



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

## Guide to the Grace Jeffers Collection of Formica Materials, 1913-2003

NMAH.AC.0565

Angela Fritz (intern); supervised by Alison L. Oswald, archivist.

August 1997

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Grace Jeffers Collection of Formica Materials
<b>Identifier:</b>	NMAH.AC.0565
<b>Date:</b>	1913-2003
<b>Extent:</b>	18 Cubic feet (59 boxes, 11 oversize folders )
<b>Creator:</b>	Jeffers, Grace Formica Corporation.
<b>Language:</b>	English  Collection is in English.  Some materials in French and Spanish.
<b>Summary:</b>	The Grace Jeffers Collection of Formica Materials consists of textual files, photographs, slides, negatives, drawings, blueprints, posters, advertisements, product brochures, newsletters, and informational pamphlets documenting the history of the Formica Corporation and the use of Formica brand plastic laminate.

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## Administrative Information

### Acquisition Information

This collection was assembled by Grace Jeffers, historian of material culture, primarily from materials given to her by Susan Lewin, Head of Formica's New York design and publicity office when the office closed in 1995. The collection was donated to the Archives Center by Grace Jeffers in September 1996.

### Related Materials

#### **Materials at the Archives Center**

Leo Baekeland Papers, 1881-1968 (AC0005)

DuPont Nylon Collection, 1939-1977 (AC0007)

J. Harry DuBois Collection on the History of Plastics, circa 1900-1975 (AC0008)

Earl Tupper Papers, circa 1914-1982 (AC0470)

The Division of Medicine and Science holds artifacts related to this collection. See accession # 1997.0319 and #1997.3133.

## Processing Information

Processed by Angela Fritz (intern), August 1997; John M. Murphy (intern), June 1998; supervised by Alison L. Oswald, archivist.

200? addenda processed by Alison Oswald, archivist, 2017.

## Preferred Citation

Grace Jeffers Collection of Formica Materials, Archives Center, National Museum of American History

## Restrictions

The collection is open for research use. Researchers must use reference copies of audio-visual materials. When no reference copy exists, the Archives Center staff will produce reference copies on an "as needed" basis, as resources allow.

## 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

Grace Jeffers donated an additional seven videotapes in April 1998; six cubic feet of material in 2005; and four cubic feet of papers in 2006.

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## Biographical / Historical

Since its founding in 1913, the history of the Formica Company has been marked by a spirit of innovation and entrepreneurship. The history begins with the discovery of Formica by two men who envisioned the plastic laminate as breakthrough insulation for motors. Later, Formica became a ubiquitous surfacing material used by artists and architects of post-modern design. The various applications of the plastic laminate during the twentieth century give it a prominent role in the history of plastics, American consumerism, and American popular culture.

The Formica Company was the brainchild of Herbert A. Faber and Daniel J. O'Connor, who met in 1907 while both were working at Westinghouse in East Pittsburgh, Pennsylvania. O'Connor, head of the process section in the Research Engineering Department, had been experimenting with resins, cloth, paper, and a wide array of solvents in an effort to perfect a process for making rigid laminate sheets from Kraft paper and liquid Bakelite. O'Connor produced the first laminate sheet at Westinghouse by winding and coating paper on a mandrel, slitting the resulting tube, and flattening it on a press. The finished product was a laminated sheet with the chemical and electrical properties of Bakelite that were cut into various shapes and sizes. O'Connor applied for a patent on February 1, 1913, but it was not issued until November 12, 1918 (US Patent 1,284,432). Since the research was done on behalf of Westinghouse, the company was assigned the patent, and O'Connor was given one dollar, the customary amount that Westinghouse paid for the rights to employees' inventions.

Herbert Faber, Technical Sales Manager of insulating materials, was excited about O'Connor's discovery. Faber saw limitless possibilities for the new material. However, he quickly became frustrated by Westinghouse's policy limiting the sale of the laminate to its licensed distributors. After failing to persuade

Westinghouse to form a division to manufacture and market the new material, Faber and O'Connor created their own company. On May 2, 1913, the first Formica plant opened in Cincinnati, Ohio. On October 15, 1913, the business incorporated as the Formica Insulation Company with Faber as president and treasurer and O'Connor as vice-president and secretary. The company began producing insulation parts used in place of or "for mica," the costly mineral that had been used in electrical insulation.

Like most new companies, Formica had modest beginnings. Faber and O'Connor faced the challenge of looking for investors who would let them maintain control over the company. Finally, they met J. G. Tomluin, a lawyer and banker from Walton, Kentucky, who invested \$7,500 for a one-third share in the Formica Company. Renting a small space in downtown Cincinnati, Faber and O'Connor began work. The company's equipment list consisted of a 35-horsepower boiler, a small gas stove, and a variety of homemade hand screw presses. By September 1913, Tomluin had brought in two more partners, David Wallace and John L. Vest. With the added capital, O'Connor, Faber, and Formica's eighteen employees began producing automobile insulation parts for Bell Electric Motor, Allis Chalmers, and Northwest Electric.

Initially, the Formica Company only made insulation rings and tubes for motors. However, by July 4, 1914, the company obtained its first press and began to produce flat laminate sheets made from Redmenol resin. Business gradually grew, and by 1917 sales totaled \$75,000. Fueled by World War I, Formica's business expanded to making radio parts, aircraft pulleys, and timing gears for the burgeoning motor industry. In the years that followed, Formica products were in high demand as laminate plastics replaced older materials in washers, vacuum cleaners, and refrigerators. By 1919, the Formica Company required larger facilities and purchased a factory in Cincinnati.

During this time, patent battles and legal suits emerged to challenge Formica's success. On June 11, 1919, Westinghouse sued Formica for patent infringement on its laminated gears; Formica won. Later that year, Westinghouse brought two new lawsuits against Formica. The first was for a patent infringement on the production of tubes, rods, and molded parts; the second was over an infringement based on a 1913 patent assigned to Westinghouse through O'Connor. Formica prevailed in both suits.

Legal battles did not deter the company. Having to defend itself against a giant corporation gave Formica a reputation as a scrappy contender. Finally, Faber and O'Connor made a quantum leap in 1927, when the company was granted a U.S. patent for a phenolic laminate utilizing lithographed wood grains of light color, forming an opaque barrier sheet which blocks out the dark interior of the laminate. In 1931, the company received two more patents for the preparation of the first all paper based laminate and for the addition of a layer of aluminum foil between the core and the surface, making the laminate cigarette-proof. These patents would allow Formica to move from a company dealing primarily with industrial material to the highly visible arena of consumer goods.

In 1937, Faber had a severe heart attack which limited his activity within the company. O'Connor continued as president, encouraging new product lines, including Realwood, as a laminate with genuine wood veneer mounted on a paper lamination with a heat-reactive binder. With the introduction of Realwood and its derivatives, manufacturers started using Formica laminate for tabletops, desks, and dinette sets. By the early forties, sales of Formica laminate were over 15 million dollars. The final recipe for decorative laminate was perfected in 1938, when melamine resins were introduced. Melamine was clear, extremely hard, and resistant to stains, heat, light, less expensive than phenolic resins. It also made possible laminates of colored papers and patterns.

Due to World War II, Formica postponed the manufacturing of decorative laminate sheets. Instead, the company made a variety of war-time products ranging from airplane propellers to bomb buster tubes.

The post-World War II building boom fueled the decorative laminate market and ushered in what would come to be known as the golden age for Formica. The company, anticipating the demand for laminate, acquired a giant press capable of producing sheets measuring thirty by ninety-six inches for kitchen

countertops. Between 1947 and 1950, more than 2 million new homes were designed with Formica brand laminate for kitchens and bathrooms.

Formica's advertising campaigns, initially aimed at industry, were transformed to speak to the new decorative needs of consumer society, in particular the American housewife. Formica hired design consultants, Brooks Stevens, and, later, Raymond Loewy who launched extensive advertising campaigns. Advertising themes of durability, cleanliness, efficiency, and beauty abound in promotional material of this time. Advertisers promised that the plastic laminate, known as "the wipe clean wonder," was resistant to dirt, juices, jams, alcohol stains, and cigarette burns. Atomic patterns and space-age colors, including Moonglo, Skylark, and Sequina, were introduced in homes, schools, offices, hospitals, diners, and restaurants across America.

