

SERIES 13: CREPE AND TISSUE PAPERS

This Series is very comprehensive tracing the development of this important product line with beautifully illustrated product and crafts publications. Dennison first imported in 1871 anti-tarnish tissue paper from England to sell to its jewelers trade, later imported color tissue paper and eventually crepe paper for decorative uses especially in the home and in shop display windows (Boxes 9-11). In the late 19th century, Dennison expanded the business with the creation of Art Departments in the company-owned retail stores to demonstrate the innovative uses of crepe from creating crepe flowers, hats, costumes, party favors, etc. This emphasis on craft demonstrations and later craft publications (Boxes 2-8) enabled Dennison to create substantial demand for crepe paper, a flexible material and an inexpensive substitute for fabric. Dennison became the first American company to manufacture crepe paper. The quality of Dennison's crepe papers, their rich colors, and their beautiful designs became an industry standard throughout the first half of the 20th century. Dennison window promotional "pasters" advertisements for store windows are particularly excellent examples of Dennison's artistry (Box 10).

During the Depression, Dennison promoted its DennisonCrafts courses as a means for women to earn money at home (see also Series 9 Marketing, Boxes 8-9).

Products developed initially from Dennison crepe paper technologies proved to be very valuable for completely different uses: sterile bandages, ordinance wrapping paper and small supply parachutes used extensively during the world wars (Series 7); infant diaper liners, sterile wraps and other medical products (Series 15).

BOX 1: ORIGINS AND DEVELOPMENTS OF CREPE PRODUCTION AND CRAFTS, 1895-1960

BOX 2: DENNISON CREPE PUBLICATIONS REGARDING ART AND DECORATION, 1881-1899

BOX 3: DENNISON CREPE PUBLICATIONS AND PRICE LISTS, 1901-1922, 1975

BOX 4: DENNISON CREPE PUBLICATIONS: DENNISON'S DECORATED CREPE PAPER, 1900-1929

BOX 5: DENNISON CREPE CRAFTS: COSTUMES, DOLLS, HATS, PURSES AND BAGS, 1901-C1960

BOX 6: DENNISON CREPE CRAFTS: HOME DÉCOR, PARTIES, ROPE WORK, 1911-1969

BOX 7: DENNISON CREPE CRAFTS: PAPER FLOWERS, 1898-1966

BOX 8: DENNISON CREPE CRAFTS: PAPER FLOWERS CONTINUED, 1930-1968

BOX 9: CREPE RETAIL WINDOW DRESSING, WINDOW DISPLAYS, SHOW WINDOWS, 1900-1953

BOX 10: CREPE RETAIL WINDOW PROMOTIONAL "PASTERS", 1914-1837

BOX 11: CREPE RETAIL WINDOWS, 1909-c1930, oversized

BOX 12: CREPE PRODUCTS AND SPECIFIC CREPE PAPERS, 1897-1971

BOX 13: CREPE COMMITTEE REPORTS AND ANNUAL REPORTS, 1928-1939

BOX 1: ORIGINS AND DEVELOPMENTS OF CREPE PRODUCTION AND CRAFTS, 1895-1960

- **Folder 1: "Crepe Paper Crafts" article, published in Spinning Wheel, 1982**, overview of the origins, evolution and importance of crepe paper crafts, published at the end of the height of crepe paper crafts.
- **Folder 2: Dennison Catalog highlighting Crepe Paper and Tissue Paper, 1895 and 1902**
- **Folder 3: Crepe News Clippings, 1900-1907**, re the uses and display of crepe paper for both home and commercial use, also 1988 correspondence re Dennison crepe history.
- **Folder 4: Dennison Crepe Publications, 1902-1913**, beautiful illustrated small booklets: Crepe Paper Table Decorations, 1902; Table Decorations with Dennison Crepe Paper, 1903 and 1904; Dennison Crepe Paper and its Uses, 1911, The Age of Paper, 1913.
- **Folder 5: Crepe Ads from Dennison Scrap Books, 1902-1915**, advertisements and promotional materials,

- **Folder 6: Crepe Ads from Dennison Scrap Books, 1926-1958**, includes Brunswick Crepe ads, some full color to show crepe colors.
- **Folder 7: Crepe Correspondence and Samples, 1903-1907**, correspondence between Dennison and sellers; thank you notes from Gen. J. G. Foster Relief Corps and Gen. J. G. Foster Women's Relief Corps. of South Framingham for crepe donations for the agricultural fair, 1903; crepe paper bulletins for sellers; crepe paper cardboard poster, 1903.
- **Folder 8: Crepe Correspondence and Samples, 1908**, correspondence between Dennison and the crepe committee; correspondence between Dennison and sellers.
- **Folder 9: Crepe Correspondence and Samples, 1909-1915**, correspondence between sellers and Dennison.
- **Folder 10: Sample Crepe, Tissue, Packaging, etc., c1908**, booklets with samples of crepe colors/packaging/paper, including samples of Dennison Imperial Crepe Paper versus competitor's after exposure to one week of sunlight.
- **Folder 11: Dennison's Crepe Almanac, 1913**, booklet with beautiful colored illustrations
- **Folder 12: Dennison Crepe Samples Book, c1914**, with two Dennison History Room display cards
- **Folder 13: Editorial Crepe Craft Ideas, c1910**, re hats, baskets, costumes, etc.
- **Folder 14: Crepe Contest, 1931**, re best new uses, flowers, costumes, party favors and decorations; 143 prizes totaling \$1,500; promotional brochure "The greatest sales help Dennison has ever offered dealers.", contest ads and list of prizewinners.
- **Folder 15: Crepe News Clippings, 1938-1960**, including manufacturing processes, halt to court hearings re competitors.
- **Folder 16: Publications by others regarding Crepe, 1895 and 1915**, published by The Ladies Home Journal and Metropolitan Pamphlet Series/The Butterick Publishing Co.

BOX 2: DENNISON CREPE PUBLICATIONS, CRAFTS, INSTRUCTION, THE USES OF TISSUE PAPER AND ART AND DECORATION IN CREPE AND TISSUE PAPER, PRICE LISTS, C1881-1899, beautifully illustrated, extremely informative books re products, pricing, and the times; *"a book which for more than twenty years has been the standard work on crepe paper."* Art and Decoration, 1917

- **Folder 1: The Uses of Tissue Paper with Plain Directions for Making Artificial Flowers and Numerous Fancy Articles , c1881-1885**, Tissue Paper of every shade, and in graduated tints, is to be obtained of all first-class Stationers, and is imported by the Dennison Mfg. Co., Agents for America of the Celebrated 39 Mill English Tissues, 21 Milk Street, Boston; 198 Broadway, New York; 630 Chestnut Street, Philadelphia; 155 Dearborn Street, Chicago; 143 Walnut Street, Cincinnati; 414 No. 3rd Street, St. Louis. 19pp illustrated publication, med sized, **c1881**
 - ***The Latest Fashion: Tissue Paper Parties.*** *Real "Society" has nothing to do but amuse itself. What could be more delightful or more easy! To possess means and leisure, and to have nothing to do but enjoy one's self – this is the ideal of a happy life with millions of people who are outside of the charmed circle of "society." But, in fact, these persons would be greatly astonished if they knew how very difficult society finds it to be constantly amused. The young lady of fashion suffers from an ennui which her waiting maid never knows. The young swell of the jeunesse doree often finds his time hang heavy on his hands, above all, the lady who aspires to lead in fashion, to entertain, to give the tone – this queen of society is often, were the truth known, entirely at her wits' end to devise some new method of entertaining and amusing the novelty loving young ladies and the blases young gentlemen whom she assembles in her elegant parlor. p17 continue from Boston Herald*
- **The Uses of Tissue Paper with Plain Directions for Making Artificial Flowers and Numerous Fancy Articles, c1885**, includes sample of full array of colored tissue paper, ad promoting

Dennison's Finest Perfumed Sealing Wax (Sealing Wax and Seals have Resumed their Place for Sealing Letters), ad promoting "Miller's Specialties including Jewelry Cleaning Casket, Jewelry Soap, pricing information, etc.

