

Dennison Manufacturing Company Archives, 1844-1990: SERIES OUTLINE

SERIES 1: GOVERNANCE INCLUDING ORGANIZATION CHARTS, PATENTS, COMPANY POLICIES; ALSO PROPERTY, PLANT & EQUIPMENT

This Series combines diverse corporate-level Subseries from Corporation Agreements to Employee Handbooks and from Property, Plant and Equipment to Patents and Trademarks, etc. These are more representative examples of the corporate records; however, the records of Annual Stockholders' Dinner Programs (1890-1928) and Employee Handbooks are quite complete. Board of Director meeting minutes and other such administrative business records were given by the Framingham History Center to Harvard Business School.

SERIES 2: FINANCIALS – COMPANY'S ANNUAL FINANCIAL PERFORMANCE AND PRESIDENTIAL STATEMENTS MADE TO STOCKHOLDERS

This Series is a comprehensive record of Dennison's corporate-level annual financial performance. The President's Reports and Annual Reports provide valuable insight into the Company's performance, organization, products, merchandising, production, new initiatives and other important business elements. Please note the Annual Report Overview Matrix highlighting such elements as revealed in the 1939-2005 Annual Reports (Box 5, Folder 7).

SERIES 3: DENNISON MANUFACTURING COMPANY HISTORY AND THE DENNISON HISTORY ROOM

This Series is testimony to Henry S. Dennison's pioneering efforts to apply scientific engineering analytical principals to business. He believed strongly in the value of studying history (to learn from not only prior successes but more importantly the mistakes of the past), institutionalizing this history and systematizing corporate records in the form of a useful company archive.

This Series includes a very complete collection of the materials relating to the creation of the History Room (Box 1), its reference materials including indices and timelines (Box 2), the many publications (Boxes 3 and 4), histories written by the Dennison Historians, especially Thomas P. Martin and Charlotte Heath: summaries (Box 6); comprehensive and extensive time period studies from 1844-1939 (Boxes 8-10); biennial histories and annual histories (Boxes 11-20); certain ten-year histories regarding separate business functions, manufacturing (Box 23), merchandising (Box 24), and sales and research (Box 25). The bulk of these records were produced from 1920 to 1940. Additionally there are business school case studies (Box 5), small publications, articles and news clippings highlighting Dennison's company history in general (Box 7).

SERIES 4: DEPARTMENTAL ANNUAL REPORTS

This Series contains a representative sample of Departmental Annual Reports, selectively chosen for the value of the report's information and/or the inclusion of product samples. The Series spans 1909-1972 but the bulk covers 1909-1939. Please see Departmental Annual Reports for Human Resources in Series 5, Box 9 (Company Clinic) and Box 11 (Personnel and Employment Division); also note Committee Reports for Holiday Line in Series 14, Boxes 6 & 7 (Christmas Committee) and Box 14 (Holiday Committee).

SERIES 5: HUMAN RESOURCES

This Series' richness stands as a testimonial to Dennison's pioneering role in human resources management and development in an increasingly industrialized America (Boxes 1-3). Dennison instituted one of the first employee profit sharing and stock ownership plans in America, the first private unemployment fund, one of the first on-site medical and dental clinic (Box 9) and other employee benefits and opportunities (Boxes 8-10). The establishment of the Industrial and Managerial Partnership

and the General Works Committee (Boxes 4-7) enabled workers formally to understand and participate in business decisions and profits, a seed that was planted in 1899 with the Suggestion System (Box 15). **Series 17 – Henry S. Dennison’s Writings** offers substantial insight into the activist/humanist businessman behind much of the Company’s focus on its human resources and creating a true partnership between management and labor.

SERIES 6: INTERNATIONAL TRADE AND FOREIGN OFFICES

This Series reveals Dennison’s extensive presence and interest in foreign markets (Boxes 1 & 2) from its Cooper, Dennison and Walkden, Ltd. corporate arrangement in London in 1884 (Boxes 3 and 4) to its extensive Scandinavian crafts publications (Box 13). Of particular interest are the distinctly different correspondences between Dennison and the London-based company (Boxes 5 & 6) and Dennison and its Berlin sales office (Boxes 7 & 8) during the years leading up to World War I and the war years. This Series is representative of the international records but the marketing publications are quite complete (Boxes 9 and 11-13). The role of Dennison in the opening of Selfridge & Co. is noteworthy (Box 14).