The post-war period was also marked by expansion, specifically with the establishment of Formica's first international markets. In 1947, Formica signed a licensing agreement with the British firm the De La Rue Company of London for the exclusive manufacture and marketing of decorative laminates outside North America, and in South America and the Pacific Basin. In 1948, Formica changed its name from the Formica Insulation Company to the Formica Company. In 1951, Formica responded to growing consumer demand by opening a million square foot plant in Evendale, Ohio, devoted to the exclusive production of decorative sheet material. In 1956, the Formica Company became the Formica Corporation, a subsidiary of American Cyanamid Company. A year later, the international subsidiaries that Formica formed with De La Rue Company of London were replaced by a joint company called Formica International Limited.

The plastic laminate was not merely confined to tabletops and dinette sets. Formica laminate was used for skis, globes, and murals. Moreover, well-known artists and architects used the decorative laminate for modernist furniture and Art Deco interiors. In 1960, Formica's Research and Development Design Center was established, adjacent to the Evendale plant, to develop uses for existing laminate products. In 1966, the company opened the Sierra Plant near Sacramento, California. Such corporate expansion enabled Formica to market its laminates beyond the traditional role as a countertop surface material.

In 1974, Formica established its Design Advisory Board (DAB), a group of leading designers and architects. DAB introduced new colors and patterns of laminate that gained popularity among artists and interior designers in the 1980s. In 1981, DAB introduced the Color Grid, a systematic organization of Formica laminate arranged by neutrals and chromatics. The Color Grid was described as the first and only logically arranged collection of color in the laminate industry. DAB also developed the Design Concepts Collection of premium solid and patterned laminates to serve the needs of contemporary interior designers.

In the 1980s and 1990s, the corporation continued to produce laminates for interior designers, artists, and architects. In 1982, Formica introduced COLORCORE, the first solid-color laminate. Due to its relatively seamless appearance, COLORCORE was adopted by artists for use in furniture, jewelry, and interior design. The introduction of COLORCORE also marked the emergence of a wide variety of design exhibitions and competitions sponsored by the Formica Corporation. In 1985, Formica Corporation became independent and privately held. Formica continues to be one of the leading laminate producers in the world with factories in the United States, England, France, Spain, Canada, and Taiwan.

For additional information on the history of the Formica Corporation, see:

DiNoto, Andrea. *Art Plastic: Designed for Living*. New York: Abbeville Press, 1985.

Fenichell, Stephen. *Plastic: The Making of a Synthetic Century*. New York: Harper/Collins, 1996.

Jeffers Grace. 1998. *Machine Made Natural: The Decorative Products of the Formica Corporation, 1947-1962*. Master's thesis. Bard Graduate Center for Studies in the Decorative Arts.

Lewin, Susan Grant, ed. *Formica & Design: From Counter Top to High Art*. New York: Rizzoli, 1991.

## Scope and Contents

The Formica Collection, 1913-2003, consists of textual files, photographs, photo slides, drawings, blueprints, posters, advertisements, product brochures, informational pamphlets, and research notes documenting the history of the Formica Corporation and the use of Formica brand plastic laminate.

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## Arrangement

The collection is arranged into ten series.

### **Series 1: Corporate Records, 1920-1992, 2003**

Subseries 1.1: Annual reports, 1949, 1966, 1988

Subseries 1.2: Correspondence and company identity, 1920-1988

Subseries 1.3: Corporation histories and timelines, 1949-1991, undated

Subseries 1.4: Newspaper clippings and articles, 1934-2003

Subseries 1.5: Awards, 1940s-1987

Subseries 1.6: Patent information, 1925-1994

Subseries 1.7: Photographs, 1927-1966

### **Series 2: Personnel Records, 1943-1992**

### **Series 3: Newsletters, Magazines, and Press Releases, 1942-1990**

Subseries 3.1: Newsletters, 1942-1988

Subseries 3.2: Press releases, 1973-1990

### **Series 4: Product Information, 1948-1994**

### **Series 5: Advertising and sales materials, 1913-2000**

Subseries 5.1: Advertising materials, 1913-2000

Subseries 5.2: Sales materials, 1922-1993

### **Series 6: Subject Files, circa 1945, 1955-1991, 2002**

### **Series 7: Exhibits, 1981-1994**

### **Series 8: Grace Jeffers Research Materials, 1987-1997**

### **Series 9: Audio Visual Materials, 1982-1995, undated**

### **Series 10: Martin A. Jeffers Materials, 1963-1999**

Subseries 10.1: Background Materials, 1965-1999

Subseries 10.2: Employee Benefits, 1963-1998

Subseries 10.3: Product Information, [1959?]-1997

Subseries 10.4: Advertising and Sales Records, 1987-1999

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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:

- Electronic insulators and insulation -- Plastics -- 1920-2000
- Exhibitions -- 20th century -- United States
- House furnishings -- 1920-2000 -- United States
- Housewives as consumers -- 1920-2000
- Inventions -- 1920-2000 -- United States
- Laminated plastics -- 1920-2000
- Plastic jewelry -- 1920-2000
- Plastics -- 1920-2000
- Plastics as art material -- 1920-2000
- Plastics in interior design -- 1920-2000
- Plastics industry and trade
- Women in advertising
- Women in popular culture -- 1920-2000
- advertising -- plastic industry -- 1920-2000

### Types of Materials:

- Advertisements
- Blueprints -- 20th century
- Brochures
- Catalogs
- Catalogs -- 1920-2000
- Correspondence -- 20th century
- Exhibition catalogs
- Newsletters -- 20th century
- Photographs -- 20th century
- Posters -- 20th century
- Samples -- 1920-2000
- Scripts (documents)
- Videotapes

### Names:

- Faber, Herbert A.
- Loewy, Raymond
- O'Connor, Daniel J.
- Stevens, Brooks



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## Container Listing

### Series 1: Corporate Records, 2003, 1920-1992

Corporate Records, 1920-1992, is divided into seven subseries: Subseries 1.1, Annual Reports, 1949, 1966, 1988; Subseries 1.2, Correspondence and company identity, 1920-1988; Subseries 1.3, Corporation histories and timelines, 1949-1991, undated; Subseries 1.4, Newspaper clippings and articles, 1934-2003; Subseries 1.5, Awards, 1940s-1987; Subseries 1.6, Patent Information, 1925-1994; and Subseries 1.7, Photographs, 1927-1966. The materials do reflect highlights of the company's history including correspondence, published histories, a variety of photographs of O'Connor and Faber, copies of patents for the plastic laminate, and clippings regarding labor strikes. Company cartoons, dinner invitations listing employees by years of service, trademark material, and a series of company logos found on stationery, calendars, and folders document the corporate culture of Formica between 1965 and 1995. The series includes a wide variety of photographs of Formica's plant in Evendale, Ohio, and the establishment of the Research and Design Center in 1951. Other photographs cover Formica's expansion in the international market, with images of the corporation's factories in Australia, England, Spain, and Taiwan.

#### Subseries 1.1: Annual reports, 1949, 1966, 1988

Box 1, Folder 1	Annual reports, 1949
Box 1, Folder 2	Annual reports, 1966
Box 1, Folder 3	Annual reports, 1988
Box 1, Folder 4	Special report, 1955

#### Subseries 1.2: Correspondence and company identity, 1920-1988

Box 1, Folder 5	Correspondence, 1920 <a href="#">Image(s)</a>
Box 1, Folder 6	Stationery, undated
Box 1, Folder 7	Invitations, 1962, 1988
Box 1, Folder 8	Company cartoons, 1965
Box 1, Folder 9	Calendar, 1995
Map-folder 4	Calendar, 1987

#### Subseries 1.3: Corporation histories and timelines, 1949-1991, undated

Box 1, Folder 10	Formica Open House booklet, 1949
Box 1, Folder 11	<i>Forty Years of Steady Vision</i> , 1953

Box 1, Folder 12	Open House, 1955 May 15
Box 1, Folder 13	Open House, circa 1950s
Box 1, Folder 14	Various, 1988, 1922, undated
Box 1, Folder 15	Company history and manufacturing processes, undated
Box 1, Folder 16	75th anniversary research on the Formica Corporation, 1986-1991
Map-folder 4	Formica Corporation: Designing the Way We Live for 75 Years Poster, 1988
Box 1, Folder 17	Notes on Daniel J. O'Connor and H.A. Faber, 1952-1974, undated
Box 1, Folder 18	Photographs of O'Connor and Faber, 1963

