



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Francis M. Mair Papers

NMAH.AC.0548

Mimi Minnick and Vanessa Broussard-Simmons

2019

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Francis M. Mair Papers
Date:	1935-1994
Identifier:	NMAH.AC.0548
Creator:	Mair, LaVeda (Donor) Mair, Francis M., 1916-1991 (commercial artist) (Creator)
Extent:	56 Cubic feet (104 Boxes, 41 map-folders)
Language:	English .
Summary:	Client files, administrative files, artwork, and collected food labels from graphic and industrial designer Francis Mair. Mair specialized in beverage labels and packaging during his many years with Landor Associates in San Francisco. Late in his career, he directed Landor's Museum of Packaging History. His prolific freelance career included designs for furniture, decorative arts, letterhead, and corporate images. His personal artwork included alphabets, typefaces, and sketchbooks. Much of his personal artwork is humorous or erotic.

Administrative Information

Acquisition Information

Collection donated by LaVeda Mair, April 23, 1996.

Ownership and Custodial History

The collection was donated to the National Museum of American History in two increments (July, 1994 and March, 1998) by Francis Mair's widow, LaVeda Mair, Berkeley, California.

Related Archival Materials

Materials at the Archives Center, National Museum of American History

Industry on Parade (NMAH.AC.0507)

Reel #167, Sitting Bull's Last Stand, 1953. Peter Meindl, a German woodcarver, making cigar store wooden Indians, New Hampshire.

Walter Landor and Associates (AC0500)

NW Ayer Advertising Agency Records (AC0059)

Hills Bros. Coffee Company Records (AC395)

Emmett McBain Afro American Advertising Poster Collection (AC0192)

Warshaw Collection of Business Americana (AC0060)

Marilyn E. Jacklear Memorial Collection of Tobacco Advertisements (AC1224)

Marlboro Oral History and Documentation Project (AC0198)

Related Materials

A glass final production version of a French's mustard jar and three hand-carved, solid-wood prototypes for this jar are in the Museum's Division of Work and Industry. These were found in Mair's home studio.

Processing Information

Processed by Mimi Minnick, archivist, October 1998; Lisa Conathan, intern, June-July, 2006; Kevin DeVries, intern, September 2019; John Benko, intern, September 2019; and Vanessa Broussard-Simmons, archivist, September 2019.

Preferred Citation

Francis M. Mair Papers, 1938-1990, Archives Center, National Museum of American History. Gift of LaVeda Mair.

Restrictions

Collection is open for research.

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Biographical / Historical

Francis Marion Mair was born in Streator, Illinois to Alexander Morrison Mair and Jessie C. Williams on May 5, 1916. He began his career as an artist and designer at the University of Illinois School of Design in Chicago receiving a Bachelor of Fine Arts degree in Painting in 1938. That year he joined the United States Navy and where he designed visual aids for the Naval Training School in Chicago, Illinois. Even at this early stage in his career, acute design sense and humor are evident in his work. In 1949, he joined Landor Associates in San Francisco, California where he worked for forty years, retiring in 1989. At Landor, he specialized in designing packaging and labeling for beverages. He also was the director of Landor's Museum of Packaging History which shared quarters with Landor Associates on the Ferryboat Klamath. Throughout his career, Mair took on diverse freelance projects. One of his most successful was the Suva line of rattan furniture and decorative objects for Decorative Imports. Mair published articles in *Advertising Age*, *Industrial Design*, *Advertising Techniques*, and *Wines and Vines*. Mair died on April 29, 1991 in Contra Costa County, California.

Scope and Contents

The collection consists largely of client files and artwork from Mair's years with Landor Associates and his freelance design work. Mair's specialty was the design of beverage containers, labels, and packaging, and there is a significant body of material produced for West Coast and national breweries and wineries. Mair also managed Landor's Museum of Packaging Antiquities, and there are several boxes of the Museum's administrative files. Of particular interest is Mair's large collection of historical and contemporary wine, liquor, and fruit crate labels (both foreign and domestic). The labels seem to have served as an inspiration and a record of his work, as well as documentation of historical packaging for the Museum. Mair's freelance clients were diverse, though most of them were small businesses and organizations in the San Francisco Bay Area. In addition to food and beverage labels, these commissions included posters, promotional materials, letterhead and personal announcements, invitations, and

cards. Lastly, the collection includes personal artwork and records of entrepreneurial projects (such as the Flexigon, a flexible geometric toy).

Arrangement

Collection is arranged into eight series.

Series 1, Professional Materials, 1956-1991, undated

Series 2, Landor Associates Files, 1946-1993, undated

Series 3, Landor Museum of Packaging Antiquities, 1960-1989, undated

Series 4, Freelance Client Files, 1946-1989, undated

Series 5, United States Naval Training School, Radio Chicago, 1943-1945, undated

Series 6, Personal Artwork and Designs, 1935-1994, undated

Series 7, Reference Files, 1950-1985, undated

Series 8, Labels, undated

Names and Subject Terms

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

Subjects:

- Beverages -- advertising -- 1940-1990
- Commercial art -- 1940-1990
- Erotica
- Graphic design
- Industrial design
- Labels -- Alcoholic beverages
- Labels -- Crates -- Fruit
- Liquors -- advertising -- 1940-1990
- Nudes
- Nudity
- Packaging
- Rattan furniture
- Toys
- Wine labels
- Wit and humor
- Wit and humor in advertising
- advertising -- 20th century

Types of Materials:

- Beverage labels
- Fruit crate labels
- Labels

Names:

- Landor Associates

Landor, Walter, 1913-1995
United States. Naval Training School

Places:

San Francisco (Calif.)

Container Listing

Series 1: Professional Materials, 1956-1991, undated

Scope and Contents: Consists of material documenting Mair's professional life and work primarily while working for Landor and Associates. Materials include curriculum vitae, copy of personnel file, speeches and writings, a lecture presented at San Jose State University, awards and certificates, and his book of poetry *These Lines Are a Part of Me* published in 1991. His drawings and designs, which are included in other parts of the collection, are a better representation of his talent and accomplishments. Materials are arranged in chronological order.

Box 1, Folder 1	Awards and certificates, 1956-1966
Box 1, Folder 2	Lecture San Jose State University, 1960
Box 1, Folder 3	Poetry, 1963 undated
Box 1, Folder 4	Profile Sourcebook, 1965
Box 1, Folder 5	Curriculum vitae and biographical notes, 1967-1991
Box 1, Folder 6	Speeches and writings, 1969-1975, undated
Box 1, Folder 7	Tamalpais, poem, 1977
Box 1, Folder 8	Letter to the editor, Good Packaging, 1978 August 29
Box 1, Folder 9	Personnel file, 1985
Box 1, Folder 10	<i>These Lines Are A Part of Me</i> , book of poetry, 1991
Box 56, Folder 1	Invitations, undated
Box 1, Folder 11	Letterhead, undated
Box 1, Folder 12	Limericks, undated
Box 1, Folder 13	Plan of art studio, undated

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Series 2: Landor Associates Files, 1946-1993, undated

Scope and Contents: Documents the administrative and creative work of the company. The series is arranged into six subseries. Subseries 2.1 includes incoming and outgoing correspondence dating from 1954-1990. Subseries 2.2 are administrative files dating from 1955-1987. Subseries 2.3 consists of artwork created for company publications and social functions dating from 1952-1982. Subseries 2.4, promotional materials, document the services and products offered by Landor and Associates and date from 1971-1989. Subseries 2.5 contains press clippings dating from 1947-1989. Subseries 2.6 are the office files of the company dating from 1962-1971.

