

Irv Koons Collection
Accession 2132

Finding aid for Irv Koons Collection (1946-1996)

Hagley Museum and Library
298 Buck Road East
Wilmington, Delaware 19807

Please direct questions to: manuscripts@hagley.org or 302-658-2400 ext 330

Biographical Sketch

Irv Koons was born in Harrisburg, Pennsylvania in 1922. As a young man, Koons became interested in typography while working in his father's print shop. Koons studied art at the Pratt Institute in New York before being drafted into the army in 1942. During the Second World War, he served in the China, Burma, and India Theatre as art director for the Army's Information and Education Program. While stationed in New Delhi, Koons helped organize the first International Art Exhibition held in India and was instrumental in the founding of the National Art Gallery of India. Following the war, Koons studied at the Ecole des Beaux Arts in Fontainebleau, France. After returning to New York, he worked briefly in the publishing industry as a graphic designer and illustrator before establishing his own industrial design firm, Irv Koons Associates, Inc., in the late 1940s.

During a career that spanned nearly fifty years, Koons earned a reputation as one of the most innovative and influential designers in the packaging industry. He has won awards in nearly every major packaging competition, including being named Packaging Person of the Year by the Packaging Designers Council in 1982, an honor that had been bestowed only three times previously. His clients have included Revlon, Joseph E. Seagram & Sons, Inc., Consolidated Cigar Corporation, Clairol/Bristol-Myers, C. F. Mueller Company, Johnson & Johnson, Proctor & Gamble, Scott Paper Company, and American Can Company, manufacturer of Dixie Cups.

Koons's work demonstrates a special affinity for repositioning familiar products by creating a fresh presentation that resonates with contemporary consumer culture. In his view, the package serves as a perpetual "silent salesman" for the product. According to Koons, reliance upon expensive advertising and promotion is unnecessary for products to be commercially viable in a competitive marketplace. Because most products are similar in quality, packaging provides the consumer with a means of differentiating between competing brands. Koons's extensive use of market research studies enabled him to gain a better understanding of consumers' lifestyles and to construct demographic profiles that proved invaluable in the creation of packaging that appealed to large segments of the buying public. By immediately communicating all of a product's positive attributes, the package presents a unique personality that can motivate consumers to buy a particular brand and continue to use it following their initial purchase.

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Koons has worked tirelessly to promote a better understanding of the role of packaging in the successful marketing of commercial products and a greater appreciation for the historical importance of packaging. Koons has lectured and taught extensively and his packaging designs have been featured in leading industrial design publications. He developed a packaging education curriculum for New York University's School of Continuing Education that included intensive professional seminars on packaging design and product marketing.

Koons believes that the industrial design community, which has directed so much of its creative energies to influencing the buying habits of a largely affluent consumer population, has a broader social responsibility to extend this prosperity to those who are less fortunate. Koons has served as a cultural attaché to the State Department and directed the first international packaging exhibition that traveled under the auspices of the United States Information Agency. He was also founding director of the International Design Assistance Commission, providing voluntary professional design consulting services to developing nations in cooperation with the United Nations Development Program. Koons designed a fifty-foot stained glass wall depicting Biblical events that serves as the centerpiece for the main conference room for the Federation of Jewish Philanthropies.

Scope and Content

The Irv Koons archive includes marketing research studies, business correspondence, public relations files, and material from the designer's packaging courses. In addition to this textual component, the archive contains original artwork, sketches, comprehensives, mock-ups, and final product packaging. The photographic collection contains a set of 6,000 slides, as well as numerous negatives, color transparencies, and prints which document all of Koons's major design projects over the course of his long career as a package designer. A 330-page narrative prepared from Koons's personal notes accompanies the slides. There are also approximately 1,350 artifacts consisting of Lucite models for bottle designs and numerous product samples, as well as a collection of historical packaging materials that document the evolution of package design and provided Koons with inspiration for his own projects.

The collection is divided into six series, which are arranged by design project. These materials document not only the career of Irv Koons, but also the growth and development of the packaging industry in the second half of the twentieth century.

Series I consists of Irv Koons's business records. These files are divided into three sub-series that contain correspondence with clients, marketing research studies, and public relations material. Sub-Series A consists of correspondence files that relate primarily to routine matters such as design schedules and billing procedures. Sub-Series B contains marketing research studies that provide detailed assessments of consumer attitudes and preferences as well as presenting

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strategies for improving products' market position relative to leading competitors. Sub-Series C contains Koons's advertising and public relations files that consist of packaging articles, journal reprints and trade publications, as well as the designer's speeches and presentations. In addition, this sub-series includes files from the International Design Assistance Commission's volunteer program that provided design assistance for developing nations, and the Package Designers Council ceremony honoring Irv Koons as Packaging Person of the Year.

Series II consists of teaching materials used by Irv Koons in his packaging seminars, particularly the Fundamental of Packaging Seminar, an intensive three-day course developed as part of a curriculum for design professionals offered by New York University's School of Continuing Education. This course briefly covered the history of packaging and every aspect of the design process from research and development through final production. It was based on earlier seminars that Koons had conducted under the auspices of the Package Designers Council. In addition to Koons's syllabus, lecture notes, and supplementary course materials, the records in this series include seminar and conference bulletins, packaging and design newsletters, a clippings file, conference papers, and manufacturers' catalogs and product specifications for various packaging materials.

Series III contains artwork created by Irv Koons Associates that document each stage of the creative process from development of the initial concept through creation of the final design approved for production. This series contains rough and finished sketches, comprehensives, mock-ups, mechanicals, and finished artwork for numerous package design projects. These materials are arranged alphabetically by company and grouped by media.

Series IV contains final product packaging, as it would be presented to consumers in a retail setting. This packaging represents the culmination of the design process and documents the evolution of marketing strategies and design concepts for leading brands in numerous product categories. These materials are arranged alphabetically by company.

Series V consists of photographic materials. These materials are divided into four sub-series containing slides, negatives, transparencies, and prints. Each sub-series is organized alphabetically by company, as well as according to the size of the image. The slide collection contains more than 6,000 images and is accompanied by a 330-page business narrative. All of the photographic materials are located in Hagley's Pictorial Collections Dept.

Series VI contains artifacts from Irv Koons's personal packaging collection. Included in this series are Lucite models for bottle designs and numerous product samples designed by Irv Koons Associates, as well as a collection of historical packaging that documents changes in packaging design and served as a source of inspiration for Koons's own projects. These materials are part of the Hagley Museum Division Collections and are housed at the Hall of Records. For access, please contact Curator of Museum Collections. Advance notice is required.

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Series I. Business Records

Sub-Series A. Correspondence

Box 1

ALPO Petfoods, Inc., October 1985 - October 1988
American Can Company (Dixie Products), November 1972 - August 1980
American Cyanamid Company, April 1969 - October 1971
American Home Products Corporation (American Home Foods Division),
March-December 1981
American White Cross Laboratories, Inc., February 1963 - February 1966
Beecham Products, Inc., November 1971 - April 1975
Beechnut, Inc. (Tetley Tea Division), May 1970
Beverage World International, January 1986
Brown-Forman Distillers Corporation, September 1979 - September 1981
C. F. Mueller Co., March 1963 - November 1981
Chas. F. Cates & Sons, Inc., November 1979 - June 1982
Chesebrough-Pond•s, Inc., December 1977
Chun King Corporation, November 1962 - March 1966
CIBA-GEIGY Corporation (Madison Laboratories), May 1972
Clairol, Inc./Bristol-Myers Company, November 1961 - May 1969
Colgate-Palmolive Company, November 1978 - December 1981
Consolidated Cigar Corporation, April 1960 - February 1985
Cosmair, Inc. (L•oreal/Lancome), May 1972 - March 1973
Coty, Inc., November 1977
CPC International, Inc. (Best Foods Division), October 1976 - November 1985
Dairylea Cooperative Incorporated, December 1978 - July 1979
Fairmont Foods Company (Abbotts Dairies), December 1974 - January 1980
Gillette Company (Personal Care Division), May 1972 - January 1979
Gulf & Western Industries, Inc. (Consolidated Cigar), September 1970
Hiram Walker-Gooderham & Worts Limited, 1980, 1992-1993
Hudson Pulp & Paper Corporation, February 1963 - January 1964
Ideal Toy Corporation, September 1970
Johnson & Johnson Medical, Inc.:
 Band-Aid, October 1977 - December 1979
 Permacel, Inc., October 1976 - September 1977
Joseph E. Seagram & Sons, Inc., March 1963 - March 1975
Luden•s, Inc., September 1985
McCormick & Co., May 1985
Middletown Daily Record, July-September 1959
Mobil Chemical Company, June 1980

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Mobilization for Youth, Inc., April 1965 - March 1967
Quality Importers, Inc., March 1962 - May 1963
Revlon, Inc., December 1965
Schenley Imports Company, February-September 1980
Scott Paper Company, October 1979 - January 1981
Siku • Eurobilt • (Sieper Werke GmbH), January-June 1985
Solo Products Corporation, January 1970 - August 1974
Statewide Savings and Loan Association, August-December 1973
Sunshine Biscuits, Inc., October 1985 - June 1986
Superior • s Brand Meats, Inc., February-April 1987
Thomas J. Lipton, Inc., May 1972
Union Carbide Corporation, September 1977 - April 1981
Warner-Lambert Company (American Chicle Division), June 1968 - December 1977
Wasa International, August 1985 - June 1987
W. A. Sheaffer Pen Company, July 1969
Washington Star, July 1968 - December 1969
Wilson Manufacturing Corporation, January 1966 - October 1969
Miscellaneous Correspondence, 1985-1986

Sub-Series B. Marketing Research Studies

Box 2

American Can Company (Dixie Products)

Plastic Tray: Concept Reaction and Product Usage Testing, n.d.
Utensil Shape Research, May 1974
Findings on Articulate Consumer Panel Review of New Product Ideas,
December 2, 1974
Findings on Investigation of Freezer Area, December 9, 1974
Dixieware: Summary Report, December 1974
Qualitative Consumer Exploration: Protective Food Storage Concept,
January 1975
Dixie Dispensables: A Consumer Advertising Proposal, October 8, 1975
Kitchen and Bathroom Refill Graphics Screening Survey, March 1976
Cup Design Questionnaire, 1976
Decorator Plate Research, July 25, 1983

American Cyanamid Company

Breck Deodorant Products: Group Interview Sessions Summary Report,
December 1970

American Home Products Corporation (American Home Foods Division)

Mama Leone Focus Groups, 1984

Beechnut Inc. (Tetley Tea)

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A Consumer Study on Instant Tea, December 1962
A Consumer Study on Tea, 1966
A Consumer Strategy Study of the Market for Tea Bags, January 1970

Cadbury Schweppes

Cookie Exploratory Study, February 1987

C. F. Mueller Co.

Visibility and Image Properties of Two Mueller Package Designs,
February 13, 1967

New Product Development Program, June 21, 1978

Instant Hot Lunch Market, November 1978

•Old Fashioned• Egg Noodle Redesign, April 15, 1981

Chas. F. Cates & Sons, Inc.

