

SERIES 10: PUBLICATIONS – FOR DENNISON DEALERS, DENNISON EMPLOYEES AND DENNISON CUSTOMERS

This Series is very complete and includes general news publications designed for three primary audiences: Dennison's Bulletin, What Next and Inside the Case providing product news and sales ideas for Dealers and Retailers (Boxes 1-8); Round Robin, Dennison News, etc. providing Company, organizational and product news for Dennison's own employees (Boxes 9-16); and Crafts and Party publications offering ideas that utilize company products for Dennison's end consumer (Boxes 17-21). Certain more specific product, craft or market segment publications are included in the Product Line Series, especially Series 13 Crepe and Series 14 Holiday.

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BOX 1: DENNISON QUARTERLY AND DENNISON'S BULLETIN, NEWS PUBLICATIONS FOR DENNISON DEALERS "to help you sell our goods and cement our friendliness," 1901-1920

- **Folder 1: The Dennison Quarterly for Stationers, 1901,** April, July and October
- **Folder 2: The Dennison Quarterly for Stationers, 1902,** January, April, July, October (2)
- **Folder 3: The Dennison Quarterly for Stationers, 1903,** January, April, October
- **Folder 4: Dennison's First Bulletin, 1908,** "First Bulletin forerunner of "What's Next?", issued 1908, written by Mrs. Fales on her own typewriter in our work room at John Street. 150 dealers on list."
- **Folder 5: Dennison's Bulletin of Paper News, 1910,** August, October, December
- **Folder 6: Dennison's Bulletin of Crepe Paper News, 1911,** February, April, June, August, October, December

- **Folder 7: Dennison's Bulletin of Crepe Paper News, 1912**, February, April, June, October
- **Folder 8: Dennison's Bulletin, 1913**, March, Spring, fall; note name change to just Dennison's Bulletin
- **Folder 9: Dennison's Bulletin, 1914**, March, July, Christmas
- **Folder 10: Dennison's Bulletin, 1915**, February, May, Halloween, Christmas
- **Folder 11: Dennison's Bulletin, 1916**, Jan, Spring, July, Halloween - Oct, Christmas
- **Folder 12: Dennison's Bulletin, 1917**, Spring, May, Halloween, Christmas
- **Folder 13: Dennison's Bulletin, 1911-1917, bound copy** titled What Next? Dennison's Bulletin, 1911-1917, Nos. 5-32, belonging to J.P. Wills
- **Folder 14: Misc Envelopes, Postcard undated**, "Christmas suggestions for Dennison Dealer"

BOX 2: DENNISON'S BULLETIN and WHAT NEXT? DENNISON'S BULLETIN, 1918-1924

- **Folder 1: Dennison's Bulletin, 1918**, March, Halloween, Christmas
- **Folder 2: Dennison's Bulletin, 1919**, May (cover illustrated by artist Hare), July, October, December (issues #37-40 with issue #36 missing)
- **Folder 3: Dennison's Bulletins, Nos. 41-46, 1920**, bound book, February, April, June, August, October, December, covers illustrated by artist Guy Hoff
- **Folder 4: What Next? Dennison's Bulletin, 1921**, February, April (includes a children's party tag sample), Summer, Autumn, Halloween, Christmas (2), cover illustrated by artist Heffron (cartoon like figures)
- **Folder 5: What Next? Dennison's Bulletin, Nos. 53-58, 1922**, bound book, also unbound issues for Spring, May, Summer, Autumn, Halloween, Christmas; beautifully illustrated silhouettes on covers by the artist Katherine Sturges Dodge
- **Folder 6: What Next? Dennison's Bulletin, Nos. 59-64, 1923**, bound book, also unbound issues for Spring Holidays, April (display card Duplicate Checks and Transparent Tape), Summer, September, Halloween, Christmas; photographs on covers done by Underwood and Underwood
- **Folder 7: What Next? Dennison's Bulletin, Nos. 65-71, 1924**, bound book, also unbound issues for Spring, March, May, Summer, Autumn, October (cover illustrated by artist Wyncie King), Christmas; covers for Spring and March illustrated by artist John Held, Jr., who also did some illustrations inside Oct. issue; some photographs on covers done by Underwood & Underwood.

