



# **Guide to the Gene Federico Papers, 1918-2003 and undated, bulk 1951-1991**

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David M. Rubenstein Rare Book & Manuscript Library

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## Summary

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**Collection Title:**

Gene Federico papers, 1918-2003 and undated bulk 1951-1991

**Creator:**

Federico, Gene

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Extent:**

20.5 Linear Feet  
3800 Items

**Language:**

English.

**Collection ID:**

RL.00383

**Permalink:**

<https://idn.duke.edu/ark:/87924/m16c9b>

**Preferred Citation**

[Identification of item], Gene Federico Papers, David M. Rubenstein Rare Book & Manuscript Library, Duke University

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## Background

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**Scope and Content**

The Gene Federico Papers span the years 1918-2003, with the bulk of the collection dating 1951-1991. The collection documents Federico's sixty years as a pioneering leader in advertising and graphic design, and contains materials from a variety of formats, including correspondence, writings, advertisements proofs and clippings, graphic design and printed materials, posters, sketches/sketchbooks, photographs, negatives, and videotapes. In addition to limited personal and biographical material, the collection primarily documents Federico's creative output as a graphic designer, art director, and advertising executive at agencies including Grey Advertising, Doyle Dane

Bernbach, Douglas D. Simon, Benton & Bowles, Warwick & Legler, and as a principal at Lord Geller Federico Einstein; the collection has limited material relating to the specific agencies for which he worked. The collection also documents Federico's extensive freelance and exhibition work throughout his career (most notably the "Love of Apples" and "24-Page Book" designs), in addition to his later consulting work for Brouillard Communications. Client advertisements and graphic design materials compose the majority of the collection. Significant clients represented include: Christian Dior; Elektra Records; Elizabeth Arden; Goldman Sachs; IBM; L'Aiglon Apparel; Lady Pepperell; Napier; The New Yorker; and Woman's Day. Though an art director throughout most of his career, Federico contributed significantly to the graphic design and typographical components of advertising. Through clear and innovative integration of design and typographical components, Federico pioneered the use of visual puns in advertisements, and emphasized clarity of message over design complexity. The collection will be of particular value to researchers interested in developments in print advertising and typographical design since World War II. The collection is organized into six series which focus on Federico's contributions to advertising and graphic design: **Professional Files, Personal Files, Graphic Design, Advertising Campaigns, Photographs and Negatives,** and **Videocassettes.**

The **Professional Files Series** includes business correspondence, professional writings, award/exhibit materials, press clippings and industry publications, in addition to limited files on the Art Directors Club of New York City and Lord Geller Federico Einstein. The **Personal Files Series** includes biographical and family materials; memorabilia documenting Federico's years as a student at Abraham Lincoln High School and Pratt Institute; World War II materials, including U.S. Army publications/posters produced by Federico and four sketchbooks; and original artwork (drawings, sketches, prints) not related to Federico's professional design and advertising work. The **Graphic Design Series** documents Federico's extensive graphic design work, including announcements and cards, book and record cover designs, calendars, design concepts, illustrations, letterhead, posters, transparencies, and typographic materials, as well as materials by other artists and designers. The **Advertising Campaigns Series** includes advertisement clippings and proofs, concepts and sketches, and client reports, representing over one hundred clients in a variety of industries. (Series contains a renowned example of Federico's use of visual puns: a 1953 Woman's Day advertisement - "She's got to Go Out to get Woman's Day" - which features a woman on a bicycle, the wheels of which form the "O" s in "Go Out." ) The **Photographs and Negatives Series** includes both black & white and color images of Federico's advertising and graphic design work, Federico and his associates in a business setting, and a limited selection of personal and family photographs. The **Videocassettes Series** includes seven videotapes of commercials, short films, and memorial tributes documenting Federico's career in graphic design and advertising. Large-format materials (clippings, proofs, sketches, posters) have been removed from their original series location and relocated to **Oversize Materials.**

Other materials related to this collection may be found in the J. Walter Thompson Company Archives: Competitive Advertisements Collection and Corporation Vertical Files. For materials relating specifically to the advertising agency Benton & Bowles, consult the D'Arcy Masius Benton & Bowles Advertisements and Archives. Materials relevant to Lord Geller Federico Einstein and advertising strategy may be found in the Arthur Einstein Papers. For materials relating to Brouillard Communications and Doyle Dane Bernbach Advertising, see the Thomas F. Garbett Papers. Materials relevant to IBM advertising may be found in the Edgar Hatcher Papers.

### Biographical/Historical

<b>Date</b>	<b>Description</b>
1918 Feb. 6	Born in New York, NY
1936	Graduated Abraham Lincoln High School; "Art Squad" member; studied with Leon Friend, along with fellow students Alex Steinweiss, Seymour Chwast, and William Taubin
1939	Graduated from the Pratt Institute in Brooklyn, NY; studied with Tom Benrimo
1939	Member of the Art Students League; studied with Howard Trafton and Herbert Bayer
1939-1940	Joined the Abbott Kimball Company, Art Department
1941	Joined the Art Department staff of the L. Bamberger Department Store
1941-1945	Served four years in the United States Army, stationed in the U.S., Europe, and North Africa; member of the 84th Engineer Camouflage Battalion,

<b>Date</b>	<b>Description</b>
	supervised graphics for Plans and Operations
1945-1946	Returned to the Abbott Kimball Company as Art Director
1946	Participated in the "Four Veterans" Exhibit at the A-D Gallery, along with fellow artists/designers Herbert Bender, Charles Egri, and Seymour Robins
1946-1947	Joined Fortune Magazine as Associate Art Director
1948-1951	Joined Grey Advertising as Art Director
1949	Became Instructor in Design at The Workshop School
1951-1954	Became Art Director at Doyle, Dane, Bernbach Advertising
1954-1959	Served as Art Director and Vice-President at Douglas D. Simon Advertising
1959-1966	Joined Benton & Bowles as Vice-President and Group Head
1966-1967	Joined Warwick & Legler Advertising
1967-1989	Founding partner of Lord, Geller, Federico, Einstein
1980	Inducted into Art Director's Club Hall of Fame
1987	Received American Institute of Graphic Arts medal

<b>Date</b>	<b>Description</b>
1988	Became Creative Director at Lord, Geller, Federico, Einstein; promoted to Vice-Chairman in April
1989-1991	Served as consultant with Brouillard Communications
1990 May 12	Received Honorary Doctorate of Fine Arts from The Parsons School of Design
1991	Retired as design consultant
1991-1999	Continued to work as freelance graphic designer; capstone to sixty-year career in advertising and graphic design
1999 Sept. 8	Died in Pound Ridge, NY

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## Administrative Information

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### Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive  
Duke University  
Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

URL: <https://library.duke.edu/rubenstein/>

### Access Restrictions

Collection is open for research.

Researchers must register and agree to copyright and privacy laws before using this collection.

Original audiovisual materials are closed to patron use. Use copies are available in the collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

### **Use Restrictions**

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

### **Acquisition Information**

The Gene Federico Papers were received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2003 and 2004.

### **Processing Information**

Processed by Ryan Denniston and Casey A. Jarrin.

Completed April 6, 2005.

Processing of this collection was funded in part by Helen Federico and an anonymous donor.

Accessions 2003-0008, 2003-0245, and 2004-0321 were merged into one collection, described in this finding aid.

Selected materials were returned, by request, to collection donor. Photocopies of these materials remain within the collection, contained in the **Personal Files Series** and the **Graphic Design Series**.

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## Names and Subjects

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- Commercial art -- United States
- Commercial artists -- United States
- Videocassettes
- Graphic arts -- United States
- Graphic artists -- United States
- Sketches
- Graphic design (Typography) -- United States
- Photographic prints
- Advertising -- Brand name products
- Advertising -- History
- Advertising -- Clothing and dress
- Advertising agencies -- United States
- Advertising -- United States
- Advertising layout and typography
- Advertising executives -- United States
- Posters
- Negatives (photographs)
- Sketchbooks
- Proofs (printed matter)
- Federico, Gene, 1918-1999
- Elizabeth Arden, Inc.
- Goldman, Sachs & Co
- Benton & Bowles
- Elektra Records (Firm)
- Christian Dior, Inc.
- Pepperell Manufacturing Company
- International Business Machines Corporation
- Brouillard Communications, Inc.
- John W. Hartman Center for Sales, Advertising & Marketing History
- L'Aiglon Apparel, Inc.
- Lord, Geller, Federico, Einstein, Inc.

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## Collection Inventory

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### Professional Files Series, 1951-1999 and undated

#### Scope and Contents note

Contains files related to Federico's work with the Art Directors Club from the 1950s through 1990s; industry publications, primarily in the field of graphic and typographic design; press clippings profiling Federico, his work, and

employers/agencies; business correspondence; resumes and related documents outlining Federico's professional biography; files documenting Federico's role as a judge and recipient of industry awards and exhibits; writings within the fields of graphic design and advertising, by Federico and others; and limited office files for Lord Geller Federico Einstein. Of particular note is Federico's correspondence with artist/mentor Leon Friend, American design critic/journalist Steven Heller, and Martin Sorrell of the WPP Group. Series arranged alphabetically; correspondence arranged chronologically by year.