Screening of Pickle Package Strategies, June 1981

Chun King Corporation

Proposal for the Evaluation of New Chun King Frozen Food Packages,
August 1962

Interim Summary Report: Preliminary Findings of Package Test, January
1963

Clairol, Inc./Bristol-Myers Company (LeMans, Inc.)

Name Study for Premium Priced Men's Grooming Aids, December 1965

A First Look at Men's Fragrances, June 1, 1966

Report on Exploratory Research on Men's Fragrances, October 1966

Untitled Report, c. October 1966

A Study of Men's Toiletries in Men's Specialty Shops, January 1967

The Franchise Market, February 1968

Press Kit from Le Mans, Inc. National Sales Meeting, 1968

Consolidated Cigar Corporation (Gulf & Western Industries)

Gulf & Western and Consolidated Cigar Identification Program, June 30,
1972

Packaging Study of Three Muriel Designs, December 1975

Backwoods Cigars: Wilde Indios Product and Concept Test, 1978-1979

Box 3

Fairmont Foods Company (Abbotts Dairies)

Abbotts Ice Cream Package Test, February-March 1975

Abbotts Ice Cream Package Test Questionnaire, September 1975

Johnson & Johnson Medical

Band-Aid Package Design Study, n.d.

Joseph E. Seagram & Sons, Inc. (Calvert Distillers Company)

Rumdinger Name Test, April 1973

A Test Market Media Plan for Rumdinger, c.1973

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Strategy Development Research for Rum Refresher (Appendix of Tables),
c.1973

Luden's, Inc.

Luden's Rx Packaging Test, December 30, 1985

McCormick & Co.

Dry Seasoning Mixes Repackaging Project: Summary of Research, May
29, 1986

Schenley Imports Company

Dubonnet Situation Analysis, Volumes II, III, IV, January 1980

Scott Paper Company

Facial Tissue Package Designs (DISC Study #8), July 1977

Audit of Major Facial Tissue Competition, January 1979

(Examples of final product packaging for Scotties three major
competitors can be found in Series IV.)

Exploratory Study: Scotties Facial Tissue Design and Branding, July 30,
1979

Scotties Brand Review, October 30, 1979

Scotties Facial Tissue Packaging Design Strategy and Recommendations,
December 20, 1979

Facial Design Test: Phase II, May 29, 1981

Thomas J. Lipton, Inc. (Wishbone Salad Dressing)

National Consumer Survey on Salad Dressing, August 1971

Wasa International

Wasa Crisp Bread Concept and In-Home Use Study, October 1983

Wasa Crisp Bread Questionnaire, May 30, 1984

Wasa Advertising/Packaging Presentation, December 10, 1985

Wasa Overview, November 1986

Miscellaneous Studies:

A Basic Consumer Study of the Cigar Market (Cigar Association of
America), December 1974

Consumer Behavior and Attitudes Relative to the Storage of Leftover
Foods, January 1975

Deodorant/Antiperspirant Category Competitive Copy, December 1987

Marketing Evaluation of Desk Top Articles (Solo Products), September
1973

A Multi-Phased Approach to Evaluate New Package Designs, n.d.

A Plan for the Introduction of a Branded Fresh Tomato Product, October
1970

Box 4

Sports Illustrated Studies:

The College Market for Drug and Toiletries, Spring 1965

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A Study of Drug and Toiletry Usage Among Sports Illustrated
Subscribers, June 1966
A Study of Young People, 1966

Sub-Series C. Advertising and Public Relations

Ov5

Advertising Tearsheets

Box 4/Ov 6

Biographical File, n.d., 1959-1984

Box 4

Book Review, 1977

(Koons's review of *How Things Don't Work* and related
correspondence.)

Design Board/Behaeghel & Partners, 1985-1986

(Contains correspondence regarding professional association with leading
one of the leading European design firms.)

Food Policy Center, 1981

(Contains stationary, business cards, and newsletters of non-profit
organization dedicated to eliminating world hunger and malnutrition.)

Graphis, July 1968 - March 1970

(Contains correspondence regarding publication of an international survey
of package design.)

International Design Assistance Commission, n.d., 1985-1986

(Contains speeches, program outline, and background information
regarding concept of providing volunteer professional design assistance to
developing countries under the auspices of the United Nations
Development Program.)

Irv Koons Associates Promotional Brochure, c. 1980s

(Also includes unfolded sheets used for brochure cover - Located in Map
Drawer 3)

Journal Reprints and Trade Publications, n.d., 1975-1986

(Includes reprints from *Advertising Age*, *Industrial Design*, and *Packaging
Design* featuring product packaging redesigned by Irv Koons.)

Package Designers Council, 1982

(Includes correspondence, press releases, catalog, and invitations to the
awards ceremony honoring Irv Koons as Packaging Person of the Year.)

Packaging Articles, 1961-1981

(Contains packaging articles written by and about Irv Koons. Includes
articles from *Advertising Age*, *Industrial Design*, the *Macaroni Journal*,
and *Packaging Digest*.)

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Product Profiles, 1950s-1990s

Box 4/Ov 6

Promotional Materials, n.d., 1930-1996
(Substantial portion of material generated for Consolidated Cigar Corporation. Remaining material is comprised of American Can Company, C.F. Mueller Co., Clairol, Inc./Bristol-Myers Company, and Wasa International among others. Also contains H-O Cereal poster (CPC International) located in Map Drawer 5)

Box 4

Slide Show Presentation Notes, n.d.

Speeches and Presentations:

An Overview: The Package Design Industry in the United States, January 5, 1987

The Relationship of Packaging and Advertising, n.d.

Saatchi & Saatchi Compton Group Meeting, n.d.

Separating the Useful from the Useless in Package Design Testing, April 19, 1972

Miscellaneous Speeches and Drafts, n.d.

Time Sheets, 1976

Series II. Teaching Materials

Correspondence:

Package Designers Council Seminars, 1967-1973

New York University Packaging Seminars, 1972-1973

Seminar and Conference Bulletins, 1968-1977

Program Evaluations, 1977-1978

European Seminars, February-May 1976

(Contains press releases and related correspondence regarding seminars in London and Amsterdam, as well as an overview and schedule for the Amsterdam seminar.)

Fundamentals of Packaging Seminar, 1973

(Intensive 3 day packaging course developed by Koons as part of the curriculum for the School of Continuing Education at New York University. This seminar briefly covered the history of packaging and every aspect of the design process from research and development through final production.)

Syllabus and Lecture Notes

Seminar Outline

Box 7

Supplementary Course Materials:

Introduction and History

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Developing and Writing a Packaging Program
Marketing Considerations
The Need for Market Research
How the Package Affects the Product
The Major Packaging Functions
Scheduling Realistically
Finding the Right Brand or Product Name
Package Design Costs
Package Production Costs
Materials of Packaging
Techniques of Package Printing and Decoration
Special Problems of Self-Selection Merchandising
How to Select the Package Designer
How to Work with the Package Designer
Steps Involved in Design Development
Checklist for Package Planning
Problems and Methods of Design Evaluation
Package Design Research/Testing Product Marketability
Top Management Involvement
Packaging Strategy
Design Protection and Labeling Requirements
Case Histories
Bibliography of Reference Books and Periodicals on Packaging
Miscellaneous Course Materials

Clippings File, 1960-1980

(Includes articles on various aspects of packaging from advertising and marketing publications and journal reprints. Arranged alphabetically by publication.)

Environmental Programs, 1971

(Contains transcript of presentations from a conference sponsored by the American Iron and Steel Institute and brochures from Kimberly-Clark Corporation.)

First Annual National Aerosols Conference, March 25-26, 1974

(Includes list of speakers, continuing education bulletin, correspondence, product specifications, journal reprints, and annual reports from participating companies.)

Flexible Packaging Report, n.d.

Food Packaging Seminar, n.d.

(Contains course outline, syllabus, journal reprints, and short papers written by Stanley Sacharow, Project Director for Packaging Research at the Reynolds Metals Company of Richmond, Virginia.)

Graphic Arts Literature Abstracts, Volume 24, Number 2, February 1977

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(Published by the Graphic Arts Research Center of the Rochester Institute of Technology.)

Gulf & Western's Tomato Operation, c.1970

(Report on the tomato commodity market and Gulf & Western's role in the Florida tomato industry.)

Packaging and Corporate Identity, n.d.

(Japanese language edition of publication containing profile of Irv Koons.)

Packaging and Design Newsletters, 1964-1980

(Includes Packaging Innovator, Plastic Bottle Bulletin, Plastics Packaging News, Packascope-USA, and the Cooper-Hewitt Newsletter.)

Packaging Education, 1971-1973

(Contains course outlines from Michigan State University's School of Packaging and a brochure and annual report from the Packaging Education Foundation, Inc.)

Packaging Materials, n.d., 1956-1973

(Contains manufacturers' catalogs, product specifications, and informational booklets prepared by trade associations. Materials include glass, paper and paperboard, and plastics. Arranged by material type.)

Packaging Suppliers and Services, n.d, 1965-1973

(Contains correspondence, catalogs, and product specifications. Includes the Aluminum Company of America, Beatrice Foods Company, Celanese Plastics Company, Dependable Machine Company, Diamond International Corporation, Goodyear Tire & Rubber Company, and Husky Injection Molding Systems Ltd.)

Box 8

Periodicals, 1963-1981

(Contains the following publications: *Adweek*, *Business Week*, *Dun's Review*, *Grocery Mfr.*, *Modern Packaging*, *Packaging Design*, *Package Development*, *Print*, and *Progressive Grocer*.)

Box 8/Ov 6

Printing and Engraving, n.d., 1950-1962

(Contains books, reprints, and catalogs on printing and engraving processes.)

Box 8

Professional Associations:

American Management Association, 1968-1973

(Contains correspondence and brochures for packaging seminars and conferences, and a catalog of AMA publications.)

