

Roger Ferriter Collection

Collection, MG.30

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Roger Ferriter

In Repository

Design Archives

Date

1955 – 1989

Abstract

Graphic designer and illustrator Roger Ferriter (1932–2015) was born in Rhode Island. After a stint in the Marine Corp and some time in the baseball minor league, Ferriter attended RISD, graduating in 1955, getting a Master's from Yale in 1959. He was Art Director at Young & Rubicam (1959–1960) and Art Supervisor at McCann-Erikson (1960–1966). After a few years working as the Creative Director and Vice President of Design for Metromedia (1966–1969), Ferriter became a partner at Lubalin, Smith, Carnase, Inc./Lubalin, Burns & Co., Inc., in 1969. In 1972, he left to found Roger Ferriter, Inc. He also served as Art Director at Burson-Marsteller. He taught at SVA for over thirty years.

Ferriter is best known for the identity and packaging for the Hanes line of L'eggs stockings. He also designed advertisements and promotional materials for Tampax, stationery and advertisements for Georg Jensen, Inc., logos, stationery, and printed materials for Metromedia, and logos and logotypes for several periodicals, including Golf, Sport, Barron's, Signature, and Argosy, Prentice Hall publishers, and the World Trade Center, among others.

Biographical / Historical Note

Graphic designer and illustrator Roger Ferriter (1932–2015) was born in Rhode Island. After a stint in the Marine Corp and some time in the baseball minor league, Ferriter attended RISD, graduating in 1955, getting a Master's from Yale in 1959. He was Art Director at Young & Rubicam (1959–1960) and Art Supervisor at McCann-Erikson (1960–1966). After a few years working as the Creative Director and Vice President of Design for Metromedia (1966–1969), Ferriter became a partner at Lubalin, Smith, Carnase, Inc./Lubalin, Burns & Co., Inc., in 1969. In 1972, he left to found Roger Ferriter, Inc. He also served as Art Director at Burson-Marsteller. He taught at SVA for over thirty years.

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Scope And Contents

The collection is composed of printed materials, advertisements, packaging, posters, sketches of logos and logotype and packaging designs, book covers, and some photographs. The majority of the materials are working files (see Series 2)—including sketches for advertisements, logos, and packaging (the bulk being sketches for logos). Some items in the collection were not designed or produced by Ferriter in any way (e.g., the Visual Graphics Corporation posters). Where those items could be determined, they are described as such, but it is possible that some items that Ferriter did not create (whether as designer, illustrator, art director, creative director, etc.) may be included alongside those he certainly did.

Arrangement

Materials are arranged alphabetically by type of material or by its function.

Series 1. Printed Materials: This series comprises produced items (advertisements, posters, packaging, books jackets, etc.) designed by

Ferriter. Subseries 4. Books and Book Jackets contains only one book, Ferriter's own "Typerformance," in addition to several book jackets.

Series 2. Working Files: Comprising by far the majority of the collection, this series includes sketches, mockups, and notes made in the development of logos, logotypes, and advertisements.

Series 3. About Roger Ferriter: This series comprises materials gathered by Ferriter for magazine features on his work, a copy of Idea magazine with a spread on Ferriter, and professional photographs (five photos and one contact sheet).

Series 4. Personal: This series contains donated materials not directly related (or clearly relatable) to Ferriter's work as a designer and art director (though it does contain some of his business cards).

Series 5. Miscellaneous: This subseries comprises posters and printed material kept by Roger Ferriter but which were not designed by him. The posters produced by the Visual Graphics Corporation for the 1965 and 1966 International Type Face Design Competition Awards were designed by Herb Lubalin.

General Physical Description

Four manuscript cases, three oversize flat boxes, one flat file drawer.

Restrictions

This collection is open for research.

Preferred Citation

Roger Ferriter Collection, [series. item]. Milton Glaser Design Study Center and Archives, Visual Arts Foundation, New York.

Acquisition Information

The Roger Ferriter Collection was acquired as a gift from Julianna Bruce.

