



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

## Guide to the Landor Design Collection

NMAH.AC.0500

Mimi Minnick

1993

Archives Center, National Museum of American History  
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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Landor Design Collection
<b>Identifier:</b>	NMAH.AC.0500
<b>Date:</b>	circa 1930-1994
<b>Extent:</b>	146 Cubic Feet
<b>Creator:</b>	Landor Associates Landor, Walter
<b>Language:</b>	English

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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.

### Provenance

The business records in the Landor Design Collection were donated to the Archives Center of the National Museum of American History in June 1994 by representatives of Landor Associates. Walter Landor's personal papers were donated to the Archives Center in 1993 by Mrs. Walter Landor. Additional business records and artwork materials were gathered by Jessica Myerson under the auspices of the Landor Archives Project. These materials were donated to the Archives Center by former associates Lillian Sader-, Ed Scubic, Bob Graham, Tatsumi Iwate, Lewis Lowe, Peter McDonald, Rodney McKnew, George McLean, Dee Dee Schwartz, Mim Ryan, Richard Young, and Francis Violich, during 1993 and 1994. The Landor Archives Project also created and donated the oral history interviews and transcripts during 1993 and 1994.

### Processing Information

Collection processed by Roberto Landazur, November 1993; revised and amended by Mimi Minnick, archivist January 1995 and May 1996.

### Preferred Citation

Landor Design Collection, ca. 1930-1994, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

## Conditions Governing Use

The Archives Center makes no guarantees concerning copyright restrictions.,Reproduction permission from Archives Center: fees for commercial use.

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## Biographical / Historical

Walter Landor, 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. 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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## 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, personal papers of Landor, oral history interviews, films, videotapes, and other audiovisual resources.

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## Arrangement

### **Subgroup 1: Landor Associates Business Records**

Series 1: Historical Background and Project Administrations Files

Series 2: Newsletter, 1978-84

Series 3: Scrapbooks

Series 4: Memoranda, 1956-1979

Series 5: News stories and Newsclippings

Series.6: Corporate Subject files

Series 7: Walter Landor reading files

Series 8: New Brochure

Series 9: International files

Series 10: Promo files

Series 11: Conventions and seminars

Series 12: Awards

Series 13: Tours, presentations, parties

Series 14: Communication films (a Landor subsidiary)

Series 15: Client files

Series 16: The Ferryboat Klamath and the Museum of Packaging Antiquities

**Subgroup 2: Walter Landor Papers**

Series 17: Papers

Series 18: Trip files

Series 19: Speeches

Series 20: Corporate reference

**SUBGROUP 3: Photographic and Other Audiovisual Materials**

Series 21: Photographs

Series 22: Slides

Series 23: Publications

Series 24: Videos

Series 25: Films

Series 26: Speeches/interviews/discussion sessions on audiocassette

Series 27: Oversize materials

**Subgroup 4: Landor Archives Project**

Series 28: Associates files

Subseries 28.1: Lillian Sader

Subseries 28.2: Ed Scubic

Subseries 28.3: Other associates

Subseries 28.4: Audiovisual materials - client projects

Series 29: Oral History Interviews

## Names and Subject Terms

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

Cultures:

- Design, Industrial
- 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:

- Mair, Francis M., 1916-1991 (commercial artist)

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## Container Listing

### Subgroup 1: Landor Associates Business Records

Monthly compilations of clippings of recent 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 Jane Chope to be distributed to all offices. Files for some newsletter editions also contain related memos, responses from other offices (4/28/78, 2/13/79), or elements to be included in newsletter (7/25/78, 2/13/79, 11/26/79).

#### Series 1: Historical Background

Box 1	Landor chronologies
Box 1	Landor client listing , 1941 - 1992
Box 1	Landor History
Box 1	Reprints and Publicity
Box 1	Landor brochures <a href="#">Image(s)</a>
Box 1	Walter Landor biographical
Box 1	Lewis Lowe donation
Box 1	Ed Skubic donation
Box 1	Richard Young donation

## Series 2: Newsletter

- |         |  |
|---------|--|
| Box 2.1 | Newsletter, 3/30/78- 11/26/79  |
| Box 2.2 | Newsletter Distribution List, 2/8/80 Newsletter/O/22/80, 12/10/80 Newsletter<br>Distribution memos, 1981 Newsletter, 2/2/81-12/28/81 |
| Box 2.3 | Newsletter, 1/28/82-12/20/82   |
| Box 2.4 | Newsletter, 1/31/83-5/6/84   |