Art Directors Club (ADC) Box 1

ADC Hall of Fame

Awards and inductees, 1987 Box 1

Exhibit, 1973 Box 1

Program/Reception, 1980 Box 1

"An Evening With One of the Best: Gene Federico," undated Box 1

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

Publications

adc (Journal of the Art Directors Club), 1990 Summer Box 1

ADC International Review

Volume 1 (Number 1-4), circa 1995-1996 Box 1

Volume 2 (Number 1-4), 1996 Box 1

Art Directors Club, Inc. Newsletter

1979 Summer Box 1

1993 Summer (excerpt: computers in advertising) Box 1

Magazine of the Art Directors Club, 1966

Dec. Box 1

Madison Avenue: The Century's Greatest

Advertising: quote release form, 1999 Box 1

Awards and exhibits

American Institute of Graphic Arts (AIGA)

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"Design and printing for commerce" and "Fifty advertisements of the Year" exhibition Fourteenth Annual Exhibition, 1956	Box 1
Fifteenth Annual Exhibition, 1957	Box 1
"Print Ads of the Year" exhibition notes, undated	Box 1
Conference brochures - Various, 1971, 1979 and 1987	Box 1
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV2.]	
Exhibition programs, 1947, 1990 and undated	Box 1
Honorary Doctorate: Parsons School of Design (photocopy), 1990 May 12	Box 1
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV1.]	
"Image 1971" Conference, Winston-Salem, NC, 1972 Jan.	Box 1
Japanese Graphic Idea Exhibition: Judge's comments, 1981	Box 1
New York City School Volunteer Program: "Honor Roll" of distinguished alumni, 1982	Box 1
Pioneer-Moss contest, 1968 and undated	Box 1
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV2.]	
Type Directors Club of New York Second Annual Awards, 1956	Box 1
Third Annual Awards, 1957	Box 1
Fourth Annual Awards, 1958	Box 1
Fifth Annual Awards, 1959	Box 1

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Type Directors Club Medal - Awarded to Gene Federico (invitation designed by daughter Gina Federico), 1991	Box 1
"Typography-U.S.A." forum, 1959 Apr.	Box 1
Various, 1988 and 1992	Box 1
<b>Scope and Contents note</b>	
[Contains materials on Federico's AIGA Medal and Fashion Institute Of Technology event, "Gene Federico: Profile of an American Master." ]	
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Folder OV1.]	
<hr/>	
Business cards/contacts - Miscellaneous, undated	Box 1
<hr/>	
Correspondence	
American Institute of Graphic Arts (AIGA) Medal: LGFE congratulations, 1988	Box 1
Art Directors Club, 1949 and 1978	Box 1
Friend, Leon, 1957 Jan. 6	Box 1
Heller, Steven, 1986-1987	Box 1
The New Yorker, 1987 and undated	Box 1
Postcards, 1966 Apr.	Box 1
The Saturday Evening Post: "The Girl Who Hated Men" illustration, 1962	Box 1
<b>Scope and Contents note</b>	
[Benton & Bowles / Saturday Evening Post letters congratulating Federico; illustration is in "Graphic Design Series: Illustrations, Saturday Evening Post, 1962." ]	
<hr/>	
Sorrell, Martin, 1989-1999	Box 1
1966-1977	Box 1
1978-1981	Box 1

1982, 1985-1987	Box 1
1988-1999	Box 1
Miscellaneous, undated	Box 1
<b>Processing Information:</b>	
[Some items removed to Oversize Box OV1.]	
Federico portraits (caricature, photomechanical print), 1979 and 1987	Box 1
<b>Scope and Contents note</b>	
[Contains signed print by famed New York Times artist/caricaturist Al Hirschfeld.]	
<b>Processing Information:</b>	
[Folders removed to Oversize Materials, Boxes OV1 and OV2.]	
Financial Papers, 1961-1963, 1993 and undated	Box 1
<b>Industry publications</b>	
American Artist: "Gene Federico: designer into art director," 1956 Dec.	Box 1
AAAA Newsletter (American Association of Advertising Agencies), 1987	Box 1
American Institute of Graphic Arts (AIGA): Fifteenth Annual Exhibition AIGA Journal, 1951	Box 1
aiga NY!: Bulletin #18, 1991	Box 1
<b>Art Direction</b>	
1957 Dec.: "Jo Collins" campaign captions	Box 1
1958 Mar.: "What's New . . . What's Best in Creative Advertising" (Disraeli/Container Corporation advertisement)	Box 1
Art Students League of New York catalog (Howard Trafton article), undated	Box 1
Benton & Bowles Bulletin, 1960 Mar.	Box 1

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A Comparison of the Creative Philosophies of Doyle Dane Bernbach and Ogilvy & Mather, undated	Box 1
Designer's Guide: "Crafting Advertising Typography" (with Gene Federico), 1990	Box 1
Exciting design sparks type exhibition, circa 1958	Box 1
Friem's Four Pages (A.I. Friedman, Inc.): "Presenting Gene Federico," 1951 Apr.	Box 1
Gebrauchsgraphik: International Advertising Art (Federico article), 1959 June	Box 1
Graphics: New York, 1976 Feb.	Box 1
High Quality (HQ) magazine ( "Cryptographics" and other articles)	Box 2
<b>Processing Information:</b> [Some items removed to Oversize Box OV1.]	
1986 May	Box 2
1989 Jan.	Box 2
1994 Mar.	Box 2
League Quarterly: "An Art Director Speaks," 1950 Spring	Box 2
Madison Avenue: "Lord, Geller, Federico, and Partners" article, 1971 Nov.	Box 2
Media Decisions: "Creative's message to media," 1977 July	Box 2
Pratt Reports, 1979 Summer	Box 2
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV1.]	
Type Talks: "The Art of Mixing Typefaces: A visual demonstration by Gene Federico," 1957	Box 2

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Lord, Geller, Federico, Einstein Employee list, 1988	Box 2
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"LGFE, Inc. Today" memoranda: WPP/LGFE lawsuit and settlement, 1988-1989	Box 2
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Press clippings On Federico Daily News Magazine: "The Camera '90: Ultimate Yearbook, NYC's Most Famous High School Grads," 1990 June 17	Box 2
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**Processing Information:**  
[Folder removed to Oversize Materials, Box OV1.]

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Esquire magazine: "100 Best People in the World," 1965 Aug.	Box 2
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**Processing Information:**  
[Folder removed to Oversize Materials, Box OV1.]

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"Il Manifesto" : "Napoli" poster design article, 1986 Oct. 18	Box 2
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**Scope and Contents note**  
[Italian language newspaper, contents in Italian.]

**Processing Information:**  
[Folder removed to Oversize Materials, Box OV2.]

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The New York Times Magazine: "Report on Men's Wear: An Art Director's Eye for Clothes," 1976 Sept. 19	Box 2
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**Processing Information:**  
[Folders removed to Oversize Materials, Boxes OV1 and OV2.]

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Pound Ridge Review: "Gene and Helen Federico, Life of Shared Achievements," 1992 Oct. 15	Box 2
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**Processing Information:**  
[Folder removed to Oversize Materials, Box OV2.]

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Wall Street Journal: "Creative Leaders"  
insert, 1981-1987 Box 2

**Processing Information:**

[Folders removed to Oversize Materials, Boxes OV1 and OV2.]

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Woman's Day profile, undated Box 2

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Various  
1960, 1969-1979 and undated Box 2

**Processing Information:**

[Some items removed to Oversize Box OV1.]

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1981-1989 Box 2

---

1990-1992, 1996 and undated Box 2

---

Miscellaneous clippings, 1959-1997 and  
undated Box 2

**Processing Information:**

[Some items removed to Oversize Box OV1.]

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Professional biography  
Biography and resumes, 1975, 1989-1999 and  
undated Box 2

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Obituary/memorial (by Steven Heller), 1999  
Sept. 10 Box 2

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Writings

By Federico

Artist/designer profiles

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On Aaron Burns (memorial), 1991 Box 2

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On Leon Friend, 1976, 1987 Box 2

**Scope and Contents note**

[Leon Friend was an art teacher at Abraham Lincoln High School,  
director of the Art Squad, and one of Federico's most important early  
mentors.]

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On Amil Gargano, 1996 Oct. 25 Box 2

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On Bruno Monguzzi, 1991 Dec. 10	Box 2
"Electrifying" (drafts), undated	Box 2
"Tschichold vs. Kitch" (as Chairman and Juror of TDC Exhibition), undated	Box 2
Various (on design), 1960, 1971 and undated	Box 2
<hr/>	
By Others	
Kyla Gill, Gene Federico: A Profile of the World Renowned Advertising Designer, 1999	Box 2
<hr/>	
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1.]	
<hr/>	
Steven Heller article/spreads, "Gene Federico: An Art Director's Art Director," undated	Box 2
<hr/>	
<b>Processing Information:</b>	
[Some items removed to Oversize Box OV2; 2 items removed to Oversize Folder OV2.]	
<hr/>	
Lawrence Miller: Federico career tribute, undated	Box 2
<hr/>	
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV8.]	
<hr/>	
Paul Rand article: "Gene and Helen Federico," Graphis, circa 1950s	Box 2
<hr/>	
<b>Scope and Contents note</b>	
[Full text of article appears in English, German, and French language translations.]	
<hr/>	
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1.]	
<hr/>	
Martin Sorrell: "Beans and pearls," D & AD President's Lecture, 1996 Nov.	Box 2
<hr/>	
Interviews, 1990 and undated	Box 2

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## **Personal Files Series, 1918-2003 and undated, bulk circa 1940s-1999**

### **Scope and Contents note**

Consists primarily of Federico's personal correspondence with friends and family, memorabilia from Abraham Lincoln High School and Pratt Institute, family memorabilia, and materials documenting his World War II service. Also includes original artwork (sketches, drawings, watercolors) by Gene and Helen Federico not related to their professional design or advertising work. Of particular note are four sketchbooks from World War II, composed of notes, sketches, designs, and clippings. Arranged alphabetically by folder title, chronologically therein when appropriate.

[Many original items in this series - sketchbooks and personal documents - have been photocopied and returned to the donor.]

Birth certificate/travel documents 1918, 1987	Box 2
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### **Correspondence**

#### **Miscellaneous correspondence**

1976-1989	Box 2
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1990-1992	Box 2
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1993-1995	Box 2
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1996-1998	Box 2
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undated	Box 2
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Helen Federico (e-mail), 2000-2003	Box 2
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Labchik Kampinsky, undated	Box 2
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Family memorabilia, 1959-2002 and undated	Box 2
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### **Abraham Lincoln High School**

Graduation material (and copies), 1936	Box 2
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**Physical Description:** 2 folders

Lincoln Alumni News , 1989	Box 2
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Silver anniversary luncheon, 1955	Box 2
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### **Processing Information:**

[Some items removed to Oversize Boxes OV2 and OV8.]

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"Trafton" lecture announcement, undated	Box 2
Memorial service, 1999	Box 2
The New York Times (front page), 1918 Feb. 6	Box 2
<b>Scope and Contents note</b>	
[Photocopy of front page from the day Federico was born.]	
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1.]	
<hr/>	
Original artwork	
Federico drawings, 1940-1945	Box 2
"Monotint" etching, undated	Box 2
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1.]	
<hr/>	
Paintings and collages, undated	Box 2
"San Valentio, Abruzzi" drawing (Gene and Helen Federico), 1971	Box 2
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1.]	
<hr/>	
Sketches, 1977 and undated	Box 2
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV1.]	
<hr/>	
Various (pigeon collage, siamese twins, musicians), 1940 and undated	Box 2
<b>Processing Information:</b>	
[Folders removed to Oversize Materials, Box OV1 and OV8.]	
<hr/>	
Pratt Grad newsletter, 1990-1991	Box 2

**Scope and Contents note**

[Spring 1991 issue lists Federico as the recipient of 1990 Alumni Achievement award. See p.10.]

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

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World War II materials

Identification and army documents, 1941-1945  
and undated

Box 2

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Posters

"Conceal your shadow . . . as well as  
yourself," 1942

Box 2

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**Scope and Contents note**

[Folder removed to Oversize Materials, Box OV2.]

