



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

## Guide to the Joseph B. Friedman Papers

NMAH.AC.0769

Marianne Riley

2001

Archives Center, National Museum of American History  
P.O. Box 37012  
Suite 1100, MRC 601  
Washington, D.C. 20013-7012  
archivescenter@si.edu  
<http://americanhistory.si.edu/archives>

# Table of Contents

Collection Overview .....	1
Administrative Information .....	1
Arrangement.....	4
Scope and Contents.....	3
Biographical / Historical.....	2
Scope and Contents.....	3
Names and Subjects .....	4
Container Listing .....	6
Series 1: Personal Records, circa 1920-1983.....	6
Series 2: Invention and Patent Materials, 1915-1967.....	8
Series 3: Flex-Straw Corporate Records, 1938-1970.....	14

---

## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Joseph B. Friedman Papers
<b>Identifier:</b>	NMAH.AC.0769
<b>Date:</b>	1915-2000
<b>Extent:</b>	8 Cubic feet (17 boxes, 2 oversize folders)
<b>Source:</b>	Rosen, Judith B. Reiss, Linda A. Leeds, Pamela B. Friedman, Robert A. Friedman, Joseph Bernard, Dr., 1900-1982 Friedman, Betty Flexible Straw Corporation. Flex-Straw Co.
<b>Language:</b>	English .
<b>Summary:</b>	Papers relating to the development of the flexible drinking straw, Friedman's manufacturing company, and Friedman's other inventions, such as an ice cream scoop, fountain pens, and household appliances.
<b>Digital Content:</b>	<a href="#">Image(s): Verso of Friedman's flexible straw sketch</a> <a href="#">Image(s): Friedman's flexible straw sketch</a>

---

## Administrative Information

### Acquisition Information

Daughters Judith B. Rosen, Linda A. Reiss and Pamela B. Leeds, and son Robert A. Friedman donated this collection and its related artifacts to the Archives Center of the National Museum of American History on May 1, 2001.

### Separated Materials

Straw samples and an original dispensing device (ice cream disher) are located in the Division of Culture and the Arts

A mandrel prototype from the original flexible straw manufacturing machine is held by the Division of Work and Industry.

### Available Formats

Original video (AC0769-OV0001) digitized in 2016. See repository for details. Digital copy available in the Smithsonian Institution Digital Asset Management System (DAMS)

## Processing Information

Collection processed by Marianne Riley, 2001.

## Preferred Citation

Joseph B. Friedman Papers, 1915-2000, 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.

---

## Biographical / Historical

Joseph B. Friedman (1900 - 1982) was an independent American inventor with a broad range of interests and ideas. Born in Cleveland, Ohio on October 9, 1900, Joseph was a first generation American and the fifth of eight children for Jacob Friedman and Antoinette Grauer Friedman. By the age of fourteen, he had conceptualized his first invention, the "pencilite" lighted pencil, and was attempting to market his idea. Over the course of his inventing career, he would experiment with ideas ranging from writing implements to engine improvements, and household products to sound and optic experiments. He was issued nine U.S. patents and held patents in Great Britain, Australia and Canada. His first patent was issued for improvements to the fountain pen on April 18, 1922, (U.S. patent #1,412,930). This was also the first invention that he successfully sold, to Sheaffer Pen Company in the mid 1930s. In the 1920s, Friedman began his education in real estate and optometry. He would use both of these careers at different points in his life to supplement his income while improving his invention concepts. Although he was working as a realtor in San Francisco, California, the 1930s proved to be his most prolific patenting period, with six of his nine U.S. patents being issued then. One of these patents would prove to be his most successful invention - the flexible drinking straw.

While sitting in his younger brother Albert's fountain parlor, the Varsity Sweet Shop in San Francisco, Friedman observed his young daughter Judith at the counter, struggling to drink out of a straight straw. He took a paper straight straw, inserted a screw and using dental floss, he wrapped the paper into the screw threads, creating corrugations. After removing the screw, the altered paper straw would bend conveniently over the edge of the glass, allowing small children to better reach their beverages. U.S. patent #2,094,268 was issued for this new invention under the title Drinking Tube, on September 28, 1937. Friedman would later file and be issued two additional U.S. patents and three foreign patents in the 1950s relating to its formation and construction. Friedman attempted to sell his straw patent to several existing straw manufacturers beginning in 1937 without success, so after completing his straw machine, he began to produce the straw himself.

