

Inventory of Edward Lowe Industries Inc. and subsidiaries company records, 1920–1995 and undated (bulk 1960–1995)

ABSTRACT

The records of Edward Lowe Industries Inc. and subsidiaries span the years of 1920-1995 with the bulk of them dating between 1960-1995. Materials include correspondence, interoffice memoranda, scrapbooks, company publications and manuals, financial records, clippings, copyrights, drawings, marketing media, minute books, films, videos, patents, photographic media, printed materials, reports, song lyrics, sound recordings and trademarks. These records document the activities of Edward Lowe owned and operated companies from the early 1940s through the mid-1990s. The information and resources in this collection are as varied and complex as the range of business ventures Edward Lowe owned and operated. Although incomplete at several levels, the collection offers representative coverage of company operations in advertising, distribution, sales, marketing, commerce, research and development, property management, intellectual property and investments.

DESCRIPTIVE SUMMARY

Repository: Edward Lowe Foundation Archives, Cassopolis, Mich.

Creators: Edward Lowe Industries Inc. and subsidiaries

Title: Edward Lowe Industries Inc. and subsidiaries company records, 1947-1995 (bulk dates 1960-1995)

Language: Materials are in English, French and Japanese

Extent: 500 Linear Feet

Additional physical forms: news clippings, photographs, packaging, films and video and intellectual property are available in digital format.)

ADMINISTRATIVE INFORMATION

Restrictions on access: Contact Heidi Connor at heidi@lowe.org to use this collection.

Terms governing use and reproduction: The copyright interest of Edward Lowe Industries Inc. (ELI) and subsidiaries materials in this collection have transferred to the Edward Lowe Foundation. Copyrighted materials not held by ELI are subject to U.S. copyright law.

Preferred citation: Edward Lowe Foundation Archives, Edward Lowe Industries Inc. and subsidiaries company records

BIOGRAPHICAL NOTE

Edward Lowe was an entrepreneur. He was born in St. Paul, Minn., July 10, 1920 to Lulu and Henry Lowe. His parents returned to their home state of Michigan when Ed was a small child, and it was in Cass County that Ed Lowe was raised. After his tour of duty in the Navy, Ed Lowe returned to Cassopolis, Mich., and joined his father's company to form Lowe and Lowe, distributors of industrial absorbents, including sawdust and absorbent clay called fuller's earth. In 1947 Ed Lowe invented the use of fuller's earth clay as cat box filler. With this application, Lowe went on to build a billion dollar industry with Kitty Litter and Tidy

Cat brands that brought the cat inside and established the cat as the nation's most popular house pet. His entrepreneurial spirit, however, did not limit his interests to cat box filler. Lowe created several businesses that reflected his personal interests. In 1985 Lowe established the Edward Lowe Foundation at Big Rock Valley with a mission to "champion the entrepreneurial spirit."

HISTORICAL NOTE

In the early 1940s, a line of fuller's earth industrial absorbents entered the U.S. market. William Kane sold Henry Lowe Dri-Rite. In 1946 Kane introduced Henry and Ed Lowe to Dri-Bed, a clay-based poultry litter, which they had difficulty marketing. Around this time a competitor of Kane's, Kelly Dick, sent Henry and Edward Lowe of Lowe & Lowe Co. a sample of Oil Zorb to try. In January of 1947, Kay Draper stopped by the Lowes' warehouse and asked Ed for some sand for her cat box. Ed suggested she try Dick's clay stored in his garage. Draper took the clay and soon came back for more. Kay asked what he called this material. Remembering the chicken litter, Ed replied, "Kitty Litter."

Encouraged by the positive response to Kitty Litter, Edward Lowe established a Kitty Litter division at Lowe and Lowe Co. and began introducing it at cat shows and pet shops across the Midwest. In 1949 Edward Lowe purchased his father's delivery business and focused on marketing Kitty Litter nationally. Robert Follett managed production in Cassopolis, Mich., while Edward Lowe traveled across the country introducing Kitty Litter.

Through the informal broker network he created, Edward Lowe progressively tapped larger markets. To be closer to the clay source, in 1951 litter packaging was moved to the Russell Pottery building in Paris, Tenn. Production at Paris included the processing of granular-size pellets for cat box filler, as well as clay powder for industrial absorbents. In 1954 Ed Lowe changed the name of his company to Lowe's Inc. and formed Happy Day Products Inc., offering a new brand of cat box filler, Tidy Cat[®]. Tidy Cat was sold exclusively in supermarkets. Kitty Litter was positioned as a boutique brand for pet stores and veterinarians. Lowe expanded his product line in the mid-1950s to include a line of cat products. In 1958 a plant was purchased in Olmsted, Ill., named Star Enterprises. January 28, 1958. The former Sinclair Oil Company clay plant in Olmsted, Illinois was purchased for \$39,000 less eight years of back taxes from Ed Dyla of American Charcoal Company in Detroit, Michigan. The new company was named Star Enterprises.