Subseries 2.1: Correspondence, 1950-1990, undated

Scope and Contents: Includes incoming and outgoing memos and correspondence from Francis Mair and other employees of the company. Most of the materials relate to the business of Landor Associates with few references to personal matters. The materials are arranged in chronological order.

Box 1, Folder 14 Correspondence, 1950

Box 1, Folder 15 Correspondence, 1954

Box 1, Folder 16 Correspondence, 1955

Box 1, Folder 17 Correspondence, 1957

Box 1, Folder 18 Correspondence, 1958

Box 1, Folder 19 Correspondence, 1959

Box 1, Folder 20 Correspondence, 1960

Box 1, Folder 21 Correspondence, 1961

Box 1, Folder 22 Correspondence, 1962

Box 1, Folder 23 Correspondence, 1963

Box 1, Folder 24 Correspondence, 1964

Box 1, Folder 25 Correspondence, 1965

Box 1, Folder 26 Correspondence, 1966

Box 1, Folder 27 Correspondence, 1967

Box 1, Folder 28 Correspondence, 1968

Box 1, Folder 29 Correspondence, 1969

Box 1, Folder 30-32	Correspondence, 1970
Box 2, Folder 1	Correspondence, 1970
Box 2, Folder 2-3	Correspondence, 1971
Box 2, Folder 4	Correspondence, 1972
Box 2, Folder 5	Correspondence, 1973
Box 2, Folder 6	Correspondence, 1974
Box 2, Folder 7	Correspondence, 1975
Box 2, Folder 8	Correspondence, 1976
Box 2, Folder 9	Correspondence, 1977
Box 2, Folder 10	Correspondence, 1978
Box 2, Folder 11	Correspondence, 1979
Box 2, Folder 12	Correspondence, 1980
Box 2, Folder 13	Correspondence, 1981
Box 2, Folder 14	Correspondence, 1982
Box 2, Folder 15	Correspondence, 1983
Box 2, Folder 16	Correspondence, 1984
Box 2, Folder 17	Correspondence, 1985
Box 2, Folder 18	Correspondence, 1986
Box 2, Folder 19	Correspondence, 1990
Box 2, Folder 20	Correspondence, undated

Subseries 2.2: Administrative Files, 1955-1987, undated

Scope and Contents: Contains material relating to employees and clients of the company. Employee information includes job descriptions; affiliates and units; statement of procedures, benefits, and obligations; manuals; newsletters; staff directories; and associates plans. Client materials consist of a portfolio of designs, lists of companies that Landor created work for (both American and foreign), revised deadlines for first drafts, statements of professional policy, design development procedures, guidelines regarding

licensing negotiations and agreements, an income summary for 1975, and trademark symbols for corporations. In addition, there is a draft copy of a package design book dating from 1964. Materials are arranged in chronological order.

Box 3, Folder 1	Liquor packaging Christmas competition, 1955-1967
Box 3, Folder 2	Client lists, 1960s
Box 3, Folder 3	Revised deadlines for first drafts package design book, 1964
Box 3, Folder 4	Benefits and obligations, 1964-1966
Box 3, Folder 5	Affiliates and units, 1964-1966
Box 3, Folder 6	Job descriptions, 1964-1967
Box 3, Folder 7	Ferryboat Klamath Pier 5 San Francisco California, 1964-1987
Box 3, Folder 8	The Corporate Image in Action symposium, 1965 October
Box 3, Folder 9	Package structure innovations, 1965
Box 3, Folder 10	Six Steps to a Corporate Identity System, undated
Box 3, Folder 11	Procedures benefits and obligations, 1965
Box 3, Folder 12	Consultants, 1965-1966
Box 3, Folder 13	Awards and certificates, 1965-1973
Box 80, Folder 1	Awards and certificates, 1967-1975
Box 3, Folder 14	Guidelines regarding licensing negotiations and agreements memo, 1968 October
Box 3, Folder 15	Employee manual, 1968
Box 3, Folder 16	Advance Planning: A Report to Executives, 1969
Box 3, Folder 17	Billable percentages, 1972
Box 3, Folder 18	Portfolio Selling Yourself in Graphic Design prepared by Francis Mair, 1975
Box 3, Folder 19	Income summary, 1975
Box 3, Folder 20	Christmas cards, 1979-1982
Box 3, Folder 21	Associates plan, 1980

Box 3, Folder 22	Employee newsletter, 1980
Box 3, Folder 23	Staff directories, 1983-1984
Box 3, Folder 24	Client lists, 1986 undated
Box 3, Folder 25	Design development procedure, undated
Box 3, Folder 26	Japanese clients, undated
Box 78, Folder 1	Christmas party invitation, undated
Box 78, Folder 2	Christmas party invitation box, undated
Box 3, Folder 27	Liquor packaging, Christmas competition, undated
Box 3, Folder 28	Portfolio of designs, undated
Box 3, Folder 29	Statement of professional policy, undated
Box 3, Folder 30	Trademark symbols for corporations, undated

Subseries 2.3: Artwork, 1952-1993, undated

Scope and Contents: Include drawings created by Mair for Landor in-house materials including Christmas cards, announcements, and logos. There is a small amount of material for the ferryboat Klamath. In addition, there are drawings of coworkers and artwork for nameplates. Materials are arranged in chronological order.

Map-folder 7	Brochure, 1993 August
Box 3, Folder 31	Drawings, 1952
Box 3, Folder 32	Christmas card, 1964
Map-folder 2	Klamath, floor plans, 1970
Box 3, Folder 33	Announcements and cards, 1982
Map-folder 3	Klamath, proposed redesign, 1986 February
Map-folder 4	Klamath, proposed redesign, 1986 February
Map-folder 6	Klamath, proposed redesign, 1986 February
Map-folder 6	Klamath, blueprints, 1988

Box 3, Folder 35	Klamath, undated
Box 97, Folder 1	Klamath, artwork, undated
Box 97, Folder 2	Klamath, artwork, undated
Box 56, Folder 3	Klamath, artwork, undated
Box 56, Folder 4	Klamath, artwork, undated
Box 97, Folder 3	Landor Book artwork for, undated
Box 97, Folder 4	Landor Book artwork for, undated
Map-folder 8	Landor Book, undated
Map-folder 9	Landor Book, undated
Map-folder 10	Landor Book, undated
Map-folder 11	Landor Book, undated
Box 3, Folder 36	Klamath, log, undated
Box 56, Folder 2	Logo design mock-ups, undated
Box 3, Folder 37	Name plates, undated

Subseries 2.4: Promotional Materials, 1971-1989, undated

Scope and Contents: Consists primarily of brochures and information sheets created by Landor Associates to promote the services and products of the company. These materials publicize a specific design accomplishment or the work of Landor Associates in general. In addition, there is promotional materials created by Landor clients which feature Landor designs. Materials are arranged in chronological order.

Box 4, Folder 1	American Bankers Association Conference, 1971 March
Box 4, Folder 2	Brochures, 1985
Box 4, Folder 3	Brochures, 1986
Box 4, Folder 4	Brochures, 1987
Box 4, Folder 5	Brochures, 1988
Box 80, Folder 2	Image Matters, 1988 February

Box 4, Folder 6	Brochures, 1989
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Box 4, Folder 7	Brochures, undated
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Box 4, Folder 8	Information sheets, undated
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Subseries 2.5: Press and Publicity, 1947-1989, undated

Scope and Contents: Contains information relating to Landor Associates, products, or clients either copied or clipped from published sources or commissioned reprints primarily from trade magazines. Clippings and articles, which do not feature Landor Associates or their clients, are included in series seven with general reference materials. In addition, materials for a book on the history of packaging in the United States based on Landor Museum of Packaging Antiquities artifacts are included in this subseries. The Japanese translation of an article from Graphic Design of the World about Landor Associates is also found among these materials. Materials are arranged in chronological order.

