associates, 1967-1970, undated  
Series 6: Video Cassette Tapes, 1980-1993, undated  
Series 7: Audio Cassette Tapes, 1971-1991, undated

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

### Subjects:

- Industrial design
- Industrial designers
- Marketing
- advertising

### Types of Materials:

- Audiovisual materials
- Business letters
- Business records -- 20th century
- Interviews -- 1980-2000
- Oral history
- Personal papers -- 20th century
- Videotapes

### Names:

- Gallagher, Bernard F.

Landor, Josephine Mary, 1918-2001  
Mair, Francis M., 1916-1991 (commercial artist)

## Container Listing

### Series 1: Landor Associates Business Records, 1862-1993, undated

**Scope and Contents:** Documents the work of the Landor company for its clients, as well as, how it promoted its own products and services. Includes information relating to its American office in San Francisco and its international offices in Japan, Australia, Mexico, London, France, Germany, Amsterdam, and Spain to name a few. Series is arranged into twenty subseries: Subseries 1.1: Historical Background and Project Administration Files, 1941-1993, undated; Subseries 1.2: Office Files, 1960-1993, undated; Subseries 1.3: Newsletters, 1978-1986; Subseries 1.4: Scrapbooks, 1940s-1990s, undated; Subseries 1.5: Memoranda, 1956-1979; Subseries 1.6: Magazine Articles, Newspaper Clippings, and Trade Journal Articles, 1926-1992, undated; Subseries 1.7: Press Releases and Miscellaneous Files, 1982-1987, undated; Subseries 1.8: Walter Landor Reading Files, 1948-1978 (bulk 1970-1978); Subseries 1.9: New Brochure, 1978-1983, 1978-1985; Subseries 1.10: International Files, 1938-1993, undated; Subseries 1.11: Promotional Files, 1964-1991, undated; Subseries 1.12: Conventions, Seminars, and Conferences, 1955-1989, undated; Subseries 1.13: Awards, 1937-1989, undated; Subseries 1.14: Tours, Presentations, and Parties, 1951-1986, undated; Subseries 1.15: Communication Films, 1965-1969, undated; Subseries 1.16: Client Files, 1936-1992, undated; Subseries 1.17: Ferryboat Klamath and the Museum of Packaging Antiquities, 1924-1992, undated; Subseries 1.18: Labels, 1862-1986, undated; Subseries 1.19: Packaging, 1949, undated; and Subseries 1.20: Original Artwork, 1976-1992, undated.

#### Subseries 1.1: Historical Background and Project Administration Files, 1941-1993, undated

**Scope and Contents:** Includes biographical information about Walter Landor and the history of the company that he created. Also documents the donation of materials from some of the Landor Associates. Of particular note is the company's list of clients. The acquisition of the collection and initial processing project files are also found among these materials.

Box 1, Folder 2	Landor client listing, 1941-1992
Box 1, Folder 2A	Agreement, Walter Landor and Lowell Groves , 1941-08-14 Notes: Agreement details that Landor and Lowell will collaborate on the presentation of a scheme of interior design of seven rooms for the new NBC Building at O'Farrell and Taylor Streets in San Francisco.
Box 1, Folder 1	<a href="#">Welcome Aboard the Klamath and Walter Landor Associates [photomechanical print brochure], 1960s</a> 1 Item (Ink on paper.; 4" x 12".) Advertiser: Landor Associates Language: English. Notes: AC0500-0000081a.tif (AC Scan: recto) AC0500-0000081b.tif (AC Scan: verso with text and floor plans) Brochure with floor plans of the Klamath ferry used by Walter Landor Associates. Topic: Ferries advertising Marketing



	Genre/Form: Floor plans Brochures -- 20th century
Box 1, Folder 1	Landor chronologies, 1980s-1990s Notes: Includes lists of significant clients and dates in the history of Walter Landor and Landor Associates' beginning the 1930s. Some client lists seem to be indexd to other files. Designer Francis Mair's list of clients, 1950-1970, included mostly packaging projects.
Box 2, Folder 1-4	Acquisition and initial processing project files including inventories, memorandum, and project reports, 1986-1993
Box 1, Folder 7	Walter Landor biographical, 1991, undated
Box 1, Folder 8	Lewis Lowe donation information and oral history transcript, 1993
Box 1, Folder 10	Richard Young donation information and oral history transcript, 1993
Box 1, Folder 3	Walter Landor biographical, undated
Box 1, Folder 4-6	Landor publicity materials, undated <a href="#">Image(s): Landor brochures</a>
Box 1, Folder 9	Ed Skubic donation, undated

### Subseries 1.2: Office Files, 1960-1993, undated

Scope and Contents: Includes letterhead stationery, forms, and materials used to create proposals for clients. Of particular interest is the San Francisco Black Book, a travel guide created by Landor, given to clients as a gift. The undated book contained relevant information including dining and entertainment in San Francisco. Lecture materials, list of instructors, and schedules for a San Jose State University industrial design course taught by Landor associates from 1961-1967 is also found among the materials. In addition, there are materials maintained as a group and identified by the company as referential sources dating from 1978-1992. Materials are arranged in chronological order.

Box 195, Folder 1	Proposals, 1960-1965
Box 195, Folder 2	San Jose State College, Industrial Design course, 1961
Box 195, Folder 3	San Jose State College, lecture series by Landor personnel, schedules, 1962-1963
Box 195, Folder 4	San Jose State College, lecture series by Landor personnel, schedules, 1964-1967
Box 190, Folder 1	Miscellaneous materials, 1964, undated
Box 193, Folder 1	Willits News, 1965
Box 193, Folder 2	Christ und Welt, 1969

Box 195, Folder 5	Trademarks, general, 1972
Box 195, Folder 6	Personnel lists, Christmas, 1974-1975, 1984
Box 185, Folder 1	Referential sources, 1978
Box 185, Folder 2	Referential sources, 1979
Box 195, Folder 7	Miscellaneous Invitations, 1979, 1982
Box 185, Folder 3	Referential sources, 1982
Box 185, Folder 4	Referential sources, 1983
Box 185, Folder 5	Referential sources, 1984
Box 185, Folder 6	Referential sources, 1985
Box 195, Folder 8	CRC, Communications Research Center, booklets, 1985
Box 195, Folder 9	Stationery, forms, and packaging, 1985-1991
Box 185, Folder 7	Referential sources, 1986
Box 179, Folder 2	Mim Ryan correspondence, 1987, 1993
Box 189, Folder 2	Image Matters Magazine, 1988
Box 194, Folder 12	Packaging Design Council International, 1989
Box 189, Folder 4	Landor Europe Magazine, 1990-1991
Box 185, Folder 8	Referential sources, 1992
Box 179, Folder 3	International Advertising Art catalog, undated
Box 179, Folder 4	Biographies, undated
Box 179, Folder 5	San Francisco Housing and Planning Association, undated
Box 179, Folder 6	"Many Children Suffer" pamphlet, undated
Box 179, Folder 7	Pigs and Bacon marketing board pamphlets, undated
Box 179, Folder 8	Sidjakov, Berman, and Gomez, design communications, undated
Box 185, Folder 9	Referential sources, undated

Box 185, Folder 10	Referential sources, undated
Box 185, Folder 11	Labels of Landor services and clients, undated
Box 189, Folder 1	Design Intercourse, magazine, undated Language: Japanese.
Box 189, Folder 3	Japanese materials, undated
Box 195, Folder 10	Airlines system diagram, undated
Box 195, Folder 11	Letterhead stationery, undated
Box 195, Folder 12	San Francisco "Black Book", travel guide, undated

### Subseries 1.3: Newsletters, 1978-1986

Scope and Contents: Monthly compilations of clippings of press coverage and announcements of possible future articles, public speaking engagements by staff, revised client lists, group visits to the Klamath and other corporate news. The newsletters were compiled by Jame Choep to be distributed to all offices. Files for some newsletter editions also contain related memos, responses from other offices, or elements to be included in newsletters.

Box 3	Newsletter, 3/30/78- 7/7/81
Box 4	Newsletter, 9/2/81-12/20/82
Box 5	Newsletter, 1/31/83-5/6/84, 1986

### Subseries 1.4: Scrapbooks, 1940s-1990s, undated

Scope and Contents: Scrapbooks contain examples of Landor Associates' work including packaging and corporate identity design. Also, publicity about the firm in a wide range of trade publications in fields in which the firm was active, especially food and beverage packaging and corporate identity. Newspaper clippings, often from local and regional press, report on activities of Walter Landor and his firm including awards and recognition. Scrapbooks also contain articles by and about Walter Landor.

Box 6	Scrapbook number 1, Corporate identity, 1960-1966
Box 6	Scrapbook number 2, Corporate identity letterhead, 1960s
Box 7	Scrapbook number 3, Corporate identity letterhead, 1960s
Box 7	Scrapbook number 4, Corporate identity letterhead, 1970s
Box 8	Scrapbook number 5, Super Skunk (California Western) Railroad, 1965
Box 8	Scrapbook number 6, History of the Klamath, 1964-1968

Box 25	Scrapbook number 7, Packaging Museum <a href="#">Image(s): Scrapbook 7</a>
Box 9	Scrapbook number 8, Landor overview, volume number 1, 1940s-1950s Notes: Primarily photographs of Walter Landor early designs including Hotel Don Pinto, interior design and color styling for client interview office, and Hotel Don Coffee Shop.
Box 9	Scrapbook number 9, Landor overview, volume number 2, 1940s-1950s Notes: Primarily photographs of Walter Landor's designs for offices, hospitality rooms, and retail stores. Clients include Sicks' Brewing, Ranier, and Joseph Magnin. Also product styling for new automatic telephone machine and visual identification program for United States Steel.
Box 9	Scrapbook number 10, Landor overview, volume number 3, 1947-1955 Notes: Clippings and reprints from trade publication articles about Landor design projects for clients including Petri Wines and Lester Markets.
Box 10	Scrapbook number 11, Landor overview, 1960s
Box 10	Scrapbook number 12, Certificates and awards, 1953-1963
Box 25	Scrapbook, Museum of Packaging Antiquities, 1962-1987
Box 25	Scrapbook number 13, Certificates and awards, 1970s-1980s
Box 26	Scrapbook number 14, Publicity and photographs, 1940s-1960s
Box 26	Scrapbook number 15, Publicity and photographs, 1970s-1990s
Box 26	Scrapbook number 16, Landor associates and corporate identity, 1968-1990 Notes: Records of Landor Associates' work to create a corporate identity for itself including stationery and logo designs.
Box 11	Scrapbook number 17, Newspaper and other publicity, 1946-1951
Box 12	Scrapbook number 18, Newspaper and other publicity, 1952-1955
Box 13	Scrapbook number 19, Newspaper and other publicity, 1947-1960
Box 13	Scrapbook number 20, Newspaper and other publicity, 1959-1960
Box 14	Scrapbook number 21, Newspaper and other publicity, 1960-1962
Box 14	Scrapbook number 22, Newspaper and other publicity, 1960-1962
Box 15	Scrapbook number 23, Newspaper and other publicity, 1962-1966

Box 15	Scrapbook number 24, Newspaper and other publicity, 1964-1965
Box 16	Scrapbook number 25, Newspaper and other publicity, 1965-1966
Box 16	Scrapbook number 26, Newspaper and other publicity, 1956-1966
Box 17	Scrapbook number 27, Newspaper and other publicity, 1967-1968
Box 17	Scrapbook number 28, Newspaper and other publicity, 1968
Box 18	Scrapbook number 29, Newspaper and other publicity, 1968-1969
Box 18	Scrapbook number 30, Newspaper and other publicity, 1969
Box 19	Scrapbook number 31, Newspaper and other publicity, 1969-1970
Box 19	Scrapbook number 32, Newspaper and other publicity, 1971-1972
Box 20	Scrapbook number 33, Newspaper and other publicity, 1972-1973
Box 20	Scrapbook number 34, Newspaper and other publicity, 1974-1975
Box 21	Scrapbook number 35, Newspaper and other publicity, 1976
Box 22	Scrapbook number 37, Newspaper and other publicity, 1980s
Box 22	Scrapbook number 38, Reprints of publicity articles about Walter Landor and Landor Associates, 1980s
Box 23	Scrapbook number 39, Articles about Walter Landor's speaking appearances, 1965-1966
Box 23	Scrapbook number 40, Landor associates promotional materials, 1980s
Box 24	Scrapbook number 41, Walter Landor and staff on the Klamath, 1960s
Box 190, Folder 2	Loose Pages from Unidentified Scrapbook, undated

### Subseries 1.5: Memoranda, 1956-1979, undated

#### *Box 27*

Scope and Contents: Walter Landor's files of memoranda sent by him and received from other Landor executives concerning status of work for clients, information on routine office operations, preparations for client meetings, and a wide variety of other topics. Series also includes one folder of handwritten notes and numerous typed and dated notes on telephone conversations varying in detail from brief summaries to full transcriptions. Calls are with clients and potential clients and among Landor employees. Most of these documents were filed in binders in reverse chronological order.

Box 27, Folder 1	Incoming memoranda, 1956
Box 27, Folder 2	Incoming memoranda, 1965
Box 27, Folder 3	Incoming memoranda, 1966
Box 27, Folder 4	Outgoing memoranda, 1969
Box 27, Folder 5	Telecon transcriptions, 1969
Box 27, Folder 6	Telecon transcriptions, 1969-1971
Box 27, Folder 7	Telecon transcriptions, 1970
Box 27, Folder 8	Incoming memoranda, 1971
Box 27, Folder 9	Miscellaneous markings, 1971, 1974, undated
Box 27, Folder 10	Incoming memoranda, 1972
Box 27, Folder 11	Incoming memoranda, 1973
Box 27, Folder 12	Incoming memoranda, 1974
Box 27, Folder 13	Incoming memoranda, 1975
Box 27, Folder 14	Outgoing memoranda, 1975
Box 27, Folder 15	Incoming memoranda, 1976
Box 27, Folder 16	Incoming memoranda, 1978-05-1978-12
Box 27, Folder 17	Incoming memoranda, 1979-01-1979-04
Box 27, Folder 18	Incoming memoranda, 1979-05-1979-10

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### Subseries 1.6: Magazine Articles, Newspaper Clippings, and Trade Journal Articles, 1926-1992, undated

Scope and Contents: Printed materials relating to the history of the company, its working environment, and products and services created for clients. Most of the materials consist of articles and clippings with a very few entire publications. They appeared primarily in trade publications with a smaller amount directed toward the public. Materials are arranged first by type and then in chronological order.

Box 179, Folder 9	Articles and clippings, 1930-1939
Box 29, Folder 1	Trade journal articles, 1940-1949

Box 194, Folder 13	Fortune, 1959
Box 29, Folder 2	Trade journal articles, 1950-1959
Box 29, Folder 3	Trade journal articles, 1960-1965
Box 195, Folder 13	Boxboard Containers, East Texas Pulp and Paper Company, 1965-04
Box 29, Folder 4	Trade journal articles, 1966
Box 29, Folder 5	Trade journal articles, 1967
Box 29, Folder 6	Trade journal articles, 1968
Box 29, Folder 7	Trade journal articles, 1969
Box 29, Folder 8	Trade journal articles, 1972
Box 29, Folder 9	Trade journal articles, 1973
Box 29, Folder 10	Trade journal articles, 1974
Box 29, Folder 11	Trade journal articles, 1975
Box 29, Folder 12	Trade journal articles, 1976
Box 29, Folder 13	Trade journal articles, 1979-1980
Box 195, Folder 14	The Executive, 1980
Box 29, Folder 14	Trade journal articles, 1984
Box 29, Folder 15	Trade journal articles, 1986
Box 29, Folder 16	Trade journal articles, 1989
Box 29, Folder 17	Trade journal articles, 1991
Box 29, Folder 18	Trade journal articles, undated
Box 29, Folder 19	Newspaper clippings, 1951
Box 29, Folder 20	Newspaper clippings, 1952
Box 29, Folder 21	Newspaper clippings, 1953
Box 29, Folder 22	Newspaper clippings, 1956

Box 29, Folder 23	Newspaper clippings, 1957
Box 29, Folder 24	Newspaper clippings, 1960
Box 29, Folder 25	Newspaper clippings, 1964
Box 186, Folder 1	Newspaper clippings, 1964-1965
Box 194, Folder 15	New York, Sunday Herald Tribune Magazine, 1965
Box 29, Folder 26	Newspaper clippings, 1965
Box 29, Folder 27	Newspaper clippings, 1966
Box 29, Folder 28	Newspaper clippings, 1967
Box 29, Folder 29	Newspaper clippings, 1968
Box 29, Folder 30	Newspaper clippings, 1970
Box 29, Folder 31	Newspaper clippings, 1973
Box 29, Folder 32	Newspaper clippings, 1974
Box 29, Folder 33	Newspaper clippings, 1975
Box 29, Folder 34	Newspaper clippings, 1976
Box 189, Folder 5	Newspaper reprints, 1976
Box 29, Folder 35	Newspaper clippings, 1978
Box 29, Folder 36	Newspaper clippings, 1980
Box 29, Folder 37	Newspaper clippings, 1982
Box 29, Folder 38	Newspaper clippings, 1984-1985
Box 29, Folder 39	Newspaper clippings, 1989
Box 194, Folder 14	Design Business, 1990
Box 29, Folder 40	Newspaper clippings, 1992
Box 29, Folder 41	Newspaper clippings, undated
Box 186, Folder 3	German Magazine, 1926



Box 190, Folder 3	Magazine reprints, 1935
Box 186, Folder 4	Fortune Magazine, 1947
Box 185, Folder 12	Magazine articles, 1965
Box 185, Folder 13	Magazine articles, 1966
Box 185, Folder 14	Magazine articles, 1968
Box 185, Folder 15	Magazine articles, 1969
Box 185, Folder 16	Magazine articles, 1973
Box 185, Folder 17	Magazine articles, 1975
Box 185, Folder 18	Magazine articles, 1980-1989
Box 185, Folder 19	Magazine articles, undated
Box 194, Folder 8	Advertising Age, 1976-04-19
Box 194, Folder 5	Chicago Tribune Sunday Magazine, 1969
Box 190, Folder 4	Daily Commercial News, 1979-11-19
Box 186, Folder 2	Design Intercourse Magazine, 1987
Box 194, Folder 10	Epoca, undated
Box 190, Folder 6	Horizont, 1989
Box 190, Folder 5	Marketing News, 1979-1984
Box 194, Folder 2	San Francisco Chronicle, Home Fashions, 1962
Box 194, Folder 1	San Francisco Examiner, California Living, 1959, 1965
Box 194, Folder 7	San Francisco Examiner, California Wine, 1972-1978
Box 194, Folder 9	San Francisco Examiner, California Wine, 1984
Box 194, Folder 4	San Francisco Shopping News, 1965
Box 194, Folder 3	San Francisco Sunday Chronicle, 1960, 1962

Box 194, Folder 6	San Francisco Sunday Examiner and Chronicle, 1972
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### Subseries 1.7: Press Releases and Miscellaneous Files, 1982-1987, undated

#### Box 30

Scope and Contents: Press releases announcing new appointments and promotions at Landor Associates, including the addition of John Diefenbach's title as CEO to his role as president, January, 1985. Also four folders with miscellaneous publications.

Box 30, Folder 1	Vincent Carra, 1982-02-01
Box 30, Folder 2	Landor management, 1982-02-06
Box 30, Folder 3	Four new associates, 1984-02
Box 30, Folder 4	Bob Seiler, 1984-08-01
Box 30, Folder 5	Prospects, general, 1985
Box 30, Folder 6	Magazine articles, 1985
Box 30, Folder 7	John Diefenbach, CEO, 1985-01-07
Box 30, Folder 8	McCready appointment, 1985-05-01
Box 30, Folder 9	John Baxter, Director of Sales, 1985-06-25
Box 30, Folder 10	Wordmark SB Master, 1985-06-27
Box 30, Folder 11	M. Roberts, New York, 1986-02
Box 30, Folder 12	Carra, Roberts, Stout, 1986-02
Box 30, Folder 13	William Neitzel, New York office, 1986-03-21
Box 30, Folder 14	Kirk Brennan, 1986-03
Box 30, Folder 15	Ronald Manzke, 1986-04
Box 30, Folder 16	Landor in Hong Kong, 1986-04-24
Box 30, Folder 17	WordMark, 1986-05-01
Box 30, Folder 18	ExtravaganZZa & Zazu, 1986-11
Box 30, Folder 19	Ted Sykes, 1986-12-01

Box 30, Folder 20	Competition, 1986
Box 30, Folder 21	Articles, 1986
Box 30, Folder 22	Dale Brubaker award, 1987-01-30
Box 30, Folder 23	Stanford Centennial, 1987-01-30
Box 30, Folder 24	Planned board releases, 1987-05

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### Subseries 1.8: Walter Landor Reading Files, 1948-1978, undated, bulk: 1970-1978

Scope and Contents: Primarily copies of outgoing correspondence by Walter Landor, his assistant, and Landor Associate executives, created as a reading file for Landor. Includes correspondence with clients and prospective clients as well as some general and personal correspondence. The Telex files are inclming messages, many from overseas. Correspondents are clients and Landor Associate employees writing on a wide range of topics, including some more detailed discussions of work for clients.

Box 32, Folder 9	"Billet Doux", 1948-1960 Notes: Complimentary letters of reference by clients for work done by Walter Landor and Landor Associates.
Box 33, Folder 4	Reading file, 1959-1960
Box 33, Folder 13	Last letters from Guilmant and Farias, 1960
Box 33, Folder 1	"Billet Doux", 1963-1969
Box 33, Folder 9	Japan Packaging Institute, 1965-1968
Box 31, Folder 1-9	Outgoing correspondence, 1969-1975
Box 33, Folder 2	British Week in San Francisco, 1971
Box 32, Folder 8	Rod McKnew Doodles, "Artwork: Rod's Masterpiece", 1975
Box 32, Folder 1-4	Outgoing correspondence, 1976-1978
Box 33, Folder 11	BATF wine label hearing, 1977
Box 33, Folder 14	Walter Landor miscellaneous notes and materials, 1977
Box 32, Folder 5	Weekly schedules memoranda, July-September, 1978 Notes: Mostly travel plans of Landor Associates executives.
Box 32, Folder 6-7	Telex reading files, January-August, 1978

Box 33, Folder 7	Statement of Professional Policy on Client Relationships, undated
Box 33, Folder 8	List of Studies by Institute for Design Analysis, Landor Associates Research Affiliate, undated
Box 33, Folder 10	Robert Joseph Kline resume and international marketing presentation, undated
Box 33, Folder 3	WLA Design services and philosophy, undated

### Subseries 1.9: New Brochure, 1978-1983, 1978-1985

Scope and Contents: Primarily files of Jane Chope, Information Director, documenting development of a new brochure for Landor Associates, including internal memoranda on brochure content and style, versions of brochure text and visual materials, budget materials, and mock-ups.