BOX 3: WHAT'S NEXT? DENNISON'S BULLETIN, 1925-1931

- **Folder 1: What Next? Dennison's Bulletin, Nos. 72-77, 1925**, bound book, also unbound issues for February, March, April (artist Wyncie King), Summer, October, December (cover illustrated by artist PL)
- **Folder 2: What Next? Dennison's Bulletin, Nos. 78-81, 1926**, bound book
- **Folder 3: What Next? Dennison's Bulletin, Nos. 82-85, 1927**, bound book, also unbound issues for February, Spring, Halloween (cover illustrated by artist Heffron), Christmas
- **Folder 4: What Next? Dennison's Bulletin, Nos. 86-89, 1928**, bound book, also unbound issues for February, Spring, Christmas
- **Folder 5: What Next? Dennison's Bulletin, Nos. 90-93, 1929**, bound book, also unbound issues for Spring, Early Summer, Fall, Christmas
- **Folder 6: What Next? Dennison's Bulletin, Nos. 94-96, 1930**, bound book, also unbound issues Winter, Summer, September, Christmas (cover illustrated by artist Heffron)
- **Folder 7: What Next? Dennison's Bulletin, 1931**, bound book for Winter/January and April only, also unbound issues for Winter and April

BOX 4: WHAT'S NEXT? DENNISON'S BULLETIN, 1932-1939

- **Folder 1: What Next? Dennison's Bulletin, 1932**, bound book, also unbound issues for Summer, Fall, Christmas (Dennison presents the Mickey Mouse Christmas Line)
- **Folder 2: What Next? Dennison's Bulletin, 1933**, bound book, also unbound issues for Spring, Summer, Fall and December
- **Folder 3: What Next? Dennison's Bulletin, 1934**, bound book, also unbound issues for February, May, Fall and Christmas
- **Folder 4: What Next? Dennison's Bulletin, 1935**, bound book, also unbound issues for Spring, Summer, Fall and Christmas
- **Folder 5: What Next? Dennison's Bulletin, 1936**, unbound issues, Vol 35 #1-4, April, August, November, December
- **Folder 6: What Next? Dennison's Bulletin, 1937**, unbound issues, Vol 36 #1, 3-5, February, September, October, December
- **Folder 7: What Next? Dennison's Bulletin, 1938**, unbound issues, Vol 37 #1-9, February (2), March, April, May/June, July August, November, December

BOX 5: WHAT NEXT? COMBINED WITH RETAIL SALES PLANS, 1940-1945

- **Folder 1: What Next? Combined with Retail Sales Plans, 1940-1941**, bound book, semi-annual publication
 - *Marks a new milestone in the life of this publication which has carried news of Dennison merchandise to dealers for the past 38 years... 18 months ago we introduced a new promotional service, Retail Sales Plans, which has had its value tested over this period with a limited group of dealers. Now the trial period is over... the Retail Sales Plans are now an integral part of What Next?*
- **Folder 2: What Next? Combined with Retail Sales Plans, 1942-1943**
- **Folder 3: What Next? Combined with Retail Sales Plans, 1944-1945**

BOX 6: WHAT NEXT? COMBINED WITH RETAILS SALES PLANS/SALES PROMOTIONAL AND MANAGEMENT IDEAS, 1946-1951

- **Folder 1: What Next? Combined with Retail Sales Plans, 1946-1947**, bound book, note Handy Helper campaigns, July/August introduces new tag line Sales Promotional and Management Ideas
- **Folder 2: What Next? Sales Promotional and Management Ideas, 1948-1949**
- **Folder 3: What Next? Sales Promotional and Management Ideas, 1950-1951**

BOX 7: WHAT NEXT? SALES PROMOTIONAL AND MANAGEMENT IDEAS, 1952-1957

- **Folder 1: What Next? Sales Promotional and Management Ideas, 1952-1953**, bound book, note Dennison Crafts and Decoration Editorials on Television
- **Folder 2: What Next? Sales Promotional and Management Ideas , 1954-1955**, bound book ... *Tomorrow's Ideas ... for Today's Sales*
- **Folder 3: What Next?, 1956-1957**, individual issues Fall Edition 1956, Spring/Summer 1957, Fall/Winter 1957