#### Subseries 1.4: Newspaper clippings and articles, 1934-2003

*Box 26, Folder 1*

*Box 1, Folder 19*

[Image\(s\)](#)

#### Subseries 1.5: Awards, 1940s-1987

Box 2, Folder 1	Army Navy "E" Award, circa 1940s
Box 25, Folder 1	Service Award Dinner, 1945 November 15
Box 25, Folder 1	Service Award Dinner, 1949 March 24
Box 27, Folder 1	Resources Council, Inc., for Colorcore, 1982
Box 25, Folder 2	Interiors, 1983 May
Box 25, Folder 3	Advertising Award of Excellence, 1985
Box 25, Folder 4	Advertising Performance Award, 1985 March
Box 25, Folder 5	Award of Excellence by the <i>Communication Arts Magazine</i> , 1985
Box 25, Folder 6	Award for Outstanding Advertising Reader Response, 1985 September
Box 25, Folder 7	Annual Design Review (Surface Ornament Program recognized), 1985
Box 25, Folder 8	Wood Furniture, Cabinets and Related Products Outstanding Advertisement Award, 1986 June 12
Box 25, Folder 9	<i>Architectural Record</i> Top 100 (plaque), 1985
Box 25, Folder 10	Interiors Advertising Performance Award, 1985 March
Box 27, Folder 1	Interior Architecture Award for Formica Showroom, 1987

Box 59, Folder 5            *Interior Design*, Top Scoring Ad, 1987 April

### Subseries 1.6: Patent information, 1925-1994

Box 2, Folder 2            Patents, 1925-1942  
Box 2, Folder 3            Trademark Use Manual, 1979  
Box 2, Folder 4            Licensing program, 1991-1994

### Subseries 1.7: Photographs, 1927-1966

Box 2, Folder 5            Evendale, Ohio, Plant, 1951  
Box 2, Folder 7-8          Farmville, North Carolina, Factory, 1966  
Box 2, Folder 9            Sierra, California, Factory, undated  
[Image\(s\)](#)  
Box 2, Folder 10          Winston Place Plant, 1950  
Box 3, Folder 1            Australia Factory, undated  
Box 3, Folder 2            England Factory, undated  
Box 3, Folder 3            Spain Factory, undated  
Box 3, Folder 4            Taiwan Factory, undated  
Box 3, Folder 5            General factory, undated  
Box 3, Folder 6            General factory (slides), undated  
Box 3, Folder 7            Daniel J. O'Connor and H.A. Faber (slides), undated  
Box 3, Folder 8            Formica employees, 1927  
[Image\(s\)](#)  
Box 3, Folder 9            Formica sales force, 1961-1968, 1973  
Box 3, Folder 10          Products using Formica (slides and negatives), undated  
Box 3, Folder 11          Research Design Center, 1951

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## Series 2: Personnel Records, 1943-1992

This series includes a 1950s employee manual and a 1992 personnel manual describing Formica's employment policy and procedures as well as information on employee benefits and services.

Box 3, Folder 12	Formica Employee Manual, circa 1950s
Box 3, Folder 13	Personnel policy manual, 1992
Box 3, Folder 14	Employee recognition, 1943, 1948
Box 3, Folder 15	Retirement plan, 1963

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## Series 3: Newsletters, Magazines, and Press Releases, 1942-1990

This series contains publications, most notable are the bound volumes of the company's quarterly magazine, *This Formica World*, 1950-1955. Documenting the golden age of Formica, this magazine contains a wealth of advertisements, articles introducing new products, and an editorial column written by Edward Hanley, the kitchen engineer. Articles such as "The Dinette Story," "The Passing of the Maid," and "The Case of the Tired Old Kitchens," attest to the role Formica played in revolutionizing the kitchen in the 1950s. In addition to articles on home furnishings, *This Formica World* contains information on other products manufactured by Formica, including the digital voltmeter, the crown pulley, the Gyrotex bobbin, and insulation parts for motors.

Company newsletters include the *Evendale Expansion Bulletin*, *Focus*, *Formica News Views*, *The Formician*, *Handing it to Hitler!*, *HQ*, *Info*, *Insight*, *The Laminate*, *Loud Speaker*, and *Formica Today*, documenting the Design Advisory Board's attempt to market product lines to contemporary interior designers during the late 1970s. Articles include "Furniture for Contemporary Living," "A Kitchen in Chrome," and "Office Landscaping Gone Elegant."

### Subseries 3.1: Newsletters, 1942-1988

Box 5, Folder 1	<i>Evendale Expansion Bulletin</i> , 1976 August; 1977 January; 1977 May; 1978 August
Box 5, Folder 2	<i>Focus</i> , 1974 - 1974
Box 3, Folder 16	<i>Formica News Views</i> , 1948 March
Box 5, Folder 3	<i>Formica Special Newsletter</i> , undated
Box 3, Folder 17	<i>Formica Technical Notes</i> (No. 1-No. 11), undated
Box 3, Folder 18	<i>The Formician</i> , 1949, 1954-1958
Box 4, Folder 1	<i>This Formica World</i> , 1948-1949 <a href="#">Image(s)</a>
Box 4, Folder 2	<i>This Formica World</i> , 1950
Box 4, Folder 3	<i>This Formica World</i> , 1951 <a href="#">Image(s)</a>
Box 4, Folder 4	<i>This Formica World</i> , 1952
Box 4, Folder 5	<i>This Formica World</i> , 1953 <a href="#">Image(s)</a>
Box 4, Folder 6	<i>This Formica World</i> , 1954
Box 5, Folder 4	<i>This Formica World</i> , 1955 - 1955
Box 5, Folder 5	Formica World Pattern Story (to appear in <i>This Formica World</i> ), 1958
Box 5, Folder 6	<i>Formica Today</i> , 1968

Box 5, Folder 7	<i>Handing It To Hitler!</i> 1942, 1944
Box 5, Folder 8	<i>HQ</i> , 1966 August 15 and 1967 June 30
Box 5, Folder 9	<i>Info</i> , 1972 <a href="#">Image(s)</a>
Box 5, Folder 10	<i>Insight</i> , 1979 Summer
Box 5, Folder 11	The Laminate, 1988
Box 5, Folder 12	Loud Speaker, 1948 December
Box 5, Folder 13	Loud Speaker, 1949 November

### Subseries 3.2: Press Releases, 1973-1990

*Box 5, Folder 14-15*

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## Series 4: Product Information, 1948-1994

This series includes guides, product books, information manuals, samples, and *Formica Facts*, a product book containing technical specifications for plastic laminate dated 1988. These technical manuals and fabrication guides provide use and care guidelines, offer tips for handling and storage, and describe techniques for working with plastic laminate.

Catalogs, brochures, and samples provide information on new product lines, patterns, and colors of the surfacing laminate from 1965 to 1994. Formica's product literature documents: atomic patterns and space-age colors of the 1960s, the top-selling laminates of sliced avocado, bittersweet, and harvest yellow of the 1970s, and the pastels and post-modern designs of the 1980s and 1990s. Catalog brochures, 1965-1970, parallel advertising campaigns of the time, featuring titles such as *Join the Revolution for Easy Living*; *Join the Colour [ sic ] Revolution*, and *Of Course You Want a Formica Laminated Plastic Color-Kissed Kitchen*. The series also includes color systems developed by Formica such as the Color Grid, Color + Color, and Color System/Color Compliment. These systems, developed by the Design Advisory Board in the early 1980s, enabled both distributor and consumer to mix and match samples of COLORCORE more effectively.