Box 34, Folder 1	New brochure files, 1978-1981
Box 34, Folder 2	New brochure comps, 1978-1980
Box 34, Folder 3	New brochure translations, 1978-1980 Notes: Handwritten notes and printed copy of brochure texts for translation into Japanese, Spanish, German, and French. Memoranda on distribution to offices and clients.
Box 35, Folder 2	New brochure oversized comps, 1978-1980
Box 34, Folder 4	Packaging design services brochure, 1982-1983
Box 35, Folder 1	Landor associates telephone lists mounted on plastic, 1985

### Subseries 1.10: International Files, 1938-1993, undated

Scope and Contents: Files of Walter Landor and other Landor Associates executives documenting overseas offices, clients, and operations, including reports on projects underway, new business reports, information on competitors, business solicitations, and correspondence, especially regarding visits by clients to San Francisco and visits to foreign offices and representatives. Records include letters, memoranda, telexes, clippings, dictabelts, business cards, and handwritten notes.

Box 36, Folder 1	Australia, WLA office, general, 1974
Box 36, Folder 2	Australia/Malaysia, 1974-1976
Box 36, Folder 3	Australia, Lindeman Wines, 1973-1974
Box 36, Folder 5	Australia, miscellaneous, 1974-1975
Box 194, Folder 16	British Airways, 1985

Box 36, Folder 7	Brazil, miscellaneous, 1974-1975
Box 36, Folder 8	Canada, 1974
Box 36, Folder 9	Columbia, 1972
Box 36, Folder 10	China, Taiwan, 1973-1974
Box 36, Folder 11	China, Taiwan, 1974
Box 36, Folder 12	Denmark, miscellaneous, 1960-1975
Box 36, Folder 13	Denmark, A. P. Moller, 1971-1973
Box 36, Folder 14	Denmark, Torben Lenzberg, 1971-1975
Box 36, Folder 15	Finland, miscellaneous, 1972
Box 36, Folder 16	France, Air Inter, 1974-1975
Box 36, Folder 17	France, WLA office, general, 1973
Box 36, Folder 18	France, miscellaneous, 1972-1974
Box 37, Folder 1	Agreements, 1976
Box 37, Folder 2	Germany, HAG AG. (Bremen), 1974
Box 37, Folder 3	Germany, Hans Joachim Krug (Hamburg), 1971
Box 37, Folder 4	Germany, Henkel GmbH (Dusseldorf), 1974-1975
Box 37, Folder 5	Germany, Markenwerbung International (Hamburg), 1972-1974
Box 37, Folder 6	Germany, Nestle (Frankfurt), 1973-1974
Box 37, Folder 7	Germany, Dr. Rudolf Oetker Visit to San Francisco, 1974
Box 37, Folder 8	Germany, Hamburg Sud (Hamburg), 1974
Box 37, Folder 9	Germany, Phillip Morris (Frankfurt), 1973-1975
Box 37, Folder 10	Germany, Schwartzauer Were Bmbh (Bad Schwartzauer), 1972-1974
Box 37, Folder 11	Germany, Hans Wuttke (Hamburg), 1971-1973
Box 37, Folder 12	Germany, Sarotti Symposium, 1974-1975

Box 37, Folder 13	Germany, WLA Office, general, 1974-1975
Box 37, Folder 14	Germany, Albert Volckerts (Hamburg), 1972
Box 37, Folder 15	Germany, Axel Springer Verlag AG (Hamburg), 1972-1973
Box 37, Folder 16	Germany, Die Anzeige (Magazine, Hamburg), 1971-1972
Box 37, Folder 17	Germany, Gubor Schokoladenfabrik (Schwarzwald), 1973-1974
Box 37, Folder 18-19	Germany, miscellaneous, 1966-1976
Box 37, Folder 20	Germany, old, 1970-1980
Box 196, Folder 2	Germany, Jahresing 36, 1989
Box 38, Folder 1	Greece, 1974-1976
Box 38, Folder 2	Guatemala, undated
Box 38, Folder 3	Hong Kong, miscellaneous, 1960
Box 38, Folder 4	Hungary, miscellaneous, undated
Box 38, Folder 5	International-Europe, London, France, 1975-1977
Box 38, Folder 6	Italy, 1975-1976
Box 39, Folder 13	Philippines, 1973-1974
Box 38, Folder 7	Singapore, Fraser & Neave, 1971-1973
Box 38, Folder 8	Singapore, Signing Program, Singapore International Airport, 1973
Box 38, Folder 9	Singapore, general, 1973
Box 38, Folder 10	Singapore, miscellaneous leads, 1973-1975
Box 39, Folder 1	Spain, Alcoholera de Chinchon, 1972-1974
Box 39, Folder 2	Spain, San Miguel Beer, 1972-1974
Box 39, Folder 3	Spain, Riera Mars, 1973
Box 39, Folder 4	Spain, miscellaneous leads, 1973-1974
Box 39, Folder 5	Spain, Dr. Cals, 1974

Box 39, Folder 6	Switzerland, Nestle Vevey, 1971-1979
Box 39, Folder 7	Switzerland, general, 1971
Box 39, Folder 8	Switzerland, Schmidlin, 1968-1975
Box 39, Folder 9	Switzerland, Phillip Morris (Europe), 1972-1975 Notes: Branding for Phillip Morris wine project
Box 39, Folder 10	Switzerland, Dr. Rudolf Farner, 1971
Box 39, Folder 11	Switzerland, Gretag Ltd., 1972
Box 39, Folder 12	Switzerland, miscellaneous leads, 1974-1975
Box 39, Folder 14	Saudi Arabia, 1975
Box 39, Folder 15	South Africa, 1972
Box 39, Folder 16	Sweden, Arvid NorQuist, 1973
Box 39, Folder 17	Thailand, 1961-1962, 1973-1974
Box 195, Folder 15	Thai International, 1974-1975
Box 39, Folder 21	United Kingdom, London trip, 1971
Box 39, Folder 20	United Kingdom, miscellaneous leads, 1971-1974
Box 39, Folder 22	United Kingdom, London trip, 1972
Box 39, Folder 18	Venezuela, 1971-1975
Box 39, Folder 19	Yugoslavia, 1974
Box 40, Folder 1	General Representation, yearly reports (Europe, Africa, Middle East) From Rome, 1972-1973
Box 40, Folder 3	Representation, France, 1973
Box 40, Folder 4	Representation, Germany, 1971-1974
Box 40, Folder 5	Representation, Holland, 1974
Box 40, Folder 6	Representation, Italy, 1971-1974
Box 40, Folder 8	Phillip Morris, 1973-1975

Box 40, Folder 9	London Studio, 1975
Box 40, Folder 10	Mexico, Banco Nacional de Mexico [National Bank of Mexico], 1972-1973
Box 40, Folder 11	Mexico, Alfa, Cerveceria Cautehmoc, Pepsico, Jean Vicfer de Mexico, LA operations, Sabritas, Serfin [Alfa, Cerveceria Cautehmoc, Pepsico, Jean Vicfer de Mexico, LA operations, Sabritas, Serfin], loose materials, 1972-1975 1 Folder
Box 40, Folder 12	Mexico, Mexico City office, 1973-1974 1 Folder
Box 40, Folder 13	Mexico, 1976
Box 40, Folder 13	Mexico, Monterrey symposium, 1974
Box 40, Folder 15	Mexico, "Next Mexico", 1974
Box 40, Folder 16	Lebanon, Middle East Airlines, 1974
Box 40, Folder 17	Japan, general, 1960, 1968, 1974-1979
Box 41, Folder 1	Japan, miscellaneous leads, 1974
Box 41, Folder 2	Japan, confidential letters to and from Tokyo office, 1974
Box 41, Folder 3	Japan office, 1975
Box 41, Folder 4	Japan, Sanrio, 1973-1974
Box 196, Folder 1	Japanese Press, 1986
Box 41, Folder 5	Italy, general, 1974
Box 41, Folder 6	Italy, miscellaneous leads, 1974-1975
Box 41, Folder 8	Indonesia, miscellaneous notes, 1972
Box 41, Folder 9	Indonesia, Djakarta, 1973
Box 41, Folder 10	Indonesia, Bali, undated
Box 41, Folder 11	Holland, Heineken, 1973
Box 41, Folder 12	Switzerland, Geneva, SAFI, Societe d'Administration et de Financement [Administration and Financing Company], 1978



Box 41, Folder 13	Belgium, 1980-1984 Notes: Primarily Jane Chope files. Includes a seventeen page, single spaced typed transcript of a 1981 presentation by Landor Associates executives on their work in corporate identity delivered to a business conference in Antwerp.
Box 41, Folder 14	London, 1982-1985
Box 41, Folder 15	Spain, Madrid office, general, 1979-1983
Box 41, Folder 16	Spain, Madrid office, general, 1979-1982
Box 41, Folder 17	New York office, general, 1979-1985
Box 41, Folder 18	Argentina, 1980-1982
Box 42, Folder 1	Germany, Remd Rohrbach, 1982-1985
Box 42, Folder 2	Hong Kong, 1981-1985
Box 42, Folder 3	Italy, Rome, 1981-1985
Box 42, Folder 4	Singapore, 1985
Box 42, Folder 5	South Africa, 1983
Box 42, Folder 6	Sweden, BNL Stockholm, undated
Box 42, Folder 7	Tokyo office, general, 1978-1985
Box 42, Folder 8	Washington, DC, 1982-1984
Box 42, Folder 9	Foreign offices, general, 1979-1984
Box 43, Folder 1	Amsterdam office, general (defunct), 1978-1982
Box 43, Folder 2	Winchester Massachusetts, Art Brooks (defunct), 1982
Box 43, Folder 3	Greece, Athens (defunct), 1980
Box 43, Folder 4	Hamburg office (defunct), 1979-1981
Box 194, Folder 17	Italy, Ferruzzi, undated
Box 43, Folder 5	Hawaii, general (defunct), 1979-1980
Box 43, Folder 6	Los Angeles, 1980

Box 43, Folder 7	Ireland, Limerick (defunct), 1980
Box 43, Folder 8	Main office, general, 1980-1981
Box 43, Folder 9	France, Paris office, general (defunct), 1980-1983
Box 43, Folder 10	Sweden, Stockholm, Christian Bratt, 1984
Box 43, Folder 11	French translation exhibit brochure, 1981-1983
Box 43, Folder 12	London office, 1938-1983
Box 43, Folder 13	London inception, 1978-1981
Box 190, Folder 7	Hungary, undated
Box 190, Folder 8	Scandinavian Airlines System, 1993
Box 195, Folder 16	International Advertising Art, 1984
Box 194, Folder 18	Japan Interior Design, 1975

### Jack Delin Files, 1974-1982, undated

Scope and Contents: Jack Delin was the managing director for Landor Associates in Asia. Materials document his work while with the company. Materials are arranged in chronological order.

Box 45, Folder 6	Singapore, 1974, 1977, 1979-1980
Box 45, Folder 5	SAS/Thai Airlines, 1977-1982
Box 45, Folder 3	Taiwan brochures, 1979-1982
Box 44, Folder 1	Cathay Investment & Trust Company, 1980-1981
Box 44, Folder 4	China External Trade Development Council, 1980-1981
Box 45, Folder 4	Taiwan correspondence, 1980-1981
Box 44, Folder 3	Cathay/Cathin, various brochures, 1981
Box 45, Folder 1-2	Taiwan seminar "Design as a Strategic Tool in Marketing and Long-Range Planning" sponsored by Landor Associates and co-sponsored by the China External Trade Development Council, 1981
Box 44, Folder 3	Golden Design and Furniture Manufacturing Company, Ltd., undated

**Subseries 1.11: Promotional Files, 1964-1991, undated**

Scope and Contents: Promotional and public relations materials including memoranda, reports, and correspondence.

Box 46, Folder 1-3	Jane Chope background materials file, 1964-1981 Notes: Includes materials on corporate identity, positioning, naming, and symbols and on banking and airlines.
Box 46, Folder 4	New York trip, Walter Landor, 1970
Box 46, Folder 7	New business contact reports, 1970-1975
Box 47, Folder 3	Client testimonial letters, 1970-1980
Box 46, Folder 5	New York promotion, 1971
Box 46, Folder 6	New York promotion, 1972
Box 46, Folder 9	Public relations files, 1972-1973
Box 46, Folder 8	Business contact memos, 1982-1985
Box 47, Folder 2	Exhibit design group files, 1983-1984
Box 179, Folder 10	Landor Associates brochure, 1984
Box 179, Folder 11	Brochure drafts, 1991
Box 47, Folder 1	Exhibit design group promotional booklet, undated
Box 179, Folder 12	Informational brochures, undated
Box 179, Folder 13	Brochure reprint of IDEA Magazine, Japan, undated Language: Japanese.
Box 179, Folder 14	Landor Associates Lookbook, undated
Box 196, Folder 3	Client projects, undated

**Subseries 1.12: Conventions, Seminars, and Conferences, 1955-1989, undated**

Scope and Contents: Memoranda, correspondence, speeches, clippings, programs and other materials on conventions and seminars involving Landor Associates.

Box 179, Folder 15	International Design Conference, Aspen, Colorado, 1955-1956
Box 179, Folder 17	International Design Conference, Aspen, Colorado, 1957

Box 179, Folder 16	International Design Conference, Aspen, Colorado, 1957-1958
Box 179, Folder 18	Aspen Executives Program, 1958
Box 179, Folder 19	International Design Conference, Aspen, Colorado, 1959
Box 179, Folder 20	International Design Conference, Aspen, Colorado, 1964
Box 179, Folder 21	International Design Conference, Aspen, Colorado, list of participants, 1966
Box 179, Folder 22	Food Conference, 1971
Box 48, Folder 5	Financial District Festival, 1974-1975
Box 48, Folder 6	Industrial Designers Society of America (ID), 1976
Box 48, Folder 7	Western Association of Food Chains, Incorporated, 1976 Notes: Includes presentations by Walter Landor and John Diefenbach
Box 47, Folder 6	International Marketing Symposium, Tokyo, 1978
Box 48, Folder 1	International Marketing Symposium, Tokyo, 1979
Box 48, Folder 2-4	President's Seminar: Design as a Strategic Tool for Long-Range Planning, 1980 Notes: Speeches by Walter Landor and other Landor Associates executives, memoranda, draft documents, and planning materials.
Box 47, Folder 5	Taiwan Seminar, Design As A Strategic Tool in Marketing and Long-Range Planning, 1980-1981
Box 47, Folder 4	Conventions, general correspondence, Jane Chope and Public Relations department files, 1980-1982
Box 49, Folder 1-2	Landor Associates presentations, 1980-1982 Notes: Jane Chope files on presentations by Landor Associates staff arranged alphabetically by name of audience.
Box 196, Folder 4	Munich Design Forum, 1987
Box 49, Folder 3-4	Third Annual Food and Beverage Packaging Expo and Conference, 1989 Notes: Includes Ed Rice presentation, "Matching Your Branding Strategies to Current Consumer Attitudes."
Box 179, Folder 23	Society of Industrial Artists, undated

**Subseries 1.13: Awards, 1937-1989, undated**

Scope and Contents: Primarily oversized award certificates given to Walter Landor and Landor Associates for achievements in graphic and packaging design given by regional and national professional and industry associations. Also awards by local civic organizations.

Box 186, Folder 5	British Plastics' design awards, 1937
Box 51	Awards, 1948-1988
Box 180, Folder 1	Design award, 1949
Box 180, Folder 2	Awards and certificates, 1956-1957
Box 50	Awards, 1958-1989
Box 186, Folder 6	Certificates of merit, 1960-1961
Box 180, Folder 3	Awards and certificates, 1968
Box 180, Folder 4	Awards and certificates, 1971-1975
Box 186, Folder 7	Certificate of appreciation, 1972
Box 186, Folder 8	Certificates of excellence, 1974
Box 196, Folder 5	Academia Mexicana de Diseño, 1985-03
Box 180, Folder 3	Awards and certificates, undated
Box 180, Folder 5	Awards and certificates, undated
Box 180, Folder 6	Awards presented to Landor Associates, undated

**Subseries 1.14: Tours, Presentations, and Parties, 1951-1986, undated**

Scope and Contents: Documents social events including tours, parties, presentations, holiday events, receptions, farewell gatherings, benefits, and film festivals hosted by Landor, clients, or special interest groups. Materials include hospitality files, guest lists, invitations, handwritten notes, invoices, and newspaper clippings.

Box 52, Folder 1	Guest book, 1951-1955
Box 52, Folder 2	Guest books, relocation to Pier 5?, 1963
Box 52, Folder 3	Tours and hospitality files, 1965-1970
Box 52, Folder 4	Young Presidents, 1966-1967

Box 56, Folder 1	Parties, general, 1970-1971
Box 53, Folder 4	Party in honor of Dr. Matte and von Bertrab, 1972
Box 53, Folder 7	Saturday review party, 1972
Box 56, Folder 3	Montedison, 1972
Box 56, Folder 4	Delaney farewell, 1972
Box 56, Folder 5	World Affairs Council, 1972
Box 56, Folder 6	Norwegian ship owners, 1972
Box 53, Folder 5	Requests, 1972-1978
Box 53, Folder 1-3	Past parties, 1974-1977 Notes: Guest lists, handwritten notes, invoices, newspaper clippings
Box 53, Folder 6	Miscellaneous materials, 1974-1977
Box 55, Folder 3-5	Landor tours and presentations including colleges, 1978-1981
Box 53, Folder 8-9	Landor tours and presentations, 1979-1980
Box 55, Folder 1	Miscellaneous events, 1979-1984
Box 54, Folder 3	Margaux Hemingway and Bernard Foucher, 1980
Box 54, Folder 4	Summer Rush, 1980
Box 54, Folder 5	New York office, Christmas party, 1980
Box 54, Folder 15	American Bankers Association, 1980s
Box 54, Folder 8	International Industrial Conference, 1981
Box 54, Folder 14	IMI study group, 1981
Box 54, Folder 27	Milline Christmas show, 1982
Box 54, Folder 9	Issey Miyake reception, 1983
Box 54, Folder 24	Queen Elizabeth II, 1983
Box 54, Folder 23	Magic Theater benefit, 1983

Box 54, Folder 25	International Petrochemical Conference, 1983
Box 54, Folder 6	World Affairs Council reception, 1984
Box 54, Folder 20	Cotton Club, San Francisco Film Festival, 1984
Box 54, Folder 21	Exploratorium, 1984
Box 54, Folder 22	Jo Landor, 1984
Box 54, Folder 26	British Airways reception, 1984
Box 54, Folder 1	International Industrial Conference, 1985
Box 54, Folder 7	City celebration, 1985
Box 54, Folder 10	World Affairs Council, 1985
Box 54, Folder 12	AIA Cocktail reception, 1985
Box 54, Folder 13	GMBH, 1985
Box 54, Folder 16	YWCA special event, 1985
Box 54, Folder 17	Association for Corporate Growth, 1985
Box 54, Folder 18	San Francisco Visitors and Convention Bureau, 1985
Box 54, Folder 19	Pratt Institute, 1985
Box 55, Folder 2	Mr. and Mrs. Claus Palme, 1986
Box 196, Folder 6	Imai Event, Miscellaneous Materials, 1986
Box 54, Folder 2	ELF reception, undated
Box 54, Folder 11	Gathering for Kate Winter, undated
Box 56, Folder 2	Miscellaneous, undated

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### Subseries 1.15: Communication Films, 1965-1969, undated

Scope and Contents: Scripts, correspondence, releases, contracts, and agreements created by Communication Films, a unit of Walter Landor Associates in the 1960s.

Box 56, Folder 9-17	Bank of America, 1965-1969
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	Notes:	Included agreements, contracts, insurance documents, client script approval, and related files.
Box 56, Folder 18		Cally Curtis files, 1966
Box 56, Folder 20		Half-Way-Mark scripts, 1966
Box 56, Folder 19		Danola consumer film scripts, 1966-1967
Box 56, Folder 21-22		Danfoods files, 1966-1967
Box 56, Folder 8		American Federation of Musicians agreement, 1967
Box 56, Folder 7		Contracts and agreements, Bud Antle, 1968
Box 56, Folder 24		Bank of America shooting script, 1969
Box 56, Folder 23		New Lucerne carton design, slide film script, undated

### Subseries 1.16: Client Files, 1936-1992, undated

**Scope and Contents:** The Landor Archives Project team assembled this group of more than 300 client files by adding materials from various storage locations to a group of files kept by Walter Landor. Many folders initially listed in this sub-series were not shipped to the Archives Center and are omitted from this finding aid. Many of these files contain one or a few items, mostly examples of Landor Associates' work, for example, logos, letterheads, and labels. Other, larger, files may include illustrated color promotional case histories with client background information and problem and solution statements. Other materials that may occur in these files include reprints, clippings, advertisements, corporate identity manuals, information sheets, and occasional correspondence. The series is arranged into two subseries: Subseries 1.16.1: Companies A-Z, 1936-1992, undated and Subseries 1.16.2: Montedison Group S.p.A., 1971-1980, undated. Montedison was one of, if not the largest, client of Walter Landor.

#### Subseries 1.16.1: Companies A-Z, 1936-1992, undated

**Scope and Contents:** Documents the products and services created by Landor for clients. Materials are arranged in alphabetical order by client or brand name. Many of the items and files are undated.