SERIES 7: DENNISON MANUFACTURING COMPANY DURING WORLD WAR I & WORLD WAR II

This Series reflects the significant role Dennison Manufacturing Co. and its employees had as a manufacturer of “Essential War-Time Industry” products: during WWI (Box 1), gas mask repair kits, crepe bandages, surgical pads, crepe paper pneumonia gowns, tags and labels for bombs and ammunition, etc.; and during WWII (Boxes 2-8), crepe paper parachutes for dropping emergency supplies across enemy lines and as a decoy for scrambling radar, also ordnance wrapping paper, ammunition components, etc. With continuing ingenuity and inventiveness, Dennison’s machine shop designed an 8,500-pound Hyprolap machine to hone and grind pistons for airplanes (Box 3). The Dennison London plant was bombed extensively during WWII (Box 2). An important part of this Series is the WWI correspondence from Dennison employees in service overseas as well as the recognition given to the Dennison employees who served in the military and to those who were killed or captured during WWI and WWII (Boxes 1, 2 and 8). **The International Series 6** (Boxes 5-8) includes extensive correspondence between Dennison in Framingham, MA and its London and Berlin salesforces during the WWI years.

SERIES 8: DENNISON’S COMPREHENSIVE PRODUCT CATALOGS AND PRICE LISTS FOR STATIONERS, JEWELERS, AND CHAIN & VARIETY STORES, 1871-1986

This Series is a very complete collection of Dennison’s Stationers’ (Boxes 1-13) and Jewelers’ (Boxes 14-17) comprehensive product catalogs, usually published annually and representing Dennison’s most important marketing tool. The late 19th Century and early 20th Century catalogs are particularly beautifully illustrated and often provide significant insight into Dennison’s marketing plans with its Stationery and Jewelry dealers/retail stores. In the 1950s Dennison published separate price lists to meet the demands and opportunities of the growing Chain & Variety Store distribution channel (Boxes 9-12) with far more marketing clout than the original privately owned stationery stores, the Company’s original primary distribution channel. Note that smaller, less comprehensive catalogs focused on narrow market segments or limited product lines are included in Series 9 – Marketing and the Product Line Series 11-15.

SERIES 9: DENNISON MARKETING INITIATIVES, ITS BRANDING AND ICONIC IMAGES, ADVERTISING, BRANDING FOR OTHERS, DENNISON RETAIL STORES AND SALESFORCE

This Series illustrates the power of the Dennison Brand, Dennison's name, Dennison's insistence upon the highest standards of quality and Dennison's iconic images – including its highly recognizable signature, its reinforced tag shape, its Framingham plant, the Handy Helper line (Boxes 1 and 2, especially).

Dennison was a strong marketing-oriented company and recognized the value of market segmentation (Boxes 3 and 4)) advertising and branding via the use of packaging, tags and labels, for its customers (Box 5 and 12, also Series 11 and 12) and itself (Boxes 5-7). In addition to strong advertising campaigns and marketing programs, Dennison created demand for its products with its own company retail stores, sample offices and showrooms (Box 8 and 9), its extensive dealer network (Box 9), its role in developing the crafts industry (Box 10), and its sales force (Boxes 11 and 12). This Series represents a selection of these marketing records. More extensive records of marketing-oriented materials are included in Series 8-Catalogs, Series 10-Publications, Series 11-15 Product Lines, Series 16-Scrapbooks.

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.

SERIES 11: BOXES, JEWELERS' PRODUCTS, AND PACKAGING

This Series follows the development of Dennison's initial product, a higher quality paper box, into Dennison's sophisticated Packaging Services. Dennison brought together its technical and advertising (and broader marketing) capabilities to custom design complete packaging, branding, and merchandising systems for other companies (Box 2).

SERIES 12: MARKING SYSTEMS – TAGS AND LABELS, MARKING EQUIPMENT

This Series traces Dennison's long history as a pioneer making the first high quality price tags and reinforced shipping tags. Dennison seized the opportunity to educate and build a worldwide market for distinctly designed and powerful trademark/branding/advertising/informative tags and labels. Dennison advanced the technology for marking, attaching and data information systems for manufacturing, inventory management, shipping and retailing in an increasingly competitive, ever-changing business environment (Boxes 1-2 and 16-18). Dennison's artistic and technical skills are beautifully displayed in their tag and label sample portfolios (Boxes 5 and 7-12).

SERIES 13: CREPE AND TISSUE PAPER

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. In 1894, 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).

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).

SERIES 15: STATIONERY PRODUCTS FOR OFFICE AND HOME USE; ALSO MEDICAL PRODUCTS

Dennison products sold through Stationers, Department Stores and later Chain Stores were considered "everyday necessities, needed by everybody, known to everybody." This final Product Line Series includes the more general, off-the-shelf, Stationers' line (not fully captured in the prior Product Line Series 11-14) as well as specialty "antiseptic" products made for the Medical and Baby Markets (Box 2). Office Products (Boxes 3-4) led Dennison to participate in the early development of the Copier and Electronic Data Processing markets (Box 5). Dennison's products for professional and amateur hobbyists (Boxes 1 and 6) were very successful and, in particular, its stamp hinges were considered the gold standard by philatelists the world over.