Box 26, Folder 2-5	Forms (arranged chronologically by number) for various products Nos. 119-298, undated
Box 5, Folder 16	Decorator Color Guide, 1971-1978
Box 32, Folder 1-2	Formica Facts (binders), 1988
Box 5, Folder 17-20	Fabrication Guides (poster, slides, and transparencies), 1992-1994
Box 5, Folder 21	Formica Specification Book, 1972
Box 6, Folder 1	Formica Laminated Plastic Colors and Patterns, circa 1960s
Box 6, Folder 2	Formica Laminated Plastic Colors and Patterns, 1965 <a href="#">Image(s)</a>
Box 6, Folder 3	Formica Laminated Plastic Colors and Patterns, 1966
Box 6, Folder 4	Formica Laminated Plastic Special Designs Screened Prints, undated
Box 6, Folder 5	Formica Brand Products Color Book, 1972
Box 6, Folder 6	Formica Brand engraving stock, undated
Box 7, Folder 1	Architectural Surface Ornament Handbook (Formica Corporation Showroom), 1984
Box 7, Folder 2	Patternbook, 1986
Box 7, Folder 3	Product Information Manual, 1975
Box 7, Folder 4	Brochures, 1948-[1957?] <a href="#">Image(s)</a>
Box 7, Folder 5	Brochures, 1965-1970

	<a href="#">Image(s)</a>
Box 7, Folder 6-7	Brochures, 1989-1994
Box 7, Folder 8	Product literature, 1950s <a href="#">Image(s)</a>
Box 7, Folder 9	Product literature (photocopies), undated
Box 7, Folder 10	Product Catalogs, 1965-1975 <a href="#">Image(s)</a>
Box 7, Folder 11	Product Catalogs, 1982-1989
Box 8, Folder 1	Product Catalogs, 1990-1994
Box 8, Folder 2	Product Catalogs, undated
Box 8, Folder 3	Product Reference Guide, 1971-1980
Box 8, Folder 4	Surface Level/Laminate Surfaces from Formica Corporation, 1993
Box 35, Folder 1-2	Formica Laminated Plastics, Colors and Patterns, 1962
Box 8, Folder 5	Samples-Color + Color, circa 1980s
Box 8, Folder 6	Samples-Color Grid/Color Core primary Metal pattern (Japanese), circa 1980s
Box 33, Folder 1	Color System/Color Complement, 1992
Box 8, Folder 7	Samples-Surrell Surface (slides of samples), undated
Box 34, Folder 1	Samples-Surell Surface Elegance (in binder), undated
Box 34, Folder 2	The Color Grid™, undated <a href="#">Image(s)</a>
Box 37, Folder 2	Samples-Formica
Box 37, Folder 2	Mirage, SA-561, undated
Box 37, Folder 2	French Quarter, SA-580, undated
Box 37, Folder 2	Arabesque, DA-5019, undated
Box 37, Folder 2	Manadrin, SA-265, undated
Box 37, Folder 2	Damask, DA-5012, undated
Box 37, Folder 2	Quadrille, DA-5026, undated
Box 37, Folder 3	Samples-Formica



Box 37, Folder 3	Scotsweave, SA-5024, undated
Box 37, Folder 3	Desert Song, DA-5001, undated
Box 37, Folder 3	Mosaic, DA-5013, undated
Box 37, Folder 3	Dutch garden, DA-5006, undated
Box 37, Folder 3	Montilla, DA-5009, undated
Box 37, Folder 3	Carnival, SA-749, undated
Box 38, Folder 1	Montezuma, DA-5011, undated
Box 38, Folder 1	Rain tree, SA-663, undated
Box 38, Folder 1	Garland, DA-5021, undated
Box 38, Folder 1	Opaline, DA-5004, undated
Box 38, Folder 1	Flamenco, DA-5028, undated
Box 38, Folder 1	Samoa, DA-5002, undated
Box 38, Folder 2	Square Dance, DA-5022, undated
Box 38, Folder 2	Fallen Leaves, 7231-58, undated
Box 38, Folder 2	Crayon, 7226-58, undated
Box 38, Folder 2	Formica Ligna, Wood Surfacing Material, undated
Box 38, Folder 2	Formica Primary Metals, undated
Box 38, Folder 2	Key chains, undated
Box 39, Folder 1	22-MZ-1, 1959
Box 39, Folder 1	34D31, undated
Box 39, Folder 1	60D1, 1953
Box 39, Folder 1	2-D-1, 1959
Box 39, Folder 2	105, 1965
Box 39, Folder 2	8C15, 1953
Box 39, Folder 2	50C1, 1953
Box 39, Folder 2	165, 1970

Box 39, Folder 3	66C11, 1955
Box 39, Folder 3	50-C-61, undated
Box 39, Folder 3	36C30, 1953
Box 39, Folder 3	42C38, 1956
Box 39, Folder 4	22-M2-1, 1959
Box 39, Folder 4	58-M2-1, 1959
Box 39, Folder 4	7-ST-1, 1959
Box 39, Folder 4	12-H-1, 1961
Box 39, Folder 5	2-D-1, 1959
Box 39, Folder 5	268, 1963
Box 39, Folder 5	2-D-1, undated
Box 39, Folder 5	264, 1963
Box 40, Folder 1	50M52, 1953
Box 40, Folder 1	25M11, 1953
Box 40, Folder 1	30M1, 1955
Box 40, Folder 1	60D1, undated
Box 40, Folder 2	791, 1956
Box 40, Folder 2	44D42, 1956
Box 40, Folder 2	5D11, 1957
Box 40, Folder 2	7D16, 1956
Box 40, Folder 3	Series O, 1958
Box 40, Folder 3	32d1, 1953
Box 40, Folder 3	92-202, 1966
Box 40, Folder 3	50D53, 1953
Box 40, Folder 4	3C1, 1953
Box 40, Folder 4	1C41, undated

Box 40, Folder 4	5C-5, 1962
Box 40, Folder 4	1C31, undated
Box 40, Folder 5	9MR1, 1954
Box 40, Folder 5	7412, 1966
Box 40, Folder 5	31-FI-43, 1962
Box 40, Folder 5	94-113, undated
Box 41, Folder 1	49PD43, 1959
Box 41, Folder 1	23SE46, 1958
Box 41, Folder 1	92-215, 1964
Box 41, Folder 1	36SE48, 1958
Box 41, Folder 2	105E70, 1955 April 24
Box 41, Folder 2	52JE50, 1958 August 20
Box 41, Folder 2	41SE49, 1958 August 15
Box 41, Folder 2	16SE45, 1958 August 15
Box 41, Folder 3	83CW1, undated
Box 41, Folder 3	39CW40, undated
Box 41, Folder 3	43PD87, 1959
Box 41, Folder 3	37GP44, 1954
Box 41, Folder 4	80L42, 1956
Box 41, Folder 4	81L30, 1953 June 3
Box 41, Folder 4	78L16, 1956 November 2
Box 41, Folder 4	Cream, undated
Box 41, Folder 5	8PR1, 1954
Box 41, Folder 5	24PR1, 1954
Box 41, Folder 5	33PR1, 1954
Box 41, Folder 5	Brown tile, 1960

Box 42, Folder 1	93L48, undated
Box 42, Folder 1	79L40, undated
Box 42, Folder 1	47L56, undated
Box 42, Folder 1	86I18, 1953 June 8
Box 42, Folder 2	80GP92, 1954 February 18
Box 42, Folder 2	18CW16, undated
Box 42, Folder 2	92L46, undated
Box 42, Folder 3	69PR1, 1954 February 10
Box 42, Folder 3	Primary standard (blue), undated
Box 42, Folder 3	15PR1, undated
Box 42, Folder 3	Primary standard (red), undated
Box 42, Folder 4	Primary standard (orange), 1954 January 25
Box 42, Folder 4	Primary standard (yellow), undated
Box 42, Folder 4	Color standard (gray/blue), 1958 April 21
Box 42, Folder 4	Primary standard (green), undated
Box 42, Folder 5	82L11, undated
Box 42, Folder 5	91L45, undated
Box 42, Folder 5	Black tile, undated
Box 42, Folder 5	92L46, 1958 September 19
Box 9, Folder 1	Surell Surface Care Kit, 1994

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## Series 5: Advertising and Sales Materials, 1913-2000

The advertising materials are divided into two subseries: Subseries 5.1, Advertising materials, 1913-2000 and Subseries 5.2, Sales materials, 1922-1993. The series contains scripts for television commercials such as *Beauty and the Bath* and *King-TVS*, and the Formica Kitchen Face-Lift Contest. Together with material found in *This Formica World*, the advertisements are most comprehensive for the years 1948-1962. Many of the oversized advertisements feature recurring characters including Mrs. America of the 1940s, Mr. and Mrs. Consumer of the 1950s, and the Formica Girl of the 1960s.

Information relating to Formica's sales force can be found in campaigns and sales conferences. Material from 1953-1954 and 1986-1993 includes binders distributed to the Formica sales force which describe various product lines and national marketing campaigns. This series also contains a photo album documenting the 1953-1954 sales conference. Over eighty photographs document the company's annual convention dinner celebration, convention booths entitled Do-It Your-Self with Formica, Bill Reilly's Mobile Demonstration Unit, introduction of Formica's Sunrise Line, the Formica runway show featuring models carrying Formica samples, sales skits, and the Formica Ad Rodeo.

