



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the S. Watson Dunn Advertising Ephemera Collection

NMAH.AC.0366

Vanessa Broussard-Simmons

1990

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	S. Watson Dunn Advertising Ephemera Collection
Date:	1840-1986, undated
Identifier:	NMAH.AC.0366
Creator:	Dunn, S. Watson (Samuel Watson), -1997 (Professor)
Extent:	1 Cubic foot (2 boxes)
Language:	English .
Summary:	Collection primarily consists of advertisements, ephemera, and promotional materials collected by S. Watson Dunn. In addition, there is literature relating to advertising history, correspondence, phonograph records, and unpublished papers.

Administrative Information

Acquisition Information

Donated to the Archives Center by S. Watson Dunn, December 1989.

Related Materials

Archives Center, National Museum of American History

NW Ayer Advertising Agency Records (AC0059)

Gordon E. Cole Advertising Papers (AC0371)

Warshaw Collection of Business Americana (AC0060)

Barton Arthur Cummings Papers (AC0421)

Thomajan Advertising Collection (AC0643)

Gladys Reid Holton Ephemera Collection (AC0466)

Materials at Other Organizations

University of Illinois Archives

S. Watson Dunn Papers, 1923, 1937-40, 1943, 1946-96

Processing Information

Processed by Vanessa Broussard-Simmons, archivist, 1990.

Preferred Citation

S. Watson Dunn Advertising Ephemera Collection, 1840-1986, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

Samuel Watson Dunn was a professor, consultant, and author. He was born on August 24, 1918 in Vanderbilt, Pennsylvania. He held many faculty positions teaching advertising and marketing and served as an industry consultant for major companies including Pacific Telephone & Telegraph, Southwestern Bell, Leo Burnett Company, and Young & Rubicam. He was published widely in scholarly and trade journals and wrote or edited several books. In 1988, among his many awards he was named Distinguished Advertising Educator by the American Advertising Federation. Dunn died on November 24, 1997 at the age of seventy-nine.

Scope and Contents

Collection primarily consists of advertisements, ephemera, and promotional materials collected by S. Watson Dunn. In addition, there is literature relating to advertising history, correspondence, phonograph records, and unpublished papers. This collection represents a small amount of material relating to Dunn's work as a professor and author. The University of Illinois holds the bulk of his papers. The collection is arranged into four series: Series 1, Advertising Materials and Literature, 1840-1986, undated; Series Series 2, Advertising History File, 1859-1986, undated; Series 3, Correspondence, 1961-1970; and Series 4, Unpublished Papers, 1976.

Arrangement

Collection is organized in four series:

Series 1, Advertising Materials and Literature, 1840-1984, undated

Series 2, Advertising History File, 1859-1986, undated

Series 3, Correspondence, 1961-1970

Series 4, Unpublished Papers, 1976, undated

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

College teachers
advertising

Types of Materials:

Advertising cards

Brochures
Catalogs
Ephemera
Fans (costume accessories)
Postcards

Container Listing

Series 1: Advertising Materials and Literature, 1840-1984, undated

Scope and Contents: Provides literature about and some examples of advertising and promotional materials. Includes trade cards, catalogues, advertising fans, receipts, circulars, pamphlets, bumper stickers, printed advertisements, brochures, and catalogues. These materials were created by manufacturers and distributors of pianos, lithographers, baking soda, drugs, sporting goods, thread, corsets, tea, men's furnishings, groceries, soap, medicine, automobiles, beverages, soup, flour, toothpaste, shoes, and chewing tobacco. In addition, there are businesses that advertised services include tailoring, banking, transportation, and entertainment. Materials are arranged in chronological order.

Box 1, Folder 8	Catalogues, 1840, undated
Box 1, Folder 1	Trade cards, circa 1880s
Box 1, Folder 6	Trade cards, circa 1880s
Box 1, Folder 7	Advertising cards, Church & Company, circa 1880s
Box 1, Folder 13	Receipt, Wells, Fargo & Company, 1888
Box 1, Folder 15	Brochures, Chicago, Milwaukee & St. Paul Railway Company, 1904
Box 1, Folder 15	Brochures, Chicago, Milwaukee & St. Paul Railway Company, 1905
Box 1, Folder 23	Program, Mme. Schumann Heink, New York, 1908
Box 1, Folder 16	Advertisements, Rexall Magazine, September 1921
Box 1, Folder 15	Promotional miniatures, Bowman Hotels, 1923
Box 1, Folder 23	Articles, circa 1958
Box 1, Folder 23	Program, "Ionesco's Rhinoceros," Strand Theatre, London, England, 1960
Box 1, Folder 3	Articles, 1964, 1974, undated
Box 1, Folder 21	Promotional material, Public Service Campaign, Advertising Council, 1967
Box 1, Folder 21	Promotional material, Public Service Campaign, Advertising Council, 1967
Box 1, Folder 22	Promotional material, Public Service Campaign, Advertising Council, 1967
Box 1, Folder 23	Promotional material, Public Service Campaign, Advertising Council, 1967