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Peace poster, 1944

Box 2

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**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

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"7th Army Railroad Bridge" booklet, circa  
1941-1945

Originals

Box 2

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Color photocopy

Box 2

---

Sketchbooks, undated

Box 2

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**Processing Information:**

(4 folders.)

**Scope and Contents note**

[Some items removed to Oversize Box OV1.]

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V-mail (correspondence), 1943-1944 and  
undated

Box 2

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**Graphic Design Series, 1934-2002 and undated, bulk 1940-1997**

**Scope and Contents note**

Contains a wide variety of original graphic design materials: announcements for exhibits and awards; business and family cards, including the Federico family holiday cards from the late 1940s through early 1990s; calendars; cover designs for book jackets, record sleeves, and magazines; illustrations (featured in magazines); letterhead and corporate logo designs; posters; transparencies; and typographic designs and research. In addition to completed printed designs and final proofs, series includes preliminary concepts, sketches, and design components. Of particular note is the "Additional designs" grouping, which includes Federico's most famous designs not commissioned by a specific client: "Love of Apples," cone and sphere, "24-page booklet." Also includes limited designs by other artists and designers, including Tom Benrimo and Andy Warhol. Arranged alphabetically within two groupings, designs by Federico and designs by others.

**By Federico**

Additional designs Box 3

American Institute of Graphic Arts (awards, exhibits), 1951-1965 and undated Box 3

**Art Director's Club**

"Creativity" brochure/Third Communication Conference, 1958 Box 3

39th Annual Exhibition (entries, awards, medals), 1959-1960 and undated Box 3

"Art and Illustration" (for Chris Collins?), hand/cube in red paint, undated Box 3

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

"Cheek to Cheek," circa 1965 Box 3

"Cryptographics," undated Box 3

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

Hiram Halle Memorial Library - Pound Ridge, New York (Pro-bono work), 1989-1994 and undated Box 3

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"Love of Apples" (booklet and prints), undated	Box 3
"Lundy" wines,	Box 3
<b>Scope and Contents note</b>	
[Designs completed by Federico in high school.]	
<b>Processing Information:</b>	
[Color photocopies, originals returned to donor.]	
<hr/>	
"My Message is a Simple One" design, undated	Box 3
<b>Processing Information:</b>	
[Some items removed to Oversize Box OV2.]	
<hr/>	
"N The Big Inning" design ( "In the Beginning" ), 1985	Box 3
<hr/>	
"Push Pin Graphic" design, 1978 and undated	Box 3
<hr/>	
Silver cone/cylinder design, 1988	Box 3
<hr/>	
"Sugarbush Valley Box," undated	Box 3
<hr/>	
"Tokyo & Gene Federico" : AGI Congress in Tokyo, 1988	Box 3
<hr/>	
Type Directors Club award, 1959	Box 3
<hr/>	
Wall clock design, 1986	Box 3
<hr/>	
"24-Page Book," 1987	Box 3
<b>Processing Information:</b>	
[Some items removed to Oversize Box OV2.]	
<hr/>	
Announcements/cards	Box 4
<hr/>	
American Institute of Graphic Arts (awards/ exhibits), 1951-1965 and undated	Box 4
<b>Processing Information:</b>	

[Some items removed to Oversize Boxes OV2 and OV8, one item removed to Oversize Folder OV3.]

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#### Art Director's Club

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"Call for Arms" contest and exhibit  
(cosponsored with Pioneer-Moss), undated Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

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39th Annual Exhibition (entries, awards,  
medals) 1959-1960 and undated Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

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#### Art/Film exhibits

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"Art Squad" (A-D Gallery), 1947 and  
undated Box 4

"Cinema 16," 1949, 1951-1956, 1967 and  
undated Box 4

"Four Veterans" exhibit (A-D Gallery), 1946 Box 4

"Greetings" exhibit: Museum of Modern Art,  
1966 Box 4

Various, 1947 and circa 1968 Box 4

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Birth Announcements, 1950 and 1984 Box 4

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Birthdays, 1976, 1979 and undated Box 4

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#### Holiday Cards

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##### Business

Architectural Forum/ Fortune, 1947 and  
undated Box 4

Lord Geller Federico, Inc. (design by Helen  
Federico), 1978 Box 4

Lord Geller Federico Einstein, undated Box 4

---

#### Personal

---

Federico family, 1943-1998 and undated Box 4

**Processing Information:**

[Some items removed to Oversize Box OV2 and Oversize Folder OV4.]

---

Helen/Gene Federico (Valentines/  
Birthdays), 1941, 1996 and undated Box 4

**Processing Information:**

[One item removed to Oversize Box OV8.]

---

"Merry Cuesta . . .," undated Box 4

---

Hotel Pierce Barber Shop (new manager  
announcement), 1941 Box 4

---

"Moved" - Various, undated Box 4

---

Toni Ficalora Studio, undated Box 4

---

Wedding invitation (Gene and Helen  
Federico), 1942 June Box 4

---

Various, 1948-1951 and undated Box 4

---

Calendars

---

"Basil Pizza" design, 1997 Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

DC & A, undated Box 4

**Scope and Contents note**

[Features designs by Gene Federico, Saul Bass and Seymour Chwast,  
among others.]

**Processing Information:**

[Folders removed to Oversize Materials, Boxes OV2 and OV8.]

---

PM Typography, 1984-1985 Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

---

SPER (Italian), 1988 Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

---

T & H Calendar Review (Tileston & Hollingsworth), 1961 Box 4

---

~~Client catalogs/brochures~~

Abbott Kimball Co. Inc.: "Publicity" brochure, 1938 Box 4

**Scope and Contents note**

[Includes handwritten note from Federico to "Steve" (Heller?), describing the item as a "vintage piece" and the "last one." According to note, brochure appeared in the Art Director's Club show of 1938.]

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

---

Art Director's Club: "Creativity" brochure/  
Third Communication Conference, 1958 Box 4

---

Jo Collins: "every season is a Jo Collins  
season" brochure, undated Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

---

Museum of Art, Science and Industry  
(Fairfield, Connecticut): promotional  
brochure, 1959 Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV2.]

---

New York City Ballet, undated Box 4

---

UCLA Extension/Summer Programs,  
1990-1991 and 1993 Box 4

**Processing Information:**

[Some items removed to Oversize Box OV2; one item removed to Oversize Folder OV5.]

---

Concepts and sketches

---

AIGA (American Institute for Graphic Arts),  
undated Box 4

---

Art Directors Club: entry form, undated Box 4

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

Components and research - Various, circa  
1984 and undated Box 4

---

**Processing Information:**

[Some items removed to Oversize Box OV8.]

---

"Connections" design, undated Box 4

---

"Federico Design," 1989 Box 4

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

"GUD LUK" horseshoe design, undated Box 4

---

"Jan the Miller" : "The Miller's Tale" ,  
undated Box 4

---

Mercury by Giovanni Bologna (photostats),  
undated Box 4

---

**Scope and Contents note**

[3 images from the New York Public Library Picture Collection.]

---

National Association of Art Services, undated Box 4

---

"The Only Real Cotton is 100% Cotton,"  
undated Box 4

---

"Open for Business!" , undated Box 4

---

Pierre Hotel, undated Box 4

---

"Portrait of Jenny" film promotion, undated Box 4

---

**Scope and Contents note**

[Design for poster/promotion for film produced by the Selznik Studio, starring actors Jennifer Jones, Joseph Cotten, Ethel Barrymore, Lillian Gish, and Cecil Kellaway.]

---

RCA Records, undated Box 4

---

"Shurlock Homes," undated Box 4

---

7th Educational Graphic Arts Exposition,  
1959 Box 4

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

Various, 1978 and undated Box 4

**Physical Description:** 2 folders.

**Processing Information:**

[Some items removed to Oversize Box OV3.]

---

Cover designs Box 5

---

~~Annual reports~~  
GTE, 1987 Box 5

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

National Patent Development Corporation,  
1966 Box 5

---

~~Book covers~~

Beyond Human Ken: 21 Startling Stories  
of Science Fiction and Fantasy (Ed. Judith  
Merril), undated Box 5

---

Christian Science: Its Encounter with  
American Culture (Robert Peel), undated Box 5

---

Doubleday titles (fiction and nonfiction) -  
Various, undated Box 5

**Processing Information:**

[Some items removed to Oversize Box OV3.]

---

Doubleday Anchor series, undated Box 5

**Scope and Contents note**

[Includes several titles: Decisions in Syracuse; Class, Citizenship, and Social Development; The Radical Right; Socialist Thought.]

---

The Emancipation Proclamation (John Hope Franklin), undated Box 5

Film Form (Sergei Eisenstein), undated Box 5

The Human Condition (Hannah Arendt), undated Box 5

I Played Rhythm (Eddie Condon), undated Box 5

Lament for William (Charlotte Murray Russell), undated Box 5

Politics of Population (William Petersen), undated Box 5

The Trend Is Up (Anthony West), undated Box 5

Winning Without War (Amitai Etzioni), undated Box 5

64th Art Directors Annual (ADC Publications), undated Box 5

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

Various, undated Box 5

**Processing Information:**

[Some items removed to Oversize Box OV3.]

---

**Magazines/Journals**

AK News (Abbott Kimball Company), 1940  
Dec. 23 Box 5

---

Architectural Forum, 1947-1948 and undated	Box 5
Art Direction, 1958 Nov.	Box 5
Interiors and Industrial Design, 1949 May	Box 5
Liberty magazine concepts, 1948 and undated	Box 5
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV3.]	
Measure, 1947 Apr.	Box 5
The Nation, 1950 Dec.	Box 5
The Other Side: Magazine of Justice Rooted in Discipleship, 1991 Jan./Feb.	Box 5
Spectrum (Pfizer), undated	Box 5
<b>Record covers</b>	
Compass Records ( "Romeo and Juliet," Prokofieff; "24 Selections, classic to jazz" ), undated	Box 5
Epic Records, undated	Box 5
Lukas Foss, "A Parable of Death" (Columbia Records), undated	Box 5
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV3.]	
Various (Columbia, Decca), 1947 and undated	Box 5
<b>Illustrations</b>	
Harper's Bazaar: Felicia Gizycka stories, 1942 Dec.	Box 5
Liberty magazine, "The Women Across the Hall" piece, 1948 Apr.	Box 5

"One Of Us Must Die," Edmund Gilligan  
essay, 1962 Sept. 8 Box 5

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Saturday Evening Post: "The Girl Who Hated  
Men" / John Reese story, 1962 Box 5

**Scope and Contents note**

[Includes photocopies of letters congratulating Federico; see  
"Professional Files: Correspondence, Saturday Evening Post, 1962" for  
original correspondence.]