The Flexible Straw Corporation was incorporated on April 24, 1939 in California. However, World War II interrupted Friedman's efforts to construct his straw manufacturing machine. During the war, he managed the optometry practice of Arthur Euler, O.D., in Capwells' Department Store in Oakland, California, and continued to sell real estate and insurance to support his growing family. Joseph obtained financial backing for his flexible straw machine from two of his brothers-in-law, Harry Zavin and David Light, as well

as from Bert Klein, a family associate. With their financial assistance, and the business advice of his sister Betty, Friedman completed the first flexible straw manufacturing machine in the late 1940s. Although his original concept had come from the observation of his daughter, the flexible straw was initially marketed to hospitals, with the first sale made in 1947.

Betty Friedman played a crucial role in the development of the Flexible Straw Corporation. While still living in Cleveland and working at the Tarbonis Company, she corresponded regularly with her brother and directed all of the sales and distribution of the straw. In 1950 Friedman moved his family and company to Santa Monica, California. Now doing business as the Flex-Straw Co., sales continued to increase and the marketing direction expanded to focus more strongly on the home and child markets. Betty moved west in 1954 to assume her formal leadership role in the corporation. Additional partners and investors were added over time, including Art Shapiro, who was initially solicited as a potential buyer of the patent. On June 20, 1969, the Flexible Straw Corporation sold its United States and foreign patents, United States and Canadian trademarks, and licensing agreements to the Maryland Cup Corporation. The Flexible Straw Corporation dissolved on August 19, 1969.

Dr. Joseph Bernard Friedman died on June 21, 1982. He was survived by his wife of over 50 years, Marjorie Lewis Friedman, his four children Judith, Linda, Pamela and Robert, and seven grandchildren

---

## Scope and Contents

Papers relating to the development of the flexible drinking straw, Friedman's manufacturing company, and Friedman's other inventions, such as an ice cream scoop, fountain pens, and household appliances. Includes company ledgers, preliminary sketches, blueprints, correspondence, a video cassette, and photographs.

---

## Scope and Contents

The Joseph B. Friedman Papers encompass the years 1915-2000, with the bulk of the material ranging between 1925 and 1965. This collection is a near complete source for the understanding inventive process of an American entrepreneur. In the case of the flexible straw, the evolution of the invention can be traced from early concept drawings through its manufacture and production, to the development of advertising and marketing materials. Records of necessary design modifications in the flexible straw and legal issues concerning Friedman's invention through its various stages are present here. In addition to providing a detailed linear account of the flexible straw, these papers reflect the varied interests and additional accomplishments of Friedman's invention career. The collection is arranged in three series to reflect the subjects of the material, namely personal papers, invention materials, and corporate records. Materials within each series are arranged by topic and type, and then chronologically.

Series 1: Personal Records (c.1920s-1940) contains family photographs, personal correspondence, education and employment records. Friedman's education records are in Subseries A, while the records of his careers in optometry, insurance and real estate are contained in Subseries B. Subseries C contains personal financial records, including bank statements and income tax returns. Correspondence, photographs, family history items and death certificate are located in Subseries D.

Series 2: Invention & Patent Materials (1915-1967) consists of invention records that include original concept drawings, legal records and patents, marketing correspondence, and the business records of Friedman's sole proprietorship invention business, the Commercial Research Company. It is important for researchers to note that information on the assignment of straw patents and their machinery, all associated legal records to those specific issues, as well as patent defense case research, and straw

advertising and marketing after 1938 may be found in Series 3. Series 2 is divided into several subseries. Subseries A - I are patented inventions arranged chronologically by patent issue date, and include research and development, legal records and correspondence, and advertising and marketing materials. Subseries J - M contain unpatented inventions and business records, as well as multiple concept drawings and invention lists that refer to both patented and unpatented inventions. Researchers interested in the conceptual development of the straw should review the information contained not only in Subseries E: Drinking Tube and Subseries H: Flexible Straw, but also in Subseries L: Invention Lists & Drawings for straw ideas that were drawn on lists or sketches with other concepts. Additionally, researchers interested in the manufacturing device for the straw should review Subseries I: Apparatus & Method for Forming Corrugations in Tubing, as well as Subseries K: Unpatented Inventions, for the Flexible Straw & Method of Forming Same information.