BOX 8: THE INSIDE OF THE CASE AND OTHER PUBLICATIONS FOR DEALERS, 1919-1942

- **Folder 1: The Inside of the Case, 1919 (Nos. 1-4)**, bound book
- **Folder 2: The Inside of the Case, 1922 (Nos. 12-14), 1923-1924 (Nos. 20-27) 1925-1926 (Nos. 28-35)**

- **Folder 3: The Inside of the Case, 1927 (Nos. 36-38)**, individual issues January, April and October
- **Folder 4: Wrinkles, 1928-1929**, individual issues, designed for the jobbers' salesmen, first published October 1928
- **Folder 5: Little Big Helps for the Commercial Stationer, 1929-1931**, first published November 1929 as a "cousin of What Next?" with specific focus on the commercial stationer
- **Folder 6: Dennison News, 1934-1942**, newspaper format, for all Dennison dealers, first published October 1934
- **Folder 7: Dennison single catalog promotion pages, 1937-1940**, promoting specific stationery and holiday lines
- **Folder 8: A Dennison Headliner catalog pages, 1940-1942**, promoting mostly the Christmas and gift wrap lines
- **Folder 9: Dennison Volume Builders catalog pages, c1940s**, promoting mostly the Christmas and gift wrap lines

BOX 9: ROUND ROBIN, 1908-1910, COMPANY NEWS PUBLICATION FOR DENNISON EMPLOYEES

- **Folder 1: Round Robin Origins and Correspondence, 1908-1925**, note correspondence re including women in the distribution list for Round Robin, 1909
- **Folder 2: Round Robin original Manuscripts (Vol. 1, Nos. 1, 2 and 4), 1908**
- **Folder 3 Round Robin Vol. 1-2, 1908-1909**, bound book
- **Folder 4: Round Robin Vol. 3-5, 1909-1910**, bound book
- **Folder 5: Round Robin, 1908-1909**, unbound issues, Vol.1-No.1 September 1908, Vol.1-No. 6 December 1908, Vol. 4-No. 5 November 1909, Vol. 4-6 December 1909
- **Folder 6: Round Robin Vol. 11-12, 1917-1918**
- **Folder 7: Round Robin Vol. 13, 1919**

BOX 10: ROUND ROBIN, 1910-1918

- **Folder 1: Round Robin Vol. 6-7, 1910-1913**, bound book
- **Folder 2: Round Robin Vol. 8-10, 1913-1916**, bound book
- **Folder 3: Round Robin Vol. 11, 1917**, bound book
- **Folder 4: Round Robin Vol. 12, 1918**, bound book

BOX 11: ROUND ROBIN, 1919-1923

- **Folder 1: Round Robin Vol. 13, 1919**, bound book
- **Folder 2: Round Robin Vol. 14, 1920**, bound book
- **Folder 3: Round Robin Vol. 15, 1921**, bound book
- **Folder 4: Round Robin Vol. 16, 1922**, bound book
- **Folder 5: Round Robin Vol. 17, 1923**, bound book, includes first Round Robin for the Marlboro plant

BOX 12: ROUND ROBIN, 1924-1928

- **Folder 1: Round Robin Vol. 18, 1924**, bound book
- **Folder 2: Round Robin Vol. 19, 1925**, bound book
- **Folder 3: Round Robin Vol. 20, 1926**, bound book
- **Folder 4: Round Robin Vol. 21, 1927**, bound book
- **Folder 5: Round Robin Vol. 22, 1928**, bound book

BOX 13: ROUND ROBIN, 1929-1930, and UNBOUND ISSUES, 1916-1930

- **Folder 1: Round Robin Vol. 23, 1929**, bound book
- **Folder 2: Round Robin Vol. 24, 1930**, unbound issues Nos. 1-7
- **Folder 3: Round Robin**, unbound issues April 1916 and January 1917
- **Folder 4: Round Robin**, unbound issues, January 1921, March 1924, Christmas 1924, November 1925, Christmas 1927
- **Folder 5: Round Robin**, unbound issues, 1928, March/April (including a Map of Framingham drawn for the Round Robin by Alden Cummings, 3 copies), June, September (Twentieth Anniversary Number with H.S. Dennison photograph on cover), Halloween October
- **Folder 6: Round Robin**, unbound issues, 1929, January (2), February, June, September, October, November
- **Folder 7: Round Robin**, unbound issues, 1930, March and May

