Guide to the Freda Diamond Collection, 1945-1984

NMAH.AC.0616

Julie Statz

December 1998
# Table of Contents

Collection Overview ........................................................................................................ 1
Administrative Information .............................................................................................. 1
Arrangement ..................................................................................................................... 2
Biographical / Historical ............................................................................................... 2
Names and Subjects ........................................................................................................ 2
Container Listing ............................................................................................................ 4
  Series 1: Client Files, 1945-1966............................................................................. 4
  Series 2: Libbey Glass, 1946-1984.......................................................................... 7
  Series 3: Shaker Furniture and Clothing, undated................................................. 11
  Series 4: Articles, 1945-1983.................................................................................. 12
  Series 5: Scrapbook, circa 1937-1946................................................................. 14
  Series 6: Presentations and Awards, 1951-1998.................................................... 15
  Series 7: Japan (1957 and 1968) and Israel (1973).............................................. 16
  Series 8: Photographs, 1967, 1964....................................................................... 17
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Freda Diamond Collection
Identifier: NMAH.AC.0616
Date: 1945-1998
Extent: 3 Cubic feet (3 boxes, 4 folders)
Creator: Diamond, Freda, 1905-
Language: English
Summary: Archival materials relating to Diamond's career as an industrial designer, including various client files (especially Libbey Glass) containing photographs, designs, sketches, and other papers; articles by and about Diamond; magazines; awards; and a scrapbook.

Administrative Information

Acquisition Information
The collection was donated to the division of Ceramics and Glass, NMAH by Freda Diamond in June of 1997.

Provenance
Part of this collection was donated to the Division of Ceramics and Glass, NMAH, by Freda Diamond in June 1997, then transferred to the Archives Center in July 1998.

Processing Information
Processed by Julie Statz, December 1998.

Preferred Citation

Restrictions
Collection is open for research.

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

A second body of material was donated to the Archives Center in July 1998 from the Estate of Freda Diamond, through Irene Peveri.

Biographical / Historical

Freda Diamond's work shaped the tastes of many Americans in the middle of the twentieth century. Diamond was born in New York City in 1905. She graduated from Cooper Union, a renowned institution of design, and then studied in Europe. As an industrial designer, Diamond's area of expertise focused largely on the home, influencing the tastes of the average American housewife. Her ability to predict consumer demands through market research was an important factor in the success of her designs. In 1942, Libbey Glass, a division of Owens-Illinois, commissioned Diamond (at her own prompting) to make a survey of consumer tastes. The resulting award-winning designs sold many companies on the idea of researching consumer preferences before manufacturing a product. Her opinion was so respected that in 1945 she was appointed to a manufacturing rehabilitation committee sent to Italy. Diamond's role was to educate Italian craftsmen on what to manufacture for the American mass market. In 1957 and 1968 she made similar trips to Japan. She died in 1998.

Arrangement

The collection is divided into eight series.

Series 1: Client Files, 1945-1966
Series 2: Libbey Glass, 1946-1984
Series 3: Shaker Furniture and Clothing, undated
Series 4: Articles, 1945-1983
Series 5: Scrapbook, 1937-1946
Series 6: Presentations and Awards, 1951-1994
Series 7: Japan (1957 and 1968) and Israel (1973)
Series 8: Photographs, 1964-1967

Names and Subject Terms

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

Subjects:
Design, Industrial
Designers
Furniture
Furniture, Shaker
Glassware

Types of Materials:
- Articles
- Awards
- Design drawings
- Photographs -- 20th century
- Scrapbooks -- 20th century

Names:
- Libbey-Owens-Ford Glass.
Series 1: Client Files, 1945-1966

The Client Files contain articles, advertisements, photographs and sketches pertaining to Freda Diamond's designs done for individual clients from 1945 to 1975. Arranged alphabetically by client name.

Box 5, Folder 1  Audion: electric chord organ, circa 1959-1960

Box 1, Folder 1  Ballanoff Metal Products Co.: stove burner covers, 1951

Box 5, Folder 2  Cal-Dak: folding tray tables, 1965

Box 1, Folder 2  Carter Rugs: mats and rugs, 1950

Box 5, Folder 3  Continental Can Co.: kitchenware and paper goods, 1951-1963, undated

Box 4, Folder 1  Daison: table lamps, 1952-1954

Plate No. 388. "Custom Craft" unit (hand made pottery) / translucent shade / brown wood mounting & finial [color photoprint], ca. 1950-1960

1 Item (9.25" x 7.5").

Image(s): Plate No. 388. "Custom Craft" unit (hand made pottery) / translucent shade / brown wood mounting & finial [color photoprint].

