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PUBLICITY DEPARTMENT

American Art of the XX Century  
Museum of Modern Art, New York  
ICE-F-#24-54 -

The Museum of Modern Art  
11 West 53rd St., New York

Typographic Design  
February 14, 1955

TYPOGRAPHIC DESIGN

I. Book Jackets, Covers, and Designs

IUSTIG Alvin:

388 . Camino Real by Tennessee Williams.  
New Directions, 1949.

389 . Oedipus and Theseus by André Gide.  
New Directions, 1949.

390 . Industrial Design in America. An-  
nual of the Society of Industrial  
Designers, 1954.

391 . Keats by John Middleton Murry.  
The Noonday Press, 1955.

RAND Paul:

392 . The Dada Painters and Poets edited  
by Robert Motherwell. Wittenborn,  
Schultz, 1951.

SHAHN Ben:

393 . A Partridge in a Pear Tree. Cover  
and page. Curt Valentin, 1949.

II. Magazine Covers

BURTIN Will:

394 . Scope (pharmaceutical quarterly pub-  
lished by The Upjohn Company, Kala-  
mazoo, Michigan). January, 1954.

395 . Terapia (Latin-American medical jour-  
nal published in Quito, Ecuador).  
January, 1955.

KLEYKAMP Pierre:

396 . Interiors (monthly magazine of interior design published by Whitney Publications, New York). January, 1953.

LIONNI Leo:

397 . Fortune (monthly business magazine for management executives published by Time, Inc., New York). January, 1955.

LUSTIG Alvin:

398 . Diogenes (international quarterly review of philosophical and humanistic studies published for the International Council for Philosophical and Humanistic Studies by Intercultural Publications, New York).

399 . Fortune (monthly business magazine for management executives published by Time, Inc., New York). September, 1952.

### III. Record Album Covers

DE HARAK Rudolph:

400 . Ravel and Debussy. Columbia Masterworks, 1952.

401 . International Song Festival. Pontiac Records, 1953.

402 . Ralph Sutton at the Piano. Circle Records, 1953.

LUSTIG Alvin:

403 . Johann Sebastian Bach. The Haydn Society, 1954.

404 . Vivaldi. The Haydn Society, 1954.

STEINWEISS Alexander:

405 . Prokofiev. Columbia Masterworks, 1949.

IV. Newspaper and Magazine Advertisements

BAYER Herbert:

406 . Great Ideas of Western Man: One of a series for the Container Corporation of America, January 17, 1951.

GOLDEN William:

407 . Columbia Broadcasting System Television. Advertisement in Variety, entertainment industry trade journal, 1954.

HULL Lester:

408 . Columbia Broadcasting System Television. Advertisement in Variety, entertainment industry trade journal, 1954.

HURT Will:

409 . Columbia Broadcasting System Television. Advertisement in Trendex, Television trade magazine, 1954.

LIONNI Leo:

410 . The Olivetti Corporation of America. Advertisement for use in magazines, 1954.

411 . The Olivetti Corporation of America. Advertisement for use in magazines, 1954.

LUSTIG Alvin:

412 . Great Ideas of Western Man. One of a series for the Container Corporation of America, 1953.

NITSCHER Erik:

413 . No Way Out. Film advertisement for 20th Century Fox, 1950.

RAND Paul:

414 . Advertisement for William H. Weintraub and Company, Inc., advertising agency, in The New York Times, 1954.

415 . Smith, Kline, and French Laboratories. Advertisement for pharmaceuticals, 1954.

V. Brochures, Catalogs, and Announcements

BEALL Lester:

416 . Printing for Commerce. Catalog of an exhibition. The American Institute of Graphic Design, 1953.

BURTIN Will:

417 . Strathmore Expressive Printing Papers. Promotion brochure for Strathmore Paper Company, 1953.

418 . Blotter for Davis Delaney, Inc., printers, 1954. (12 Noted Designers Campaign; see item 433)

419 . 10-in 1 Zymasyrup. Brochure announcing a new vitamin preparation. The Upjohn Company, 1954.