BOX 14: DENNISON NEWS, THE FORUM NEWS & OTHER COMPANY NEWS PUBLICATIONS, 1924-1927

- **Folder 1: Dennison News – Items of Interest to the Dennison Sales Force , 1924-1925**, including envelopes with printed tag samples
 - *With this issue Dennison News makes its bow. It is devoted to the interests of the Sales Force and its only purpose is to help the men in the field...Dennison News is your paper. If you have anything you think of interest to the rest of the sales force send it in. Help and be helped is the keynote of this paper.*
- **Folder 2: The Forum News for Dennison MIPs, 1925**, printed under the direction of the Forum Committee, first issued February 11, 1925 ... “This paper is published for Dennison M.I.P.’s. It should not get into other hands.”
 - *When we can regard each order or each letter that is written as if that order or that letter were the only one in the entire factory, and that our business success or failure depended upon the manner in which that order was handled, we will then render the type of service that will offset the work of the competitor and build a quality of good worthy of our great name.*
- **Folder 3: The Forum News, 1926-1927**
- **Folder 4: The Forum News, 1925-1927**, articles clipped
- **Folder 5: Dennison Management News-Sheet Written expressly for Department Heads, Foreman and Supervisors, 1947, Vol. 1**
- **Folder 6: Dennison Factory News-Sheet Written expressly for Members of the Factory Management Group, 1948, Vol. 2, renamed**

BOX 15: DENNISON NEWS, TRIANGLE NEWS AND DENNISON INTERNATIONAL NEWS, 1952-1998

- **Folder 1: Dennison News, 1952-1969**, note Oct. 1969 details Dennison’s 125th Anniversary
- **Folder 2: Dennison News, 1970-1975**
- **Folder 3: Dennison News, 1976-1979**
- **Folder 4: Dennison News, 1980- 1982, 1986-1987, 1989**
- **Folder 5: Dennison Triangle News, 1983- 1989**
- **Folder 6: Dennison International News, 1974-1980**
- **Folder 7: National News Scan, 1978-1979**, re Dennison Stationery and Products and Systems

BOX 16: SALES WEEKLY, HIPPEN-TIPS, AND CITY SALES OFFICE PUBLICATIONS, 1929-1924

- **Folder 1: Sales Weekly, 1929**

- *For several months now a proposition has been brewing to give the sales force a “sales Publication,” this publication to contain a concise presentation of all sales information and district news... It will save you the avalanche of letters at some times and a dearth of all news from the home office at others.*
- **Folder 2: Sales Weekly, 1930**
- **Folder 3: Sales Weekly, 1931**
- **Folder 4: Hippen-Tips, 1920-1922**
 - *Hippen-tips will take the place of yellow sales letters. In Hippen-tips you will find selling suggestions and general information, 1920*
- **Folder 5: Hippen-Tips, 1922-1924**
- **Folder 6: City Publications, New York, Philadelphia & Cleveland**
- **Folder 7: Misc. News Publications, The Reporter & MetroWest Business Review**