Author/Processed By

Lawrence Giffin

Collection Contents

Roger Ferriter Collection

Series 2. Working Files

(61 records)

American Express. Card Directory sketches, Box 5 Folder 15

City Center Theater. Logo sketches, Box 2 Folder 7

Dew Soft. Identity sketches, Box 2 Folder 8

Dina Merrill. Identity sketches, Box 2 Folder 9

Diner's Queen Mary. Identity sketches, Box 5 Folder 16

General Motors Corporation/GMC. "Even If You Just Kick Its Tires..." pencil, colored inks, Box 5 Folder 17

Gramercy Broadcast Center/Cardinal Type Service. Identity sketches, Box 2 Folder 10

Ice Capades. Logo samples, Box 5;6 Folder 19-20;1-2

In Stitches. Letterhead proof, Drawer 65 Folder 2

Integrated Communications (Young and Rubicam). Logo sketches, Box 2 Folder 11

John Hancock Life Insurance [?]. "Fourscore and seven years ago..." (Lincoln profile) sketch, Box 2 Folder 12

L'Eggs. Panty Project sketchbook, Box 2 Folder 13

McCann-Erickson. Operation Thrust. Overheard at the Waldorf (album cover) mockup, Box 6 Folder 3

Metromedia, Inc. "Metromedia surpassed the \$100 Million Mark in its 10th Year" ("Fortune" magazine) advertisement, Box 6 Folder 4

Metromedia. "WSMB, The Only 1 for New Orleans", Box 6 Folder 4

Metromedia / WNEW TV. "Stay on Top With 5" advertisement proof, Drawer 65 Folder 8

Metromedia Radio / WNEW FM. "Awakenings with Dick Summer", Box 6 Folder 4

Metromedia Radio / WNEW FM. "Peggy Lee with William B. Williams", Box 6 Folder 4

Metromedia Radio / WNEW FM. "Rats", Box 6 Folder 4

Metromedia Stereo / WNEW FM. "WNEW FM 102.2: A New Groove", Box 6 Folder 4

Metromedia / Wolper Television Sales. "Donald O'Connor" advertisement proof, Drawer 65 Folder 8

Metromedia / Wolper Television Sales. "It's Les - The Les Crane Show" advertisement proof, Drawer 65 Folder 8

Metromedia Producers Corporation. "Bah Humbug", Box 6 Folder 4

Metromedia Producers Corporation. "Metromedia Producers Corporation Has Just Made a New Mark For Itself", Box 6 Folder 4

Miscellaneous. Circles in Design. Sketches and clippings, Box 2;6 Folder 14-18;5

Miscellaneous. Identities, Box 3 Folder 1-3

Miscellaneous. Illusion and Grid Devices for Symbols, Box 3;6 Folder 4;6

Miscellaneous. Symbol/Logo Development sketches, Box 3 Folder 5

Ocean Spray Cranberries, Inc. "What to do with a jar of Ocean Spray cranberry-orange relish" sketch, Box 6 Folder 7

Ocean Spray Cranberries, Inc. "Why did Ocean Spray freeze a cranberry?" sketch, Box 6 Folder 8

Ocean Spray Cranberries, Inc. "With a jar of Ocean Spray cranberry-orange relish around the house, anything goes" sketch, Box 6 Folder 7

Philip Morris. Smoking symbols, Box 3 Folder 6

Pond's. Logo sketches, Box 3;6 Folder 7;9-10

Roger Ferriter, Inc. Book and self promotion files, Box 3;6 Folder 8;11

Roger Ferriter, Inc. Ferriter identity/logo/stationery, Box 3;6;7 Folder 9-10;12-13;1-2

School of Visual Arts. Logo, identity, Box 3 Folder 11

Sewing Bee. Logo, identity, Box 3 Folder 12

Signature. Logo, identity, Box 3;7 Folder 13;3

Simmons. "Make Sure Your Box Seat Pampers You" sketch, Box 7 Folder 4

Simmons. "Only the Hide-a-Bed Really Hides Away" sketch, Box 7 Folder 5

Simmons. "Or... Have It Your Way. Only Hide-A-Bed" sketch, Box 7 Folder 6

Simmons. "What Else Does Simmons Have Besides an Invisible Bed?" sketch, Box 7 Folder 7

Sun. Pool "100" Chlorinating Concentrate Granular proofs, Box 7 Folder 8

Tampax, Inc. "10 Reasons for Using Tampax" advertisement proof, Box 1 Folder 27

Tampax, Inc. "Deep in Your Mind, You Know the Advantages of Tampax" sketch, Box 7 Folder 9