## Series 3: Scrapbooks

Scrapbook 1

Scrapbook 2

Scrapbook 3

Scrapbook 4

Scrapbook 5

Scrapbook 6

Scrapbook 7

[Image\(s\)](#)

Scrapbook 8

## Series 4: Memoranda

## Series 5: News Stories and News Clippings

[Image\(s\)](#)

## Series 6: Corporate Subject Files

## Series 7: Walter Landor Reading Files

## Series 8: New Brochure

## Series 9: International files

## Series 10: Promo files



## Series 11: Conventions and seminars

## Series 12: Awards

## Series 13: Tours, presentations, parties

## Series 14: Communication films (a Landor subsidiary)

## Series 15: Client files

## Series 16: The Ferryboat Klamath and the Museum of Packaging Antiquities

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## Subgroup 2: Walter Landor Papers

### Series 17: Papers

[Image\(s\)](#)

## Series 18: Trip Files



## Series 19: Speeches

## Series 20: Corporate Reference

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## Subgroup 3: Photographic Materials

### Photographs

[Image\(s\)](#)

## Series 22: Slides

[Image\(s\)](#)

## Series 23: Publications

## Series 27: Oversize Materials

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## Subgroup 4: Landor Archives Project

### Associates Files

Subseries 28.1: Lillian Sader

Subseries 28.2: Ed Scubic

Subseries 28.3: Other Associates

Subseries 28.4: Audiovisual materials - client projects

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## Series 24: Audiovisual

## Subseries 24.1: Motion Picture Films

## Subseries 24.1.1: Lantor Associates

Corporate films documenting Lantor'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)*
- Production Company: Walter Lantor and Associates Content Description: Walter Lantor 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)*
- Production Company: Walter Lantor and Associates Sponsor: Stitzel Weller Content Description: Film documenting the design process for creating new bottles for Stitzel Weller's Old Fitzgerald Bourbon. Walter Lantor 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)*
- Production Company: ABC Television Content Description: Two segments of the Dick Stewart Show. Both shows have Dick Stewart interviewing Walter Lantor and employees, Hugh Schwartz, Don Short, Alex Telis and Francis Mair, about Lantor 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 Lantor 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)*
- Production Company: CBS Television Content Description: Segment of the television series filmed in front of a live audience. Linkletter interviews Walter Lantor 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
- Unknown, circa 1969  
*1 motion picture film (347 feet; 16mm color composite optical track print)*
- Sponsor: SERFIN Content Description: The film audio is in Spanish and there are images of Walter Lantor



- Item AC0500-OF0006 Potpourri Sample Reel , circa 1970  
*1 motion picture film (647 feet; 16mm color composite optical track print)*  
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.
- Item AC0500-OF0007 Sample Reel , circa 1970  
*1 motion picture film ( 611 feet; 16mm color composite optical track print)*  
Production Company: Landor Associates Content Description: Same as Potpourri Sample Reel. See AC0500-OF50017 for full description.
- Item AC0500-OF0008, Item RV Tape 24 Communications Brawl , circa 1970  
*1 motion picture film (190 feet; 16mm color composite optical track print)*  
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.
- Item AC0500-OF0009 Mexican Symposium, circa 1972  
*1 motion picture film ( 207 feet; 16mm color composite optical track print)*  
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.
- Item RV Tape 24;  
Item MV 500.10;  
Item RV 500.10;  
Item AC0500-OF50010 Package Design  
*1 motion picture film (316 feet; 16mm color composite optical track print, )*  
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 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 24.1.2: Educational and Training Acquired by Landor Associates

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)*  
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 )*  
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 #5* , circa 1967  
*1 motion picture film (1095 feet; 16mm color composite optical track print)*  
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.
- Item AC0500-OF0014      *Osteoporosis of Aging* , circa 1967  
*1 motion picture film ( 570 feet; 16mm color composite optical track print)*  
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.
- Item AC0500-OF0015      *Gift Package* , 1968  
*1 motion picture film (642 feet; 16mm color composite optical track print)*  
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)*  
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 )*  
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  
*1 motion picture film (1047 feet; 16mm black and white composite optical track print)*  
 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.

### Subseries 24.1.3: Promotional Films Acquired by Landor Associates

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)*  
 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)*  
 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)*  
 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)*  
 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)*  
 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)*  
 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)*  
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)*  
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

Birds, circa 1970  
*1 motion picture film (128 feet; 16mm color composite optical track print)*  
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.