In the 1960s private label litter granules were manufactured at Lowe's Inc. Packaging innovations, creative ad campaigns, and the addition of new product lines kept Lowe's Inc. at the forefront of the pet product industry. Petpak, a Milwaukee-based pet products firm, was purchased by Lowe's Inc. in 1963. This purchase included a bird-bell operation. Manufacturing and packaging of Petpak products remained in Milwaukee until 1965. At this time it was moved to Cassopolis, Mich.

Lowe's manufacturing operations grew and developed in size, efficiency and capacity with the purchases of Paris, Tenn.- based Southern Clay Co. in 1965 and The Tennessee Absorbent Clay Co. in 1966. Also in 1966, Lowe's Inc. developed a 35-acre industrial park, constructed a modern corporate office center and packaging plant, and established a quality control division in Cassopolis, Mich. By the end of 1967, Ed Lowe had accumulated 625

acres of farmland near Cassopolis, which he named Big Rock Valley Farm. Here, absorbent clay research was conducted to study the use of the product in agricultural, commercial and domestic applications for pesticides, solid conditioners, surface mulches and cattle feeding growth patterns. A black Angus cattle program was underway at the farm for breeding, showing and selling registered stock. By 1968 all of Ed Lowe's products were marketed under Lowe's Inc. The company began marketing clay as an oil and grease absorbent and for the first time as a carrier for fertilizers and insecticides. The Star Enterprises name was dissolved and changed to Southern Clay Inc. This gave Lowe's two Southern Clay Inc. mining, processing and packaging plants, one in Paris, Tenn. and the other in Olmsted, Ill. In December 1969, Edward Lowe purchased Tamms Industries, producers of amorphous silica for the paint industry.

In 1970 Edward Lowe became a charter member of the Sorptive Minerals Institute, as he helped to organize this not-for-profit, national trade association representing the producers and marketers of products made from absorbent clay minerals. Lowe's Inc. was the world's largest manufacturer of cat box fillers during this decade and their Tidy Cat brand was the number one seller in its category. In the spring of 1974, ground was broken for the construction of the Bloomfield, Mo. plant. Once completed, the Bloomfield plant produced almost twice the production of the Paris or Olmsted plants. In November 1974 Lowe's acquired the A. P. Green facility in Oran, Mo., and operations expanded to produce agricultural granules, grease absorbents and cat box filler. In 1978, Lowe's Inc. corporate headquarters moved to South Bend, Ind. This location was the forerunner to Lowe's operational and production headquarters in Cape Girardeau, Mo., completed in October 1979. The Missouri facility housed the company's production, engineering, purchasing, drafting and research and development divisions. By the end of the decade, all production, marketing and distribution operations took place at facilities owned and operated by Lowe's Inc. With market demand so great, the company experienced growth in every division.

During that time, Edward Lowe also created new products and services and expanded and reinvented old ones, such as pre-packaged firewood produced under the name Frenchy Bucksaw. Lowe purchased properties in Jones, Mich., formed the corporation Jones Is Back, and set out to develop the main street of Jones into a turn of the century town (the slogan was a good ole' days town) tourist attraction. He established Lowe's Executive Auction Service, which auctioned everything from furnishings to farm equipment to electronics. (Why did you take out – took risks? Just curious. A quality of entrepreneurs is taking risks)

During the 1980s Lowe's expanded operations further. In 1980 the company purchased the production assets of Panamint Marketing Company in Maricopa, Calif. Tidy Cat 3 was released in 1983, and New! Breakthrough Kitty Litter was rolled out in 1985. Despite fierce competition, Lowe's kept its leading market share in the \$300 million industry. In 1986 Lowe's Inc. was renamed Edward Lowe Industries Inc. After creating a billion-dollar industry that established the cat as the nation's most popular pet, Edward Lowe set his creative sights on — fostering and nurturing the American entrepreneur. In 1985 the Edward Lowe Foundation was established to champion the entrepreneurial spirit by providing information, recognition and educational experiences for entrepreneurs. Ed committed a good part of his fortune to create a campus for entrepreneurs at Big Rock Valley.