Box 4, Folder 9	Reprints, 1947-1974 undated
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Box 56, Folder 5	Reprints, 1954
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Box 4, Folder 10	Journal articles, 1960-1987
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Box 80, Folder 3	Articles relating to Klamath, 1964-1977
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Box 4, Folder 11	Magazine articles, 1965-1986
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Box 80, Folder 4	Article relating to Klamath, 1966 April
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Box 4, Folder 12	Newspaper clippings, 1979-1989
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Box 56, Folder 6	Newspaper clippings relating to Klamath, 1985
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Box 4, Folder 13	Press clippings, 1986 March-April
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Box 4, Folder 14	Book materials, history of packaging in the United States, Landor artifacts, 1986-1988
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Box 4, Folder 15	Graphic Design of the World, Japanese translation of Landor article, undated
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Box 80, Folder 5	Klamath, ephemera, undated
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Series 2.6: Office Files, 1957-1971, undated

Scope and Contents: Consists of office procedures, Library of Congress copyright materials, signature files, announcements and invitations, invoice transmittal or check requisition forms, letterhead stationery, a petition (not to evict Lucy the Cat), and photographs of employees and Landor facilities. A script for a three-dimensional display on the ferryboat Klamath and an unidentified reel-to-reel tape can also be found among these materials. Materials are arranged in chronological order.

Box 4, Folder 16	Office procedures, 1962
Box 4, Folder 17	Office procedures, 1964
Box 4, Folder 18	Library of Congress copyright fee materials, 1965
Box 4, Folder 19	Office procedures, 1965-1968
Box 4, Folder 20	Signature file, 1970, undated
Box 4, Folder 21	Christmas list, 1971
Box 4, Folder 22	Announcements and invitations, undated
Box 5, Folder 1	Invoice, transmittal, or check requisition form, undated
Box 56, Folder 7	Klamath, ephemera, undated
Box 56, Folder 8-11	Klamath, photographs, undated
Box 5, Folder 2	Letterhead stationery, undated
Box 5, Folder 3	Petition signatures not to evict Lucy the Cat, undated
Box 54, Folder 1	Photographs, 1957-1966
Box 54, Folder 2	Photographs, undated
Box 54, Folder 3	Photographs, undated
Box 5, Folder 4	Photographs of employees, undated
Box 5, Folder 5	Photographs of facilities, undated
Box 5, Folder 6	Photographs of Klamath, undated
Box 54, Folder 4	Unidentified photographs, undated

Box 103, Folder 4	Reel-to-reel audio tape, unidentified, undated
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Box 5, Folder 7	Script for three dimensional display on Klamath, undated
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Subseries 2.7: Client Files, 1946-1990, undated

Scope and Contents: Includes material relating to Landor Associates' clients. Many clients have a single folder of material, often containing a drawing or design commissioned to advertise products and services. There is, however, a number of companies with a significant amount of material including Falstaff Brewery Corporation, E & J Gallo Winery, Great Bear Spring Company, Hakutsuru Sake Brewing Company, Philip Morris Companies, Incorporated, Old Fitzgerald Whiskey, Cunningham & Walsh (for Texaco), Miller Brewing Company, and Stitzel-Weller Distillery. Since it was sometimes difficult to determine whether a client was hired by Landor Associates or by Francis Mair on a freelance basis, researchers are also directed to Series 42 and to the records of Walter Landor Associates (AC500) for client files. Materials are arranged alphabetically by client name or product name.

Box 57, Folder 1	21 Brands, Incorporated, undated
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Box 54, Folder 5	21 Brands, Incorporated, undated
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Box 5, Folder 8	3M, undated
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Box 80, Folder 6	[Ahu Club], undated
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Box 5, Folder 9	Alpine, 1986 October
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Box 5, Folder 10	Airborne Freight Corporation, undated
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Map-folder 16	ANIC, undated
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Box 5, Folder 11	Aristocrat, undated
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Box 5, Folder 12	Arizona, undated
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Box 5, Folder 13	Arizona, undated
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Box 5, Folder 14	Armour Foods, undated
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Box 5, Folder 15	Arrowhead, 1956, undated
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Box 5, Folder 16	Arrowhead Puritas, 1955
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Box 5, Folder 17	Asahi Breweries, undated
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Box 5, Folder 18	Asahi Breweries, undated
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Box 5, Folder 19	Asti, undated
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Box 57, Folder 2	Asti, undated
Box 5, Folder 20	Atlantic Richfield Company (ARCO), undated
Box 5, Folder 21	Bank of America, 1974
Box 5, Folder 22	Bank of America, undated
Box 5, Folder 23	Belair, undated
Box 5, Folder 24	Benson & Hedges, Incorporated, 1986
Box 5, Folder 25	Benson & Hedges, Incorporated, undated
Box 5, Folder 26	Bohemia undated, undated
Box 57, Folder 3	Bonner Packing Company, undated
Box 5, Folder 27	Bosch, 1955-1956, undated
Box 57, Folder 4	Brighton Fish Company, 1953 undated
Box 80, Folder 7	Brighton Fish Company, undated
Box 5, Folder 28	British Airways, 1984 undated
Box 5, Folder 29	British Airways, undated
Box 57, Folder 5	British Airways, undated
Map-folder 1	Brown and Haley, undated
Box 5, Folder 30	Bubs, undated
Box 5, Folder 31	Caja de Pensiones, undated
Box 5, Folder 32	Calgary Export Lager, undated
Box 5, Folder 33	Calgary Export Lager, undated
Box 5, Folder 34	California Imperador, 1983, undated
Map-folder 12	California Western Railroad, 1965
Box 97, Folder 5	California Western Railroad, 1965
Box 5, Folder 35	California Wine Patrons, 1983, undated

Box 6, Folder 1	Canadian Mist, undated
Box 57, Folder 6	Canadian Mist, undated
Box 6, Folder 1	Capri Ultra Lights, undated
Box 6, Folder 2	Caro, undated
Box 6, Folder 3	Cerveza Pilsener, undated
Box 6, Folder 4	Cerwin Vineyards, undated
Box 57, Folder 7	Cerwin Vineyards, undated
Box 6, Folder 5	Cheque Serfin, undated
Box 6, Folder 6	Chequers, undated
Box 6, Folder 7	Christian Brothers, undated
Box 6, Folder 8	Cinzano, 1968-1972
Box 6, Folder 9	Cinzano, undated
Box 57, Folder 8	Cinzano, undated
Box 6, Folder 10	Citizens Advocating Legislative Leadership, 1973-1975
Box 6, Folder 11	Clipper, undated
Box 6, Folder 12	Coca Cola Company, undated
Box 80, Folder 8	Colgate-Palmolive Company, 1968
Box 6, Folder 13	Colgate-Palmolive Company, 1989
Box 6, Folder 14	Connecticut State Museum, 1972
Box 6, Folder 15	Cotton, undated
Box 80, Folder 9	Crispie Potato Chip Company, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), 1952 April 17
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), 1954 February 13

Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), 1956 January 27
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh Incorporated Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh Incorporated Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 743, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 843, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 76, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 20, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 20, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 7-77, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 86, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), number 8-23, undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated

