I. Book Jackets, Covers, and Designs

LUSTIG Alvin:


RAND Paul:


SHAHN Ben:


II. Magazine Covers

BURTIN Will:


KLEYKAMP Pierre:


LIONNI Leo:


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).


III. **Record Album Covers**

DE HARA K Rudolph:

400. **Ravel and Debussy**. Columbia Masterworks, 1952.

401. **International Song Festival**. Pontiac Records, 1953.

LUSTIG Alvin:

STEINWEISS Alexander:

IV. Newspaper and Magazine Advertisements

BAYER Herbert:

GOLDEN William:

LIONNI Leo:
LUSTIG Alvin:


MITSCH E Erik:

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

RAND Paul:


V. Brochures, Catalogs, and Announcements

BEALL Lester:


BURTIN Will:

418. Blotter for Davis Delaney, Inc., printers, 1954. (12 Noted Designers Campaign; see item 413)
<table>
<thead>
<tr>
<th>Name</th>
<th>Works</th>
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MARTIN Noel:


STORZ Al and RICHMAN Mel:


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:


GOLDEN William:

VII. Packages

GOLDEN William:


441. Sample box for Sharp and Dohme pharmaceutical company, 1954.

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

RAND Paul:


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

WEINBERGER Bill:

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.

KRIKORIAN George:


LIONNI Leo:


RAND Paul:


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 Broad-
casting System promotion and advertis-
ing 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 exhi-
bion held at The Museum of Modern
Art, 1954. Manufactured by Rohm
and Haas, Philadelphia, Pennsylvan-
ia.

Sans-serif capital A.
Serif lower-case a.
Sans-serif capital S.