**Processing Information:**

[Some items removed to Box OV3.]

---

Letterhead/Logo Box 6

---

Letterhead  
Airborne Billboards, Inc., undated Box 6

---

Art Directors Club, undated Box 6

---

Art Kane Studio, undated Box 6

---

Bishop Color Inc., undated Box 6

**Processing Information:**

[Some items removed to Oversize Box OV3.]

---

Bob Fischer, undated Box 6

---

Brouillard Communications, undated Box 6

**Processing Information:**

[Includes transparency with text and paper letterhead; photocopy  
of complete letterhead/text is included in "Professional Files Series,  
Correspondence, undated." ]

---

Chance 3 Productions, undated Box 6

---

"Cinema 16," undated Box 6

---

---

Douglas D. Simon Advertising, undated	Box 6
Irving E. Elfenbein, undated	Box 6
Federico - Personal/Family, undated	Box 6
Forma Art Associates, Ltd. (Films), undated	Box 6

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Gilbert Paper Company - promotional packet, 1978	Box 6
Harold Becker, undated	Box 6
Joseph B. Hinerfeld, undated	Box 6
Lord Geller Federico Einstein, undated	Box 6

---

**Processing Information:**

[Some items removed to Oversize Box OV8.]

---

M. Sokolsky, undated	Box 6
Martin (Alice Manougain), undated	Box 6
Murray Duitz, undated	Box 6
"Plums" letterhead packet, 1978	Box 6

---

**Scope and Contents note**

[Includes letterhead designs by Mo Leibowitz; Loucks Atelier; Burns, Cooper, Hynes Limited; George Tscherny, Inc.; Casado, Ltd.; Lord, Geller, Federico, Inc.; Charles White III and Friends; The Richards Group Inc.]

---

Robert L. Brooks, undated	Box 6
Secor Marketing, Inc., undated	Box 6
Ted Croner Studio, undated	Box 6
Toni Ficalora, undated	Box 6
William Bell, undated	Box 6

---

**Scope and Contents note**

[Includes 8.5" X 11.5" photostat of large-format business card.]

---

William Helburn Productions, undated Box 6

---

WPIX FM, undated Box 6

---

Various (letterhead, business cards),  
undated Box 6

---

**Logos**

American Ballet Theatre, undated Box 6

---

Sunlight Pictures Corp., undated Box 6

---

"Thunderbolt and Lightfoot" film logo, circa  
early 1970s Box 6

---

Various, undated Box 6

---

**Scope and Contents note**

[Includes logo concepts for Supima Cotton and Smith College.]

---

**Posters**

American Ballet Theatre, undated Box 6

---

Art Directors Club - 39th Annual exhibition,  
1959-1960 Box 6

---

**Processing Information:**

[Some items removed to Oversize Box OV8.]

---

Art exhibits, 1937 and 1980 Box 6

---

"Dsseldorf" (City poster competition), 1951  
and undated Box 6

---

**Scope and Contents note**

[Federico received second prize in the competition. Folder includes  
correspondence/guidelines related to the competition, in addition to  
design concepts.]

---

Eastern Native Seed Conservancy (Tomato  
Festival), 2001 and undated Box 6

---

Hiram Halle Memorial Library: 40th Anniversary, 1992 Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Illustrators XII, 1968 Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV8.]

---

Kimberly Colors Collection, undated Box 6

"Napoli" poster collection (postcards), 1984-1986 and undated Box 6

**Processing Information:**

[3 items removed to Oversize Materials, Folder OV6.]

---

New York City's Hudson Celebration, 1959 Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Observatoire International Des Prisons, 1992 Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

"Reflections" : Pound Ridge Garden Club, undated Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Tileston & Hollingsworth Company, undated Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

UCLA Extension, 1990 Box 6

**Processing Information:**

[Folder removed to Oversize Materials, Folder OV5.]

---

"A 70-Year Odyssey" (Federico biography in NYC), undated Box 6

---

Various (AIDS, "Love Mother Earth," prisons), 1967, 1996, 1998 and undated Box 6

---

**Processing Information:**

[Some items removed to Oversize Box OV8 and Folder OV6.]

---

Transparencies Box 7

---

Royal Composing Room: "Gene Federico: The Art Director's Art Director" article, circa 1987 Box 7

---

Various, undated Box 7

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**Scope and Contents note**

[Includes transparencies for Lord Geller Federico Einstein clients/promotion, "N the Big Inning Was the Word" design, and "Push Pin" design. Related materials included in "Additional designs" above.]

---

Typographic materials  
The New Yorker, undated Box 7

---

Original designs, undated Box 7

---

PM Typography, 1984 and undated Box 7

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Typeface samples  
American Type Founders Company fonts (body shapes), undated Box 7

---

Decorative initials, undated Box 7

---

Various, 1949, 1953 and undated Box 7

---

**Processing Information:**

[Some items removed to Oversize Boxes OV3 and OV8.]

By other designers/artists, 1934-2002 and undated

**Scope and Contents note**

[Arranged alphabetically, artist by last name.]

---

Bachwitz, Atelier: "Album Blouses Nouvelles: Chic Parisien," undated

Box 7

**Scope and Contents note**

[Historical publication, undated. Fashion designs with introductory text in English, French, Italian, and German.]

---

Benrimo, Tom

Articles/profiles (on Tom and Dorothy Benrimo), 1960, 1967, 1984 and undated

Box 7

Designs, 1934 and undated

Box 7

Exhibition catalog (organized by Fort Worth Art Center and Valley House Gallery), 1964

Box 7

Lectures and notes, undated

Box 7

---

ERGO (portfolio of various artists, including Andy Warhol, Bob Sullivan, Jerome Martin ), undated

Box 7

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Gluck, Nathan, circa 1990-1999 and 2002

Box 7

Gorbaty, Norman - portfolio, undated

Box 7

Heartfield, John (anti-Nazi photographer), undated

Box 7

Larimer, Bob, undated

Box 7

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Lubalin, Herb: Iconochrestomathy, 1966

Box 7

**Processing Information:**

---

[Folder removed to Oversize Materials, Box OV3.]

---

Reiss, Winold, 1996 and undated Box 7

---

Steinberg, Saul and Hedda Sterne, 1951 Box 7

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Varisco, Tom, undated Box 7

**Processing Information:**

[Folder removed to Oversize Materials, Box OV3.]

---

Warhol, Andy - memorial (articles, images),  
1987 Box 7

---

Various, 1940, 1989, 1996 and undated Box 7

[Return to Table of Contents](#)

## **Advertising Campaigns Series, 1937-1991 and undated, bulk 1953-1991**

### **Scope and Contents note**

Contains client research reports, advertisement clippings and proofs, advertisement concepts and sketches, and scrapbooks of advertisements. Materials represent a wide variety of American and European clients, with a focus on women's apparel and cosmetics, home furnishings, business/finance and new technology. Significant clients include: Christian Dior, Disney hats, Elizabeth Arden, Goldman Sachs, IBM, L'Aiglon Apparel, Magee Carpets and Rugs, Napier, The New Yorker, and Woman's Day. For preservation purposes, mounted and unmounted advertisements have been boxed separately, under the category "Clippings and proofs." Arranged alphabetically by format, therein alphabetically by client.

### **Processing Information:**

[Oversize items have been removed from nearly every client folder and placed in the Oversize Materials section. In some cases, the entire folder was removed. For a comprehensive listing of all client folders in the series, please consult Oversize Boxes OV4-OV7 and OV9 in addition to the folders described below.]

---

Client Reports Box 8

---

American Cancer Society: "Anti-Cigarette Television Messages," 1967	Box 8
IBM ("Problem-Solving" and "Special Events" campaigns, etc.), 1961-1962, 1983	Box 8
Napier (costume jewelry), 1978	Box 8
Clippings and proofs	
Unmounted advertisements	
Air India, 1964	Box 8
<b>Scope and Contents note</b>	
[Features Federico in advertisement photo.]	
American Elegance, undated	Box 8
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV9.]	
Arthur Andersen, 1991	Box 8
B. Blumenthal & Co.: "Le Chic" and "La Mode" buttons, undated	Box 8
"Ban-Lon" knitwear (Joseph Bancroft & Sons, Co.), 1964, 1966 and undated	Box 8
Benton & Bowles, 1960	Box 8
Bohn, undated	Box 8
<b>Scope and Contents note</b>	
[An undated and uncredited historical advertisement. Features the tag-line "Only a Bohn is Bohn-Dry!" , seemingly for an early mimeograph machine.]	
Borg Fabrics	
Assorted products (Borglura, Modelia), 1958-1959 and undated	Box 8
"Borgana" coats, 1956 and undated	Box 8
"Borglura" brochure, circa 1950s	Box 8
Caprolan, 1966	Box 8

**Processing Information:**

[Folder removed to Oversize Materials, Box OV4.]

---

Chemstrand Nylon, 1954-1955 and undated Box 8

---

Christian Dior (Wamsutta linens, Gross jewelry, Wyner), 1956, circa mid 1980s and undated Box 8

---

Columbia Records: "Columbia Masterworks," 1960 and undated Box 8

---

Container Corporation of America: "Disraeli" advertisement, undated Box 8

---

**Scope and Contents note**

[See also "Advertising Campaigns: Magazine Spreads," Time Magazine and The New Yorker ad placement.]

---

Cool-Whip, undated Box 8

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV4.]

---

Corn Silk, 1965 Box 8

---

**Processing Information:**

[Folders removed to Oversize Materials, Boxes OV4 and OV9.]

---

Dauphine (petites), 1959 Box 8

---

Disney hats, 1951 and undated Box 8

---

Doubleday Dictionary, undated Box 8

---

Duchess (dresses), undated Box 8

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV4.]

---

Einiger Fabrics, 1956 and undated Box 8

---

Elektra Records (Judy Collins, The Doors, The Incredible String Band), circa late 1960s Box 8

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---

Elizabeth Arden	
Arden for Men, undated	Box 8
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV4.]	
<hr/>	
Cosmetics, 1972, 1979 and undated	Box 8
<b>Processing Information:</b>	
[4 items removed to Oversize Folder OV7.]	
<hr/>	
Parfums Lagerfeld, 1978	Box 8
<hr/>	
Ethiopian Airlines, undated	Box 8
<hr/>	
Faberg: "Straw Hat" perfume, 1972	Box 8
<hr/>	
Famous-Barr Company: "Pandora" footwear, undated	Box 8
<hr/>	
Firestone Plastics Company, undated	Box 8
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV4.]	
<hr/>	
French Government Tourist Office, undated	Box 8
<hr/>	
Gay Gibson (women's apparel), 1956, 1958, 1960 and undated	Box 8
<hr/>	
Germaine-Monteil, 1980	Box 8
<hr/>	
Glass Container Manufacturers Institute, 1963-1964 and undated	Box 8
<hr/>	
Hart's Seeds, undated	Box 8
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Folder OV8.]	
<hr/>	
Harvey's Bristol Cream, 1962-1963	Box 8
<hr/>	
Helena Rubinstein (cosmetics), undated	Box 8
<b>Processing Information:</b>	

---

[Folder removed to Oversize Materials, Box OV4.]