Tampax, Inc. "Dive. Dare. Do." (Ladies' Home Journal) advertisement proof, Drawer 65 Folder 9

Tampax, Inc. "Dive Into Summer" sketch, Box 7 Folder 10

Tampax, Inc. "The Effect of Myths and Misperceptions on Menstrual Health" brochure mockup, Box 3 Folder 14

Tampax, Inc. "Free Mats for Tampax" advertisement proof, Drawer 65 Folder 9

Tampax, Inc. "Go Aquaplaning, Boating, Canoeing..." sketch, Box 7 Folder 11

Tampax, Inc. "I Lacked Confidence" advertisement proof, Box 5 Folder 12

Tampax, Inc. "In Your Thoughts, Summer Joys Are Never-Ending" sketch, Box 7 Folder 12

Tampax, Inc. "Why Be Earthbound?" advertisement proof, Drawer 65 Folder 9
Tampax, Inc. "You Dream of Moving Through the Flourishing World of Summer" sketch, Box 7 Folder 13
Teleprocessing Industries, Inc. "Action" booklet mockup, Box 4 Folder 1
Time Balm/Lime Balm. Logo, identity, Box 7 Folder 14
Type Directors Club. Call for Entries for 12th Annual (1966) Awards hand-lettered envelope and booklet sketches, Box 4 Folder 2
Type Directors Club. Luncheon invitation (April 20, 1965) proof, Box 4 Folder 2
Type Directors Club. Luncheon (April 20, 1965) announcement proof, Drawer 65 Folder 2
U.S. Golf Association. 20th Women's Open Championship program cover mechanical, Box 4 Folder 3
Georg Jensen, Inc. The Georg Jensen Graphic Collection ("Love At One, Two, Three...") printing plate, Box 4 Folder 4

Series 3. About Roger Ferriter

(3 records)

Idea Magazine, Japan. ("Important US Graphic Designers of the Last Twenty-Five Years"), Box 4 Folder 5
Roger Ferriter. Magazine feature work samples (Idea Magazine, November 1978), Box 4 Drawer 65 Folder 1;6
Roger Ferriter. Miscellaneous photos, Box 4 Folder 7

Series 4. Personal

(10 records)

Circle of Radishes print, Drawer 65 Folder 6
Roger Ferriter. Business cards (Burson-Marsteller), Box 4 Folder 8
Roger Ferriter. Business cards (Metromedia, Inc. Creative Director), Box 4 Folder 8
Roger Ferriter. Business cards (Metromedia, Inc. Vice President/Design), Box 4 Folder 8
Roger Ferriter. Christmas card "Joyous Noel", Box 7 Folder 18
Roger Ferriter. Christmas card "Ole Jesus" (2 variations), Box 7 Folder 18
Roger Ferriter. Christmas card "Ole Jesus" (uncut), Box 7 Folder 18
Roger Ferriter. Christmas card "X", Box 7 Folder 18
Roger Ferriter. Notebook for SVA classes, Box 4 Folder 10-12
Roger Ferriter. Job numbers binder, Box 4 Folder 9

Series 6. Slides

(15 records)

B-M Advertising (carousel)
General SVA (carousel)
KG/LSC/RF L'Eggs, Logos, Magazines (binder),
Logos (binder),
Lubalin Exhibit Composing Room April 1968 Part I
Lubalin Exhibit Composing Room April 1968 Part II
Lubalin Exhibit Composing Room April 1968 Part III including 20th Century Opening TV
Metromedia #2 (carousel)
Miscellaneous projects #1 (binder)
Miscellaneous projects #2 (binder)
New SVA Pkg (carousel)
Push Pin Style - Mead Library of Ideas (carousel)

RF Pkg and Textiles (binder)

SVA Ads/Indications (carousel)

SVA Type Animation for TV (carousel)

Series 1. Printed Materials

Subseries 2. Print Samples

(83 records)

American Association of Advertising Agencies. "What Advertising Agencies Are - What They Do and How They Do It" booklet, Box 1 Folder 1

American Express Card Directory cover (print sample), Box 1 Folder 2

American Express Marketing Services. Mailing labels ("770 Previews"), Box 1 Folder 2