Box 57, Folder 1		Activision, undated
Box 57, Folder 2		ADSA-Eurocom, 1987-1989
Box 57, Folder 3		Airborne, 1960
Box 57, Folder 4		Albertson's, 1976-1978
Box 190, Folder 9		Alitalia [Società Aerea Italiana S.p.A.], 1969
Box 193, Folder 3		Alitalia [Società Aerea Italiana S.p.A.], 1993



Box 196, Folder 7	Allied Van Lines, Allegheny/US Air, circa 1979
Box 57, Folder 5	Air Cal, 1981
Box 180, Folder 7	Air Cal, undated
Box 180, Folder 8	Allegheny Airlines, 1976
Box 57, Folder 6	Alitalia, 1969-1980
Box 57, Folder 7	American Bakeries, undated
Box 57, Folder 8	American Conservatory Theater, undated
Box 189, Folder 6	American Conservatory Theater, undated
Box 57, Folder 9	Amfac, undated
Box 57, Folder 10	Anew, undated
Box 57, Folder 11	Armour Food Corporation, 1968-1973
Box 57, Folder 12	Arrowhead & Puritas Waters, 1955
Box 57, Folder 13	Asti [Asti Spumante] Wines, 1950
Box 57, Folder 14	Atlantic Richfield, 1980
Box 185, Folder 20	Audubon International, 1983-08
Box 57, Folder 15	Banco Santander, undated
Box 196, Folder 8	Bancroft, Avery & McAlister, 1982
Box 180, Folder 9	Bank of America, 1969
Box 57, Folder 16-17	Bank of America, 1970-1989
Map-folder 3	Bel-air Frozen Fresh Green Peas (labels), undated
Box 57, Folder 18	Belden Corporation, 1974
Box 166	Bell System, telephone directory introductory pages, manual, undated
Box 57, Folder 19	Bi-Invest, undated
Box 57, Folder 20	Bi-Lo, undated

Box 57, Folder 21	Birdsell, undated
Box 57, Folder 22	Birds Eye, 1977
Box 57, Folder 23	Black & Decker, undated
Box 196, Folder 9	Blitz-Weinhard Company, 1956
Box 57, Folder 24	Blue Diamond, undated
Map-folder 1	Bohemiam Club Beer (label), undated
Box 196, Folder 10	Bosch Beer, Label, Design Award Announcement, 1954
Box 57, Folder 25	Bohemia, undated
Box 57, Folder 25	Bohemia, undated
Box 194, Folder 19	Bohemia, Presentation, undated
Box 180, Folder 10	Bohemian Breweries, bottle design and correspondence, 1980
Box 57, Folder 26	Bonner, 1950-1951
Box 190, Folder 10	Booth, 1993
Box 57, Folder 27	Braun, 1975
Box 57, Folder 28	British Airways, 1984-1985
Box 57, Folder 29	Bud Antle, Undated
Box 57, Folder 30	Budweiser, 1978
Box 57, Folder 31	Burgermeister Brewing Corporation, undated
Box 185, Folder 21	Burma-Shave, slides, undated
Box 57, Folder 32	Burma-Shave, undated
Box 58, Folder 1	Cablevision, 1980
Box 58, Folder 2	California Museum of Science and Industry, Dental Exhibit, undated
Box 58, Folder 3	California and Western, 1965
Box 58, Folder 4	California Wine Association, 1957

Box 194, Folder 20	Canco, Motor Oil, undated
Box 58, Folder 5	Capita, undated
Map-folder 1	Captain's Choice, skinless sole fillet (label)
Box 58, Folder 6	Carta Blanca (Cerveceria Cauhtemoc), 1955-1968 (bulk 1955-1958) Notes: Contains extensive copies of correspondence with client, project reports, invoices, and other administrative records.
Box 58, Folder 7	Castle and Cooke (Dole), 1987
Box 58, Folder 8	Caterpillar, undated
Box 58, Folder 9	Cathay Pacific, 1985
Box 58, Folder 10	Cerwin Vineyards, 1958
Box 58, Folder 11	Chartered Bank of London, undated
Box 58, Folder 12	Chase Manhattan, 1982
Box 58, Folder 13	Chemicals, Incorporated, 1956
Box 58, Folder 14	Chevron, 1990
Box 58, Folder 15	Christian Brothers, undated
Box 193, Folder 4	Clorox, undated
Box 58, Folder 16	Coca-Cola, 1987
Box 180, Folder 11	Coca-Cola Company, 1988-1991
Box 180, Folder 11	Coca-Cola Company, undated
Box 58, Folder 17	CORIEC, Ecuadorian investment bank, 1977-1978
Box 58, Folder 18	Coldstream, undated
Box 58, Folder 19	Colgate-Palmolive, 1971
Box 58, Folder 20	Columbus 500, 1992
Box 58, Folder 21	Computerland, 1983
Box 58, Folder 22	Consolidated Foods, 1971-1979

Box 58, Folder 23	Consolidated Foods, identity system manual, undated
Box 59, Folder 1	Consumers Group of Berkeley, Co-Op Natural Foods Center, undated
Box 189, Folder 7	Container Corporation of America, undated
Box 189, Folder 8	Container Corporation of America, undated
Box 59, Folder 2	Cotton, 1974-1984
Box 196, Folder 11	Cotton Incorporated, Identification System Plan, 1972-09-13
Box 180, Folder 12	Cotton Incorporated, 1984-1989
Box 180, Folder 13	Cotton Incorporated, 1989-1992
Box 59, Folder 3	Crispie, 1956
Box 59, Folder 4	Crown-Zellerbach, undated
Box 59, Folder 5	Cutter Laboratories, 1979-1980
Box 59, Folder 6	CYGNA, 1982
Box 59, Folder 7	Daido Mutual Life, undated
Box 59, Folder 8	Danfoods, undated
Box 189, Folder 9	De Beers Consolidated Mines, Limited, undated
Box 59, Folder 9	Delhaize 'Le Lion' S.A., undated
Box 59, Folder 10	Delight, undated
Box 59, Folder 11	Delmonte, 1980-1987
Box 59, Folder 12	Dewar's, undated
Box 59, Folder 13	Dial-a-Phone, undated
Box 59, Folder 14	Alfred Dunhill, undated
Box 193, Folder 5	Ebonestos Industries, Limited, 1938
Box 59, Folder 15	EDS Nuclear, undated
Box 59, Folder 16	E-Systems, undated

Box 59, Folder 17	Ektacom, 1961
Box 59, Folder 18	Elf France, 1987
Box 59, Folder 19	Emery, undated
Box 59, Folder 20	Energy Game, undated
Box 59, Folder 21	Ente Nazionale Idrocarburi, undated
Box 59, Folder 22-24	Evans Corporation, corporate identification manual, undated
Box 59, Folder 25	Expo '74, Spokane, design concept and proposal, federal participation, 1972
Box 59, Folder 26	FJX, undated
Box 59, Folder 27	Falls City Brewing, 1968
Box 59, Folder 28	Falstaff Brewing Company, 1966
Box 180, Folder 14	Falstaff Brewing Company, undated
Box 59, Folder 29	Ferruzzi, undated
Box 59, Folder 30	Findus, undated
Box 59, Folder 31	Fireman's Fund, undated
Box 59, Folder 32	First Wisconsin, undated
Box 59, Folder 33	Fleet Financial Group, undated
Box 59, Folder 34	Forma, undated
Box 186, Folder 9	French Line, undated
Box 59, Folder 35	Frito-Lay, Incorporated, 1981
Box 59, Folder 36	Frost Cherries, 1947
Box 60, Folder 1	Gallo Winery, E. J., 1959
Box 186, Folder 10	Gallo Winery, E. J., undated
Box 60, Folder 2	Garuda, 1985
Box 60, Folder 3	General Accident, undated

Box 60, Folder 4	General Electric, The GE Identity Program: Historical Review, undated
Box 60, Folder 5	General Mills, Red Lobster, undated
Box 60, Folder 6	Geochron, 1966
Box 60, Folder 7	Gettleman, 1950-1956
Box 196, Folder 12	Gettelman, 1956
Box 60, Folder 8	Glenlivet, undated
Box 60, Folder 9	Golden Gate Bridge, 1976
Box 60, Folder 10	Golden Gate Transit, 1980
Box 60, Folder 11	Grain Belt, 1956
Box 60, Folder 12	Granny Goose Foods, 1959
Box 60, Folder 13	Great Bear, undated
Box 166	Grupo Industrial Alfa S.A.B de C.V (Alfa), Mexico, annual report, 1975
Box 60, Folder 14-15	Grupo Industrial Alfa S.A.B de C.V (Alfa), Mexico, 1975-1979
Box 166	Grupo Industrial Alfa S.A.B de C.V (Alfa), Mexico, 1978
Box 166	Gruppo Ferruzzi, corporate brochure, undated
Box 60, Folder 16	Guild Wines, 1956
Box 60, Folder 17	I. W. Harper, undated
Box 180, Folder 15	Hawaiian Airlines and Hawaiian Business, 1970
Box 60, Folder 18	Hawaiian Airlines, 1974
Box 180, Folder 15	Hawaiian Airlines and Hawaiian Business, undated
Box 180, Folder 16	Hawaiian Airlines, brochure and logo, undated
Box 60, Folder 19	Hawaiian Golden Punch, 1959
Box 60, Folder 20	Heinz, undated
Box 60, Folder 21	Herrick Corporation, undated

Box 60, Folder 22	Hewlett-Packard, undated
Box 60, Folder 23	Hibernia Bank, 1980
Box 60, Folder 24	Hills Brothers Coffee Company, Incorporated, 1969
Box 196, Folder 13	Hills Brothers Coffee Company, Incorporated, background story, 1967
Box 60, Folder 25	Hilton International, undated
Box 60, Folder 26	Hodge Companies (real estate), undated
Box 60, Folder 27	Honda, undated
Box 60, Folder 28	Hong Kong Space Museum, 1978-1979
Box 60, Folder 29	Hotel Don, 1950
Box 60, Folder 30	Hotel Hassler-Villa Medici, 1985
Box 60, Folder 31	Howard Johnson, undated
Box 193, Folder 6	Hunt-Wesson, Hunt's Brand, 1993
Box 60, Folder 32	Hyatt, 1990
Box 60, Folder 33	Hyde Park Beer, undated
Box 60, Folder 34	HYLSA, Mexico, 1975
Box 60, Folder 35	Iberia, 1977
Box 60, Folder 36	Imported Hardwood Products Association, undated
Box 190, Folder 11	Independent Producers Association, Incorporated, 1993
Box 61, Folder 1	Industria Italiana Petroli, undated
Box 190, Folder 12	Intel Corporation, 1993
Box 61, Folder 2	Interbake, undated
Box 61, Folder 3	Interstate Hosts, undated
Box 61, Folder 4	Irwin Memorial Blood Bank, 1968-1970
Box 61, Folder 5	Isetan (Japan), undated

Box 61, Folder 6	Italian Swiss Colony, 1951
Box 61, Folder 7	Ito-Yokado, undated
Box 189, Folder 10	James Kemble Mills Incorporated, undated
Box 61, Folder 8	Japan Airlines (JAL), 1990
Box 61, Folder 9	Jardine Matheson, 1982
Box 61, Folder 10	Jergen Company, undated
Box 180, Folder 17	Jergens Company, undated
Box 61, Folder 11	S. C. Johnson, undated
Box 180, Folder 18	S.C. Johnson and Son, Incorporated, undated
Box 180, Folder 19	S.C. Johnson and Son, Incorporated, "Enhance" shampoo, undated
Box 189, Folder 11	Julien Van Winkle, undated
Box 61, Folder 12	KQED, logo, undated
Box 61, Folder 13	Kaar, undated
Box 61, Folder 14	Kaiser Aluminium, undated
Box 61, Folder 15	Kardomah Cafes (England), 1936
Box 61, Folder 16	Kendall Foods, 1949
Box 180, Folder 20	Keurig Dr. Pepper Company, 7-Up Bottle, 1980
Box 61, Folder 17	Kimberly Clark, undated
Box 61, Folder 18	Krystal Company, fast food chain, undated
Box 61, Folder 19	Lang & Stroh, Pee Gee wine vinegar, 1949
Box 61, Folder 20	Leakey Foundation, undated
Box 61, Folder 21	Leslie Salt, 1963-1966
Box 61, Folder 22	Lester's Market, undated
Box 186, Folder 12	Levi Strauss, 1993



Box 61, Folder 23	Levi Strauss, undated
Box 61, Folder 24	Libby, 1966
Box 61, Folder 25	Liberty Bank, 1974
Box 193, Folder 7	Liberty Bank, undated
Box 166	Liberty National Bank and Trust Company, 1969
Box 61, Folder 26	Lietz, undated
Box 61, Folder 27	Lincoln Mercury, undated
Box 189, Folder 12	Lincoln Mercury, undated
Box 190, Folder 13	Lockheed Martin Corporation, 1993
Box 61, Folder 28	Lone Star Brewing, 1955
Box 61, Folder 29	Lucerne, Safeway dairy foods, 1967
Box 61, Folder 30	Lucky Lager Brewing Company, 1955-1961
Box 185, Folder 22	Lux, slides, undated
Box 61, Folder 31	Lynx, British express delivery network, undated
Box 61, Folder 32	MCI Communications Corporation, 1980s
Box 61, Folder 33	Magic Window, undated
Box 61, Folder 34	Joseph Magnin Company, 1947-1953
Box 186, Folder 11	Joseph Magnin Company, undated
Box 61, Folder 35	Maxwell House, undated
Box 61, Folder 36	Marlo Packing Corporation, 1946
Box 61, Folder 37	McGuire Company (furniture), 1968
Box 61, Folder 38	McCormick Schilling, 1987
Box 180, Folder 21	McCormick Works, photographs, undated
Box 61, Folder 39	Memorex, undated

Box 61, Folder 40	Merola Fund, 1968
Box 61, Folder 41	Merrell Dow, undated
Box 166	Messe Frankfurt, identity system, undated
Box 61, Folder 42	Messe Frankfurt, logo, undated
Box 61, Folder 43	Millstream Cereal, undated
Box 61, Folder 44	Miller Brewing Company, 1972-1975
Box 190, Folder 14	Miller Brewing Company, 1980
Box 180, Folder 22	Miller Brewing Company, 1976-1986
Box 180, Folder 23	Miller Brewing Company, "Mille" project, 1978
Box 180, Folder 23	Miller Brewing Company, "Millie" project, undated
Box 61, Folder 45	Miller Brewing Company, beer bottle designs, undated
Box 61, Folder 46	Mirabell, undated
Box 61, Folder 47	Mission Bell Wineries, 1951
Box 194, Folder 21	Mission Wineries, 1957
Box 61, Folder 48	Mizuno, undated
Box 61, Folder 49	Mondari (Italian book store), undated
Box 180, Folder 24	Montefibre, design plan, 1975-1976
Box 61, Folder 51	Morinaga, 1964, 1986
Box 180, Folder 25	Morinaga Holiday, correspondence, undated
Box 61, Folder 52	Murjani International, undated
Box 61, Folder 53	Musicvision, logo, undated
Box 61, Folder 54	My Juice, undated
Box 61, Folder 55	Myrtinger & Casselberry (cosmetics), 1959
Box 185, Folder 23	Nagano Olympics, 1993

Box 62, Folder 1	Nalley's (regional food manufacturer), 1959
Box 62, Folder 2	Napa Valley Vintners Association, 1988
Box 62, Folder 3	National Multiple Sclerosis Society, 1987
Box 62, Folder 4	Nationwide Anglia, undated
Box 166	Next Computer, information kit, 1989
Box 62, Folder 5	Nobel Foundation, logo, undated
Box 62, Folder 6	Northpoint Center (San Francisco), undated
Box 62, Folder 7	Northwest Airlines
Box 180, Folder 26	Northwest Airlines, undated
Box 181, Folder 1	Northwest Airlines, undated
Box 62, Folder 8	NuMade (mayonnaise), undated
Box 62, Folder 9	Oakville Vineyards, 1989
Box 181, Folder 2	Oakville Vineyards, wine cookbook, 1972
Box 62, Folder 10	Obata (HOK Architects), 1976-1977
Box 62, Folder 11	<a href="#">Olin Mathieson, 1954-1958</a>
Box 62, Folder 12	Omark Industries, 1968
Box 62, Folder 13	ONTV (national subscription television), 1979
Box 62, Folder 17	Ore-Ida Foods, Incorporated, 1971
Box 181, Folder 3	Ore-Ida Foods, Incorporated, 1971
Box 193, Folder 10	Ore-Ida Foods, Incorporated, 1993
Box 189, Folder 13	Ore-Ida Foods, Incorporated, undated
Box 62, Folder 15	PG&E (Pacific Gas and Electric), 1973
Box 62, Folder 16	PG&E (Pacific Gas and Electric), nuclear power plant visitor center, 1974-1976
Box 62, Folder 17	PABCO Products Incorporated, 1950

Box 62, Folder 18	Pacific Bell, 1967
Box 62, Folder 19	Pacific Standard, undated
Box 190, Folder 15	Pacific Telephone, undated
Box 62, Folder 20	Palmolive, 1969
Box 181, Folder 4	Palmolive Soap, 1969
Box 62, Folder 21	Pathmark, undated
Box 32, Folder 22	Paul Masson Wines, 1966
Box 193, Folder 9	Paul Masson Wines, 1993
Box 62, Folder 23	Peat Marwick, 1983
Box 189, Folder 14	Personna, undated
Box 62, Folder 24	Petri Wine Company, undated
Box 62, Folder 25	Philip Morris, 1960-1986
Box 194, Folder 22	Philip Morris, 1962
Box 181, Folder 5	Phillip Morris Companies, Incorporated, 1992
Box 181, Folder 6	Phillip Morris International Cigarette Company, undated
Box 62, Folder 26	Philippine Airlines, logo, undated
Box 62, Folder 27	Pillsbury, undated
Box 62, Folder 28	Plank Road Brewery (Miller Brewing), undated
Box 62, Folder 29	Plumrose (sausages), undated
Box 62, Folder 30	Polaner All Fruit, undated
Box 62, Folder 31	Prinz Brau, 1976
Box 62, Folder 32	Project Star, city of San Francisco, 1989-1990
Box 62, Folder 33	Purdy's (chocolates), undated
Box 62, Folder 34	Purity [Stores, Incorporated] Foods, 1966

Box 62, Folder 35	Quality Chek'd Dairy Association, 1979
Box 189, Folder 15	RCA Global Telegram, 1973
Box 62, Folder 36	RCS Editori, logo, undated
Box 62, Folder 37	Ranier, 1953-1959
Box 62, Folder 38	Red Lobster, undated
Box 62, Folder 39	Regal Pale Brewing Company, 1953
Box 62, Folder 40	Regal Shoes, undated
Box 62, Folder 41	Remy Martin, undated
Box 62, Folder 42	Republic Airlines, undated
Box 196, Folder 15	Republic of Texas Corporation, 1977
Box 62, Folder 43	Reynolds Aluminum, undated
Box 62, Folder 44	Rich Products (frozen foods), 1981
Box 62, Folder 45	Richmond Industrial Village, California, undated
Box 62, Folder 46	Rose's Lime Juice, undated
Box 62, Folder 47	Royal Industries, California, corporate identity manual, undated
Box 62, Folder 48	Royal Viking, undated
Box 196, Folder 16	Royal Viking Line, 1971
Box 63, Folder 1	STV, 1964
Box 63, Folder 2	S&W Coffee, 1945-1958
Box 181, Folder 7	Safeway Stores, Incorporated, 1954-1982
Box 181, Folder 7	Safeway, Incorporated, undated
	Saffola (vegetable oil), undated
Box 63, Folder 4	St. Raphael (aperitif), undated
Box 188	Saint Regis Paper Company, paper plates, 1967

Box 63, Folder 5	San Francisco Bay Area Sports Organizing, logo, undated
Box 63, Folder 6	San Francisco Democratic National Convention 1984 Host Committee, media information kit, 1984
Box 63, Folder 7	San Francisco Financial district Festival, 1974
Box 196, Folder 17	San Francisco International Airport Interior Design, 1976-03-06
Box 63, Folder 8	San Francisco Municipal Railway, (bulk 1956, 1975, 1984)
Box 197, Folder 1	San Francisco Yoga Studio, 1993
Box 197, Folder 2	San Francisco Yoga Studio, VHS Tape, undated
Box 63, Folder 9	San Miguel (beer), 1975
Box 181, Folder 8	San Miguel Corporation, beer bottle design, undated
Box 193, Folder 11	San Miguel Corporation, 1979
Box 193, Folder 12	Sapporo Breweries, 1993
Box 63, Folder 10	Sapporo Breweries, undated
Box 63, Folder 11	Sara Lee Corporation, 1970s
Box 181, Folder 9	Sara Lee Corporation, undated
Box 181, Folder 10	Scandinavian Airlines System, undated
Box 63, Folder 12	Schlage Lock Company, undated
Box 63, Folder 13	Schnuck's (soft drink), undated
Box 63, Folder 14	Scotch 3M, undated
Box 63, Folder 15	SEAT (Spanish automobile), undated
Box 63, Folder 16	Sebastiani Vineyards, undated
Box 63, Folder 17	SECA, San Francisco Museum of Art, letterhead, undated
Map-folder 2	Selecta XV, San Miguel beer (poster), undated
Box 185, Folder 24	Self Promotion, undated

Box 63, Folder 18	SERFIN (Mexican bank), 1971
Box 63, Folder 19	Seven Up, Incorporated, 1980
Box 190, Folder 16	Seven Up, Incorporated, 1981
Box 193, Folder 13	Seven Up, Incorporated, 1981
Box 63, Folder 20	Shaklee, undated
Box 63, Folder 21	Shell, undated
Box 63, Folder 22	Shewan-Jones (brandy, label), undated
Box 63, Folder 23	Shin-Etsu Chemical, undated
Box 63, Folder 24	Shokusan Jutako Sogo/Homst, undated
Box 63, Folder 25	Sick's Seattle Malt and Brewing Company, 1959
Box 63, Folder 26	Sierra Club, undated
Box 63, Folder 27	Sierra Pine (toilet soap), 1950
Box 63, Folder 28	Singapore Airlines, 1972
Box 63, Folder 29	Singapore Tourist Board, logo, undated
Box 63, Folder 30	Smirnoff, undated
Box 190, Folder 17	Sohnlein, undated
Box 63, Folder 31	Southern California Dental, Hall of Health Exhibit, undated
Box 63, Folder 32	Specialty Brands, Incorporated, 1975-1978
Box 63, Folder 33	Spice Islands, 1948-1963
Box 63, Folder 34	Spreckels Sugar Company, 1956
Box 189, Folder 16	Standa, Magazine, circa 1974
Box 63, Folder 35	States Line (shipping), 1972
Box 189, Folder 17	Steinway & Sons, 1950s
Box 181, Folder 11	Sterling Vineyards, 1976

Box 194, Folder 11	Stitzel-Weller Distillery, advertisement in Life Magazine, 1956-10
Box 63, Folder 36	Stitzel-Weller Distillery, 1956-1962
Box 64, Folder 1	Stouffer's, undated
Box 64, Folder 2	Stride Rite Corporation, undated
Box 64, Folder 3	Sugaripe (dried fruits), 1949
Box 64, Folder 4	Sunlite Bakery, undated
Box 64, Folder 5	Sunny Hill Wine Company, label, undated
Box 64, Folder 6	Sunsweet Prunes and Apricots (dried fruit), 1955-1957
Box 64, Folder 7	Super Skunk Train, 1965
Box 64, Folder 8	Sutter Home, 1991
Box 64, Folder 9	Swift, 1950s
Box 64, Folder 10	Sword & Sextant (specialty seafood), 1979
Box 196, Folder 18	Taylor Wines, 1979-03
Box 197, Folder 3	"Teeter Totter", Landor, Peter Stevens, undated
Box 181, Folder 12	Thai Airways International, Limited, undated
Box 194, Folder 23	Theodore Hamm Brewery, undated
Box 64, Folder 11	Times Mirror, undated
Box 64, Folder 12	Tipo Wines, undated
Box 64, Folder 13	Tokyo Gas Company, undated
Box 64, Folder 14	Touchstone Films, logo, undated
Box 64, Folder 15	Trans Mountain Corporation (oil pipeline), 1950s
Box 64, Folder 16	Tree Top, apple juice, undated
Box 181, Folder 13	Trump Shuttle, 1989
Box 64, Folder 17	Twentieth Century-Fox, undated



Box 64, Folder 18	Unidentified, Japanese language packing, undated
Box 64, Folder 19	Unigard, insurance group, corporate identity manual, undated
Box 64, Folder 20	USA, logo, undated
Box 64, Folder 21	U.S. Sprint, 1987
Box 64, Folder 22	U.S. Steel (nails), undated
Box 64, Folder 23	Vano (starch), 1956
Box 64, Folder 24	Various clients (beer bottle designs), undated
Box 64, Folder 25-26	Various clients, 1958-1991 Notes: Two folders of materials similar to the rest of this sub-series but not sorted into individual client files.
Box 64, Folder 27	Vicorp Restaurants, 1980s
Box 65, Folder 1	Waldenbooks, undated
Box 197, Folder 4	Ward-Walker Coffees, undated
Box 65, Folder 2	Wear Ever Aluminum, Incorporated, undated
Box 65, Folder 3	Victor F. Weaver, Incorporated, poultry, 1979
Box 65, Folder 4	The Wellness Guide, 1990
Box 65, Folder 5	Wells Fargo, 1962-1967
Box 65, Folder 6	Westin Hotels, 1980
Box 65, Folder 7	Weyerhauser, 1966
Box 65, Folder 8	Wilbur-Ellis Company (plant food), undated
Box 65, Folder 9	World Gold Council, undated
Box 65, Folder 10	World Wildlife Foundation, undated
Box 181, Folder 14	World Wildlife Fun, 1985-1986
Box 65, Folder 11	Xidex, floppy disk, undated
Box 189, Folder 18	Yardley, undated

Box 181, Folder 15	Young & Republican Incorporated, brochure, undated
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Box 65, Folder 12	Yuba Consolidated Industries, Incorporated, 1957
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### Subseries 1.16.2: Montedison Group S.p.A., 1971-1980, undated

**Language:** Some letters and telexes and other client communications are in Italian; often they are accompanied by English translations.

