



Smithsonian

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

## Guide to the Freda Diamond Collection, 1945-1984

NMAH.AC.0616

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December 1998

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Freda Diamond Collection
<b>Date:</b>	1945-1998
<b>Identifier:</b>	NMAH.AC.0616
<b>Creator:</b>	Diamond, Freda, 1905-
<b>Extent:</b>	3 Cubic feet (3 boxes, 4 folders )
<b>Language:</b>	English .
<b>Summary:</b>	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.

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## 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 (now Division of Cultural and Community Life), 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

Freda Diamond Collection, 1945-1984, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

### Conditions Governing Use

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

### Accruals

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

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## 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.

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## 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

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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:

- Designers
- Furniture
- Furniture, Shaker
- Glassware
- Industrial design

Types of Materials:

- Articles
- Awards
- Design drawings
- Photographs -- 20th century
- Scrapbooks -- 20th century

Names:

- Libbey-Owens-Ford Glass.

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## Container Listing

### Series 1: Client Files, 1945-1966

Scope and Contents: 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	<a href="#">Ballanoff Metal Products Co.: stove burner covers, 1951</a>
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	<a href="#">Daison: table lamps, 1952-1954</a>

[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".)

Designer: Diamond, Freda, 1905-

Language: English.

Notes: 01061604.tif (AC Scan)

Color photoprint on paper.

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

Caption and other details imprinted on photograph. Design by Daison; photographer unidentified.

Names: Daison Manufacturing Company

Topic: Pottery

Electric lamps -- 1950-1960

Genre/Form: Photographs -- 1950-1960 -- Color photoprints

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

Designer: Diamond, Freda, 1905-

Language: English.

Notes: 01061601.tif (AC Scan)

Silver gelatin on paper.

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

	<p>Names: Daison Manufacturing Company</p> <p>Topic: Pottery Electric lamps -- 1950-1960</p> <p>Genre/Form: Photographs -- 1950-1960 -- Black-and-white photoprints -- Silver gelatin</p>
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 Elektrikbroomette, 1979)
Box 1, Folder 4	Hampden Inc.: folding furniture, 1957
Box 1, Folder 5	<a href="#">Hess: design/decorating consultant, undated</a>
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	<a href="#">Magnolia Products Inc.: toilet seat covers, 1964</a>
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	<a href="#">Mobay: urethane foam furniture, circa 1959</a>
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	<a href="#">Sears &amp; Roebuck: kitchenware, 1951</a>
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	<a href="#">Window Shade Manufacturing: window treatments, 1955-1957, undated</a>
Box 4, Folder 7	<a href="#">Yale &amp; Towne Manufacturing: porcelain knobs, 1952-1954, undated</a>

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## 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

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### Subseries 2.2: Photographs, 1964, 1949-1951

Box 2, Folder 4	<a href="#">Photos: Display advertised in Life, 1949</a>
Box 2, Folder 5	Photos: Award for "Classic" at Merchandise Mart, 1950
Box 2, Folder 6	<a href="#">Photos: "Vanity Fair" &amp; "Kathie Norris" TV shows, 1951</a>
Box 2, Folder 7	Photos: Toledo Museum, "Diamond Cut", 1951
Box 2, Folder 8	Photos: "The Company Showcase", 1964

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### 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	<a href="#">Press Release: "Classic" 1949</a>
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

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#### 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
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

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Subseries 2.5: Stemware Templates, undated

*Box 2, Folder 51*

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Subseries 2.6: "Ideas Kit" Exhibit II, undated

*Box 2, Folder 52*

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## Series 3: Shaker Furniture and Clothing, undated

Box 3, Folder 10	Shaker Furniture: photos- original designs, undated
Box 3, Folder 11	<a href="#">Shaker Furniture: photos- contemporary designs, undated</a>
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	<a href="#">Shaker Furniture: company brochures, 1938, undated</a>
Box 4, Folder 11	<a href="#">Shaker Furniture: articles and advertisements, 1945, 1967</a>
Box 4, Folder 12	<a href="#">Shaker Clothing: sketch book- contemporary designs, undated</a>
Box 7, Folder all	Furniture: sketches and photos, undated

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## 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

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## Subseries 4.2: Articles Featuring Freda Diamond, 1945-1974

Box 1, Folder 17	Biographical: 1951, 1995, 1957, undated
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	Trends in Home Furnishings: 1950-1967, undated
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 [Japanese & American Design \(in Japanese\): 1957](#)

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

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### Subseries 4.3: Magazines, 1954-1969

Box 4, Folder 15 [Life magazine, April 5, 1954](#)

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

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## Series 5: Scrapbook, circa 1937-1946

### Box 6

Box 6

Scrapbook, circa 1937-1946

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## Series 6: Presentations and Awards, 1951-1998

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

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## 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

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## Series 8: Photographs, 1967, 1964

Box 4, Folder 19

1964, 1967

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