---

Hennessy (champagne and cognac), undated	Box 8
Hilton International, circa 1976-1977 and undated	Box 8
Hollander Furs, 1951	Box 8
Hollywood Diet Bread, undated	Box 8

**Processing Information:**

[Folder removed to Oversize Materials, Box OV4.]

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IBM

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"American Expressionism" Exhibition, undated	Box 8
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**Scope and Contents note**

[Advertisement for art exhibit sponsored by IBM, held at Boston Institute of Contemporary Art.]

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Products, 1961-1962, circa 1964-1965 and undated	Box 8
Innocenti Corporation: "Lambretta" scooter, 1954	Box 8
Jamaica, 1978	Box 8
Jana (handbags), 1953 and undated	Box 8
Jane Irwill (knitwear), undated	Box 8
Jo Collins (women's apparel), 1956-1958 and undated	Box 8
Kaufman Carpet Co., Inc, 1949 and undated	Box 8
Killington, Vermont, 1970 and undated	Box 8
Kislav (gloves), undated	Box 8
Kleinert's (undergarments), undated	Box 8
L. Bamberger & Co., 1941-1942	Box 9

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Lady Pepperell	
Proofs, 1964-1965 and undated	Box 9
Newspaper, undated	Box 9
L'Aiglon Apparel, Inc.	
General L'Aiglon	
Color photocopies, 1955-1959	Box 9
Newspaper, 1955-1959 and undated	Box 9
Proofs, 1956-1958 and undated	Box 9
<b>Scope and Contents note</b>	
[Includes color photocopies of original proofs.]	
Jeanne d'Arc	
1955-1959 and undated	Box 9
Newspaper, 1958-1959 and undated	Box 9
Lauffer (glassware), 1969 and 1973	Box 9
Life magazine, 1968	Box 9
Life Savers, undated	Box 9
Lisner (jewelry), 1956-1959 and undated	Box 9
Lord Geller Federico Einstein, undated	Box 9
Magee (carpets and rugs), 1950 and undated	Box 9
Main Street Fashions, undated	Box 9
Max Factor, undated	Box 9
Milliken Fabrics, 1959 and undated	Box 9
Modern Library, undated	Box 9
Mona Lisa: "Triomphe" girdle, undated	Box 9
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV4.]	
Napier, 1979-1988 and undated	Box 9

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National Cotton Council, 1957-1959 and undated	Box 9
Necchi (sewing machine), 1953	Box 9
The New Yorker, 1978-1988 and undated	Box 9
Pan Am, undated	Box 9
Parfums Chevalier Garde, undated	Box 9
Parfums de Corday (Trapze, Toujours Moi), 1958 and undated	Box 9
Peggy Sage (nailpolish), 1946 and undated	Box 9
Pepperell Manufacturing Company, 1964-1965	Box 9
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV4.]	
Phillips-Jones Corporation: "Van Heusen," undated	Box 9
<b>Processing Information:</b>	
[Folder removed to Oversize Materials, Box OV9.]	
Pioneer-Moss (photoengravers): Exhibitions/Awards promotions, 1970 and undated	Box 9
Reva (handbags), undated	Box 9
Revlon (Nail Enamel Corporation), undated	Box 9
Schieffelin & Co.: "Appleton Jamaica Rum," undated	Box 9
Schumacher, undated	Box 9
Strathmore (books, stationery), undated	Box 9
Supima Cotton, circa 1950s and undated	Box 9
Sutra Sunfilter Cream, undated	Box 9

---

Symon's Art Service, undated	Box 9
Tanner, 1973 and undated	Box 9
<b>Processing Information:</b> [See also "Photographs and Negatives Series, Photographs: Advertisements." ]	
Tecnique Color-Tone, 1962-1963 and undated	Box 9
Thomas Strahan Company (draperies), undated	Box 9
Toni Ficalora, 1959	Box 9
Town and Country magazine, 1940	Box 9
Vassarette (nightgowns, lingerie), 1981-1982 and undated	Box 9
Vivitar, 1978	Box 9
Volupt jewelers, 1940	Box 9
Waverly, undated	Box 9
Wear-Right (gloves), 1952-1955 and undated	Box 9
Woman's Day, 1953-1955 and undated	Box 9
Wool Bureau, undated	Box 9
<b>Processing Information:</b> [Folders removed to Oversize Materials, Boxes OV5 and OV9.]	
WOR (radio), 1937, 1939 and undated	Box 9
Wyner (knitwear): "Sag-No-Mor" wool jersey <b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV5.]	
Dior, circa 1950s	Box 9
Other designers (Anne Klein, Marion McCoy, Maurice Rentner), 1957 and undated	Box 9

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Zenith Movado, 1973 and undated	Box 9
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Various	
Multiple/Unidentified clients, 1970 and undated	Box 9
Newspaper, 1954-1991 and undated	Box 9

---

**Processing Information:**  
[Folder removed to Oversize Materials, Box OV9.]

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Mounted advertisements	Box 10
Austro-Daimler bicycles, undated	Box 10
<u>B. Blumenthal &amp; Co.</u>	
"La Mode" buttons, undated	Box 10
"Le Chic" buttons, undated	Box 10
Bell's Scotch Whisky (Arthur Bell & Sons, Ltd.), 1961	Box 10
Borg Fabrics, circa 1955	Box 10
<u>Christian Dior</u>	
Gross jewelry, circa mid-1980s	Box 10
Wamsutta linens, circa mid-1980s and undated	Box 10
Wyner, circa mid 1950s	Box 10
Various, circa mid 1980s	Box 10
Corn Silk (cosmetics), 1965	Box 10

---

**Processing Information:**  
[Folder removed to Oversize Materials, Box OV5.]

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Cotton Producers Institute, undated	Box 10
Elektra Records (Judy Collins, The Doors, Tim Buckley), circa 1960s	Box 10
Einiger, circa 1950s	Box 10

**Processing Information:**

[Folder removed to Oversize Materials, Box OV5.]

Elizabeth Arden, 1971-1972 and undated	Box 10
Harvey's Bristol Cream (John Harvey & Sons Ltd.), 1962-1963	Box 10
Helena Rubinstein (cosmetics), undated	Box 10

**Processing Information:**

[Folder removed to Oversize Materials, Box OV5.]

Hennessy Cognac (Shieffelin & Co.), undated	Box 10
IBM (typewriters), 1962-1963 and undated	Box 10
Killington, Vermont - Skiing, 1970, 1972 and undated	Box 10
Lady Pepperell: "It's a print, print, print, print world!" campaign, 1965 and undated	Box 10
L'Aiglou Apparel, Inc., circa 1950s	Box 11
Lauffer (glassware): "Auberge" design, 1973	Box 11
Lisner & Co. jewelry, 1956 and 1959	Box 11
Magee carpets and rugs "Busy As Bees" campaign, undated	Box 11
"Thanksgiving," 1950	Box 11
Various, undated	Box 11
Milliken Fabrics, circa 1957 and undated	Box 11
Napier, 1983, 1986 and undated	Box 11
The New Yorker, 1972, 1984 and undated	Box 11
Parfums de Corday: "Trapze," undated	Box 11
Schumacher fabrics, undated	Box 11

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Stiffel, undated	Box 11
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV5.]	
Tanner (women's apparel), undated	Box 11
Tecnicque Color Tone (hair dye), circa 1962-1963	Box 11
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV5.]	
Wear-Right (gloves), undated	Box 11
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV5.]	
Woman's Day, 1953	Box 11
<b>Scope and Contents note</b> [Rare page proof of famed "She's got to go out to get Woman's Day" bicycle advertisement.]	
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV5.]	
Concepts and sketches	Box 12
Alfa Romeo, 1988 and undated	Box 12
American Ballet Theatre, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV6.]	
Arthur Andersen, circa 1991	Box 12
<b>Processing Information:</b> [One item removed to Oversize Folder OV9.]	
B. Blumenthal & Co.: "Le Chic" buttons, undated	Box 12

---

Bell's Scotch Whisky (Arthur Bell & Sons, Ltd.), 1961 and undated	Box 12
Benton & Bowles, circa 1960	Box 12
Borg, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV6.]	
"Caribiwi" slogans, undated	Box 12
Chandon champagne, 1989 and undated	Box 12
Christian Dior: Wyner collection, "Sag-No-Moor" jersey, undated	Box 12
Container Corporation of America: "Disraeli" advertisement, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV6.]	
Corn Silk (cosmetics), undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV9.]	
Disney Hats, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV6.]	
D'Orsay, undated	Box 12
The Economist, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV6.]	
Emeraude, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV9.]	

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---

"Fondera" cashmere, undated	Box 12
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---

Gay Gibson, undated	Box 12
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**Processing Information:**  
[Folder removed to Oversize Materials, Box OV6.]

---

Goldman Sachs, undated	Box 12
------------------------	--------

---

Hennessy, undated	Box 12
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**Processing Information:**  
[Folder removed to Oversize Materials, Box OV6.]

---

IBM Brochure, undated	Box 12
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---

"Pencil in a knot" design, 1988	Box 12
---------------------------------	--------

---

Various, undated	Box 12
------------------	--------

---

Jana (handbags), circa 1955	Box 12
-----------------------------	--------

---

Killington, Vermont, 1972 and undated	Box 12
---------------------------------------	--------

---

Lady Pepperell, undated	Box 12
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**Processing Information:**  
[Folder removed to Oversize Materials, Folder OV10.]

