

**Accession 2327**  
**RAYMOND LOEWY MISCELLANY**

Finding Aid for Raymond Loewy Miscellany

Hagley Museum and Library  
298 Buck Road East  
Wilmington, Delaware 19807  
Please direct questions to: [manuscripts@hagley.org](mailto:manuscripts@hagley.org) or 302-658-2400 ext 330

**Scope and Content**

Glenn Porter, the director of Hagley Museum and Library, purchased these items in 2001-2002 for possible use in the exhibit *Raymond Loewy: Designs For A Consumer Culture*. These items did not appear in the exhibit.

Porter was the curator of the exhibit, which was on display at Hagley from August 16, 2002 through August 2, 2003. Since fall 2005, the exhibit has traveled to various museums in the United States through ExhibitsUSA.

**ADVERTISEMENTS**

**Box 1**

**File 1**

American Kitchens - *The Saturday Evening Post*, September 13, 1947

Armour and Company –  
*The Saturday Evening Post*, February 9, 1946  
*The Saturday Evening Post*, July 27, 1946

Borg-Erickson Corp. – Borg “Flight” Scale, n.p., May 1956

Canada Dry Beverages – *The Saturday Evening Post*, October 16, 1948

Coca-Cola Company – *The Saturday Evening Post*, ca.1949

Embra Cigarettes (R.J. Reynolds Tobacco Company) – n.p., ca.1969

Emerson Radio and Television – n.p., ca. 1940s

Frigidaire, (made only by General Motors) –  
*The Saturday Evening Post*, December 6, 1947  
*The Saturday Evening Post*, August 7, 1948  
*The Saturday Evening Post*, October 9, 1948

Gillette Safety Razor Co. – *The Saturday Evening Post*, December 6, 1947

Greyhound Buses –  
“Come To The Fair!” ad for Texas Centennial, Great Lakes Exposition, and San Diego Exposition trip information, 1936

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*The Saturday Evening Post*, April 27, 1946  
*The Saturday Evening Post*, September 27, 1947  
*The Saturday Evening Post*, ca. 1950  
*The Saturday Evening Post*, ca. 1952  
*The Saturday Evening Post*, March 20, 1954

**File 2**

Lucky Strike Cigarettes –

*The Saturday Evening Post*, ca. 1940s  
*The Saturday Evening Post*, ca. 1940s  
4 Advertisements with no publisher or date listed, ca. 1950s

**ADVERTISEMENTS**

**Box 1**

**File 2 – cont'd**

Pennsylvania Railroad –

*Ladies Home Journal*, May, 1946 (**with Singer Sewing Machine Co. ad on reverse**)  
3 Advertisements with no publisher or date listed, ca. 1940s

Rosenthal-Block China Corporation –

*Better Homes & Gardens*, April, 1954  
n.p., November 3, 1956

Schick Inc. – Schick Electric Shaver and Shaverest ad; n.p., n.d.

Studebaker :

*The Saturday Evening Post*, August 17, 1946  
*The Saturday Evening Post*, May 8, 1948  
*The Saturday Evening Post*, February 5, 1949  
*Motor*, February, 1953  
*The Saturday Evening Post*, April 18, 1953  
3 Advertisements with no publisher or date listed, ca. 1953

Sucaryl (Abbott Laboratories) – n.p., ca. 1958

White Star Line – 3 Advertisements; 1 pre-Loewy, 2 post-Loewy, n.d.

**PHOTOGRAPHS/SLIDES**

**File 3**

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Photos:

Pennsylvania Station – Waste Basket, 1935 (from Pennsylvania State Archives, MG-286)

Library of Congress - 1 photograph w/negative of Loewy as a child, n.d.

Slides:

Library of Congress –30 slides that are advertisements for Bonwit Teller, Dilbert's Big Ben, Filene's, Lord & Taylor, John Ward Men's Shoes, Bloomingdale's, Saks Fifth Avenue, and Harper's Bazaar. Loewy's apartment, office and other miscellany are included, March 15, 1926 – November 24, 1928

Wilmington Public Library – 37 slides of Vogue Magazine ads, April 15, 1926 – November 24, 1928

**POST CARDS**

**File 4**

Brown-Forman Distillers Corporation – Old Forester, n.d.

Burdines', Miami Beach, n.d.

Norfolk & Western Railway Passenger Station, Roanoke, VA, n.d.

S.S. Princess Anne Ferry Boat (Virginia Ferry Corporation), n.d.

Thoroughbred Motor Court, Winchester, KY, n.d.

**PRODUCT BROCHURES/BOOKLETS**

**File 5**

Coca-Cola – *Merchandising Equipment* (salesmen's book listing vending machines and coolers), n.d.

Frigidaire – *The Crowning Touch by Frigidaire. The Sheer Look*, 1957

Frigidaire Electric Range, 1956

Frigidaire Super Refrigerator, 1956

Masterbilt Products Corporation – *Masterbilt. The Gift Supreme*, n.d. (Masterbilt Autosmoker brochure purchased for artifact in exhibit)

Studebaker – 2 brochures, 1947, 1964

Sucaryl – 2 recipe booklets, 1958

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Super Chef – Fully Automatic Infra-Red Broil-Quick, n.d.

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**PUBLICATIONS**

**File 6**

1953 - *The New 1953 Studebaker*

1953, March - *House Beautiful*

1956 - *Diamonds Are Forever*, by Ian Fleming

**PUBLICATIONS**

**File 7**

1960 - *Supermarkets of the Sixties. The Loewy Report to SMI*, (2 volume set)

1961 - *Celebrity Recipes*

1987 - *Archives Loewy*, French Auction Catalogue

**File 8**

1991, December – *Smithsonian* “Sleek but square – and that’s why we loved the Studie”

1995 - *Route of the Eagles. Missouri Pacific in the Streamlined Era*, by Greg Stout

**ARTIFACTS**

**Box 2**

1955 - Old Forester bottle

1958 - Sucaryl Bottle w/label

1951 - Wallace Stainless Ware, *Discovery* pattern (fork, soup spoon, dinner knife, butter knife)

**Box 3**

1963 – Franklin Mint Precision Model of Studebaker Avanti

**Box 4**

Johann Haviland china serving plate