**Scope and Contents:** Montedison was an Italian industrial conglomerate created by merger in 1966. Its major holdings included chemicals, pharmaceuticals, and synthetic fibers. Eugenio Cefis became head of the firm in 1971 and established a new management team to re-organize the firm and revive its economic condition. Landor Associates created a basic communications system for the Montedison in 1972. An introduction to the communications manual stated: "The basic purposes for this system are to relate visually and unify the identification of the Corporation, Sectors and Affiliates or Companies so they will be recognized as comprising one corporate family." Landor did additional design projects for Montedison's DUCO/Vermont paint brands, for Standa, a retail store chain subsidiary, and for De Rica food products. Aldo Ricci was coordinator of the identity program at Montedison. These files are the most detailed record of work for a client in the entire collection. The correspondence files include letters, memos, transcriptions of phone calls, and telex messages detailing interactions among Landor Associates and with Montedison officials on the various projects undertaken over some five years. There also are project proposals by Landor Associates, billing information, and reports.

Box 154, Folder 7	Flourinated Fluids, 1971
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Box 155, Folder 14	Montedison, corporate identity, 1971
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Box 154, Folder 12	Montedison, brochures, clippings, organization chart, 1971-1972, undated
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Box 154, Folder 6	Accessori Per Cavi Con Conduttori In Alluminio [Accessories For Cables With Aluminum Conductors], 1972
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Box 150, Folder 4	DUCO, memos and correspondence, 1972, undated
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Box 150, Folder 5	DUCO, financial, proposal, budget, and authorization, 1972
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Box 157, Folder 6	Montedison, billing, 1972
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Box 150, Folder 8-9	Montedison, correspondence, 1972
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Box 155, Folder 8	Montedison, estimates, 1972, undated
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Box 157, Folder 5	Montedison, forms, 1972, undated
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Box 150, Folder 7	Montedison, memos and correspondence, 1972
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Box 154, Folder 5	Ricerche Sull'inquinamento Atmosferico della Zona di Porto Marghera, Mestre, Venezia [Research on Atmospheric Pollution in the area of Porto Marghera, Mestre, Venice], 1972
Box 158, Folder 4	Standa, corporate identity, 1972
Box 158, Folder 5	Standa, proposals, 1972
Box 153, Folder 4-6	Montedison, proposal, 1972-05-1972-07
Box 153, Folder 7	A Communications Program for Montedison, 1972-05-12
Box 154, Folder 1	Montedison, Presentation: Recommendations for Basic Communications System for the Company, 1972-07-21
Box 154, Folder 2	Montedison, authorization, 1972-07
Box 154, Folder 4	La Montedison Si Sceglie Un Marchio Che Ne Simboleggia Il "Nuovo Corso" [Montedison Chooses A Brand That Symbolizes The "Nuovo Corso" (New Course)], 1972-10-09
Box 156, Folder 1-2	Montedison, Corporate Communications System manual, 1972-1973
Box 155, Folder 11	Montedison, design projects, 1972-1973
Box 156, Folder 3-4	Montedison, manual page numbering, 1972-1973
Box 156, Folder 5	Montedison, project summary reports, 1972-1973
Box 150, Folder 10	Montedison, Rod McKnew's files, 1972-1973
Box 154, Folder 11	Montedison, trademark searches by attorneys, 1972-1973
Box 158, Folder 8	Standa, correspondence, 1972-1973
Box 158, Folder 6	Standa, proposals, 1972-1973
Box 155, Folder 12-13	Montedison, manual and correspondence, 1972-1974
Box 155, Folder 1	Montedison, brochures, clippings, organization chart, 1972-1975, undated
Box 155, Folder 2-4	Cefis presentation, 1973, undated
Box 150, Folder 2	De Rica Food Products, design program, English and Italian, 1973
Box 150, Folder 1	De Rica Food Products, 1973, undated

Box 154, Folder 10	L'industria 1, 1973
Box 154, Folder 9	Montedison, annual report, 1973
Box 151, Folder 1-2	Montedison, correspondence, 1973
Box 151, Folder 3	Montedison, correspondence, 1973
Box 151, Folder 4	Montedison, correspondence, 1973
Box 151, Folder 5	Montedison, correspondence, 1973
Box 151, Folder 6	Montedison, correspondence, 1973
Box 151, Folder 7	Montedison, correspondence, 1973
Box 155, Folder 10	Montedison, estimates, 1973
Box 155, Folder 9	Montedison, estimates and billing, 1973
Box 155, Folder 6	Montedison, exhibits and office planning, 1973
Box 157, Folder 8	Montedison, final estimate, 1973
Box 157, Folder 7	Montedison, job summary forms, 1973, undated
Box 157, Folder 3	Montedison, reference materials, 1973, undated
Box 158, Folder 9	Standa, planning and design, 1973
Box 158, Folder 7	Standa, store study, 1973
Box 158, Folder 10	Standa, study and analysis report, 1973
Box 151, Folder 8	Montedison, correspondence, 1973-01-1973-03
Box 150, Folder 3	Euro-Mercado, 1973-1974
Box 157, Folder 9-12	Montedison, invoices, 1973-1974
Box 61, Folder 50	Montedison Group, Italy, 1973-1980
Box 154, Folder 8	Montedison, general files, 1973-09-1974
Box 193, Folder 8	Montedison, Newspaper, 1974
Box 171, Folder 1-2	Standa, correspondence, 1974

Box 171, Folder 3	Standa, other proposals, 1974
Box 152, Folder 1	Montedison, correspondence, 1974-04-1974-06
Box 152, Folder 2-3	Montedison, correspondence, 1974-07-1974-09
Box 152, Folder 4	Montedison, correspondence, 1974-10-1974-12
Box 171, Folder 4	Standa Junior and Euromercato, 1974-1975
Box 155, Folder 5	Montedison, U.S.A, 1974-1976
Box 152, Folder 5	Montedison, correspondence, 1975-01-1975-06
Box 152, Folder 6	Montedison, correspondence, 1975-07-1975-12
Box 152, Folder 7	Montedison, correspondence, 1975-07-1975-12
Box 158, Folder 1	Montedison, invoices, 1975
Box 158, Folder 2	Montedison, bllings, 1975
Box 158, Folder 3	Montedison, project summary reports, 1975
Box 196, Folder 14	Montedison Identity Development, audio visual presentation, 1975
Box 171, Folder 5	Standa, 1975-1976
Box 156, Folder 6	Montedison, proposals, total communications brochure, photograph library manual, 1976
Box 157, Folder 1	Montedison, film, 1976
Box 152, Folder 8	Montedison, correspondence, 1976-01-1976-06
Box 153, Folder 1-3	Montedison, correspondence, 1976-1977
Box 157, Folder 2	Montedison, key associates involved in Montedison program, undated Notes: Paragraph length professional biographies of twelve Landor Associates
Box 150, Folder 6	DUCO, charts, undated
Box 154, Folder 3	Montedison, proposal charts, undated
Box 155, Folder 7	Montedison, implementation ledger, undated

Box 157, Folder 4      Montedison: A Group in Transformation, undated

Box 176      Brochures, clippings, and organization chart, undated

Map-folder 4      Montedison Comunicato Alla Clientela Di Materie Plastiche, 1974

Map-folder 4      Montedison Struttura del Gruppo, 1972

### Subseries 1.17: Ferryboat Klamath and the Museum of Packaging Antiquities, 1924-1992, undated

Scope and Contents:      A retired ferryboat, the Klamath, served as corporate headquarters for Landor Associates from 1964 to 1983. It had been retired from runs across San Francisco Bay after the construction of highway bridges. The Museum of Packaging Antiquities, largely the project of Walter Landor and his colleague Fran Mair, was located on the top floor of the Klamath.

Box 193, Folder 14      Newspaper article, 1924

Box 65, Folder 22      Packaging book, Frazier, 1962

Box 181, Folder 16      Klamath ship promotional materials, 1964, undated

Box 193, Folder 15      Magazine article, large print, 1964

Box 65, Folder 18-19      Packaging Museum, correspondence, 1966-1989

Box 181, Folder 17      Klamath correspondence and press, 1967-1993

Box 65, Folder 20      Packaging Museum, appraisal, 1971

Box 67      Log of the Klamath ferry boat, 1972-1985  
Notes:      Ledger book format with columns for guest names, affiliations, and cities. Some pages are not dated Some pages are headed with the name of an event, for example,

Box 65, Folder 21      Reprints of articles and newspaper clippings, 1974-1976

Box 65, Folder 13      Clippings, reprints of articles, correspondence, and photocopies, 1974-1992

Box 197, Folder 5      Old Packaging, 1976, undated

Box 65, Folder 14      Klamath tour script, 1979  
Notes:      A history of the boat and introduction to the various types of work of Landor Associates. Written for use on the frequent visitor tours.

Box 189, Folder 19      Museum of Packaging certificate, 1979

Box 65, Folder 24-25	Fran Mair, manuscript for History of Packaging book, 1980 Notes: Includes an introduction and nine chapters on 240+ pages but appears incomplete. Begins with pre-historic eras and ends in the 1960s. Typed with numerous handwritten editing comments and changes.
Box 68	Log of the Klamath ferry boat, 1981-1986
Box 65, Folder 16	Meeting notes and Dictabelt recordings, 1984
Box 65, Folder 17	Uses for the Klamath post Landor, 1992
Box 65, Folder 23	Term paper on Packaging Museum, undated
Box 66, Folder 1-11	Packaging Museum slides, undated Notes: 35 mm color slides of objects in the Packaging Museum's collections and of display and exhibit settings. The slides are grouped roughly by type of object, including boxes, tins, wine bottles, bottles, and foed packaging. There are neither dates nor identifying information on the slides.
Box 65, Folder 15	Drawing of the Ferryboat Klamath, undated
Box 181, Folder 18	Klamath steamboat photographs, undated

### Subseries 1.18: Labels, 1862-1986, undated

Scope and Contents: Contains material created for a wide range of products including alcoholic and nonalcoholic beverages, food, condiments, household cleaning, pet care, home, and personal care.

Box 197, Folder 6	Alice Love Products Company, jelly, 1952
Box 181, Folder 19	Arrowhead and Puritas Waters Incorporated, Puritas distilled water, undated
Box 181, Folder 20	Arrowhead and Puritas Waters Incorporated, Arrowhead spring water, undated
Box 181, Folder 21	Asti, California Riesling, undated
Box 181, Folder 22	Belfast Beverages, Incorporated, sparkling water, undated
Box 183, Folder 26	Belfast Beverages, Incorporated, club soda, undated
Box 181, Folder 23	Bohemian Breweries Incorporated, Bohemian Club beer, 1955, undated
Box 181, Folder 24	California Mission, fancy diced pimentos, undated
Box 181, Folder 25	California Packing Corporation, Del Monte quality, apple drink, undated

Box 181, Folder 26	California Packing Corporation, Del Monte quality, orange drink, undated
Box 181, Folder 27	California Packing Corporation, Del Monte quality, spaghetti sauce, undated
Box 181, Folder 28	California Prune & Apricot Growers Association, sunsweet prunes, undated
Box 181, Folder 29	Chemicals Incorporated, Dura plastic starch, undated
Box 181, Folder 30	Chemicals Incorporated, Vano starch concentrate, undated
Box 182, Folder 1	Christian Brothers, wine, undated
Box 182, Folder 2	Cinzano, extra dry vermouth, undated
Box 182, Folder 2	Cinzano, Vermouth Rosso, circa 1862
Box 182, Folder 3	Cinzano, Vermouth Bianco Speciale, circa 1862, undated
Box 182, Folder 4	Delicacies Incorporated, seafood labels, undated
Box 182, Folder 5	Del Monte, various drinks, undated
Box 193, Folder 16	Fairfax Bread Company, undated
Box 182, Folder 6	Falls City Brewing Company, Falls City beer, undated
Box 190, Folder 18	Foremost International Dairies, undated
Box 182, Folder 7	Foremost-International Dairies, Incorporated, chocolate milk, undated
Box 182, Folder 8	Foremost-International Dairies Incorporated, cream, undated
Box 182, Folder 9	Foremost-International Dairies Incorporated, evaporated milk, undated
Box 182, Folder 10	Foremost-International Dairies Incorporated, half & half, undated
Box 182, Folder 11	Foremost-International Dairies Incorporated, whipping cream, undated
Box 182, Folder 12	Francesco Cinzano, extra dry vermouth, undated
Box 182, Folder 13	Francesco Cinzano & Company, Italian Vermouth, circa 1862, undated
Box 182, Folder 14	Francesco Cinzano & Company, Vermouth Amaro, undated
Box 182, Folder 15	Francesco Cinzano & Company, Vermouth Rosso, circa 1862, undated
Box 182, Folder 16	George A. Hormel & Company, Spam, advertisement, 1940



Box 182, Folder 17	Gettelman Brewing Company, Milwaukee Beer, Continental Can Company, 1955-1956
Box 182, Folder 18	Giambanco, PeeGee California wine vinegar, undated
Box 182, Folder 19	Girards Incorporated, concentrated orange juice, undated
Box 182, Folder 19	Girards Incorporated, French salad dressing, undated
Box 182, Folder 20	Girards Incorporated, French salad dressing, undated
Box 193, Folder 17	Guthrie Biscuit Company, undated
Box 182, Folder 21	Hakutsuru Sake Brewing, 1986
Box 182, Folder 22	Hills Bros. Coffee Company, Incorporated, instant coffee, undated
Box 182, Folder 23	Hueblein, Incorporated, full strength extra dry martini cocktail, undated
Box 182, Folder 24	Hunt-Wesson Foods, Incorporated, Hunt's diced stewed tomatoes, undated
Box 182, Folder 25	Hunt-Wesson Foods, Incorporated, Hunt's peeled whole tomatoes, undated
Box 182, Folder 26	Hunt-Wesson Foods, Incorporated, stewed tomatoes, undated
Box 187, Folder 1	Hunt-Wesson Foods, Incorporated, tomato sauce, undated
Box 182, Folder 27	Hunt-Wesson Foods, Incorporated, Hunt's tomato sauce with onions, undated
Box 183, Folder 30	Kessler Sekt Lowenbrau Deutscher, prints, undated
Box 182, Folder 28	Kroger Company, golden corn, undated
Box 182, Folder 28	Kroger Company, peach halves, 1968
Box 182, Folder 29	Kroger Company, green beans, undated
Box 182, Folder 29	Kroger Company, sliced beets, undated
Box 182, Folder 29	Kroger Company, sweet peas, undated
Box 182, Folder 30	Kroger Company, crushed pineapple sweetened in heavy syrup, undated
Box 182, Folder 31	Kroger Company, tomato juice, undated
Box 182, Folder 32	Kroger Company, unsweetened pineapple juice, undated

Box 182, Folder 33	Lone Star Brewing Company, beer, undated
Box 182, Folder 34	Los Angeles Soap Company, Sierra Pine toilet soap, undated
Box 182, Folder 35	Lucido Brothers Grocery Company, extra large Santa Clara prunes, undated
Box 182, Folder 36	Manor House, drumsticks, undated
Box 182, Folder 37	Manor House, frying chicken gizzards, undated
Box 182, Folder 38	Manor House, frying chicken wings, undated
Box 182, Folder 39	Manor House, frying chicken breasts, undated
Box 182, Folder 40	Manor House, frying chicken thighs, undated
Box 182, Folder 41	Marlo Packing Corporation, apricots, undated
Box 182, Folder 42	Marlo Packing Corporation, beef stew, undated
Box 182, Folder 43	Marlo Packing Corporation, chili con carne, undated
Box 182, Folder 44	Marlo Packing Corporation, chili mac label, undated
Box 182, Folder 45	Marlo Packing Corporation, corned beef hash, undated
Box 182, Folder 46	Marlo Packing Corporation, mushroom sauce label, undated
Box 182, Folder 47	Marlo Packing Corporation, peaches, undated
Box 182, Folder 48	Marlo Packing Corporation, pork and beans, undated
Box 182, Folder 49	Marlo Packing Corporation, spaghetti in tomato sauce, undated
Box 187, Folder 2	Millstream Cereal Company, white corn meal, undated
Box 187, Folder 3	Millstream Cereal Company, fleet mix, undated
Box 182, Folder 50	Nalley's Incorporated, Tang salad dressing, undated
Box 182, Folder 51	Old Patrick Henry, straight bourbon whiskey, undated
Box 193, Folder 18	Pabco Products, Incorporated----move up in alpha order, undated
Box 182, Folder 52	Pacific Vegetable Oil Corporation, mayonnaise, undated
Box 182, Folder 53	Pacific Vegetable Oil Corporation, safflower oil, undated

Box 182, Folder 54	Pacific Vegetable Oil Corporation, salad dressings, undated
Box 182, Folder 55	Paraffine Companies, Incorporated, Pabco, aluminum shield, undated
Box 182, Folder 56	Paraffine Companies, Incorporated, Pabco, roof-weld, undated
Box 182, Folder 57	Paraffine Companies, Incorporated, Pabco, trim finish, undated
Box 182, Folder 58	Paul Masson Vineyards, Rosé, undated
Box 182, Folder 58	Paul Masson Vineyards, Rubion dry red table wine, undated
Box 182, Folder 58	Paul Masson Vineyards, Emerald Dry, undated
Box 182, Folder 59	Purity Stores, Incorporated, Mission Farm, golden corn, 1961
Box 182, Folder 60	Purity Stores, Incorporated, fancy dried beets, 1961
Box 182, Folder 61	Purity Stores, Incorporated, select chunk light tuna, undated
Box 182, Folder 62	Purity Stores, Incorporated, unpeeled apricot halves, 1961
Box 182, Folder 63	Purity Stores, Incorporated, kosher dill pickles, sweet mixed pickles, undated
Box 182, Folder 64	Purity Stores, Incorporated, pure vegetable shortening, undated
Box 182, Folder 65	Purity Stores, Incorporated, red raspberry jelly, 1962
Box 182, Folder 66	Purity Stores, Incorporated, show cat food, undated
Box 182, Folder 67	Purity Stores, Incorporated, show dog food, undated
Box 182, Folder 68	Purity Stores, Incorporated, sweet cucumber slices, undated
Box 182, Folder 69	Purity Stores, Incorporated, Tahoe Pines instant coffee, 1963
Box 182, Folder 70	Purity Stores, Incorporated, Western kitchen frying oil, 1962
Box 182, Folder 71	Purity Stores, Incorporated, Mission Farm, apricots, undated
Box 182, Folder 72	Purity Stores, Incorporated, Mission Farm, pear halves, circa 1962
Box 182, Folder 73	Purity Stores, Incorporated, Mission Farm, peach slices, circa 1962
Box 182, Folder 74	Purity Stores, Incorporated, Mission Farm, tomatoes, undated
Box 182, Folder 75	Quaker Maid Company, Warwick, Milk Chocolate Caramel Pecan Delights, undated

Box 197, Folder 7	Regal Pale Brewing Company, undated
Box 182, Folder 76	Rexim Bugone, Francesco Cinzano, undated
Box 182, Folder 77	Rheinberg, Cabinet, beer, undated
Box 182, Folder 78	Rheinberg, Königstein, beer, undated
Box 182, Folder 79	Rheingold, Sohnlein, beer, undated
Box 182, Folder 80	Rosenberg Brothers & Company Incorporated, Sugaripe apricots, undated
Box 182, Folder 81	Rosenberg Brothers & Company Incorporated, Sugaripe figs, undated
Box 182, Folder 82	Rosenberg Brothers & Company Incorporated, Sugaripe mixed fruit, undated
Box 182, Folder 83	Rosenberg Brothers & Company Incorporated, Sugaripe peaches, undated
Box 182, Folder 84	Rosenberg Brothers & Company Incorporated, Sugaripe prunes, undated
Box 183, Folder 1	Safeway Stores Incorporated, Manor House, beef pie, undated
Box 183, Folder 2	Safeway Stores Incorporated, Manor House, chicken hearts, undated
Box 183, Folder 3	Safeway Stores Incorporated, Manor House, chicken pie, undated
Box 183, Folder 4	Safeway Stores Incorporated, Sea Trader, crab meat, 1958
Box 183, Folder 5	Safeway Stores Incorporated, Sea Trader, oysters, 1957
Box 183, Folder 6	Safeway Stores Incorporated, Sea Trader, salmon, undated
Box 183, Folder 7	Safeway Stores Incorporated, Sea Trader, shrimp, undated
Box 183, Folder 8	Safeway Stores Incorporated, Sea Trader, tuna, 1958
Box 197, Folder 8	Sicks Seattle Brewing and Malting Company, undated
Box 183, Folder 9	Spice Islands Company, red wine vinegar, undated
Box 183, Folder 10	Spice Islands Company, white wine vinegar, undated
Box 183, Folder 11	Star-Kist Foods, Incorporated, chunk style tuna, undated
Box 183, Folder 12	Star-Kist Foods, Incorporated, egg noodles and tuna, undated
Box 183, Folder 13	Star-Kist Foods, Incorporated fancy tuna, undated

Box 183, Folder 14	Star-Kist Foods, Incorporated Incorporated, fancy white meat Albacore tuna, undated
Box 183, Folder 15	Star-Kist Foods, Incorporated, light tuna, undated
Box 183, Folder 16	Storz Brewing Company, Storz Pilsener, circa 1960
Box 183, Folder 17	Storz Brewing Company, Triumph lager beer, circa 1960
Box 183, Folder 18	Stitzel Weller Distillery, Weller's Cabin Still, undated
Box 183, Folder 19	SW Fine Foods, sauerkraut juice, undated
Box 193, Folder 19	Swift Meats, undated
Box 183, Folder 20	Theodore Hamm Brewing Company, Hamm's beer, undated
Box 183, Folder 20	Minneapolis Brewing Company, Grain Belt Golden beer, undated
Box 183, Folder 21	Thornton Canning Company, Peaches in Heavy Syrup, undated
Box 183, Folder 22	Tnu, Logo, undated
Box 183, Folder 23	Utica Club, Pilsener Lager beer, undated
Box 183, Folder 24	Whitney Frozen Food Company, Scotch Treat, orange juice, undated
Box 183, Folder 25	W. P. Fuller & Company, exterior house paint, undated
Box 183, Folder 27	Beer, wine, and liquor, undated
Box 183, Folder 29	General, undated
Box 183, Folder 28	German beer and wine, undated, 1963
Box 190, Folder 19	Sherry, vinegar, and wine, undated

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### Subseries 1.19: Packaging, 1949, undated

Scope and Contents: Consist of boxes, wrappers, and other containers created primarily for food and beverages. Other materials for the same clients can be found in subseries 1.16.1: Companies A-Z, 1936-1992, undated.

