
by Smithsonian Institution Archives
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**Collection Overview**

Repository: Smithsonian Institution Archives, Washington, D.C., osiaref@si.edu

Creator: Smithsonian Institution, Office of Product Development and Licensing

Title: Product Development and Licensing Records

Dates: circa 1974-1999

Quantity: 39 cu. ft. (39 record storage boxes)

**Administrative Information**

**Preferred Citation**
Smithsonian Institution Archives, Accession 00-112, Smithsonian Institution, Office of Product Development and Licensing, Product Development and Licensing Records

**Use Restriction**
Restricted for 15 years, until Jan-01-2015; Transferring office; 8/16/1994 memorandum, Johnstone to Watson; Contact reference staff for details.

**Descriptive Entry**

This accession consists of Smithsonian Institution Engagement Calendar correspondence, design concepts, solicited bids, and production information; product development and marketing information, licensing contracts, and royalty agreements with private manufacturers; records documenting the American Pacific Enterprises quilt controversy; product proposals for the Smithsonian 150th Anniversary observance; correspondence, contract product sheets, and meeting notes for the American Festival in Japan; Soundprints reviews, manuscripts, and images; and budgetary information.

**Names and Subject Terms**

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

Subjects:

Contracts
Marketing
Product management
Quilts
Types of Materials:
Brochures
Clippings
Color photographs
Color transparencies
Drawings
Manuscripts
Video recordings

Names:
American Pacific Enterprises
Smithsonian Institution. 150th Anniversary Program.
Smithsonian's America/Japan Project.
Container Listing

Box 1

1994 Engagement Calendar General Printer Info
Smithsonian National Associates Program (SNAP)/Contributing Membership
Calendar Procedures
Photographic Services
Calendar Sales
Outline of Calendar/Captions
Final Draft 1994
Calendar Orders 1993
National Museum of African Art (NMAfA)
National Air and Space Museum (NASM)
National Museum of American Art (NMAA) Archives
National Museum of American History (NMAH)
National Museum of the American Indian (NMAI)
Anacostia
Cooper-Hewitt Museum (CHM)
Hirshhorn
Horticulture
Moon Phases
Special Collections
National Portrait Gallery (NPG)
National Museum of Natural History (NMNH)
National Postal Museum (NPM)
Renwick
Freer/Sackler
Zoo
1996 Engagement Calendar
Cover ideas, correspondence (February 1995-February 1996)
NMAH copy, correspondence, images (March-April 1995)
Anacostia copy, correspondence (April 1995)
Zoo copy, correspondence (December 1994-April 1995)
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NMAI copy, correspondence (December 1994-April 1995)
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NMNH copy, correspondence (December 1994-April 1995)
NPG copy, correspondence, images (March-April 1995)
NMAA copy, correspondence, mock-up (December 1994-April 1995)
Horticulture images (December 1994)
Heyman letter (March 1995)
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Credit checks copy, correspondence
Miscellaneous correspondence (July 1995)
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J. Gibson & Co. copy, correspondence, mock-up, color proof (October 1994 - May 1995)
Marketing correspondence (December 1994)
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Master Proof (May 1995)
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Fan Mail correspondence (November 1995-June 1996)
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Calendar sales correspondence (December 1994-December 1995)

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NPM
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NMNH
NMAfA
CHM
Freer/Sackler
NMAA
NMAI
AAA
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J. Gibson & Co.
Macmillan
Calendar Sales

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Calloway Editions
Calliope Media
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Discovery On-Line II
Eames Office
Edunetics
Educational Film Center
Graphique de France
Freystone
High Museum of Art
Intaglio Creative Services
Inn Management Corp.
J. Weston Walch Corp.
KETC Channel 9
Martha's Vineyard Chamber Music Society
Mystic Stamp Co.
OJO Magic
Prime Access Inc.
Pleasant Co.
Speak Inc.
Steeple Chase Film
Phoenix Television Productions
Photo Assist
Pioneer
Post Card Factory Two
Peabody Toys
Teacher's Curriculum Institute
Time Life Books
Universe Publishing
USF College of Nursing
Wildwood Production II
World Book Publishing
One-Time Licenses: FY 1997
A&E; Entertainment
American Museum of Natural History
Andrew Solt Production
Audubon Zoological Garden I
Audubon Zoological Garden II
Braaclough Carey Productions
Bronner-Umschau Gruppe
Bullfinch Press
Cerebellum Corp.
Canadian Postal Museum
Cronkite Ward Co.
Curtiss-Wright Flight System - Spangler & Associates
Davis Publications/Rosenthal I
Davis Publications/Rosenthal II
Denton Belk
Digital Ranch
Discovery On-Line III
Educational Film Center
Engel Brothers Media
Getty Museum
Glencoe/McGraw Hill I
Glencoe/McGraw Hill II
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Japan Frontier Association
Knowledge Unlimited