Industrial Designers Society of America, 1971

(Contains results of annual salary surveys.)

Package Designers Council, 1969

(Contains transcript from packaging/converting machinery show.)

The Packaging Institute, U.S.A., 1968-1981

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(Contains a packaging report, professional journal, subject indexes to technical reports, and a textbook on the economics of packaging.)

Tel Aviv University, 1981

(Koons was invited to give the keynote address at an awards ceremony for the Richard M. Siegel Fund for Marketing Research at the Graduate School of Business. He also conducted a two-day seminar for industry executives and marketing directors.)

United States Department of Commerce, 1972

(Contains quarterly report on the packaging industry.)

United States Information Agency, 1966-1967

(Contains correspondence related to traveling packaging exhibit sponsored by the United States Department of State.)

Box 8/Ov 6

Universal Product Code, 1974-1980

(Contains news clippings, newsletters, and an information booklet.)

Series III. Artwork

ALPO Petfoods, Inc.

Ov 5

Sketches

ALPO Premium Cat Food, c. 1986-1988

Box 9/Ov 10

Comprehensives

ALPO Premium Cat Food, c. 1986-1988

American Can Company (Dixie Products), 1973-1983

Ov 6

Sketches

Bathroom Cups (3 oz.)

Box 8/Ov 5/Ov 6

Super Elipse Plates

(Includes some sketches of coordinating cup and napkin

designs)

Ov 6

Super Sophisticate Plates

Ov 5

Dixie Plastics

Box 11/Ov 6

Miscellaneous

Product Designs

Ov 5

Packaging Designs

Box 9/Ov 10/Ov 12
 Comprehensives
 Dixie Cups
 Flat Drawings
 Ov 13
 Paper Shells
 Ov 14-16
 Mock-Ups
 Box 9/Ov 12
 Dixie Originals Plastic Dinnerware
 Flat Drawings
 Ov 17 - 20
 Mock-Ups
 (Includes Bowls)
 Ov 12
 Dixie •Spice• Cups
 Box 9/Ov 10/Ov 12
 Super Elipse Plates
 Flat Drawings
 Ov 20 - 23
 Mock-Ups
 (Includes Bowls)
 Ov 24
 Super Elipse Plates (Batik Design)
 Box 25/Ov 10
 Dixie Napkins

 Ov 26
 Mechanicals
 Dixie Products, 1973-1983
 Dixie Cups
 Ov 27
 Dixie Plastics

 Box 28
 Finished Artwork
 Dixie Products, 1973-1983
 Dixie Cups
 Ov 29
 Originals Plastic Dinnerware
 Napkins/Tablecloths
 Ov 29/Ov 30
 •Spice• Cups

Ov 31

Super Elipse Plates

Miscellaneous

(Drawings, magazine clippings and odd material used as ideas to create designs)

Dixie Products, 1973-1983

American Home Products Corporation (American Home Foods Division)

Box 11

Sketches

Mama Leone •s, c. 1984-1985

Portofino Spaghetti Sauce, n.d.

Box 25

Comprehensives

Spaghetti Sauce, n.d.

Beecham International

Box 28

Mechanicals

Tooth Cleaner Bottle, 1973

Beechnut, Inc.

Box 25

Comprehensives

Tetley Tea, c. 1970-1971

Brown-Forman Distillers Corporation

Ov 6

Sketches

Southern Comfort Gift Packaging

Ov 32

Comprehensives

Southern Comfort, c. 1979-1982

C. F. Mueller Co.

Box 11

Sketches

D • Amico Homestyle Pasta, c. 1983

Box 25

Comprehensives

D•Amico Homestyle Pasta, c. 1983

Mueller•s Dry Pasta Line, 1965-1985

Mueller•s Macaroni and Cheese Dinner, n.d.

Mueller•s Quick and Saucy Noodles, n.d.

(Includes mock-ups of packaging)

Chas. F. Cates & Sons, Inc.

Box 11

Sketches

Cates Pickle Line, c. 1979-1983

Ov 10

Comprehensives

Cates Pickles Jar Designs, c. 1979-1983

Ov 27

Mechanicals

Cates Pickle, 1980-1981

Box 28/Ov 27

Finished Artwork

Cates Pickles Line Labels, c. 1979-1983

Clairol, Inc./Bristol-Myers Company

Box 11/Ov 5

Sketches

Número Uno, 1965-1970

Box 25/Ov 10

Comprehensives

Aurisma/Claircare de Paris, c. 1968-1970

Box 28

Mechanicals

Número Uno, 1967

Consolidated Cigar Corporation (Gulf & Western Industries)

Ov 27

Sketches

Convention/Trade Show Display Layout, n.d.

Box 11/Ov 5

Dutch Masters, c. 1960-1968

Box 11	El Producto, 1968-1977
Box 11/Ov 5	Harvester, 1958-1971
Box 11	Muriel, c. 1974-1975
Box 11/Ov 5	Minor Brands, 1953-1985
Ov 5	Mixed Brands, 1950s-1970s
Box 11	Miscellany, 1950s-1980s
Box 25	Comprehensives (Includes mock-ups of packaging) Durango, n.d. Dutch Masters, 1959-1971
Box 25/Ov 10	El Producto, c. 1963-1971
Box 25	Harvester, 1958-1971 Muriel, c. 1974-1975
Box 25/Ov 10	Minor Brands, c. 1962-1971
Box 33/Ov 12	Mixed Brands, 1953-1985
Box 28	Finished Artwork Dutch Masters, c. 1960s
Map Drawer 3	El Producto, c. 1968-1977 Proof Sheets
Ov 31	Miscellaneous (Drawings, magazine clippings and odd material used as ideas to create designs) Minor Brands Ben Franklin, c. 1963

Cosmair, Inc.

Ov 6

Sketches
L'Oreal Preference

Box 28

Mechanicals
L•Oreal Preference, 1972

CPC International (Best Foods Division)

Box 11

Sketches
Knorr Sauce Mixes, 1984-1987

Ov 12

Comprehensives
Gulden•s Mustard, c. 1982

Box 33

Knorr Dry Soup Mixes, c. 1984-1987
Knorr Sauce Mixes, c. 1984-1987
Presto Cake Flour, c. 1983

Ov 27

Finished Artwork
Golden Griddle Syrup, 1979

Crisco

Box 11

Sketches
Corn Oil Labels, n.d.

Fairmont Foods Company (Abbotts Dairies)

Ov 6

Sketches
Ice Cream Specialties

Box 33

Comprehensives
Abbotts Old Philadelphia Ice Cream, c. 1977-1978
Better Than, c. 1976-1978
Fairmont/Abbotts Specialty Products, c. 1976-1977

Ov 27

Finished Artwork
Abbotts Old Philadelphia Ice Cream, 1978

Box 28

Miscellaneous, c. 1975
(Samples of ice cream photography)

Fleischmann•s

Box 11/Ov 6

Sketches

Italian Dressing, c. 1985

Gulf & Western Industries, Inc.

Ov 34

Sketches, n.d.

Tomato Container Product

Hiram Walker and Sons (Danish Distillers)

Sketches

Fris Vodka, 1989-1990

Hudson Pulp and Paper Corporation

Box 11

Sketches

Hudson Facial Tissues, 1962-1964

Hunt Foods Company

Ov 34

Sketches

Spaghetti Sauce, 1985

Ov 10

Comprehensives

Hunt's Tomato Sauce, n.d.

Ov 26

Mechanicals

Spaghetti Sauce, c. 1985

Johnson & Johnson Medical

Box 11

Sketches

DermaFlex Bandages, c. 1977

Box 33/Ov 35

Comprehensives

Dermaflex Bandages, c. 1974-1980

Ov 27/Ov 30/Map Drawer 3

Finished Artwork

Band-Aid Bandages, c. 1978

(Includes contact sheets)

Ov 27/Ov 31

DermaFlex Bandages, c.1978-1979
(Includes contact sheets)

Joseph E. Seagram & Sons, Inc.

Ov 34

Sketches

1857, n.d.

Label Designs

1889, n.d.

Label Designs

Box 11

Ali Baba Liqueur, C. 1963-1964

Miscellaneous Designs

Antique Bourbon, 1959-1972

Label Designs

Gift Packaging Designs

Benchmark Bourbon, 1968-1971

Gift Packaging Designs

Ov 34

Label Designs

Box 11

Boodle•s Gin, n.d.

Gift Packaging Designs

Calvert Cocktails, 1962-1969

Gift Packaging Designs

Calvert Extra, 1962-1974

Gift Packaging Designs

Calvert Gin, n.d.

Label Designs

Canadian Lord Calvert, 1971-1974

Gift Packaging Designs

Ov 6

Carstairs, c. 1968-1969

Label Designs

Gift Packaging Designs

Box 11

Diavolo Puerto Rican Rum, n.d.

Label Designs

Ov 6

El Coqui, n.d.

Label Designs

Box 11

Figaro, n.d.

Label Designs

Four Roses, c. 1963-1970

Gift Packaging Designs

Ov 6

Label Designs

Box 11

Harwood Canadian Whisky, n.d.
Gift Packaging Designs

Henry McKenna Bourbon, 1965-1966
Label Designs

Ov 6

Kessler, 1962-1965
Gift Packaging Designs

Box 11

Lord Calvert Canadian, c. 1963
Label Designs

OberBrau, n.d.
Label Designs

100 Pipers Scotch, n.d.
Label Designs

Passport Scotch, 1965-1966
Gift Packaging Designs

Ronrico Rum, 1971-1972
Label Designs

Ov 6

Rumdinger, 1973-1974
Label Designs

Box 11

Seagram • s Challenge, n.d.
Label Designs

Seagram • s Gin, n.d.
Gift Packaging Designs

Seagram • s Seven Crown, 1958-1972
Gift Packaging Designs

Ov 34

Label Designs

Box 11

Seagram • s V.O., 1970-1971
Gift Packaging Designs

Ov 34

Label Designs

Box 11

Sterling British London Dry Gin (Burnett • s), n.d.

Label Designs

Tequila Mariachi/Tequila Hidalgo, 1965-1966

Label Designs

Vodka Caprice, 1967-1968

Label Designs

White Horse Scotch, 1964-1968

Label Designs

Ov 36

White Satin Gin (Burnett • s), 1964-1966

Label Designs

Box 11/Ov 36

Wolfschmidt Vodka, 1963-1971

Gift Packaging Designs

Mixed Brands, 1956-1980

(Unidentified designs and multiple brands on same sheet.)

