

SERIES 14: HOLIDAY LINE, ESPECIALLY CHRISTMAS AND HALLOWEEN

Dennison is often considered to be the first American company to develop and manufacture holiday goods, and the Holiday Line was a major part of its business from 1900 into the 1960s. This Series includes many beautiful examples of Dennison applying its artistic and paper conversion skills to create a strong holiday market, especially for Christmas and Halloween, but also for Valentine's, St. Patrick's, Patriotic and Thanksgiving holidays as well as "everyday gift wrap". Dennison's Christmas Books and Halloween Bogie Books, published for the consumer market, are prized for their beautiful illustrations and creative party ideas. In addition to these publications, this Series contains salesmen's sample portfolios, catalogs, advertisements, publicity materials and early Christmas and Holiday Committee Meeting records, 1909-1928 (Boxes 6, 7 and 14).

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BOX 1: CHRISTMAS LINE ORIGINS, 1906-2017

- **Folder 1: Origins and History of Dennison's development of the Christmas gift dressing market, 1909-2017**, excerpt from book *Christmas – A Biography* by Judith Flanders, 2017; and news clippings, including A Christmas Custom article from Shell News 1956:
 - *In the early 1900's, the Dennison Manufacturing Company of Framingham, Massachusetts, introduced innovations in gift wrapping which marked the transition from tissue and baby ribbon to the large gift wrapping industry of today. In 1901, Dennison put the first Christmas tag on the market – a tag which looked much like a shipping, but with a holly design printed on it. It caught the public's fancy, any by 1903 two more Dennison Christmas tags were finding favor – one with a bell design and another with the head of Santa Claus printed on it. The following year Dennison came out with the first gummed Christmas seal...decorated with a holly design.*
 - *During this same period, Dennison introduced the first Christmas wrapping paper – tissue paper with a holly design. Printed crepe paper was also manufactured at this time for home decoration as well as gift wrapping.*
- **Folder 2: Christmas Line Promotional Materials, 1906-1922**, advertisements, direct mail letters, re holiday gifts and gift dressings
- **Folder 3: Crepe Paper Novelties – Specially Adapted to Holiday Trade price list, 1907**, including Christmas tag with holly design

- **Folder 4: Christmas Tags and Seals, 1907-1926**, loose samples, correspondence
- **Folder 5: Christmas Price Lists, 1905-1935, 1968-1970**
- **Folder 6: Dennison Art Department of Chicago advertisements, c1907-1912 and correspondence re the art series of seals, labels, tags and cards and sample, c1920s**
- **Folder 7: Christmas Goods correspondence re pricing, 1912**
- **Folder 8: The Christmas Line – A Suggestive Study, 1928**, detailed study (60 pp.) re The Problem, How the Holiday Lines Originated, Growth of the Christmas Line (1901-1909), Stagnation (1909-1919), Groping 1919 --- , Conclusion; Merchandisers of the Christmas Line – H. K. Dyer and P. Pond, originators; J. L. Green, 1906; F. W. Hale, March 1919; H. F. Christie, January 1922
 - *As far as this country is concerned, Dennison was the first manufacturer in the holiday field.... Starting with patriotic goods, then Easter and Christmas accessories, Dennison originated and created a demand for this type of merchandise. By means of the Retail Stores and of booklets distributed annually since 1900 to home consumers, various festive days have become more widely observed than heretofore, and with their observance the Dennison name has become inseparably linked.*