Box 4

One-Time Licenses
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Benedikt Taschen Verlag
Bruce McGaw Graphics
Center for Chemical Education
Civilization Magazine
Counterpoint
Curiosity Kits
DA Productions
Discovery On-Line (I)
Digital Perceptions, Inc.
EFC - "One Woman, One Vote"
Fotofolio
Fuzzy Crafts
Galison Books
Greenbrier/Cloverleaf
Greystone Productions, March 1995
Harry Abrams, Inc.
Institutional Resources
Kurn Hattin Homes
Kaleidoscope
Mark Robinson
Land's End
R. H. Macy & Co.
Magnet Interactive
McClelland & Stewart
MECC II
Munson-Williams-Proctor Institute
Microsoft
Engel Brothers Media
Kustom Quality
KNSK BBDO
Lucent Books
Maryland Public Television
McGraw-Hill
Microsoft
Middelmark Films
Toni Michaels/McGraw-Hill II
Mosby/Year Book Inc.
Mystic Stamp Co.
National Geographic Society
Paper Magic Group I
Paper Magic Group
Prime Cut Productions
The Real McCoys
Salem Press
Scientific American
Sirs Inc.

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SI quilts & information

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Quilt controversy correspondence

Inter-SI correspondence

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Assoc. catalogs

Advertising

Cabin Creek

Lands end

Eddie Bauer

Harvest Sun Productions

Provenance

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US Production

Harvest Sun Quilt

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Quilt controversy meetings

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May 1992-September 1992 meetings

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Response form letters

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Blank Response Letter
SI Response Letter
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Product Samples
Current Intro
ABC News Video

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Merchandise/Los Angeles
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Porter Boan
Rattle
Ruby Slippers
Safari
Cards
Post Card Books
Suppon Designs
Maximillian USA CD-ROM
Trading Cards
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Time Capsule
Trudy/Soundprints
21 Marketing
Richard Varge
SI Woman's Committee Scarf
Smithsonian 150th Anniversary: Contract Files
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Charles Products
David Howell & Co.
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E. A. Dion
Embroider Tex
Fisher Space Pen
Fort Inc.
Geo Central
Historical Documents
Ink Jets Inc.
Luvy Duvy Corp.
MCI
New York Graphic Society
Porter Boschin World Trade Co.
Supon Design Co.
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Smithsonian 150th T-Shirts
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David Howell
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PD&L; T-Shirt
Embroider Tex
Fisher Pen
Fort
Folkways
Geo Central
Garden @ Home
Historical DOC's
Holloway
Kirk Stieff
Ink Jets
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Phoenix Marketing Concept
Franklin Mint
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Jewelry, Souvenir Order Information
America's Smithsonian Script
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Supon Vendor File
150th BMO
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TWA Cargo
150th Stamp
Legal Issues
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Carousel
Marriott
Postal Agreement
General 150th References
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LA File
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Coast Kites
CBS
Country Artists USA
Intel Logo
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Dicmar Publishing

Quilt calendar; July-October 1995

Graphique de France

150th Anniversary Calendar, 1994-1995

Judd Publishing and Abbeyville Press

Contracts, correspondence, 1993-1994

Presidential calendar; image ideas, February 1995

J. V. Reed

Correspondence, February 1990 - March 1995

Correspondence, July 1990 - September 1994

Pomegranate

Golden age of gardens; September 1992 - July 1993

One shot; image ideas, March 1989 - September 1982

Regency/Creative Cards

Correspondence, proofs, May 1994 - January 1995

Card proofs, July 1993

Christmas Cards correspondence, May-October 1993

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Vantage Group Services

Correspondence License application, November 1993- March 1994

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Old License Files (Jim Lewis)
Avon-Catalogues & Folders
1998 Clearance Ads
Products 1997 Fall & Beyond
Customer Problems
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General Research & Undeveloped Concepts
PR Issues
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Rejected Concepts
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SEVRES Jewelry Development
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Spring 1997 Gellaty Cross
X-mas 1997 LM Spencer
Hope/Hooker & other Gems
3rd & 4th Quarter Preliminary Concepts, 1997
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150th Anniversary Camp Cup
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Insects
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Indian renegotiations contract correspondence (May 1983 - December 1998)