### Subseries 5.1: Advertising materials, 1913-2000

Box 9, Folder 2	Advertisements, 1913-1930
Box 29, Folder 1-3	Advertisements, 1925
Box 29, Folder 4-6	Advertisements, 1948
Box 9, Folder 3	Advertisements, 1940s <a href="#">Image(s)</a>
Box 9, Folder 4	Advertisements-labels, 1948 <a href="#">Image(s)</a>
Box 36, Folder 1	Advertisements (scrapbook), 1951-1956 <a href="#">Image(s)</a>
Box 29, Folder 7	Advertisements, 1952
Box 29, Folder 8-9	Advertisements, 1953 <a href="#">Image(s)</a>
Box 29, Folder 10	Advertisements, 1954
Box 29, Folder 11-12	Advertisements, 1955
Box 29, Folder 13	Advertisements, 1956
Box 9, Folder 5	Advertisements, 1950s <a href="#">Image(s)</a>
Box 9, Folder 5A	Advertisements for Textolite, Marlite and Panelyte (photocopies), circa 1950s
Box 9, Folder 6	Advertisements, circa 1960s, undated

[Image\(s\)](#)

Box 25, Folder 11	Advertisements, 1969 <a href="#">Image(s)</a>
Box 37, Folder 1	Advertisements, undated
Box 9, Folder 7	Boomerang pattern of Formica, 1950s
Box 9, Folder 8	Advertisements in <i>Architectural Record</i> (photocopies), 1950-1958
Box 9, Folder 9	Policies and procedures for District Sales Managers, 1965
Box 9, Folder 10	Advertisements, 1979
Box 27, Folder 4	Advertisements, 1993
Box 27, Folder 5-6	Advertisements, 1994
Box 9, Folder 11	Formica Tile informational media kit, 2000
Map-folder 7	COLORCORE Fabrication Guide poster, 1984 (poster)
Box 26, Folder 7	Formica Design Center t-shirt, undated
Box 24, Folder 7	Advertising presentation slides, undated

**Subseries 5.2: Sales materials, 1922-1993**

Box 10, Folder 1	Sales meeting, 1922
Box 10, Folder 2	Sales meeting, 1948-1963
Box 28, Folder 1	Sales Convention (photographs), 1953-1954 <a href="#">Image(s)</a>
Box 10, Folder 3	Sales and service centers, 1950s
Box 10, Folder 4	Sales seminar information, 1952-1958
Box 10, Folder 5	Formica Foreman's Business Club-"This is Your Life," by Daniel O'Connor, 1955 June
Box 10, Folder 6	Formica Sales Training Program, circa 1950s
Box 10, Folder 7	Decorative Sales Conference, 1960
Box 10, Folder 8	Sales and Marketing Conference, 1962
Box 10, Folder 9	Sales Conference, 1986

Box 30, Folder 1	National Sales Distributor Conference (binder), 1988
Box 31, Folder 1	National Sales Conference (binder), 1990
Box 10, Folder 11	Sales conferences (photographs), 1948-1953; 1955-1957; 1960
Box 30, Folder 2	Fall Product Launch (binder), 1989
Box 10, Folder 10	Fall Product Introduction, 1990
Box 31, Folder 2	Take the lead sales information (binder), circa 1990s
Box 31, Folder 12	Television commercial script for <i>Beauty and the Bath</i> , 1969
Box 31, Folder 13	Television commercial (printed materials) for Formica Brand Laminate, 1980
Box 11, Folder 1	Commericals and contests-King TV Formica Kitchen Face-Lift Contest, 1990
Box 11, Folder 2	Dealer Partnership Program, 1990
Box 11, Folder 3	Mailing lists, 1968
Box 11, Folder 4	Marketing review, 1993
Box 11, Folder 5	Presentation transparencies, undated
Map-folder 5	A World Class Sweepstakes from the Only World Class Surfacing Company, (poster), 1990
Box 28, Folder 2	Lecture announcements, 1985

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## Series 6: Subject Files, 2002, 1955-1991, 1945

The subject files are arranged alphabetically and consist of material documenting the production, installation, and use of Formica brand plastic laminate. This series is comprised of photographs but includes informational material such as brochures, catalogs, menus, and articles documenting the use of plastic laminate. Photographs with accompanying narrative captions explain the production process from the Kraft paper roll to the completed sheet of laminate. Other photographs document Formica's researchers and engineers conducting tests on the plastic laminate. The series also contains step-by-step photographs illustrating the home installation of Formica laminate on countertops in the 1960s.

The Subject Files document some of Formica's unique home interior products, including the COLORCORE "dinated" kitchen, Formica's model bath, and the vanity. The vanity, was a combination of a vanity and lavatory, heralded by Formica as the essential new bathroom fixture for women in the 1950s. This series contains photographs of a wide variety of vanities, accompanied by Formica's Beauty Board walls. The subject files also include material about Stephen's House of Ideas. This thirteen room house, built in 1967, was conceived as the ultimate showroom for a wide variety of Formica's decorative building products.

The subject files document the many uses of Formica outside the home, including hospitals, airports, boats, restaurants, and snack bars. For example, material on boats consists of two product catalogs, *Formica: Material in Ships* and *The Formica Scene on the Queen Elizabeth 2*. These catalogs depict the interiors of Rowan & Boden Limited cruise boats in 1965. In addition, material includes an article entitled "Formica is a Way of Life for Californians," describing *Miss Formica*, a custom design ski racing boat.

The series also contains information on artists and jewelry designers, who worked with Susan Lewin, Formica's creative director from 1986-1992. These files contain slides, photographs, and catalogs displaying the designer's jewelry.

Box 11, Folder 6	Abet Laminati, undated
Box 11, Folder 7	Akron Art Museum (Piet Mondrian), 1982
Box 11, Folder 8	American Cyanamid Offices (Atlanta), undated
Box 11, Folder 9	American Cyanamid Offices (Philadelphia), 1950s
Box 11, Folder 10	Appliances (residential), [1950s?] <a href="#">Image(s)</a>
Box 11, Folder 11	Applications of Formica (miscellaneous), 1950s
Box 11, Folder 12	Arch House, 1950s
Box 11, Folder 13	Artschwager, Richard, 1989
Box 11, Folder 14	Atomic, 1989
Box 11, Folder 15	Augat, Xavier, (apartment), circa 1950s
Box 11, Folder 16	Bathrooms and vanities, 1950s <a href="#">Image(s)</a>
Box 11, Folder 17	Bathrooms (Photographs), 1960s



	<a href="#">Image(s)</a>
Box 11, Folder 18	Bathrooms (negatives), 1960s
Box 11, Folder 19	Bearings, gears, pulleys, undated
Box 11, Folder 20	Beautyboard, undated
Box 11, Folder 21	Bedrooms, 1950s
Box 11, Folder 22	Blue Dot, 2002
Box 11, Folder 23	Boats, 1966
	<a href="#">Image(s)</a>
Box 12, Folder 1	Chicago Holiday Inn, circa 1960
Box 12, Folder 2	ColorCore Dinated Kitchen, circa 1960
Box 12, Folder 3	Color Marketing Group, 2002
Box 12, Folder 4	Colors (solid color line samples), 1968
Box 12, Folder 5	Commercial applications, 1940s
Box 12, Folder 6	Customer stories, 1950s
Box 12, Folder 7	Dental cabinet (Hamilton Manufacturing Company), undated
Box 12, Folder 8	Design Communications International (New York, New York), 1987-1995
Box 12, Folder 9	Deskey, Donald, 1989 April
Box 12, Folder 10	Design Advisory Board, 1981
Box 12, Folder 11	Detroit Race Course, 1965
Box 12, Folder 12	Electrical, electronics, engines, radios, undated
Box 12, Folder 13	Flakeboard, 1950s, 1961
	<a href="#">Image(s)</a>
Box 12, Folder 14	Formica Design Center correspondence (Los Angeles, California), 1968-1969
Box 12, Folder 15	Formica Design Center photographs, Los Angeles, California), 1968-1969
Box 12, Folder 16	Formica Contact Cement, undated
Map-folder 7	Formica Corporation Showroom, Merchandise Mart (blueprints), Chicago, Illinois, 1984
Box 12, Folder 17	Formica Insulation Company (legal and financial), 1940s