---

Life Savers, undated	Box 12
----------------------	--------

**Physical Description:** 2 folders.

---

Mercury Records, undated	Box 12
--------------------------	--------

---

Modecraft (coats): "Builders All, Americans All" campaign, circa 1950s	Box 12
--	--------

**Scope and Contents note**  
[Features President Dwight D. Eisenhower, highlights "True Americanism" vs. "Un-Americanism." ]

**Processing Information:**  
[Folder removed to Oversize Materials, Box OV7.]

---

Mumm Sparkling Wine, 1987 and undated	Box 12
Napier, undated	Box 12
NE Airlines, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV9.]	
The New Yorker, undated	Box 12
<b>Scope and Contents note</b> [Features Woody Allen advertisement.]	
<b>Processing Information:</b> [Folders removed to Oversize Materials, Boxes OV7 and OV9.]	
Parfums de Corday, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV9.]	
Pauline Trigre (raincoats), undated	Box 12
Pine Bros. (cough drops), undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV7.]	
Popov Vodka, undated	Box 12
Prince Spaghetti, undated	Box 12
Renault Dauphine, undated	Box 12
Rob & Burns "Cigarillos," undated	Box 12
Sony, undated	Box 12
<b>Processing Information:</b> [Folder removed to Oversize Materials, Box OV7.]	
Tecnique Color-Tone (hair dye), circa 1962-1963	Box 12

**Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

"Tomorrow" perfume, 1972 Box 12

---

Valentino perfume, undated Box 12

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

Versace, undated Box 12

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV9.]

---

Woman's Day: "You've got to go out to buy..."  
campaign, 1953 and undated Box 12

---

Woodfield Country Club, undated Box 12

---

**Processing Information:**

[Folder removed to Oversize Materials, Box OV9.]

---

Various/unidentified, undated Box 12

---

Magazine spreads, 1942, 1957, 1989 Box 12

---

**Processing Information:**

[Color photocopies of advertisements featured in Fasion World, Harper's Bazaar, The New Yorker, and Time Magazine.]

---

Scrapbook, circa mid-1940s to early 1960s Box 12

---

**Scope and Contents note**

[Includes primarily advertisement clippings and proofs. Clients represented include: Architectural Forum; B. Blumenthal & Co.: "Le Mode" and Le Chic buttons; D'Orsay; Disney hats; Elizabeth Arden; Firestone: "Contro" Elastic Yarn; Kaufman Carpet Co.; Kislav gloves; Kleinert's (undergarments); Magee Carpets & Rugs; Peggy Sage cosmetics; and Symon's Art Service. Also includes two graphic design items (exhibition announcement and record cover design).]

**Processing Information:**

[Materials removed from original binder, scrapbook pages foldered together.]

[Return to Table of Contents](#)

## **Photographs and Negatives Series, circa 1939-2001 and undated, bulk 1951-1996**

### **Scope and Contents note**

Contains photographs and negatives relating to Federico's professional work in advertising and graphic design, as well as family and personal images, dating from World War II until the late 1990s. Photographs are divided into four categories - "Advertisements," "Graphic design," "Of Federico (Business)" and "Personal/Family" - and include both color and black and white images. Negatives are divided into three categories - "Advertisements," "Graphic design," and "Of Federico (Business)" - and include negative strips from contact sheets. Arranged alphabetically.

---

Photographs	Box 13
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---

### **Advertisements**

Advertising shoots, 1963 and undated	Box 13
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---

Air India, circa 1964

#### **Scope and Contents note**

[Gene Federico featured in photographs and final advertisement. For advertisement proof, see Box 8: Advertising Campaigns Series, Clippings and proofs (unmounted), Air India, 1964.]

---

Contact sheets	Box 13
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---

Enlargement	Box 13
-------------	--------

#### **Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

Albert Einstein (for Vogue), undated	Box 13
--------------------------------------	--------

#### **Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Chandon champagne: television storyboards, undated	Box 13
--	--------

#### **Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

Emeraude, undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

"Glass" (for Glass Container Manufacturer's Institute), 1963 Box 13

---

Harvey's  
Bristol Cream, circa 1963 Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

Sherry, undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Hennessy, undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV7.]

---

IBM, undated Box 13

**Processing Information:**

[Some items removed to Oversize Box OV7.]

---

The New Yorker magazine, 1979 and undated Box 13

---

Parfums de Corday: "Toujours Moi" perfume, undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Seagram's Gin, undated Box 13

**Scope and Contents note**

[Features Gene Federico.]

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Tanner apparel: "It's a Love, It's Tanner"  
campaign, undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

"Teacher's" Scotch, undated Box 13

---

Woman's Day magazine, 1953 Box 13

---

Women's apparel - various, undated Box 13

---

Various (miscellaneous babies), undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Graphic design

"Authenticolor" promotion, undated Box 13

---

Career highlights, 2001 Box 13

---

"Dusseldorf" poster design, circa 1951 Box 13

---

"H" design (typographic design for  
Hennessy), undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Men on cards, undated Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Metal "AD" shape, undated Box 13

---

Pencil in a knot (IBM advertisement  
component), undated Box 13

---

Unidentified (black and white glass), undated Box 13

---

Of Federico (Business)

---

Art Directors Club

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

ADC exhibition poster, 1959 Box 13

---

ADC promotion: "For Ads Only: Photography  
to Relax By," 1960 Box 13

**Scope and Contents note**

[Features Gene Federico.]

---

Awards, 1974, 1984 Box 13

---

Biographical promotion (photograph and  
blurb), circa 1980s Box 13

**Processing Information:**

[Folder removed to Oversize Materials, Box OV1.]

---

Conferences/Exhibits, 1951, 1966, 1985 and  
undated Box 13

---

Contact sheets  
1960 and 1964 Box 13

---

Undated Box 13

**Physical Description:** 2 folders

---

Mounted photos, undated Box 13

---

Portraits, 1979, 1988, 1997 and undated Box 13

**Scope and Contents note**

[One portrait of Federico accompanied by correspondence from  
photographer Jim Salzano.]

**Processing Information:**

[Some items removed to Oversize Box OV1; 1 item (black and white  
portrait from 1997) removed to Oversize Box OV7.]

---

Various

**Processing Information:**

[Some items removed to Oversize Box OV1.]

Black and white, undated	Box 13
Photocopied originals, circa 1939-1990 and undated	Box 13
<b>Personal/Family</b>	
Tom Benrimo, undated	Box 13
<b>Dinners/Receptions</b>	
Black and white, undated	Box 13
Color, 1967-1986 and undated	Box 13
<b>Federico portraits</b>	
Black and white, circa 1940, 1999 and undated	Box 13
Color, 1970s-1982	Box 13
Tennis/Sporting, 1979, 1996 and undated	Box 13
Various (black and white), 1941-1979	Box 13
World War II (photocopied originals), circa 1940s	Box 13
Negatives, 1960-1991 and undated	Box 14
<b>Advertisements</b>	
"Disney" Hats, undated	Box 14
Doubleday Dictionary, undated	Box 14
Harvey's Bristol Cream, 1963	Box 14
IBM, undated	Box 14
"Jana" handbags, undated	Box 14
L'Aiglon Apparel, undated	Box 14
"Lambretta" scooter ( Innocenti Corporation), 1954	Box 14
Movado	

Movado/ Christian Dior, undated	Box 14
Movado Collection: "Museum Watch," undated	Box 14
Napier/ Elizabeth Arden, 1983, 1987 and undated	Box 14
The New Yorker, undated	Box 14
RCA Victor Television, undated	Box 14
"Supima" cotton, undated	Box 14
Woman's Day: Bicycle advertisement, undated	Box 14
<b>Graphic design</b>	
Abraham Lincoln High School: Silver Anniversary program (featuring Gabriel R. Mason), 1955	Box 14
<b>Announcements/Cards</b>	
DDS Advertising (Douglas D. Simon), undated	Box 14
Family card designs, 1976, 1984-1988 and undated	Box 14
"Four Veterans" exhibit/William Bell, undated	Box 14
<b>Moving announcements</b>	
"Moved" / "Disraeli" advertisement, undated	Box 14
"We Moved" , undated	Box 14
Toni Ficalora Studio, 1958	Box 14
<b>Scope and Contents note</b>	
[Also contains negatives for one cover design (Interiors: Industrial Design) and an advertisement for the Cotton Producers Institute. These negatives are attached to Toni Ficalora negatives.]	
Various, 1976 and undated	Box 14
<b>Covers</b>	

"The Other Side," 1991	Box 14
The Wolf That Fed Us (Robert Lowry) book cover, undated	Box 14
Posters	
ADC exhibition poster, 1960	Box 14
American Institute of Graphic Arts: "Call" poster, 1955	Box 14
"Cryptographics," undated	Box 14
Red paint/hand, undated	Box 14
"1984," 1984	Box 14
Stationery: M. Sokolsky, undated	Box 14
Other designs (additional designs)	
"The Girl Who Hated Men" article, undated	Box 14
Hand and bent screw, undated	Box 14
"Love of Apples" selection, undated	Box 14
Metal "AD" shape, undated	Box 14
"Page 10" (from the "24-Page Book" ), 1987	Box 14
Pencil in a knot/silver cone (2 images), undated	Box 14
Sphere and safety pin, undated	Box 14
"Technique Silver-Tone" (features Federico?), undated	Box 14
"25" design (anniversary?), undated	Box 14
"70 Year Odyssey" (personal biography), circa late 1990s	Box 14
Of Federico (Business)	
Contact sheets, 1972	Box 14

---

**Scope and Contents note**

[Contains 35 negative strips total, primarily portraits of Federico and associates for LGFE agency promotion.]

---

Federico portrait (black and white), undated	Box 14
Federico/Three hands design, undated	Box 14

---

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**Videocassettes Series, 1989-1999 and undated**

**Scope and Contents note**

Contains video recordings of television commercials for clients including the American Cancer Society, Elizabeth Arden, and Bufferin. Also includes a tribute video to Federico prepared by the Art Directors Club following his death in 1999, and an unedited video documenting a day in the life of Gene Federico. Arranged into three categories - Original Materials, Preservation Masters, and Use Copies - and alphabetically therein. Total running time (TRT), if known, shown in parentheses.

**Access Restrictions:**

[Originals closed to patron use. Some use copies available in the collection. Otherwise, Technical Services staff need to produce use copies before contents can be accessed. Please contact Research Services staff before coming to use this series.]

**Original Materials - VHS Videocassettes (CLOSED)**

Box 15

---

OR1. "Gene Federico Tribute Video - ADC," 1998 July. (TRT 7:06)	Box 15
--	--------

**Processing Information:**

[No use copy available.]

---

OR2. "Gene Federico Tribute Video" (edited version), 1999 Oct. 21	Box 15
--	--------

**Processing Information:**

[Use copy UC1 in Box 14.]

---

OR3. "GF - AT/ITC," undated	Box 15
-----------------------------	--------

**Processing Information:**

[Use copy UC2 in Box 14.]

---

OR4. "GF TVC," undated. (TRT 2:30) Box 15

**Scope and Contents note**

[Includes television commercials for the American Cancer Society: "Cowboys," "Gambling" ; Elizabeth Arden: "Visible Difference." ]

**Processing Information:**

[Use copy UC3 in Box 14.]