Map-folder 40	Cunningham and Walsh, Incorporated for Texaco (Texas Fuel Company), undated
Map-folder 41	"Beat Winter with a Texaco Fall check-up! 1 Paintings (visual works) (24" x 30")
Box 6, Folder 16	Dakota, undated
Box 6, Folder 17	Dawson's, undated
Box 6, Folder 18	Daimler-Benz AG, undated
Box 6, Folder 19	DBS Bank, undated
Box 6, Folder 20	Del Monte Foods, Incorporated, 1985
Box 6, Folder 21	Del Monte Foods, Incorporated, undated
Box 80, Folder 10	Dental exhibit, unidentified client, undated
Box 6, Folder 22	Dole Food Company, Incorporated, undated
Box 6, Folder 23	Dos Equis, undated
Box 97, Folder 18	David Douglas and Company, blueprints, 1957
Box 6, Folder 24	David Douglas and Company, coffee carafe, 1958, undated
Box 6, Folder 25	David Douglas and Company, 1958-1964, undated
Box 6, Folder 26	DuPont de Nemours Incorporated, 1985, undated
Box 7, Folder 1	Dunhill, undated
Box 7, Folder 2	Eleven Cellars, undated
Box 7, Folder 3	Elf Paris, 1986
Box 7, Folder 4	Expo '74, Spokane, Washington, 1972
Box 7, Folder 5	Falls City, undated
Box 7, Folder 6	Falstaff Brewing Corporation, 1962
Box 7, Folder 7	Falstaff Brewing Corporation, 1963
Box 7, Folder 8	Falstaff Brewing Corporation, 1963

Box 7, Folder 9	Falstaff Brewing Corporation, undated
Box 7, Folder 10	Falstaff Brewing Corporation, undated
Box 8, Folder 1	Falstaff Brewing Corporation, undated
Box 8, Folder 2	Falstaff Brewing Corporation, undated
Box 8, Folder 3	Falstaff Brewing Corporation, undated
Box 8, Folder 4	Foremost, undated
Box 8, Folder 5	Franzia, undated
Box 57, Folder 9	Galliano, undated
Box 8, Folder 6	E & J Gallo Winery, label designs, 1958
Box 8, Folder 7	E & J Gallo Winery, 1959
Box 8, Folder 8	E & J Gallo Winery, undated
Box 8, Folder 9	E & J Gallo Winery, undated
Box 8, Folder 10	E & J Gallo Winery, undated
Box 57, Folder 10	E & J Gallo Winery, undated
Box 8, Folder 11	E & J Gallo Winery, Muscatel, undated
Box 8, Folder 12	E & J Gallo Winery, Suaterne, undated
Box 8, Folder 13	Geisti, undated
Box 8, Folder 14	Geisti, undated
Box 57, Folder 11	Geistt, undated
Box 8, Folder 15	Gene Labs, Incorporated, 1985
Box 8, Folder 16	General Electric Company, undated
Box 8, Folder 17	General Telephone and Electronics Corporation (GTE), phone mart, undated
Box 8, Folder 18	Geochron, 1965-1984
Box 57, Folder 12	Geochron, 1966 September

Box 8, Folder 19	Geochron, undated
Box 8, Folder 20	Gettleman, undated
Box 8, Folder 21	Gettleman, undated
Box 97, Folder 6	Harold R. Goodman Associates, 1959
Box 97, Folder 7	Granny Goose Foods, 1959
Box 8, Folder 22	Great Bear Spring Company, undated
Box 8, Folder 23	Great Bear Spring Company, undated
Box 58, Folder 1	Great Bear Spring Company, undated
Box 58, Folder 2	Great Bear Spring Company, undated
Box 58, Folder 3	Great Bear Spring Company, undated
Box 59, Folder 1	Great Bear Spring Company, undated
Box 8, Folder 24	Great Western, undated
Box 8, Folder 25	Great Western, undated
Box 8, Folder 26	Gretz, undated
Box 8, Folder 27	Gruppo Ferrizzi, 1987
Box 22, Folder 10	Hakutsuru Sake Brewing Company, Limited, undated
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Series 3: Landor Museum of Packaging Antiquities, 1960-1989, undated

Scope and Contents: Contains administrative files and documents relating to the management of the Museum, which Mair directed. The files include correspondence, administrative records, insurance papers, letterhead stationery, promotional materials, press clippings, and photographs of museum artifacts. Materials are arranged in chronological order.

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Series 4: Freelance Client Files, 1946-1989, undated

Scope and Contents: Consists of Mair's freelance artwork primarily for small local companies, non-profit organizations, educational programs, civil groups, and friends. This contrasted with Landor clients, which typically were larger American and foreign corporations. Major clients included Decorative Imports [Krusi]; Excalibur Technologies; Mark V., International; North America Country Inns; and Oakville Vineyards. Materials often included correspondence with the artwork. In the absence of a definitive list it was sometimes difficult to distinguish between Mair's clients and the clients of Landor Associates. Researchers should also consult Series 2, Subseries 7. Materials are arranged first in alphabetical order by the name of the company. If the company name was not available, the product name was used instead. This group of material is followed by artwork by subject and that which is newly identified by a number. Unidentified artwork is at the end.

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Series 5: United States Naval Training School Radio Chicago, 1943-1945, undated

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Series 6: Personal Artwork and Designs, 1935-1994, undated

Scope and Contents: Includes pencil sketches, charcoal drawings, water colors and pastel paintings. There are sketchbooks, loose sheets of artist's paper, and some matted or mounted drawings and paintings. The series is arranged into five subseries. Subseries 6.1 are sketchbooks dating from 1942-1987. Subseries 6.2 is a book titled A Designers Deskbook, 1978-1984, undated. Subseries 6.3 is artwork arranged by subject and dates from 1953-1967. Subseries 6.4 are books dating from 1979-1994. Subseries 6.5 contains different forms of media dating from 1990 with some undated pieces.

Subseries 6.1: Sketchbooks, 1942-1987, undated

Scope and Contents: Consists of thirty-two bound volumes containing pencil sketches dating from 1942-1987. There are two undated volumes included among these materials. Materials are arranged first in chronological order and then by size.

Box 40, Folder 1	Volume number one, 1940s
Box 40, Folder 2	Volume number two, 1940s
Box 40, Folder 3	Volume number three, 1940s
Box 40, Folder 4	Volume number four, 1940s
Box 40, Folder 5	Volume number five, 1942
Box 40, Folder 6	Volume number six, 1942
Box 40, Folder 7	Volume number seven, 1943 January
Box 40, Folder 8	Volume number eight, 1943 February
Box 41, Folder 1	Volume number nine, 1943 November
Box 41, Folder 2	Volume number ten, 1944
Box 41, Folder 3	Volume number eleven, 1944-1946
Box 41, Folder 4	Volume number twelve, 1946
Box 41, Folder 5	Volume number thirteen, 1946-1948
Box 41, Folder 6	Volume number fourteen, 1946-1950
Box 41, Folder 7	Volume number fifteen, 1947
Box 41, Folder 8	Volume number sixteen, 1947
Box 41, Folder 9	Volume number eighteen, 1948

Box 42, Folder 1	Volume number nineteen, 1949
Box 42, Folder 2	Volume number twenty, 1949
Box 30, Folder 10	Volume number twenty-one, 1952 May
Box 30, Folder 11	Volume number twenty-three, 1964 June
Box 30, Folder 12	Volume number twenty-four, 1966
Box 31, Folder 1	Volume number twenty-six, 1974 November
Box 31, Folder 2	Volume number twenty-seven, 1983
Box 31, Folder 3	Volume number twenty-eight, 1985 December 24
Box 31, Folder 4	Volume number twenty-nine, 1985-1987
Box 31, Folder 5	Volume number thirty-one, undated
Box 31, Folder 6	Volume number seventeen, 1947
Box 31, Folder 7	Volume number twenty-two, 1952 May
Box 31, Folder 8	Volume number twenty-five, 1966
Box 31, Folder 9	Volume number thirty, 1985-1987
Box 73, Folder 7	Volume number thirty-two, undated

Subseries 6.2: A Designers Deskbook, 1978-1984, undated

Scope and Contents: An unbound book of illustrations created by Mair and dating from 1978-1984. The book is divided into twenty-six sections. Section one is the table of contents with chapter titles. The chapter titles describe the subject content of each section which include birds, castles, crosses, eagles, grains, hands, hops, knots, lions, miens, mice, numbers, numerals, owls, pennants, signatures, snakes, spaces, stars, trees, unicorns, and valentines. Most of the sections are undated with unidentified materials at the end.