Box 12, Folder 18	Formica Insulation Company (sales and engineering data), 1944
Map-folder 6	Formica model bath, circa 1960 (blueprints)
Box 12, Folder 19	Formica sheet size, undated
Box 12, Folder 20	Francis, Arlene (residence), 1950s
Box 13, Folder 1	Furniture, 1950s <a href="#">Image(s)</a>
Box 13, Folder 2-3	Furniture, circa 1960
Box 13, Folder 4	Gears and pulleys, undated
Box 13, Folder 5	Gehry, Frank (Gehry Fish Sculpture), undated
Box 13, Folder 6	Hospitals, General-69th American Hospital Association Meeting, 1960
Box 13, Folder 7	Hospitals, General-Negatives, 1960
Box 13, Folder 8	Hospitals, General-Photographs, 1960
Box 13, Folder 9	Hospitals, General-Franklin Medical Center, San Francisco, California, 1968
Box 13, Folder 10	Hospitals, General-St. Mary's Hospital, Racine, Wisconsin, 1966
Box 13, Folder 11	Hospitals, General, undated
Box 13, Folder 12	Hotels/Motel, undated
Box 13, Folder 13	General industrial materials, undated
Box 13, Folder 14	Industrial applications, undated
Box 13, Folder 15	Installations, 1940s
Box 13, Folder 16	Installation, circa 1960
Box 13, Folder 17	<i>Interiors</i> (articles), 1983-1988
Box 13, Folder 18	Newspaper clippings (about interiors), 1989
Box 13, Folder 19	Newspaper clippings (about interiors), 1990-1991
Box 13, Folder 20	Jean-Lucien, Guillaune, 1986
Box 14, Folder 1	Jewelry-Articles, 1983-1986
Box 14, Folder 2-3	Jewelry-Designers-Bucher, Suzanne

Box 24	Jewelry-Designers-Bucher, Suzanne, (slides)
Box 14, Folder 4	Jewelry-Designers-Falkenhagen, Diane
Box 14, Folder 5	Jewelry-Designers-Freyaldenhoven, Jem
Box 14, Folder 6	Jewelry-Designers-Friedman, Dan
Box 14, Folder 7	Jewelry-Designers-Furnald, Cliff
Box 14, Folder 8	Jewelry-Designers-Garrett, Paula
Box 14, Folder 9	Jewelry-Designers-Ives, Robin
Box 14, Folder 10	Jewelry-Designers-Kim, Jung-Hoo
Box 14, Folder 11	Jewelry-Designers-Klein, Alice
Box 14, Folder 12	Jewelry-Designers-Korman, Barbara
Box 14, Folder 13	Jewelry-Designers-Kroiz, Shana
Box 14, Folder 14	Jewelry-Designers-Lo Bue, Keith
Box 14, Folder 15	Jewelry-Designers-McCarthy, Christina
Box 14, Folder 16	Jewelry-Designers-Moty, Eleanor
Box 14, Folder 17	Jewelry-Designers-Neo
Box 14, Folder 18	Jewelry-Designers-Papp, Tony
Box 14, Folder 19	Jewelry-Designers-Parkin, Ann
Box 15, Folder 1	Jewelry-Designers-Ramshaw, Wendy
Box 15, Folder 2	Jewelry-Designers-Ross, Ivy
Box 24, Folder 2	Jewelry-Designers-Ross, Ivy (slides)
Box 15, Folder 3	Jewelry-Designers-Schneider, Dana
Box 15, Folder 4	Jewelry-Designers-Scott-Clark, Ann
Box 15, Folder 5	Jewelry-Designers-Suh, Jin-Hwan
Box 15, Folder 6	Jewelry-Designers-Tanis Brenna, Edie
Box 15, Folder 7	Jewelry-Designers-Temple, Malcolm
Box 15, Folder 8	Jewelry-Designer-Tuke, Steven

Box 15, Folder 9	Jewelry-Designers-Valentine, DeWain
Box 15, Folder 10	Jewelry-Designers-Von Allworden, Veronica
Box 15, Folder 11	Jewelry-Designers-Wurlitzer, Heidi
Box 15, Folder 12	Jewelry-Designers-Jager, Jan
Box 15, Folder 13	Jewelry-Designers-Zilker, Sandra
Box 15, Folder 14	Jewelry-Designers-Miscellaneous
Box 15, Folder 15	Jewelry-Press Releases, 1985, 1991
Box 15, Folder 16	Kitchens (non-Formica, not built-in), 1913-1930
Box 15, Folder 17	Kitchens, 1950s <a href="#">Image(s)</a>
Box 15, Folder 18-19	Kitchens, circa 1960s <a href="#">Image(s)</a>
Box 16, Folder 1	Klein, Sheila, undated
Box 16, Folder 2	Laminex, undated
Box 16, Folder 3	Loewy, Raymond, undated
Box 16, Folder 4	Machinery, equipment, tools, undated
Box 16, Folder 5	Marsh, Sargent (residence), 1950s
Box 16, Folder 6	Maps and globes, circa 1960s <a href="#">Image(s)</a>
Box 16, Folder 7	McCarthy, Evelyn, 1984
Box 16, Folder 8	Murals, circa 1960s
Box 16, Folder 9	National Design Center (Chicago), circa 1960
Box 16, Folder 10	Niemi, Ries, undated
Box 16, Folder 11	Offices and banks, undated
Box 16, Folder 12	Oriental Theater (Chicago), 1988
Box 16, Folder 13	Owen Inorganic Electrical Insulating Materials (fiberglass), 1938
Box 16, Folder 14	Patterns (for Formica samples), 1950s
Box 16, Folder 15	Patterns (for Formica samples), 1990s

Box 16, Folder 16	Printed circuits, undated
Box 16, Folder 17	Photographs (residential), 1950s
Box 16, Folder 18	Pioneer/Pionte Decorative Laminates, 1995
Box 16, Folder 19	Products, 1940s
Box 16, Folder 20-21	Production, circa 1960 <a href="#">Image(s)</a>
Box 16, Folder 22	Public places and signatures, undated <a href="#">Image(s)</a>
Box 16, Folder 23	Queen Mary, 1936 and, undated
Box 16, Folder 24	Radio City Music Hall, undated
Box 16, Folder 25	Radios, 1913-1930
Box 26, Folder 7	Subject--Rashid, Karim (designer), 1999
Box 16, Folder 26	Residential and electrical appliances, 1940s
Box 17, Folder 1	Restaurants, diners, and bars, 1987 and, undated
Box 17, Folder 2	Rhode, Gilbert (designer), undated
Box 17, Folder 3	Robsjohn-Gibbings (designer), undated
Box 17, Folder 4	Sambo's Restaurant, California, 1968
Box 17, Folder 5	San Diego Zoo, 1962
Box 17, Folder 6	San Francisco International Airport, circa 1960
Box 17, Folder 7	Schools and universities, undated
Box 17, Folder 8	Seybold residence, post 1950s
Box 17, Folder 9	Silver Diner, undated
Box 17, Folder 10	Snackbars, circa 1960
Box 17, Folder 11-12	Stephen's House of Ideas, 1967
Box 17, Folder 13	Stevens, Brooks, 1985, 1990
Box 17, Folder 14	Stores, undated
Box 17, Folder 15	Texas Family Boys Camp, 1956

Box 17, Folder 16	Total homes, undated
Box 17, Folder 17	Transportation terminals, undated
Box 17, Folder 18	Transportation-trains, ships, planes and automobiles, undated
Box 17, Folder 19	Vitricor, 1999
Box 17, Folder 20	Walter, F.C., (residence), 1950s
Box 17, Folder 21	Willard, Jack (mural painter), 1961
Box 17, Folder 22	Wilsonart, 1991, 1996, undated
Box 18, Folder 1-4; Box 59, Folder 3-4	Women and Formica (photographs), 1955 - 1960 <a href="#">Image(s)</a>
Box 18, Folder 5	World's Fair House, 1964 <a href="#">Image(s)</a>
Box 18, Folder 6	Wright, Russel, undated

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## Series 7: Exhibits, 1981-1994

This series consists of material documenting design competitions and exhibitions sponsored by Formica in the series Exhibits, 1981-1994, including correspondence, photographs, slides, exhibition catalogs, brochures, posters, press releases, and articles. The series highlights Formica-sponsored traveling exhibits including Surface & Ornament, Material Evidence: New Color Techniques in Handmade Furniture, and Surface and Edge. These exhibits featured interior designs, furniture and jewelry made from Formica's 1980s product lines including COLORCORE, NUVEL, and SURELL. Material also covers the Contemporary COLORCORE Exhibition of 1986 and the corresponding tour of Japan and Taiwan. Additionally, the series features exhibitions carried out in conjunction with the Smithsonian Institution Traveling Exhibit Service (SITES), the Cooper-Hewitt Museum, and a proposed Melrose Diner Exhibit at the National Museum of American History in 1987.