Bottle Designs

Box 11/Ov 6/Ov 36

Gift Packaging

Box 37

Comprehensives

1889, n.d.

Label Designs

Calvert Extra, c. 1962-1974

Gift Packaging Designs

Calvert Mixed Drinks, c. 1965-1966

Label Designs

Canadian Lord Calvert, c. 1971-1974

Label Designs

Diavolo Puerto Rican Rum, n.d.

Label Designs

Figaro, n.d.

Label Designs

Four Roses, c. 1963-1972

Gift Packaging Designs

Mumm • s Cordon Rouge, c. 1965-1966

Gift Packaging Designs

100 Pipers Scotch, n.d.

Label Designs

Passport Scotch, c. 1965-1975
Label Designs

Box 37/Ov 38

Rumdinger, c. 1973-1974
Label Designs

Box 37

Seagram•s Seven Crown, c. 1958-1972
Gift Packaging Designs

Tequila Hidalgo, c. 1965-1966
Label Designs

White Satin Gin (Burnett•s), c. 1964-1966
Label Designs

Box 37/Ov 10/Ov 35

Mixed Brands, 1956-1980
(Unidentified designs and multiple brands)
Gift Packaging Designs

Box 28

Finished Artwork
Jet Set Cocktails, n.d.

Luden•s, Inc.

Box 37

Comprehensives
•Cough Drops, c. 1985-1986

Ov 31

Finished Artwork
Cough Drops, c. 1985-1986

Maryland Cup Corporation (Sweetheart Cups)

Box 11

Sketches
Sweetheart Cups, c. 1982

Ov 35

Comprehensives
Sweetheart Cups, c. 1982

Ov 31

Finished Artwork
Sweetheart Cups, c. 1982

- McCormick & Co.**
- Ov 39
 Comprehensives
 Sauce and Seasoning Mix Labels, c. 1986
- Middletown Daily Record/Washington Star***
- Ov 40
 Miscellaneous
 Newspapers
 (Commemorative reprinted issues of *The Evening Star*,
 1945, 1963)
- Mobil Chemical Company**
- Box 11/Ov 6/Ov 36
 Sketches
 Hefty Plates and Cups, c. 1983-1984
- Ov 26/Ov 29
 Comprehensives
 Hefty Plates and Cups, c. 1983-1984
 Flat Drawings
- Ov 22
 Mock-Ups (Plates)
- Ov 40/Ov 41/Map Drawer 4
 Finished Artwork
 Hefty Plates and Cups, c. 1983-1984
- Nabisco Brands, Inc.**
- Box 11/Ov 42
 Sketches
 Salad Dressing, c. 1972
- Box 37
 Comprehensives
 Butter Blend, c. 1983-1984
- Ov 29
 Salad Dressing, c. 1983
- Ov 31
 Finished Artwork
 Salad Dressing, c. 1983

Proctor & Gamble Company

- Ov 36
 - Sketches
 - Bounty Microwave Paper Towels, c. 1985
- Ov 42
 - Camay, c. 1982
- Ov 36
 - Comet Cleanser, c. 1985
- Ov 42
 - Crest Toothpaste, 1987
- Box 11/Ov 42
 - Dash, n.d.
- Ov 36/Ov 42
 - Dawn Dishwashing Detergent, c. 1984
- Box 11/Ov 42
 - Oxydol, c. 1986

- Box 37
 - Comprehensives
 - Cheer Detergent, c. 1986
- Ov 29
 - Dash, n.d.
- Box 37/Ov 26
 - Dawn Dishwashing Detergent, c. 1984
- Ov 29
 - Oxydol, c. 1986

- Ov 26
 - Mechanicals
 - Dawn Dishwashing Detergent, c. 1984

- Ov 31
 - Finished Artwork
 - Camay, c. 1982

Revlon, Inc.

- Box 9
 - Sketches
 - Assorted Products, c. 1956-1970

Box 37

Comprehensives

Touch & Glow Face Powder, c. 1960s

Formula ZP-8, c. 1965

(Includes mock-ups of packaging)

Schenley Imports Company

Ov 43

Comprehensives

Dubonnet, c. 1980-1983

Scott Paper Company

Ov 42/Ov 44

Sketches

Scotties Facial Tissue, 1979-1983

Boxes 37, 45/Ov 26

Comprehensives

(Includes mock-ups of packaging)

Scotties Facial Tissues, c. 1979-1983

Statewide Savings & Loan Association

Ov 40

Finished Artwork

Corporate Logo, n.d.

Wasa International

Box 45/Ov 26

Comprehensives

Wasa Crispbread, c. 1985-1987

Washington Star

Ov 26

Comprehensives

Masthead and text, c. 1968-1970

Map Drawer 2

Newspaper Dummies, c. 1968-1970

Miscellaneous

Box 9/Ov 42/Ov 44

Sketches

Bottle Shapes

(Includes Seagram, Numero Uno, L'Oreal, Tame Hair
Conditioner and Alert mouthwash.)

Ov 42

Christmas Cards, n.d.

Box 9

Country/City Sketches, n.d.

Ov 42

Pan Am/International Voting Display, n.d.

Box 9

Pasta Suprema, n.d.

Tijuana' • Jalapeños Peppers, n.d.

Ov 42

Various

Comprehensives

Ov 29

Christmas Cards, n.d.

Box 45

Plate Designs, n.d.

(Unidentified, but probably designs for Hefty Plates)
Flat Comprehensive

Ov 46

Mock-Up

Box 45

Rogers Flameboyant Butane Lighter, n.d.

Ov 29

Unidentified, n.d.

Box 28

Finished Artwork

Annual Reports

American Cancer Society, 1959-1961

Consolidated Cigar Corporation (Gulf & Western), 1950-
1951, 1953-1964, 1966

United Cerebral Palsy Research and Educational

Foundation, 1957

Ov 40

Corporate Logos, n.d.

Box 28

Fund-raising Brochure

Federation of Jewish Philanthropies of New York, 1955-

1956

Series IV. Packaging

American Can Company

Box 28

Dixie Products, 1974-1979
Bathroom Refill Cups, 3 ounce

Ov 47

Kitchen Refill Cups, 5 and 6 ounce
Beverage Refill Cups, 9 ounce

Box 28

Cup Dispensers

Ov 40

Poster

Ov 48/Ov 49

Final Products
Dixie Cups

Box 28

Napkins

Ov 50

Super Elipse Plates
(Includes coordinating bowl designs)

Ov 46

Dixie Livingware Plate

Ov 23/Ov 46

Originals Plastic Dinnerware***
(Includes standard plates, divided plates and bowls)

American Home Foods Corporation (American Home Foods Division)

Box 28/Ov 47

Mama Leone's Frozen Dinners, 1985

American White Cross Laboratories, Inc.

Box 28

Gauze Pads, c. 1963-1966

Cadbury Schweppes

Chocolate Cookies, c. 1986

C. F. Mueller Co.

Box 51/Ov 47

Mueller's Dry Pasta and Egg Noodles, 1965-1979

Box 51

Mueller's Old Fashioned Egg Noodles, 1977

Mueller's Egg Noodle Bag Line
Golden Rich, 1968, 1972
Klops, Kluski, München, 1968, 1972
Old Fashioned, 1963, 1970, 1972
Mueller's Quick n' Saucy Instant Hot Lunch, 1979
Box 51/Ov 47
D'Amico Home Style Pasta, 1980

Chun King Corporation

Box 52
Chun King Frozen Foods, 1964-1965

Clairol, Inc./Bristol-Myers Company (LeMans, Inc.)

Numero Uno, 1967

Consolidated Cigar Corporation (Gulf & Western Industries)

Backwoods

Final Product Packaging, 1978-1981

Dutch Masters

Final Product Packaging:

Earlier Redesign, 1958-1959

First Complete Line Redesign, 1961-1966

Second Complete Line Redesign, 1966-1977

Box 52/Ov 31

Father's Day, 1961, 1965-1973

Box 52/Ov 53

Season's Greetings, 1956-1972

Box 54

Miscellaneous, 1960s-1970s

Display Packaging:

Valet Packs, 1961-1962

First Complete Line Redesign, 1967

Box 54/Ov 47

Miscellaneous, 1950s-1960s

Ov 53

Gift Packaging

Cigar Jar, 1971-1972

Ov 40

Box Wraps/Inside Labels

Earlier Redesign, 1957-1959

Ov 40/Ov 53
 First Complete Line Redesign, 1961-1966
 Second Complete Line Redesign, 1967-1975

Box 54/Ov 40
 Father's Day, 1958-1967

Box 54
 Season's Greetings, n.d., 1957-1964
 It's A Boy!/It's A Girl!, 1959-1960
 Havanas, n.d.
 Silver Crown, n.d.

Box 54/Ov 40
 Miscellaneous Labels, n.d.

Ov 40
 Posters, 1955-1963

Box 54
El Producto
 Final Product Packaging
 Canadian, n.d.
 Earlier Redesign, 1958-c.1967
 First Complete Line Redesign, 1968-1971
 Father's Day,
 Paul Rand Designs, 1958-1963

Box 54/Ov 53
 Irv Koons Designs, 1968-1971

Ov 53
 Season's Greetings
 Paul Rand Designs, 1957-1959

Box 54/Ov 55
 Irv Koons Designs, 1967-1976

Ov 55
 Miscellaneous, 1969

Box 54/Ov 55
 Gift Packaging
 Cigar Jar, 1960s, 1964-1970, 1976

Box 56/Ov 55
 Queens Canister, 1963-1964, 1967-1976

Ov 55
 Display Packaging
 Metal Container, 1967

Box 56
 Paul Rand Designs, c. 1955-1963

Ov 55
 Miscellaneous, n.d.

Box 56
 Box Wraps/Inside Labels
 Paul Rand Designs, 1958-1963

Box 56/Ov 57

Irv Koons Designs, 1957-1976

Ov 55

Posters

Paul Rand Designs, 1955-1963

Line Redesigns, c. 1960s-1970s

Cigar Band Proof Sheet, n.d.