Box 183, Folder 31	André, Bohemian Club, undated
Box 187, Folder 4	Anheuser-Busch, Incorporated, Chelsea, undated

Box 183, Folder 32	Bohemian Breweries, Incorporated, Bohemian Club beer, undated
Box 187, Folder 5	Bosch Brewing Company, Bosch beer, undated
Box 183, Folder 33	California Packing Corporation, Del Monte quality, grape soda, undated
Box 183, Folder 34	California Packing Corporation, Del Monte quality, lemon-lime soda, undated
Box 183, Folder 35	California Packing Corporation, Del Monte quality, orange soda, undated
Box 183, Folder 36	California Packing Corporation, Del Monte quality, root beer, undated
Box 183, Folder 37	California Packing Corporation, Del Monte quality, strawberry soda, undated
Box 183, Folder 38	Coldstream Products Company, Sunnybank margarine, undated
Box 183, Folder 39	Consolidated Foods Company, Sara Lee, cheese ravioli, undated
Box 185, Folder 25	F. N. Burt, advertisement for packaging, undated
Box 183, Folder 40	Great Falls Breweries, Incorporated, Great Falls select beer, undated
Box 183, Folder 41	Kitchens of Sara Lee, all butter blueberry coffee ring, undated
Box 183, Folder 42	Kitchens of Sara Lee, all butter caramel pecan rolls, undated
Box 183, Folder 43	Kitchens of Sara Lee, all butter chocolate brownies with chocolate frosting, undated
Box 183, Folder 44	Kitchens of Sara Lee, all butter devil's food cake, undated
Box 183, Folder 45	Kitchens of Sara Lee, all butter lemon sugar cookies, undated
Box 183, Folder 46	Kitchens of Sara Lee, all butter oatmeal pecan cookies, undated
Box 183, Folder 47	Kitchens of Sara Lee, all butter pound cake, undated
Box 183, Folder 48	Kitchens of Sara Lee, apple Danish all butter coffeecake, undated
Box 183, Folder 49	Kitchens of Sara Lee, blueberry cream cheesecake, undated
Box 183, Folder 50	Kitchens of Sara Lee, butter streusel coffeecake, undated
Box 183, Folder 51	Kitchens of Sara Lee, cheese dumplings, undated
Box 183, Folder 52	Kitchens of Sara Lee, cherry cream cheesecake, undated
Box 183, Folder 53	Kitchens of Sara Lee, cherry Danish all butter coffeecake, undated

Box 183, Folder 54	Kitchens of Sara Lee, chicken and noodles, undated
Box 183, Folder 55	Kitchens of Sara Lee, chocolate ripple light snack loaf, undated
Box 183, Folder 56	Kitchens of Sara Lee, coconut cake with coconut frosting, undated
Box 183, Folder 57	Kitchens of Sara Lee, cream cheesecake, undated
Box 183, Folder 58	Kitchens of Sara Lee, Danish royale, undated
Box 183, Folder 59	Kitchens of Sara Lee, old fashioned spice cake, undated
Box 183, Folder 60	Kitchens of Sara Lee, Parker House rolls, undated
Box 183, Folder 61	Kitchens of Sara Lee, peach cream cheesecake, undated
Box 183, Folder 62	Kitchens of Sara Lee, pineapple cream cheesecake, undated
Box 183, Folder 63	Kitchens of Sara Lee, pull apart cinnamon rolls, undated
Box 183, Folder 64	Kitchens of Sara Lee, raspberry cream cheesecake, undated
Box 183, Folder 65	Kitchens of Sara Lee, seafood fillets with shrimp and crab meat, undated
Box 183, Folder 66	Kitchens of Sara Lee, strawberry cheesecake, undated
Box 183, Folder 67	Kitchens of Sara Lee, walnut Light snack loaf, undated
Box 183, Folder 68	Kitchens of Sara Lee, whipped cream layer cake, undated
Box 183, Folder 69	Kitchens of Sara Lee, 12 honey light pull aparts, undated
Box 184, Folder 1	Kitchens of Sara Lee, all butter chocolate swirl poundcake, undated
Box 184, Folder 2	Kitchens of Sara Lee, all butter cinnamon nut coffeecake, undated
Box 184, Folder 3	Kitchens of Sara Lee, all butter maple crunch coffee ring, undated
Box 184, Folder 4	Kitchens of Sara Lee, all butter pecan coffeecake, undated
Box 184, Folder 5	Kitchens of Sara Lee, all butter raisin pound cake, undated
Box 184, Folder 6	Kitchens of Sara Lee, apple Danish all butter coffeecake, undated
Box 184, Folder 7	Kitchens of Sara Lee, apricot Danish all butter coffeecake, undated
Box 184, Folder 8	Kitchens of Sara Lee, cheese Danish, undated

Box 184, Folder 9	Kitchens of Sara Lee, light textured almond coffee ring, undated
Box 184, Folder 10	Kitchens of Sara Lee, light textured raspberry coffee ring, undated
Box 184, Folder 11	Marlo Packing Corporation, spaghetti sauce, undated
Box 184, Folder 12	MJB Company, MJB quick rice, undated
Box 184, Folder 13	MJB Company, Tree Tea, undated
Box 184, Folder 14	Pabco, Five Great Money Makers for You, advertisement, undated
Box 184, Folder 15	Pabco, Wet-Patch, advertisement, undated
Box 187, Folder 6	Pacific Vegetable Oil Corporation, margarine, undated
Box 184, Folder 16	Rosenberg Brothers & Company, seedless raisins, 1949
Box 189, Folder 20	Roxbury, assorted chocolates, undated
Box 184, Folder 17	Sicks' Seattle Brewing & Malting Company, Rainier beer, undated
Box 184, Folder 18	Spice Island Company, coconut chips, undated
Box 184, Folder 19	Sunnybank, colored vegetable margarine, undated
Box 187, Folder 7	Tuxedo Candy Company, bridge mix, undated
Box 184, Folder 20	Tuxedo Candy Company, Roxbury chocolate drops, undated
Box 184, Folder 21	Tuxedo Candy Company, Roxbury chocolate whipped crème, undated
Box 184, Folder 22	Tuxedo Candy Company, Roxbury cinnamon balls, undated
Box 184, Folder 23	Tuxedo Candy Company, Roxbury coconut crunchies, undated
Box 184, Folder 24	Tuxedo Candy Company, Roxbury filled mints, undated
Box 184, Folder 25	Tuxedo Candy Company, Roxbury gumdrops, undated
Box 184, Folder 26	Tuxedo Candy Company, Roxbury honeycomb chips, undated
Box 184, Folder 27	Tuxedo Candy Company, Roxbury jelly beans, undated
Box 184, Folder 28	Tuxedo Candy Company, Roxbury marvel mix, undated
Box 184, Folder 29	Tuxedo Candy Company, Roxbury spiced jelly drops, undated



Box 184, Folder 30 Tuxedo Candy Company, Roxbury Swedish mints, undated

Box 184, Folder 31 Tuxedo Candy Company, Roxbury tv mix, undated

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### Subseries 1.20: Original Artwork, 1976-1992, undated

Scope and Contents: Consist of drawings, sketches, illustrations, and photographs of designs for interior spaces, food, beverages, packaging, cartouches, symbols, animals, boats, guns, presidential seals, and paper products. Materials are arranged by type.

Box 189, Folder 21 Airline interiors, undated

Box 184, Folder 32 Asti [Asti Spumante] wines, tissue paper, undated

Box 184, Folder 33 Asti [Asti Spumante] wines, sketch, undated

Box 193, Folder 20 Book art, Source Book for Creative Problem Solving, 1992

Box 187, Folder 9 Bottle, unidentified, undated

Box 189, Folder 22 Bottles, undated

Box 193, Folder 21 Bottles, undated

Box 184, Folder 34 Bourbon bottles prototypes, undated

Box 187, Folder 8 Bourbon whiskey bottles, undated

Box 184, Folder 35 Box sketches, undated

Box 184, Folder 36 Carriage and fire engine trade cards, undated

Box 184, Folder 37 Cartouches and symbols, drawings and designs, undated

Box 187, Folder 10 Cigarette boxes, undated

Box 187, Folder 11 Deer designs, undated

Box 187, Folder 12 Design templates, undated

Box 184, Folder 38 Dog illustrations, undated

Box 184, Folder 39 Duck illustrations, undated

Box 184, Folder 40 Eden Roc Aperitif wine advertisements, undated

Box 184, Folder 41 Fish illustrations, undated

Box 191, Folder 1	Furniture, undated
Box 184, Folder 55	General designs, undated
Box 184, Folder 56	General designs, undated
Box 184, Folder 42	German boat designs, undated
Box 184, Folder 43	Gun illustrations, undated
Box 193, Folder 22	Heintz, undated
Box 184, Folder 44	Horse, presidential seal illustrations, undated
Box 184, Folder 45	Horse and dog, presidential seal illustrations, undated
Box 184, Folder 46	Lion symbol and shield prototypes, undated
Box 184, Folder 47	Miller Brewing Company, sketches, undated
Box 184, Folder 50	Sailboat and horse illustration, undated
Box 191, Folder 2	St. Regis Paper Company, paper plate designs, undated
Box 187, Folder 13	Sapporo Breweries, undated
Box 184, Folder 51	Seasonal sketches, undated
Box 189, Folder 23	Self promotion for Landor services and products, undated
Box 184, Folder 48	Sterling, proposed embossing, 1976
Box 187, Folder 14	Trojan Visitor Center artwork, Portland, Oregon, undated
Box 184, Folder 53	Tsugio Kubota artwork and Landor designs, undated
Box 184, Folder 52	Miscellaneous sketches, undated
Box 184, Folder 54	Wine, miscellaneous designs, undated
Box 189, Folder 24	Unidentified materials, undated
Box 191, Folder 3	Unidentified materials, undated
Box 191, Folder 4	Unidentified materials, undated
Box 191, Folder 5	Unidentified materials, undated

Box 192

Unidentified materials, undated

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## Series 2: Walter Landor Papers, 1939-1996, undated

### Subseries 2.1: Papers, 1939-1993, undated

**Scope and Contents:** A wide range of materials primarily documenting Walter Landor's professional career. Includes some autobiographical writings and interviews. The letters, notes, and correspondence files reveal his wide range of business, social, and civic connections. Correspondence following Landor's frequent travels in the United States and abroad often outlines his many activities and acquaintances. There is no clear distinction between personal and business activities in these records.

Box 69, Folder 8	Telesis, Environmental Research Group, 1939-1991 Notes: Transcripts of 1939 meetings of Telesis group, San Francisco Museum of Art publication relating to 1940 Telesis exhibition, correspondence about a 1991 meeting of former group members.
Box 69, Folder 5	Industrial Design Partnership, 1940s Notes: Sample stationery, brochure, advertisement and other materials relation to this brief business venture.
Box 69, Folder 14	Articles about Walter Landor, 1940-1980
Box 69, Folder 9	Letter to Landor's sister(?), 1943
Box 69, Folder 10	Resume, 1943
Box 69, Folder 13	Articles by Walter Landor, 1947-1991
Box 184, Folder 57	Early work, 1948-1971
Box 76, Folder 3	Clippings about Walter Landor, 1948-1991
Box 69, Folder 7	Milner Gray, 1957, 1986-1988
Box 76, Folder 10	Soviet Union, 1959-1988
Box 1, Folder 2	Personal files including Adlai Stevenson note, 1960
Box 70, Folder 3	San Francisco Wine Fair, 1960
Box 70, Folder 9	Television public appearances, 1965-1969
Box 71, Folder 5	Personal correspondence, 1965-1974
Box 70, Folder 4	Travelers Aid Society, 1966
Box 70, Folder 5	San Francisco Arts Resources Development Committee, 1966-1967

Box 70, Folder 6	Activities Board of the American Craftsmen's Council Museum West, 1966-1967
Box 70, Folder 7	San Francisco International Film Festival, 1967
Box 70, Folder 8	San Francisco Interim Arts Advisory Committee, 1969
Box 70, Folder 10	Miscellaneous correspondence, 1969-1970
Box 70, Folder 11-12	Personal correspondence, 1970-1971
Box 76, Folder 2	Biographical sketches, 1970-1990
Box 70, Folder 13	Roberta Moore, 1971
Box 70, Folder 14	Pebble Beach Concours, 1972
Box 70, Folder 15	Symphony, 1972
Box 71, Folder 1	Personal correspondence, 1972
Box 71, Folder 2	Notes, 1972
Box 71, Folder 3	SATRA Consultant Corporation, 1972-1973
Box 71, Folder 4	Sandy Warburg, 1973
Box 73, Folder 1-2	Personal files, 1974-1975
Box 71, Folder 6	Miscellaneous correspondence, A-C, 1975-1986
Box 72, Folder 2-8	Miscellaneous correspondence, D-Z, 1975-1986
Box 73, Folder 3-9	Personal correspondence, 1975-1977 Notes: Handwritten and typed incoming and outgoing personal and business letters (some in German). Also, office memoranda, business trip itineraries, and a range of other materials.
Box 184, Folder 58	Personal correspondence, 1975-1992
Box 74, Folder 1	Personal files, 1976
Box 74, Folder 2	Personal correspondence, 1977
Box 74, Folder 3	Personal files, 1978
Box 184, Folder 59	Telesis, California Living Magazine, 1978, undated

Box 75, Folder 16	Walter Landor on Creativity for Delta Inflight Magazine, 1981
Box 74, Folder 5	Personal files, Satty (San Francisco artist), 1981-1982
Box 74, Folder 4	Personal files, 1982
Box 74, Folder 6-8	Personal files, 1983-1985
Box 74, Folder 9	Walter Landor Center for Creativity Research, 1985-1991 Notes: Meting agendas, project descriptions, mission statements, lists of advisors, reports and other records documenting a proposed non-profit research and training facility in the Bay Area.
Box 69, Folder 1	Reminiscences, 1986 Notes: Draft of first three chapters of a projected autobiography covering childhood through arrival in London. Editorial assistance by David Howie.
Box 74, Folder 10-11	Personal files, 1986-1987
Box 69, Folder 3	Landauer family, 1986-1988, undated
Box 74, Folder 12	Munchner Design Forum, 1987
Box 74, Folder 13	Personal files, 1988
Box 74, Folder 14	Roger Boas mayoral campaign, 1988
Box 75, Folder 1	Landor Associates press clipping packets, 1988
Box 75, Folder 2	Personal files, 1989
Box 75, Folder 3	Chronological file, June 1989
Box 75, Folder 4	Contents of desk, July 6, 1989
Box 75, Folder 5	Walter Landor on design for JIDPO book, 1989
Box 75, Folder 6	"To do" lists, 1989
Box 75, Folder 7	Personal files, 1990
Box 75, Folder 8	Walter Landor Introduction for "Source Book for Creative Problem Solving", 1990
Box 75, Folder 9	Notes, quotes, and layout for a 50th anniversary book, 1990-1991
Box 69, Folder 11	Miscellaneous notes on early days of Landor Associates, 1991

Box 69, Folder 4	Henri Kay Henrion, 1991 Notes: Handwritten notes containing reminiscences of Landor's friend, a noted German graphic designer, prepared for a memorial service.
Box 69, Folder 12	Notes on Frank and J. Robert Oppenheimer for Focus Magazine, 1991
Box 75, Folder 10	Personal files, 1991
Box 75, Folder 11	Landor 50th anniversary, 1991
Box 75, Folder 12	Miscellaneous personal correspondence, 1991
Box 75, Folder 13	Fran Mair memorial materials including limited edition of Mair's poems, 1991
Box 75, Folder 14	Landor Green Proposal by David Wisnom, 1991-04-30
Box 75, Folder 15	Daily schedules, April, July, August, and September, 1991
Box 75, Folder 17	Package Design Council Lifetime Achievement Award including fourteen page interview transcript, 1991
Box 76, Folder 1	Package Design Council Award, follow-ups and responses, 1991
Box 184, Folder 60	Photographs, 1991, undated
Box 76, Folder 5	Interviews, 1992
Box 76, Folder 4	Interview transcript possibly for Focus Magazine, 1992
Box 76, Folder 6	University of San Francisco exhibit on Landor, 1992
Box 76, Folder 7	World Design: International Conference of the Industrial Designers Society of America, 1992
Box 76, Folder 8-9	Personal files, 1992-1993
Box 70, Folder 1	Walter Landor on Safeway Stores, Incorporated, undated
Box 69, Folder 6	Bassett Gray, design firm, undated
Box 69, Folder 2	Walter Landor autobiographical notes, undated Notes: Sixteen page typescript focusing on Landor's early life through World War II and a brief assessment of his professional contributions.
Box 194, Folder 24	Articles by Walter Landor, undated
Box 194, Folder 25	Get well card to Walter Landor from staff, undated

**Subseries 2.2: Trip Files, 1954-1988, undated**

**Scope and Contents:** Documents relating to Walter Landor's frequent travel to visit clients and attend conferences. Materials include correspondence with clients, communications between Landor and Landor Associates staff, new business contact reports, and, on occasion, copies of speeches by Landor. Other materials include itineraries, clippings, handwritten notes, and lists of addresses. Files often include an envelope with business cards, brief notes, receipts, and other travel ephemera.

Box 78, Folder 18	Jamaica and two Cuban tourist visitor cards, 1954, 1963-1969
Box 77, Folder 9	Chicago, 1956-1958
Box 78, Folder 7	Hawaii, 1957-1962
Box 78, Folder 12	Ireland, 1958-1959
Box 78, Folder 8	Holland, 1958-1967
Box 77, Folder 20-21	Germany, Hamburg, 1958-1972
Box 78, Folder 20	Japan, World Design conference, 1959-1961
Box 79, Folder 1	London, 1959-1964
Box 78, Folder 3	Germany, Berlin, 1959-1965
Box 77, Folder 8	Yugoslavia, 1959-1967
Box 78, Folder 1-2	Germany, general, 1959-1971
Box 77, Folder 14	Germany, Frankfurt, 1959-1973
Box 79, Folder 5-6	Russia, 1959-1988
Box 79, Folder 7	Japan, 1960
Box 77, Folder 18-19	Germany, Munich, 1960-1972
Box 78, Folder 19	Japan, 1961
Box 78, Folder 11	India, Pakistan, Ceylon, 1962-1968
Box 77, Folder 16	Germany, Miereg and von Rauscher, 1963-1965
Box 78, Folder 16-17	Italy, general, 1963-1970
Box 77, Folder 12-13	Germany, Dusseldorf, 1963-1972



Box 79, Folder 2	London, 1964-1972
Box 78, Folder 4	Germany, East Germany, 1966
Box 76, Folder 10	Hotels, correspondence, 1966-1972
Box 78, Folder 15	Italy, Milan and Turin, 1966-1972
Box 79, Folder 3	Tokyo, 1966-1973
Box 77, Folder 7	Czechoslovakia, 1968
Box 78, Folder 10	Hungary, tourist brochures, 1968
Box 78, Folder 14	Italy, Florence, 1968
Box 76, Folder 12	Refund correspondence, 1968-1969
Box 197, Folder 9	Next New York, 1970-1973
Box 78, Folder 5	Guyana, 1971
Box 76, Folder 11	Itineraries and receipts for completed trips, 1971-1973
Box 77, Folder 2	Mexico City Design Symposium, 1972
Box 77, Folder 3-6	Nuremberg Marketing Congress, 1972
Box 77, Folder 1	International Industrial Conference, 1973
Box 77, Folder 11	Dominican Republic, 1973
Box 78, Folder 9	Hong Kong, 1973
Box 79, Folder 9	France, 1975
Box 79, Folder 8	Japan, 1975
Box 79, Folder 10	Orient '74, 1975
Box 80, Folder 1	Hamburg trip file, 1976
Box 80, Folder 3	Asia, 1978
Box 80, Folder 2	Japan, 1978
Box 80, Folder 4	Miscellaneous, 1978

Box 80, Folder 6	Argentina and Brazil, contents of briefcase, 1979
Box 80, Folder 5	Japan, 1979
Box 80, Folder 7	Miscellaneous notes, 1979
Box 80, Folder 8	Europe and miscellaneous, 1981
Box 80, Folder 9	United States, interview tour, 1982
Box 80, Folder 10	Miscellaneous, 1983
Box 77, Folder 10	Columbia, undated
Box 79, Folder 4	Finland, undated
Box 77, Folder 17	Germany, Storck (candies), undated
Box 78, Folder 6	Haiti, undated
Box 78, Folder 13	Israel, undated

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### Subseries 2.3: Speeches, 1948-1992, undated

**Scope and Contents:** Speeches by Walter Landor and senior members of his firm, Landor Associates. Audiences for the speeches generally are businesses and business and professional associations in the areas in which Landor Associates practiced, especially packaging and corporate identity. Many of the speeches begin with an introduction to the firm and its services. The files sometimes include correspondence and other materials related to the event. A few files deal with the publication of articles about the firm. There are duplicates and multiple versions of some speeches. The speeches generally are arranged chronologically. Box 80, folder 11, contains several partial listings of the speeches prepared by the firm.

Some files are especially rich including: Packaging Design Book, box 81, folder 14-15 (1966); China (five days of lectures), box 84, folder 14 (1978); Japan, box 84, folders 15-16 (1979); memorial remarks for long-time staff members Don Short and Fran Mair, box 86, folders 9-10.