- *Dennison's Sealing Wax for Polite Correspondence. The decrees of fashion are not always either sensible or convenient, but few will be inclined to quarrel with the latest law of polite society which requires that letters shall hereafter be sealed, not gummed. This is doubtless a retrogression, but it is well that in these bustling and hurrying times we should go back to so characteristic a custom of the leisurely and careful days of our fathers. At any rate, it is now established that our letters shall be sealed, and quite naturally the demand for sealing-wax has sprung up, but not before it was anticipated by the Dennison Manufacturing Company. In this, as in all their productions, the Company combine the useful and the beautiful.... p22, from Boston Transcript*
- **Folder 2: The Uses of Tissue Paper with Plain Directions for Making Artificial Flowers and Numerous Fancy Articles Published by The Dennison Manufacturing Co. Boston, New York, Philadelphia, Chicago, Cincinnati and St. Louis, 1888**, (2 copies), beautiful colored cover, including brief article re Japanese Napkins:
 - *Japanese Napkins: Funny Little Napkins Made from Rice Paper – A Great Demand for the Dainty Articles, which are Ornamental as well as Useful: Paper Napkins. Who ever heard of such nonsense! What good are they! Were among the many exclamations uttered by good housewives, when they first learned that paper napkins were being sold for table use.... The reporter visited Dennison's store on Broadway, and was shown napkins from the smallest, used at soda fountains, to the largest, for picnics and festivals; from the plainest and mildest in design, to those wonderfully spangled with impossible Japanese ladies and gentlemen, painful in Japanese grace. Some were soft as silk and could be doubled up in the palm into little balls and smoothed out again without a break. They were in white, pink and blue, and while the majority had only borders of a different color about them, many were covered with birds and flowers, umbrellas, weeping willow tea cups and pots, and every kind of a Japanese figure. They go for summer-resort cottages where ladies want no trouble with washing.... The DMC, besides manufacturing a first-class imitation, import immense quantities direct from Japan....*
- **Folder 3: The Uses of Tissue Paper with Plain Directions for making Tissue Paper Flowers and Decorative Articles Published by Dennison Mfg Co., June 1890, June 1891, and 1892** (3 different editions)
 - *Nursery Outfit: The great and undying popularity of paper dolls with children ... we have made a complete outfit for paper doll making, which we call our Nursery Outfit...*
 - *Lamp Shades: Since of late years the gas-light has been found too glaring for tired eyes, every household has numerous lamps ... the wonderful adaptability of tissue paper, with which are made lamp-shades of great beauty and of endless variety in color and pattern. In the warm glow of the lamp-light the colors are at once brilliant and soft, and while giving a grateful relief to the eyes, their shades fill an important part in home decorations.*
 - *Dennison's Game Sets advertisement: in polished Walnut and Plush, containing Chess, Checkers, Dominos, Cribbage, Backgammon, Poker, Bezique, Whist, Go Bang, Lotto, Progressive Euchre, Jack Straws, Playing Cards, Copy of Hoyle; and Denniroid Chip Boxes, containing 200 and 400 1-1/4 inch Composition Chips...*
 - *Cover states: CAUTION: The reputation gained by us for "39 Mill" Tissue Paper has been injured by unprincipled dealers substituting German and other imitations which do not give satisfactory results in making flowers, costumes or decorative articles. To protect*

ourselves and our customers we have stamped every sheet of our paper: "TRADE MARK DENNISON", June 1891

- **Folder 4: Kindergarten Work in Tissue Paper Published by Dennison Mfg Co., c1892**, beautiful color illustrated front and back cover, 32 pp.
 - *In adapting our Imported Tissue Paper to Kindergarten work the number of beautiful shades (there are 120) is several times greater than the colored paper to be had ... The value of a trained color sense cannot be estimated, and yet few people can tell whether a given color will be improved or impaired by joining with some other given color. It has been aptly said that "color-blindness is color ignorance," and as color is the first thing which attracts the eye of a child, by a proper color education much of this so-called color-blindness can be done away with.*
 - *One of the simplest and best means of training a child's taste and educating its eye in combining colors which harmonize is: Designing; Cutting; Folding; Tracing; Weaving.*
 - *Tissue Paper Games*
 - *Advertisements include: Dennison's Japanese Napkins, Jointed Dolls, Flag Napkins, Tissue Paper Outfits*

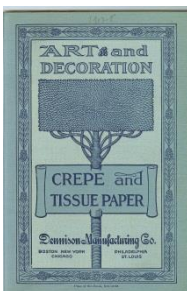


- **Also Dennison's Kindergarten Outfit of Tissue Paper**, cover sheet advertisement re Crepe Paper and Tissue Paper Outfits for the Children.
- **Folder 5: Art and Decoration in Tissue Paper Published by Dennison Mfg. Company, 1892**, 78pp., 5 copies (in various conditions):
 - Shades for Candles and Lamps; Hats of Crepe Tissue; Wall Ornaments; Tissue Paper Dolls; Photography Frame; Glove Case; Rope Work of Tissue; Rope Basket; Card Receiver; Hair Receiver; Pen Wiper; Banners; Imitation Stained or Ground Glass; Tissue Paper Parties; Tissue Paper Entertainments; et al.
 - Advertisements including: (1) Japanese Legend Napkins: Dennison's Paper Napkins are now almost indispensable for Ice Cream Festivals, Sunday School Picnics and Yachts, or to supplement the Linen Napkins when a large company is expected....
 - (2) **Dennison's World's Fair Napkins**, printed in four different designs, three of which are devoted to views and full descriptions of all the buildings; and one to a diagram of the grounds...will interest and instruct everyone as to the magnitude and importance of the World's Fair (p75).
- **Folder 6: Art and Decoration in Tissue Paper Published by Dennison Mfg. Company, c1894**, 96pp.
- **Folder 7: Trade Price List of Dennison's Imported Crepe and Tissue Paper, Gum, Flower Material, etc., etc., c1896**, 16pp.
 - *Dennison Mfg. Co.: 26 and 18 Franklin Street, Boston; 198 Broadway, New York; 630 Chestnut Street, Philadelphia; 90 and 92 Wabash Avenue, Chicago; 143 Walnut Street, Cincinnati; 413 North Fourth St, St. Louis.*

- *Dennison's New Tissue Paper Rack and Rack for Crepe Paper: Crepe Paper prominently displayed in this rack is sure to lead to increased demands, and at the slight cost is the cheapest standing "Ad" you can have.*
- *Made-up Crepe Boxes; Crepe Paper Photograph Frames;*
- *Accessories in Crepe Paper Work: Candle Shade Holders and Mica Protectors and Spreaders for Candle Shades*
- *Dennison's Gum ... nothing equal to it for repairing furniture, articles of wood, glass, crockery, ornaments, leather, etc.*
- **Folder 8: Art and Decoration in Crepe & Tissue Paper: Get the Light Behind It, Published by Dennison Mfg. Company, Sole Importers of Crepe Paper, 1898, 144pp (3 copies)**
 - *Profitable Home Work – Dennison's Imported Crepe and Tissue Paper is to-day, and has been, manipulated in hundreds of thousands of homes all over the country for domestic decoration and the pleasure the results of this handiwork afford. There are other thousands who have not the time nor the inclination or gift for making Crepe Paper decorative articles, much as they may desire to make use of them. To supply such folks with made-up Crepe Paper articles, a new and profitable field is opened to ladies possessed of ingenuity and a little skill. That the demand is large, the sales of made-up goods in our retail departments conclusively show.*
 - *Crepe Paper as a Decorative Fabric: For Portieres and Window Curtains (decorating of booths and showrooms); Coaching Parades (coaches and carriages – probably the handsomest coach every decorated was that exhibited at the Mechanics' Fair, Boston, by the Dennison Manufacturing Company); a Tulip Luncheon; May Baskets; Ice Cups; Easter Souvenirs; Crepe Paper Boxes for Handkerchiefs, Gloves, etc.;*
 - *Photograph of a coach with which the young ladies connected with our Boston Crepe Art Department won the prize in the Coaching Parade at Winthrop, Mass., Sept. 1, 1894 (inside back cover).*

BOX 3: DENNISON CREPE PUBLICATIONS, CRAFTS, INSTRUCTION, ART AND DECORATION IN CREPE AND TISSUE PAPER, PRICE LISTS, 1901-1922, 1975, beautifully illustrated, extremely informative re products, pricing, and the times.