Box 56

Big Sur, 1971

Flite, 1979

Harvester

Final Product Packaging:

Complete Line Redesign, 1958, 1966

Father's Day, 1958-1966

Season's Greetings, 1953-1954, 1960-1971

Display Packaging, c. 1959

Box Wraps/Inside Labels

Father's Day, 1958-1966

Season's Greetings, n.d., 1953-1967

Ov 55

Posters, 1958-1971

Box 56

Muriel

Final Product Packaging

Canadian, c.1959

Complete Line Redesign, 1960s, 1969-1975

Father's Day, 1969-1972

Season's Greetings, 1967-1971

Display Packaging, 1950s-1960s

Box 56/Ov 57

Box Wraps/Inside Labels, 1958-1975

Ov 57

Posters, 1957-1960

Box 56

Cigar Band Proof Sheets, n.d.

Box 58

Minor Brands

Ben Franklin

Final Product Packaging/Box Wrap/Inside Label, 1963,

1970

1886

Final Product Packaging, 1964

Guardsman

Inside Labels, 1967

Headline

Final Product Packaging, 1960, 1965

Box Wraps/Inside Labels, c. 1959-1960

La Florena

Inside Labels, n.d.

La Mancha

Final Product Packaging, 1970

Box 58/Ov 55

La Palina

Final Product Packaging

Complete Line Redesign, 1957-1965

Father's Day, 1962-1970

Season's Greetings, 1962-1971

Box 58

Box Wraps/Inside Labels, 1962-1970

Posters, 1957-1970

Lovera

Final Product Packaging

Complete Line Redesign, 1965-1969

Father's Day, 1966-1971

Box 58/Ov 55

Season's Greetings, 1966-1971

Box 58

Box Wraps/Inside Labels, 1965-1969

Complete Line Redesign, 1965-1969

Father's Day, 1966-1971

Season's Greetings, 1966-1971

Posters, 1965-1971

Nurica

Final Product Packaging
Earlier Design, n.d.
Package Redesign, 1965
Season's Greetings, 1970s

Simons

Final Product Packaging, n.d., 1960, 1966
Box Wraps/Inside Labels, 1960

Sutliff (Old Grand-Dad Cavendish Smoking Tobacco)

Labels, n.d.

Tueros

Final Product Packaging:
Package Redesign, 1967
Capitán, 1970s
Box Wraps/Inside Labels, 1967

Yorkshire

Inside Label, 1953

Miscellany

Final Product Packaging, n.d.

Ov 59

Miscellaneous Brands
Decals, 1950s-1970s

CPC International

Box 58

H-O Cereal Products, 1982-1983

Box 60

Ritz Tint and Dye, 1979-1980

Fairmont Foods Company (Abbotts Dairies)

Abbotts Orange Juice, n.d.
Abbotts Smooth and Creamy, 1976

Ov 47

Abbotts Somethin' Special, 1977

Box 60

Fairmont/Abbotts Better Than, 1981

Box 60/Ov 61

Fairmont/Abbotts Specialty Products, 1976-1977

Joseph E. Seagram and Sons, Inc.

Ov 59
 Antique Bourbon Gift Packaging, n.d. 1960, 1965-1966
 Bisquit Cognac Gift Packaging, 1971

Ov 62
 Calvert Cocktail Gift Packaging, 1962-1969

Ov 62/Ov 63
 Calvert Extra
 Gift Packaging, n.d., 1963, 1973-1975

Map Drawer 1
 Wrap Sets, c. 1962-1974
 Canadian Lord Calvert Wrap Sets, c. 1971-1974

Ov 63
 Carstairs White Seal Gift Packaging, n.d.
 Christian Brothers Gift Packaging, n.d., 1963, 1965

Ov 63/Ov 64
 Four Roses Gift Packaging, n.d, 1963-1968

Ov 64
 Kessler Gift Packaging, 1962-1966
 Leroux Liqueurs Gift Packaging, 1966
 Lord Calvert Canadian, 1963

Ov 65
 Mumm•s Gift Packaging, 1965
 Passport Scotch
 Gift Packaging, 1968, 1975

Map Drawer 1
 Wrap Sets, c. 1965-1966

Ov 65
 Praline Liqueur Gift Packaging, n.d.
 Schenley Reserve Gift Packaging, n.d.
 Seagram•s Crown Royal Gift Packaging, 1967

Ov 61/Ov 65/Ov 66
 Seagram•s Seven Crown Gift Packaging, n.d., 1959-1960, 1963-1964,
 1968-1969

Ov 66
 Seagram•s V.O. Gift Packaging, 1970-1971
 Southern Comfort Gift Packaging, 1979-1982
 White Horse Scotch, 1964-1968
 White Satin Gin (Burnett•s) Gift Packaging, n.d.
 Wilson Gift Packaging, 1964, 1967
 Wolfschmidt Vodka Gift Packaging, 1970-1971

Box 60
 Labels, 1956-1980
Luden•s, Inc.
 Rx Cough Drops, c. 1985-1986

Maryland Cup Corporation (Sweetheart Cups)

Ov 48

Final Product
Sweetheart Cups, c. 1982

Ov46

Plate, c. 1982

Middletown Daily Record

Ov 67/Ov 68

Final Product, July 1956- January 1958

Proctor & Gamble Company

Box 60

Camay, 1982

Ov 69

Oxydol, c. 1986

Box 60

Vibrant Bleach, 1981-1982

Revlon, Inc.

Touch & Glow Face Powder, c.1960
Wrap Sheets, n.d.

Schenley Imports Company

Dubonnet, 1980-1983
Labels

Schick Incorporated

Crown Jewel Ladies Shaver, 1958-1959

Scott Paper Company

Scotties Facial Tissues
Final Product Packaging

Box 70

Everyday, 1957-1981
Designer Prints, 1978
Family Hankies, 1973
Lady Scott, 1963, 1965, 1972, 1976

Ov 69

Jumbo Pack, 1973, 1979, 1981

Box 70

Audit of Major Facial Tissue Competition, January 1979
Final Product Packaging
Kimberly-Clark Corporation - Kleenex, 1976-1979
Proctor & Gamble - Puffs, n.d., 1977

Crown Zellerbach Corporation - Chiffon/Vera/Nice n •
Soft, 1976-1978

Competitive Brands

Final Product Packaging

Marcal Paper Mills, Inc. - Marcal, 1977-1979

Hudson Pulp & Paper Corporation - Hudson Golden
Showcase, 1962-1964

Miscellaneous Brands, c.1979

Sieper Werke GmbH (Siku • Eurobuilt •)

Box 70/Ov 61

Die-Cast Model Car Packaging, 1983-1985

Sunshine Biscuits, Inc.

Box 71

Cookie Line Redesign, c.1986

Wasa International

(Includes sample of previous packaging design)

Wasa Crispbread, 1985-1987

(Includes roll in Map Drawer #5)

Wilson Manufacturing Corporation

Wil-Hold Hair Products, 1966-1969

Miscellaneous

Ov 48

Final Product

Unidentified Cups, n.d.

Box 71

Labels - Koons Design Exhibit, n.d.

Series V. Photographic Materials

Sub-Series A. Slides

Boxes 72, 73

1. Narrative (The slide collection is accompanied by a 330 page narrative, located in a separate binder, compiled with Irv Koons's assistance, which documents design projects executed by Irv Koons Associates. The narrative summarizes each of these projects from initial client meetings and marketing research studies through final production. By referring to individual slides, the narrative traces the progression of design changes for a multitude of recognized brand names.)

2. Design Library

Box 74

American Can Company (Dixie Products)

Dixie Cups (3 ounce)

Individual, April 8, 1977 and May 2, 1979

Groups of Two, April 8 and June 14, 1977

Groups of Three, April 8, 1977

Groups of Four, April 8, 1977

Group I, •Ideas, • n.d.

Pairs

Group of Eight

Group II, •Flowers •, n.d.

Pairs

Group of Eight

Dixie Testing: Bracketted Rejects

Pairs, May 5, 1977

Groups of Eight, May 6, 1977

Bathroom Cups

Flower Designs, n.d.

Shell Designs, n.d.

Dixie Cups (5 ounce)

Individual, January 21 and 25, 1977

Groups of Two, January 31, 1977 and June 14, 1977

Groups of Three, January 31, 1977

Groups of Four, February 8, 1977

Group I, •Ideas •, n.d.

Pairs

Groups of Eight

Group II, •Flowers •, n.d.

Pairs

Groups of Eight

Dixie Testing: Bracketted Rejects

Pairs, May 5, 1977
Groups of Eight, May 6, 1977

Dixie Kitchen Cups
Group I, n.d.
Group II, n.d.
Group III, n.d.
Groups of Four, October 20, 1975
Groups of Six, October 22, 1975

Dixie Cups (6 ounce)
Individual, January 31, 1977
Groups of Two, January 31, 1977
Groups of Three, January 31, 1977
Groups of Four, January 31, 1977

Dixie Cups (9 ounce)
Individual, February 1977
Groups of Two, February 1977
Groups of Three, February 1977
Groups of Four, February 1977

Extras and Rejects
Groups of Four, November 1976
Groups of Seven, December 1, 1976
Groups of Twelve, December 2, 1976

Unidentified Sizes
Kitchen Cups
Objects, May 14, 1976
Fowl, May 14, 1976
Bathroom Cups, May 14, 1976
Cup Stacks
Butterflies, June 25, 1974
Balloons, July 8, 1974
Birds, July 9, 1974

Dixie Plates
8 • inch Plates, February 1977
9 • inch Plates, February 1977
9 • inch Plates, April 5, 1979
10 • inch Plates, February 1977
Unidentified sizes, October 23, 1975

Dixie Products Supermarket Layouts, n.d.

American Cyanamid Company
Breck Dryodorant, 1970-1971

Beecham Products, Inc.

Alive Again, 1973-1975

Brylcreem, 1971-1973

C.F. Mueller Co.

D•Amico Homestyle Pasta, 1983

Hot Snacks

Chile/Cheese, November 22, 1978

Sloppy Joe, November 27, 1978

Mushroom, November 27, 1978

Mueller Pasta Store Displays, 1976

Chas. F. Cates and Sons, Inc.

Cates Pickles, 1979-1973

Test Jar, n.d.

Clairol, Inc./Bristol-Myers Company

Aurisma/Claircare de Paris, 1968-1970

Box 75

Dry Shampoo, n.d.

LeMans, 1968-1969

Numero Uno, 1965-1967

Platinum Frosts, 1967

Swing Setter, 1968

Consolidated Cigar Corporation (Gulf & Western Industries)

Cigar Bar Patented Modular Display Units, September 1976

El Producto

Package Test

Rack Display, n.d.