Series 3: Flex-Straw Corporate Records (1938 - 1967) includes correspondence relating to the company and its formation, financial statements, tax returns, legal documents, patent assignments, royalty information, patent defense case research and records, and documents pertaining to the advertising and marketing of the flexible straw. Researchers should note that all conceptual and developmental details relating to the straw and its manufacture, as well as the original patents and their specifically associated legal correspondence can be found in Series 2. Series 3 is divided into several topically arranged subseries. Subseries A consists of the organizational materials for the company, including the minutes, by-laws and limited employee records. This subseries also contains two day books belonging to Joseph B. Friedman recording his appointments and personal notes from 1947 and 1950. Subseries B includes company related correspondence, organized by the correspondent. It begins with general correspondence, from 1939 - 1963, and continues with the letters of Bert Klein (1945 - 1950), David Light & Harry Zavin (1938 - 1962), and Betty Friedman (1940 - 1954). Much of the operational information on the company may be found in the letters Betty Friedman wrote and received from her brother. Subseries C holds the financial records of the company, including financial statements, ledgers, bank statements, check books, tax returns and royalty statements. Subseries D consists of legal records and correspondence, including such topics as changes in entity type, patent assignments, fair trade agreements and patent defense. Subseries E contains the advertising and marketing records of the company. This includes published material relating to the Flex-Straw specifically, as well as some advertising for flexible straws in general. Pencil concept drawings of Flex-Straw packaging and advertising art are drawn on the reverse of Pette calendar pages, and international advertising materials for the product are also present. Product testimonials, distributor bulletins, and corporate letterhead that traces the progression of company locations can also be found here.

---

## Arrangement

The collection is divided into three series.

Series 1: Personal Records, circa 1920s-1940

Series 2: Invention and Patent Materials, 1915-1967

Series 3: Flex-Straw Corporate Records, 1938-1969

---

## Names and Subject Terms

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

Subjects:

Drinking straws  
Fountain pens  
Household appliances  
Ice cream industry  
Ice cream scoops  
Inventions -- 1920-2000 -- United States  
Inventors  
Paper products  
Patents

Types of Materials:

Blueprints  
Correspondence -- 20th century  
Ledgers (account books)  
Personal papers -- 20th century  
Photographs -- Black-and-white photoprints -- Silver gelatin -- 1950-2000  
Videotapes

Names:

Friedman, Robert A.  
Klein, Bert  
Leeds, Pamela B.  
Reiss, Linda A.  
Rosen, Judith B.

---

## Container Listing

### Series 1: Personal Records, circa 1920-1983

#### Subseries 1.1: Education, circa 1920s-1940

- Box 1, Folder 1            General Education Records & Correspondence, circa 1920s, undated
- Box 1, Folder 2            Education, Algebra, 1937
- Box 1, Folder 3            Real Estate Education, circa 1920s
- Box 1, Folder 4            Optometry Education, 1940

#### Subseries 1.2: Employment and Business Records, 1920 - 1978

- Box 1, Folder 5            Optometry General Records, Correspondence & Photographs, 1920-1982
- Box 1, Folder 6            Arthur E. Euler, Optometry Practice Records & Correspondence, 1942-1944
- Box 1, Folder 7            Real Estate & Insurance Licenses, 1939 - 1978
- Box 1, Folder 8            Real Estate & Insurance Business Records & Correspondence, 1928 - 1950
- Box 1, Folder 9            Real Estate & Insurance Business Records, undated
- Box 17, Folder 1           Real Estate & Insurance Business Records, undated
- Box 1, Folder 10           Real Estate & Insurance, Blank Forms, circa 1930s - 1940s
- Box 1, Folder 11           Other Employment Correspondence, 1943

#### Subseries 1.3: Financial Records, 1928 - 1978

- Box 1, Folder 12           Residential Legal & Insurance Records, Correspondence, 1928 - 1955
- Box 2, Folder 1            Automobile Records and Health Insurance, 1936 - 1964
- Box 2, Folder 2            Tax Returns and Records, 1940, 1943, 1947
- Box 2, Folder 3            Tax Return, 1964



Box 2, Folder 4	Tax Return & Records, 1965
Box 2, Folder 5	Tax Records, 1969
Box 2, Folder 6	General Receipts, 1934 - 1956, undated
Box 15, Folder 1	Banking Records, April - Aug., 1936
Box 15, Folder 2	Banking Records, Sept., 1936 - March, 1937
Box 15, Folder 3	Banking Records, April - June, 1937
Box 15, Folder 4	Banking Records, Aug., 1937 - Jan., 1938
Box 15, Folder 5	Banking Records, May - Nov., 1946
Box 15, Folder 6	Banking Records, Feb. - Aug., 1948
Box 15, Folder 7	Banking Records, Sept., 1948 - Jan., 1949
Box 15, Folder 8	Banking Records, Miscirca Checks, Bank Books, 1946, 1948-1950, 1954-1978