Box 43, Folder 7	Color and Context, 1986
Box 43, Folder 8	Columns in Design Concepts, undated
Box 18, Folder 9-12; Map-folder 9	Contemporary COLORCORE Exhibition, 1986
Box 24	COLORCORE Exhibition, 1986 (slides)
Box 27, Folder 2	Design Explorations, 1991, 2001
Box 19, Folder 1	Design Materialized, NUVEL, undated
Box 25, Folder 12; Box 19, Folder 2-3	<i>Formica and Design: From The Counter Top to High Art</i> , 1991 <a href="#">Image(s)</a>
Box 19, Folder 4-6	Found Futures, 1992
Box 19, Folder 7	From Table to Tablescape (correspondence), 1988, 2000
Map-folder 1	From Table to Tablescape (blueprints)
Map-folder 8	From Table to Tablescape (drawings)
Map-folder 2	From Table to Tablescape, 1988, 2000, (posters)
Map-folder 2	From Table to Tablescape, 1988, 2000, (posters)
Box 19, Folder 8-9	Material Evidence, 1983-1987
Box 20, Folder 1	Meeting of the Minds, 1985-1986
Box 20, Folder 2	Mondo Materials, 1990
Box 20, Folder 3	National Association of Home Builders Convention, 1981
Box 20, Folder 4	Smithsonian, Cooper-Hewitt Museum, 1984-1990
Box 20, Folder 5	Smithsonian, Melrose Diner, 1987

Box 20, Folder 6	SITES (Smithsonian Institution Traveling Exhibition Service), 1987
Box 20, Folder 7-8	Solid Color, The Color Grid and OLORCORE, 1981
Box 20, Folder 9	Surface and Edge, 1986
Box 20, Folder 10-13	Surface and Ornament, 1983-1986
Box 27, Folder 3	Surface and Ornament (invitations), 1983-1984
Map-folder 11	Stanley Tigerman design drawing for tete-a-tete chair, 1983
Map-folder 3	DESIGN-USA poster
Box 21, Folder 1	SURELL Vanity, 1994
Box 21, Folder 2	Traversing the Threshold, Kansas City Art Institute, 1989
Box 21, Folder 3-4	Miscellaneous exhibition catalogs, 1982-1995
Box 26, Folder 8	Exhibits-miscellaneous catalogs, undated

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## Series 8: Grace Jeffers Research Materials, 1987-1997

Grace Jeffers research materials contain notes, correspondence, printed publications and a copy of her Master's thesis from Bard Graduate Center for Studies in the Decorative Arts titled, *Machine Made Natural: The Decorative Products of the Formica Corporation, 1947-1962*, documenting the history and use of Formica.

Box 21, Folder 5	General research notes, 1987, 1997, undated
Box 21, Folder 6	<i>Good Housekeeping</i> , 1990 February
Box 21, Folder 7	Dinette research file (photocopies), 1950s, undated
Box 21, Folder 8	Quality, philosophy research files (photocopies), undated
Box 21, Folder 9	Popular Culture Association Conference proposal, undated
Box 21, Folder 10	Thesis questions and research, 1995-1996
Box 21, Folder 11	Outline for thesis and notes, 1995
Box 21, Folder 12-14	<i>Machine Made Natural: The Decorative Products of the Formica Corporation, 1947-1962</i> , MA thesis

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## Series 9: Audio Visual Materials, 1982-1995, undated

The audio visual materials include promotional videos documenting marketing research, fabrication demonstrations and technical updates, product line launches, and Formica's display booths at home-building trade shows. The series contains interviews with Susan Lewin discussing the history of Formica Corporation, women in Formica advertisements, Formica jewelry, and interior design.

- Box 22, Folder OV  
565.1      *ABC HOME*, "ABC-National Formica", undated  
1 videocassettes (vhs)  
*ABC HOME* feature story entitled Rooms to Grow with decorating expert, Kitty Bartholomew, discussing Formica's display at a home-kitchen show. Total Running Time: 8 minutes
- Box 22, Folder OV  
565.2      ALPI, circa 1995  
1 videocassettes (vhs) (Total Running Time: 13 minutes )  
A promotional video produced by ALPI, an Italian company specializing in wood veneers and laminates.
- Box 22, Folder OV  
565.3      *COLORCORE vs. The Competition: Post Forming vs. The Competition*, 1982  
1 videocassettes (vhs) (Total Running Time: 6 minutes)  
A 1982 video produced by Formica Corporation to introduce COLORCORE surfacing material and compare COLORCORE with competing products manufactured by WILSONART and PIONEER.
- Box 22, Folder OV  
565.4      *Focus on Women with Florence Rapoport, Great Neck, New York*, 1995 July 17  
1 videocassettes (vhs) (Total Running Time: 28 minutes)  
Susan Lewin discusses the history of Formica Corporation, women and Formica in advertisements, women designers, and Formica jewelry.
- Box 22, Folder OV  
565.5      *Formica Corporation, 1990 Launch*  
1 videocassettes (vhs) (Total Running Time: 14 minutes)  
Promotional video created by Formica Corporation to introduce the Formations Collections and the Color Portfolio, a 1990 product line emphasizing earth tones.
- Box 22, Folder OV  
565.6      *Formica Corporation, 1990 National Kitchen/Bath Industry Show Exhibit*, Chicago, Illinois, 1990 April 21-23  
1 videocassettes (vhs) (Total Running Time: 9 minutes)  
Promotional video produced by Formica Corporation documenting Formica's display at the Kitchen/Bath Show including clips of COLORCORE blocks, SURELL wall murals, the New for the 1990s collection, and the Formica-Chip dispenser.
- Box 22, Folder OV  
565.7      *Formica Corporation Architects (Commercial)*, Los Angeles, California, 1992 December 21  
1 videocassettes (vhs) (Total Running Time: 1:27 minutes)  
Focus group conducted by a marketing research firm to gather information from commercial interior designers regarding designers selection process, preferences for surfacing materials, and opinions about future trends in solid surfacing material.
- Box 22, Folder OV  
565.8      *Formica Corporation Architects (Residential)*, Los Angeles, California, 1992 December 21

- 1 videocassettes (vhs) (Total Running Time: 1:14 minutes)*  
Focus group conducted by a marketing research firm to gather information from residential interior designers regarding designers' selection process, preferences for surfacing materials, and opinions about future trends in solid surfacing material.
- Box 22, Folder OV  
565.9 *Formica Evendale Strike, 1989 April*  
*1 videocassettes (vhs) (Total Running Time: 7 minutes)*  
Television news coverage documenting Formica's strike in 1989, including interviews with leaders of the International Union of Electrical Workers.
- Box 22, Folder OV  
565.10 *Formica Show, undated*  
*1 videocassettes (betamax)*
- Box 22, Folder OV  
565.11 *Formica Sold, undated*  
*1 videocassettes (betamax)*
- Box 22, Folder OV  
565.12 *Susan Lewin: Formica, Morning Exchange News, Cleveland, Ohio, 1988 July 20*  
*1 videocassettes (vhs) (Total Running Time: 8 minutes)*  
Susan Lewin discusses the history of Formica Corporation, the various uses of Formica within home interiors, and Formica jewelry.
- Box 23, Folder OV  
565.13 *Formica, Susan Lewin: Formica, Sun Up San Diego, KFMB-TV, San Diego, California, 1988 August 1*  
*1 videocassettes (vhs) (Total Running Time: 6:55 minutes)*  
Interview with Susan Lewin entitled America's Design Trends. Lewin discusses history of Formica Corporation and Formica jewelry.
- Box 23, Folder OV  
565.14 *Grant-Lewin, Susan - Formica, Seattle Today, KING-TV, Seattle, Washington, 1990 October 2*  
*1 videocassettes (vhs) (Total Running Time: 6 minutes)*  
Susan Lewin discusses the Formica Kitchen Face-Lift Contest, kitchen design throughout Formica's history, and Formica jewelry.
- Box 23, Folder OV  
565.15 *Kansas City, undated*  
*1 videocassettes (betamax)*
- Box 23, Folder OV  
565.16 *Laminate Manufacturing, 1986*  
*1 videocassettes (vhs) (Total Running Time: 8 minutes)*  
A video produced by the Design Council to document the production of the Formica product.
- Box 23, Folder OV  
565.17 *Laminate: The Smart Surface, 1988*  
*1 videocassettes (vhs) (Total Running Time: 13:06 minutes)*  
Promotional video produced by the Laminate Council of America. Includes a series of interviews with interior designers on the qualities and attributes of laminate.
- Box 23, Folder OV  
565.18 *NUVEL Fabrication Video, undated*  
*1 videocassettes (vhs) (Total Running Time: 28 minutes)*  
Fabrication video created by Formica Corporation describing installation techniques and handling tips for the solid surfacing material.