•Current•

New Design with •Current• Girl

•Current• Design, April 1976

Atlas

Blunts

Invincibles

New Design, April 1976

Atlas

Blunts

Invincibles

CPC International (Best Foods Division)

Best Foods Mayonnaise

Hellmans Mayonnaise

Mazola Corn Oil/Margarine and Competitors

Skippy Peanut Butter and Competitors
Golden Griddle Syrup
Karo Syrup and Competitors

Fairmont Foods Company (Abbotts Dairies)

Fairmont Specialties
Test Shots, n.d.
Rough Comprehensives, January 22, 1976
Plant Shots, n.d.

First Annual National Aerosols Conference

New York University, March 25-26, 1974
Aerosol Age (includes 2 • x 2 • slides)
Alusuisse Metals, Inc. (Boxal)
Celanese Plastics Company
Continental Can Company, Inc.
Peerless Tube Company
Peterson & Blyth Associates, Inc.

Joseph E. Seagram & Sons, Inc.

Gift Packaging
Ronrico Puerto Rican Rum
Unidentified Product

Package Design Research

Revlon, Inc.

Major Lines Redesign, 1965-1970

Scott Paper Company

Scotties Facial Tissues
Phase II
•Current• Boxes, July 11, 25, and 31, 1980
New Designs, July 25, 1980
Comprehensive Boxes, July 31, 1980

Printed
Group shots, October 15, 1981
Old Fashioned Design (not designed by Koons), n.d.
Logos
Printed Comprehensives, June 16 and 17, 1980
Singles, July 7 and 8, 1980
Comprehensives with Logos
Individual, April 10, 1981
Group, April 10, 1981
Scotties •300', October 23, 1980

Low Angle Shots, n.d.
Research Slides, n.d.
Competition, n.d.

United States Information Agency (USIA)
(Product packaging was not designed by Irv Koons.)

Wasa International
Wasa Crispbread, 1985-1987

Miscellany
Packaging and Printing Specifications, n.d.
Painted/Decorated Stones, n.d.

Sub-Series B. Negatives

American Audio
Box 76

4" x 5"
Audio Cassettes, 1972

American Can Company (Dixie Products)
Box 77

Negative Fragments
Dixie Cup Test Models, c. 1974
Dixie •Super Elipse• Plates, 1974
(With coordinating cups and napkins)
Graphic Screening Surveys, March 1976

Box 76

4" x 5"

Dixie Cups

Everyday Designs, c. 1970s

(Includes cups and packaging.)

Specialty Designs, c. 1970s

(Includes cups and packaging.)

Balloon Designs

Bird Designs

Butterfly Designs

Fiesta Designs

Flower Designs

Miscellaneous Designs

Test Models, c. 1974

Dixie Livingware (Plate and Cup Sets), 1973-1983

Dixie Plastics, 1973-1983

Supermarket Layouts and Display Units, 1973-1983

American Cancer Society

4" x 5"

Conquest of Cancer Logo, n.d.

American Cyanamid Company

Box 77

Negative Fragments

Breck Dryodorant, 1970-1971

American Home Products Corporation (American Home Foods Division)

Negative Fragments

Mama Leone's Restaurant Location Shots, 1984-1985

American White Cross Laboratories, Inc.

Negative Fragments

Redesign, All Products, 1963-1966

Box 75

8" x 10"

Redesign, All Products, 1963-1966

Beecham Products, Inc.

Box 76

4" x 5"

Alive Again, 1973-1975

Brylcreem, 1971-1973

C.F. Mueller Co.

Box 77

Negative Fragments

Client Overview, 1965-1985

(Text from business narrative accompanying slides.)

Factory Shots, n.d.

Box 76

4" x 5"

Mueller's Pasta, 1965-1985

Box 75

8" x 10"

Mueller's Egg Noodle Bag Line

Old Fashioned, c. 1963-1972

Mueller's Quick n • Saucy Instant Hot Lunch, 1979

Chas. F. Cates and Sons, Inc.

Box 76

4" x 5"

Cates Pickles, 1979-1983

Chun King Corporation

4" x 5"

Chun King Frozen Food, 1962-1964

Box 75

8" x 10"

Chun King Frozen Foods, 1962-1964

CIBA-GEIGY Pharmaceuticals (Madison Laboratories)

Box 76

4" x 5"

Binaca, 1972-1974

Clairol, Inc./Bristol-Myers Company

Box 77

Negative Fragments

Miscellany, c. 1967-1970

2 • " x 2 • "

Miscellaneous Products, c. 1967-1970

Box 76

4" x 5"

Numero Uno, 1965-1967

Swingsetter, 1968

Consolidated Cigar Corporation (Gulf & Western Industries)

Box 77

Negative Fragments

El Producto

Big Sur, 1970-1971

Gift Packaging, 1971

2 •" x 2 • "

Dutch Masters, c. 1961

El Producto, c. 1960s

Box 76

4" x 5"

Annual Report Covers, 1961, 1962, 1966

Backwoods, 1978-1981

Cigar Bar Display Units, 1957-1958

Dutch Masters, 1960-1963, 1966-1968

El Producto

Cigarlets, 1968-1971

Flite, 1978-1979

Gift Packaging, c. 1967-1976

Product Line Redesign, 1968, 1977

Harvester, 1958-1971

Muriel, 1974-1975

Minor Brands, 1953-1985

Guardsmen

Lovera

Simon's

Sutliff Tobacco Co.

Box 78

5" x 7"

Consolidated Minor Brands

Simon's, c. 1960

Dutch Masters, 1960-1963/1966-1968

Harvester, 1958-1971

Box 79

5" x 8"

Dutch Masters, 1960-1963/1966-1968

El Producto, c. 1967-1976

Muriel, 1974-1975

Miscellaneous, 1953-1985

Box 75

8" x 10"

Dutch Masters, 1960-1968

El Producto, 1968-1977

Harvester, 1958-1971

Muriel, 1974-1975

Minor Brands, 1953-1985

Box 80
Miscellaneous, 1953-1985
11" x 14"
Mixed Brands, 1953-1985

CPC International (Best Foods Division)
Box 76
4" x 5"
Golden Griddle Syrup, 1982-1983
H-O Cereals, 1982-1983
Knorr Soup Mixes, 1984-1987
Rit Dyes, 1979-1980

Dairylea Cooperative Incorporated
Box 77
Negative Fragments
Dairylean, 1975

Fairmont Foods Company (Abbotts Dairies)
Negative Fragments
Abbotts Old Philadelphia Ice Cream, June 1979
Box 76
4" x 5"
Abbotts Old Philadelphia Ice Cream, 1977-1978
Abbotts Smooth and Creamy Ice Cream, 1974-1976
Better Than, 1976-1978
Fairmont Specialties, 1976-1977

Federation of Jewish Philanthropies of New York
4" x 5"
Annual Report Cover, 1957-1958
Memorial, n.d.

Gillette Company
4" x 5"
Tame, 1972-1974

Hudson Pulp and Paper Corporation

Box 77

Negative Fragments

Hudson Facial Tissues, 1962-1964

Box 76

4" x 5"

Hudson Facial Tissues, 1962-1964

Box 75

8" x 10"

Hudson Facial Tissues, 1962-1964

Ideal Toy Corporation

Box 77

Negative Fragments

Crissy and Kerry Dolls, 1969-1972

Johnson & Johnson Medical

Box 76

4" x 5"

Band-Aid Derma Flex Bandages, 1977-1980

Joseph E. Seagram and Sons, Inc.

Box 77

Negative Fragments

Sabra Liqueur, 1969-1970

Box 76

4" x 5"

Antique Bourbon, 1959-1972

Bengal Gin, 1965-1968

Bottle and Decanter Designs, 1956-1980

Calvert Cocktails, 1962-1969

Calvert Extra, 1962-1974

El Coqui, n.d.

Four Roses, 1961-1972

Gablinger's Beer, 1965-1966

Leroux Liqueurs, 1966-1970

Mumm's Cordon Rouge Champagne, 1965-1966

Passport Scotch, 1965-1975

Rumdinger, 1973-1974

Seagrams Seven Crown, 1958-1972

White Satin Gin (Burnett's), 1964-1966

Miscellany, 1956-1980

Christmas Theme Publicity Shots

Box 78

5" x 7"

Four Roses, 1961-1972
Kessler, 1962-1965

Box 75

8" x 10"
Calvert Cocktails, 1962-1969
Christian Brothers Champagne, 1963-1972
Gablinger Beer, 1965-1966
(Picture of gentleman used on packaging)
Kessler, 1962-1965
Mumm • s Cordon Rouge, 1965-1966
Rumdinger, 1973-1974
Seagram • s Seven Crown, 1958-1972
Miscellany, 1956-1980
Christmas Theme Publicity Shots

Box 76

Miscellany
4" x 5"
Decorated/Painted Stones, n.d.

New York University

Box 81

Negative Fragments
Fundamentals of Packaging Seminar, 1973
(Includes correspondence regarding printing of negatives.)

Box 76

4" x 5"
Fundamentals of Packaging Seminar, 1973

Pharmacraft
4" x 5"
Fresh Deodorant, 1956

Schenley Imports Company
4" x 5"
Dubonnet, 1980-1983

Scott Paper Company
4" x 5"
Scotties Facial Tissues, 1979-1983

Sieper Werke GmbH (Siku Eurobilt)

4" x 5"

Die Cast Metal Toys, 1983-1985

Packaged

Unpackaged

Box 78

5" x 7"

Die Cast Metal Scale Models, 1983-1985

Solo Products Corporation

Box 81

Negative Fragments

Miscellany, 1974-1976

Box 76

4" x 5"

Hair Accessories, 1974-1976

Hair Brushes, 1974-1976

Hair Care Case, 1974-1976

Statewide Savings and Loan Association

4" x 5"

Bank Logo, c. 1973

Union of American Hebrew Congregations

4" x 5"

Newsletter First Pages

Reform Judaism, September and November, 1972

W.A. Sheaffer Pen Company

4" x 5"

Miscellaneous Products, 1969-1970

***Washington Star*, 1969-1970**

Box 81

Negative Fragments

(Text from business narrative accompanying slides.)