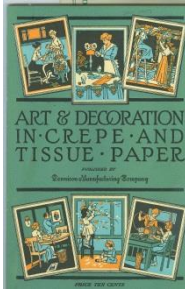
- **Folder 1: Art and Decoration in Crepe & Tissue Paper Published by Dennison Mfg. Company, 1901, 1902, 1904, 1905, 128pp book**
- **Folder 2: Art and Decoration in Crepe & Tissue Paper Published by Dennison Mfg. Company, 1906-07 (17th Edition), 96pp, illustrations and photographs, index in back, 1907-08,1909,1910, List of Dennison Stores and 34 Offices (incl Mexico City and Toronto)on p96**



- **Folder 3: Art and Decoration in Crepe & Tissue Paper Published by Dennison Mfg. Company, 1912, 97pp includes chart of additional "Mailage" prices, also mailing Envelope for Art and Decoration**
- **Folder 4: Art and Decoration in Crepe & Tissue Paper Published by Dennison Mfg. Company, Spring 1913, 96pp, new especially beautiful and colorful illustration inserts, includes London,**

Eng, Winnipeg, Man; reprint June 1914, 96pp, includes Berlin and Buenos Aires; reprint August 1914, reprint 1915, reprint January 1916

- **Folder 5: Art and Decoration in Crepe & Tissue Paper Published by Dennison Mfg. Company, January 1917, 102pp, significantly changed format and layout, new beautiful color cover.**
 - *Dennison's "Art and Decoration" is primarily a book of instruction and of suggestion regarding Crepe Paper Work. Correct patterns for flowers are given with directions for making. Tables, booths and halls are shown decorated, and the paper possibilities in trimming for parades and for weddings are indicated. A hint only is given of what children can find to amuse themselves in the decorated papers. Rope Work, Wax Art, Picture Binding and Costume Making are subjects mentioned which are treated more thoroughly in separate booklets. Special Day Goods have also their own particular books – The Christmas Book, The Hallowe'en Bogie Book and The Party Book for Patriotic, St. Patrick, Valentine and Easter holidays.*
 - *In the Art Department of each Dennison Store instructors teach all branches of crepe work free of charge. Customer who cannot reach the store may write to the Advertising Department, Dennison Manufacturing Co., Framingham, Mass. Dennison Crepe Paper merchandise with prices and numbers is listed through the book. Order direct from your local dealer*
 - *Dennison Crepe: The most recent introduction by Dennison of "Dennison Crepe, Lustre Paper in a Packet Fold," was the beginning of a new chapter in crepe paper work.*
 - *The main point of difference between Dennison Crepe and all the others is in the creping. Owing to the fineness and the evenness of this operation, the paper has a surface which a few feet from the eye makes it appear like some woven or spun fabric. One side of the paper is soft and velvety with practically no sheen; the other side has a high, satin-like finish. The new paper is protected while on the dealers' shelves by its container, the packet fold, which keeps it in perfect condition until you buy it. You will find no frayed or faded edges in Dennison Crepe. It is the only paper which is put up this way.*
 - *Chapters: Table Decoration – For special occasions and for summer use, the most practical material is paper; Weddings and Showers – Dainty merchandise is offered for these happy events, with many suggestions besides; Costumes – Why not wear a paper costume at the next fancy dress party? Fun to make. Durable also; Parades – Enter for the Prize. You'll find it fun to trim your car or carriage; Children's Work – All children take to paper work at once...; Picture Framing ...; Crepe Paper Rope Weaving ...; Booths at Bazaars – The prettiest booth is always the attraction at the fair...; Hall Decoration – No longer a task to be "on the committee" with prepared decoration at hand; Fresh Flowers – Many people find it hard to raise flowers. Everyone can make them of Crepe Paper.*
- **Promotional Materials, correspondence and mailing envelope re the 1917 Art and Decoration book:**
 - *Sending...the latest edition of our instruction book ... for use in the reference room. This book has been run through twenty-two editions, and is accepted as the standard text book on paper decoration and paper craft.*

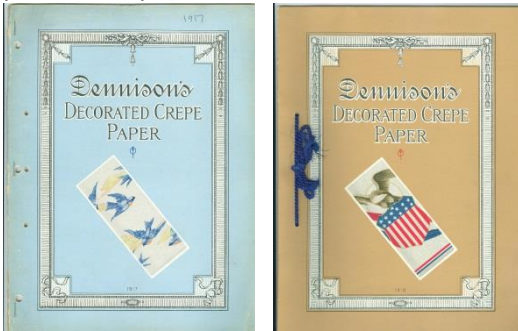


- **Folder 6: Art and Decoration in Crepe & Tissue Paper, published by Dennison Mfg. Company, May 1919, Aug 1920, Nov 1921, Apr 1922, 102pp, mostly reprints of 1917 23rd Edition of Art and Decoration**
- **Folder 7: Arts and Crafts, Crepe Paper – Idea Books, Stars, Adhesives, c1975, catalog**

BOX 4: DENNISON CREPE PUBLICATIONS: DENNISON'S DECORATED CREPE PAPER, 1900-1929

- **Folder 1: Small Individual Booklets, 1900-1910, including:**
 - **Dennison's Decorated Crepe Paper, 1900**, small format book principally displaying color images of a variety of Dennison's Decorated Crepe Paper designs (floral, oriental, delft, patriotic, Christmas et al).
 - *We were the first to introduce Crepe Paper. We educated the public how to use it effectively, and supplied the immense demand of the entire country for years, until imitations appeared which resemble only in name and appearance our original product. In solidity of color, shades, strengths, artistic designs and creping, our paper has never been equaled.*
 - **Dennison's Crepe Paper, 1904**, small format book principally displaying color images of Dennison's Imperial Crepe Paper and Dennison's Decorated Crepe Paper, also napkins and tablecloths made with napkins.
 - *The line for the season of 1904 presented in this pamphlet is the result of months of study by our artists.... Our Decorated Crepe, by the artistic beauty of the designs and the perfection of the printing, is recognized as the best, and can be found on the counters of every first-class dealer....*
 - **Dennison's Decorated Papers, Dennison Manufacturing Co., Makers and Maintainers of the Paper Art, Boston, New York, Philadelphia, Chicago, St. Louis, 1909-1910**, black and white booklet, 11pp.
 - *Made in forty-four patterns. Designs perfectly printed in many colors of Dennison Paper (Imperial Crepe). The designs are most artistically conceived, but more than that, they have a peculiar usefulness, an appropriateness for certain seasons, a significance for special days, found only in the papers original with Dennison.*
 - *Conventional and other special designs; Rose and other Floral Designs; Cherry, Grape and other Fruit Designs; Easter, Hallowe'en and Valentine Designs; National – Red, White and Blue Designs; Autumn and Harvest Designs; Santa Claus and Holly Designs; Christmas and Midwinter Designs.*
 - *Dennison's Crepe Paper is elastic, and can be stretched to nearly double its length.*
- **Folder 2: Dennison Decorated Crepe Papers large format books, 1911, 1912-13, 1913-14, 1914-15 (2 copies)**, similar format each year, color images showcasing Dennison's furnished "ready-made designs as varied in character and perfect in coloring as an artist's original painting." Dennison Quality logo appears prominently.