BOX 2: CHRISTMAS SAMPLE PORTFOLIOS, CATALOGS AND PUBLICATIONS, 1900-1928

- **Folder 1: Salesman's Christmas Cards, Labels, Etc. Samples Portfolio, 1906**, hard cover book
- **Folder 2: Dennison's Christmas Specialties Samples Portfolio, 1907**
- **Folder 3: Home Necessities & Inexpensive Holiday Gifts, 1900-1902**, *"A visit to our stores will be interesting and is solicited"; "Known, Used, and Prized in all sections, suited to all seasons and exceptionally Unique, Interesting and Useful."*
- **Folder 4: Dealers' Price List of Dennison's Gift Dressings & Christmas Specialties, 1908-1911**
- **Folder 5: Salesman's Price Lists, 1908-1913**
- **Folder 6: Dennison Christmas Book, 1905-1918**, beautifully illustrated catalog of Christmas gifts and decorations
- **Folder 7: Dennison's Christmas Book, 1921-1926**, Suggestions for Christmas, New Year's and twelfth night parties; correspondence.
- **Folder 8: Dennison's Christmas Goods Small Catalogs, 1919-1920**, advertising, tags, envelopes, crepe paper and napkins.
- **Folder 9: Dennison's Christmas Goods & Gift Dressings Brochures & Postcards, 1914-1918**
- **Folder 10: Sample Christmas Tags, 1909 and 1926**
- **Folder 11: Christmas Line – sales letter to salesforce, 1928**

BOX 3: CHRISTMAS ADVERTISEMENTS AND PUBLICITY, 1915-1960s

- **Folder 1: Dennison's Christmas Page Advertisement in The Ladies Home Journal, 1914**
- **Folder 2: Direct Mail Publicity and Advertisements, 1920s**, Christmas gifts, gummed paper, boxes/ wrapping. Miscellaneous ads of all products
- **Folder 3: Advertisements and Publicity 1930-1939**, Dennison Christmas line, Christmas card line, gift wrapping, gummed cards for Christmas and New Years
- **Folder 4: Dennison's Mickey Mouse Advertisements, 1931**
- **Folder 5: Advertisements and publicity, 1940s**
- **Folder 6: Advertisements and publicity, 1950-1956**
- **Folder 7: Advertisements and publicity, 1957-1959**

- **Folder 8: Advertisements and publicity, 1960-1966**, Gift Wrap Magic by Dennison and paper snowmen, including crafts publication "Christmas Things to Do with Paper and Glue"
- **Folder 9: Advertisements and publicity, undated**

BOX 4: CHRISTMAS OVERSIZED SAMPLES PORTFOLIOS, 1921-1927 & HOLIDAY CATALOGS, 1939-1950

- **Folder 1: Gift Dressings, Portfolios, 1921**, including samples, coin and money cards and envelopes, stickers, tags, hinged paper doll
- **Folder 2: Steel Engraved Portfolios, 1921**, including samples
- **Folder 3: Steel Engraved Greeting Card Envelopes Portfolios, 1921**, including samples
- **Folder 4: Electrotypes for Dealers & Advertising Program Portfolio, 1927**, oversized
- **Folder 5: Christmas Line Salesman's Announcements, 1931** (3 copies)
- **Folder 6: Dennison's Promotion Plans & Merchandising Christmas Catalog, 1939**, spiral-bound hardcover.
- **Folder 7: Christmas Merchandising Catalog, 1942**, spiral-bound sales catalog: "Santa showing in 1942"
- **Folder 8: Study Planning report for 1950, 1949**, sales report, detailed price list
- **Folder 9: Dennison Designed Assortments, 1950**, including samples, very comprehensive, spiral-bound hardcover

BOX 5: CHRISTMAS CATALOGS, GIFT WRAPS AND CUTOUTS, 1952-1967, oversized box

- **Folder 1: Christmas Line, 1952**, complete sales package, FHC #2014-81-20
- **Folder 2: Christmas Line Loose Catalog Pages, 1955**, gift wrap and wrapping displays
- **Folder 3: Wholesale Dealers Line+ price lists, 1959**, loose catalog pages, FHC# 2014-81.19
- **Folder 4: World's Most Beautiful Papers are Used for Gift Wraps, 1959**, 25 gift wrap samples including one from Dennison and the rest from competitors
- **Folder 5: Christmas Line – General Information and Selling Policies, 1960**, including wholesale dealers price lists, was FHC# 2014,81-26 in academy
- **Folder 6: Christmas Gift Wraps, 1965**, "when your heart is in the gift," including products samples and pricing
- **Folder 7: Christmas Gift Wraps, 1967**, including product samples and pricing
- **Folder 8: Dennison Decorative Prints, undated**, include Santa, angels, snowman large cut out (on display belongs here when exhibit comes down)

