



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the Fuller Brush Company Records

NMAH.AC.1459

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2018

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Fuller Brush Company Records
Identifier:	NMAH.AC.1459
Date:	1890-2017
Extent:	32.5 Cubic feet (77 boxes, 1 map-folder)
Creator:	Fuller Brush Company
Language:	English Some materials in Spanish and French.
Summary:	The collection documents the Fuller Brush Company founded by Alfred C. Fuller in 1906.

Administrative Information

Acquisition Information

Collection donated by the Fuller Brush Company through David Sabin, 2018.

Separated Materials

Artifacts collected along with the acquisition of archival material are held by the Divisions of Work and Industry, and Medicine and Science.

Separated materials assigned to the Division of Work and Industry include a men's tie; buttons; ashtray; charm; and tape measure. See accession 2018.0089.

Separated materials assigned to Division of Medicine and Science include a bathing brush, a dental plate brush, a women's hair brush, a comb cleaner, and toothbrushes. Some items are maintained in original packaging, or are kept with original paper inserts. See accession 2018.0090.

Related Materials

Materials in the Archives Center

Stanley Home Products Collection (AC0788)

Earl S. Tupper Papers (AC0470)

Brownie Wise Papers (AC0509)

Ann and Thomas Damigella Collections (AC0583)

Industry on Parade Film Collection, episodes 66, 217 (AC0507)

Materials at the Smithsonian Institution

Smithsonian Libraries Trade Literature Collection, includes some Fuller Brush Company catalogs;

The Work and Industry Division, National Museum of American History holds artifacts from the Fuller Brush Company from previous accessions, such as hairbrushes for women and men (including bristlecomb hairbrushes); shower brushes; toothbrushes; combs; a military brush; brush holders; and similar materials. (AG.A.6645-AG.A.6653; AG.A.6656-AG.A.6666; AG.77-FT-15.0523; ZZ.RSN833134).

The Medicine and Science Division, National Museum of American History holds a general purpose cleaning brush, and a bathroom fixtures cleaning brush from a previous accession (2006.0098).

National Portrait Gallery holds a portrait of Alfred Fuller.

Materials at Other Organizations

Hagley Museum and Library, Manuscripts and Archives Department

Avon Products Inc., Records, 1880-2012

University of Wyoming, American Heritage Center, Archives

Columbia Pictures Records, 1934-1974 (collection #93555)

Includes materials related to the Fuller Brush man and Fuller Brush Girl, 1950.

Processing Information

Processed by Caitlin Sanders, intern, supervised by Vanessa Broussard Simmons, archivist, June-August 2018.

Preferred Citation

Fuller Brush Company Records, Archives Center, National Museum of American History.

Restrictions

Collection is open for research. Reference copies for audio and moving images materials do not exist. Use of these materials requires special arrangement. Gloves must be worn when handling unprotected photographs and negatives.

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.

Historical

Founded in 1906 by Alfred C. Fuller in Hartford, Connecticut, the Fuller Brush Company predominately sold a wide range of cleaning products, marketed for personal care, housekeeping, and commercial users.

Mostly a direct-selling company, it is perhaps best known for its independent, door-to-door salesmen, a figure referred to in popular culture as "the Fuller Brush Man." Calling on the housewives of America, the Fuller Brush Man would visit households with a gift, flyers, and a case full of samples, with which he would demonstrate the use of cleaning implements of various shapes and sizes. Through techniques such as developing new products based on customer feedback, and providing a satisfaction guarantee by allowing for product returns during the Fuller Brush Man's next visit, the Fuller Brush Company inspired new levels of trust and credibility in direct selling. In return, the company reaped massive profits. During the peak of the company's popularity, in around the 1950s, the Fuller Brush Man was a ubiquitous part of the American landscape, alluded to in comic strips, radio programs, and popular films, such as the 1948 Red Skelton comedy *The Fuller Brush Man* and the 1950 comedy *The Fuller Brush Girl*, starring Lucille Ball.