African Textiles (March 1986 - June 1995)

Mudan (July 1993 - June 1995)

New ideas (June 1994 - May 1995)

Quilts

Correspondence, catalogues, articles (May 1993 - September 1995)

Product Samples (June 1994)

Shelf, Inc./Club Proset

Contract negotiations (January 1993 - November 1993)

General correspondence (January 1989 - March 1993)

Contracts and general correspondence; posters (March 1992 - September 1992)

Ideas and material for cards General correspondence (September 1992 - January 1993)

Acknowledgments (April 1992 - September 1992)

Office of Elementary and Secondary Education (OESE)

General correspondence and proofs (June 1992 - September 1992)

Dalzell-Viking

General correspondence and product information (May 1993 - November 1993)

General correspondence, product information and contract (July 1989 - January 1991)

Product development ideas and information (December 1989 - January 1990)

Pressed Glass Candlestick; product information, general correspondence (December 1989 - August 1990)

Neo-classical glass candlestick (October 1990 - December 1990)

New product, Acknowledgments, notes, correspondence, provenance info (January 1990 - February 1991)

IMAX systems Corporation

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Blue Planet information, correspondence (June 1991 - August 1991) Lambert Enterprises
Train videos; general correspondence (December 1993 - August 1996)

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Book 1 Working File
Echo Design
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Mary Vaux Walcott Correspondence
Moran Scarf Product Ideas
West Coast Air Transport Copy
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Cherub orchestra
Walcott copy
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Children and Sleigh Carriage
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Tiger & horse
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Vendor file
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Horse & cart
Rooster
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Endangered baby animals selection process
Baby animals selection process
Baby animals copy
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B-Bald Eagle
C-Golden Eagle
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21st Century Software
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Odyssey Series Transcontinental Railroad Development File

Odyssey Series One Giant Leap Development File

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Pomegranate Calendar and Books, 1990

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National Postal Museum (NPM)

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New Means of Dist.
New Ideas Summer 1995
Freedom 7
DC 3
Wright Flyer
Margot Townsend
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Contract 1998
Miscellaneous

Box 28
Pomegranate
Milestones of Flight Calendar
Women in Flight Calendar
Women in Flight Poster
2000 Calendar
Contract and Amendments
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1992 Product Ideas
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1989 American Realism
NMAA Sample Product
Somerset
Poster Project
Art Projects
Exhibition Portfolio
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General
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France, 1991-1992
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Smithsonian 150th Anniversary Poster
QVC Smithsonian Hour
NASM Product Team
The China Policy
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Halcyon Days
Summer 1996 Kitten Boxes (2 folders)
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Wizard of OZ
Imperial Role of China
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Five Bunnies on a Bike Box
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Box 29

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Lenox Collections, 1985-1986
Technical Writers - Names, addresses
Subpoena (1995 PD&L; Records)
Century
Provenance
Miscellaneous
General
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Washington Furniture
Washington Mirror, 1991
Current
Fallani & Cohn
General (2 folders)
Christmas Cloches
Ocean Planet
Natural Wonder
General
Callaway Editions
Mottahedeh
Wine Coaster
Grape Leaf Wine Coaster
"My Heart is Fixed" mug & bowl
Yellow Pitcher
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State Plates
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Box 30
Soundprints/Trudy Corporation
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Beluga whale
Harp seal
Robin
Raccoon
Loggerhead
Jurassic dino
Manatee
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Packaging
General, December 1987 - August 1994
General, May 1990 - September 1993
Infringement file, February 1993 - August 1993
Hang tags, February 1989 - January 1990
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Initial proposal, August 1988

Box 31
Soundprints/Trudy Corporation
Sea otter
Ladybug
Clown fish
Cottontail
Grey squirrel
Aquatic storybook
Eagle
Polar bear
Deer fawn
Orca
Puma
Dolphins
Harbor seal pup
Beaver
Black bear cub
Striped skunk
Mother chipmunk
Spider
Ground squirrel
Chipmunk
Dimetrodon
Dinosaur
Prairie dog
Snowshoe hare
Tundra swan
Grey wolf pup
Black footed ferret