Lowe's entrepreneurial drive did not remain dormant after selling the majority of his interest in Edward Lowe Industries in 1990. He knew that the specific kinds of clay used for the clay litters had to have a supply limit, whereas the supply of paper sludge was plentiful. The first paper pellet product made by Granulation Technology was Biodac, a carrier for insecticides for agriculture.

In the early 1990s Ed Lowe promoted the importance of America's entrepreneurs with his Ladder of Success talk at universities, colleges and national associations. Around the same time The Entrepreneurs Learning Service was created to provide entrepreneurs with quick answers to practical questions, and an entrepreneur's boot camp was established at Big Rock Valley under the umbrella of the American Academy of Entrepreneurs, to provide counseling and curriculum to reinforce the chances of entrepreneurial success. In 1991 he donated his estate at Big Rock Valley as the headquarters of the Edward Lowe Foundation. Also in 1991 Lowe purchased Wasser Glass. Under the name Edward Lowe Glass Designs the company produced a line of glass tiles with unusual color and depth, making it a stiff competitor to ceramic tiles.

In 1992 Edward Lowe attended President-elect William Clinton's Economic Conference in Little Rock, Ark. A month later, Lowe decided to host a series of discussion groups he titled The Free Enterprise Briefings. The intention was to give small business a voice. Lowe presented the results of these briefings to President Clinton and U.S. Small Business Administration Chief Erskine Bowles on March 3, 1994.

Ed Lowe passed away on October 4, 1995. He will be remembered as a visionary who could see what others could not and as a builder who developed a unique place that he wanted to share with others forever at Big Rock Valley. Through his legacy, he has left a passion for the importance of entrepreneurship as a foundation for the success of this country and a love for the land and the importance of land stewardship for future generations to use and enjoy.

Contents of the Collection

Record Groups

Artifacts and Awards

Series	Advertising material Awards and certificates Corporate seal (chops) Products
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Audio-Visual

Series	Audio recordings Film and video
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Photographic media

Directors and Executives

Series	Correspondence and office files Intellectual property Minute Books
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Finance and Administration

Series	Accounting records
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Printed Material

Series	Clippings Print advertisements and marketing media Cat box filler and industrial absorbent packaging Stationery
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ARTIFACTS AND AWARDS**Series: Artifacts****Extent: 248 items****Dates: 1953 - 1995****Series Overview**

Artifacts consist of advertising materials, corporate seals, hand stamps, products, and research and development materials. The majority of this collection was destroyed by fire in 2011. Access is now available in digital format. Those artifacts that remain are on exhibit at the Edward Lowe Foundation campus and the Dowagiac Area History Museum.

Advertising materials include balloons, a belt buckle, buttons, cameras, an oversized Charlie Chuckles costume, clocks, clothing, decals, glassware, golf tees, golf ball markers, towels, and golf balls, ice scrapers, inflatable displays, jewelry, key rings, magnets, matchbooks, mugs, glassware, paper clips, pens, pencils, pillow cases, pocketknives, presentation binders; razor knives, regalia, rulers, signage, tape measure, toys, watches, and yoyos.

There are corporate seal chops for: Barkalow Inc.; Big Rock Valley Farms Inc.; Happy Pet Products Inc.; Jones Is Back Inc.; Lowe's Inc., an Indiana corporation; Lowe's Inc., a Michigan corporation; Lowe's International Ltd.; Pike's Peak Clay Inc.; Petpak Inc.; Southern Clay Inc.; Star Enterprises Inc.; and Timberline Enterprises Inc. In addition, the collection holds signature stamps for Edward Lowe, Tom McCauslin and Robert Follett; a series of Charlie Chuckles block stamps; and a variety of administrative stamps.

Products include: Lowe's Inc. cat toys, catnip treats, Cozy Nest, Gravelettes, Kitty Cottage, Kitty Castle, Kitty Litter, Kitty Screen, Scratchin' Post, Tidy Cat 3 cat box liners; Lowe's International Inc. (Notre Dame) Fighting Irish musical buttons, Chicago Bears musical buttons and the Quick Adjust Innovation for the pipe wrench; Edward Lowe Glass Design

tiles; and a Cat Menagerie cat and mouse tic-tac-toe game; (it was a miniature tic-tac-toe game, if you think tic-tac-toe should be left out no problem) Frenchy Bucksaw Inc. prepackaged firewood; and Edward Lowe Industries Inc. Biodac.

Research and development materials include cat litter granule samples; fines filtration system model and wood gasification model; paper sludge; clay samples; oil and grease absorbent samples; oat hull granule pharmaceuticals sample, and peat moss granules.