#### Subseries 1.4: Family Records, 1923 - 1983

Box 2, Folder 7	Correspondence, 1923 - 1954
Box 2, Folder 8	Correspondence, undated
Box 2, Folder 9	Family Photographs, 1924, 1944 - 1979, undated <a href="#">Image(s)</a>
Box 2, Folder 10	Blank Travel Postcards, 1968, undated
Box 2, Folder 11	Recreation, 1941 - 1958, undated
Box 2, Folder 12	Family History, 1938 - 1951, undated
Box 2, Folder 13	Medical Notes & Articles, 1950 - 1983, undated
Box 2, Folder 14	Death Certificate, Autopsy Report, 1982

*[Return to Table of Contents](#)*

## Series 2: Invention and Patent Materials, 1915-1967

### Subseries 2.1: Fountain Pen, 1924 - 1954

Box 3, Folder 1	Fountain Pen, Research & Development, 1924 - 1954
Box 3, Folder 2	Fountain Pen, Legal Records & Correspondence, 1924 - 1938
Oversize O/S-16, Folder 1	Fountain Pen, Legal Records, undated
Box 3, Folder 3	Fountain Pen, Advertising & Marketing, 1925 - 1936
Map-folder 2	Fountain Pen, Advertising & Marketing, 1935
Box 16, Folder 2	Fountain Pen, Advertising & Marketing, 1936 - 1937

### Subseries 2.2: Safety-Razor Handle, 1927 - 1959

Box 3, Folder 4	Safety-Razor Handle, Research & Development, 1927 - 1959 <a href="#">Image(s)</a>
Box 3, Folder 5	Safety-Razor Handle, Legal Records, 1927 - 1930 <a href="#">Image(s)</a>
Box 3, Folder 6	Safety-Razor Handle, Advertising & Marketing, 1936

### Subseries 2.3: Dispensing Device, 1930 - 1936

Box 3, Folder 7	Dispensing Device, Research & Development, 1930 - 1936 <a href="#">Image(s)</a>
Box 3, Folder 8	Dispensing Device, Legal Records & Correspondence, 1930 - 1935 <a href="#">Image(s)</a>
Box 3, Folder 9	Dispensing Device, Advertising & Marketing, 1933

### Subseries 2.4: Folding Screen, 1933 - 1938

Box 3, Folder 10	Folding Screen, Research & Development, 1933 - 1935
Box 3, Folder 11	Folding Screen, Legal Records & Correspondence, 1935 - 1936
Box 3, Folder 12	Folding Screen, Advertising & Marketing, 1935 - 1938

## Subseries 2.5: Drinking Tube, 1936 - 1946

- Box 3, Folder 13      Drinking Tube, Research & Development, 1937, undated  
[Image\(s\)](#)
- Box 3, Folder 13      [Flexible straw : drawing], [1930s.]  
*1 Item (Pencil on paper.; 14 cm x 17 cm.)*  
[Image\(s\): Verso of Friedman's flexible straw sketch](#)  
[Image\(s\)](#)  
Friedman, Joseph Bernard, Dr., 1900-1982, Artist  
English.  
Friedman's conceptual sketch for his flexible straw invention. Text on verso in pencil.
- Local Numbers  
AC0769-0000006a.tif (AC Scan: drawing)  
AC0769-0000006b.tif (AC Scan: verso)  
01076904.tif (original AC Scan No.)
- Topic:            Drinking straws  
                    Inventions -- 1920-2000 -- United States  
                    Inventors
- Genre/           Drawings -- 1930-1940  
Form:            Sketches, conceptual
- Box 3, Folder 14      Drinking Tube, Legal Records & Correspondence, 1936 - 1946  
[Image\(s\)](#)
- Drinking Tube, Advertising & Marketing, 1937 - 1938
- Box 3, Folder 15      [Western Union telegram from Irwin Geiger to Dr. Joseph Friedman with message that dealers are not interested in the flexible straw: telegram,], 1937  
[Image\(s\)](#)  
Western Union Telegraph Company, Publisher  
Geiger, Irwin, Author  
English.
- Local Numbers  
AC0769-01076905.tif (AC Scan)
- Names:           Friedman, Joseph Bernard, Dr., 1900-1982  
Topic:            Drinking straws  
                    Inventors  
                    Telegraph, Wireless

Genre/  
Form: Telegrams

### Subseries 2.6: Gas Range, 1936 - 1940

- Box 3, Folder 16      Gas Range, Research & Development, 1938 - 1940, undated
- Box 3, Folder 17      Gas Range, Legal Records & Correspondence, 1936 - 1938
- Box 3, Folder 18      Gas Range, Advertising & Marketing, 1938 - 1940