- **Folder 3: Dennison Decorated Crepe Papers large format books, 1916, 1917, 1918**, similar format each year, color images showcasing Dennison’s furnished “ready-made designs as varied in character and perfect in coloring as an artist’s original painting.” Dennison Quality logo appears prominently; **1916** (2 copies), **1917** (2 copies, blue bird on cover), **1918** (Patriotic cover plus envelope)



- **Folder 4: Dennison Decorated Crepe Papers, Napkins and Shelf Paper, 1921 large format book, 18pp** (2 copies plus one mailing envelope).
 - *In folds, 10 ft. long, 20 in. wide.*
 - *In this book we show as naturally as the best printing art can reproduce the beautiful designs and colors of our 1921 papers.... There are soft floral patterns and striking patriotic and holiday designs which need only the simplest assembling to become beautiful party costumes. No. 952 will furnish endless blossoms for store, home or bazaar decorations, the pictorial patterns are splendid for wall or window backgrounds, while smaller designs may be used for curtains, table coverings and decorations, windows, counters, cases and the like.*
- **Folder 5: Dennison’s Decorated Crepe Paper, Napkins & Shelf Paper, 1922 and 1924**, medium format book, 22 pp
 - *Crepe Paper Shelf Paper – attractive designs with scalloped edge for use on china closet, pantry or display case shelves. The character of the designs makes it possible to use this paper in many other ways, for decorating baskets, making doll dresses and small favors. In folds 10 feet long, 10 inches wide, 1922*
- **Folder 6: Dennison’s Decorated Crepe Paper and How to Use It, Jan 1926, Apr 1926, Jan 1927** (plus blank order form), **Jan 1928** (2 copies), **Jan 1929, Nov 1929** (folded poster format, new “modern” illustrations)
 - folded leaflet with some illustrated instruction information, stylized layouts and artwork, color images of some decorated crepe pages, and advertisement for **six Instruction Books of Dennison Craft: How to Make Crepe Paper Costumes; How to Make Crepe Paper Flowers; Weaving with Paper Rope; Sealing Wax Craft; Party Favors and Table Decorations; How to Decorate Halls, Booths and Automobiles;** plus (introduced in 1927) **Craft Packets** (including pattern sheets) – Weaving with Crepe Paper Rope, Moulding with Sealing Wax, Crepe Paper Flowers, Crystalline Lamp Shades.

BOX 5: DENNISON CREPE CRAFTS: COSTUMES, DOLLS, HATS, PURSES AND BAGS, 1901-C1960

- **Folder 1: Crepe Costumes – Dennison Publications and Promotional Materials, 1916-1956**, including:
 - **A Book of Costumes, Apr 1916**, instruction booklet 15pp with photographs of each costume, and mailing envelope.
 - *Crepe paper costumes are as easy to make as cloth ones, in fact easier, for there are no fraying edges to hem and very often a bit of paste or glue will hold them*

together as well as the much longer process of sewing.... And the designs of decorated papers may be used as borders or may be cut out for appliqued trimming.

- **Costumes of Crepe Paper, Oct 1925**, small promotional leaflet; reprinted Jan 1927
- **How to make Fancy Costumes, 1928**, leaflet with illustrations and advertisement for Dennison crafts publications
- **Costumes of Crepe Paper: Stunning – yet so inexpensive to make! Nov. 1928**, small promotional leaflet, illustrated instructions, reprinted with different colors for cover illustration, reprinted Apr **1930 and 1931**
- **Stunning Costumes of Crepe Paper that You Can Make Yourself, 1929**, advertisement for Dennison Stores and Service Bureaus
- **How to Make Paper Costumes, 1929**, publication
- **How to Make Gay Colorful Costumes of Crepe Paper, 1935**, 30pp book of detailed illustrated instructions, some photographs
- *Fancy Costumes for all Occasions – Costumes for Masquerades, Holiday Parties, Plays, Operettas, Drills, School Entertainments, Bazaars, Pageants and Parades... There ought to be more costume parties and there would be if more people realized how little trouble and expense it is to make all kinds of fancy costumes of Dennison's Crepe Paper!*
- **How to Make Gay Colorful Costumes of Crepe Paper, 1939**, 30pp book of detailed illustrated instructions, some photographs, Advertisement on back cover for **Dennison-Craft Books**: New Dennison-Craft Ideas; Birthday Parties; How to Make Crepe Paper Flowers; Here Comes the Bride; Fun for All – A Book of Parties; Gay Decorations for Parties, Dances, Banquets.
- **Stock – Display – Sell Dennison Party Costumes, 1955**, trade advertisement
- **Easy-to-Make Colorful Costumes of Dennison Crepe Paper published by Dennison, 1956**, 31 pp with illustrated, colorful instructions, promoting Dennison Crepe Paper – New – Flameproof. (2 copies), also 1966 reprint
- **Folder 2: Crepe Costume Shows, 1924, New York programs**
- **Folder 3: Crepe Costume Shows, 1925, Boston, Chicago, New York City, Philadelphia**
Invitations, Programs, Correspondence, Reports

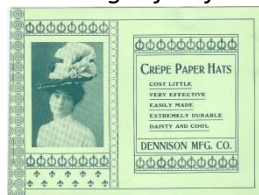


- **Folder 4: Crepe Costume Shows, 1930, Boston and New York City, including:**
 - **Crepe Paper Costumes for Massachusetts Bay Tercentenary Programs 1630-1930, 1930**, 10pp booklet with illustrated instructions published by Dennison
 - **Invitations to The New Dennison Costume Show ...** at our new (Dennison-craft Service) studio on the second floor at 143 Newbury Street, Boston ... many historical suggestions for the Tercentenary as well as Modern Fancy Costumes; also **Correspondence and reports detailing the show**



- Sketches of costumes and instructions for costumes from the 1930 Costume Show of the New York Store and correspondence.
- **Folder 5: Some Good Publicity for your Store, 1927**
 - *Lestra La Monte And "Paper Operations": Story of one of the leading female impersonators on the American stage. Used nothing but Dennison crepe paper for all of his costumes and some of his stage settings.*
- **Folder 6: An Alice in Wonderland Playlet ... with costume designs** and instructions for the cast of character, designed from Houghtelling print by **Dennison Mfg. Co.**, published by The American Home, NY, NY, 1948; also American Home magazine article re Alice in Wonderland Mad Tea Party with costumes.
- **Folder 7: Crepe Costume Shows Invitations, undated**, Boston, Chicago, Framingham, New York City, Philadelphia
- **Folder 8: Dolls, Paper Dolls and Toys for Children, 1901-1910**, including:
 - **Little Mothers' Fashion Book, 1901-1902**, 16pp booklet, price list of Jointed Doll Forms (incl Ballet Dancer, Babies), photographs and instructions re paper doll dresses to be made out of crepe paper, products available.
 - **Dennison's Outfits for Little Folks made from Dennison Paper – Crepe and Tissue, 1909 and reprinted 1910**, folded leaflet, including Dennison's Doll Outfit, Dressed Doll Sets, Doll Truck Outfit, Dennison's Christmas Tree, Doll House Outfit, Wigwam Outfit, Flower Outfits.
- **Folder 9: Dennison's Fashions for Paper Dolls, 1911-1922**, booklets, illustrated instructions with drawings and photographs
- **Folder 10: Dennison Doll Advertisements and Publications, 1921-1937**, including: Pulled Crepe Dolls, c1925; Prize Winners for the Doll Carriage Parade Decorated with Dennison Crepe, 1925; A Talcum Powder Doll for the Smart Dressing Table, 1929; How to Make Novelty Dolls, 1930; Dennison Dolls for Sand Tables, Projects and Puppet Shows, 1932.
- **Folder 11: Dolls, 1948-1952**, ads, news clipping, magazine article (minimal)
- **Folder 12: Crepe Paper Hats, 1903-1906, newspaper clippings** with fascinating prose, illustrations and photographs, including the following articles with some highlights:
 - **Pretty Girls to Wear Paper Hats, Chicago Tribune, 1903**
 - *The girl in the paper hat will be the belle of the parks and the lakes and the summer resorts this coming summer. The paper hat is the prettiest hat ever invented, according to knowing beauty lovers and critics, and it can be made as dainty and delicate as a hand-tucked chiffon without costing a third of the latter's price. ...while the paper hat will not, of course, emerge triumphant from a violent rainstorm, it will bear, undimmed and unaltered, the most brilliant sunshine and the soaking, dispiriting mists that reduce its chiffon rival to a decidedly limp condition ...*