BOX 6: CHRISTMAS COMMITTEE RECORDS, 1909-1915

- **Folder 1: Christmas Committee Letters, 1909** Aug-Oct
- **Folder 2: Christmas Committee Meeting Report, 1909** Sept
 - *Mr. A.A. Adams, Director*
 - *T.G. Portmore, Chairman*
 - *Report from Albany Pittsburg, Boston & St. Paul*
- **Folder 3: Christmas Committee Meeting Reports, 1910-1911**, Bimonthly
 - *4/10/1911 – 1910 Christmas Price List*
 - *9/5/1911 – Call for meeting with advance materials*
- **Folder 4: Christmas Committee Meeting Reports, 1912**
- **Folder 5: Christmas Committee Meeting Reports, 1913-1915**
 - *June 1913 – All Holidays*
 - *1915 – Proposed name change to Holiday Committee*

BOX 7: CHRISTMAS COMMITTEE CORRESPONDENCE, SUGGESTIONS AND REPORTS, 1913-1938

- **Folder 1: Christmas Committee Correspondence, 1913**, incomplete index
- **Folder 2: Christmas Committee Correspondence Suggestions, 1913**
- **Folder 3: Christmas Committee Correspondence, 1914-1915**, Note Nov 10, 1914 legal issue re Gibson; includes other holidays
- **Folder 4: Christmas Committee Correspondence & Reports, 1913-1915**, hardcover booklet of all meetings bound together
- **Folder 5: Holiday Line Statistics, 1921-1924**, photos of Halloween 1923, spring 1924 and Christmas 1924 lines
- **Folder 6: Correspondence & Special Reports, 1925-1930**, sales per capita
- **Folder 7: Special Reports, 1952-1953**, study and report of Holiday line
- **Folder 8: Report of Special Sub-Committee, 1938**: History room folder

BOX 8: HALLOWEEN PUBLICATIONS AND EARLIEST ADVERTISEMENTS, 1906-1934

- **Folder 1: Origins**, including Hallowe'en Timeline
- **Folder 2: Table Decorations for Halloween & Thanksgiving Postcard, c1906**
- **Folder 3: Advertisements, 1909**, napkins and paper
- **Folder 4: Price Lists, 1909-1934**, Hallowe'en Line 1909, Thanksgiving 1910, Hallowe'en and Thanksgiving 1911; note especially 1930 expanded program
- **Folder 5: Dennison's Bogie Books, Correspondence and advertisements, 1909-1915**
- **Folder 6: Dennison's Bogie Book, 1917**
- **Folder 7: Dennison's Bogie Book, 1921**
- **Folder 8: Dennison's Bogie Book, 1922**, suggestions for Halloween
- **Folder 9: Dennison's Bogie Book, 1923**, 11th edition
- **Folder 10: Dennison's Bogie Book, 1924**, reprint, 12th edition
- **Folder 11: Dennison's Bogie Book, 1925**
- **Folder 12: Dennison's Halloween Suggestions – The New Bogie Book, 1931**: decorations, costumes, favors, menus, games, stunts; **(one copy on exhibit, needs to be put back here when display is taken down)**
- **Folder 13: The Halloween Book, 1933**
- **Folder 14: Sample Halloween Napkin and Correspondence, 1915**

BOX 9: HALLOWEEN AND FALL LINE, 1924-1975, oversized box

- **Folder 1: Promotional Materials, 1924-1927**, Halloween stories, party goods, price lists.
- **Folder 2: Promotional Materials, 1929**, "The Spook meet" "A witching bee" party ideas; colorful brochures
- **Folder 3: Promotional Materials, 1930-1938** – Dennison Crafts Service, Parties & crafts brochures
- **Folder 4: Merchandising Plans from Dennison, 1934**, book re window displays, costumes, paper designs
- **Folder 5: Halloween Parties – A Book of Decorations, Favors, Games and Stunts by Dennison, 1934, 1935 (2 copies of each)**
- **Folder 6: Ideas for Your Halloween Party, c. 1935 & 1939** – brochures; promoting party booklets, 35-39
- **Folder 7: Halloween Line Promotional Materials, 1940-1949**, mainly newspaper articles