Diamond, Freda, 1905-, Designer
Caption and other details imprinted on photograph. Design by Daison; photographer unidentified.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Color photoprint on paper.

Local Numbers
01061604.tif (AC Scan)

Names: Daison Manufacturing Company
Topic: Electric lamps -- 1950-1960
Pottery
Genre/Photographs -- 1950-1960 -- Color photoprints
Form:

Plate No. 350. Hand decorated base, hand textured translucent shade [black and white photoprint], ca. 1950-1960
1 Item (9.5" x 7.5").

Image(s): Plate No. 350. Hand decorated base, hand textured translucent shade [black and white photoprint].

Diamond, Freda, 1905-, Designer
Caption imprinted on photograph. Design by Daison; photographer unidentified

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Silver gelatin on paper.

Local Numbers
01061601.tif (AC Scan)

Names: Daison Manufacturing Company
Topic: Electric lamps -- 1950-1960
Pottery
Genre/Photographs -- 1950-1960 -- Black-and-white photoprints
Form: -- Silver gelatin

Box 1, Folder 3 Durable Wood Products Corp. (Durawood), mirrors, 1950-1951
Box 5, Folder 4 Edwin Knowles China Co.: china place settings, 1952-1958
Box 4, Folder 2 Furniture Accents: cocktail table, 1957-1958
Box 5, Folder 5 G. Fox Co. Inc.: design/decorating consultant, 1946-1966
Box 5, Folder 6 General Electric: vacuum cleaner, 1955 & (Regina Electrikbroomette, 1979)
Box 1, Folder 4 Hampden Inc.: folding furniture, 1957
Box 1, Folder 5 Hess: design/decorating consultant, undated
Image(s)
Box 1, Folder 6 Jackson Upholstery Co.: chairs, 1953
Box 5, Folder 7 Joanna Western Mills Co.: window treatment, 1954-1960
Box 4, Folder 3 [Light-o-lier ?]: ceiling and wall light fixtures, undated
Box 5, Folder 8 Lincoln Industries Inc.: furniture, 1950-1951
Box 1, Folder 7 Magnolia Products Inc.: toilet seat covers, 1964
Box 5, Folder 9  
May Co.: design/decorating consultant, undated

Box 1, Folder 8  
Mayfair: design/decorating consultant, undated

Box 4, Folder 4  
May-Stern: design/decorating consultant, 1951, undated

Box 1, Folder 9  
Mobay: urethane foam furniture, circa 1959

Box 1, Folder 10  
Saint Alice's Church: design/decorating consultant for the interior of the Rectory, circa 1952

Box 1, Folder 11  
Schiffer Prints: wallpaper and fabrics, 1950-1951, undated

Box 1, Folder 12  
Sears & Roebuck: kitchenware, 1951

Box 1, Folder 13  
S.K. Smith Co.: leather crafted desk items, undated

Box 1, Folder 14  
Stern's Co.: design/decorating consultant, 1951-1954, undated

Box 4, Folder 5  
Syracuse Ornamental: decor, 1945-1946

Box 5, Folder 10  
T. Baumritter Co. Inc.: wood/metal furniture, 1956, undated

Box 1, Folder 15  
Ullman Co. Inc.: princess place mats, 1949

Box 5, Folder 11  
United States Plywood Corp.: cocktail table, 1955

Box 4, Folder 6  
Window Shade Manufacturing: window treatments, 1955-1957, undated

Box 4, Folder 7  
Yale & Towne Manufacturing: porcelain knobs, 1952-1954, undated
Series 2: Libbey Glass, 1946-1984

Subseries 2.1: Business Records, circa 1946-1984

Box 2, Folder 1  Company history, 1950, 1979
Box 2, Folder 2  Correspondence, 1949-1966, 1984
Box 2, Folder 3  Store survey and store listings, 1966
Box 5, Folder 12  Advertisements, circa 1946-1966
Box 5, Folder 13  Articles, 1948-1966
Box 5, Folder 14  Newsletters, 1957-1966, 1975
Box 5, Folder 15  Sketches and photographs, 1955-1965

Subseries 2.2: Photographs, 1964, 1949-1951

Box 2, Folder 4  Photos: Display advertised in Life, 1949
                Image(s)
Box 2, Folder 5  Photos: Award for "Classic" at Merchandise Mart, 1950
Box 2, Folder 6  Photos: "Vanity Fair" & "Kathie Norris" TV shows, 1951
                Image(s)
Box 2, Folder 7  Photos: Toledo Museum, "Diamond Cut", 1951
Box 2, Folder 8  Photos: "The Company Showcase", 1964