American Institute of Graphic Arts. Typomundus 20 preview invitation, Box 1 Folder 3

Art Department's Right Arm Award Party invitation, Box 1 Folder 4

Art Direction Magazine. Mead Library of Ideas Creativity on Paper Exhibit invitation, Box 1 Folder 5

Feast of the Dod's program, Box 1 Folder 7

The Citizens Committee to Keep New York City Clean. Annual Report, "Four Years Behind the Broom", Box 1 Folder 6

General Motors Corporation/GMC. "Even If You Just Kick Its Tires..." advertisement, Box 5 Folder 2

General Motors Corporation/GMC. Trucks. "Underneath It All..." advertisement, Box 5 Folder 2

Georg Jensen. "G" card, Box 1 Folder 8

Georg Jensen. Grid cards (three versions: blue, red, embossed), Box 1 Folder 8

Georg Jensen. Housewarming invitation, Box 1 Folder 9

Georg Jensen. Letterhead (large orange "G," perforated), Box 1 Folder 8

Georg Jensen. Letterhead (yellow, perforated), Box 1 Folder 8

Georg Jensen. Miscellaneous stationery raw materials, Box 1 Folder 10

Georg Jensen. Perforated sheet of four letterhead cards (red), Box 1 Folder 8

Georg Jensen, Inc. Christmas card ("Joy at Christmas Happiness through the New Year"), Box 5 Folder 3

Georg Jensen, Inc. Christmas card ("Love One Another"), Box 1 Folder 11

Georg Jensen, Inc. Christmas card ("Merry Christmas and a Happy New Year!" accordian fold), Box 1 Folder 11

Georg Jensen, Inc. Christmas card ("Peace on Earth"), Box 1 Folder 11

Georg Jensen, Inc. "The 'G' Frame" photograph, Box 1 Folder 12

Georg Jensen, Inc. The Georg Jensen Graphic Collection ("Love at One, Two, Three....") cards, Box 1 Folder 11

Georg Jensen, Inc. "Love," "Joy" and "Peace" letterhead (Lubalin, Smith, Carnase), Box 1 Folder 13

Georg Jensen, Inc. Paper bag, Box 5 Folder 3

Georg Jensen, Inc. Spheres stationery, Box 1 Folder 12

Golf Magazine, April 1972, Box 1 Folder 14

John Hancock Life Insurance. "26,201 Years of Service" advertisement, Drawer 65 Folder 7

John Hancock Life Insurance. "Congratulations" advertisement, Drawer 65 Folder 7

John Hancock Life Insurance. "Last Night We Took Time Out to Honor You, the 744 Members of Our Quarter Century Club" advertisement, Drawer 65 Folder 7

John Hancock Life Insurance. "Please Just Call Us Jack" advertisement, Drawer 65 Folder 7

John Hancock Life Insurance. "What's In a Name?" advertisement, Drawer 65 Folder 7

John Hancock Life Insurance. "Why Not Call Your John Hancock Man and Kick It Around" (football) advertisement,

Drawer 65 Folder 7

L'Eggs. L'Eggs egg displays photographs, Box 1 Folder 15

L'Eggs. Packaging labels (assorted), Box 1;5 Folder 16;4

Lubalin, Burns & Co. "L.S.C. Typefaces" book, Box 1 Folder 17

Lubalin, Smith, Carnase. Promotional sheet, Box 1 Folder 18

Lubalin, Smith, Carnase. "What the World Needs Now is Love" new typefaces, Box 1 Folder 19

Marine Corps Gazette (February 1955) cover, Box 1;5 Folder 20;5

Marine Corps Gazette (August 1955) cover, Box 5 Folder 5

Marine Corps Gazette (February 1958) cover, Box 1 Folder 20

McCann-Erickson. Operation Thrust. Faces at the Waldorf brochure, Box 5 Folder 6

McCann-Erickson. Operation Thrust. Overheard at the Waldorf album cover, Box 5 Folder 6

Metromedia, Inc. Directory [?] cover, Box 1 Folder 21

Metromedia, Inc. Miscellaneous stationery, Box 1 Folder 21

Metromedia, Inc. "Mutual Transit Sales" poster/booklet cover [?], Box 1 Folder 21