---

OR5. "GF TVCs," undated Box 15

**Scope and Contents note**

[Includes television commercials for Elizabeth Arden: "Blue Grass" cologne, and Bufferin cold tablets.]

**Processing Information:**

[Use copy UC3 in Box 14.]

---

OR6. "GF Voice-Over," 1990 Mar. 12 Box 15

**Scope and Contents note**

[Contains television commercials for America's Insurance Companies, including segments entitled "Professor," "Immigrant," and "Small Town." Federico provided the voiceover for the "Professor" segment on Professor Frank Barnes.]

**Processing Information:**

[Use copy UC3 in Box 14.]

---

OR7. "PRINT's Best International Commercials: Selected from the Cannes Festival," 1989 Box 15

**Processing Information:**

[Use copy UC4 in Box 14.]

---

**Master Copies MC1-MC3 (Not for reference use)**

MC1 Box 15

**Processing Information:**

---

[Format: BetacamSP. Source: OR2. Date created: 2005.]

---

MC2

Box 15

**Processing Information:**

[Format: BetacamSP. Source: OR3-OR6. Date created: 2005.]

---

MC3

Box 15

**Processing Information:**

[Format: BetacamSP. Source: OR7. Date created: 2005.]

---

**Use Copies UC1-UC4**

Box 14

---

UC1

**Processing Information:**

[Format: DVD. Source: OR2. Date created: 2005.]

---

"Gene Federico Tribute Video" (edited  
version), 1999 Oct. 21

Box 14

---

UC2

**Processing Information:**

[Format: DVD. Source: OR3. Date created: 2005.]

---

"GF - AT/ITC," undated

Box 14

---

UC3

**Processing Information:**

[Format: DVD. Source: OR4-OR6. Date created: 2005.]

---

"GF TVC," undated

Box 14

---

"GF TVCs," undated

Box 14

---

"GF Voice-Over," 1990 Mar. 12

Box 14

---

UC4

**Processing Information:**

[Format: DVD. Source: OR7. Date created: 2005.]

---

"PRINT'S Best International Commercials:  
Selected from the Cannes Festival," 1989

Box 14

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## Oversize Materials

### Scope and Contents note

Primarily includes materials from the **Graphic Design Series** and **Advertising Campaigns Series**. Also contains materials from the **Professional Files Series** and **Personal Files Series**, and folders of large format materials from the **Photographs and Negatives Series**. Clients represented include Christian Dior, Elizabeth Arden, Goldman Sachs, IBM, Jo Collins, L'Aiglon Apparel, Lady Pepperell, and Max Factor. Materials of particular interest include two posters Federico designed for the U.S. Army: "Conceal your shadow...as well as yourself" (1942) and a peace poster(1944). Arranged within original series, therein alphabetically by subject/client.

### Professional Files Series, circa 1950s-1999 and undated

#### Box OV1

Art Directors Club: "An Evening With One of the Best: Gene Federico," undated	Box OV1
Awards and exhibits: Honorary Doctorate, Parson's School of Design (photocopy), 1990 May 12	Box OV1
Correspondence - Miscellaneous, undated	Box OV1
Federico portraits (caricature, photomechanical print), 1979 and 1987	Box OV1
<b>Industry Publications</b>	
High Quality magazine: "Cryptographics" and other articles, 1986, 1989, and 1994	Box OV1
Pratt Reports, 1979 Summer	Box OV1
<b>Press clippings</b>	
Daily News Magazine: "The Camera '90: Ultimate Yearbook, NYC's Most Famous High School Grads," 1990 June 17	Box OV1
Esquire magazine: "The 100 Best People in the World," 1965 Aug.	Box OV1

---

The New York Times Magazine: "Report on Men's Wear: An Art Director's Eye for Clothes," 1976 Sept. 19	Box OV1
Wall Street Journal: "Creative Leaders" insert, 1983 and 1987	Box OV1
Various (On Federico), 1964-1972, 1989 and undated	Box OV1
Various (miscellaneous), 1959, 1971, 1984 and undated	Box OV1
<hr/> <b>Writings</b>	
Kyla Gill, Gene Federico: A Profile of the World Renowned Advertising Designer, 1999	Box OV1
Paul Rand article: "Gene and Helen Federico," Graphis, circa 1950s	Box OV1

**Scope and Contents note**

[Full text of article appears in English, German, and French language translations.]

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**Personal Files Series, 1918-1991 and undated**

Box OV1

---

The New York Times (front page), 1918 Feb. 6	Box OV1
--	---------

**Scope and Contents note**

[Photocopy of front page from the day Federico was born.]

---

**Original artwork**

"Monotint" etching, undated	Box OV1
"San Valerio, Abruzzi" drawing (Gene and Helen Federico), 1971	Box OV1
Sketches, 1977 and undated	Box OV1
Various (pigeon collage, siamese twins, musicians), 1940 and undated	Box OV1
Pratt Grad newsletter, 1990-1991	Box OV1

---

**Scope and Contents note**

[Spring 1991 issue lists Federico as the recipient of 1990 Alumni Achievement award. See p.10.]

---

**World War II materials**

Peace Poster, 1944 Box OV1

---

Sketchbooks - Brown cover (insert), undated Box OV1

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---

**Photographs and Negatives Series, 1959-1980s and undated**

Box OV1

---

**Photographs**

**Advertisements**

Albert Einstein (for Vogue), undated Box OV1

---

"Harvey's" sherry, undated Box OV1

---

Parfums de Corday: "Toujours Moi"  
perfume, undated Box OV1

**Processing Information:**

[Photographs are in poor condition, handle with particular care.]

---

Seagram's Gin, undated Box OV1

**Scope and Contents note**

[Features Gene Federico.]

---

Tanner apparel: "It's a Love, It's Tanner"  
campaign, undated Box OV1

---

Various (miscellaneous babies), undated Box OV1

---

**Graphic design**

"H" design (typographic design), undated Box OV1

---

Men on cards, undated Box OV1

---

**Of Federico (Business)**

**Art Directors Club**

ADC exhibition poster, 1959 Box OV1

---

ADC promotion: "For Ads Only:  
Photography to Relax By," 1960 Box OV1

**Scope and Contents note**

[Photograph features Gene Federico reclining.]

---

Biographical promotion (photo and blurb),  
circa 1980s Box OV1

---

Portraits, undated Box OV1

---

Various, undated Box OV1

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---

**Professional Files Series, 1971-1992 and undated**

Box OV2

---

Awards and exhibits

Conference brochures - Various, 1971, 1979  
and 1987 Box OV2

---

Pioneer-Moss contest, 1968 and undated Box OV2

---

Federico caricature: signed by artist Al  
Hirschfeld, undated Box OV2

**Scope and Contents note**

[Print with caricature of Federico, signed by New York Times caricature  
artist Al Hirschfeld.]

---

Press clippings

Il Manifesto: "Napoli" poster design article,  
1986 Oct. 18 Box OV2

**Scope and Contents note**

[Italian language newspaper, contents in Italian.]

---

New York Times Magazine: "Report on Men's  
Wear," 1976 Sept. 19 Box OV2

---

Pound Ridge Review: "Gene and Helen  
Federico, Life of Shared Achievements," 1992  
Oct. 15 Box OV2

---

Wall Street Journal, "Creative Leaders"  
insert: "Seen By Gene," 1981 Box OV2

---

Writings

Steven Heller, "Gene Federico: The Art  
Director's Art Director," undated Box OV2

---

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---

**Personal Files Series, 1942 and 1955**

Box OV2

---

Abraham Lincoln High School

Silver anniversary luncheon - program  
design, 1955 Box OV2

---

World War II materials

Poster: "Conceal your shadow . . . as well as  
yourself," 1942 Box OV2

---

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---

**Graphic Design Series, 1938-1992 and undated**

Box OV2

---

Additional designs

"Art and Illustration" (for Chris Collins?),  
hand/cube in red paint, undated Box OV2

---

"Cryptographics," undated Box OV2

---

"My Message is a Simple One" design,  
undated Box OV2

---

"Page 10" (from the "24-Page Book" ), 1987 Box OV2

---

Announcements/Cards

American Institute of Graphic Design: "Call  
for Entries" : 14th Annual Exhibition, 1955 Box OV2

---

Art Director's Club

"Call for Arms" contest and exhibit  
(cosponsored with Pioneer-Moss), undated Box OV2

---

39th Annual Exhibition, 1960 and undated Box OV2

---

Holiday cards

---

Federico family, 1970, 1980, 1990 and undated	Box OV2
Calendars, 1984-1997 and undated	
DC & A, undated	Box OV2
PM Typography, 1984/1985	Box OV2
SPER (Italian), 1988	Box OV2
Client catalogs/brochures	
Abbott Kimball Co. Inc.: "Publicity" brochure, 1938	Box OV2
<b>Scope and Contents note</b>	
[Includes handwritten note from Federico to "Steve" (Heller?), describing the item as a "vintage piece" and the "last one." According to note, brochure appeared in the Art Director's Club show of 1938.]	
Jo Collins: "every season is a Jo Collins season" brochure, undated	Box OV2
Museum of Art, Science and Industry (Fairfield, Connecticut): promotional brochure, 1959	Box OV2
UCLA Extension, 1990 Fall	Box OV2
Concepts and sketches - Various, undated	Box OV3
Cover designs	
Book covers	
Doubleday	
Fiction titles, undated	Box OV3
Non-fiction titles, undated	Box OV3
Various, undated	Box OV3
Magazines/Journals	
Liberty magazine concepts, 1948 and undated	Box OV3
Record covers	
Lukas Foss, "A Parable of Death" (Columbia Records), undated	Box OV3

---

## Illustrations

"The Girl Who Hated Men," John Reese story, undated	Box OV3
"One Of Us Must Die," Edmund Gilligan essay, 1962 Sept. 8	Box OV3
<b>Letterhead/Logo</b>	
Bishop Color Inc., undated	Box OV3
Forma Art Associates, Ltd. (Films), undated	Box OV3
<b>Posters</b>	
Hiram Halle Memorial Library: 40th Anniversary, 1992	Box OV3
New York City's Hudson Celebration, 1959	Box OV3
Observatoire International Des Prisons, 1992	Box OV3
PM Typography, 1984	Box OV3
"Reflections" : Pound Ridge Garden Club, undated	Box OV3
Tileston & Hollingsworth Company, undated	Box OV3
<b>Typographic materials</b>	
PM Typogrophy poster, undated	Box OV3
Typeface samples - Various, undated	Box OV3
<b>Other artists/designers</b>	
ERGO (portfolio of various artists, including Andy Warhol, Bob Sullivan, Jerome Martin ), undated	Box OV3
Larimer, Bob, undated	Box OV3
Lubalin, Herb: Iconochrestomathy, 1966	Box OV3
Steinberg, Saul and Hedda Sterne, 1951	Box OV3
Varisco, Tom, undated	Box OV3