Series: Awards and certificates

Extent: 222 items

Dates: 1958-1995

Series Overview

Artifacts and awards were assembled from a variety of sources and hold accolades received for service, philanthropy, performance, appreciation and leadership. Recipients include Big Rock Valley Farm, Edward Lowe, Darlene Lowe, Edward Lowe Communications, Edward Lowe Enterprises, Edward Lowe Industries Inc., Lowe's Inc., and Southern Clay Co. Inc. There are plaques, banners, ribbons, certificates, medallions, vessels, sculptures and trophies.

AUDIO VISUAL

Series: Film and video

Extent: 444 items

Dates: 1956-1995

Series Overview

The film and video series holds documentaries, special programs, daily news footage, interviews, publicity material, documentaries and commercials. Materials date from circa 1949 through 1995. The majority of this collection is available in digital format.

Documentaries consist of two of Edward Lowe's business ventures, "Jones Is Back" and "Granulation Technology" and works relative to Ed and Darlene Lowe's interest in entrepreneurship and their passion for developing educational programs and opportunities to nurture the entrepreneurial spirit: "Artrepreneur," "Monuments to Free Enterprise," "Tomorrow Today," "The Vision of Big Rock Valley," "Free Enterprise Briefings and Message to the President" [William Clinton].

Special programs hold footage of Edward and Darlene Lowe on the television series, "Lifestyles of the Rich and Famous" and Ed Lowe on "Stories of Success" with Jason Phillips, "Larry King Live", "20/20" with Brian Ellis, the television series "What's My Line;" "America" with Sarah Purcell; and "Small Business 2000" with Hattie Bryant. Special programs produced by Lowe include: "The Greatest Cat Show on Earth;" "Rocky;" (it was a marketing piece – if you want to see it ask Chris) "In the Good Old Hummer Time" and "Cats Can be Trained." There is also footage of Ed Lowe's presentations: 1989 Entrepreneurship Institute; 1987 Palmer House; 1993 Green Bay Chamber of Commerce awards acceptance speech; and Lowe's 1990 Ladder of Success talk to the Creative Education Foundation.

Daily news footage consists of news broadcast air cuts that were released on network and local stations covering the following Lowe undertakings – in Roget's thesaurus under

undertakings – first choice is enterprise: Weatherpoint, Rou Dou Dou, Golden Cat Railroad Co., 1988 Bring Love Into Your Home cat adoption program and the world’s largest Kitty Litter display. There is extensive coverage of Edward Lowe’s obituary and several air cuts with Edward Lowe discussing his business ventures and personal ambitions. Of special interest is the air cut of Tidy Cat 3 cat box liners featured on “The David Letterman Show.”

Interviews include a 1988 series of Edward Lowe Industries executive oral histories with: Mike Ban, Robert Follett, Dennis Kraska, Ray Leisner, Sally Lucke, Tom McCauslin, Chris Petty, Wally Pollock, Todd Recknagel, and Rodney Taylor. There is footage of participants in the following programs: Free Enterprise Briefings, The American Academy of Entrepreneurs and the Step Beyond. The bulk of the interviews are with Edward Lowe discussing his: business history; entrepreneurship and commitment to championing the entrepreneurial spirit; vision for Big Rock Valley, E&D Ranch and the Edward Lowe Foundation; “The Love of a Golden Cat“ song; and the annual Lowe’s Pickle Barrel Invitational. Of special interest is a series of interviews with Edward and Darlene Lowe conducted by Rodney Taylor. This project was designed to capture the vision, message and goals of the founders for the Edward Lowe Foundation.

Documentation footage captures Edward and Darlene at auction school in 1979 and in a variety of locations on their properties in Michigan and Florida. Of special interest is the Ed Lowe testimonial footage about “funnel vision, pumping the bellows, jackrabbit minds, beagelism, dutters, and ya’buts.” Business-related footage includes: Kitty Litter packaging line, ca 1956; Angus and black bay horse programs; Step Beyond experiential learning program; (the Step Beyond involved classroom course work as well as outside training) corporate logos and graphics; corporate wellness program; the Entrepreneur’s Learning Service; Lowe’s South Bend, Ind. office and clay plants in Paris, Tenn.; Bloomfield, Mo.; Cape Girardeau, Mo.; Olmsted, Ill.; Oran, Mo., Maricopa, Calif.; as well as the Gro-Kote pet treats operation. There is also footage of the 1974 Indianapolis 500 and historical footage of Cassopolis, Mich.