- DREXLER Arthur: 420 . Ten Automobiles. Exhibition catalog. The Museum of Modern Art, 1953.
- ERMOYEN Suren: 421 . Blotter for Davis Delaney, Inc., printing company, 1954. (12 Noted Designers campaign; see item 433).
- GOLDEN William: 422 . The Pattern That Killed a Myth. Sales brochure for Columbia Broadcasting System, 1954.  
423. Get That Man. Sales brochure for Columbia Broadcasting System, 1954.  
424. Sales brochure for Columbia Broadcasting System Television, 1954.
- KAROLY Frederick: 425 . Magic. Notice of an exhibition at Perspectives Gallery, New York, 1951.
- LIONNI Leo: 426. How to read "Fortune" in Bed. Promotion brochure and envelope for Fortune magazine, 1952.
- LUSTIG Alvin: 427. Consolidated Vacuum Corporation. Cover and sample pages of annual report, 1954.  
428. Christmas card and envelope for Lightolier, a lighting equipment company, 1954.

MARTIN Noel:

429. <sup>In the</sup> The Flat and the Round. Exhibition invitation. Cincinnati Art Museum, 1952.
430. Calendar, sample page, and envelope for the J. W. Ford Company, advertising typographers, 1954.
431. Sample page, cover, and envelope for brochure for the R. K. LeBlond Company, machine tool manufacturers, 1954.

STORZ Al and

RICHMAN Mel:

432. Five Colors - High Speed. Announcement of a new letter press for Davis Delaney, Inc., printing company, 1954.

THOMPSON Bradbury:

433. Twelve Noted Designers. Brochure for Davis Delaney Inc., printing company, 1954. (Describes a campaign sponsored by the company to promote good design in printing.)

VI. Letterheads, Envelopes, and Labels

DE HARAK Rudolph:

434. Letterhead for the designer's own use, 1954.

GOLDEN William:

435. Envelope and label for Columbia Broadcasting System Television, 1954.

LUSS Gerald:

436. Letterhead for "Designs for Business,"  
an interior design company, 1952.

LUSTIG Alvin:

437. Letterhead and envelope for United  
Production of America, a film  
company, 1949.

RAND Paul:

438. Label for Bab-o cleanser, B. T. Babb-  
itt and Company, 1952.

VII. Packages

GOLDEN William:

439. December Bride. Film strips packag-  
ing for film sales subsidiary of Co-  
lumbia Broadcasting System Television,  
1954.

440. Match box for Columbia Broadcasting  
System, 1954.

441. Sample box for Sharp and Dohme phar-  
maceutical company, 1954.

442. Sample folder for Sharp and Dohme  
pharmaceutical company, 1954.

RAND Paul:

443. Package for "El Producto" cigars, for  
G. H. P. Cigar Company, 1952.

444. Box for "El Producto" cigars, for G.  
H. P. Cigar Company, 1952.

WEINBERGER Bill:

445. Box for tumblers for Regia Glass  
Company, 1954.



VIII. Posters

Get All the News...and Get It Right. Eight of a series of posters published by The New York Times for subway and station display:

HAAK Kenneth:

446. 1951.

447. 1951.

448. 1951.

HAAK Kenneth and

SMITH Paul:

449. 1950.

450. 1950.

451. 1950.

KRIKORIAN George:

452. "Crossword Puzzles Every Day - The New York Times." 1950.

453. "Factory Jobs - Skilled Unskilled - Read The New York Times." 1951.

LIONNI Leo:

454. "Lettera 22." Series of four posters advertising a typewriter. Olivetti Corporation of America, 1954.

RAND Paul:

455. "Interfaith Day." Poster for the City of New York, 1954.

IX. Signs and Letters

GOLDEN William:

456. Metal outdoor sign for Columbia Broadcasting System, 1953. (Symbol and lettering used for all Columbia Broadcasting System Television studios, for the Television City Building, and for all indoor and outdoor advertising by



GOLDEN William: (continued)

the company; and all Columbia Broadcasting System promotion and advertising literature, e.g. items 423, 424 and 439.

LUSTIG Alvin:

457. Sign for Northland Shopping Center, Detroit, Michigan. Victor Gruen, architect, 1954. (photograph)
458. Three plexiglass letters designed for Signs in the Street, an exhibition held at The Museum of Modern Art, 1954. Manufactured by Rohm and Haas, Philadelphia, Pennsylvania.

Sans-serif capital A.

Serif lower-case a.

Sans-serif capital S.