Yardley

Box 77

2 • " x 2 • "

Gift Packaging, 1958-1961

Spray Mist Toilet Water, 1958-1961

Box 76

4" x 5"

Gift Packaging, 1958-1961

Box 75

8" x 10"

Gift Packaging, 1958-1961

Spray Mist Toilet Water, 1958-1961

Sub-Series C. Transparencies

American Can Company (Dixie Products)

Box 81

2 •" Fragments

Dixie Cup Test Models, c. 1974

Dixie Original Plastic Dinnerware •Glassware, • 1973-1983

Box 76

4" x 5"

Dixie Cup Test Models, c. 1974

Supermarket Display, 1973-1983

Dixie Originals Plastic Dinnerware Sets, 1973-1983

(Includes plastic •glassware•)

Box 75

8" x 10"

Dixie Cups

Dispensers, 1973-1983

Specialty Designs, 1973-1983

Test Models, c. 1974

American Home Products Corporation (American Home Foods Division)

Box 76

4" x 5"

Portofino Spaghetti Sauce, n.d.

Publicity photos

Beechnut, Inc.

4" x 5"

Tetley Tea, 1970-1971

Cocoa?, 1970-1971

Cadbury Schweppes

4" x 5"

Chocolate Covered Cookies, 1986

Box 75

8" x 10"

Chocolate Covered Cookies, 1986
Packaging
Product Photos

C. F. Mueller Co.

Box 76

4" x 5"

Packaging, 1977-1979
Product Photos, 1978-1979
Macaroni and Cheese
Quick and Saucy Noodles
Publicity Photos, 1965-1985

Box 75

8" x 10"

Egg Noodle Packaging, 1963
Publicity Photographs, 1965-1985
(Includes Mueller's spaghetti with Hunt's Tomato
Paste.)

Chun King Food Corporation

Box 82

4" x 5"

Chun King Frozen Food
Packaging, 1962-1964

Box 79

5" x 8" (8" x 10" cut in half)

Chun King Frozen Food, 1962-1964
Product Photographs

Clairol, Inc./Bristol-Myers Company

Box 81

2 •" Fragments

Miscellany, c. 1967-1970

Box 82

4" x 5"

Swingsetter, 1968

Consolidated Cigar Corporation (Gulf & Western Industries)

4" x 5"

Backwoods Cigars, 1978-1981
(Product photographed against various backgrounds.)

Dutch Masters, 1960-1963/1966-1968
Packaging
Test Shot of Frame for Gift Packaging
El Producto, 1968, 1977
Packaging
Muriel, 1974-1975
Packaging

Box 78

5" x 7"

Muriel, 1974-1975
(Test Shots of Edie Adams for Promotional Ads)
Miscellany, 1953-1985
Various Consolidated Brands

Box 75

8" x 10"

Backwoods, 1978-1981
Cigar Bar Display Units, 1957-1958
Dutch Masters
Gift Packaging, c. 1957-1964
Varieties Packaging, 1966-1968
El Producto Gift Packaging, c. 1964-1971
Muriel Gift Packaging, c. 1967
Miscellany, 1953-1985
Cigar Photos
(Possibly photos for annual reports)
Product Packaging

CPC International, Inc. (Best Foods Division)

Box 82

4" x 5"

H-O Cereal, 1982-1983
Packaging

Box 83

8" x 10"

Knorr Sauces, 1984-1987
Product Photos
Knorr Soup Mix, 1984-1987
Product Photos
H-O Cereal, 1982-1983
Publicity Photographs

Fairmont Foods Company (Abbotts Dairies)

Box 82

4" x 5"

Abbotts Old Philadelphia Ice Cream, 1977-1978
Abbotts Somethin • Special Products, 1977
Better Than, 1976-1978
 Backgrounds
 Packaging
Fairmont Specialities, 1976-1977
Abbotts Somethin • Special Products, 1977
Backgrounds, 1973-1980

Box 79

5" x 8" (8" x 10" cut in half)

Miscellaneous Backgrounds, 1970s

Box 83

8" x 10"

Abbotts Old Philadelphia Ice Cream, 1977-1978
 Packaging
Abbotts Smooth & Creamy Ice Cream, 1974-1976
 Product Test Shots
 Final Art
Abbotts Somethin • Special, 1977
 Product Photographs (Polarmatic Process)
Fairmont Better Than
 Preliminary and Unused Product Test Shots, c. 1976-1977
 Test Shots, c. 1976-1977
 (Product on Tablecloth Background)
 Final Shots, 1976
 (Product on Tablecloth Background)
 Final Chromes, 1977
 (Redesign: Final Background with Colored Light.
 Includes instructions for final development of
 photographs.)

Box 84

Fairmont Specialities, 1976-1977
 Product Test Shots
Miscellany, 1973-1980
 Backgrounds (no products)
 Unidentified Ice Cream

- First Annual National Aerosols Conference**
 Box 85
 4" x 5"
 New York University, March 25-26, 1974
 Peterson & Blyth Associates, Inc. Bottles/Canisters
- Hunt Foods Company**
 4" x 5"
 Tomato Sauce Packaging, 1974
- Joseph E. Seagram & Sons, Inc.**
 Box 81
 2 •" Fragments
 El Coqui, n.d.
 Passport Scotch, 1965-1966
- Box 85
 4" x 5"
 Calvert Cocktails, 1962-1969
 Product Photographs
 Miscellany, 1956-1980
 Christmas Theme Publicity Shots
 Passport Scotch, 1965-1975
 Publicity Photographs
- Box 79
 5" x 8" (8" x 10" cut in half)
 Calvert Cocktails, 1962-1969
 Product Photos
 Four Roses, 1961-1972
 Rose Designs
- Box 84
 8" x 10"
 Ambassador Deluxe Scotch (Quality Importers)
 Advertisement, n.d.
 Bengal Gin, 1965-1968
 Label Design
 Calvert Cocktails, 1962-1969
 Product Photographs
 Four Roses, 1963-1967
 Rose Designs
 Miscellany, 1956-1980
 Background, n.d.
 Christmas Theme Publicity Shots
 Unidentified Beverages
 Seagram • s Seven Crown, 1958-1972
 Product Photographs

Marx Toys
Box 78
5" x 7"
Navarone Play Set, n.d.

Procter & Gamble Company
Box 84
8" x 10"
Camay Soap, 1982 (Cameo design)

Sieper Werke GmbH (Siku • Eurobilt •)
Box 85
4" x 5"
Die-Cast Model Cars, 1983-1985

Box 84
8" x 10"
Die-Cast Model Cars, 1983-1985
Publicity Photographs

Solo Products Corporation, 1974-1976
Box 81
2 •" Fragments
Miscellany
Box 78
5" x 7"
Hair Product Organizer, 1974-1976

Stellenbosch Wineries Corporation
Box 85
4" x 5"
Kellerprinz Wine-in-a-Box, 1982-1983
Publicity Photographs

Sunshine Biscuits, Inc.
Box 84
8" x 10"
Cookie Line Redesign, 1986-1987
Product Photographs

Wasa International

8" x 10"

Wasa Crispbread, 1985-1987
Product
Product Displayed with Toppings
Publicity Photographs

West Virginia Pulp and Paper Company (Westvaco)

8" x 10"

Westvaco Paper for Paint Labels, 1965-1966

Miscellany

8" x 10"

Backgrounds
King Solomon Smoked Salmon
Pasta Publicity Photographs
Lasagna
Ravioli
Spaghetti
Praline Emporium Co.
Praline Liqueur
Rottcher Wineries
Creme Liqueurs
West's Beeno Dog Biscuits

Sub-Series D. Prints

ALPO Petfoods, Inc.

Box 86

2" - 6" x 2" - 3"

Alpo Premium Cat Food, 1986-1988
Packaging Photographs

Box 84

8" x 10"

Alpo Premium Cat Food, 1986-1988
Packaging Designs

American Audio

Box 87

5" - 8" x 8" - 10"

Audio Cassettes, 1972
Product
Packaging

American Can Company

Box 86

2" - 6" x 2" - 3"

Dixie Cup Test Models, c. 1974

Box 81

6" - 10" x 2" - 3"

Dixie Cup Test Models, c. 1974

Box 87

5" - 8" x 8" - 10"

Dixie Cups Test Models, c. 1974

Box 84

8" x 10"

Dixie Products

Dixie Cups, 1973-1983

Dispensers

Specialty Designs

(Includes cups and packaging)

Cup Design Test Shots

Design Surveys

Test Models, c. 1974

(Cropped Photos)

Dixie Plastics, 1973-1983

Dixie Livingware (Plate and Cup Sets), 1973-1983

Dixie •Super Elipse• Plates, 1973-1983

(With coordinating cups and napkins)

Supermarket Layouts and Display Units, 1973-1983

Box 80

9" x 12"

Dixie Products

Dixie Cup Test Model, c. 1974

American Cyanamid Company

Box 84

8" x 10"

Breck Dryodorant, 1970-1971
Packaging Design

American Home Products Corporation (American Home Foods Division)

Box 78

5" x 7"

Portofino Spaghetti Sauce, n.d.
Publicity Photos

Box 87

5" - 8" x 8" - 10"

Mama Leone •s, 1984-1985
Contact Sheets: Restaurant Location
Portofino Spaghetti Sauce, n.d.
Publicity Photos

Box 84

8" x 10"

Portofino Spaghetti Sauce, n.d.
Publicity Photos

American White Cross Laboratories

Box 87

5" - 8" x 8" - 10"

Product Line Redesign, 1963-1966

Box 84

8" x 10"

Redesign, All Products, 1963-1966

Box 80

11" x 14"

Redesign, All Products, 1963-1966

Beecham Products, Inc.

Box 84

8" x 10"

Brylcreem, 1971-1973
Packaging

BOXAL

Box 78

5" x 7"

BOXAL Aerosol Cans

(Monobloc and two-piece cans for Europe's major cosmetic company – L'Oreal)

CSMA First Prize Award: USA, 1972

(Chemical Specialities Manufacturer's Association; Personal Products Category)

Decorations

(Wrap around printing with up to 4 colors, in addition to the base lacquer, or in halftone for monobloc and two-piece cans)

Prize Winning BOXAL Aerosol Cans

("Cachet" - CSMA Award 1972, USA; "Pub" - CSMA Award 1972, USA; "Red Cross" - Eurostar 1970, Europe; "Intimate" - CSMA Award 1971, USA; "Kerastase" - Oscar de l'Emballage 1970, France)

Shaped Aerosol Cans- a BOXAL Exclusivity

(Winner of Eurostar 1968 (European Packaging Award); Patents for process and shapes)

Two-Piece Cans

(Largest two-piece can: 980 cc, 35 oz; Smallest two-piece can: 117 cc, 4 oz)

Cadbury Schweppes

Box 86

2" - 6" x 2" - 3"

Chocolate Cookie Line, 1986
Product Photographs

C.F. Mueller Co.