Commercials advertise Kitty Litter, Tidy Cat and Perfect Menu Cat Food. In 1977 New! Improved Kitty Litter was Lowe’s first product advertised on television. It featured an animated cat, Charlie Chuckles.

Publicity materials promote and educate audiences about Edward and Darlene Lowe and their ventures. These programs were developed by public relation firms to profile Edward and Darlene Lowe, Lowe’s Inc., Edward Lowe Industries Inc., Big Rock Valley Farm and Granulation Technology.

Public service announcements relate to Edward Lowe’s commitment to the American entrepreneur; the Jones Is Back project in Jones, Mich.; the Free Enterprise Briefings sponsored by Edward Lowe; Entrepreneurs’ Learning Services; and the Step Beyond American Academy of Entrepreneurs programs.

For additional moving images see the Darlene Lowe collection of photographs, video recordings and other material.

Series: Audio recordings unprocessed**Series: Photographic media****Extent: 36 linear feet****Date:** 1950 – 1995 (bulk dates 1960-1994)**Series Overview:**

Print photographs, slides, transparencies and negatives capture: the activities, staff and operations of Edward Lowe's clay plants in Maricopa, Calif.; Olmsted, Ill.; Bloomfield and Oran, Mo.; and Paris, Tenn.; Lowe corporate offices and facilities in Chicago; South Bend, Ind.; Cassopolis, Mich.; Cape Girardeau, Mo.; Big Rock Valley Farm, Cassopolis, Mich.; Green Bay, Wis.; and to a lesser degree Lowe's properties and facilities in southwest Florida. There are photographic materials documenting the consumer product lines under the Lowe brand, oversized images of Edward Lowe as well as aerials of clay plants and Big Rock Valley Farm. Photographs are arranged topically and held in binders. Binder topics include: Big Rock Valley; Biodac; Black Bay Stallion Horse Program; Bloomfield, Mo. plant; business events; Bob Carr photography; business vehicles; Casey Jones; cattery; cats; competitors; Edward Lowe Glass Designs; Executive Auction Services; Frenchy Bucksaw; friends of business; Gary Shapiro photography; Granulation Technology; Gro-Kote; Jones, Mich.; Kitty Litter display windows; Kitty Club Car; Lowe & Lowe; Lowe's Inc. employees; Lowe's Executive Auction Services; Lowe-Boy Utility Trailers; Lowe's, Inc., 1954-1969; Lowe's, Inc. marketing; Maricopa, Calif. plant; Olmsted, Ill. plant; Oran, Mo. plant; Paris, Tenn. plant; Paw-to-Graph; Petpak; Pickle Barrel Invitational; Rou Dou Dou; and Tidy Cat.

For additional photographs, see the following collections: Darlene Lowe photographs, video recordings and other material and records of the Edward Lowe Foundation.

DIRECTORS and EXECUTIVES**Series: Correspondence and office files****Extent: 36 Linear Feet****Dates: 1920 - 1995**

Series Overview: Correspondence and office files primarily document the founding and operations of Edward Lowe's clay industry and subsidiary ventures and to a lesser degree, Lowe's service as the president of the Village of Cassopolis, Mich. and as co-founder of the Sorptive Minerals Institute. Materials include: agendas, agreements, announcements, applications, booklets, correspondence, contracts, guidelines, inventories, memos, news clippings, newsletters, notices, press releases, promotional items, proposals, reports, sales and marketing materials, schedules, studies, surveys and transcripts. The bulk of the files are from the period 1975-1995. In 2011 a fire destroyed a portion of these records. Descriptions of the lost records remain in the collection management database.

Lowe & Lowe Co.**Dates: 1920-1959****Extent: 1 linear foot**

Lowe &, (they used the ampersand on their letterhead) Lowe Co. correspondence and office files date from 1920-1959, with the bulk of the information dating from 1947-1959.

Materials contain information on Edward Lowe's initial development of the cat box filler industry with the product Kitty Litter and the distribution of Dri-Rite industrial absorbent.

These records also hold information related to Lowe's Sawdust Co., Happy Day Products Inc. and Happy Pet Products Inc., distributors of Tidy Cat. There are subject files, Better Homes and Gardens advertising responses and jobber correspondences with related materials. Researchers should be prepared to look in more than one location for a topic.

Lowe's Inc. correspondence and office files

Dates: 1952-1965

Extent: 2.5 linear feet

Lowe's Inc. correspondence and office files consists primarily of sales department subject files dating from 1952–1965. Records document advertising and marketing, packaging, manufacturing and distribution of Kitty Litter and Tidy Cat, as well as a host of products distributed through Lowe's Inc. subsidiary companies Happy Day Products, Happy Pet Products Inc., Lowe's Petpak Inc. and Star Enterprises. There are also records on Lowe's involvement in the Mid-Continent Pet Association.