The Fuller Brush Company continually used its resources to promote and establish the identity of the Fuller Brush Man, to its own salespeople as well as the public. Traditional print advertisements were supplemented with extensive publicity coverage, carefully crafted by the Fuller Brush Company's advertising and public relations team. The company fostered a culture of achievable aspiration among new recruits, through in-house publications, which celebrated the accomplishments of fellow dealers, incentive programs, and a career ladder pipeline, which allowed high achieving salesmen to advance from independent dealers to regional sales managers--who were considered formal employees of the Fuller Brush Company. Some sales managers became local celebrities in their districts, adding their own charisma to the development of the Fuller Brush Man--such as New York District's Al Teetsel--whose "Fine and Dandy" personal motto established a cult following. Other Fuller Brush Company salesmen used the Fuller Brush Man's distinctive optimism, pluck, and perseverance to later become celebrities in their own right, such as evangelist Billy Graham, who attributed his high school days as a successful Fuller Brush Man to his future success.

While the Fuller Brush Company is best known for its door-to-door network of Fuller Brush Men, and its household products division, the company experimented with various channels of distribution and other specialized products during its over 100-year history. The Fuller Brush Company produced implements to clean guns during World War II, and in 1945 was honored with the E Award for its war effort contributions. In the 1940s, the Fuller Brush Company introduced female salespeople, or "Fullerettes" to their door-to-door ranks (mostly to promote their Debutante Cosmetics line, released by Daggett & Ramsdell, Inc. in 1948). The company returned to actively recruiting Fullerettes in 1966, and thereafter welcomed distributors of either sex. The company's Machine Division produced the mast for the sailboat "Columbia" in 1958, and in the 1960s, its Marine Division produced items for the maintenance of nautical equipment. Around the 1960s, its Household Division incorporated new items such as vitamins and hormone treatments into its personal care product line. The company experimented with retail brick-and-mortar locations, and, in 1974, instigated a telemarketing program. After 1985, the Fuller Brush Company began to move away from door-to-door sales techniques, redeveloping its sale channel distribution system to include mail order catalogs, a secure sales website for distributors, network-marketing techniques, and a reinterpretation of sales territories for distributors where district territories began to blur in favor of nationwide sales opportunities.

Founded in Hartford, Connecticut, the company remained in the region through the 1960s, though the company shifted locations to larger offices and manufacturing facilities as it grew. In 1960, operational facilities and headquarters moved to a large, custom-built campus in East Hartford, Connecticut. However, in 1968, the company was acquired by the Kitchens of Sara Lee, Inc. (then a part of the Consolidated Foods Corporation). During the 1970s the Fuller Brush Company experienced rapid changes in administration and organization. Under President Nat Zivin, headquarters relocated to Niles, Illinois in 1973. Later the same year, headquarters and operations moved to a large manufacturing facility in Great Bend, Kansas. The company remained a division of Sara Lee until 1989.

The Fuller Brush Company grew to involve multiple subsidiaries, including many that were international. The Fuller Brush Company established a wholly-owned Canadian subsidiary in 1921, called the Fuller

Brush Company, Limited. In 1942, the Fuller Brush Company bought out a competitor, the Albany, New York-based Mohawk Brush Company. The "bristlecomb" hairbrush, introduced by the Mohawk Brush Company in 1928, remained one of the Fuller Brush Company's signature products. In 1961, the Fuller Brush Company founded and incorporated Charter Supply Corporation as a wholly-owned Mohawk subsidiary. Charter Products operated as a "private label" division, to rebrand duplicate products. The Fuller Brush Company also owned subsidiaries in Mexico; in 1968, the Fuller Brush Company held 100% interest in House of Fuller, S.A. and Charter de Mexico, S.A., both established in Mexico. Also in 1968, the Fuller Brush Company was a partial owner of House of Fuller (Jamaica), Ltd. The Fuller Brush Company conducted business around the world, including dealings in England, France, Jamaica, Trinidad, Puerto Rico, Spain, and Venezuela.