SERIES 16: HENRY S. DENNISON – WRITINGS AND SPEECHES

This Series is a comprehensive record of the substantial writings and speeches of Henry S. Dennison. Dennison was a prolific and influential writer and speaker as a progressive business man, economic analyst, and scientific management/organizational theorist. Dennison served as director of the American Management Association, as president of the Taylor Society, the Boston Chamber of Commerce, the National Resources Planning Board, and the Business Research Council. He was also industrial advisor to the administrations of Woodrow Wilson and Franklin D. Roosevelt. Dennison was an early lecturer at Harvard Business School.

SERIES 17: DENNISON FAMILY PAPERS – COL. ANDREW, AARON LUFKIN, CHARLES SUMNER, ELIPHALET WHORF, HENRY BEALS

This Series includes the a small collection of business and personal papers, legal documents, biographical sketches and news articles, and Letter Books relating to the founding Dennison family of the Dennison

Manufacturing Company, Colonial Andrew Dennison and his sons Aaron Lufkin Dennison and Eliphalet Whorf Dennison. Aaron Lufkin became known as “The Father of the American Watch” and Eliphalet was the driving force and leader behind Dennison Mfg. Co. from 1849-1886. Also included are some of the papers of Eliphalet’s sons , Henry Beals Dennison, President 1886-1892, and Charles Sumner Dennison, President 1909-1912. Of particular interest is the E. W. Dennison – A Memorial publication and the various thank you letters and reminiscences of the book recipients (Boxes 3-5).

SERIES 18: SCRAPBOOKS – DENNISON HISTORY, ADVERTISING (NATIONAL, LOCAL, TRADE), NEWS

This Series includes a selection of Dennison bound and unbound scrapbooks containing advertisements, editorials and other company memorabilia. A leader in advertising and branding, Dennison kept comprehensive records of its advertising campaigns (see also Series 9 – Marketing Initiatives) and every advertisement placement in scrapbook form. Dennison organized these scrapbooks by year, by advertisement placement (local newspapers, national magazines or trade publications) and by product line. The majority of Dennison’s advertising scrapbooks needed to be disassembled and filed primarily in the product line series (Series 11-15), because the paper materials were no longer adhering to the scrapbook pages or the scrapbook pages were too brittle to be kept in their original form. This Series includes the scrapbooks that could be kept intact. A scrapbook of “Woolen Tags,” 1898-1900 is also included here.

SERIES 19: DENNISON OVERSIZED MATERIALS – VISITOR LOGS, PORTFOLIOS, BLUEPRINTS, 1888-1980

This Series contains certain oversized materials that do not fit into the regular document boxes of their relevant Series.

SERIES 20: DENNISON COMPANY PHOTOGRAPH ALBUMS, 1904-1930

This Series includes Company-assembled albums of black and white photographs taken mostly in the 1920s by professional photographer. Many of the photographs were taken by The Cokel Studio of Framingham. Many photographs have descriptive captions. The albums include photographs of the exterior and interiors of the Dennison buildings mostly in Framingham. The photographs of employees and equipment involved in the manufacturing process are particularly valuable. The Framingham History Center also has an extensive collection of Dennison not in albums on file and many in digital form.

SERIES 21: FINANCIAL LEDGERS RE COSTS AND SALES, SUPPLIERS AND CUSTOMERS, PRODUCTION

This Series includes Financial Ledgers from the early years of the Dennison Manufacturing Company and provide details regarding products, suppliers, customers, factory productions and costs, shipments between Dennison geographic offices, export records, and employees. In addition to the value of the information captured in these ledgers is the beauty and precision of the handwriting on the ledger pages.

SERIES 22: CORRESPONDENCE, HISTORY RECOLLECTIONS; BRUNSWICK, MAINE, 1839-1943

This Series is a representative sample of correspondence records and company history recollections. The bulk of the Dennison Mfg. Co.’s correspondence records are archived in the Company collection at Harvard Business School. Of particular interest in the collection housed at the Framingham History Center are the letters relating to: products and patents, Framingham town government and local businesses (Box 4); competition (Box 6). The Series also includes a small collection of Letter Books and other records of the Dennison Company from its origins in Brunswick, Maine (Boxes 10 and 11).

SERIES 23: RESEARCH LAB NOTEBOOKS AND BOOKS FROM THE DENNISON COMPANY LIBRARY

This Series represents just a small sample of Dennison's Research Lab Notebooks illustrating the importance of scientific explorations needed to develop and advance the variety and quality of Dennison's ever-expanding product lines. The Dennison's Research Lab Notebooks document experiments regarding: printing techniques on labels, tags and gift wrap, developing new materials and processes, including printing on foils (Box 1); and developing new products and inks for such items as stamp pads, ribbons, Magic Markers, polypropylene and fluorescent markers (Boxes 2 and 3). Also included in this Series are a few representative business reference books from the Dennison Manufacturing Company's own Library, maintained in Framingham (Box 4).