Beginning in 1959, files exist for company divisions and executives.

Edward Lowe's correspondence and office files

Dates: 1952-1995

Extent: 30.5 linear feet

The records contain information on all Lowe-owned companies, including Lowe's flagship enterprise, the cat box filler industry and other clay ventures. Materials from 1952-1970, arranged in alphabetical order by state, document Edward Lowe's efforts in locating suitable mineral reserves and investigating the services and operations of a variety of mining companies and geologists. Materials from 1970-1995 are predominantly subject files arranged in alphabetical order, as well as interview transcriptions, minutes, interoffice memoranda, outgoing correspondence files, reports and manuals. Of special interest is the information on the distribution of Kentucky Kernel Seasoned Flour, development of Big Rock Valley Farm, the tourist attraction Jones Is Back and the initiation and establishment of the Edward Lowe Foundation.

George Frechter correspondence and office files

Dates: 1957-1970

Extent: 3.0 linear feet

George Frechter was the sales manager for Lowe's Inc. from 1957-1970. Frechter's correspondence holds broad information on Lowe's involvement in trade shows and associations, the addition of new products and issues relative to customer satisfaction, packaging, manufacturing, research and development, marketing and exportation of all Lowe's pet products. There are broker and jobber correspondence that address the sales and marketing of Tidy Cat and Kitty Litter.

Unprocessed director and executive correspondence and office files

Include those of: Michael Ban, John Broderick, James Dinges, March Durren, George Dyslin, Robert Follett, Ralph Gilges, Glenn Hansel, Guy Harper, John Kurtze, Ray Leisner, Sally Lucke, James O'Donnell, Mark Owen, Joe Miller, Frank Moreland, Clay Nelson, Chris Petty, Wally Pollock, Michael Powers, Todd Recknagel, Harvey Ross, John Tasso, David Tooker, Paul Watson, Ray Venezia, Russell Yeager and E. V. Zimmerman. The records of consultant Rodney Taylor are held in these files.

Series: Minute books

Unprocessed

Series: Intellectual property**Extent: 76 items****Dates: 1957-1995**

Series overview: This collection holds copyrights, patents and trademarks assigned in the United States and abroad to Edward Lowe as well as Darlene Lowe, Star Enterprises, Happy Pet Products Inc., Lowe's Inc. and Edward Lowe Industries Inc. The bulk of the intellectual property relates to the pet product industry. Lowe conceived numerous ideas for new services and products, many of which are represented in this collection. Much of the original material in this series was destroyed by fire. Digital surrogates are available for the following assignments:

Certificates of copyright registrations:

U.S.

Number	Title	Year
A65912	ICATLYC (I Can't Afford To Lose You Club) certificate	1969
A65913	ICATLYC form letter	1969
A662807	How to care for your pet bird	1963
A706081	How to get extra business, added profits from cat food customers	1964
A733314	How Kathy won a pet	1964
A800825	Care of hamsters and other small animals	1965
K78156	Gravel paper bird cage mats	1966
Kk191227	Scratchin' post	1964
Kk193852	Cage base	1966
TX1260514	Reflections in the Mill Pond	1983
TX 2978836	The Man Who Discovered the Golden Cat	1990
TX3026270	These Things Are Ours	1991
TX3259381	As the Years Flew By	1992
TX3518753	Steps in Time	1993
TXu407836	Entrepreneur's Pledge	1990
TXu441787	Ed Lowe's As a General Rule proverbs	1990
VA621164	Hail, Entrepreneur, Edward Lowe	1993

Certificates of patent registrations:

U.S.

Number	Title	Year
4,712,508	Litter material for small animals	1987
4,411,156	Odor testing apparatus	1983
4,402,672	Method for plotting and disseminating information on the paths of violent storms	1983
241,755	Sanitary cat pan	1976

233,158	Scoop for cleaning sanitary cat boxes	1974
203,929	Sanitary cat box	1966
4,930,443	Animal litter composition	
4,664,064	Cat box filler with incorporated pesticide	1987
4,537,148	Package of litter material for cats and other small animals	1985
4,343,751	Clay agglomeration process	1982
4,299,851	Flavoring dispenser	1981
4,184,699	Integral page and tab	1980
4,159,068	Container and dispenser for dry particulated chemicals	1979
3,482,548	Cat scratching devise	1969
3,310,031	Sanitary cat box	1967
2,865,326	Bird feeders	1958