Box 31, Folder 10	Table of Contents, undated
Box 32, Folder 1	A Dissimulation of Birds, undated
Box 32, Folder 2	An Ambiguity of Caducei, undated
Box 32, Folder 3	A Defense of Castles, undated

Box 32, Folder 4	A Burden of Crosses, undated
Box 32, Folder 5	An Authority of Eagles, undated
Box 32, Folder 6	A Threshing of Grains, 1979
Box 73, Folder 8	A Threshing of Grains, 1979
Box 73, Folder 9	A Longitude of Hands, 1978
Box 32, Folder 7	A Bitterness of Hops, 1979
Box 32, Folder 8	A Snarl of Knots, undated
Box 32, Folder 9	A Personal Pride of Lions, undated
Box 32, Folder 10	A Personal Pride of Lions, undated
Box 32, Folder 11	A Fraught of Miens, undated
Box 32, Folder 12	A Scamper of Mice, undated
Box 32, Folder 13	A Consonance of Numbers, undated
Box 32, Folder 14	A Sum of Numerals 1984, undated
Box 32, Folder 15	A Parliament of Owls, undated
Box 32, Folder 16	A Flag of Pennants, undated
Box 32, Folder 17	An Importance of Signatures, undated
Box 32, Folder 18	A Fascination of Snakes, undated
Box 32, Folder 19	A Character of Spaces, undated
Box 32, Folder 20	A Galaxy of Stars, undated
Box 32, Folder 21	A Cathedral of Trees, 1978-1982, undated
Box 32, Folder 22	A Ferocity of Unicorns, 1978
Box 32, Folder 23	A Blush of Valentines, undated
Box 32, Folder 24	A Blush of Valentines, undated
Box 32, Folder 25	A Thorn of Crowns, undated

Box 32, Folder 26 Unidentified, undated

Subseries 6.3: Subjects, 1935-1984, undated

Scope and Contents: Includes matted or mounted pencil sketches, charcoal drawings, water colors and pastel paintings. Materials are grouped by subject and date from 1935-1984. Subjects include abstracts, animals, insects, fish, arrows, bay area bridges, churches, heraldic symbols, stars, sun, trees, wildflowers, monograms, musical instruments, and wooden sculptures to name a few. Product ideas and designs for car air vents, bottles, drawer handles, flatware, furniture, lighting, razors, wallpaper, rugs, restaurant interiors, toys, ornaments, and theatrical costumes are also included. Artwork of people include both portraits and caricatures of entire bodies or the parts of the body such as the eyes, hands and private parts. There is a substantial amount of material using the letters of the alphabet formed out of shapes such as curly cues, dots, and dashes. In addition, some of Mair's earlier artwork and that of the University of Illinois students dating from 1935-1936 can also be found among these materials. Of interest is the Christmas cards, letterhead, and announcements created for the Mair family and friends. Materials are arranged in alphabetical order by subject.

Box 89, Folder 9	Abstracts, 1940s
Box 89, Folder 10	Abstracts, 1940s
Box 99, Folder 14	Abstracts, 1943, undated
Box 99, Folder 15	Abstracts, 1943, undated
Box 93, Folder 9	Abstracts, 1947-1984, undated
Box 99, Folder 16	Abstracts, 1948
Box 99, Folder 17	Abstracts, 1948
Map-folder 24	Abstracts, undated
Map-folder 25	Abstracts, undated
Box 54, Folder 27	Abstracts, undated
Box 90, Folder 1	Abstracts, undated
Box 94, Folder 1	Abstracts, undated
Box 94, Folder 2	Abstracts, undated
Box 94, Folder 3	Abstracts, undated
Box 94, Folder 4	Abstracts, undated
Box 94, Folder 5	Abstracts, undated

Box 99, Folder 18	Abstracts, undated
Box 99, Folder 19	Abstracts, undated
Box 100, Folder 1	Abstracts, undated
Box 100, Folder 2	Abstracts, undated
Box 73, Folder 11	Abstract drawings, number 1, undated
Box 74, Folder 1	Abstract drawings, number 2, undated
Box 32, Folder 27	Alphabets, barocco, undated
Box 32, Folder 28	Alphabets, baubles, undated
Box 32, Folder 29	Alphabets, bramble, undated
Box 32, Folder 30	Alphabets, crest, undated
Box 32, Folder 31	Alphabets, curley cues, undated
Box 32, Folder 32	Alphabets, dots and dashes, undated
Box 32, Folder 33	Alphabets, facade, undated
Box 32, Folder 34	Alphabets, flame, undated
Box 32, Folder 35	Alphabets, hands, undated
Box 32, Folder 36	Alphabets, hair, undated
Box 32, Folder 37	Alphabets, house, undated
Box 32, Folder 38	Alphabets, inlet, undated
Box 32, Folder 39	Alphabets, insects, undated
Box 33, Folder 1	Alphabets, intersections, undated
Box 33, Folder 2	Alphabets, jacks and knobs, undated
Box 33, Folder 3	Alphabets, leaves, undated
Box 33, Folder 4	Alphabets, ligature, undated
Box 33, Folder 5	Alphabets, mythical beasts, undated

Box 33, Folder 6	Alphabets, oil slick, undated
Box 33, Folder 7	Alphabets, organomacrique, undated
Box 33, Folder 8	Alphabets, paisley, undated
Box 33, Folder 9	Alphabets, physique, undated
Box 33, Folder 10	Alphabets, point to point, undated
Box 33, Folder 11	Alphabets, Polaroid, undated
Box 33, Folder 12	Alphabets, pregnant, undated
Box 33, Folder 13	Alphabets, roses, undated
Box 33, Folder 14	Alphabets, seal, undated
Box 33, Folder 15	Alphabets, Shakespeare, undated
Box 33, Folder 16	Alphabets, smog, undated
Box 33, Folder 17	Alphabets, sperm, undated
Box 33, Folder 18	Alphabets, tits, undated
Box 74, Folder 2	Alphabets, type design competition, undated
Box 33, Folder 19	Alphabets, tooled, undated
Box 33, Folder 20	Alphabets, tree, undated
Box 33, Folder 21	Alphabets, vertigo, undated
Box 33, Folder 22	Alphabets, vine, undated
Box 33, Folder 23	Alphabets, wreath, undated
Box 33, Folder 24	Alphabets, wrought iron, undated
Box 33, Folder 25	Alphabets, worms, undated
Box 33, Folder 26	Alphabets, early sketches, undated
Box 33, Folder 27	Alphabets, gob of miscellany, undated
Box 33, Folder 28	Alphabets, titles, undated

Box 33, Folder 29	Alphabets, type design competition, undated
Box 33, Folder 30	Alphabets, type design competition, undated
Box 33, Folder 31	Alphabets, untitled, undated
Box 54, Folder 28	Animals, undated
Box 94, Folder 6	Animals, undated
Box 33, Folder 32	Animals and fish, undated
Box 74, Folder 3	Animals and fish, undated
Box 100, Folder 3	Animals and fish, undated
Box 74, Folder 4	Announcements for friends, undated
Box 33, Folder 33	Arrows, undated
Box 74, Folder 5	Bandido, undated
Box 33, Folder 34	Bay area bridges, undated
Box 33, Folder 35	Beliefs, undated
Box 33, Folder 36	Birds, undated
Box 33, Folder 37	Bottles, undated
Box 33, Folder 38	Bottles, undated
Box 33, Folder 39	Bottles, undated
Box 84, Folder 2	Bottles, undated
Box 103, Folder 1	Bottles, 1969-1974
Box 74, Folder 6	Bottles, undated
Box 34, Folder 1	Buffalo, undated
Box 34, Folder 2	Butterflies, undated
Box 74, Folder 7	Caricatures, undated
Box 34, Folder 3	Christmas cards, undated