Box 80, Folder 16-23	Speeches, 1948-1964
Box 80, Folder 11	List of speeches and presentations, 1962-1986
Box 89, Folder 1-11	Speeches, Landor Associates staff, 1962-1991
Box 88, Folder 18-19	Speeches, Landor Associates staff, 1962-1991
Box 81, Folder 1-17	Speeches, 1965-1966
Box 82, Folder 1-15	Speeches, 1967-1969

Box 80, Folder 13	Landor history, 1969-1991
Box 83, Folder 1-17	Speeches, 1970-1974
Box 85, Folder 1	Speeches, 1970-1979
Box 84, Folder 1-17	Speeches, 1974-1979
Box 80, Folder 14	Speeches and articles, miscellaneous fragments, 1976-1987
Box 85, Folder 1-12	Speeches, 1980-1988
Box 197, Folder 10	Association of Professional Design Firms, American Institute of Graphic Arts, Lecture, 1986-06-07
Box 80, Folder 15	Floppy discs, 1987
Box 86, Folder 1-11	Speeches, 1988-1991
Box 87, Folder 1-5	Product Design Council, speech and interview, 1991-1992
Box 80, Folder 12	Landor Associates history and biography, undated
Box 87, Folder 6-14	Speeches, undated
Box 88, Folder 1-17	Speeches, undated

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#### Subseries 2.4: Corporate Historical Reference, 1950-1996, undated

Scope and Contents: Descriptive and reference materials, much of it compiled by Landor Associates for the firm's fiftieth anniversary in 1991. The corporate publicity files (box 90) are an unsorted assemblage of clippings about Landor Associated and publicity materials created by the firm. The client lists are arranged variously by date, client name, and industry. Some include brief notes on the nature of the work done for the client. The Walter Landor biographical materials include several interviews covering the course of his career.

Box 91, Folder 14-19	Walter Landor biographical material, 1950-1991
Box 92, Folder 1-19	Chronologies and histories, 1950-1992
Box 91, Folder 1-13	Client lists, 1951-1990
Box 90, Folder 1-4	Corporate publicity, 1952-1990
Box 93, Folder 8-10	Staff directories, 1975-1991
Box 93, Folder 16	History Projects, video archives, 1984-1989

Box 93, Folder 11	London office, 1988
Box 93, Folder 1-6	Chronologies and histories, 1989-1991
Box 93, Folder 12	Mexico office, 1990
Box 93, Folder 14	Rome office, 1990
Box 93, Folder 15	Landor Associates tour information, 1991
Box 93, Folder 13	Paris office, 1996
Box 93, Folder 17	Vision and Values, undated
Box 93, Folder 18	History of Design, Chapters II-VII, undated

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## Series 3: Photographic Materials, 1930-1993, undated

**Scope and Contents:** Materials include photographic images maintained as a group by Landor but often relates to subjects found in other parts of the collection. Series is arranged into three subseries: Subseries 3.1: Photographic Prints, 1935-1992, undated; Subseries 3.2: Slides, 1940-1990, undated; and Subseries 3.3: Publications, 1965-1991, undated.

### Subseries 3.1: Photographic Prints, 1930-1993, undated

#### Image(s): Photographs

**Scope and Contents:** Primarily 8" x 10" black and white prints but also 35 mm contact sheets, snapshots, and other formats, including some color photographs. Most of the images are undated but probably range from the 1930s to the early 1990s with the bulk between 1950 and 1980. Photographs created for publicity purposes sometimes carry an identifying caption.

The product photographs (boxes 94-105) are primarily formal shots documenting packaging and corporate identity design work for some 300 clients. Most were created in a studio environment although some are set in stores and other surroundings. They are arranged alphabetically by client name.

The remaining photographs are especially rich in documenting Walter Landor and the offices of Landor Associates, especially the ferryboat Klamath, site of numerous social occasions, group tours, and the Packaging Museum.

Box 94	Accent to Axion, product photographs, undated
Box 108, Folder 17	Advanced planning, undated
Box 113, Folder 18	Airlines, undated
Box 112, Folder 13-20	Architectural interiors, undated
Box 113, Folder 1-6	Architectural interiors and exteriors, undated
Box 95	Bahlsen Burma Shave [Philip Morris], product photographs, undated
Box 193, Folder 23	Bottles, 1993
Box 113, Folder 19	Bottles, undated
Box 185, Folder 27	Brotherton, Joe and Barnaby Conrad, undated
Box 107, Folder 5	Business scenes, contact sheets, undated
Box 96	California Highway Transportation Agency, Dolly Madison product photographs, undated
Box 112, Folder 6	California School of Fine Arts, undated
Box 108, Folder 13	China, pack delegation, 1977

Box 107, Folder 2-3	Clients, undated
Box 107, Folder 8	Container Shop, undated
Box 191, Folder 6	Co-Op Natural Food Store, 1993, undated
Box 108, Folder 15	Corporate identity process, undated
Box 113, Folder 20	Cutlery, undated
Box 113, Folder 24	Democratic National Convention, San Francisco, 1984
Box 113, Folder 8-15	Design work by non-Landor designers, undated Notes: Examples of design work for household furnishing, machinery, and a wide range of other objects by prominent designers Henry Dreyfus, Fritz Hanson, Jim and Rhoda Pack, Eileen and Rossi Reynolds, Gilbert Rhode, Harold Van Doren, and Hugh Williamson.
Box 97	Dow Chemical Company, Fuller paint product photographs, undated
Box 110, Folder 9	Enterprise Scotland exhibition, 1947
Box 108, Folder 1-4	Environmental and industrial design, undated
Box 108, Folder 14	ESRI Japanese Group, undated
Box 110, Folder 7	Exhibits, London (IDP), 1935
Box 110, Folder 8	Exhibits, 1937-1965 Notes: Exhibits in which Walter Landor and Landor Associates participated, including work for the U.S. Office of Civilian Defense during World War II.
	Exploratorium IDSA Design Conference, 1991
Box 193, Folder 24	Furniture, undated
Box 113, Folder 7	Furniture design, undated
Box 98, Folder 1	Galaxy World's Fair, undated
Box 99	Galaxy World's Fair, Kroger product photographs, undated
Box 98, Folder 2	Gallo Winery, undated
Box 98, Folder 3	Gettelman Brewing Company, undated

Box 98, Folder 6	Golden Gate Transit, undated
Box 98, Folder 5	Golden V, undated
Box 111, Folder 10	Gossage, Decca birthday party, 1967
Box 98, Folder 4	Goyesca, undated
Box 98, Folder 7	Grain Belt Beer [Minneapolis Brewing Company], undated
Box 98, Folder 9	Grain Belt Beer [Minneapolis Brewing Company], undated
Box 98, Folder 11	Granny Goose Foods, Incorporated, undated
Box 98, Folder 10	Great Bear Spring Company, undated
Box 98, Folder 15	Great Falls Breweries, undated
Box 98, Folder 12	Griesedier Western Brewery, undated
Box 98, Folder 13	Gro Pup, undated
Box 98, Folder 14	Guild, undated
Box 98, Folder 16	Guthrie Biscuit Company, undated
Box 98, Folder 17	Hamm Brewing Company, undated
Box 98, Folder 18	Hawaiian Golden Punch, undated
Box 98, Folder 19	Heidelberg Distributing Company (beer), undated
Box 98, Folder 22	Herrick Corporation, undated
Box 98, Folder 20	Heublein, Incorporated, undated
Box 98, Folder 21	Hewlett-Packard Incorporated, undated
Box 98, Folder 23	Hiller Aircraft Corporation (helicopters), undated
Box 98, Folder 24	Hills Bros. Coffee Company, Incorporated, undated
Box 98, Folder 26	Hosts, undated
Box 98, Folder 25	Hotel Don, undated
Box 98, Folder 27	Hunt's, undated

Box 98, Folder 28	Hyde Park, undated
Box 108, Folder 5	IDP, 1930s
Box 108, Folder 12	International Marketing Institute, undated
Box 108, Folder 10	Japan trip, 1960
Box 109, Folder 4-7	Klamath, undated
Box 110, Folder 1-6	Klamath, undated
Box 113, Folder 25	Know Your Competition perceptual map, undated
Box 187, Folder 15	Kardomah Cafe, 1936-1937
Box 111, Folder 1-7	Landor achievement award exhibition, University of San Francisco, 1992
Box 110, Folder 11	Landor achievement award exhibition, University of San Francisco, 1992
Box 112, Folder 5	Landor Associates Christmas party, undated
Box 111, Folder 18	Landor Associates company picnic, undated
Box 108, Folder 16	Landor Associates corporate identity, undated
Box 105, Folder 2-9	Landor Associates employees, undated
Box 107, Folder 9-11	Landor Associates facilities, undated
Box 108, Folder 20	Landor Associates gag book, undated Notes: Scrapbook album of photographic prints of Landor Associates staff with humorous typed captions.
Box 106, Folder 10-15	Landor Associates international offices, undated
Box 107, Folder 7	Landor Associates, photographers working, undated
Box 108, Folder 6-7	Landor, Lok, undated
Box 108, Folder 21	Landor model supermarket, polaroid prints
Box 111, Folder 17	Landor, Walter, birthday party, 1986
Box 105, Folder 14-18	Landor, Walter, portraits, undated
Box 193, Folder 25	Landor, Walter, portraits, undated



Box 108, Folder 18	Landor, Walter, receives key to the City, undated
Box 108, Folder 19	Landor, Walter, San Francisco Little Black Book, 1960
Box 106, Folder 1	Landor, Walter, with others, undated
Box 100	Leslie Salt Lynx, product photographs, undated
Box 187, Folder 16	London Building Material Exhibit, 1937
Box 111, Folder 13	Mair, Francis, memorial, 1991
Box 110, Folder 10	Mair, Francis, exhibit, undated
Box 112, Folder 1	MDG lunch with John Diefenbach, undated
Box 108, Folder 8	Ministry of Foreign Affairs (GDR), 1973
Box 101	MJB Nutricos, product photographs, undated
Box 109, Folder 1-3	Museum of Packaging Antiquities, undated Notes: Photographs of museum objects and displays.
Box 197, Folder 11	Negatives of miscellaneous color prints, undated
Box 102	Oakville Cellars Quaker Oats, product photographs, undated
Box 111, Folder 8	Open Ship, Susan Landor photographs, 1964
Box 111, Folder 14	PDC event, 1991
Box 105, Folder 9-13	Photographic negatives, 1968-1992
Box 113, Folder 16	Printing presses, undated
Box 185, Folder 28	Products, undated
Box 193, Folder 26	Products, miscellaneous, undated
Box 103	Rainier Brewing Company, Spice Island, product photographs, undated
Box 111, Folder 16	Royal Viking Line party, undated
Box 108, Folder 9	Russia trip, 1959
Box 185, Folder 26	Russia trip, circa 1959

Box 112, Folder 3	Sakabe party, undated
Box 114, Folder 1	San Francisco Embarcadero and Skyline, aerial photographs
Box 104	Spreckles-Weber's, product photographs, undated
Box 187, Folder 18	Self promotion, undated
Box 111, Folder 15	Shimanouchi/Margaux Hemingway party, undated
Box 112, Folder 2	Shoda party, undated
Box 112, Folder 4	Special guests and speakers, undated
Box 113, Folder 23	Store displays and packaging, undated
Box 113, Folder 21-22	Structural Design of Manufactured Objects, undated
Box 113, Folder 17	Twist bag, undated
Box 111, Folder 9	U.C. Symposium, 1965
Box 105, Folder 1-8	Utica Club Yuba Consolidated Industries, product photographs, undated
Box 107, Folder 4	Work sessions, undated
Box 111, Folder 11	Yevtuschenko reading and reception aboard the Klamath, 1972
Box 191, Folder 7	Unidentified color photographs, 1993
Box 191, Folder 8	Unidentified color photographs, 1993
Box 191, Folder 9	Unidentified designs, undated
Box 111, Folder 12	Unidentified event, 1990
Box 191, Folder 10	Unidentified materials, undated
Box 112, Folder 7-8	Unidentified party, possibly AMFAC, undated
Box 112, Folder 9-12	Unidentified parties and events, undated
Box 187, Folder 17	Unidentified photographs, 1993, undated
Box 185, Folder 29	Unidentified subjects, undated

Box 114, Folder 2-7      Unsorted photographs, undated

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### Subseries 3.2: Slides, 1940-1990, undated

#### Image(s)

**Scope and Contents:** Landor Associates used 35 mm color photographic slides for business presentations and work sessions, both internally and with business clients. Slides documented Landor Associates design projects in progress, social events, the ferryboat Klamath, and the Museum of Packaging Antiquities. Most of the slides are of finished products -- carefully produced images of packaging and of corporate identity work, including logos, symbols, and stationery. Several versions of a design often are included for comparisons and there are occasional images of point-of-sale locations. For some corporate identity assignments, especially banks, there are on-location slides of existing buildings and signage. Documentation is especially rich for Philip Morris international brand cigarettes. Most of the slides were initially found in binders but not always in a discernable order.

Box 120, Folder 2      Airlines, undated

Box 121      Alabama banks; Ajax; Amfac, undated  
Notes:      The AMFAC slides include extensive on location documentaton of the firm's Hawaii operations.

Box 122      ANIC; Cotton; Atlas Hotels; AVA (soap), undated

Box 123      Axion/Fab/Darling (soap); Banco Union; Bank of Hawaii, 1979, undated

Box 138      Banca Serfin (Mexico), undated

Box 124      Bank of Hawaii; Bell Systems; Biesterfeld; Birdsell; Biri; Bohemia (beer), 1979-1981, undated

Box 117, Folder 5-6      Beer labels, bottles, and packaging, undated  
Notes:      Companies include Falls City, Great Falls, Kloster, Falstaff, Bohemia, Lucky Beer, Hamms, Sapporo, and Utica.

Box 144      Blue Diamond (nuts); Bud of California (food industry); Bub's Beer; California Highway Patrol; Carol's (restaurants); Lombardi (packaged foods); Commodore Aviation; Computer Engineering Associates; Danola (meats); Dialaphone; Donut Fair; duActin; Toro (beer) and miscellaneous; Embee; Evans; Rob McNew client presentation; Philip Morris (international brands), undated

Box 115, Folder 6      Brewer's party, undated

Box 115, Folder 12      British week, undated

Box 126      Cigarettes; Cinzano, 1980, undated

Box 127      City Center New York; Clorox; Cofiec; Colgate; Colgate (Mexico), undated

Box 120, Folder 3	Cotton, Mercedes Benz, undated
Box 116, Folder 1	Cristina's farewell party, undated
Box 129	Cullen/Frost banks; Duactin; DYNIC (Japan); Durban's; Exito First Kentucky Bank, undated
Box 146	Double II (razor); wine bottle study; multiple clients; Museum of Packaging Antiquities, undated
Box 115, Folder 11	Film awards party, 1972
Box 115, Folder 14	Film Fest party, undated
Box 116, Folder 5	Film studio and slide room on the Klamath, undated
Box 115, Folder 5	Flav's farewell party, undated
Box 130	First Kentucky Bank; First Wisconsin Bank; Flagship Banks; Landor Associates Graphic Communications (master set), undated
Box 115, Folder 7	German party, undated
Box 116, Folder 3	Gossage party, undated
Box 131	Heublein (design program); Hills Bros. Coffee Company; Smirnoff; Inglenook; Kaloderma Soap; Kao Soap; Kroger Program, undated
Box 142	Industries Yukery (Venezuela, food products); Z8; Banco Union; 7Up (soft drink), undated
Box 115, Folder 10	Irwin Blood Bank party, undated
Box 115, Folder 15	Jan's party, undated
Box 197, Folder 12	Kiev Pollock, slide storage systems, 1983
Box 116, Folder 8-9	Klamath, (bulk 1960s-1980s) Notes: Celebration of the Klamath's opening as Landor Associates' headquarters and views of work spaces including conference rooms, research department, and parties.
Box 116, Folder 6	Klamath I, undated Notes: Historical photographs of the ferryboat Klamath and its transformation from a commuter boat on the Bay to its restoration as Landor Associates' office and headquarters. Aerial shots and some interiors.
Box 116, Folder 7	Klamath II, 1970s

Notes: Destruction of Pier building and Filming of "Streets of San Francisco"  
Television Crime Series with Michael Douglas

Box 132	Landesgirokasse (German bank); Liberty National (United States bank); LTV (United States conglomerate); Lux (soap), undated
Box 117, Folder 4	Landon Associates employees, undated
Box 115, Folder 1	Landon historical design, (bulk 1940-1990) Notes: Classic packaging design by the firm; also corporate identity projects and trade magazine articles.
Box 119, Folder 3	Landon facilities and staff, undated
Box 117, Folder 1	Landon, Walter, historical, family, and early professional life, undated
Box 117, Folder 3	Landon, Walter, Japan, China, and other travel, 1959-1985
Box 117, Folder 2	Landon, Walter, portraits and informal images, undated
Box 118, Folder 1-2	Miller Brewery, undated
Box 120, Folder 1	Miller Brewery, Hawaiian Airlines, San Francisco, undated
Box 133	Miralanza; Montana (paints); telocator; New Freedom; Nordika Girl (soap); Oakville Vineyards; Ola; Omark, undated
Box 125	Miscellaneous packaging; Caprice; DEPSA; CEPSA (Spanish energy company); Christian Bros. wine; cigarettes, undated
Box 115, Folder 3	Parties, undated
Box 116, Folder 4	Pier 5 and shop, undated Notes: Industrial designers; office on the Pier; supermarkets; consumer research; crit sessions
Box 115, Folder 2	Product shots and Packaging Museum interiors, undated
Box 115, Folder 9	Public relations party, undated
Box 134	Omark; ONDA; Oreida (potato products); Pacific Telephone; Palmolive, undated
Box 128	Palmolive (soap); Cotton; Cullen/Frost banks, undated
Box 135	Palmolive Gold; Respond (bar soap); Ribbon (bottled drinks); Royal Industries; Safeway, undated
Box 145	Philip Morris (international brands), undated

Box 115, Folder 4	Rob McKnew's going to Tokyo Party, 1986
Box 115, Folder 8	Russian party, 1972
Box 136	SAHNE; Saint Gobain (French corporation); Saint Regis (paper goods); Scott Paper; Seagram's, undated
Box 137	Scott Paper (tissues); Banca Serfin (Mexico), undated
Box 115, Folder 13	Smirnoff party, undated
Box 139	Sprite (soft drink); Bohemia (beer); State National Bank (El Paso), undated
Box 140	State National Bank; Telecheck; Transamerica Insurance, undated
Box 119, Folder 2	Tab (soft drink), undated
Box 116, Folder 2	UC Museum party, undated
Box 141	Unigard Insurance Group; Viva (soap product); World Publishing Company (bibles), undated
Box 118, Folder 3-4	Wine, undated
Box 119, Folder 1	Wine, undated
Box 143	7 Up (soft drink); miscellaneous (perhaps Packaging Museum), undated

### Subseries 3.3: Publications, 1965-1992, undated

Scope and Contents: An unsystematic assemblage of publications produced by Landor Associates, largely for marketing and publicity purposes. Includes glossy, highly visual introductions to the firm and its various services to clients. Also scattered issues of newsletters for Landor staff, a cookbook of staff recipes, and "Walter Landor's Little Black Book," a guide to restaurants and neighborhoods for visitors to San Francisco.

Box 148, Folder 3	Corporate Identity Process, 1965
Box 149, Folder 12	"Package Structure Innovations by Landor Associates", 1965
Box 148, Folder 4	"Six Steps to a Corporate Identity System", 1965
Box 149, Folder 11	Landor Net Bag Closure Invention, 1965-1969
Box 148, Folder 2	Corporate Identity, 1965-1975
Box 148, Folder 6	"Advanced Planning Report", 1969-1970

Box 147, Folder 5	"Design Services and Philosophy", 1970
Box 149, Folder 3	"Walter Landor Associated Industrial Designers", late 1970s
Box 147, Folder 8	"Design as a Strategic Tool in Marketing and Long-Range Planning", 1984
Box 147, Folder 12	"Exhibit Design Capabilities", 1984
Box 147, Folder 7	"Strategic Design: New Weapon in the Market Place", 1985
Box 148, Folder 9-10	"Brandworth: A New Tool for the '90's", 1987-1989 Notes: Files include detailed descriptions of the process, scripts for presentations, publicity clippings, notes, and memoranda.
Box 149, Folder 6	General Electric, "Design Matters", 1988-1989
Box 148, Folder 13	Branding, 1988-1990
Box 147, Folder 16	"The Landor Image Power Survey", 1988-1990
Box 147, Folder 9	"Bottom Line Results," retail design, 1989
Box 149, Folder 17	Landor News, Japan, 1989
Box 148, Folder 8	"Superbranding", 1989
Box 147, Folder 14	Workmark-Landor Naming Division, 1989
Box 149, Folder 7	"Image Management", 1989-1990
Box 149, Folder 5	Corporate History book project, late 1980s
Box 148, Folder 7	"Environmental Identity Technology Plan", 1990
Box 149, Folder 1	"Forecast for the 1990's", 1990
Box 149, Folder 15	Landor Europe, 1990
Box 149, Folder 16	Recently completed projects, worldwide offices, 1990
Box 149, Folder 19	In the Making-Quarterly Internal Newsletter, 1991
Box 149, Folder 18	Landor World, 1991-1992
Box 147, Folder 1	Introductory brochures, undated
Box 147, Folder 2	Corporate introduction, undated

Box 147, Folder 3	Introductory brochure, undated
Box 147, Folder 4	"Landon Associates Designers and Consultants for Marketing and Communications", undated
Box 147, Folder 6	"Some Notes on Selecting a Designer", undated
Box 147, Folder 10	Walter Landon Associates statement of professional policy, undated
Box 147, Folder 11	"Related Capability: An Innovation in Consultant Service", undated
Box 147, Folder 13	"Exhibit Design Group", undated
Box 147, Folder 15	Visual Communications Center, undated
Box 148, Folder 1	"Corporate Identification: Image and Entity", undated
Box 148, Folder 5	"Corporate Identity", undated
Box 148, Folder 11	Brandworth Timetable, undated
Box 148, Folder 12	Brandworth-Japan, undated
Box 149, Folder 2	Landon's Strategic Intent, undated
Box 149, Folder 4	"Where We Are Going and Why; Who We Are and Why", undated
Box 149, Folder 8	"Financial Services", undated
Box 149, Folder 9	"Landon Identity Consultants and Designers Worldwide", undated
Box 149, Folder 10	"The Landon-Lok Packaging System", undated
Box 149, Folder 13	"Some Studies Conducted by Our Research Affiliate, The Institute for Design Analysis", undated
Box 149, Folder 14	"View: The Newsletter of the Associates Council of Landon Associates", undated
Box 149, Folder 20	"Who's New?"-The Faces of Landon Staff, undated
Box 149, Folder 21	Landon Associates various marketing materials, undated
Box 149, Folder 22	Landon Associates cookbook, undated
Box 149, Folder 23	"Walter Landon's Little Black Book", undated



Box 149, Folder 24

"San Francisco's North Waterfront", undated

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## Series 4: Landor Archives Project, 1949-2002, undated

**Scope and Contents:** The Landor Archives Project ran concurrently with the initial processing of the collection at the Landor Associates offices in San Francisco. In addition to creating oral histories, the project accepted donations of personal papers and art work from former and current Landor staff. Jessica Meyerson--also known as Latifah Taorimina -- directed the project. Series is arranged into five subseries: Subseries 4.1: Lillian Sader Files, 1950-1993, undated; Subseries 4.2: Ed Scubic Files, 1968-1990, undated; Subseries 4.3: Other Associates Files, 1949-1993, undated; Subseries 4.4: Oral Histories, 1969-1994; and Subseries 4.5: Archives Project Reference Files, 1939-2002, undated.