Metromedia Radio / WNEW FM. "Ella with William B. Williams" advertisement, Box 5 Folder 7

Metromedia Radio / WNEW FM. "Lena Sings! with William B. Williams" advertisement, Box 5 Folder 7

NBC 4. The Huntley-Brinkley Report advertisement, Box 1 Folder 22

Ocean Spray Cranberries, Inc. "First Cranberry Kit in 344 Years" advertisement, Box 5 Folder 8

Pond's. Packaging labels, Box 1 Folder 23

Princeton Pharmaceutical Products (a Squibb Company). Press materials, identity, napkins, Box 1 Folder 24

Roger Ferriter, Inc. Letterhead, business cards, Box 1 Folder 25

Schlumberger. 1972 Annual Report, Box 1 Folder 26

Simmons Hide-A-Bed. "Ahhhh as in Shhhhh" advertisement, Box 5 Folder 9

Simmons Hide-A-Bed. "Top Secret" advertisement, Box 5 Folder 9

Tampax, Inc. "10 Reasons for Using Tampax" advertisement, Box 1 Folder 27

Tampax, Inc. "Are You Clear-Eyed About Tampax?" advertisement and proof, Box 1 Folder 27

Tampax, Inc. "Bathe...any time" advertisement, Box 1 Folder 27

Tampax, Inc. "Dive Into Summer" advertisement, Box 5 Folder 10

Tampax, Inc. "Free Mats for Tampax" advertisement, Box 1 Folder 27

Tampax, Inc. "Fresher than Springtime Are You" advertisement, Box 5 Folder 11

Tampax, Inc. "Go Aquaplaning, Boating, Canoeing..." advertisement, Box 1 Folder 27

Tampax, Inc. "Hi, World!" advertisement, Box 5 Folder 12

Tampax, Inc. "In Your Thoughts of Summer Joys are Never-Ending" advertisement, Drawer 65 Folder 9

Tampax, Inc. "New Horizons: Fill Your Dreams..." advertisement, Drawer 65 Folder 9

Tampax, Inc. "Serene, Confident, You Command All Your Worlds" advertisement (one mounted), Box 5 Folder 12-13

Tampax, Inc. "Some Things Should Be Concealed" advertisement, Box 1 Folder 27

Tampax, Inc. "Tampax is so, so, so, so, so, so comfortable!" advertisements, Box 1 Folder 27

Tampax, Inc. "Tampax is very Subtle" advertisement, Box 1 Folder 27

Tampax, Inc. "Where Tampax Internal Sanitary Protection is Made" booklet, Box 1 Folder 28

Tampax, Inc. "You Muse on Moving through the Lighthearted Worlds of Summer" advertisement, Box 5 Folder 14

Trump Organization. Letterhead, envelopes, mailing labels, business cards, Box 1 Folder 29

Turtle-Lite. Press packet, Box 1 Folder 30

Type Directors Club. 12th Annual Awards Exhibit at Mead Library of Ideas (May 3, 1966) invitation, Box 2 Folder 1

Type Directors Club. Call for Entries for 12th Annual Awards booklet, entry-form, and envelope, Box 2 Folder 1

Type Directors Club. Christmas Luncheon invitation (December 15, 1964), Box 2 Folder 1

Type Directors Club. Luncheon invitation (February 23, 1965), Box 2 Folder 1

Type Directors Club. Luncheon invitation (April 20, 1965), Box 2 Folder 1

Via Magazine. September 1973 (full issue and additional separate cover), Box 2 Folder 2

Vitabath. Labels (assorted), Box 2 Folder 3

Westinghouse. "Good News", Drawer 65 Folder 9

Wix Corporation. Letterhead and envelope, Box 2 Folder 4

Subseries 3. Packaging

(1 record)

1st to Last Pantyhose (three boxes: petite, average, extra size), Box 2 Folder 5

Subseries 4. Books and Book Jackets

(6 records)

"Band of Brothers" by Ernest Frankel (Macmillan), Box 2 Folder 6

"Captain Cat" by Robert Holles (Macmillan), Box 2 Folder 6

"Charlie Gallagher, My Love!" by Simon Kent (Macmillan), Box 2 Folder 6

"Rose and Crown" by Sean O'Casey (Macmillan), Box 2 Folder 6

"Sean O'Casey: The Man and His Work" by David Krause, Box 2 Folder 6

Communication Arts Books. "Typerformance: Analogies, Drawings & Patters with Letterforms from a Collection of Student Work",