With growth came legal challenges. The Green River Ordinance, established in 1931, placed limits on door-to-door sales. The Fuller Brush Company challenged the ordinance, when it went to the Supreme Court in 1937. Over the course of its history, the Fuller Brush Company weathered lawsuits ranging from trademark disputes to labor treatment complaints from area managers in Puerto Rico.

After the sale by Sara Lee in 1989, the Fuller Brush Company was held by a series of private owners, including Lee Turner and Stuart A. Ochiltree. In June 1994, CPAC, Inc. purchased the company. In 1995, CPAC, Inc. also bought a longtime competitor of the Fuller Brush Company, Stanley Home Products, a company founded in 1929 by Stanley Beverage, a former sales vice president for the Fuller Brush Company. The two companies became siblings under the same parent organization; items from the Stanley Home Products line were sold by Fuller Brush Company distributors, and manufactured at the Fuller Brush Company plant in Great Bend. In 2012, both the Fuller Brush Company and Stanley Home Products filed for Chapter 11 bankruptcy. The companies merged their product lines and catalogs, eliminating equivalent products, to cut costs and streamline operations.

In December 2012, David Sabin and Chicago-based private equity firm Victory Park Capital purchased the Fuller Brush Company. The company headquarters moved to Napa Valley, California. Facing increased financial difficulties, in 2016 the company began to phase out its independent distributor system and domestic manufacturing operations. Around January 2018, the company was sold to Galaxy Brush LLC of Lakewood, New Jersey.

Biographical

Alfred C. Fuller (January 13, 1885 - December 4, 1973), was founder and first president of the Fuller Brush Company, as well as the "original Fuller Brush Man." He was born in rural Nova Scotia, to parents Leander Joseph Fuller and Phebe Jane Collins. The eleventh of twelve children, Fuller took pride in the resilient and self-sufficient spirit he developed growing up on a Nova Scotian farm, and valued such qualities throughout his life over formal education. Long after his success, he promoted himself as an average man among average men.

In 1903, at age eighteen, Alfred Fuller left his family home in Nova Scotia, and followed siblings who settled in the United States. He moved in with his sister Annie and her husband, Frank Adler, in Somerville, Massachusetts. After a series of odd jobs, Fuller considered trying his hand at selling brushes (he was inspired by a brother, Dwight, who made and sold brushes before his death by tuberculosis in 1901). Alfred discovered a knack for trade; unlike many other direct salesmen at the time, his sales technique emphasized product demonstrations. Eventually, Fuller decided to make his own brushes. He set up a workbench in his sister's basement in January 1906. Four months later, he moved to Hartford, Connecticut where he founded the Fuller Brush Company.

The rapid success of the company, improved Alfred C. Fuller's romantic prospects. With the enthusiastic support of his sister, Annie, Alfred initiated a courtship with a Nova Scotian woman who had formerly

caught his eye, Evelyn Ellis. They were married on April 10, 1908. However, the marriage was strained, and they divorced in 1930. In 1932, Alfred Fuller remarried. His second wife, Mary Primrose Pelton, was also Nova Scotian, the daughter of a judge from Yarmouth. They remained together for the rest of his life.

Alfred C. Fuller and his first wife Evelyn had two sons. Alfred Howard was born in 1913 and Avarid in 1916. Both would later rise to prominence within the Fuller Brush Company, serving as its second and third presidents. The elder son, Howard, was Fuller Brush Company President from 1943 until 1959. From an early age, Howard challenged his father regarding the direction of the company. With his bold and aggressive personality, Howard was able to institute changes to the company that resulted in higher profits, such as distributing catalogs before the salesman's visit, shortening product demonstrations, prioritizing many small sales over few large sales, and developing other techniques that emphasized speed and efficiency. However, his temperament also contributed to Howard and his wife Dora's untimely deaths. Howard, always interested in thrilling, high-risk pursuits (such as driving sports cars, piloting airplanes, and racing speedboats and sailboats) was cruising through Nevada at 120-miles per hour for a business trip, uncharacteristically accompanied by his wife, when his Mercedes-Benz 300 SL blew a tire. Both Fullers died in the accident.