BOX 17: CRAFTS PUBLICATIONS AND DENNISONCRAFT COURSE, 1929-1971, INSTRUCTIONAL AND PROMOTIONAL USING DENNISON PRODUCTS

- **Folder 1: Dennison Goods for Home Use, 1929, small catalog**
- **Folder 2: How to Make Money with Dennison-Crafts, 1930**
- **Folder 3: Decorations and Favors for Entertaining, A Complete (Dennison-craft) Course of Instruction in Three Parts, 1929-1934 3 volumes, 1929 (48 pp each)**
 - *....the first complete Course every prepared for those who entertain and those who plan entertainments for others. Also promotional materials.*
- **Folder 4: Timely Tips from Dennison’s Retail Stores ... 1930-1931**
 - *“newsletters” promoting crafts, holiday decorating ideas etc. to the local markets served by the Dennison-owned retail stores (New York, Chicago, Boston and Philadelphia)*
 - *Also Nov 1930 introducing “our New Shop...Gift Shop”*
- **Folder 5: The Dennison Crafter, 1930-1942**
 - **Spring 1930 (Vol 1, #1) through Fall 1942 (Vol 9, #9)**
... a new magazine ... the latest ideas in the new crafts so popular in the fashionable world and so dear to the feminine hearts. Things you can make. Things you can sell. Ideas for entertaining, favors, prizes, bazaars; crafts for homes, school, and money-making.
... Four studios, in New York, Chicago, Boston and Philadelphia, are helping To these studios there come every day hundreds of women seeking the latest in feminine crafts. But alas, thousands of women just as artistically inclined, just as ambitious, can’t reach the studios. So, to them, I shall bring, free of charge, the studio service.... I want the fifty thousand women I’m going to visit this month to know each other, and to know me...
Enthusiastically, The Dennison-crafter, by Dorothy Vance (graphics)
- **Folder 6: The Book of New Dennison Crafts, 1935, (two different issues) illustrated with full instructions, including a promotional poster**
 - *New Dennison-craft Ideas, 1936*
 - *New Dennison-craft Ideas for Schools, Camps, Clubs, Playgrounds, 1936*
- **Folder 7: Bridal Booklets, 1935, 1959, 1971**
 - *Here Comes the Bride, 1935 – Suggestions for Showers, Announcements and Bridal Affairs, 1935 (2 different books)*
 - *The Bride’s Party Book, c1940s; Parties for the Bride – A Dennison Idea Book, 1959;*
 - *All Around the Wedding, 1971.*
- **Folder 8: Judy’s Teen Topics, 1948-1957; publications and advertisements ... Things to do,**

Things to make, fads, good looks, FUN!

- **Folder 9: Here's an Idea, undated**
 - brochures/folded sheets re crafts, party and holiday ideas and instructions, #s PSI 48-56; CSI 57-66, RSI 842-869, undated but perhaps before 1956 (see below)
 - NB RSI 854 May Baskets
- **Folder 10: Here's an Idea, 1956-1957, publications**
 - A Dennison Book of Crafts and Party Decorations, Vol 1 #1, 1956 Sept (Fall Edition); Vol 1 #3, 1956 Dec (Spring Edition); Vol 1 #4, 1957 (Summer Edition)
 - *Note "on sale in stationery stores" ... for more information write to "Here's an Idea" Service, Dennison Mfg. Co., Framingham. Including promotional letter from Editorial Department and B&W photo of gift wrapped packages centerpiece....*

BOX 18: CRAFTS PUBLICATIONS FOR CHILDREN, TEACHERS, SCOUT LEADERS, 1955-1959

- **Folder 1: School and Crafts Projects, 1929**
- **Folder 2: Hobby Shop Talk, c1940s**
 - brochures/folded sheets re crafts, party and holiday ideas and instructions, #s HST 85-96, undated
- **Folder 3: Ideas for Girl Scout Leaders, 1956 and 1959**
- **Folder 4: Cub Capers – A Dennison Magazine for Den Mothers and Cub Masters, 1956-1959**
 - Here's an Idea Publication, 1956-57 and 1959, including promotional materials
- **Folder 5: Lets Decorate Your Dream House, c1950s**
- **Folder 6: Dennison Paper Arts and Crafts for Teachers and Group Leaders, 1963 – reprinted 1966, 39pp**
- **Folder 7: Fun with Dennison Crafts, 1965 – reprinted 1968, 31pp**