Box 1, Folder 21	Sales promotion, "The Noxzema Rag," circa 1968
Box 1, Folder 14	Articles, Procter & Gamble, 1969
Box 1, Folder 3	Articles, Burma-Shave signs, 1975
Box 1, Folder 16	Journalism monograph, May 1976
Box 1, Folder 2	Articles, Burma-Shave signs, 1981
Box 1, Folder 2	Articles, 1981-1984
Box 1, Folder 17-20	Advertisements, undated
Box 1, Folder 15	Advertisements, Nash Motor Company, undated
Box 1, Folder 11	Advertising fans, Anchor Savings and Loan, undated
Box 1, Folder 12	Advertising fans, Monticello Drug Company, and Munising Candy Kitchen and Cafe, undated
Box 1, Folder 15	Brochures, Henderson Brothers, undated
Box 1, Folder 5	Bumper stickers, Exxon Corporation, undated
Box 1, Folder 9	Chronology, history of tobacco in the United States, undated
Box 1, Folder 10	Circular, Yoko Ha Ma Tea Store, undated
Box 1, Folder 24	Ephemera, undated
Box 1, Folder 4	Promotional literature, radio and television broadcasting, undated

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Series 2: Advertising History File, 1859-1986, undated

Scope and Contents: Consist of materials Dunn maintained as a group relating to advertising history. Included are two publications the New Orleans Daily Crescent and Advertising Age. These materials primarily relate to the founders of advertising agencies and are arranged in chronological order.

Box 2, Folder 1 New Orleans Daily Crescent, 1859

Box 2, Folder 2 Advertising Age, 1957-1960

Box 2, Folder 3 Advertising Age, 1961-1962

Box 2, Folder 4 Advertising Age, 1964-1966

Box 2, Folder 5 Advertising Age, 1968-1973

Box 2, Folder 6 Advertising Age, 1973

Box 2, Folder 7 Advertising Age, 1974-1980

Box 2, Folder 8 Advertising Age, 1981

Box 2, Folder 9 Advertising Age, 1982-1986

Box 2, Folder 10 Advertising Age, undated

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Series 3: Correspondence, 1961-1970

Scope and Contents: Includes incoming and outgoing communication between S. Watson Dunn and other advertising executives and professors. Some of the correspondence is between individuals not including Dunn. Subjects include Lord & Thomas records; American Tobacco Company; Advertising Museum, Portland Advertising Federation; and Dunn's book *Advertising, Its Role in Modern Marketing* (1964). Materials are arranged in chronological order.

Box 1, Folder 25	Emerson Foote, President of McCann Erickson, Incorporated, to Lieutenant Colonel Sanford H. Winston in reference to gaining access to the Lord & Thomas records, April 8, 1961
Box 1, Folder 25	John Gunther to Lieutenant Colonel Sanford H. Winston in reference to Hill, President, American Tobacco Company and the American Tobacco Company, April 11, 1961
Box 1, Folder 25	Robert K. Heimann, Assistant to the President, American Tobacco Company, to Lieutenant Colonel Sanford H. Winston, in reference to interviews with people who worked with Mr. Hill, President, American Tobacco Company, and to learn more about Hill's business and advertising philosophy, April 20, 1961
Box 1, Folder 25	Lawrence N. Paper, Professor of Marketing, Robert Morris College, to S. Watson Dunn in reference to Dunn's book, <i>Advertising, Its Role in Modern Marketing</i> , October 14, 1970
Box 1, Folder 25	S. Watson Dunn to Professor Lawrence Paper thanking him for his compliments, October 21, 1970
Box 1, Folder 25	Bob Taber, Assistant Professor of Advertising, University of Oregon, to S. Watson Dunn explaining the project developed to create the Advertising Museum by the Portland Advertising Federation, undated?

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Series 4: Unpublished Papers, 1976, undated

Scope and Contents: Consists of unpublished papers relating to advertising. Materials are arranged in chronological order.

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| Box 1, Folder 26 | "Notes on Sources for the History of Marketing and Advertising in North America," by Richard Pollay, 1976 |
| Box 1, Folder 27 | "System and Success in the Early Advertising Community," Quentin Schultze, abstract, 1976 |
| Box 1, Folder 27 | "Elliot White Springs: Overlooked Advertising Genius," undated |

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