Box 100, Folder 4	Christmas cards, Mair family, 1943 undated
Box 34, Folder 4	Christmas cards, Mair family, 1954
Box 74, Folder 8	Christmas cards, Mair family, 1954 undated
Box 90, Folder 2	Christmas cards, Mair family, 1964
Box 90, Folder 3	Christmas cards, Mair family, undated
Box 90, Folder 4	Christmas cards, Mair family, undated
Box 94, Folder 7	Christmas cards, Mair family, undated
Box 34, Folder 5	Churches, undated
Box 74, Folder 9	Churches, undated
Map-folder 26	Cosmobile container, undated
Box 34, Folder 6	Crowns, undated
Box 95, Folder 1	Designs, undated
Box 95, Folder 2	Designs, undated
Box 100, Folder 5	Designs, undated
Box 100, Folder 6	Designs, undated
Box 100, Folder 7	Designs, undated
Box 34, Folder 7	Drawer handles, undated
Map-folder 27	Drawings, 1950
Map-folder 28	Drawings, undated
Box 73	Drawings, abstract, undated
Box 34, Folder 8	Erotica, undated
Box 34, Folder 9	Erotica, undated
Box 34, Folder 10	Erotica, undated
Box 34, Folder 11	Erotica, undated

Box 74, Folder 10	Erotica, undated
Box 34, Folder 12	Extruded perforated strips, undated
Box 34, Folder 13	Eyes, undated
Box 74, Folder 11	Flatware, undated
Box 100, Folder 8	Furniture, undated
Box 34, Folder 14	Furniture and lighting, undated
Box 75, Folder 1	Furniture or lamp design, undated
Box 75, Folder 2	Geometric sketches, undated
Box 34, Folder 15	Grains and hops, undated
Box 34, Folder 16	Hands, undated
Box 103, Folder 2	Heraldry, undated
Box 34, Folder 17	Heraldic symbols, undated
Box 75, Folder 3	Human figures, undated
Box 84, Folder 3	Human figures, stylized, undated
Box 34, Folder 18	Labels, undated
Box 90, Folder 5	Landscapes, 1974-1983 undated
Box 90, Folder 6	Landscapes, 1983 undated
Box 90, Folder 7	Landscapes, 1983 undated
Box 35, Folder 1	Leaves, undated
Box 35, Folder 2	Lions, undated
Box 35, Folder 3	Letterhead, Francis Mair, undated
Box 84, Folder 4	Letterhead, Francis Mair, undated
Box 75, Folder 4	Letterhead, Francis Mair, undated
Box 35, Folder 4	Francis Mair, monogram, undated

Box 75, Folder 5	Mair, Laveda, letterhead, undated
Box 35, Folder 5	Mair, Laveda, letterhead, undated
Box 35, Folder 6	Mair, Laveda, letterhead, undated
Box 35, Folder 7	Monograms, undated
Box 35, Folder 8	Mobiles, undated
Box 35, Folder 9	Musical instruments, undated
Box 100, Folder 9	Musical instruments, undated
Map-folder 29	Nudes, undated
Box 90, Folder 8	Nudes, undated
Box 90, Folder 9	Nudes, undated
Box 95, Folder 3	Nudes, undated
Box 95, Folder 4	Nudes, undated
Box 100, Folder 10	Nudes, undated
Box 75, Folder 6	Oil leak reclamation drawings, undated
Box 35, Folder 10	Paisley trees, undated
Box 35, Folder 11	People, undated
Box 84, Folder 5	Plants, undated
Box 35, Folder 12	Play sculpture, 1953-1954
Box 75, Folder 7	Play sculpture, 1953-1954
Box 35, Folder 13	Portraits, undated
Map-folder 30	Portraits, undated
Map-folder 31	Portraits, undated
Box 90, Folder 10	Portraits, undated
Box 90, Folder 11	Portraits, undated

Box 95, Folder 5	Portraits, undated
Box 96, Folder 1	Portraits, undated
Box 96, Folder 2	Portraits, undated
Box 100, Folder 11	Portraits, undated
Box 100, Folder 12	Portraits, undated
Box 35, Folder 14	Product ideas, 1966-1967
Box 35, Folder 15	Razor, undated
Box 75, Folder 8	Realistic humans, undated
Box 35, Folder 16	Religion, undated
Box 75, Folder 9	Religious imagery, undated
Map-folder 33	Restaurant interior, undated
Box 100, Folder 13	Rugs, undated
Box 35, Folder 17	Rugs, designs, undated
Box 35, Folder 18	Rugs, designs, undated
Box 75, Folder 10	Rugs, design samples, undated
Box 35, Folder 19	Ships, undated
Box 76, Folder 1	Skittles table, undated
Box 84, Folder 6	Skittles table, undated
Box 35, Folder 20	Stained glass, undated
Box 35, Folder 21	Stars, undated
Box 35, Folder 22	Stars, undated
Box 35, Folder 23	Sun, undated
Box 76, Folder 2	Suns, undated
Box 76, Folder 3	Suns, undated

Box 76, Folder 4	Theatrical costumes, undated
Box 84, Folder 7	Toys and ornaments, undated
Box 35, Folder 24	Trees, undated
Map-folder 32	University of Illinois, student work, 1935
Box 96, Folder 3	University of Illinois, student work, 1935-1936
Box 100, Folder 14	University of Illinois, student work, 1935-1936
Box 100, Folder 15	University of Illinois, student work, circa 1935
Map-folder 38	Wallpaper, 1960s
Box 100, Folder 16	Wallpaper, 1960s
Box 36, Folder 1	Wallpaper, undated
Box 76, Folder 5	Wallpaper, undated
Map-folder 34	Wallpaper, undated
Map-folder 35	Wallpaper, undated
Map-folder 36	Wallpaper, undated
Map-folder 37	Wallpaper, undated
Map-folder 39	Wallpaper, undated
Box 84, Folder 8	Wallpaper, undated
Box 90, Folder 12	Wallpaper, undated
Box 91, Folder 1	Wallpaper, undated
Box 91, Folder 2	Wallpaper, undated
Box 91, Folder 3	Wallpaper, undated
Box 91, Folder 4	Wallpaper, undated
Box 96, Folder 4	Wallpaper, undated
Box 96, Folder 5	Wallpaper, undated

Box 96, Folder 6	Wallpaper, undated
Box 96, Folder 7	Wallpaper, undated
Box 96, Folder 8	Wallpaper, undated
Box 96, Folder 9	Wallpaper, undated
Box 100, Folder 17	Wallpaper, undated
Box 100, Folder 18	Wallpaper, undated
Box 100, Folder 19	Wallpaper, undated
Box 100, Folder 20	Wallpaper, undated
Box 101, Folder 1	Wallpaper, undated
Box 101, Folder 2	Wallpaper, undated
Box 101, Folder 3	Wallpaper, undated
Box 101, Folder 4	Wallpaper, undated
Box 101, Folder 5	Wallpaper, undated
Box 101, Folder 6	Wallpaper, undated
Box 101, Folder 7	Wallpaper, undated
Box 101, Folder 8	Wallpaper, undated
Box 36, Folder 2	Wallpaper, prints, number one, undated
Box 76, Folder 6	Wallpaper, publicity, number two, 1949-1960
Box 36, Folder 3	Wallpaper, correspondence, number two, 1955-1970
Box 36, Folder 4	Wallpaper, number three, undated
Box 76, Folder 7	Wallpaper, number three, undated
Box 36, Folder 5	Wallpaper, number four, undated
Box 76, Folder 8	Wildflowers, undated
Box 36, Folder 6	Whiskey, undated