- *The pretty things appeared simultaneously last June on two continents and in many places, but to Miss Olive Van Ruff, the acknowledged “paper artist” of Chicago and the West, belongs the credit of having “worked up” the paper hat from the merest unconsidered trifle of accidental and ephemeral millinery to a thing of real artistic value and undeniable charm.*
 - **Cool and Dainty Women’s Hats are Made of Paper, NY Herald, 1903**
 - *One of the largest downtown crepe paper houses has a corner devoted to the goddess Flora, where the handmaids evolve not only marvelous blossoms from a chaotic mass of many hued crepe papers, but paper hats that in a way rival those of a Parisian milliner.*
 - **My Lady’s Chapeau, The Ladies World, 1903**
 - *Ever since women first began to wear hats, the question of millinery has been a perplexing one, for in nothing is Dame Fashion more arbitrary or capricious than in the realm of hatdom.*
 - *Those who scout at the “impracticability” of these (crepe paper) hats will do well to remember that a good quality of crepe paper is quite as substantial as diaphanous material like mousselines, chiffons, malines and filmy laces.*
 - **Hats of Paper: But Altogether Beautiful and Very Frenchy, Paris, Aug 11, 1904, Herald Paper Millinery Paris Fad – Hats Costing Half a Dollar Displayed in Shops at Seaside, New York Herald Company, 1905**
 - **Folder 13: Dennison Crepe Hat Publications and Promotional Materials, 1902-1908, including:**
 - **The Crepe Paper Hat – A Fitting Complement to Beauty, 1902 or 1903**, small leaflet with photographs. Leaflet marked 1902, but envelope marked 1903.
 - *It is the quality, strength, wide range of colors, and exquisite beauty of Dennison’s crepe paper that makes these hats so effective.*
 - **A Phantom of Delight Is a Pretty Girl with her Crepe Paper Hat, 1902**, advertisement
 - **Crepe Paper Hats – Cost Little, Very Effective, Easily Made, Extremely Durable, Dainty and Cool, 1903**, small folded leaflet
 - *You can obtain in a Crepe Paper Hat, the effects for 75 cents to \$1.50 that your milliner would charge you \$10.00 to \$25.00 for. You will doubtless conclude to have three or four of these hats during the season, and thus obtain the variety in headgear that you have always longed for, without being called upon to invest the savings of a lifetime.*



- **Crepe Paper Hats – Stylish, Wearable, Practical, Duplicating Modish “Made” Hats at a Fraction of the Expense, Dennison Manufacturing Co., 1902**, instruction booklet with photographs.

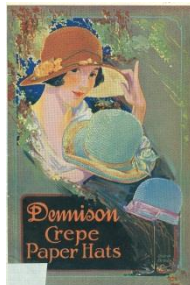


- **Crepe Paper Hats – Stylish...Wearable...Practical, 1908**, 15pp instruction booklet with photographs.
 - *A boon to the Little Tots. No weight but plenty of shade, that's what the little ones need....This the tired mother can put on, knowing that the little head will be protected from the hot sun, and she will not worry over the loss of the hat if it is thrown in the dust or lost among the daisies.*



- The up-to-date American girl goes in for everything. When fashion decrees the shirt waist suit, she must have a shirt waist hat; when the law of the circle is carried out, and the picturesque style of our great-grandmothers returns, there must be the old-fashioned picture hat; when the charms of the Florodora are flashed over the footlights, the matinee girl pays tribute to her favorite stage idol in imitation.

- **Hat Book, undated**, Dennison Manufacturing Company, 15 John Street, New York , beautiful little book with photographs and directions.
- **Folder 14: Crepe Hats, 1925-1928, instructional publications**, including:
 - **Dennison Crepe Paper Hats, 1925**, 44pp beautifully illustrated (some color) instruction book
 - Dennison Crepe Paper Hats have been made successfully for a number of years and in England and American they are an established vogue....47 very exquisite shades.



- **Making Hats with Dennison Crepe, 1926**, illustrated instructional folded leaflet
 - *Sports Hats, tailored or picture Hats may be made from Dennison Crepe in any style – as simply or elaborately as fancy may dictate. They may be trimmed with*

crepe paper flowers, ribbon, pom-poms, sealing wax ornaments and in many other attractive ways.

- **How to Make Crocheted Crepe Paper Hat, 1926-1928**, various small publications ... some with Dennison Crepe Twist
- **Folder 15: Crepe Hats Crocheted Hats Campaign, 1933 and 1936**, complete Dealer Sales Promotional Plans for the New Crocheted crepe Paper Hats including Management Reports, Marketing Materials, Photographs, What Next Summer 1933 cover story
- **Folder 16: Crepe Crocheted Hats, c1934-1935 publications, leaflets, articles, advertisements** Including:
 - **Smart New Hats – How to Make the Season’s Fourteen Best Models for Fifteen Cents Each, 1935**, 15pp illustrated instructional book

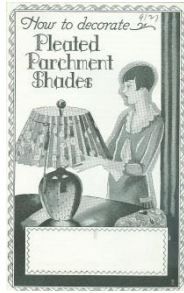


- **Folder 17: Crepe Paper Hats, articles 1949 and c1960s**
- **Folder 18: Crepe Purses and Bags, 1921-1929**, illustrated instructional folded leaflets, booklets and advertisements, including:
 - **How to Make Crepe Paper Pochette Handbags, 1928**, folded leaflet
 - **How to Make Smart New Bags of Crash (embroidery) and Crepe Twist, c1929** Dennison-craft advertisement

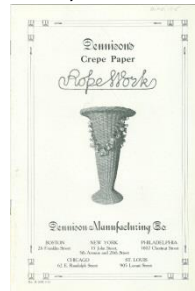


BOX 6: DENNISON CREPE CRAFTS: HOME DÉCOR, PARTIES, ROPE WORK, 1911-1969, also please refer to Series 10, Boxes 17 and 18 re Dennison’s Crafts Publications which include crepe crafts.