Box 32

Soundprints/Trudy Corporation, 1992-1998
Great Planes Series
Porcupine
Atlantic puffin
Young raccoon
Arctic fox
After Columbus - Wild mustang
Red fox
Jack rabbit
Young mountain lion
Panda - Trademarks for Ling-Ling and Tsing-Tsing
Pandas - Photos and reference material
Insect zoo
Crocodile
Young coyote
White-tailed deer fawn
Black bear cub
Armadillo
Wolverine
Badger
Emperor penguin
Penguins - Photos and reference material
African elephant
Mule deer fawn
Loon lynx
Regions - Alaska
Smaller animals
Young wildlife
Wildlife - 203,838,6009
Regions - Grand Canyon
Bison
Ermine
Moose
Mountain goat
Ringtail
Hard seal
Tassel-eared squirrel
Sea otter (revised), golden bear and others
Wildlife etc
Trudy Corporation product correspondence, etc.
Trudy Corporation - Book/Plush/Tape project
Tyco model development, 1991-1992
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Ice age
Promo letter & guidelines
Ice age mammals
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Ancient Greece Manuscript
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Apollo-Soyez Manuscript
Bumble Bee
Coyote
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Underground Railroad Manuscript
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Blue Crab Toy

Box 34
Soundprints/Trudy Corporation
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Manatee French Proofs
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Plains Indians Toy

Box 35
Soundprints/Trudy Corporation
Octopus Toy
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Radio
Sea Lion
Odyssey/Whaling
Giraffe
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Orang Utan
Rhinoceros
Woodchuck
Stairway to the Sun
Daily Stuff
Linda Moore Durston
Thomas Edison Odyssey
Meeting with Curators, March 1997
AT&T; True Rewards
Smithsonian Odyssey
Donald Bruce
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AFA to be reviewed
Political History First Ladies
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NMAH Costumes
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Images - Political History First Ladies
SIL to be approved

Box 36
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May 1995 - February 1996
Black Box Colo Type
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Polaroid/Toyota
December 1990 - January 1991
December 1990 - March 1991
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White Wings: Notes
Wild Wings, July-October 1991
Bids for Japanese Prints, July 1991
Japan CDI/Prints, March 1991 - December 1994
Michael Rsumaki: Notes, June 1993
Museums shops in Japan: Notes, June-July 1992
Nice Quilt Letters: January 1992 - February 1993
Great Hall Productions, July 1994
Pottery Research Notes
Baldwin Brass
January 1992 - December 1995
Notes
Candlestick gift (May 1989)
New projects (July 1993 - November 1994)
Medallion series (August 1993 - May 1995)
Queen Caroline (December 1994)
Triomphe Stick (March 1988 - January 1989)

George Washington Candle stand product blueprints (October 1986 - August 1997)

Sell sheet brochure (September-October 1993)

SI series (August 1985 - October 1987)

Queen Caroline (May 1986 - June 1987)

May 1987-October 1990

August 1988 - March 1989

Japan Product June 1989 - October 1991

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Company Information

Baldwin vs Cape Craftsman, April - June 1991

Hen feathers

March 1990 - December 1995

March-September 1995

SI Mace Shard, May-August 1995

Planters, June 1991 - March 1995

June 1993 - February 1995

Catalogues

Box 37

Universe Publishing NMAfA Museum Series, 1994

Color corrections - General Correspondence, 1992-1993


Strip calendar, 1991-1992

Mola Desk Set, 1992

Correspondence, 1988-1989

Pocket Calendar, 1989

General correspondence, 1989

Color proof of air & space calendar, 1991

Celestial pocket calendar, 1989-1990
Black women achievement against the odds proofs, 1992
1982 calendar
Vegetable Theater color proof, 1991-1992
Water jug story correspondence, 1992
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Correspondence, catalogues, 1987-1988
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IEI
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Marketing Corporation of America
Correspondence, 1992-1996
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Licensing agreement
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Army forces history letters, 1990-1991
Air & space letters, 1990-1991
Quaker Lace - Wisteria Lace Cloth
General product information
Correspondence, 1986-1990
Acknowledgment, 1985
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Shell tablecloth correspondence, 1984-1985
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YES Entertainment
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Classic sport aviation
Landscape majesty
The Gilded Age
War birds
Belize

Acknowledgments
Packaging for Mail Order
Horticulture (gardens & orchids)
General