Subseries 2.3: Press Releases, 1946-1960

Box 2, Folder 9  Press Release: "Merry-Go-Round" 1946
Box 2  Press Release: "Candy Stick" 1946
Box 2  Press Release: "Tropical" 1946
Box 2, Folder 10  Press Release: "Classic" 1949
                Image(s)
Box 2, Folder 11  Press Release: "Corsage" 1949
| Box 2, Folder 12 | Press Release: "Currier & Ives" 1949 |
| Box 2, Folder 13 | Press Release: "Emerald Glass" 1949 |
| Box 2, Folder 14 | Press Release: "Emerald Swirl" 1949 |
| Box 2, Folder 15 | Press Release: "Monogram" 1949 |
| Box 2, Folder 16 | Press Release: "Stardust" 1949 |
| Box 2, Folder 17 | Press Release: "Coin Cut" 1950 |
| Box 2, Folder 18 | Press Release: "Crystal Garland" 1950 |
| Box 2, Folder 19 | Press Release: "Crystal Leaf" 1950 |
| Box 2, Folder 20 | Press Release: "Horseless Carriage" 1950 |
| Box 2, Folder 21 | Press Release: "Laurel Classic" 1950 |
| Box 2, Folder 22 | Press Release: "Rose Classic" 1950 |
| Box 2, Folder 23 | Press Release: "Cranberry Bouquet" 1951 |
| Box 2 | Press Release: "Colonade" 1951 |
| Box 2 | Press Release: "Classic Ribbons" 1951 |
| Box 2, Folder 24 | Press Release: "Diamond Cut" 1951 |
| Box 2, Folder 25 | Press Release: "Rio Grande" 1951 |
| Box 2 | Press Release: "Laureline" 1951 |
| Box 2 | Press Release: "Tea Garden" 1951 |
| Box 2, Folder 26 | Press Release: "Santa Maria" 1951 |
| Box 2 | Press Release: "Timepiece" 1951 |
| Box 2, Folder 26 | Press Release: "Luster Bands" 1951 |
Box 2, Folder 27  Press Release: "Treasure Island" 1951
Box 2, Folder 28  Press Release: "Baguette" 1952
Box 2  Press Release: "Reprose" 1952
Box 2  Press Release: "Glenmore" 1952
Box 2, Folder 29  Press Release: "Circus" 1952
Box 2, Folder 30  Press Release: "Curio" 1952
Box 2, Folder 31  Press Release: "Flair" 1952
Box 2, Folder 32  Press Release: "Anniversary Cavalcade" 1953
Box 2, Folder 33  Press Release: "Mobile" 1955
Box 2  Press Release: "Maple Leaf" 1955
Box 2  Press Release: "Provincetown" 1955
Box 2, Folder 34  Press Release: "Hob Knob or Hob Nail" 1960
Box 2, Folder 35  Press Release: "Custard Cup" 1961
Box 2, Folder 36  Press Release: "Berry Festival" undated
Box 2, Folder 37  Press Release: "Cavalry" undated
Box 2, Folder 38  Press Release: "Decanter" undated
Box 2, Folder 39  Press Release: (modified) "Governor Clinton" undated
Box 2, Folder 40  Press Release: "Highlanders" undated
Box 2, Folder 41  Press Release: "Ivy" undated
Box 2, Folder 42  Press Release: "PAA passenger planes" undated

Subseries 2.4: Sketches, 1961-1967
Box 2, Folder 43  Sketches: "Descord" stemware, 1965-1966
Box 2, Folder 44  Sketches: "Beaumont" stemware, 1966
Box 2, Folder 45  Sketches: "Charmont" stemware, 1966
Box 2, Folder 46  Sketches: "Prestige" stemware, 1966
                Image(s)
Box 2, Folder 47  Sketches: "Suzanne" stemware, 1966
Box 2, Folder 48  Sketches: "Chaumont" stemware, 1967
Box 2, Folder 49  Sketches: "Mariemont" stemware, 1967
Box 2, Folder 50  Sketches: "Polaris" stemware, 1967

Subseries 2.5: Stemware Templates, undated
Box 2, Folder 51

Subseries 2.6: "Ideas Kit" Exhibit II, undated
Box 2, Folder 52
Series 3: Shaker Furniture and Clothing, undated