- Box 23, Folder OV  
565.19      *NUVEL Surfacing Material Press Conference*, Las Vegas, Nevada, 1993  
February 19  
*1 videocassettes (vhs) (Total Running Time: 39 minutes)*  
Vincent Langone, the CEO of Formica Corporation, introduces NUVEL, a solid surfacing material, at the Las Vegas Convention Center. The video features clips from the NUVEL display booth at the home building show.
- Box 23, Folder OV  
565.20      *Opening for the San Diego Art Center Bookstore*, San Diego, California, 1986  
*1 videocassettes (vhs) (Total Running Time: 4 minutes)*  
Interview with Susan Lewin entitled A Real Gem? Lewin discusses an exhibit of Formica jewelry at a San Diego bookstore.
- Box 23, Folder OV  
565.21      *Rowena Reed Kostellow: 50 Years of Design*, May 24, 1994  
*1 videocassettes (vhs) (Total Running Time: 20:53 minutes)*  
A tribute to the educator and designer Rowena Reed Kostellow. Includes interviews with colleagues, and scenes of her teaching.
- Box 23, Folder OV  
565.22      *SURELL, Fabrication and Installation Technique*, undated  
*1 videocassettes (vhs) (Total Running Time: 27 minutes)*  
Fabrication video created by Formica Corporation describing installation techniques and handling tips for the solid surfacing material.
- Box 23, Folder OV  
565.23      *Surface and Ornamant*, undated  
*1 videocassettes (vhs) (Total Running Time: 13 minutes)*  
PBS interview with Susan Grant-Lewin, Creative Director of Formica Corporation, and Dennis Barrie, Director of the Contemporary Arts Center, Cincinnati, Ohio. Grant-Lewin and Barrie discuss the history of the exhibit, Surface and Ornamant. Video also includes discussion of items on display.

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## Series 10: Martin A. Jeffers Materials, 1963-2007

These materials are part of the 2006 addenda donated to the Archives Center. The materials document Martin A. Jeffers (1940-2007) role as a salesman at Formica from 1963-1997. The materials include biographical and medical and dental plans, employee benefit documentation, photographs, corporate branding and identity, product literature and product samples, advertising and sales records, and newsletters.

### Subseries 10.1: Background Materials, 1965 - 1999

These materials consist of biographical documents about Martin A. Jeffers, sales representative for the Formica Company. Included are resumes, photographs, corporate identity pieces (business cards and envelopes), performance plans and progress reviews, Jeffers notes about the performance reviews, salary information, social security and disability claims, company enrollment applications and forms, and sales quota data. The chron files maintained by Jeffers also contain performance evaluation data.

Box 43, Folder 1	Name tag for Marty Jeffers, undated
Box 43, Folder 2	Resumes, undated
Box 52, Folder 2	Martin A. Jeffers diary/calendar, 1999 - 1999
Box 52, Folder 3	Martin A. Jeffers diary/calendar (loose materials), 1999 - 1999
Box 43, Folder 3	Photographs, undated
Box 43, Folder 4	Employment agreement and payroll stubs, 1965
Box 43, Folder 5	Formica Company envelopes and business cards for Marty Jeffers, undated
Box 43, Folder 7	<i>Formica and Design From the Counter Top to High Art</i> , 1991
Box 43, Folder 8	Performance plans/progress reviews, 1975 - 1983
Box 43, Folder 9	Performance evaluation/progress reviews, 1988
Box 43, Folder 10	Performance evaluation, 1989
Box 43, Folder 11	Performance evaluation, 1999 - 1999
Box 43, Folder 12	Service awards, 1987
Box 43, Folder 13	Formica Corporation certificate of achievement, 1988
Box 43, Folder 14	Producer Council, Inc. award (Martin Jeffers), undated
Box 43, Folder 15	Call reports (for Marty Jeffers) , 1988 - 1990
Box 43, Folder 6	<i>Surface and Panel</i> (article about Marty Jeffers), 2007
Box 43, Folder 16	Forms for display material, credit card request claim and return authorization, undated

- Box 43, Folder 17 Telephone Directory, 1989
- Box 43, Folder 18 Chron file for Martin A Jeffers, 1980 - 1988
- Box 43, Folder 19 Chron file for Martin A. Jeffers, 1989 - 1999
- Box 43, Folder 20 Job position (social security and disability claim), 1997
- Box 44, Folder 1-3 Business cards (for individuals, organizations, doctors, and businesses)
- Box 44, Folder 4 Formica corporate credit card (American Express), 1991
- Box 44, Folder 5 American Express Business Travel Service, 1993

### Subseries 10.2: Employee Benefits, 1963 - 1998

This subseries contains documentation about medical and dental health plans and retirements savings plans provided by Formica Corporation to it's employees.

- Box 44, Folder 6 Cynamid Employees Dental Plan, 1978
- Box 44, Folder 7 Cynamid Employees Retirement Plan, 1982
- Box 45, Folder 1 Cynamid Personal Protection Plan, 1963 - 1963, 1978 - 1992
- Box 45, Folder 2 Cynamid Employee Savings Plan, 1983
- Box 45, Folder 3 Formica Corporation Long Term Disability Plan, 1997
- Box 45, Folder 4 Group Life and Accidental Death and Dismemberment Insurance, 1997
- Box 45, Folder 5 Salary redirection agreement, 1996
- Box 45, Folder 7 Met Life, employee savings plan, 1996
- Box 45, Folder 8 Fidelity, savings plan, 1997
- Box 45, Folder 9 Formica Corporation, employee benefits summary, 1992
- Box 45, Folder 10 Met Life, savings plan, 1990 - 1996
- Box 45, Folder 11 Cynamid, employee benefits (includes retirement reports), 1972, 1974 - 1979, 1981 - 1981
- Box 46, Folder 1 United Medical Resources, Inc. , 1988
- Box 46, Folder 2 Retirement and medical changes (flex plan and cost schedule), 1992 - 1993
- Box 46, Folder 3 United Medical Resources (dental file), 1995
- Box 46, Folder 4 AFLAC Premier Cancer Expense Protection, 1992

Box 46, Folder 5	AFLAC, medical program, 1995 - 1996
Box 46, Folder 6	Cynamid, retirement plan, 1974 - 1980
Box 46, Folder 7	Formica Corporation, savings plan, 1997 - 1997, 1994
Box 46, Folder 8	Cynamid Corporation, pension estimate, 1992 - 1996
Box 46, Folder 9	American Home Products Scholarship, 1996 - 1998
Box 46, Folder 10	<i>Info Distribution</i> , undated
Box 46, Folder 11	<i>The Laminate Press</i> , 1985 August
Box 46, Folder 12	American Cynamid Company, employee retirement plan estimate, 1994
Box 46, Folder 13	Retirement accrued benefits estimate, 1992
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Box 46, Folder 23	Cynamid, dental plan, 1980
Box 46, Folder 24	Formica Corporation, long term disability insurance, 1994
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Box 47, Folder 2	#1821, Boomerang Collection Charcoal
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Box 47, Folder 4	#1823, Boomerang Collection Rosetta
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- Box 47, Folder 12 Haines Directory, undated
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- Box 47, Folder 14 Bretford (conference furniture), 1997
- Box 47, Folder 15 Product introduction, 1989
- Box 47, Folder 16 Architectural Woodwork Quality Standards Guide Specifications, 1988
- Box 47, Folder 17 National Electrical Manufacturers Association (high pressure decorative laminates, 1975
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- Box 47, Folder 19 Surrell action plan and Formica brand laminate action plan, 1991

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- Box 48, Folder 2 Customer service action request, 1990
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