International

Country	Number	Title	Year
Switzerland	03 394/84-7	Streumaterial zur Herstellung eines Streubette fur kleine Tiere	1984
Mexico	1294	Modelo industrial de caja sanitaria para animales domesticos	1980
Japan	94571/72	Cat box filler material and process for preparing same	1972
Germany	P29 35 947	Integral page and tab	1986
France	79 22245	Page et patte d'un seul tenant de revues, brochures et autres ouvrages	1979
Canada	1 219 719	Bulk storage building structure	1987
Canada	1199492	Method for plotting and disseminating information on the paths of violent storms	1986
Canada	1105958	Integral page and tab	1981

Certificates of trademark and service mark registrations:

U.S.

Number		Principal register	Year
1,073,734	Big Rock Valley Farms		1977
1,147,326	Executive Auction Service (service mark)		1981
1,568,758	The Edward Lowe Cell System (service mark)		1989
1,678,459	Edward Lowe's Main Street Journal		1992
1,862,720	Hail, Entrepreneur, Edward Lowe (service mark)		1994
1,872,764	Hail, Entrepreneur (service mark)		1995
1,891,738	Kaleidoscope		1995
646, 249	ARISTO-CAT		1957
646,647	KITTY-LAX		1957
650,293	OLD MOTHER NATURE		1957
787,295	KITTY'S OWN		1965
826,045	Cat graphic for cat supplies	1967, 1987	
87837,495	MAGICATNIP		1967
856,188	BUTCHER-DRI		1968
922,618	Cat graphic for sanitary cat box filler		1971

657,584	KITTY-MUM	1958
662,937	6-WAY	1958
688,908	GRAVELETT'S	1959
760,843	OLD TOM	1963
857,687	RUM-N-ITE	1968
859,179	DECO-MULCH	1968
862,217	ROCK-N-CLAW	1968
981,477	FRENCHY BUCKSAW	1974
1,119,265	KITTY LITTER	1979
1,563,308	Edward Lowe Collectibles (graphic)	1989
1,565,393	SAFETY ABSORBENT	1989
1,608,535	STEP BEYOND (service mark)	1990

International

Country	Number	Title	Year
Canadian	167,394	OIL ZORB	1970
Canadian	119,904	Tidy	1960
Great Britain and Northern Ireland	81,090,344	Charlie Chuckles (cartoon graphic for Kitty Litter)	1978
Japan	43-038268	Kitty Litter	1968
Norway	74802	Kitty Litter	1968

Record Group: Finance and administration

Series: Accounting records

Extent: 1.5 linear feet

Dates: 1944-1963

Series Overview

This series contains records of Lowe's Sawdust Co., Kitty Litter Co., Lowe & Lowe Co., Happy Pet Products and Star Enterprises. Materials include bank statements, registries, deposit books, check stubs and canceled checks, invoices, warehouse receipts, accounts payable and receivable records, tax returns, profit and loss statements, balance sheets, operating statements, a Lowe's Sawdust Co. loan agreement and Dun and Bradstreet reports. The bulk of the material is the Dun and Bradstreet reports on companies distributing Lowe products. Though incomplete, this series offers insight into Ed Lowe's initial financial growth and the expansion of his cat box filler distribution.

RECORD GROUP: PRINTED MATERIAL

Series: Clippings

Extent: 916 items

Date: 1940-1995

Clippings are available in digital format.

Series Overview

This collection consists of news articles and print advertising clipped from U.S. magazines, newspapers, and trade journals. Materials date from 1940-1995 with the bulk of the material

dating from 1960-1995. Edward and Darlene Lowe, as well as their companies and related products, are featured including: American Academy of Entrepreneurs, All American Cattery, Black Bay Horse Program, Big Rock Valley Farm, E&D Ranch, Edward Lowe, Darlene Lowe, Edward Lowe Enterprises, Edward Lowe Industries Inc., Edward Lowe Glass Designs, Genesis International Trading Company, Golden Cat Railroad, Granulation Technology, Jones Is Back Inc., Lowe and Lowe Company, Lowe's Inc., Lowe's International Ltd., Mr. Friendly Pet Shop, Southern Clay Company Inc., Star Enterprises, Tammsco Silica, The Edward Lowe Foundation and The Edward Lowe Group. Of special interest are the articles Edward Lowe wrote while serving as president for the Village of Cassopolis.

