Guide to the Joseph B. Friedman Papers

NMAH.AC.0769
Marianne Riley
2001
# 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 3: Flex-Straw Corporate Records, 1938-1970................................................... 14
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Joseph B. Friedman Papers
Identifier: NMAH.AC.0769
Date: 1915-2000
Extent: 8 Cubic feet (17 boxes, 2 oversize folders)
Source: 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.
Language: English.
Summary: 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.
Digital Content: Image(s): Verso of Friedman's flexible straw sketch
Image(s): Friedman's flexible straw sketch

Administrative Information

Acquisition Information


Separated Materials

"Straw samples and an original dispensing device (ice cream disher) are located in the Division of Culture and the Arts (now Division of Cultural and Community Life).

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)
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.
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 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


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
<table>
<thead>
<tr>
<th>Box 2, Folder 4</th>
<th>Tax Return &amp; Records, 1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2, Folder 5</td>
<td>Tax Records, 1969</td>
</tr>
<tr>
<td>Box 2, Folder 6</td>
<td>General Receipts, 1934 - 1956, undated</td>
</tr>
<tr>
<td>Box 15, Folder 1</td>
<td>Banking Records, April - Aug., 1936</td>
</tr>
<tr>
<td>Box 15, Folder 2</td>
<td>Banking Records, Sept., 1936 - March, 1937</td>
</tr>
<tr>
<td>Box 15, Folder 3</td>
<td>Banking Records, April - June, 1937</td>
</tr>
<tr>
<td>Box 15, Folder 4</td>
<td>Banking Records, Aug., 1937 - Jan., 1938</td>
</tr>
<tr>
<td>Box 15, Folder 5</td>
<td>Banking Records, May - Nov., 1946</td>
</tr>
<tr>
<td>Box 15, Folder 6</td>
<td>Banking Records, Feb. - Aug., 1948</td>
</tr>
<tr>
<td>Box 15, Folder 7</td>
<td>Banking Records, Sept., 1948 - Jan., 1949</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Box 2, Folder 7</th>
<th>Correspondence, 1923 - 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2, Folder 8</td>
<td>Correspondence, undated</td>
</tr>
<tr>
<td>Box 2, Folder 9</td>
<td>Family Photographs, 1924, 1944 - 1979, undated</td>
</tr>
</tbody>
</table>

- Image(s)
<table>
<thead>
<tr>
<th>Box 2, Folder 10</th>
<th>Blank Travel Postcards, 1968, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 2, Folder 11</td>
<td>Recreation, 1941 - 1958, undated</td>
</tr>
<tr>
<td>Box 2, Folder 12</td>
<td>Family History, 1938 - 1951, undated</td>
</tr>
<tr>
<td>Box 2, Folder 13</td>
<td>Medical Notes &amp; Articles, 1950 - 1983, undated</td>
</tr>
<tr>
<td>Box 2, Folder 14</td>
<td>Death Certificate, Autopsy Report, 1982</td>
</tr>
</tbody>
</table>

*Return to Table of Contents*

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
                   Image(s)
Box 3, Folder 5   Safety-Razor Handle, Legal Records, 1927 - 1930
                   Image(s)
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
                   Image(s)
Box 3, Folder 8   Dispensing Device, Legal Records & Correspondence, 1930 - 1935
                   Image(s)
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/ Form: Drawings -- 1930-1940
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
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
--- | ---


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
Image(s)

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  Calendar/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


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 10, 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 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
Image(s)
Box 13, Folder 16 Advertising & Marketing, Television Sponsorships, circa 1950s
Image(s)
Box 13, Folder 17 Advertising & Marketing, International Ads & Literature, circa 1950s - 1960s
Box 14, Folder 1 Advertising & Marketing, Ad & Display Photographs circa 1950s - 1960s
<table>
<thead>
<tr>
<th>Box/Folder</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 14, Folder 2</td>
<td>Advertising &amp; Marketing, Distributor Bulletins, 1947 - 1968</td>
</tr>
<tr>
<td>Box 14, Folder 3</td>
<td>Advertising &amp; Marketing, &quot;The Flex Angle&quot; Newsletter, Vol. I, #1-4, 1961</td>
</tr>
<tr>
<td>Box 14, Folder 4</td>
<td>Advertising &amp; Marketing, General, Non Flex-Straw Print Ads, c.1950-2000</td>
</tr>
<tr>
<td>Map-folder 2</td>
<td>Advertising &amp; Marketing, General, Non Flex-Straw Print Ad, 1940</td>
</tr>
<tr>
<td>Box 16, Folder 9</td>
<td>Advertising &amp; Marketing, General, Non Flex-Straw Print Ads, 1941 - 1991</td>
</tr>
<tr>
<td>Box 14, Folder 5</td>
<td>Advertising &amp; Marketing, Testimonials, 1949 - Jan., 1962</td>
</tr>
<tr>
<td>Box 14, Folder 6</td>
<td>Advertising &amp; Marketing, Testimonials, Reader's Digest, April, 1962</td>
</tr>
<tr>
<td>Box 14, Folder 7</td>
<td>Advertising &amp; Marketing, Testimonials, March - July, 1962</td>
</tr>
<tr>
<td>Box 14, Folder 8</td>
<td>Advertising &amp; Marketing, Corporate Identity (Letterhead) circa 1940s - 1960s</td>
</tr>
<tr>
<td>Box 16, Folder 10</td>
<td>Advertising &amp; Marketing, Corporate Identity (Letterhead) undated</td>
</tr>
<tr>
<td>Box 17, Folder 9</td>
<td>Advertising &amp; Marketing, Ad &amp; Package Design Sketches, undated</td>
</tr>
</tbody>
</table>

Return to Table of Contents