### Subseries 2.7: Confection, 1936 - 1940

- Box 3, Folder 19      Confection, Research & Development, undated  
[Image\(s\)](#)
- Box 3, Folder 20      Confection, Legal Records & Correspondence, 1936 - 1938, undated
- Box 16, Folder 3      Confection, Legal Records, undated
- Map-folder 2      Confection, Advertising & Marketing, undated
- Box 3, Folder 21      Confection, Advertising & Marketing, 1936 - 1940, undated

### Subseries 2.8: Flexible Drinking Straw, 1938 - 1955

- Box 4, Folder 1      Flexible Straw, Research & Development, 1938 - 1951, undated
- Box 17, Folder 2      Flexible Straw, Research & Development, 1947
- Box 4, Folder 2      Flexible Straw, Legal Records & Correspondence, 1948 - 1955

### Subseries 2.9: Apparatus & Method for Forming Corrugations in Tubing, 1930s-1950s

- Box 4, Folder 3      Apparatus & Method, Research & Development Correspondence, 1937-1938
- Box 4, Folder 4      Apparatus & Method, Research & Development Drafting & Blueprints, 1939  
[Image\(s\)](#)
- Box 17, Folder 3      Apparatus & Method, Research & Development Drafting & Blueprints, 1948
- Map-folder 1      Apparatus & Method, Research & Development Drafting & Blueprints,  
1938-1940, 1950 - 1956, undated

Box 4, Folder 5      Apparatus & Method, Research & Development Photographs, c.1930s-1940s  
[Image\(s\)](#)

Box 4, Folder 6      Apparatus & Method, Research & Development Drawings & Published  
Material, circa 1930s - 1950s

Box 4, Folder 7      Apparatus & Method, Legal Records & Correspondence, 1940 - 1953

### Subseries 2.10: Unissued Patent Applications, 1937, 1959 - 1962

Box 4, Folder 8      Adjustable Closure, 1937

Box 4, Folder 9      Combined Fluid Receptacle and Straw for Use Therewith, 1959 - 1962

### Subseries 2.11: Unpatented Inventions, 1915 - 1967

Box 4, Folder 10      Pencilie, 1915 - 1920  
[Image\(s\)](#)

Box 17, Folder 4      Box Camera, 1921

Box 4, Folder 11      Continuous & Stereoscopic Projection, Research & Development, 1925-1964

Box 4, Folder 12      Stereoscopic Projection, Legal Records, 1926

Box 4, Folder 13      Continuous Motion Projection, Legal Records & Correspondence, 1934-1937

Box 4, Folder 14      Round Towel, 1935 - 1938

Box 4, Folder 15      Vacuum Flask, 1940

Box 16, Folder 4      Reflector License Plate, 1941

Map-folder 2      Photophonic/Sound, Research & Development, 1943

Box 4, Folder 16      Photophonic/Sound, Research & Development, 1943

Box 4, Folder 17      Photophonic/Sound, Legal Records, 1943 - 1956

Box 4, Folder 18      Photophonic/Sound, Advertising & Marketing, 1943

Box 5, Folder 1      Container and Drinking Straw Therefor, 1950

- Box 5, Folder 2            Disposable Dispenser, 1956
- Box 5, Folder 3            Flexible Straw & Method of Forming Same, Research & Development, 1963-1967
- Map-folder 2              Flexible Straw & Method of Forming Same, Research & Development, 1967
- Box 5, Folder 4            Flexible Straw & Method of Forming Same, Legal Records & Correspondence, 1966 - 1967

**Subseries 2.12: Invention Lists and Drawings, (includes both patented and unpatented concepts), 1921 - 1958**

- Box 5, Folder 5            Invention Lists, 1921-1945
- Map-folder 2              Invention Lists, 1939
- Box 16, Folder 5          Individual Concept Invention Drawings, 1927, 1956
- Box 5, Folder 6            Individual Concept Invention Drawings, 1924 - 1962, undated  
[Image\(s\)](#)
- Box 2, Folder 15, Item  
AC0769-OV0001          Multiple Concept Invention , circa 1946, 1929 - 1929  
*1 Videocassettes (VHS)*  
3-D movie experiments from 1929 (with Albert and Joseph Friedman) and demonstration of Flex-Straw Machine, prototype, circa 1946. Total Running Time: 07:40  
  