### Subseries 4.1: Lillian Sader Files, 1950-1993, undated

**Scope and Contents:** Lillian Sader was one of Walter Landor's first and longest serving designer associates. Her materials consist largely of original artwork on paper made in ink, pencil, collage, and other media. The work includes letterheads, logos, labels, and other corporate and product identity items. A few pieces are dated and signed. Also in the files are printer's proofs of designs and examples of final design products. Four folders consist of memoranda, reports, and working papers for various projects to generate names for companies and products. Color slides document Sader's various design projects over the course of her career. The slides are dated, initialed, and identified by client.

Box 159, Folder 14      Labels, 1950s-1960s

Box 159, Folder 15      Packaging and posters, 1950s-1960s  
Notes:                    Includes posters for 1962 and 1963 San Francisco Wine Fair

Box 159, Folder 13      Packages, 1952-1974

Box 160, Folder 6      Photographic slides, 1953-1984

Box 160, Folder 5      Landor Associates publicity and photography, 1956-1976

Box 160, Folder 1      Naming projects, 1966-1968

Box 160, Folder 4      Naming timelines, 1973-1974

Box 160, Folder 2      Naming proposals and presentations, 1973-1982

Box 160, Folder 3      Naming projects, 1973-1983

Box 159, Folder 2      Artwork, Hawaiian and other airlines, 1974-1981, undated

Box 179, Folder 1      Collection of projects, 1993

Box 159, Folder 1      Artwork, Rainier Beer, undated

Box 159, Folder 3      Artwork, Tuxedo Candy Company, Roxbury brand, undated

Box 159, Folder 4	Artwork, carnival drinks packaging, undated
Box 159, Folder 5	Oscar Mayer, Create a Dinner, photographs, undated
Box 159, Folder 6-11	Artwork, various clients, undated
Box 159, Folder 12	Packaging, photographs, undated
Box 165, Folder 4	Lillian Sader, miscellaneous materials, undated

### Subseries 4.2: Ed Scubic Files, 1968-1990, undated

Scope and Contents: Ed Scubic began at Landor Associates in 1968 and was promoted to Associate in 1977. He retired in 1991. Scubic's primary area of expertise was the development of corporate identity and packaging manuals for use by clients, designers, and printers. His donation consists primarily of completed corporate manuals but also includes draft and working materials.

Box 163, Folder 14	Various clients and correspondence files, 1968-1990
Box 163, Folder 1	Armour Foods, 1970
Box 163, Folder 15	Landor Associates publicity, 1971-1985
Box 163, Folder 3	Consolidated Foods Corporation, 1972
Box 162, Binder 2	First Wisconsin National Bank of Milwaukee, corporate identity manual, 1974
Box 163, Folder 12	Royal Viking, 1974
Box 163, Folder 7	Grupo Industrial, Alfa, Mexico, 1975
Box 163, Folder 8	Ito-Yokado, private brand packaging, 1978
Box 163, Folder 10	Grupo Montedison, 1980
Box 163, Folder 4	Development Bank of Singapore, 1981
Box 162, Binder 1	Delhaize packaging style guide, 1984 Notes: German retail food and grocery products corporation
Box 161, Binder 2	Dole Food Company, Incorporated, brand identity and package design manual, 1985
Box 163, Folder 2	Colgate-Palmolive Company, 1988-1989
Box 163, Folder 6	Dole Food Company, Incorporated, 1989

Box 163, Folder 11	Palmolive, 1989
Box 160, Folder 7	Oral-B Laboratories, graphics standards manual, undated
Box 161, Binder 1	US Air, image standards manual, undated
Box 163, Folder 5	Cotton, Incorporated, undated
Box 161, Binder 3	Colgate-Palmolive Company, draft package design manual, undated
Box 163, Folder 9	Memorex Corporation, undated
Box 163, Folder 13	Unigard Insurance Group, corporate identification manual, undated

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### Subseries 4.3: Other Associates Files, 1949-1993, undated

Box 164, Folder 3	Bob Graham, Revell Toys, educational film strip scripts, 1969
Box 164, Folder 1	Bob Graham, artwork and publications, 1969-1980
Box 164, Folder 5	Bob Graham, Ecosphere, film final storyboard on slides, 1970
Box 164, Folder 4	Bob Graham, Ecosphere, film storyboards, 1970
Box 164, Folder 6	Tatsumi Iwate, autobiographical essay covering 1955-1985, 1993
Box 164, Folder 17	Lewis Lowe, Advertising Association of the West Golden Anniversary Convention, booklet, 1953
Box 164, Folder 7	Lewis Lowe, advertisements, 1954-1955
Box 165, Folder 1	Lewis Lowe, clippings, 1964-1965
Box 164, Folder 16	Lewis Lowe, Landor publications, 1964-1972
Box 164, Folder 8	Lewis Lowe, undated
Box 164, Folder 9	Lewis Lowe, Hyde Park Beer, undated
Box 164, Folder 10	Lewis Lowe, Kleenex, undated
Box 164, Folder 11	Lewis Lowe, Love cigarettes, undated
Box 164, Folder 12	Lewis Lowe, Walter's beer, undated
Box 164, Folder 13	Lewis Lowe, beer and juice packaging, undated

Box 164, Folder 14	Lewis Lowe, photographs, undated
Box 164, Folder 15	Lewis Lowe, business cards, undated
Box 165, Folder 2	Lewis Lowe, food packaging, undated
Box 164, Folder 18	Peter McDonald, Recollections and Proposals, 1969-1993 Notes: A candid, twenty-page memoir of McDonald's career at Landor from the 1960s through the late 1970s focusing on international client projects including Alitalia and Montedison. Also a 1979 proposal for a multidisciplinary communications study center and a 1969 proposal for an Alitalia corporate identity program.
Box 164, Folder 19	Rodney McKnew, Second Annual Exhibition of Advertising Art, San Francisco Museum of Art, 1949 Notes: See Series 6: Video Cassette Tapes, 1980-1993, undated for Rodney McKnew's party on the Klamath ferry boat.
Box 164, Folder 20	George McLean, miscellaneous, 1950-1992
Box 165, Folder 7	George McLean, oversize typography examples, undated
Box 165, Folder 3	Richard Young, clippings, 1959-1964
Box 165, Folder 5	Richard Young, Royal Jordanian Airlines, 1985-1986
Box 165, Folder 6	Richard Young, oversize corporate identity examples, undated

#### Subseries 4.4: Oral Histories, 1969-1994

Scope and Contents: The Landor Oral History Project recorded more than forty interviews during 1993 and 1994 with former and current Landor employees with varying roles and tenure within the firm. The project also interviewed some clients and personal friends of Walter Landor. A few interviews were done by telephone. Jessica Myerson --also known as Latifah Taorimina--was the primary interviewer assisted by Sheri Dean and others. This sub-series includes audio cassette recordings and interview files, sometimes with interviewee releases, transcripts, snapshot photographs, and additional biographical materials. Some of the transcripts contain revisions by the interviewees. A few tapes are of poor quality and thus difficult to hear.

Box 167, Folder 1	Landor History and Reference Files, 1992-1993
Box 167, Folder 2	Marco Antonini, Transcript and Notes, 1991-1993 Notes: Director of Communications, Alitalia airline. Designer and consultant at Landor Associated 1972-1991.
Box 172, Cassette 1	Marco Antonini, Interview, 1991-1993 Notes: Director of Communications, Alitalia airline. Designer and consultant at Landor Associated 1972-1991.

Box 167, Folder 3	David Bowman, Transcript and Correspondence, 1993 Notes: Raymond Loewy Associates (1953-1957). Landor Associates: Senior Associate, Studio Design Director (1957-1970).
Box 167, Folder 4	Robert Blosser, Transcript, 1993 Notes: Designer, Account Supervisor (1967-1971).
Box 167, Folder 5	Joseph F. Cullman, III, Transcript, 1993 Notes: Retired CEO, Philip Morris Companies, USA.
Box 172, Cassette 2	Joseph F. Cullman, III, Interview, 1993 Notes: Retired CEO, Philip Morris Companies, USA.
Box 167, Folder 6	William Daddi, 1993 Notes: Director, Public Relations, Cotton Incorporated, whose trademark (introduced in 1973) was one of Landor Associates best known designs.
Box 172, Cassette 3	William Daddi, Interview, 1993 Notes: Director, Public Relations, Cotton Incorporated, whose trademark (introduced in 1973) was one of Landor Associates best known designs.
Box 167, Folder 7	Dr. Goery Delacote, Transcript, 1993 Notes: Executive Director, Exploratorium, San Francisco
Box 172, Cassette 4	Dr. Goery Delacote, Interview, 1993 Notes: Executive Director, Exploratorium, San Francisco
Box 167, Folder 8	Garrett Eckbo, Transcript and Publication by Eckbo, 1990, 1993 Notes: Landscape Architect and Friend of Colleague of Walter Landor (1993-)
Box 172, Cassette 5	Garrett Eckbo, Interview, 1990, 1993 Notes: Landscape Architect and Friend of Colleague of Walter Landor (1993-)
Box 167, Folder 9	Lillian Sader Edwards, Release, 1993
Box 197, Folder 13	Glen Gardner, Transcript, 1984
Box 167, Folder 10	Clifford H. Goldsmith, Transcript and Biographical Statement, 1993 Notes: Retired Vice chairman, Philip Morris Companies
Box 172, Cassette 9	Clifford H. Goldsmith, Interview, 1993 Notes: Retired Vice chairman, Philip Morris Companies
Box 167, Folder 11	Flavio Gomez, Transcript, 1993

	Notes: Partner, SBG Partners. Design Associate, Landor Associates (1964-1973)
Box 172, Cassette 6	Flavio Gomez, Interview, 1993 Notes: Partner, SBG Partners. Design Associate, Landor Associates (1964-1973)
Box 167, Folder 12	Jean Emery Gomez, Transcript, 1993 Notes: Landor Associates, Administrator (1967-1969). Executive Assistant and Secretary to Walter Landor and Office Manager
Box 172, Cassette 7-8	Jean Emery Gomez, Interview, 1993 Notes: Landor Associates, Administrator (1967-1969). Executive Assistant and Secretary to Walter Landor and Office Manager
Box 167, Folder 13	Group Interviews, Transcripts, 1993 Notes: Group interviews conducted May 26 and June 2, June 9, and 19, 1993. Interviewees: Richard Young, Rodney McKnew, Lillian Sader, Edward Skubic, and George Mc Lean. Group interview conducted July 13, 1993 with Rose Libby Sargent (Landor Associated 1963-1969), Suzan Landor Keegin(1970-1980), Suzy Hoffman Oberlin (1971-1974), Rosemary Riesenfeld (1968-1979). Transcripts vary in length from 9 to 36 pages.
Box 167, Folder 14	Group Interviews, Additional Notes, 1993 Notes: Group interviews conducted May 26 and June 2, June 9, and 19, 1993. Interviewees: Richard Young, Rodney McKnew, Lillian Sader, Edward Skubic, and George Mc Lean. Group interview conducted July 13, 1993 with Rose Libby Sargent (Landor Associated 1963-1969), Suzan Landor Keegin(1970-1980), Suzy Hoffman Oberlin (1971-1974), Rosemary Riesenfeld (1968-1979). Transcripts vary in length from 9 to 36 pages.
Box 167, Folder 15	Ron Hoffman, Transcript, 1993 Notes: Landor Associates 1972-1991; executive vice-president, creative director, director of design operations.
Box 172, Cassette 11	Ron Hoffman, Interview, 1993 Notes: Landor Associates 1972-1991; executive vice-president, creative director, director of design operations.
Box 167, Folder 16	Robert Graham, Transcript, 1993 Notes: Landor Associates, 1963-1993; art director graphic and film communications, account supervisor, project director for Philip Morris
Box 167, Folder 17	David Howie Interviews, Transcripts, 1993 Notes: Interviews conducted by David Howie, a writer working with Walter Landor on a book, and transcribed, 1993, by the Landor Archives Project. Interviewees are Edward Nagle (early package goods client); Kay Stout (Landor Associates, 1974-, Vice President);

	Rodney McKnew; Walter Landor; Francis Mair (Landor Associates, 1949-1986, designer, senior associate); Lillian Sader
Box 168, Folder 1	Tsugio Kubota, Transcript, 1993 Notes: Landor Associates, about 1953-1982. Designer
Box 172, Cassette 12	Tsugio Kubota, Interview, 1993 Notes: Landor Associates, about 1953-1982. Designer
Box 168, Folder 2	Walter Landor, Transcript, 1991
Box 168, Folder 3	Lewis Lowe, Transcript, 1993 Notes: Designer and Fine Artist, Landor Associates, 1950-1971. Design director S&O Consultants. 1971-1988
Box 172, Cassette 13	Lewis Lowe, Interview, 1993 Notes: Designer and Fine Artist, Landor Associates, 1950-1971. Design director S&O Consultants. 1971-1988
Box 168, Folder 4	Charles Maisel, Transcript, 1993 Notes: Writer, filmmaker, exhibition planning consultant, Landor Associates, 1963-1984
Box 172, Cassette 14-16	Charles Maisel, Interview, 1993 Notes: Writer, filmmaker, exhibition planning consultant, Landor Associates, 1963-1984
Box 168, Folder 5	Peter McDonald, Memoir and Correspondence, 1969, 1992-1994 Notes: b. 1916, England; d. 1994, Mexico. Senior vice president and director of client services, Landor Associates, 1965-?
Box 168, Folder 6	Rodney McKnew, Transcript, 1993 Notes: Landor Associates, 1944-1988: Senior Associate, Vice President, Senior Vice President, Executive Vice President, Managing Director Hong Kong office.
Box 172, Cassette 17	Rodney McKnew, Interview, 1993 Notes: Landor Associates, 1944-1988: Senior Associate, Vice President, Senior Vice President, Executive Vice President, Managing Director Hong Kong office.
Box 168, Folder 7	George McLean, Transcript, 1993 Notes: Designer and Consultant, Landor Associates, 1954-1980
Box 173, Cassette 2-3	George McLean, Interview, 1993 Notes: Designer and Consultant, Landor Associates, 1954-1980
Box 168, Folder 8	Robert McNamara, Transcript, 1993 Notes: Facilities Support Systems Manager, Landor Associates, 1963-



Box 168, Folder 9	James Morgan, Transcript, 1993 Notes: Senior Vice President Marketing, Philip Morris USA, 1978-
Box 173, Cassette 1	James Morgan, Interview, 1993 Notes: Senior Vice President Marketing, Philip Morris USA, 1978-
Box 168, Folder 10	Suzanne Oberlin, Release, 1993
Box 168, Folder 11	Shepard P. Pollack, Transcript, 1993 Notes: Philip Morris USA, 1959-1984, packaging director, vice president finance, president. Interviewed with former Landor Associates: Rodney McKnew, Taft Tong, Lillian Sader, Richard Young.
Box 173, Cassette 4-6	Shepard P. Pollack, Interview, 1993 Notes: Philip Morris USA, 1959-1984, packaging director, vice president finance, president. Interviewed with former Landor Associates: Rodney McKnew, Taft Tong, Lillian Sader, Richard Young.
Box 168, Folder 12	Rosemary J. Riesenfeld, Release, 1993
Box 173, Cassette 7	Rosemary J. Riesenfeld, Release, 1993
Box 168, Folder 13	Mim Ryan, Transcript, 1993 Notes: Research Analyst, Director of Communications Research Center, Head, Asia Pacific Region, Landor Associates, 1963-
Box 173, Cassette 8	Mim Ryan, Interview, 1993 Notes: Research Analyst, Director of Communications Research Center, Head, Asia Pacific Region, Landor Associates, 1963-
Box 168, Folder 14	Carol Sarkis, Transcript, 1993 Notes: Executive Assistant, Landor Associates, 1966-1967
Box 173, Cassette 9	Carol Sarkis, Interview, 1993 Notes: Executive Assistant, Landor Associates, 1966-1967
Box 168, Folder 15	Barbara Sutton DeGroot Shirk, Transcript, 1993 Notes: Assistant to Mr. Landor, Landor Associates, 1958-1964, 1974-1977
Box 173, Cassette 10	Barbara Sutton DeGroot Shirk, Interview, 1993 Notes: Assistant to Mr. Landor, Landor Associates, 1958-1964, 1974-1977
Box 168, Folder 16	Edward Skubic, Biographical Sketch and Release, 1993
Box 168, Folder 17	Pete Stevens, Transcript, 1993 Notes: Prototype Shop, Landor Associates, about 1960-1969
Box 173, Cassette 11	Pete Stevens, Interview, 1993

Notes: Prototype Shop, Landor Associates, about 1960-1969

Box 168, Folder 18

Alexis Tellis, Transcript, 1993

Notes: Advisor to Walter Landor and Landor Associates, 1962-1980. Builder, real estate developer, founder Alexis Tellis Ltd., investment management firm. Discussed the acquisition, rehabilitation, and permanent installation of the ferry boat Klamath as Landor Associates headquarters.

Box 173, Cassette 12

Alexis Tellis, Interview, 1993

Notes: Advisor to Walter Landor and Landor Associates, 1962-1980. Builder, real estate developer, founder Alexis Tellis Ltd., investment management firm. Discussed the acquisition, rehabilitation, and permanent installation of the ferry boat Klamath as Landor Associates headquarters.

Box 168, Folder 19

Gene Tepper, Transcript, 1993

Notes: Designer, Walter Landor Associates, 1948-1949. Consultant product design and development.

Box 173, Cassette 13

Gene Tepper, Interview, 1993

Notes: Designer, Walter Landor Associates, 1948-1949. Consultant product design and development.

Box 168, Folder 20

Taft Tong, Release, 1993

Box 168, Folder 21

Francis Violich, Transcript, 1993

Notes: Close friend of Walter Jo Landor since 1939 and Emeritus Professor of City Planning and Landscape Architecture, University of California, Berkeley.

Box 173, Cassette 14

Francis Violich, Interview, 1993

Notes: Close friend of Walter Jo Landor since 1939 and Emeritus Professor of City Planning and Landscape Architecture, University of California, Berkeley.

Box 168, Folder 22

T. Carroll Wilson, Transcript, 1993

Notes: Vice President Emeritus, Advertising and Public Relations, Archivist, Hills Bros. Coffee, Inc, and Nestle Beverage Company

Box 173, Cassette 15

T. Carroll Wilson, Interview, 1993

Notes: Vice President Emeritus, Advertising and Public Relations, Archivist, Hills Bros. Coffee, Inc, and Nestle Beverage Company

Box 168, Folder 23

George Weissman, Transcript and Biographical Materials, 1993

Notes: Weissman held various positions at Philip Morris, Inc, 1952-1994, including executive vice president marketing, president and chief operating officer, chairman of the board and chief executive.

Box 173, Cassette 16

George Weissman, Interview, 1993

	Notes:	Weissman held various positions at Philip Morris, Inc, 1952-1994, including executive vice president marketing, president and chief operating officer, chairman of the board and chief executive.
Box 168, Folder 24	Donovan Worland, Transcript, 1993 Notes:	Landor Associates, 1970-1984, director exhibit planning
Box 173, Cassette 17	Donovan Worland, Interview, 1993 Notes:	Landor Associates, 1970-1984, director exhibit planning
Box 168, Folder 25	Robert Yee, Transcript, 1993 Notes:	Landor Associates, 1980-1988, media coordinator
Box 174, Cassette 1	Robert Yee, Interview, 1993 Notes:	Landor Associates, 1980-1988, media coordinator
Box 168, Folder 26	Richard Young, Transcript, 1993 Notes:	Landor Associates, 1960-1986, designer, associate, vice president graphic design group
Box 174, Cassette 2-3	Richard Young, Interview, 1993 Notes:	Landor Associates, 1960-1986, designer, associate, vice president graphic design group
Box 174, Cassette 4-8	Wednesday Group Sessions, 1993 Notes:	Weekly discussions with Landor staff including Young, Scubic, Sader, and McLean. May 26 and June 9 and 16.
Box 174, Cassette 9-10	Client Project Rap Session, 1993	

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#### Subseries 4.5: Archives Project Reference Files, 1939-2002, undated

Box 169, Folder 11	Guide to the British Pavilion, 1939 New York World's Fair, 1939
Box 169, Folder 8	Landor publicity, 1955-1985
Box 169, Folder 9	Landor publicity, 1982-1988
Box 169, Folder 6	Communications Research Center, The Role of Research in Strategic Design, 1984
Box 169, Folder 1	Books and exhibits, 1987-1992
Box 169, Folder 10	Miscellaneous files, 1987-1994
Box 169, Folder 2	Landor historical video, scripts and notes, 1991

Box 169, Folder 3      Landor video, visioning meeting transcript, 1991

Box 169, Folder 4      PDC event interview script, 1991

Box 169, Folder 12      Landor compendium, 2002  
Notes:      Published by Landor Associates with text in English, Spanish, and French. 102-page decade by decade review of the firm's work, primarily in branding. Highly visual overview of work for major clients.

Box 169, Folder 5      Client lists, undated

Box 169, Folder 7      Ferryboat Klamath, undated

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## Series 5: Motion Picture Films, 1944-1977, undated

**Scope and Contents:** Consist of films created by Landor for creative, educational, and promotional purposes. Also contains films acquired by the company. Series is arranged in five subseries: Subseries 5.1: Landor Associates, 1958-1972, undated; Subseries 5.2: Educational and Training Acquired by Landor Associates, 1944-1975, undated; Subseries 5.3: Promotional Films Acquired by Landor Associates, 1958-1977, undated; Subseries 5.4: Television Commercials, Advertising and Public Service Announcements, 1964-1975, undated; and Subseries 5.5: Miscellaneous Films Acquired by Landor Associates, 1967-1970, undated.

### Subseries 5.1: Landor Associates, 1958-1972, undated

**Scope and Contents:** Corporate films documenting Landor's business, product development and headquarters.

Item AC0500-OF0001, Item RV Tape 25      **There's Always a Better Way, circa 1958**  
1 Motion picture film (16mm black and white composite optical track print, 934 ft)  
**Notes:** Production Company: Walter Landor and Associates Content Description: Walter Landor discusses the process of industrial design. Francis Mair talks about furniture design and the history of the dial telephone. A representative from Schlage Lock Company shows the history of the lock and Schlage's new design.