[Return to Table of Contents](#)

**Advertising Campaigns Series, 1951-1989 and undated**

Box OV4

Clippings and proofs

Unmounted advertisements

"Ban-Lon" knitwear (Joseph Bancroft & Sons, Co.), 1964 and undated Box OV4

Borg Fabrics, circa late 1950s Box OV4

Caprolan, 1966 Box OV4

Christian Dior: Wamsutta (linens), undated Box OV4

Cool-Whip, undated Box OV4

Corn Silk, 1965 Box OV4

Duchess (dresses), undated Box OV4

Einiger Fabrics, 1956 and undated Box OV4

Elektra Records: "The Incredible String Band" and "The Doors," circa late 1960s Box OV4

Elizabeth Arden

Arden for Men, undated Box OV4

Cosmetics, 1958 and undated Box OV4

Firestone Plastics Company, undated Box OV4

Gay Gibson (women's apparel), undated Box OV4

Glass Container Manufacturer's Institute, 1963 Box OV4

Helena Rubinstein (cosmetics), undated Box OV4

Hollander Furs, 1951 Box OV4

Hollywood Diet Bread, undated Box OV4

IBM, 1961-1962 and undated Box OV4

Jo Collins, 1957 and undated Box OV4

Lady Pepperell, undated Box OV4

L'Aiglon Apparel

L'Aiglon - General, 1956-1958 and undated	Box OV4
Jeanne d'Arc, 1956 and undated	Box OV4
Lisner, 1957-1959	Box OV4
Magee (carpets and rugs), undated	Box OV4
Max Factor, undated	Box OV4
Milliken Woolens, 1959 and undated	Box OV4
Mona Lisa: "Triomphe" girdle, undated	Box OV4
Napier (jewelry), undated	Box OV4
National Cotton Council, 1957-1959 and undated	Box OV4
The New Yorker, 1978-1988 and undated	Box OV4
<b>Scope and Contents note</b> (2 folders)	
Parfums de Corday (Trapze), 1958	Box OV4
Pepperell Manufacturing Company, 1964-1965	Box OV4
Reva (handbags), undated	Box OV4
Schumacher, undated	Box OV4
Supima cotton, circa 1950s	Box OV4
Tecnique Color-Tone (hair dye), 1962-1963	Box OV4
Vassarette (lingerie), 1981	Box OV4
Waverly, undated	Box OV5
Wear-Right (gloves), 1953 and undated	Box OV5
Woman's Day, 1953-1955 and undated	Box OV5

**Scope and Contents note**  
(2 folders.)

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Wool Bureau, undated	Box OV5
Wyner (knitwear): "Sag-No-Mor" wool jersey	
Dior, circa 1950s	Box OV5
Other designers (Anne Klein, Marion McCoy, Maurice Rentner), 1957 and undated	Box OV5
<b>Mounted advertisements</b>	
Christian Dior: Wamsutta, undated	Box OV5
Corn Silk (cosmetics), 1965	Box OV5
Einiger, circa 1950s	Box OV5
Elizabeth Arden, 1971	Box OV5
Helena Rubinstein (cosmetics), undated	Box OV5
Lady Pepperell, undated	Box OV5
The New Yorker, 1984 and circa 1980	Box OV5
Stiffel, undated	Box OV5
Technique Color Tone (hair dye), circa 1962-1963	Box OV5
Wear-Right (gloves), undated	Box OV5
Woman's Day, 1953	Box OV5
<b>Scope and Contents note</b>	
[Rare page proof of famed "She's got to go out to get Woman's Day" bicycle advertisement.]	
<b>Concepts and sketches</b>	Box OV6
American Ballet Theatre, undated	Box OV6
Benton & Bowles, 1960 and undated	Box OV6
<b>Scope and Contents note</b>	
(2 folders)	

Borg, undated	Box OV6
Chandon champagne, 1989 and undated	Box OV6
Container Corporatin of America: "Disraeli" advertisement, undated	Box OV6
Disney Hats, undated	Box OV6
The Economist, undated	Box OV6
Gay Gibson, undated	Box OV6
Goldman Sachs, undated	Box OV6
Hennessy, undated	Box OV6
IBM, undated	Box OV6
<p><b>Scope and Contents note</b> (2 folders)</p>	
Killington, Vermont, undated	Box OV6
Life Savers, undated	Box OV6
Modecraft (coats): "Builders All, Americans All" campaign, circa 1950s	Box OV7
<p><b>Scope and Contents note</b> [Features President Dwight D. Eisenhower, and highlights "True Americanism" vs. "Un-Americanism." ]</p>	
The New Yorker, undated	Box OV7
<p><b>Scope and Contents note</b> [Features Woody Allen advertisement.]</p>	
Pine Bros. (cough drops), undated	Box OV7
Sony, undated	Box OV7
Tecnique Color-Tone (hair dye), circa 1962-1963	Box OV7
Valentino perfume, undated	Box OV7

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Woman's Day, 1953 and undated Box OV7

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**Photographs and Negatives Series, 1963-1964, 1997 and undated**

Box OV7

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Photographs

Advertisements

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Air India, 1964 Box OV7

**Scope and Contents note**

[Advertisement features Federico.]

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Chandon champagne: television  
storyboards, undated Box OV7

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Emeraude, undated Box OV7

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Harvey's Bristol Cream, circa 1963 Box OV7

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Hennessy, undated Box OV7

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IBM (typewriters and dictating machine),  
undated Box OV7

---

Of Federico (Business)

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Portrait (black and white), 1997 Box OV7

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**Professional Files Series, undated**

Box OV8 (LARGE OVERSIZE)

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Writings: By Others

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Lawrence Miller: Federico career tribute,  
undated Box OV8 (LARGE  
OVERSIZE)

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**Personal Files Series, 1955 and undated**

Box OV8

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Abraham Lincoln High School: Silver  
Anniversary Luncheon, 1955 Box OV8

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Original artwork: children's drawing (Gina  
Federico), undated Box OV8

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### **Graphic Design Series, 1955-1997 and undated**

Box OV8

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#### Announcements/Cards

American Institute of Graphic Arts: Call for  
Entries, 1955-1958 Box OV8

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Family cards: "Helen and Gene, " 1983 Box OV8

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#### Calendars

"Basil Pizza" design, 1997 Box OV8

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DC & A: "12 Artists," undated Box OV8

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#### **Scope and Contents note**

[Features designs by Gene Federico, Saul Bass and Seymour Chwast,  
among others.]

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#### Concepts and sketches

Art Director's Club: entry form, circa 1960 Box OV8

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Components - various, undated Box OV8

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"Federico Design, " 1989 Box OV8

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7th Educational Graphic Arts Exposition,  
1959 Box OV8

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#### Cover designs

Annual reports: GTE, 1987 Box OV8

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Book covers: 64th Art Directors Annual (ADC  
Publications), undated Box OV8

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#### Letterhead/Logo

LGFE, undated Box OV8

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#### Posters

Art Director's Club: 39th Annual Exhibition (1960), 1959	Box OV8
Illustrators XII, 1968	Box OV8
Various, 1967 and undated	Box OV8
Typographic materials: Typeface samples, undated	Box OV8

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### **Advertising Campaigns Series, 1953-1991 and undated**

Box OV9

Clippings and Proofs	
American Elegance, undated	Box OV9
Borg, undated	Box OV9
Corn Silk, 1965	Box OV9
Disney Hats, undated	Box OV9
Einiger, undated	Box OV9
Gay Gibson, undated	Box OV9
Lady Pepperell, undated	Box OV9
Magee (carpets and rugs), undated	Box OV9
Max Factor (cosmetics), undated	Box OV9
The New Yorker, 1979, 1988 and undated	Box OV9
Phillips-Jones Corporation: "Van Heusen," undated	Box OV9
Reva, undated	Box OV9
Supima, undated	Box OV9
Woman's Day, 1953-1954 and undated	Box OV9
Wool Bureau, undated	Box OV9

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Various (Newspaper), 1964-1991 and undated	Box OV9
<hr/>	
Concepts and sketches Corn Silk, undated	Box OV9
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Emeraude, undated	Box OV9
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NE Airlines, undated	Box OV9
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The New Yorker, undated	Box OV9
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Parfums de Corday, undated	Box OV9
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Versace, undated	Box OV9
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Woodfield Country Club, undated	Box OV9

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### **Professional Files Series, 1988, 1992 and undated**

Oversize-folder OV1-OV2

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Awards and exhibits: Various, 1988 and 1992	Oversize-folder OV1-OV2
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**Scope and Contents note**

[Includes materials on Federico's 1987 AIGA Medal and Fashion Institute of Technology event, "Gene Federico: Profile of an American Master." ]

**Scope and Contents note**

[2 items.]

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Writings (By Others): Steven Heller article/spreads, "Gene Federico: An Art Director's Art Director," undated

Oversize-folder OV1-OV2

**Scope and Contents note**

[2 items.]

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### **Graphic Design Series, 1958-1990 and undated**

Oversize-folder OV3-OV4

Announcements/Cards: American Institute of Graphic Arts, "Graphics in Packaging" call for entries, 1958

Oversize-folder OV3-OV4

**Scope and Contents note**

[1 item.]

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Announcements/Cards: Holiday Cards (Personal) - Federico family, 1982

Oversize-folder OV3-OV4

**Scope and Contents note**

[1 item.]

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Posters

Oversize-folder OV5-OV6

UCLA Extension, 1990

Oversize-folder OV5-OV6

**Scope and Contents note**

[1 item.]

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Various (Napoli, "1 cent sale" ), undated

Oversize-folder OV5-OV6

**Scope and Contents note**

[3 items.]

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### **Advertising Campaigns Series, 1991 and undated**

Oversize-folder OV7-OV10

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Clippings and proofs

Elizabeth Arden (cosmetics), undated

Oversize-folder OV7-OV10

**Scope and Contents note**

[4 items.]

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Hart's Seeds, undated

Oversize-folder OV7-OV10

**Scope and Contents note**

[1 item.]

[Likely historical advertisement, not by Federico, perhaps used as research.]

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Concepts and sketches

Arthur Andersen, 1991

Oversize-folder OV7-OV10

**Scope and Contents note**

[1 item.]

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Lady Pepperell, undated

Oversize-folder OV7-OV10

**Scope and Contents note**

[1 item.]

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