**Digital copy available in the Smithsonian Institution Digital Asset Management System (DAMS)**
- Box 16, Folder 6          Multiple Concept Invention Drawings, 1932 - 1943, undated
- Box 5, Folder 7            Multiple Concept Invention Drawings, 1924 - 1958, undated  
[Image\(s\)](#)
- Box 5, Folder 8            Unidentified Invention Drawings, 1926 - 1955
- Box 5, Folder 9            Unidentified Invention Drawings, undated

**Subseries 2.13: Commercial Research Company, 1930s-1960s**

- Box 5, Folder 10          General Correspondence, 1936 - 1956, undated
- Box 5, Folder 11          Company Identity, (Letterhead) circa 1930s - 1940s

Box 5, Folder 12	Published Material & General Invention Research, 1924 - 1958, undated
Box 17, Folder 5	Published Material & General Invention Research, 1949, undated
Box 6, Folder 1	General Invention Receipts, 1949, undated
Box 6, Folder 2	Address & Phone Number Notes, circa 1930s - 1940s
Box 6, Folder 3	Business Cards, circa 1920s - 1960s <a href="#">Image(s)</a>

*[Return to Table of Contents](#)*

## Series 3: Flex-Straw Corporate Records, 1938-1970

### Subseries 3.1: Organizational Materials, 1938 - 1967

Box 7, Folder 1	Corporation Record Book (Binder) undated
Box 7, Folder 2	Corporation Record Book, Notes on its Creation, undated
Box 7, Folder 3	Corporation Record Book, Articles [of Incorporation, Permit to Sell Securities] 1939 - 1940
Box 7, Folder 4	Corporation Record Book, By - Laws [& Share Transfers] 1951, undated
Box 7, Folder 5	Corporation Record Book, Minutes, 1939 - 1969
Box 7, Folder 6	Customer & Distributor Lists & Addresses, Shipping Records, c.1947-1948
Box 7, Folder 7	Dun & Bradstreet Reports, Customers & Competitors, 1938 - 1967
Box 7, Folder 8	General Receipts, Invoices, 1945, 1947 - 1951
Box 7, Folder 9	Personnel Records, 1943, 1948 - 1953
Box 7, Folder 10	Plant Security Recommendations, Los Angeles Chamber of Commerce, 1951
Box 7, Folder 11	"To Do" Notes, Joseph B. Friedman & Betty Friedman, undated
Box 7, Folder 12	Calender/Date Book, Joseph B. Friedman, 1947, 1950
Box 14, Folder 9	Corporate Seal, circa 1939
Box 16, Folder 7	Corporate Stock Certificates, 1949 - 1952, undated

### Subseries 3.2: Correspondence, 1939 - 1963

Box 8, Folder 1	Correspondence, General, 1939 - 1940
Box 8, Folder 2	Correspondence, General, 1941
Box 8, Folder 3	Correspondence, General, 1943 - 1944
Box 8, Folder 4	Correspondence, General, 1945 - 1946



Box 8, Folder 5	Correspondence, General, 1947
Box 8, Folder 6	Correspondence, General, 1948
Box 8, Folder 7	Correspondence, General, 1949
Box 8, Folder 8	Correspondence, General, 1950
Box 8, Folder 9	Correspondence, General, 1951 - 1955
Box 8, Folder 10	Correspondence, General, 1956 - 1958
Box 8, Folder 11	Correspondence, General, 1960 - 1963
Box 8, Folder 12	Correspondence, General, undated
Box 8, Folder 13	Correspondence, Bert Klein, 1945
Box 8, Folder 14	Correspondence, Bert Klein, 1946
Box 8, Folder 15	Correspondence, Bert Klein, 1947
Box 8, Folder 16	Correspondence, Bert Klein, 1948
Box 8, Folder 17	Correspondence, Bert Klein, 1949 - 1950
Box 8, Folder 18	Correspondence, David Light & Harry Zavin, 1938
Box 8, Folder 19	Correspondence, David Light & Harry Zavin, 1939
Box 8, Folder 20	Correspondence, David Light & Harry Zavin, 1940
Box 8, Folder 21	Correspondence, David Light & Harry Zavin, 1941, 1945, 1948 - 1949
Box 8, Folder 22	Correspondence, David Light & Rose Zavin, 1954, 1956 - 1957, 1962
Box 9, Folder 1	Correspondence, Betty Friedman, 1940
Box 9, Folder 2	Correspondence, Betty Friedman, 1944
Box 9, Folder 3	Correspondence, Betty Friedman, 1945
Box 9, Folder 4	Correspondence, Betty Friedman, 1946