Item AC0500-OF0002, Item RV Tape 25      **The Decanter Story, circa 1962**  
1 Motion picture film (590 feet; 16mm color composite optical track print)  
**Notes:** Production Company: Walter Landor and Associates Sponsor: Stitzel Weller Content Description: Film documenting the design process for creating new bottles for Stitzel Weller's Old Fitzgerald Bourbon. Walter Landor narrates emphasizing the model making process. The model making process shows the plaster cast hand turned on a lathe, making the mold and forming plastic from the mold to simulate glass.

Item AC0500-OF0003      **The Dick Stewart Show, circa 1964**  
1 Motion picture film (1054 feet; 16mm black and white composite optical track print)  
**Notes:** Production Company: American Broadcasting Company (ABC) Television Content Description: Two segments of the Dick Stewart Show. Both shows have Dick Stewart interviewing Walter Landor and employees, Hugh Schwartz, Don Short, Alex Telis and Francis Mair, about Landor Associates' ferry boat headquarters in San Francisco Bay. In the first segment they visit the supermarket research laboratory and in the other they visit the packaging museum, both of which are housed on board the ferry. Walter Landor also gives the history of how and why the ferry was chosen.

Item AC0500-OF0004      **Art Linkletter House Party, circa 1964**  
1 Motion picture film ( 570 feet; 16mm black and white composite optical track print)  
**Notes:** Production Company: Columbia Broadcasting System (CBS) Television Content Description: Segment of the television series filmed in front of a live audience. Linkletter interviews Walter Landor about his unusual office building, the ferry boat, which had been

occupied for 6 months at the time of the program. Scenes include interior and exterior shots of the ferry boat. Includes commercials for Windex, Oven Gard, Endust and Pertussin.

Item AC0500-OF0005	<p>Unknown, circa 1969 1 Motion picture film (347 feet; 16mm color composite optical track print) Notes: Sponsor: SERFIN Content Description: The film audio is in Spanish and there are images of Walter Landor</p>
Item AC0500-OF0006	<p>Potpourri sample reel, circa 1970 1 Motion picture film (647 feet; 16mm color composite optical track print) Notes: Production Company: Landor Associates Content Description: Several Landor Associates' accounts are highlighted. Two films for Sandoz Pharmaceuticals include an animated account of calcium deficiency and an illustrated chronic headache. The Bank of America segment demonstrates a professional billing service for doctors. The Danfoods segment shows footage of a Danish farm and the quality of their ham. The University of California has two television spots to teach "poor people" about diet and finances. One spot has puppets discussing dry milk and the other, dubbed in both English and Spanish, has a mime signing a contract. Revell Education Systems is an animated segment about "what if?" Standard Oil of California has a spot for schools to show their concern for conservation by filming wildlife on water next to an oil refinery in Richmond, Texas.</p>
Item AC0500-OF0007	<p>Sample reel, circa 1970 1 Motion picture film ( 611 feet; 16mm color composite optical track print) Notes: Production Company: Landor Associates Content Description: Same as Potpourri Sample Reel. See AC0500-OF50017 for full description.</p>
Item AC0500-OF0008, Item RV Tape 24	<p>Communications Brawl, circa 1970 1 Motion picture film (190 feet; 16mm color composite optical track print) Notes: Production Company: Landor Associates Content Description: Footage of billboards and street scenes. Theme of film is that due to increased "noise" of advertising, it can be difficult to get a particular message through. Film argues that a method is needed to pinpoint a target and eliminate distractions.</p>
Item AC0500-OF0009	<p>Mexican Symposium, circa 1972 1 Motion picture film ( 207 feet; 16mm color composite optical track print) Notes: Production Company: Landor Associates Content Description: Audio in Spanish. Demonstration of what Landor Associates does including product testing, branding, and package design. All products used are actual Landor Associates' examples.</p>
Item RV Tape 24; Item MV 500.10; Item RV 500.10;	<p>Package design, undated 1 Motion picture film (316 feet; 16mm color composite optical track print, ) Notes: Production Company: Landor Associates Content Description: Film begins with an animated, humorous history of marketing, and then switches to live action at a supermarket. There is a man onscreen</p>

Item AC0500-OF  
50010

and a woman's voice off-screen. They discuss how a package design helps the consumer to choose between products.

**Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS).**

### Subseries 5.2: Educational and Training Acquired by Landor Associates, 1944-1975, undated

Scope and Contents: Educational films are made for informational purposes. Training films are to teach skills necessary in the performance of particular duties or jobs.

Item AC0500-OF0011      Daily Double, circa 1944  
1 Motion picture film (609 feet; 16mm black and white composite optical track print)  
Notes:                      Sponsor: Wine Advisory Board Content Description: Film in which one waiter explains to another waiter how to sell wine to customers to increase restaurant profits and tips. He explains the different types of wine and shows how to properly open the bottle and serve the wine.

Item AC0500-OF0012      Geriatrics, circa 1967  
1 Motion picture film (417 feet; 16mm black & white composite optical track print)  
Notes:                      Production Company: Communication Films Sponsor: Sandoz Content Description: Medical education film about the care required by the elderly. There are examples of three different elderly individuals and their problems. Scenes include nursing homes, senior centers, doctor's offices and home interiors.

Item AC0500-OF0013      Dressing by Design, number 5, circa 1967  
1 Motion picture film (1095 feet; 16mm color composite optical track print)  
Notes:                      Sponsor: University of California Content Description: A public service film about the three dimensions of color: hue, value and intensity. By evaluating hair, skin and eye color using the three dimensions of color a woman can determine her own personal color scheme to aid in her make-up and wardrobe choices.

Osteoporosis of Aging, circa 1967  
2 Motion picture films  
Notes:                      Production Company: Communication Films Sponsor: Sandoz Content Description: Animated film describing in technical detail the effects and nature of osteoporosis. The film addresses various theories of what causes osteoporosis and outlines some treatments options.

Reel Item AC0500-OF0014-1              Osteoporosis of Aging (Copy 1), circa 1967  
1 Motion picture film (16mm; color; composite optical track; print; 570 feet)

Reel Item AC0500-OF0014-2              Osteoporosis of Aging (Copy 2), circa 1967  
1 Motion picture film (16mm; color; composite optical track; print; 570 feet)

Item AC0500-OF0015      Gift Package, 1968

1 Motion picture film (642 feet; 16mm color composite optical track print)

Notes: Sponsor: Paul Masson Content Description: Film made for Paul Masson sales force describing the redesigned boxes and how the different wines are being packaged and at what prices.

Item AC0500-OF0016

The Growing Edge/Computer Images, 1970

1 Motion picture film (708 feet; 16mm color composite optical track print)

Notes: Sponsor: International Minerals and Chemical Corporation Content Description: Film with illustrations interspersed with live action about the importance of life and the mystery of potassium. Scenes include illustrations of animals, tradesmen, alchemists, laboratories, farms and cities. Live scenes include laboratories and scientists.

Item AC0500-OF0017

The Package and the Product, circa 1975

1 Motion picture film (533 feet; 16mm color composite optical track print )

Notes: Production Company: Communications Film Sponsor: Danfoods Content Description: Animated and live action. Humorous film on how to brand a product and market it. Illustrates how package design is developed. Includes scenes of a supermarket.

Item AC0500-OF0018

Years of Living, undated

1 Motion picture film (1047 feet; 16mm black and white composite optical track print)

Notes: Production Company: Unknown Sponsor: Sandoz Content Description: This film is about the needs of four aging individuals and how their needs were addressed by a doctor. Scenes include a nursing home, senior center, doctor's office, home interiors and business offices.

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### Subseries 5.3: Promotional Films Acquired by Landor Associates, 1958-1977, undated

Scope and Contents: Promotional films inform prospective customers of special services, new products, or corporate stewardship.

Item AC0500-OF0019

Miracle of the Can, circa 1958

1 Motion picture film (865 feet; 16mm color composite optical track print)

Notes: Sponsor: American Can Company Content Description: This film shows the history of the can from the earliest method of can making to the most modern. The can making is both animation and live factory shots. In addition to the factory scenes there are farm and grocery scenes.

Item AC0500-OF0020

Professional Billing Service, circa 1965

1 Motion picture film (348 feet; 16mm color composite optical track print)

Notes: Production Company: Communication Films Sponsor: Bank of America Content Description: Film describes how the billing service works and its advantages. Scenes of doctor's offices, bank computer rooms and some animation.

Item AC0500-OF0021

Container Cargo, circa 1967



	1 Motion picture film (292 feet; 16mm color composite optical track print) Notes: Sponsor: Weyerhaeuser Content Description: Film about Weyerhaeuser's containers for shipping cargo. The film shows how they are made out of fiberglass and plywood with resin glue, metal framing and a gel coat. The advantages and durability of the containers are outlined.
Item AC500-OF0022	Tuesday, circa 1967 1 Motion picture film (991 feet; 16mm color composite optical track print) Notes: Production Company: Communications Film Sponsor: Danfoods Content Description: The film begins with an animated history of marketing. It then tells the story of moving the product to market from Denmark via the AROSIA cargo ship to Danfoods' meat processing plant in California. The plant is toured and the testing of a new design by Landor Associates is shown. Finally there is a description of the sales process.
Item AC0500-OF0023	The Age of Electricity, 1968 1 Motion picture film (237 feet; 16mm color composite optical track print) Notes: Production Company: Mr. Hendricks and Associates Content Description: Animated film showing the process of nuclear fission. Includes information about the history of nuclear power.
Item AC0500-OF0024; Item RV Tape 4	Face Value, circa 1968 1 Motion picture film (709 feet; 16mm color composite optical track print) Notes: Production Company: Communications Film Sponsor: Falstaff Content Description: Animation interspersed with live action film about the importance of packaging. Shows the process Landor Associates used to develop a new design for Falstaff beer. The history of Falstaff is traced. There are scenes in supermarkets, of product testing, Walter Landor talking about the design process and using a woman's face to illustrate his point, the various size bottles and an outdoor home pool.
Item AC0500-OF0025; Item RV Tape 24	Alitalia 70, circa 1969 1 Motion picture film (993 feet; 16mm color composite optical track print) Language: English. Notes: Sponsor: Alitalia Content Description: Film made for employees of Alitalia. An Alitalia representative and Peter MacDonald of Landor Associates explain why a new design is needed for Alitalia's new fleet of 747s, and how the new design was created. This film was made so that the Alitalia employees would be the first to see the new design.
Item AC0500-OF0026	Sonata, 1970 1 Motion picture film (960 feet; 16mm color composite optical track print) Notes: Production Company: Communications Film Sponsor: Bank of America Content Description: Film about the construction of the new Bank of America headquarters in San Francisco. The construction of the building is accompanied by an original composition by Calvin Jackson titled "Sonata." The film compares the design of the building to the design of music.

Item AC0500-OF0027	<p>Birds, circa 1970 1 Motion picture film (128 feet; 16mm color composite optical track print) Notes: Sponsor: Standard Oil Content Description: Footage of a variety of birds in a lagoon next to the Standard Oil refinery in Richmond, Texas. The film illustrates how clean the refinery is.</p>
Item AC0500-OF0028	<p>The Tender Trip, circa 1970 1 Motion picture film (427 feet; 16mm color composite optical track print) Notes: Production Company: Communication Films Sponsor: Bud Antle Content Description: Film describes the care and packaging of produce by the Bud Company. Scenes of supermarkets, field workers, transportation and the manufacturing of polystyrene containers.</p>
Item AC0500-OF0029	<p>The Clean Source, circa 1972 1 Motion picture film (200 feet; 16mm color composite optical track print) Notes: Sponsor: Portland General Electric Content Description: Animation interspersed with live shots of and around the Trojan Nuclear Power Plant. The film shows the cleanliness of the plant and what actions are being taken to protect surrounding areas.</p>
Item AC0500-OF0030	<p>The Safe Source, circa 1972 1 Motion picture film (270 feet; 16mm color composite optical track print) Notes: Production Company: Unknown Sponsor: Portland General Electric Content Description: Animation interspersed with live shots of and around the Trojan Nuclear Power Plant. Real footage of the nuclear power plant in Oregon and graphics of the nuclear fission process. Film outlines safety measures at Portland, Oregon plant to protect employees and people living near the plant.</p>
Item AC0500-OF0031	<p>Fission-The New Source, circa 1972 1 Motion picture film (200 feet; 16mm color composite optical track print) Notes: Sponsor: Portland General Electric Content Description: Animation interspersed with live shots of the Trojan Nuclear Power Plant in Portland, Oregon. The film shows how nuclear fission and the nuclear reactor work.</p>
Item AC0500-OF0034; Item RV Tape 24	<p>The March of 7 Up, circa 1977 1 Motion picture film (551 feet; 16mm color composite optical track print) Notes: Production Company: The FilmMakers of Minneapolis, MN Content Description: Film traces the history of 7Up from the 1920s through the 1960s. Scenes include WWI soldiers, the Depression, dancing, 7Up billboards, drugstore lunch counters, WWII factories and soldiers, rationing, youth in the 1950s, supermarkets in the 1960s and the new marketing beginning in 1968 of "the uncola."</p>
Item AC0500-OF0033	Wood and Power, undated

1 Motion picture film (395 feet; 16mm color composite optical track print)  
Notes: Sponsor: Weyerhaeuser Content Description: Film about laminated wood power structures. It describes their advantages for use over other materials and shows how they are constructed.

Subseries 5.4: Television Commercials, Advertising and Public Service Announcements, 1964-1975, undated

Item RV Tape 25; Television commercial, Kaiser, circa 1964  
Item AC0500-OF0034 1 Motion picture film (354 feet; 16mm black and white composite optical track print)  
Notes: Production Company: Communications Film Sponsor: Kaiser Content Description: Compilation reel of ten commercials. The advertising agency was Peterson Co. The commercials are for a new aluminum foil packaging called Rol-a pak. Scenes include how the new package works and of supermarkets.

Item AC0500-OF0035 Best of the West, 1968  
1 Motion picture film (835 feet; 16mm color composite optical track print)  
Notes: Sponsor: American Advertising Federation Content Description: The American Advertising Federation's 18th annual awards for the best advertising in the western states. Narrated by Jim Backus. The AAF awards have 12 competitive divisions. The following companies were winners: Puregro, Northern Hotel, Olympia Brewing Co., California Raisin Advisory Board, Transamerica Corp., Pacific Gas and Electricity, California Avocado Advisory Board, Gorilla Milk from Pillsbury Co., TRW Systems Group, KalkKan Foods, L.A. Police Department and Air New Zealand. The film is intended for the general public to recruit creative people into the advertising profession.

Item AC0500-OF0036 Best of the West, 1969  
1 Motion picture film (1062 feet; 16mm color composite optical track print)  
Notes: Sponsor: American Advertising Federation Content Description: American Advertising Federation's creative awards for the western region in 1969. The film serves 2 purposes: to recognize good advertising and to encourage more good advertising. The following companies were winners: Transamerica Corp., KGO TV, Bank of America, San Miguel Beer, Memorex, MJB Co., U.S. Forest Service, Hotel Sahara, American Airlines, Del Monte, Signetics and Kaiser Aluminum Foil.

Item AC0500-OF0037 Television commercial, Amfac, Incorporated, circa 1969  
1 Motion picture film (253 feet; 16mm color composite optical track print)  
Notes: Sponsor: Amfac, Incorporated Content Description: Compilation reel of five promotional segments that tell the history of the company and its products and industries. Scenes include sugarcane plantations, department stores, archival photos, sketches of Hawaiian leaders, offices, world maps with locations of Amfac, Incorporated MFAC stores and offices and industrial sites.

Item AC0500-OF0038 Three mime spots, circa 1969

	1 Motion picture film (165 feet; 16mm color composite optical track print) Notes: Sponsor: University of California Content Description: English and Spanish audio. A man mimes in three spots about: drinking dry milk for health, how to sign a contract and how to apply for a loan.
Item AC0500-OF0039	Television commercial, Kao Soap, circa 1972 1 Motion picture film (264 feet; 16mm color composite optical track print) Notes: Sponsor: Kao Soap Content Description: Compilation of eleven commercials. Commercials are in Japanese.
Item AC0500-OF0040	Television commercial, SERFIN, 1975 1 Motion picture film ( 333 feet; 16mm color composite optical track print) Notes: Sponsor: SERFIN Content Description: Eight commercials in Spanish. The commercials are a mix of animation and live action. Each advertisement describes a different scenario where people need banking assistance from the Banco de Londres y Mexico, s.a., which is a part of the SERvicios Financieros INtegrados.

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#### Subseries 5.5: Miscellaneous Films Acquired by Landor Associates, 1967-1970, undated

Item AC0500-OF0041; Item RV Tape 24	The Egg and the Eye, 1967 1 Motion picture film (937 feet; 16mm color composite optical track print) Notes: Content Description: Film about the egg as symbol. Use of the egg illustrates the meaning of art and how it has changed over the centuries. The film is mainly a succession of egg images in art, architecture and animation. There are egg busts of philosophers, authors, psychologists and politicians explaining their views on art.
Box RV Tape 25; Item AC0500-OF0042	An American Time Capsule, 1968 1 Motion picture film (115 feet; 16mm color composite optical track print) Notes: Production Company: Braverman Productions, Inc. Content Description: A Chuck Braverman film, first shown on the Smothers Brothers Comedy Hour, is a rapid succession of 1300 images outlining the history of the United States accompanied by the drum beat of Sandy Nelson.
Item AC0500-OF0043	60 Minutes, 1969 1 Motion picture film (605 feet; 16mm black and white composite optical track print) Notes: Production Company: Columbia Broadcasting System (CBS) News Content Description: 60 Minutes segment narrated by Harry Reasoner about liquor. He discusses the most popular brands and types of alcohol and how they are each made. Reasoner talks about the marketing of each type of alcohol and what makes them popular. He also tours factories and shows the process of making the different types of liquor.
Item AC0500-OF0044	Helen Keller, 1969

1 Motion picture film (600 feet; 16mm color composite optical track print)

Notes: Production Company: McGraw Hill Content Description: Animated interspersed with live action biography of Helen Keller and her teacher Anne Sullivan.

Item AC0500-OF0045

The Tonight Show with Johnny Carson, [Sara Lee], circa 1970

1 Motion picture film (462 feet; 16mm color composite optical track print)

Notes: Production Company: Carson Productions Content Description: A segment of the Tonight Show that includes the opening monologue, the unveiling of a sneaker-shaped cake by Sara Lee, and promotion of Sara Lee by Doc Severinsen with a model named Claudi Gutierrez (?) from Monte Carlo. Johnny Carson then interviews the model and Doc Severinsen. Includes commercial for Sara Lee.

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## Series 6: Video Cassette Tapes, 1980-1993, undated

**Scope and Contents:** Contain interviews, tributes, and award ceremonies relating to Walter Landor. An interview and tribute to Fran Mair on the Klamath ferry boat and Pier 5 are also included in the materials. Also found among the tapes is Landor associate Rodney's McKnew's party on the Klamath. In addition, meetings relating to the Landor archives, the Packaging Designers' Council (PDC) National Conference in 1991, and an exhibit at University of San Francisco (USF) form part of this collection.

Box 178	KPIX Evening Magazine, Walter Landor, 1980 May 26 1 Videocassettes (VHS)
Box 177	SPG Newsletter, 1983 August 1 Videocassettes (VHS)
Box 178	A Tribute to Walter Landor, 1984 December 14 1 Videocassettes (VHS)
Box 177	Fran Mair on the boat and Pier 5, 1985-1986 1 Videocassettes (VHS)
Box 178	Creative meeting, 1987 March 7 1 Videocassettes (VHS)
Box 177	Landor interview, Packaging Designers' Council (PDC) 1991 National Conference, 1991 1 Videocassettes (VHS)
Box 177	Tribute to Francis Mair at Landor Associates, 1991 June 7 1 Videocassettes (VHS)
Box 177	Exhibit at University of San Francisco (USF), 1992 April 21 1 Videocassettes (VHS)
Box 178	Walter Landor at University of San Francisco (USF) explains history of the Packaging Museum, 1992 May 6 1 Videocassettes (VHS)
Box 178	Walter Landor receives award at Exploratorium and last day on boat, 1992 August 21, 1992 September 1 Videocassettes (VHS)
Box 177	Landor Archives exploratory meeting, 1993 January 22 1 Videocassettes (VHS)
Box 177	A Picnic Play, undated 1 Videocassettes (VHS)
Box 177	Is Anybody Taking Notes?, undated

	1 Videocassettes (VHS)
Box 178	Landor archives, tape number 24, undated 1 Videocassettes (VHS)
Box 178	Landor archives, tape number 25, undated 1 Videocassettes (VHS)
Box 177	Landor Associates, Commercial and Imagine This, undated 1 Videocassettes (VHS)
Box 177	Media Probes, undated 1 Videocassettes (VHS)
Box 177	Rodney's McKnew party on the boat, undated 1 Videocassettes (VHS)
Box 177	Walter, I'd Rather Do It Myself, undated 1 Videocassettes (VHS)
Box 178	Walter Landor interviews, undated 1 Videocassettes (VHS)
Box 178	Walter Landor interviews, undated 1 Videocassettes (VHS)
Box 178	Walter Landor and automotive research, undated 1 Videocassettes (VHS)

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## Series 7: Audio Cassette Tapes, 1971-1991, undated

Scope and Contents: Include speeches and interviews with Walter Landor. In addition there are cassette tapes containing interviews and meetings with Landor associates Rodney McKnew, Peter McDonald, John Dieffenbach, Chuck Mazell, Bill O'Conner, and Robert Winters.

Box 176 Meeting about shipping clients between Rodney McKnew and Peter McDonald, 1971 August 23  
1 Sound cassette

Box 176 Walter Landor speech, 1973 April  
1 Sound cassette  
Language: German.

Box 176 Dictated letter, Montedison, 1974 March 15  
1 Sound cassette

Box 175 Phone meeting with John Dieffenbach, circa 1980  
1 Sound cassette

Box 175 Rodney McKnew on branding, circa 1980  
1 Sound cassette

Box 175 Corporate Identity as a Strategic Tool of Long Range Planning with Walter Landor, circa 1980  
7 Sound cassettes  
Language: Japanese.

Box 176 John Dieffenbach, 1981 January 9  
1 Sound cassette

Box 176 John Dieffenbach telephone interview with USA Today, 1983 July 7  
1 Sound cassette

Box 176 Chuck Mazell on Creating a Museum of Design, 1989  
1 Sound cassette

Box 176 Walter Landor interview, 1991 August 13  
1 Sound cassette

Box 175 Bill O'Conner interview, undated  
1 Sound cassette

Box 175 Creativity, undated  
1 Sound cassette

Box 176 Interview with Robert Winters, undated  
Notes: Designer, July 1977-May 1991



Box 175	Rodney McKnew and San Miguel Beer, undated 1 Sound cassette
Box 175	Sales and marketing meeting, undated 1 Sound cassette
Box 175	Walter Landor on various projects, undated 1 Sound cassette
Box 175	Walter Landor and Landor Archives, undated 1 Sound cassette
Box 175	Walter Landor speech, April 30 1 Sound cassette
Box 175	Walter Landor develops statement about Landor Associates, undated 1 Sound cassette

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