Series: Print advertisements and marketing media

Extent: 12.5 linear feet

Series Overview: Unprocessed

For related information see the film and video series and the correspondence and office files of Edward Lowe

Series: Cat box filler and industrial absorbent packaging

Extent: 12 linear feet, 206 items

Dates: 1948-1989

Series Overview: This collection holds a complete packaging selection for Kitty Litter and Tidy Cat brand cat box filler as well as the additional Lowe brands which include: Artistocat, Big Red, Cover Cat, Habit, Scamp, and Sophisticat. In the 1960s, Lowe's Inc. packaged private label store brands for several grocery chains including First National, Scot Lad, A&P and Kroger stores. Private label packaging held in this collection includes, but is not limited to, Kitty Korner, Blue Banner, Sophisti-cat. cat box filler innovations and advertising campaigns are featured on these packages. The collection also holds packaging for the following safety absorbent products distributed through Lowe's Inc.: Corz-O-Nite, Dri Spot, Garage Kleen, Go In Snow, Kwik Dri, and X-oil. This collection is available in digital format.

For additional information see the film and video series and print advertisements and marketing media series.

Series: Stationery, labels and business cards

Extent: 199 items

Dates: 1947 – 1995

Series Overview:

The collection holds business cards, envelopes, labels, stickers and letterhead for the following companies, programs or products: American Academy of Entrepreneurs, Aquila, Inc, Azalea Gardens, Big Red cat box filler, Edward Lowe Glass Designs, Inc, Edward Lowe Industries, Inc, Genesis International Trading Co. Ltd, Go In Snow, Grantech Granulation Technology Inc, Gro-Kote Inc, Hail Artrepreneur Edward Lowe, Hail Entrepreneur! Edward Lowe, Happy Pet Products Inc, Jones Is Back, Inc, Kitty Litter Brand premium cat box filler, Kitty Litter brand twice the odor control, Kitty Litter Co., Lowe & Lowe Co., Lowe's Inc, cat copy from Lowe's, Lowe's Executive Auction Services Inc, Lowe's International Ltd. Lowe's Southern Clay Inc, Main Street Journal, Scamp, Sophista-Cat,

Southern Clay, Step Beyond, The Edward Lowe Group, The Golden Cat Corp., The Golden Cat Railroad Corp., The Golden Cat Lowe's, Inc., Tidy Cat Bulletin, Tidy Cat3 America's No 1 cat box filler, Tidy Cat3 Photo Contest, Tidy Cat3 Love That Cat, Tidy Cat3 with three way odor controller, Tidy Cat with odor ban, Timberline Enterprises, Topps Off, Valid Ventures, Walter Sills, Wasser Glass, and Weatherpoint.

The majority of this collection was destroyed in a fire in 2011. Digital surrogates are available.

Subject Headings

All American Cattery	LoRu Publishing Inc.
American Academy of Entrepreneurs	Lowe Boy Trailers
Azalea Gardens	Lowe & Lowe Co.
Barkalowe Inc.	Lowe's Inc.
Big Rock Valley Farms Inc.	Lowe's Business Opportunity Center
Black Bay Horse Program	Lowe's Consumer Products Inc.
Cat Menagerie	Lowe's Development Corp.
Catnip Toy Factory	Lowe's Industrial Park
Coldwell Banker-Anchor Doolittle Real Estate Inc.	Lowe's Industrial Products Inc.
Dri Spot Co.	Lowe's International Ltd.
E&D Ranch	Lowe's Real Estate
Edward Lowe Enterprises	Lowe's Sawdust Co.
Edward Lowe Foundation	Lowe's Southern Clay Inc.
Edward Lowe Glass Designs	Mr. Friendly Pet Store
Edward Lowe Industries Inc.	Petpak Inc.
Executive Auction Services	Pike's Peak Clay
Frenchy Bucksaw Inc.	Source Pak Inc.
Genesis International Trading Co.	Southern Clay Co.
Golden Cat Corp.	Star Enterprises
Golden Cat Railroad Corp.	Tammsco Silica
Granulation Technology Inc.	Tennessee Absorbent Clay
Gro-Kote Inc.	The Drilling Team Inc.
Happy Day Products Inc.	The Edward Lowe Group
Happy Pet Products Inc.	Timberline Enterprises Inc.
Jones Is Back Inc.	Valid Ventures Inc.
Kitty Litter Co.	Walter F. Sills Inc.
Lo-Intl Inc.	Wasser Glass

Preferred Citation

Edward Lowe Foundation Archives, Edward Lowe Industries Inc. and subsidiaries company records

Provenance

Edward Lowe Industries Inc. and subsidiaries company records were received by the Edward Lowe Foundation Archives in 1995 as a gift.