BOX 19: DENNISON PARTY PUBLICATIONS, 1914-1931, ANNUAL SUBSCRIPTION SERIES

- **Folder 1: Dennison's Book of Party Suggestions, Season 1914-1922, St. Valentine's Day, Patriotic Occasions, St. Patrick's Day, Easter Holidays**
 - *... has been prompted by a knowledge of the universal desire of entertainers to provide something new for their guests – something pleasing which shall not entail a tedious amount of labor or a large expenditure of money. 24pp, small format, beautiful color covers, wonderful visuals including photographs, illustrations, instructions, Dennison product information.*
 - Dennison's Party Book (renamed but same holidays and similar size, look and content): 1915, 1916, 1917, 1918 (note War preface), ____, 1920, 1921, 1922
- **Folder 2: Dennison's Gala Book, 1922, 1923, 1925, Suggestions for St. Valentine's Day, Patriotic Occasions, St. Patrick's Day, Easter Holidays; (renamed but same holidays and similar size, look and content); 1924, 1925, 1926 (2 copies)**
- **Folder 3: Dennison's Party Magazine: Decorations, Costumes, Games, Refreshments – 1927, large format 40pp magazine published six times a year, replacing the three previous books (Gala, Christmas, and Bogie) – all six = Jan-Feb (2 copies), March-April (2 copies), May-June, July-Aug, Oct-Nov, Dec**
 - *For years, Dennison has been interested in parties. As a maker of products used at parties, Dennison has had a natural interest in helping the hostess with suggestions for decorations, costumes and table appointments. This effort, year by year, has resulted in the association of the name "Dennison" in the minds of many with the very word*

“party... considerable credit must be given to three Dennison party booklets – the Gala Book, the Bogie Book and the Christmas Book. – Dennison, 1927

- **Folder 4: Dennison Party Magazine: Decorations, Costumes, Games, Refreshments, Dec 1927**, hard-backed Christmas cover
- **Folder 5: Dennison’s Party Magazine: Decorations, Costumes, Games, Refreshments, 1928**,
 - Jan-Feb, March-April, May-June, July-August, Oct-Nov, Dec
- **Folder 6: Dennison Party Magazine: Decorations, Costumes, Games, Refreshments, 1928**, hard-backed July-August, Oct-Nov, Dec
- **Folder 7: Parties – A Magazine of Decorations, Costumes, Games, Refreshments, 1929**, (renamed, slightly larger format, published only four times a year but similar look and content); 1929 (Vol. III #s 1-Spring, 2-Summer, 3-Halloween, 4-Christmas
- **Folder 8: Parties – A Magazine of Decorations, Costumes, Games, Refreshments, 1930- 1931** (1930 Vol. 3 #1, 2, 3 and 4; 1931 only #1 and 2 and discontinued after Summer 1931 issue)

BOX 20: PARTY AND SPECIAL PURPOSE PUBLICATIONS AND PROMOTIONAL MATERIALS, 1926-1967, promotional materials regarding the party magazine subscriptions, 1917-1930

- **Folder 1: Crepe Paper Crafts, 1926**, relating to Table Decorations and Favors
 - Table Decorations and Favors, 1926 (first published in 1922) – 32pp Dennison-Craft illustrated crepe paper instruction book, *Many Dennison table accessories can be purchased ready for use, others may be made by the hostess herself with crepe paper, paste, and perhaps a bit of wire.... The Service Bureaus which are maintained at the four Dennison Stores are always glad to supply suggestions for table decorations of any kind which are not found in this book. Detailed instructions and necessary patterns will be sent without charge on request.*
 - Decorations and Favors for Parties: Crepe Paper Table Decorations, 1926, Oct, Nov, small illustrated instruction leaflet promoting Dennison-Craft instruction books including Table Decorations and Party Favors.
- **Folder 2: How to Make Party Favors and Table Decorations, 1928-1931**, 36pp Dennison-craft illustrated crepe paper instruction books, 1928 color cover (one paperback, one hardbound) and reprinted 1930 and 1931 with two-color cover
 - Instruction Books of Dennison Craft – *In order to teach the uses of Dennison materials for all kinds of craft work, a series of six Instruction Books is published. ... re costumes, flowers, weaving with paper rope, sealing wax craft, party favors and table decorations, (decorating) halls, booths and automobiles.*
 - How to Make Party Favors and Table Decorations, 1931, (1928 36pp Dennison-craft Service illustrated crepe paper instruction book reprinted but all black and white and different cover and back)
 - Table Decorations: They add so much to a party!, 1928, small illustrated instruction leaflet promoting Dennison-craft publications including How to Make Party Favors and Table Decorations.
- **Folder 3: Party Booklets, 1928-1930**, each dedicated to a specific market; medium format, black and white, some wonderful illustrations
 - Children’s Parties, 1928 (2 copies)
 - Money Making Bazaar and Parties – a selection of new and original ways to raise money for your Church, Club or School, 1928 (3 copies)
 - Showers and Announcements, 1928 (3 copies)
 - Games for Children’s Parties – 120 Ways to have FUN, 1930 (3 copies)