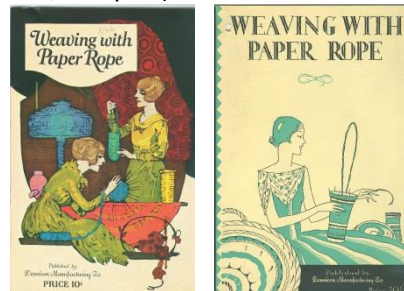
- **Folder 1: Crepe Home Décor – Waxed Pond Lily Candleholders, 1929-1930**, instructional leaflets
- **Folder 2: Crepe Home Décor – Curtains, 1928-1930**, instructional leaflets, books and advertisements
- **Folder 3: Crepe Home Décor – Lamp Shades 1911,1927-29**, including:
 - **This Shade Can be made at home for \$1.48 with Dennison Decorated Crepe Paper**, advertisement for Dennison’s Home Decoration 96-page book, 1911 April, advertisement in The Ladies World
 - **How to Decorate Pleated Parchment Shades, 1927**, leaflets and detailed instruction pages



- **How to Decorate Lamp Shades and Screens – Dennison’s Craft Pack of Suggestions and Instructions, 1928** (two packages)
- **Folder 4: Crepe Home Décor – Posters, Pictures and Collage, 1926-1928, 1969**, including:
 - **How to Make Posters of Dennison Crepe Paper, 1926 March**, reprinted Dec 1926 and Apr 1928, instructional folded leaflet
 - **Collage with Crepe Paper, 1969**, 20pp color illustrated instruction book, large format.
- **Folder 5: Crepe Home Décor, misc., 1933-1952**, instructional leaflets, advertisements
- **Folder 6: Crepe Paper Rope, 1911-1918**, including:
 - **Dennison’s Crepe Paper Rope Works – Directions and Illustrations for Making ..., 1912-1916**, series of illustrated instruction booklets



- **Folder 7: Crepe Paper Rope, 1926-1944**, instructional leaflets, books, advertisements, including:
 - **Weaving with Paper Rope, 1926**, Dennison-craft illustrated instruction book, 32pp. (on left, 2 copies)



- **Weaving with Paper Rope, 1930**, illustrated instruction book, 32pp. (on right, 2 copies)
- **Folder 8: Parties, 1930-1960, Advertisements and editorials** re parties using Dennison crepe or generic crepe (ideas for editorials provided by Dennison to create demand for their products).
 - Also please refer to: (1) Series 10, Boxes 19 and 20 re Dennison’s Party Magazine publications for making crepe paper party favors and table decorations; and (2) Series 14 re Dennison’s Holiday publications, editorials and promotional materials regarding specific holidays especially Christmas, Valentines, and Halloween.

BOX 7: DENNISON CREPE CRAFTS: PAPER FLOWERS, 1898-1966

- **Folder 1: Crêpe and Tissue Paper Flowers, 1898**, small red booklet w/ crepe color samples
- **Folder 2: Crepe Flower advertisements, 1905, 1915, 1924-1939, 1950-1966**, regarding how to books on making crepe flowers, etc.
- **Folder 3: How to Make Jonquils, 1905, undated**, pamphlets with instructions, pictures, and price for buying crepe paper
- **Folder 4: Instructions for Making Artificial Flowers from Dennison's Ready Cut Crepe & Tissue Papers, c. 1907-1909**, small booklet with different flower designs and instructions and price list for buying crepe paper, correspondence regarding mistake made in printing of booklets
- **Folder 5: Make Your Own Easter Lilies, c1909**, one page with instructions on back
- **Folder 6: How to Make Poppies, 1910**, pamphlets with instructions, pictures, and price list for buying crepe paper
- **Folder 7: Instructions for Making Flowers from Dennison Ready Cut Crepe & Tissue Paper, 1910, 1912**, small booklet with instructions on how to make different flower outfits and price list for buying crepe paper
- **Folder 8: Dennison Paper Flower outfits, 1910, 1914**, small booklet with instructions on how to make different flower outfits and price list
- **Folder 9: Instructions for Making Flowers from Dennison Paper Flower Outfits, 1912, 1914, 1916**, small booklet with instructions on how to make different flowers and flowers outfits and price list
- **Folder 10: Crepe Paper Flower Making, Parts 1, 2, and 3, 1926**, books on how to make crepe paper flowers with instructions, pictures, and patterns
- **Folder 11: How to Make Crepe Paper Flowers, 1926**, small books with instructions, pictures, and patterns, correspondence, articles, and order forms related to books (3 books)
- **Folder 12: Crepe Paper Flowers, 1926, 1927**, small booklet with instructions and pictures
- **Folder 13: How to Make Crepe Twist Boutonnieres, 1927, 1928**, one page with instructions, attached materials list
- **Folder 14: How to Make Crepe Paper Flowers, 1927, 1928**, small books with instructions, pictures, and patterns, correspondence, articles, and order forms related to books, samples of crepe
- **Folder 15: How to Make Crepe Twist Bags & Boutonnieres, 1927, 1928**, small booklet with instructions and pictures, additional directions for other crafts attached
- **Folder 16: Personal Experiences in Making Crepe Paper Flowers, 1927, 1928**, pamphlet with accounts of experiences of different women who used crepe paper to make flowers, attached order form
- **Folder 17: How to Make Garden Roses, 1928**, pamphlets with Dennison-Craft Home Course instructions, pictures, samples of crepe, correspondence, and order forms for other crepe paper books
- **Folder 18: How to Make Sweet Peas, 1928**, pamphlets with instructions, pictures, samples of crepe, correspondence, and order forms for other crepe paper books
- **Folder 19: Beautiful Flowers of Dennison Crepe, 1928**, ads, pamphlets with instructions, pictures, correspondence, and order forms for other crepe paper books
- **Folder 20: How to Make Crepe Twist and Yarn Bags and Boutonnieres, 1928**, small booklet with instructions and pictures
- **Folder 21: Crepe Paper Flowers, 1929**, envelope containing booklet and patterns
- **Folder 22: Crepe booklets, 1928, 1935, 1943**, booklets related to crepe flowers, the making of them, and the experience of making them
- **Folder 23: Crepe Paper Flower Making Book and Mailing Jacket, 1929**

BOX 8: DENNISON CREPE CRAFTS: PAPER FLOWERS CONTINUED, 1930-1968

- **Folder 1: How to Make Crepe Paper Flowers, 1930**, book with instructions, pictures, and patterns, cover has drawn woman making flowers (two copies including a 1931 edition)
- **Folder 2: How to Make Crepe Paper Flowers, 1930**, book with instructions, pictures, and patterns, cover has drawn vase of crepe flowers
- **Folder 3: Crepe Paper Flower booklets, "Imagine Making Beautiful Flowers Like These!" 1930, 1931**, small booklets with instructions, pictures, and patterns, different colored covers with drawn couple on front, but all are same otherwise
- **Folder 4: Crepe Paper Flowers, "Imagine Making Beautiful Flowers Like These!" 1931**, booklet with ad, user experiences, cover has vase of crepe paper flowers
- **Folder 5: How to Make Crepe Paper Flowers, 1933**, book with instructions, pictures, and patterns
- **Folder 6: Glitter Craft Plants & Novelties, c1933-1934**, small booklet with ad, instructions, and pictures, all related to new glitter crepe paper
- **Folder 7: Lovely Flowers You can Make, 1934**, small booklet with ad, instructions, pictures, and patterns
- **Folder 8: Duplex Crepe Booklets, 1934 and undated**, small booklets, price lists, ads
- **Folder 9: "V.B." (Very Best) crepe booklets; "Let's Make a Tin Can Plant," 1934 small booklet; "Button Button Tree," 1936**, small booklet with instructions, pictures, patterns
- **Folder 10: How to Make Crepe Paper Flowers, 1939, reprinted 1945**, book with instructions, pictures, and patterns
- **Folder 11: How to Make Darwin Tulips, 1942, and Flower Making Guide, 1947**, booklets with instructions, pictures, and patterns
- **Folder 12: How to Make a Lovely Bouquet of Dennison Crepe Paper, 1947**, book with instructions, pictures, and patterns
- **Folder 13: How to Make Flowers with Dennison Crepe Paper, 1948 1956**, book with instructions, pictures, and patterns
- **Folder 14: Dennison Flower Book, 1959, 1968**, book with instructions, pictures, and patterns, in color
- **Folder 15: Cut Yourself a Bunch of Fun, 1966, 1968**, book with instructions, pictures, and patterns, ad campaign pamphlet
- **Folder 16: Giant Decorator Flowers, 1967, 1968**, book with instructions, pictures, and patterns
- **Folder 17: Home Decorating with Paper Flowers, 1967**, book with instructions, pictures, and patterns
- **Folder 18: General Directions for Flower Making, "Fresh Flowers: Many people find it hard to raise flowers. Everyone can make them of Crepe Paper," undated but very early**, booklet with instructions, pictures, and patterns
- **Folder 19: Misc. Very Best Crepe booklets, "Veri Best," undated**, booklets with instructions, pictures, and patterns
- **Folder 20: Sample of Crepe Paper and Patterns, 1927**
- **Folder 21: Directions for Making Paper Flowers of Crêpe & Tissue, published by The Happy Hours Publishing Co., undated**, booklet with price list and instructions