Subseries 1. Posters

(7 records)

Metromedia Stereo / WNEW FM. "Rosko: A Mind Excursion", Box 5 Folder 18

Georg Jensen, Inc. "G" Frame, Drawer 65 Folder 6

Georg Jensen, Inc. "Love At One, Two, Three...", Drawer 65 Folder 6

Georg Jensen, Inc. "It says here, somewhere, 'Peace on earth, good will to all men.' Let's get it together" (Lubalin, Smith, Carnase) (red), Drawer 65 Folder 6

Georg Jensen, Inc. "It says here, somewhere, 'Peace on earth, good will to all men.' Let's get it together" (Lubalin, Smith, Carnase) (blue), Drawer 65 Folder 6

Metromedia Radio / WNEW FM. "Jonathan Schwartz: A New Groove", Drawer 65 Folder 8

Metromedia Graphics. "An Exhibition at Gallery 303: Roger Ferriter, Len Johnson, Marilyn Grosser, Bernie Koller, Jay Tribich" (Sponsored by The Composing Room), Box 5 Folder 1

Series 5. Miscellaneous

Subseries 1. Posters

(32 records)

Packaging Education Foundation/International Paper Company. "Without a Packaging Expert, L'Eggs Wouldn't Have Taken Its First Step", Drawer 65 Folder 9

Visual Graphics Corporation. "All Animals Are Equal..." 1965 National Type Face Design Competition Award Winning Type Face: Informal Gothic by Tom Hollingsworth, Drawer 65 Folder 3

- Visual Graphics Corporation. "All Tragedies Are Finished by a Death. All Comedies are Ended by a Marriage..." 1965 National Type Face Design Competition Award Winning Type Face: Scotford Uncial by John R. Scotford, Jr., Drawer 65 Folder 4
- Visual Graphics Corporation. "The Animals Went in 1 By 1..." 1965 National Type Face Design Competition Award Winning Type Face: Emphasis by Robert S. Maile, Jr., Drawer 65 Folder 4
- Visual Graphics Corporation. "The Bizarre World of Cards..." 1966 International Type Face Design Competition Award Winning Type Face: Neil Bold by Wayne Stettler, Drawer 65 Folder 5
- Visual Graphics Corporation. "Blessed Is the Man..." 1966 International Type Face Design Competition Award Winning Type Face: York by Georg Salden, Drawer 65 Folder 5
- Visual Graphics Corporation. "A Bore is a Fellow..." 1966 International Type Face Design Competition Award Winning Type Face: Domning Antiqua by Karl Heinz, Drawer 65 Folder 5
- Visual Graphics Corporation. "The Devil's Dictionary" 1966 International Type Face Design Competition Award Winning Type Face: Egyptian 505 by students of Allgemeine Gewerbeschule, Drawer 65 Folder 5
- Visual Graphics Corporation. "A Diplomat Is..." 1966 international Type Face Design Competition Award Winning Type Face: Vivaldi by Friedrich Peterm, Drawer 65 Folder 5
- Visual Graphics Corporation. "Eat First, Talk Later..." 1965 National Type Face Design Competition Award Winning Type Face: Andrich Minerva by Vladimir M. Andrich, Drawer 65 Folder 4
- Visual Graphics Corporation. "Few Have Heard Of..." 1966 International Type Face Design Competition Award Winning Type Face: Deutsch Black by Barry Deutsch, Drawer 65 Folder 5
- Visual Graphics Corporation. "For Most Men Life is a Search..." 1966 International Type Face Design Competition Award Winning Type Face: Giorgio by Giorgio Gaiotto, Drawer 65 Folder 5
- Visual Graphics Corporation. "Form Ever Follows Function..." 1965 National Type Face Design Competition Award Winning Type Face: Solitaire by John W. Denzler, Drawer 65 Folder 4
- Visual Graphics Corporation. "The Girls Nowadays..." 1966 International Type Face Design Competition Award Winning Type Face: Wolf Antiqua by Hans-Furgen Wolf, Drawer 65 Folder 5
- Visual Graphics Corporation. "Herb Lubalin's Iconochrestomathy... A typographic display of fifteen award winning typefaces of the 1966 International Type Face Design Competition", Drawer 65 Folder 5
- Visual Graphics Corporation. "I Wish the Bald Eagle..." 1966 International Type Face Design Competition Award Winning Type Face: Friz Quadrata by Ernst Friz, Drawer 65 Folder 5
- Visual Graphics Corporation. "If All Mankind..." 1966 International Type Face Design Competition Award Winning Type Face: Exempla by Aldo Novarese, Drawer 65 Folder 5
- Visual Graphics Corporation. "In Baiting a Mouse-trap..." 1966 International Type Face Design Competition Award Winning Type Face: Amelia by Stanley Davis, Drawer 65 Folder 5
- Visual Graphics Corporation. "In the Beginning..." 1965 National Type Face Design Competition Award Winning Type Face: Baker Signet by Arthur Baker, Drawer 65 Folder 3
- Visual Graphics Corporation. "Marriage Is the Most Licentious of Human Institutions" 1965 National Type Face Design Competition Award Winning Type Face: Stettler by Wayne J. Stettler, Drawer 65 Folder 4
- Visual Graphics Corporation. "Marriage Resembles a Pair of Shears..." 1965 National Type Face Design Competition Award Winning Type Face: Arnholm Sans by Ronald Arnholm, Drawer 65 Folder 3
- Visual Graphics Corporation. "The More Intelligible a Thing Is..." 1965 National Type Face Design Competition Award Winning Type Face: Basilea by Marcus J. Low, Drawer 65 Folder 3
- Visual Graphics Corporation. "My Country 'Tis of Thee..." 1965 National Type Face Design Competition Award Winning Type Face: Nevison Casual by Thomas J. Nevison, Drawer 65 Folder 3
- Visual Graphics Corporation. "Nothing Exceeds Like Excess..." 1966 International Type Face Design Competition Award Winning Type Face: Antikva Magaret by Zoltan Nagy, Drawer 65 Folder 5
- Visual Graphics Corporation. "Old Age Isn't So Bad..." 1966 International Type Face Design Competition Award Winning Type Face: Visa by Raphael, Drawer 65 Folder 5
- Visual Graphics Corporation. "Peter Piper" 1965 National Type Face Design Competition Award Winning Type Face:

Davida Bold by Louis Minott, Drawer 65 Folder 3

Visual Graphics Corporation. "A Poet Can Survive Everything..." 1966 International Type Face Design Competition Award Winning Type Face: Arrow by Walter Diethelm, Drawer 65 Folder 5

Visual Graphics Corporation. "Speech Silence" 1965 National Type Face Design Competition Award Winning Type Face: Jay Gothic Bold by Jay H. Schechter, Drawer 65 Folder 3

Visual Graphics Corporation. "Thirty Days Hath September..." 1965 National Type Face Design Competition Award Winning Type Face: Jana by Richard D. Juenger, Drawer 65 Folder 4

Visual Graphics Corporation. "What is a Cynic?" 1965 National Type Face Design Competition Award Winning Type Face: Andrich Minerva Italic by Vladimir M. Andrich, Drawer 65 Folder 4

Visual Graphics Corporation. "Why Does a Fireman Wear Red Suspenders..." 1965 National Type Face Design Competition Award Winning Type Face: Lincoln Gothic by Thomas W. Lincoln, Drawer 65 Folder 4

Visual Graphics Corporation. "The World's a Theatre..." 1966 International Type Face Design Competition Award Winning Type Face: Jay Gothic by Jay Schecter, Drawer 65 Folder 5

Subseries 2. Miscellaneous Printed Material

(5 records)

Barbara Nessim. Card with note to Roger Ferriter, Box 4 Folder 13

Type Directors Club. The Twelfth Annual Exhibit of the Type Directors Club of New York catalog, Box 4 Folder 14

Art Directors Club. The First Communications Exposition workbook/calendar, Box 7 Folder 15

Bob Farber: "I thank my friends . . ." (Lincoln Typographers) poster, Box 7 Folder 16

Herb Lubalin, Inc. legal-size envelope, Box 7 Folder 17