Item AC0500-  
OF0028

The Tender Trip , circa 1970  
*1 motion picture film (427 feet; 16mm color composite optical track print)*  
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.

Item AC0500-  
OF0029

The Clean Source , circa 1972  
*1 motion picture film (200 feet; 16mm color composite optical track print)*  
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.

Item AC0500-  
OF0030

The Safe Source, circa 1972  
*1 motion picture film (270 feet; 16mm color composite optical track print)*  
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.

Item AC0500-OF0031 Fission-The New Source , circa 1972  
*1 motion picture film (200 feet; 16mm color composite optical track print)*  
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.

Item AC0500-OF0034;  
Item RV Tape 24 The March of 7Up , circa 1977  
*1 motion picture film (551 feet; 16mm color composite optical track print)*  
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."

Item AC0500-OF0033 Wood and Power  
*1 motion picture film (395 feet; 16mm color composite optical track print)*  
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 24.1.4: Television Commercials, Advertising and Public Service Announcements

Item RV Tape 25;  
Item AC0500-OF0034 Television Commercial - Kaiser , circa 1964  
*1 motion picture film (354 feet; 16mm black and white composite optical track print)*  
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)*  
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)*  
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 , circa 1969  
*1 motion picture film (253 feet; 16mm color composite optical track print)*  
Sponsor: AMFAC 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 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)*  
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)*  
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)*  
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.

#### Subseries 24.1.5: Miscellaneous Films Acquired by Landor Associates

- 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)*  
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)*  
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)*  
Production Company: 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)*  
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)*  
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.

## Subseries 24.2: Videos

- Box 24.1                      Landon Associates - Commercial and Imagine This  
*1 videocassettes (vhs)*
- Box 24.1                      Walter, I'd Rather Do It Myself  
*1 videocassettes (vhs)*
- Box 24.1                      A Picnic Play  
*1 videocassettes (vhs)*
- Box 24.1                      Is Anybody Taking Notes?  
*1 videocassettes (vhs)*
- Box 24.1                      SPG Newsletter, 1983 August  
*1 videocassettes (vhs)*
- Box 24.1                      Media Probes  
*1 videocassettes (vhs)*
- Box 24.1                      Landon Archives Exploratory Meeting, 1993 January 22  
*1 videocassettes (vhs)*
- Box 24.1                      Fran Mair on the Boat and Pier 5, 1985-1986  
*1 videocassettes (vhs)*
- Box 24.1                      PDC 1991 National Conference - Landon Interview, 1991  
*1 videocassettes (vhs)*
- Box 24.1                      Tribute to Francis Mair at Landon Associates, 1991 June 7  
*1 videocassettes (vhs)*

- Box 24.1                    Rodney's McKnew Party on the Boat  
*1 videocassettes (vhs)*
- Box 24.1                    Exhibit at U.S.F., 1992 April 21  
*1 videocassettes (vhs)*
- Box 24.2                    Walter Landor Interviews  
*1 videocassettes (vhs)*
- Box 24.2                    Walter Landor Interviews  
*1 videocassettes (vhs)*
- Box 24.2                    KPIX Evening Magazine: Walter Landor, 1980 May 26  
*1 videocassettes (vhs)*
- Box 24.2                    Creative Meeting, 1987 March 7  
*1 videocassettes (vhs)*
- Box 24.2                    Walter Landor and Automotive Research  
*1 videocassettes (vhs)*
- Box 24.2                    Walter Landor at U.S.F: Explains History of the Packaging Museum, 1992 May  
6  
*1 videocassettes (vhs)*
- Box 24.2                    Walter Landor Gets Award at Exploratorium and Last Day on Boat, 1992  
August 21, 1992 September  
*1 videocassettes (vhs)*
- Box 24.2                    A Tribute to Walter Landor, 1984 December 14  
*1 videocassettes (vhs)*
- Box 24.2                    Landor Archives Tape 24  
*1 videocassettes (vhs)*
- Box 24.2                    Landor Archival Tape 25  
*1 videocassettes (vhs)*

### Subseries 24.3: Audio

- Box 26.1                    Sales and Marketing Meeting  
*1 sound cassette*
- Box 26.1                    Rodney McKnew and San Miguel Beer  
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- Box 26.1                    Interview with Bill O'Conner  
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- Box 26.1                    Phone Meeting with John Dieffenbach, circa 1980  
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