Box 3, Folder 10  Shaker Furniture: photos- original designs, undated

Box 3, Folder 11  Shaker Furniture: photos- contemporary designs, undated

Box 3, Folder 12  Shaker Furniture: correspondence, 1945

Box 3, Folder 13  Shaker Home Accessories: sketches- contemporary designs, undated

Box 4, Folder 8  Shaker Furniture: photos- contemporary designs, undated

Box 4, Folder 9  Shaker Furniture: sketches- contemporary designs, undated

Box 4, Folder 10  Shaker Furniture: company brochures, 1938, undated

Box 4, Folder 11  Shaker Furniture: articles and advertisements, 1945, 1967

Box 4, Folder 12  Shaker Clothing: sketch book- contemporary designs, undated

Box 7, Folder all  Furniture: sketches and photos, undated

*Return to Table of Contents*
Series 4: Articles, 1945-1983

Subseries 4.1: 1946-1983

Box 1, Folder 16  
Articles Written by F. Diamond: 1946, 1951-1961, undated

Box 4, Folder 13  
Articles Written by F. Diamond: 1952-1956, 1983

Subseries 4.2: Articles Featuring Freda Diamond, 1945-1974

Box 1, Folder 17  

Box 5, Folder 16  
Biographical: 1953-1964, 1974

Box 1, Folder 18  
Women in the Design Industry: 1951, 1956, undated

Box 1, Folder 19  
Post WWII Design Industry: 1945, undated

Box 5, Folder 17  
Post WWII Design Industry: 1945, undated

Box 1, Folder 20  
Affordable Home Furnishing: 1951-1958, 1974, undated

Box 1, Folder 21  

Box 5, Folder 18  
Trends in Home Furnishings: 1951-1967, undated

Box 1, Folder 22  
"It's Fun to Furnish": 1951-1952

Box 5, Folder 19  
"It's Fun to Furnish": 1952

Box 1, Folder 23  
Bridal Industry: 1951-1952

Box 1, Folder 24  
Home Furnishings Industry & Retail: 1952-1963, 1974

Box 5, Folder 20  
Home Furnishings Industry & Retail: 1953-1968

Box 1, Folder 25  
Home Furnishings Shows & Exhibits, 1952-1959

Box 5, Folder 21  
Home Furnishings Shows & Exhibits: 1950-1965

Box 1, Folder 26  
The Museum of Modern Art (Home Furnishings): 1952

Box 1, Folder 27  
Japanese & American Design (in English): 1957-1959
Box 4, Folder 14  
Japanese & American Design (in English): 1957-1959

Box 1, Folder 28  
Image(s)

Box 5, Folder 22  
Collage of Articles (including- Daison, T. Baumritter, Window Shade Manufacturing), 1956, 1952

Subseries 4.3: Magazines, 1954-1969

Box 4, Folder 15  
Life magazine, April 5, 1954
Image(s)

Box 4, Folder 16  
Life magazine, May 2, 1955

Box 4, Folder 17  
Life magazine: special issue on moon landing, July 1969

Box 4, Folder 18  
Magazine insert: "Land of the Sun", undated

Return to Table of Contents

Box 1, Folder 29  Presentation & Conference: Invitations and programs, 1951-1986
Box 1, Folder 30  Presentation: "For the Rehabilitation of Italian Arts and Crafts", 1945
Box 1, Folder 31  Presentation: WCBC radio appearance, 1951
Box 1, Folder 32  Presentation: "Fifth Anniversary Exhibition of Good Design to Show", ca 1954
Box 1, Folder 33  Presentation: "Far Eastern Economic Review", 1957
Box 1, Folder 34  Award: Frank Child Award, 1994

Return to Table of Contents
Series 7: Japan (1957 and 1968) and Israel (1973)

Box 3, Folder 5  Japan 1957: Itineraries, names and phone numbers
Box 3, Folder 6  Japan 1957: Correspondence
Box 3, Folder 7  Japan 1957 & 1968: "JETRO" news bulletin
Box 3, Folder 8  Japan 1957: Photographs
Box 3, Folder 9  Japan 1957: Pamphlets
Box 3, Folder 10 Japan 1968 ("World Trip"): Itineraries and addresses
Box 3, Folder 11 Japan 1968 ("World Trip"): Correspondence
Box 3, Folder 12 Japan 1968 ("World Trip"): Japan notes
Box 3, Folder 13 Israel 1973: Itinerary

Return to Table of Contents
Series 8: Photographs, 1967, 1964

Box 4, Folder 19  1964, 1967