- **Folder 8: Halloween Line Promotional Materials, 1950-1959**, editorial PR; 1959 line
- **Folder 9: Tricks to Treat advertisement for Dennison Idea Book, 1960**, colorful 2 page ad-
Dennison Flameproof crepe papers
- **Folder 10: Issue of Party Magazine & Promotional Materials, c1928**, *see party magazines in Series 10 Publications*
- **Folder 11: The 1928 Halloween Line, 1928**
- **Folder 12: Halloween Line Order Forms, 1935**
- **Folder 13: Dennison Fall Line, 1946**, catalog with samples; FHC #2010.98
- **Folder 14: Dennison Fall Line, 1953**, catalog with samples
- **Folder 15: Dennison Decorative Prints, Fall 1959**, product line sheets with pricing
- **Folder 16: Dennison Fall Line, 1961**, catalog with samples
- **Folder 17: Dennison Fall Line Price Lists and Catalogs, 1969, 1970, 1971 and 1975**

BOX 10: EVERY DAY AND SPRING, PATRIOTIC AND OTHER OBSERVED HOLIDAYS, 1898-1980

- **Folder 1: A New Staple Holiday Line, 1930** – announcement catalog re Valentines, Bridge Parties, Patriotic, everyday ... *"keep in stock and on display at all times."*
- **Folder 2: Easter Line, 1898-1905**, advertisements and price lists to consumers and other companies
- **Folder 3: Easter Line, 1908-1913**, Easter decorations and ads; price lists
- **Folder 4: Easter Line, 1925-1930**, letter, samples, price list
- **Folder 5: Easter Line, 1947-1955**, Decorating Easter Eggs w/ gummed paper; promoting Easter parties w/ decorations
- **Folder 6: Hanukkah 1952 and 1953**, gift wrap promotional materials
- **Folder 7: Patriotic Line, 1900-1918**, advertisements and correspondence; crepe paper, napkins, decorations, automobiles trimmed with Dennison's Patriotic Specialties; Patriotic Decorations and Suggestions booklet; Note re printing of the American Flag, 1904
- **Folder 8: Patriotic Line, 1925-c1955**, Tercentenary costumes; "Handy Helpers" tags and labels; Patriotic merchandise catalogs (3 copies)
- **Folder 9: Spring Line, 1919-1931**, price lists, Valentine's Day, St. Patrick's Day, Patriotic merchandise, Easter
- **Folder 10: Spring Line, 1960-1961, 1967 and 1972**, ads, newspaper clippings "Dennison launches new line", Dennison decorative prints. Correspondence in 1957 re 1960-61 new Special Day Line taking the place of old Halloween Line and Spring Line.
- **Folder 11: St. Patrick's Day, 1909**, specialty crepe paper
- **Folder 12: St. Patrick's Day, c.1924**, price lists, including booklets "St. Patrick Day Specialties; Dennison Shamrock samples, simple do-it-yourself fabrics.
- **Folder 13: Thanksgiving 1915**, place cards advertisement
- **Folder 14: Valentine's Day, 1909-1916, 1929**, price lists, Dennison Valentine Outfit; advertisements, A Sweetheart Party.
- **Folder 15: Valentine's Day, 1946**, correspondence: Let's give a February Party!; Parties/ Party magazines
- **Folder 16: Valentine's Day, c.1950**, ad "A Valentine table to be remembered". Promotion of both children and adult parties.
- **Folder 17: Valentines from Scrapbooks, 1929-1930**, Booklet, St. Valentine's Day suggestions
- **Folder 18: Weddings, Anniversaries & Showers**, wedding ad "catch the bouquet of profits they throw your way," Stork shower: suggestions for budgeteers.