Box 84

8" x 10"

Mueller's Pasta

Packaging Line, 1965-1985

Publicity Photographs, 1973

(Includes correspondence regarding photos)

Charles F. Cates and Sons, Inc.

8" x 10"

Cates Pickles, 1979-1983

Packaging Line

Chun King Corporation

Box 78

5" x 7"

Chun King Frozen Food, 1962-1964
Packaging

Box 84

8" x 10"

Chun King Frozen Food, 1962-1964
Packaging Line

CIBA-GEIGY Corporation (Madison Laboratories)

Box 86

2" - 6" x 2" - 3"

Binaca, 1972-1974

Clairol, Inc. /Bristol-Myers Company

Box 78

5" x 7"

Número Uno, 1965-1967
Swingsetter, 1968

Box 87

5"- 8" x 8" - 10"

Número Uno, 1965-1967
Packaging

Box 84

8" x 10"

Número Uno, 1965-1967
Packaging Line
Swingsetter, 1968
Product Photograph

Consolidated Cigar Corporation (Gulf & Western Industries)

Box 86

2" - 6" x 2" - 3"

Cigar Bar: Display Units, 1957-1958
Minor Brands
Simons, c. 1960

Box 85

4" x 5"

Annual Report Cover, 1961
Cigar Bar: Display Unit, 1957-1958
Dutch Masters, c. 1961, c. 1964
El Producto, 1953-1985
Harvester, 1958-1971
Muriel, 1974-1975

- Box 78
 Minor Brands, 1953-1985
5" x 7"
 Cigar Bar: Display Unit, 1957-1958
 Dutch Masters, 1960-1963/1966-1968
 El Producto Cigarlets, 1968-1971
 Harvester, 1958-1971
 Muriel, 1974-1975
 Minor Brands, 1953-1985
- Box 79
5" x 8"
 Cigar Bar: Display Units, 1957-1958
- Box 81
6" - 10" x 2" - 3"
 Cigar Bar: Display Units, 1957-1958
 El Producto
 Big Sur, 1970-1971
 Gift Packaging, c. 1971
- Box 87
5" - 8" x 8" - 10"
 Consolidated Minor Brand
 Lovera, 1966-1971
 Gift Packaging
 El Producto, 1968
 Line Packaging
 Harvester, c. 1963
 Gift Packaging
- Box 84
8" x 10"
 Annual Report Covers, 1961, 1962, 1966
 Backwoods, 1978-1981
 Packaging
- Box 87
 Cigar Bar: Display Units, 1957-1958
 Dutch Masters, 1960-1963/1966-1968
 Product Line Redesign
 Gift Packaging
 El Producto
 Packaging
 Big Sur, 1970-1971
 Cigarlet, 1968-1971
 Flite, 1978-1979
 Gift, 1968-1977
 Product Line Redesign, 1968-1977
 Harvester, 1958-1971
 Gift Packaging

Product Line Redesign
Muriel, 1974-1975
Cigar Photos
Gift Packaging
Product Displays
Minor Brands Packaging, 1953-1985
Tobacco Harvesting, n.d.
Various Product Logos, 1953-1985
Miscellany, 1953-1985
Cigar Photos, n.d.
(Unidentified cigars photographed next to a ruler)

CPC International, Inc. (Best Foods Division)

8" x 10"

Golden Griddle Syrup, 1982-1983
Packaging
H-O Cereal, 1982-1983
Packaging
Publicity Photographs
Knorr Soup Mix, 1984-1987
Packaging
Rit Dye, 1979-1980
Packaging

CPC International, Inc./Procter and Gamble

8" x 10"

Contact Sheets featuring Knorr Soup Mix, 1984-1987, (CPC International) and Comet, 1985, and Vibrant, 1981-1982, (Procter and Gamble)

Dairylea Cooperative Incorporated

8" x 10"

Dairylean Cottage Cheese, 1975
Publicity Photos

Fairmont Foods Company (Abbotts Dairies)

8" x 10"

Abbotts Old Philadelphia Ice Cream, 1974-1976
Line Redesign
Abbotts Smooth and Creamy Ice Cream, 1974-1976
Line Redesign
Fairmont Specialties, 1976-1977
Line Redesign

Federation of Jewish Philanthropies of New York

Box 85

4" x 5"

Annual Report Cover, 1957-1958

Box 78

5" x 7"

Annual Report Cover, 1957-1958

Box 87

8" x 10"

Miscellany, n.d.

Hudson Pulp and Paper Company

5"- 8" x 8" - 10"

Hudson Tissues, 1962-1964

Box Designs

8" x 10"

Hudson Tissues, 1962-1964

Box Designs

Ideal Toy Corporation

Box 81

6" - 10" x 2" - 3"

Crissy and Kerry Doll, 1969-1972

Box 87

8" x 10"

Crissy and Kerry Dolls, 1969-1972

Packaging

Johnson & Johnson Medical, Inc.

8" x 10"

Band-Aid, 1977-1980

Packaging

Joseph E. Seagram & Sons, Inc.

Box 85

4" x 5"

Antique Bourbon, 1959-1972

Bottle and Decanter Designs, 1956-1980

Mumm's Cordon Rouge Champagne, 1965-1966

White Satin Gin (Burnett's), 1964-1966

Miscellany, 1956-1980

Box 78

5" x 7"

Miscellany, 1956-1980
Christmas Theme Publicity Shots

Box 79

5" x 8"

Carstairs, 1968-1969
El Coqui, n.d.
Four Roses, 1963-1967
Kessler, 1962-1965

Box 87

5"- 8" x 8" - 10"

Calvert Cocktails Packaging, 1962-1969
Kessler Gift Packaging, 1962-1965
(Print mounted on heavy board)
Miscellany, 1956-1980

8" x 10"

Advertisement
Seagram's Extra Dry Gin, n.d.
Bottle and Packaging Designs
Antique Bourbon, 1959-1972
Bengal Gin, 1965-1968
Calvert Cocktails, 1962-1969
Calvert Extra, 1962-1974
Carstairs, 1968-1969
Christian Brothers Champagne, 1963-1972
El Coqui, n.d.
Four Roses, 1963-1967
Gablinger's Beer, 1965-1966
Kessler, 1962-1965
Leroux Liqueurs, 1966-1970
Miscellany, 1956-1980
Mumm's Cordon Rouge Champagne, 1965-1966
Rumdinger, 1973-1974
Passport Scotch, 1965-1975
Seagrams Seven Crown, 1969-1970
White Horse Scotch, 1964-1968
White Satin Gin (Burnett•s), 1964-1966
Product Photographs for Packaging
Calvert Cocktails, c. 1962-1969

Box 80

11" x 14"

Four Roses Christmas Packaging, 1963-1967

New York University Packaging Seminar, 1973

11" x 14"

Fundamentals of Packaging Logo

Procter and Gamble

Box 87

8" x 10"

Camay Soap, 1982
Packaging
Comet, 1985
Label Designs

Qualitative Consumer Exploration

8" x 10"

Miscellaneous, n.d.

Revlon

8" x 10"

Touch and Glow Face Powder, 1960
Packaging Design

Schenley Imports Company

8" x 10"

Dubonnet, 1980-1983
Packaging Design

Scott Paper Company

8" x 10"

Lady Scott Facial Tissues Box Designs, 1979-1983
Miscellany Scotties Facial Tissues Box Designs, 1979-1983
Scotties Facial Tissues Box Designs, DISC Study #8, July 1977
(Includes design guide)

Box 88

11" x 14"

Scotties Facial Tissues
C-Prints- Scotties Research, March 6, 1980

5" x 14"

Scotties Facial Tissues
C-Prints- Scotties Research, March 6, 1980
(Same as 11 x 14, prints cut in half)

Sieper Werke GmbH (Siku • Eurobilt •)

Box 87

8" x 10"

Eurobuilt Model Cars, 1983-1985
Packaging
Unpackaged

Box 80

11" x 14"

Eurobuilt Model Cars, c.1983-1985

Solo Products Corporation

Box 86

2" - 6" x 2" - 3"

Miscellany, 1974-1976

Box 87

5"- 8" x 8" - 10"

Miscellany, 1974-1976

Statewide Savings and Loan Association

8" x 10"

Bank Logo, c. 1973

Sunshine Biscuits, Inc.

5"- 8" x 8" - 10"

Cookie Line Redesign, 1986-1987
Product Photograph

Box 80

11" x 14"

Product Shots for Packaging, c. 1986

Wasa International

Box 87

8" x 10"

Wasa Crispbread, 1985-1987
Product
Product Displayed with Toppings

Warner-Lambert Company

Box 80

11" x 14"

Alert Mouthwash, 1968-1969

W.A. Sheaffer Pen Company

Box 85

4" x 5"

Miscellany, 1969-1970

Box 87

5"- 8" x 8" - 10"

Miscellany, 1969-1970

8" x 10"

Miscellany, 1969-1970

Yardley, 1958-1961

8" x 10"

Gift Packaging

Spray Mist Toilet Water

Miscellaneous

8" x 10"

Painted/Decorated Stones, n.d.

Series VI: Artifacts

(Additions to 96G8 are located in the Manuscripts and Archives Department. The remaining material for Irv Koons Packaging Collection (95T29), Irv Koons Bottle and Misc. Collection (96G8), and Irv Koons Donation Collection (97G6), is part of the museum collection located at the Hall of Records.)

Advertising

Map Drawer 3

Broadside

Abbotts Ice Cream, c. 1957

Ov 90

Photographs

Abbotts Ice Cream, n.d., 1921, 1923, 1963

(Photos feature Abbotts billboards and delivery carriages and trucks)

Map Drawer 3

Posters

Borax, 1972
Merchant's Gargling Oil, c. 1894
Olibet Biscuits, 1967
Tobacco Can Collection, n.d.

Ov 90

Miscellaneous cigar posters, n.d.

Box 91

Ephemera, n.d.

(Includes miscellaneous ticket coupons, postcards, business cards, and other printed material)

Labels, c. early 1900s

Canned Salmon and Herring Labels
Cigar Labels

Box 91/Ov 90

Fruit Labels

Box 91

Grapes Labels
Heliotrope Labels
Liqueur Labels
Miscellaneous Produce Labels
Snuff Labels
Syrup Labels
Tomato Labels
Vegetable Labels
Whiskey Labels
(Prints - not actual labels)

Seed Packets

Burt's Seed for Quality, c. 1915