BOX 9: CREPE RETAIL WINDOW DRESSING, WINDOW DISPLAYS, SHOW WINDOWS, 1900-1953

- **Folder 1: Window Dressing, 1900-1918**, booklets and advertisements, including:
 - **Dennison's Crepe Paper for Window Dressing, c1900**: *with an outlay of one dollar it is possible for a retailer to make his show window a thing of real beauty, a cynosure for every passer-by, and an unfailing attraction to his place of business....*
 - **Show Window and Interior Decorations with Dennison's Crepe Paper, 1901**, 15pp illustrated promotional booklet.

- **Folder 2: A Book of Window Trims** containing suggestions about the use of crepe paper for decoration, 1916, 15pp
- **Folder 3: Some Lessons in Window Decorating, 1927**, 24pp
- **Folder 4: At the Point of Sale, 1928**, window display advertising promotional report
- **Folder 5: Dennison's Window Bulletin, 1928**, Vol 3, #1-4, published by Window Display Studio, Dennison Manufacturing Co, "Decorate with Dennison Crepe"
- **Folder 6: Window Bulletin's Artist's original pencil drawings, by RWE (Russell W. Elliott), 1928-1929**
- **Folder 7: Store Window Display photographs, c1931**, 21 photographs in envelope, undated, possibly related to Crepe Window Decorating Contest, name of store and location written on back of photos
- **Folder 8: Dennison's Display Bulletin, 1929-1931:** Vol 1, #1-4(1929); Vol 2, #1-4 (1930); Vol 3, #1-2 (1931)
- **Folder 9: How to Put the Win in Windows, 1929, 1930, c1931**, 3 different books, also book titled Window Display for Profit advertisement, note self-study course titled Making Store Windows Pay (\$3 charge)
 - *More merchandise is sold today on appearance than ever before and the retailer who displays his goods effectively will profit from the attention.*
- **Folder 10: Dennison Display News, 1932**, 3 newsletters: Spring-Summer, Fall, Winter
- **Folder 11: Display Ideas from Dennison, 1933-1936**, newsletters: Vol 1, #1-4 (1933); Vol 2, #1-3 (1934); Vol 3, #1-4 (1935), Vol 4, #1-3 (1936)
- **Folder 12: Dennison's Window Display Service ...planning the effective window display program for your retail dealers' advertising ... this outline covers plan 1, c1934**
- **Folder 13: Dennison Display Ideas, 1936-1937**, 3 small booklets: Vol 4 #4 (Winter 1936); Vol 5 #1-2 (1937, Spring and Winter)
- **Folder 14: Dennison's Christmas Decorating Materials, 1937**, 17pp publication
 - *Illustrated in this catalogue is everything you need to build beautiful modern displays that will compel attention to your merchandise – displays that will enable your merchandise to sell itself...*
- **Folder 15: Display Ideas from Dennison, 1943-1946**, 5 publications (USA and Canada) and promotional materials
- **Folder 16: Displaytime, c1940s**, publication from the Dennison Advertising Division of Dennison Mfg. Co., Our Motto – We give you a good trimming for your money! Company window display success stories including Goodyear Tire, Firestone Tire and Rubber, 15pp
- **Folder 17: How to Decorate Windows with Crepe Paper, 1949-1953**, publications (31pp) and promotional materials (note Dennison Turntable display)
- **Folder 18: Store Windows advertisements, 1929-1949**, also promotional materials, note Dennison's Decosheen (iridescent and sparkling), including:
 - **Placard for "This Window Decorated by Dis-Play Well Service – Dennison's Crepe Paper Used Exclusively"**, undated
 - **Making Show Windows Pay – Complete Plans for a Whole Year in this New Dennison Course, 1929-1930**, advertisements
 - **Dennison's Decosheen**, iridescent and sparkling like a myriad of jewels... promotional brochure, undated, c1920s
 - **Dennison's Draping Crepe – the New Decorating Material, 1933**, promotional brochure
 - **Depth with Flex –Craft, c1930s**, for three-dimensional displays, advertisement
 - **Dennison's Decorating Materials – 3 Design Craft printed designs:** Apple-Blossom Time; Clouds; Bathing Girl Panel

- **Decorators Crepe 900 Line and 600 Line including Fireproof for Colorful Modern Displays, c1942**, promoting book *How to Put the Win in Windows*, including crepe samples and note, "Prepared for Sherwin Williams"
- **Folder 19: Decorating Halls, Booths, Automobiles, Parades**, including:
 - **How to Decorate Halls, Booths and Automobiles, published by Dennison Manufacturing Co., 1926**, 36pp illustrated promotional booklet
 - **How to Decorate Halls, Booths and Automobiles, published by Dennison Manufacturing Co., 1927**, 40pp illustrated promotional booklet, beautiful color illustration centerfold
 - **How to Decorate Halls, Booths and Automobiles, published by Dennison Manufacturing Co., 1930**, 40pp illustrated promotional booklet, beautiful color illustration centerfold, 2 copies
 - **More Profit from Better Display – A Decorating Manual for Chevrolet Dealers**, using Dennison Decorating Materials, undated
 - **Look – A Parade! – suggestions for formal and informal parades and floats, 1952**, promotional booklet
 - **So You're Planning a Parade, 1953**, promotional brochure

BOX 10: CREPE RETAIL WINDOW PROMOTIONAL "PASTERS", 1914-1837, Promotional Display Posters for Retail Windows or in-store displays, over-sized but folded, mostly very horizontal (wide but short) with very strong colorful graphics:

- **Folder 1: Alaska, Welcome**
- **Folder 2: Crepe Paper**: shelf paper, flowers, doll outfits, costumes lampshades, hats, bags, belts, glitter novelties.
- **Folder 3: Holidays – Christmas, 1914-1937, including Dennison Christmas Decorating Materials, 1937 catalog**
- **Folder 4: Holidays – Halloween**
- **Folder 5: Holidays – St. Patrick's**
- **Folder 6: Holidays – Valentine's**
- **Folder 7: Parties – Wedding**
- **Folder 8: Party Magazines**
- **Folder 9: School Goods**
- **Folder 10: Sealing Wax**
- **Folder 11: Stationer's**
- **Folder 12: Vacation Goods**
- **Folder 13: Double-Sided Scrapbook Pages so couldn't separate front and back pasters ... so mixed categories and misc.**

BOX 11: CREPE RETAIL WINDOWS, 1909-c1934, oversized document box

- **Folder 1: How to Dress a Window with Dennison Paper: The Show Window is the Mirror of the Store, 1909**, beautiful oversized folio with loose printed photos of elaborately decorated store windows, interiors and carriages. Folio packet and prints are stamped with the name E.H. Goldman but the store windows are all American stores including some Dennison owned retail stores:
 - #1 – Dennison Manufacturing Store window decorated for Easter
 - #3 – Harvard vs Yale booth party display
 - #4 – Boston Store window designed for Department Stores and large show windows
 - #5 – H.O. Wilbur & Sons, New York window
 - #6 – "A novel show window for the hardware trade"