- **Folder 19: Correspondence in 1957 re 1960-61 new Special Day Line** replacing the old Halloween Line and Spring Line.
- **Folder 20: “Decorative Specialties” Consumer Products Division’s notebook of catalogs of Fall and Christmas Lines, 1970-1980, and Spring Line, 1971-1980**, including crepe paper and streamers, decorative seals and decorative prints
- **Folder 21: Children’s Party Line Price List, 1925**

BOX 11: GIFT WRAPPING EVERYDAY, 1952-1960: *“This line is designed for everyday sales because every day, in your community, there are birthdays, weddings, anniversaries, showers. All-year-round there are special occasions and holidays that call for gifts- and gift wrappings.”*

- **Folder 1: Everyday Line, 1952**, gift wrapping papers booklet w/ samples
- **Folder 2: Everyday Line, 1953**, spiral booklet; gift wrappings, seals and ribbons w/ samples.
- **Folder 3: Everyday Line, 1954**, hardcover leather bound book; Gift wrapping papers with Ribbons to match
- **Folder 4: Everyday Line, 1955**, booklet with letter to customers.
- **Folder 5: Everyday Line, 1956**, *“Designed for leadership”; “easy to buy... easy to sell.”*
- **Folder 7: Everyday Line, 1957**
- **Folder 6: Everyday Line, 1959**, spiral booklet with flower portrait on cover.
- **Folder 7: Everyday Line, 1960**, spiral booklet with flower design.

BOX 12: GIFT WRAPPING EVERYDAY, CATALOGS AND PRICE LISTS, 1965-1972

- **Folder 1: Holiday Division Report on Gift Wrapping, 1961**, catalog with samples
- **Folder 2: Portfolio of Gift Wrappings, 1964**, chain and variety stores
- **Folder 3: Masterpiece Collection, Everyday Gift Wrapping, 1965**, four catalogs, three are the same, one is for chain and variety
- **Folder 4: 25¢ Line – Everyday Gift Wrapping Papers, 1966**, sample booklet
- **Folder 5: Everyday Gift Wrappings, Dennison 1966**, chain and variety stores
- **Folder 6: Gift Wrap publication, 1966**
- **Folder 7: Everyday Gift wrappings, 1967**, chain and variety stores, *“When your heart is in the gift”*
- **Folder 8: Showcase of Gift Wraps, 1969**, *“When your heart is in the gift.”*
- **Folder 9: Living Color Gift Wrapping, 1970**, *“Designed with your needs in mind.”* (2 copies)
- **Folder 10: Living Color Gift Wrap, 1971**
- **Folder 11: Gift Wrap Catalog, 1972**

BOX 13: EVERY DAY GIFT WRAP, RIBBONS AND SEALS PROMOTIONAL MATERIALS, 1940-1969

- **Folder 1: This is the Way We Wrap Our Gifts All Through the Year, 1958**, booklet/publication
- **Folder 2: Gift Wrap the Dennison Way, 1966**: sample/instructional booklet
- **Folder 3: Gift Wrap Advertisements, 1946-1949**
- **Folder 4: Everyday Gift Wrap Advertisements, c. 1949-1959**, Dennison makes the Difference Campaign; look to Dennison: your customers do.
- **Folder 5: Gift Wrap Advertisements, 1960-1966**
- **Folder 6: Everyday Ribbons c. 1940**, chain and variety stores, spiral booklet w/ samples
- **Folder 7: Seals in Books, undated**
- **Folder 8: Seals in Packages, undated**, loose pages from binder
- **Folder 9: Seals, undated**: mainly animal seals, but also Holiday.

- **Folder 10: Seals, undated**, French Edge Foil Seal and artwork
- **Folder 11: Seals Product Information Bulletin, 1969**, important facts about resale products line, new Pres-a-ply seal book.

BOX 14: HOLIDAY COMMITTEE MEETING RECORDS, 1916-1928

- **Folder 1: Holiday Committee Meetings Reports, 1916-1918** – *J. L. Green, Chair*
- **Folder 2: Holiday Committee Meetings Reports, 1919-1920** – *F. W. Hale, Chair, includes special meetings*
- **Folder 3: Holiday Committee Meetings Minutes, 1921-1922** – *F. W. Hale, Chair (1921), and H. F. Christie, Chair (1922)*
- **Folder 4: Holiday Committee Meetings Reports, 1923-1924** – *H. F. Christie, Chair*
 - **Folder 5: Holiday Committee Meetings Minutes, 1926- 1928** – *H. F Christie, Chair*