Box 9, Folder 5	Correspondence, Betty Friedman, 1947
Box 9, Folder 6	Correspondence, Betty Friedman, Jan. - June, 1948
Box 9, Folder 7	Correspondence, Betty Friedman, July - Dec., 1948
Box 9, Folder 8	Correspondence, Betty Friedman, Jan. - March, 1949
Box 9, Folder 9	Correspondence, Betty Friedman, April - June, 1949
Box 9, Folder 10	Correspondence, Betty Friedman, July - Sept., 1949
Box 9, Folder 11	Correspondence, Betty Friedman, Oct. - Dec., 1949
Box 9, Folder 12	Correspondence, Betty Friedman, Jan. - April, 1950
Box 9, Folder 13	Correspondence, Betty Friedman, July - Dec., 1950
Box 9, Folder 14	Correspondence, Betty Friedman, 1951 - 1952
Box 9, Folder 15	Correspondence, Betty Friedman, 1953 - 1954
Box 9, Folder 16	Correspondence, Betty Friedman, undated

### Subseries 3.3: Financial Records, 1943 - 1969

Box 10, Folder 1	Financial, Cash Ledgers, 1943 - 1944, 1947 - 1951
Box 10, Folder 2	Financial Statements, 1945
Box 10, Folder 3	Financial Statements, 1946
Box 10, Folder 4	Financial Statements, 1950
Box 10, Folder 5	Financial Statements, 1951
Box 17, Folder 6	Financial, Comparative Sales Spreadsheet, 1948 - 1951
Box 10, Folder 6	Financial Statements, 1952
Box 10, Folder 7	Financial Statements, 1953

Box 10, Folder 8	Financial Statements, Jan - March, 1954
Box 10, Folder 9	Financial Statements, April - June, 1954
Box 10, Folder 10	Financial Statements, July - Sept., 1954
Box 10, Folder 11	Financial Statements, Oct. - Dec., 1954
Box 10, Folder 12	Financial Report, Jan., 1955 (Includes Comparative Financials 1948-1954)
Box 10, Folder 13	Financial Statements, Jan - March, 1955
Box 10, Folder 14	Financial Statements, April - June, 1955
Box 10, Folder 15	Financial Statements, July - Sept., 1955
Box 10, Folder 16	Financial Statements, Oct. - Dec., 1955
Box 10, Folder 17	Financial Statements, Jan. - June, 1956
Box 10, Folder 18	Financial Statements, July - Dec., 1956
Box 10, Folder 19	Financial Statements, 1957
Box 10, Folder 20	Financial Statements, 1958
Box 10, Folder 21	Financial Statements, Jan. - June, 1959
Box 10, Folder 22	Financial Statements, July - Dec., 1959
Box 10, Folder 23	Financial Statements, 1960
Box 11, Folder 1	Financial Statements, 1961
Box 11, Folder 2	Financial Statements, 1962
Box 11, Folder 3	Financial Statements, 1963
Box 11, Folder 4	Financial Statements, 1964
Box 11, Folder 5	Financial Statements, 1965
Box 11, Folder 6	Financial Statements, 1966

Box 11, Folder 7	Financial Statements, 1967
Box 16, Folder 8	Financial Statements, 1968
Box 11, Folder 8	Check Book, March, 1955 - May, 1965
Box 11, Folder 9	Check Book, May, 1965 - Aug., 1970
Box 11, Folder 10	Bank Statements, Aug., 1952 - March, 1954
Box 11, Folder 11	Bank Statements, Feb., 1955 - Feb., 1956
Box 11, Folder 12	Bank Statements, Dec., 1961 - Nov., 1962
Box 11, Folder 13	Bank Statements, 1968, Bank Book, 1951 - 1969
Box 11, Folder 14	Tax Returns & Correspondence, 1939
Box 11, Folder 15	Tax Returns & Correspondence, 1940
Box 11, Folder 16	Tax Returns, 1941
Box 11, Folder 17	Tax Statements & Correspondence, 1942
Box 11, Folder 18	Tax Returns, Records & Correspondence, 1952
Box 11, Folder 19	Tax Returns, 1953
Box 11, Folder 20	Tax Returns, 1954
Box 11, Folder 21	Tax Returns & Records, 1955
Box 11, Folder 22	Tax Returns & Correspondence, 1956
Box 11, Folder 23	Tax Returns & Correspondence, 1958
Box 11, Folder 24	Tax Returns & Correspondence, 1959
Box 12, Folder 1	Tax Returns & Correspondence, 1960
Box 12, Folder 2	Tax Returns, 1961