Box 77, Folder 1	Women, undated
Box 84, Folder 9	Women, undated
Box 77, Folder 2	Wooden sculpture, photographs, undated
Box 84, Folder 10	Unidentified, 1943-1950
Box 36, Folder 7	Unidentified, undated
Box 36, Folder 8	Unidentified, undated
Box 36, Folder 9	Unidentified, undated
Box 36, Folder 10	Unidentified, undated
Box 36, Folder 11	Unidentified, undated
Box 36, Folder 12	Unidentified, undated
Box 36, Folder 13	Unidentified, undated
Box 36, Folder 14	Unidentified, undated
Box 36, Folder 15	Unidentified, undated
Box 36, Folder 16	Unidentified, undated
Box 36, Folder 17	Unidentified, undated
Box 36, Folder 18	Unidentified, undated
Box 36, Folder 19	Unidentified, undated
Box 36, Folder 20	Unidentified, undated
Box 37, Folder 1	Unidentified, undated
Box 37, Folder 2	Unidentified, undated
Box 37, Folder 3	Unidentified, undated
Box 77, Folder 3	Unidentified, undated
Box 77, Folder 4	Unidentified, undated
Box 77, Folder 5	Unidentified, undated

Box 77, Folder 6	Unidentified, undated
Box 77, Folder 7	Unidentified, undated
Box 77, Folder 8	Unidentified, undated
Box 78, Folder 3	Unidentified, undated
Box 84, Folder 11	Unidentified, undated
Box 91, Folder 5	Unidentified, undated
Box 91, Folder 6	Unidentified, undated
Box 96, Folder 10	Unidentified, undated
Box 101, Folder 9	Unidentified, undated
Box 103, Folder 3	Unidentified, undated

Subseries 6.4: Books and Other Media, 1944-1994, undated

Scope and Contents: Contains the artwork for some of the books created by Mair dating from 1979-1994. Titles include Alphabets: Gob of Miscellany (undated), Hernanado (undated), How Old Were You When You Were Born? (1980), The Irresistible Economic Force Meets the Moveable Human Object, (circa 1994), Leave Her to Heaven (1944), Let's Name the Baby (undated), Owlmanac (1984-1986), and Thoughts Visual and Verbal (1989). Other projects using different forms of media consist of a prototype for a toy called Flexigon (Mair attempted to market for mass distribution), and paper cuts. Books are arranged in alphabetical order by title followed by other the art forms.

Box 37, Folder 4	Alphabets, proofs, 1979
Box 37, Folder 5	Alphabets, proofs, 1979
Box 37, Folder 6	Alphabets, proofs, 1979
Box 37, Folder 7	Alphabets, correspondence and notes, 1984
Box 37, Folder 8	Alphabets, book, undated
Box 37, Folder 9	Alphabets, book introduction, undated
Box 37, Folder 10	Alphabets, "Gob of Miscellany," book, undated
Box 37, Folder 11	Hernanado, undated
Box 37, Folder 12	How Old Were You When You Were Born?, 1980

Box 37, Folder 13	Irresistible Economic Force Meets the Moveable Human Object, The, circa 1994
Box 37, Folder 14	Leave Her to Heaven, book jacket design, 11 June 1944
Box 37, Folder 15	Let's Name the Baby, book designs, undated
Box 78, Folder 4	Let's Name the Baby, book designs, undated
Box 101, Folder 10	Let's Name the Baby, book designs, undated
Box 37, Folder 16	Owlmanac, 1984-1986
Box 37, Folder 17	Owlmanac, undated
Box 37, Folder 18	Thoughts Visual and Verbal, 1989
Box 38, Folder 1	Flexigon, 1990
Box 38, Folder 2	Flexigon, undated
Box 38, Folder 3	Flexigon, undated
Box 38, Folder 4	Flexigon, undated
Box 38, Folder 5	Flexigon, undated
Box 38, Folder 6	Paper cuts, undated
Box 38, Folder 7	Paper cuts, undated

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Series 7: Reference Files, 1950-1985, undated

Scope and Contents: Consists of clippings and copies of articles, which provide general reference about topics such as the wine and beer industry, museums, and the history of glass. Materials are arranged in alphabetical order by subject.

Box 78, Folder 5	Advertising Age, 1976 April
Box 38, Folder 8	Advertising art, 1975
Box 38, Folder 9	Beer brewing, 1981-1985
Box 38, Folder 10	Canning, 1973-1974
Box 38, Folder 11	Color, undated
Box 78, Folder 6	Crest of King Juan Carlos I of Spain, undated
Box 38, Folder 12	Design, 1981-1988
Box 38, Folder 13	Fruit crate labels, 1970
Box 38, Folder 14	Fundraising, 1964
Box 38, Folder 15	Glass, 1964-1976
Box 39, Folder 1	Graphic Arts, 1969
Box 78, Folder 7	Home and Garden, 1968 January
Box 39, Folder 2	Labels, 1969-1972
Box 39, Folder 3	Lithography, undated
Box 39, Folder 4	Medicine, 1972 undated
Box 39, Folder 5	Museums, 1962-1978
Box 39, Folder 6	Packaging, 1950-1959
Box 39, Folder 7	Packaging, 1960-1969
Box 84, Folder 12	Packaging, 1963 undated
Box 39, Folder 8	Packaging, 1970-1979
Box 39, Folder 9	Packaging, undated

Box 39, Folder 10	Paper, 1969
Box 39, Folder 11	Plastics, 1963
Box 39, Folder 12	Spirits, 1965
Box 39, Folder 13	Steel, 1972
Box 39, Folder 14	Tin containers, 1980
Box 39, Folder 15	Tobacco, undated
Box 39, Folder 16	Trade cards, 1963
Box 39, Folder 17	Trademarks, 1983
Box 39, Folder 18	Transportation, 1977
Box 39, Folder 19	Wine, 1951-1985
Box 39, Folder 20	Miscellaneous, undated

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Series 8: Labels, undated

Scope and Contents: Includes an artificial aggregation of beverage and food labels gathered by Mair during his career. While the contemporary labels seem to have been used to document, compare, and inspire his design work, the antique fruit crate labels were probably collected in conjunction with the Museum of Packaging History. This series is arranged into five subseries. Subseries 8.1 are international wine labels. Subseries 8.2 include wine labels from California vineyards. Subseries 8.3 contain international beer labels. Subseries 8.4 consists of American beer labels. Subseries 8.5 primarily consist of liquor labels with a few other products represented. Subseries 8.6 are fruit crate labels. Researchers interested in more labels should consult individual client files.

Subseries 8.1: International Wine, undated

Scope and Contents: Consists of labels from countries including Algeria, United States, Argentina, Australia, Brazil, Canada, Chile, England, France, Germany, Holland, Hungary, Italy, Mexico, Portugal, South Africa, Switzerland, and Yugoslavia with a few unidentified countries. The materials are arranged in alphabetical order by the country of origin.