- Games and Stunts for Your Parties – Ice Breakers, Guessing Games, Fortunes, Hunts, Elimination Dances, Ways to Match Partners, 1930 (2 copies)
- **Folder 4: Party Booklets, 1935-1937**, part of Dennison-Craft Books, 30 pp large format, black and white
 - Fun for All – A Book of Parties – Games, Stunts, Decorations, 1935
 - Gay Decorations for Parties, Dances, Banquets – Halls, Homes, Bazaars, Restaurants, 1936 and 1939
 - Dennison's Birthday Parties – Games, Ideas, Decorations and Favors for All Ages, 1937
- **Folder 5: Holiday Parties by Dennison, c1940** – Exciting Decorative Suggestions for Christmas, Valentine, Thanksgiving, Halloween, Washington's Birthday, St. Patrick's Day, Father's Day and other Parties, folder with loose leaf folded pages, labeled either "Party Tips", "Party News", or "Here's an Idea"
- **Folder 6: Party Table, 1942**
 - Dennison Crepe Paper Decorating Guide, 1942
 - Guide to Gay Decorations by Dennison, 1942
- **Folder 7: Holiday Favors, 1953** A Dennison Book (2 copies)
- **Folder 8: Dennison Presents Judy's Party, 1955**
- **Folder 9: Gay Decorations with Dennison Crepe paper for Dance, Parties, Banquets and Bazaars, 1956**, Illustrated instruction book, especially for party planners and decorations for transforming large halls and gymnasiums
- **Folder 10: Dennison's Complete Party Guide, 1961**, excellent color illustrations artwork
- **Folder 11: Dennison Party Parade – decorating ideas for Parties, Dances, Fairs Bazaars, 1967**
- **Folder 12: Party Book, 1917, 1920, 1924** – Promotional Materials, envelope, place card and easel
- **Folder 13: Party Magazine "You Have the Key", c. 1927**, to greater sales of holiday merchandise... announcing the new Party Magazine, includes actual key
- **Folder 14: Party Magazine and Parties Magazine, 1927-1930**, Promotional materials and promotional circulars announcing the cover and contents of the newest issue – note Party Magazine renamed Parties Magazine in 1929
- **Folder 15: Party Magazine and Parties Magazine, 1927-1929**, Direct mail letters to dealers and or subscribers
- **Folder 16: Party Magazine and Parties Magazine, c. 1927-1930, Order Forms expiration notices**
- **Folder 17: Gala and Party Magazines promotional materials, 1920-1958**

BOX 21: ADVERTISEMENTS AND PROMOTIONS FOR DENNISON PUBLICATIONS, 1901-1966

- **Folder 1: Correspondence regarding Dennison Quarterly, 1901**
- **Folder 2: List of Booklets, 1916**
- **Folder 3: Craft Ads, 1923-1931**
- **Folder 4: Craft Ads, 1940**
- **Folder 5: Craft Ads, 1950**
- **Folder 6: Craft Ads, 1960**
- **Folder 7: Advertisements for Anniversaries, 1949, 1955**
- **Folder 8: Advertisements for Cup Capers, 1956-1958, 1960** for Boy Scout Den Mothers and Cub Masters
- **Folder 9: Advertisements for Handcrafts and Crafts, 1952, 1956**
- **Folder 10: Advertisements for Here's An Idea Publications, 1956-1957**
- **Folder 11: Holiday Gift Wrap, 1949-1950, 1955**
- **Folder 12: Judy's Teen Topics, 1948-1952**

- **Folder 13: School Advertisements, 1958-1959, 1966**
- **Folder 14: What's Next, 1946, 1950, 1952**
- **Folder 15: Window Decorating, 1949-1950**