Box 12, Folder 3	Tax Returns, 1962
Box 12, Folder 4	Tax Returns & Correspondence, 1963
Box 12, Folder 5	Tax Returns, 1964
Box 12, Folder 6	Tax Returns & Correspondence, 1965
Box 12, Folder 7	Tax Returns, 1966
Box 12, Folder 8	Estimated Tax Records, 1967
Box 12, Folder 9	Tax Returns, 1968
Box 12, Folder 10	Tax Returns & Records, 1969
Box 12, Folder 11	Stockholder Distributions & Allocations, 1947 - 1957
Box 12, Folder 12	Royalties, 1950, 1959 - 1962
Box 12, Folder 13	Royalties, 1963 - 1969

#### Subseries 3.4: Legal Records, 1938 - 1969

Box 12, Folder 14	Legal, General Records & Correspondence, 1938
Box 12, Folder 15	Legal, General Records & Correspondence, 1939
Box 12, Folder 16	Legal, General Records & Correspondence, 1940
Box 12, Folder 17	Legal, General Records & Correspondence, 1941
Box 12, Folder 18	Legal, General Records & Correspondence, 1947 - 1948
Box 12, Folder 19	Legal, General Records & Correspondence, 1949 - 1951
Box 12, Folder 20	Legal, General Records & Correspondence, 1952
Box 12, Folder 21	Legal, General Records & Correspondence, 1953
Box 12, Folder 22	Legal, General Records & Correspondence, 1954
Box 13, Folder 1	Legal, General Records & Correspondence, 1955

Box 13, Folder 2	Legal, General Records & Correspondence, 1956
Box 13, Folder 3	Legal, General Records & Correspondence, 1957
Box 13, Folder 4	Legal, General Records & Correspondence, 1958
Box 13, Folder 5	Legal, General Records & Correspondence, 1959
Box 13, Folder 6	Legal, General Records & Correspondence, 1967
Box 13, Folder 7	Legal, General Records & Correspondence, 1969
Box 13, Folder 8	Legal, General Records & Correspondence, undated
Box 13, Folder 9	Legal, Fair-trade Agreement, 1949 - 1953
Box 13, Folder 10	Legal, Trademark, 1954 - 1955
Box 13, Folder 11	Legal, Patent Defense, Research - Competitor's Patents
Box 13, Folder 12	Legal, Patent Defense, Records & Correspondence, 1947 - 1967

### Subseries 3.5: Advertising and Marketing, 1938 - 2000

Box 13, Folder 13	Advertising and Marketing, Press & Print Mentions, circa 1950s - 1983
Box 17, Folder 7	Advertising and Marketing, Press and Print Mentions, 1938 - 1960
Box 17, Folder 8	Advertising and Marketing, Hospital Ads, undated
Box 13, Folder 14	Advertising and Marketing, Hospital Ads, circa 1950s - 1960s
Box 13, Folder 15	Advertising & Marketing, General Consumer Ads, circa 1950s - 1960s <a href="#">Image(s)</a>
Box 13, Folder 16	Advertising & Marketing, Television Sponsorships, circa 1950s <a href="#">Image(s)</a>
Box 13, Folder 17	Advertising & Marketing, International Ads & Literature, circa 1950s - 1960s
Box 14, Folder 1	Advertising & Marketing, Ad & Display Photographs circa 1950s - 1960s

[Image\(s\)](#)

- Box 14, Folder 2      Advertising & Marketing, Distributor Bulletins, 1947 - 1968  
[Image\(s\)](#)
- Box 14, Folder 3      Advertising & Marketing, "The Flex Angle" Newsletter, Vol. I, #1-4, 1961
- Box 14, Folder 4      Advertising & Marketing, General, Non Flex-Straw Print Ads, c.1950-2000
- Map-folder 2          Advertising & Marketing, General, Non Flex-Straw Print Ad, 1940
- Box 16, Folder 9      Advertising & Marketing, General, Non Flex-Straw Print Ads, 1941 - 1991
- Box 14, Folder 5      Advertising & Marketing, Testimonials, 1949 - Jan., 1962  
[Image\(s\)](#)
- Box 14, Folder 6      Advertising & Marketing, Testimonials, Reader's Digest, April, 1962
- Box 14, Folder 7      Advertising & Marketing, Testimonials, March - July, 1962
- Box 14, Folder 8      Advertising & Marketing, Corporate Identity (Letterhead) circa 1940s - 1960s
- Box 16, Folder 10     Advertising & Marketing, Corporate Identity (Letterhead) undated
- Box 17, Folder 9      Advertising & Marketing, Ad & Package Design Sketches, undated

*[Return to Table of Contents](#)*