- #8 – Dennison Manufacturing Store window decorated with cornucopia
- #9 – wedding decorated window – for florists
- #10 – R.C. Reynolds Complete Home Furnisher decorated horse drawn carriage float
- #11 – Dennison Manufacturing Company store window arranged for patriotic holidays
- #12 – Boston Store: “An Artistic Display especially designed for Department Stores and Large Show Windows”
- #13 – Dennison Manufacturing Company store window display for occasions of mourning
- #14 – “Easter Interior Decoration showing the elaborate and beautiful effects obtained with simple arrangements of Dennison Paper and Dennison Paper Flowers”
- #15 – Stationer’s show window ... Blank Book Manufacturers
- #16 – Druggist’s show window
- #17 – elaborate interior
- #18 – elaborate window trimmed for autumn days

Also **correspondence** dated 1929, re Mr. E. Goldman of Goldman’s School of Window Display, Ltd. in London and viewing his “interesting old folio of Dennison displays which we understand from him was issued some 20 or 25 years ago.

- *Mr. Goldman is not, as a matter of fact, eager to part with the folio as he desires to keep it in his collection of date, but if you have not one of these folios and would particularly like to have it for the History Room we believe that we might be able to prevail upon Mr. Goldman to let us have the folio. It contains a batch of illustrations of different types of windows featuring the use of Dennison Crepe and the cover illustrates in miniature a number of the displays contained in the folio....*
- **Folder 2: “At the Point of Sale” re Window Display Advertising, c1928**, illustrated promotional notebook for storeowners
 - *87% of our impressions are obtained through our EYES. That is the reason advertising dollars are spent for: window display; newspapers; magazines; billboards; and car cards.*
 - *Only one medium, however, can turn an impression IMMEDIATELY into an impulse sale. That’s Window Display Advertising. With other media, there’s a “carry-over” period – much can happen to destroy an impulse between the times it’s created and the place it can be carried out. Window display acts at the point of sale.*
- **Folder 3: Window Display Advertising: The Use of Dennison Crepe and Advertising Crepe for Store Window Backgrounds, c1930**, complete package of promotional information regarding:
 - Window Display Service Department at Framingham;
 - Window Display Advertising Compared with Other Forms of Advertising;
 - Advantages of Crepe Paper in Window Display;
 - **Some Lessons in Window Decorating**, 22pp illustrated instructional booklet (and references a publication, Making Show Windows Pay, dated 1930);
 - **Dennison’s Decorated Crepe Paper and How to Use it**, promotional brochure with color illustrations of the line of decorated crepe paper;
 - Value of Color in Window Display and sample of array of crepe paper colors;
 - **The Background in Window Display with color photo of Folger’s Coffee window display, and other photos;**
 - **Special Printed Crepe Paper including b&w photo of Coca-Cola window with custom printed crepe banners;**
 - **Special Printed Crepe Paper samples including Colgate brand.**

- **Folder 4: Dennison National Window Display Contests, 1930 and 1931**, crepe paper window display contests with a grand prize of \$150, correspondence, promotional materials, and reports. Note: 1931 black two-ring binder is a product of National Blank Book of Holyoke, MA, which later was acquired by Dennison.
- **Folder 5: Dennison's Sun Tested Crepe, c1934**, promotional book with samples

BOX 12: CREPE PRODUCTS AND SPECIFIC CREPE PAPERS, 1897-1971, advertisements, promotional materials

- **Folder 1: Confetti, c1909, 1910 and c1950**
- **Folder 2: Dress Shields, 1924**
- **Folder 3: Dusters, 1932**
- **Folder 4: Eyeglass Cleaners, 1918 and c1940s**
- **Folder 5: Festoons, Paper Garlands, 1902-1915** (also see Streamers)
- **Folder 6: Guest Towels, 1946-1958**
- **Folder 7: Industrial Insulating Tape, 1956-1966**
- **Folder 8: Napkins, Lunch Sets, Paper Table Decorating, 1897-1966**, including History Room subject folder with "Development of Napkin Line" merchandising story
- **Folder 9: Paper Towels, 1913-1921**
- **Folder 10: Shelf Paper, 1930-1931**
- **Folder 11: Streamers, 1938-1956, 1970**
- **Folder 12: Crepe paper twister, 1954**
- **Folder 13: Art Tissue: a Completely New Tissue Created for Arts and Crafts, 1971**, promotional materials and crafts publication
- **Folder 14: Brunswick crepe**
- **Folder 15: Color It Bright with Dennison Color Brite, 1967**, advertisement re decorating paper
- **Folder 16: Duplex Flower Crepe Material, 1957**
- **Folder 17: Flameproof Crepe Paper, 1956-1959**
- **Folder 18: Gummed Crepe Paper, 1952-1956 including Campbell Kids' Fall 1954 promotion**
- **Folder 19: Industrial Crepe Paper, 1953**, includes black binder, FHC#2009.32
- **Folder 20: Pastel Crepe, 1929**
- **Folder 21: Petaltone, 1959**
- **Folder 22: Scorasculpture Art Board, 1971**
- **Folder 23: Tissue Paper, 1900+**, including **Dennison's American Fourdrinier Tissue Paper, 1900**, small booklet of samples, with Trade Mark EWD, "*superior to any tissue paper manufactured in the US in quality, strength and color.*"
- **Folder 24: Crepe Paper Display Racks, 1936-1960**, advertisements
- **Folder 25: Crepe Paper and Streamers price list and samples, 1960**

BOX 13: CREPE COMMITTEE REPORTS AND ANNUAL REPORTS, 1928-1939, (Note: similar reports to those in Series 4 Departmental Reports for other departments)

- **Folder 1: Directors' Report Crepe Committee Reports, 1928, by L.T. Woodward and 1929 by R.G. Crossette**
- **Folder 2: Crepe Committee Report for 1930, Part 2, by R.G. Crossette** (Part 1 appears to be missing, two copies of Part 2)
 - *Index includes additions to line: Bridge Luncheon Sets, Confetti, Cleansing Tissue, Deko Foil, Decosheen Packing, Doilies, Sparkle Floss Tinsel Assortment, Handkerchiefs, Winnie the Pooh Borders and Napkins, Towel Holder #50, Waxed Paper As well as other items:*

- Babypads
- Borders
- Crepe Packing
- Crepes:
- Dennison
- Marlboro
- Brunswick
- Fireproof
- Bronze (gold and silver with product swatches)
- Decorated
- Special
- Laminated
- Duplex
- Flower Pot
- Deko Foil
- Dress Shields
- Dropped from the Line
- Flower Leaves
- Flower Wire
- Festoons and Streamers
- Gift Wrapping Paper
- Gelatine Products (*ex. sparkle tinsel foil*)
- Icicles
- Napkins
- Household Line
- Fine Grade
- Cellophane Wrapped
- Embossed
- Mill
- Misc. – creped
- Rotogravure
- Package Items
- Prestige Items
- Rope and Twist
- Shelf Paper
- Shelf Paper Scalloping
- Tissue
- Table Covers
- Towels
- Tray Covers
- Waxed Paper
- **Folder 3: Ways and Means to Sell More Dennison Crepe – Regular Package, 1931 Feb report date**
- **Folder 4: Crepe Division Annual Reports for the Years 1929-1939, 1929 report by L.C. Leach, 1930 by G.R. Alden, 1931-1939 by E.R. Karb** (Note: the reports are written and dated five to six months after year-end), original management file folder retained.