Box 42, Folder 3	Algeria, undated
Box 42, Folder 4	America, undated
Box 42, Folder 5	Argentina, undated
Box 42, Folder 6	Australia, undated
Box 42, Folder 7	Brazil, undated
Box 42, Folder 8	Canada, undated
Box 42, Folder 9	Chile, undated
Box 42, Folder 10	England, undated
Box 42, Folder 11	France, undated
Box 43, Folder 1	France, undated
Box 43, Folder 2	France, undated
Box 43, Folder 3	France, undated
Box 43, Folder 4	France, undated
Box 44, Folder 1	Germany, undated
Box 44, Folder 2	Germany, undated

Box 44, Folder 3	Greece, undated
Box 44, Folder 4	Holland, undated
Box 44, Folder 5	Hungary, undated
Box 44, Folder 6	Italy, undated
Box 44, Folder 7	Italy, undated
Box 45, Folder 1	Mexico, undated
Box 45, Folder 2	Portugal, undated
Box 45, Folder 3	South Africa, undated
Box 45, Folder 4	Switzerland, undated
Box 45, Folder 5	Yugoslavia, undated
Box 45, Folder 6	International, undated
Box 45, Folder 7	International, undated
Box 45, Folder 8	Unidentified, undated
Box 45, Folder 9	Unidentified, undated

Subseries 8.2: California Wine, undated

Scope and Contents: Includes labels from California vineyards. The materials are arranged in alphabetical order by the brand name.

Box 45, Folder 10	General, undated
Box 45, Folder 11	General, undated
Box 78, Folder 8	Labels and correspondence, undated
Box 46, Folder 1	A, undated
Box 46, Folder 2	B, undated
Box 46, Folder 3	C, undated
Box 46, Folder 4	D-E, undated

Box 46, Folder 5	F, undated
Box 46, Folder 6	G, undated
Box 46, Folder 7	H-I, undated
Box 46, Folder 8	J, undated
Box 47, Folder 1	K, undated
Box 47, Folder 2	L, undated
Box 47, Folder 3	M, undated
Box 47, Folder 4	M, undated
Box 47, Folder 5	N-O, undated
Box 47, Folder 6	P, undated
Box 48, Folder 1	R, undated
Box 48, Folder 2	S, undated
Box 48, Folder 3	S, undated
Box 48, Folder 4	T, undated
Box 48, Folder 5	U-V, undated
Box 48, Folder 6	W, undated
Box 48, Folder 7	X-Z, undated

Subseries 8.3: International Beer, undated

Scope and Contents: Contains labels from countries including Belgium, Brazil, Canada, Czechoslovakia, El Salvador, England, Germany, Greece, Holland, Honduras, Hong Kong, Ireland, Indonesia, Jamaica, Japan, Mexico, Norway, Peru, Puerto Rico, Romania, Scotland, Switzerland, Tahiti, Thailand, and Venezuela. The materials are arranged in alphabetical order by the country of origin.

Box 48, Folder 8	Belgium, undated
Box 48, Folder 9	Brazil, undated
Box 48, Folder 10	Skol, undated

Box 49, Folder 1	Canada, undated
Box 49, Folder 2	Czechoslovakia, undated
Box 49, Folder 3	El Salvador, undated
Box 49, Folder 4	England, undated
Box 49, Folder 5	Germany, undated
Box 49, Folder 6	Greece, undated
Box 49, Folder 7	Holland, undated
Box 49, Folder 8	Honduras, undated
Box 49, Folder 9	Hong Kong, undated
Box 49, Folder 10	Ireland, undated
Box 49, Folder 11	Indonesia, undated
Box 49, Folder 12	Jamaica, undated
Box 49, Folder 13	Japan, undated
Box 49, Folder 14	Mexico, undated
Box 49, Folder 15	San Miguel, undated
Box 49, Folder 16	San Miguel, undated
Box 49, Folder 17	San Miguel, undated
Box 49, Folder 18	San Miguel, undated
Box 49, Folder 19	San Miguel, undated
Box 49, Folder 20	San Miguel, undated
Box 49, Folder 21	San Miguel, undated
Box 49, Folder 22	Norway, undated
Box 49, Folder 23	Peru, undated
Box 49, Folder 24	Puerto Rico, undated

Box 49, Folder 25	Romania, undated
Box 49, Folder 26	Scotland, undated
Box 49, Folder 27	Switzerland, undated
Box 49, Folder 28	Tahiti, undated
Box 49, Folder 29	Thailand, undated
Box 49, Folder 30	Venezuela, undated

Subseries 8.4: Domestic Beer, undated

Scope and Contents: Consists of labels from American companies including Falstaff Brewing Corporation, Hamm's Brewing Company, Anheuser-Busch, and Miller Brewing Company. Materials are arranged in alphabetical order by brewery or brand name.

Box 49, Folder 31	A-B, undated
Box 49, Folder 32	C-D, undated
Box 50, Folder 1	E-F, undated
Box 50, Folder 2	Falstaff Brewing Corporation, undated
Box 50, Folder 3	Falstaff Brewing Corporation, undated
Box 50, Folder 4	Falstaff Brewing Corporation, undated
Box 50, Folder 5	G, undated
Box 50, Folder 6	H-J, undated
Box 50, Folder 7	Hamm's Brewing Company, undated
Box 50, Folder 8	K-L, undated
Box 50, Folder 9	Löwenbräu Brewery, undated
Box 50, Folder 10	Löwenbräu Brewery, undated
Box 51, Folder 1	Löwenbräu Brewery, undated
Box 51, Folder 2	M, undated
Box 51, Folder 3	Miller Brewing Company, undated

Box 51, Folder 4	Miller Brewing Company, Clipper, undated
Box 51, Folder 5	Miller Brewing Company, Lite, undated
Box 51, Folder 6	Miller Brewing Company, Lite, undated
Box 51, Folder 7	Miller Brewing Company, Half Time, undated
Box 51, Folder 8	Miller Brewing Company, Oktoberfest, undated
Box 51, Folder 9	Miller Brewing Company, Oktoberfest, undated
Box 51, Folder 10	Miller Brewing Company, Players, undated
Box 51, Folder 11	Miller Brewing Company, Players, undated
Box 51, Folder 12	Miller Brewing Company, Players, undated
Box 51, Folder 13	Miller Brewing Company, Players, undated
Box 51, Folder 14	Miller Brewing Company, Schooner, undated
Box 51, Folder 15	N, undated
Box 51, Folder 16	O, undated
Box 51, Folder 17	P, undated
Box 51, Folder 18	Q-R, undated
Box 52, Folder 1	S, undated
Box 52, Folder 2	Skipper undated, undated
Box 52, Folder 3	T, undated
Box 52, Folder 4	U-Z, undated

Subseries 8.5: General, undated

Scope and Contents: Primarily consists of labels for alcoholic beverages including whiskey, rum, gin, sherry, and brandy. There are a few labels for mineral water. In addition, there is a small amount of stock labels. Materials are arranged by type of product.

Box 52, Folder 5	Beverage, undated
Box 52, Folder 6	Brandy, Cognac, undated

Box 52, Folder 7	Early Times, undated
Box 52, Folder 8	Food, undated
Box 52, Folder 9	Gin Vodka Vermouth, undated
Box 52, Folder 10	Heublein, undated
Box 52, Folder 11	Inglenook, undated
Box 52, Folder 12	Various products, undated
Box 52, Folder 13	Mineral water, undated
Box 53, Folder 1	Packaging Museum labels, undated
Box 53, Folder 2	Packaging Museum labels, undated
Box 53, Folder 3	Rum, undated
Box 53, Folder 4	Sake Liquors, mixes, undated
Box 53, Folder 5	Sherry, undated
Box 53, Folder 6	Stock labels, undated
Box 53, Folder 7	Whisky, undated
Box 53, Folder 8	Whiskey, undated

Subseries 8.6: Antique Fruit Crate Labels, undated

Scope and Contents: Bound volume of fruit crate labels probably collected for the Landor Museum of Packaging Antiquities.

Box 79, Folder 1	Bound volume, undated
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