Following the tragic accident, Avarid assumed leadership of the Fuller Brush Company. Avarid's more conservative nature ushered in an era of leadership where his father, Alfred C. Fuller, rose in honor and influence with the company. However, Avarid relied on traditional sales strategies (such as promoting a culture around the Fuller Brush Man, rather than take a more active strategy toward integrating female distributors) which placed the Fuller Brush Company at a disadvantage with competitors such as Avon Cosmetics. Avarid served as President of the Fuller Brush Company until 1969.

Although Alfred C. Fuller never reclaimed presidency of the Fuller Brush Company, he remained chairman emeritus for the duration of his life. A treasured company figurehead, celebrations were held in his honor long after his retirement. In 1956, a testimonial dinner was held where a portrait of Fuller was unveiled in honor of the 50-year anniversary of the Fuller Brush Company. In 1965, Alfred C. Fuller was further honored, when his birthplace was dedicated as a historic landmark. Alfred C. Fuller was known as "Dad" Fuller to the thousands of Fuller Brush Men and Fullerettes who represented the company door-to-door throughout the country, and made frequent appearances in in-house publications and external publicity. Working with Hartzell Spence, Alfred C. Fuller wrote an autobiography, titled *A Foot in the Door*, published by the McGraw-Hill Book Company, Inc. in 1960. A practicing Christian Scientist with a devout Methodist mother, Fuller frequently alludes to the influence of his faith in his autobiography. Alfred C. Fuller passed away on December 4, 1973.

Content Description

The collection documents the Fuller Brush Company from the early years of its existence. The contents include photographs; ledgers; correspondence; internal reports; manufacturing facility studies; quality control reports; financial statements; sales data; company newsletters, some loose and some in bound form; other internal publications; advertising; trade literature; product manuals; catalogs; training manuals and employee handbooks; company annual reports; convention programs and materials; films; materials relating to employee incentives; vinyl records of radio broadcasts; scripts, pressbooks, and other promotional material for motion pictures; informational audio-cassette tapes; contracts, trial testimonies, and other legal papers; industry surveys and marketing campaign proposals; and clippings and printed materials.

Arrangement

Collection is arranged into thirteen series. Unless otherwise noted, material is arranged chronologically.

Series 1: Historical background, 1916-2001

Series 2: Corporate records, 1917-2010 (bulk 1973-1976)

Series 3: Marketing, 1941-2013

Series 4: Operational records, 1913-1976 (bulk 1969-1976)

Series 5: Financial materials, 1919-1996

Series 6: Personnel, 1922-1984

Series 7: Sales managers, 1922-1990

Series 8: Distributors, 1921-2006

Series 9: Publications, 1920-1999

Series 10: Product materials, 1912-2017

Series 11: Photographs, circa 1890-2000

Series 12: Press Clippings and Publicity, 1921-2010

Series 13: *The Fuller Brush Man* and *The Fuller Brush Girl*, 1947-1953, 2004 (bulk 1947-1952).

Names and Subject Terms

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

Subjects:

Advertising copy
Advertising, Point-of-sale
Broom and brush industry
Businesspeople
Cosmetics industry
Direct selling
Door-to-door selling
Household supplies
Industry -- U.S.
Manufacturing
Marketing
Print Advertising
Product demonstrations
Radio broadcasts
Sales promotion
Traveling sales personnel

Types of Materials:

Articles -- 20th century
Business records -- 20th century
Clippings -- 20th century
Financial statements
Ledgers (account books) -- 20th century
Letters (correspondence) -- 20th century.
Market surveys
Motion picture film
Newsletters -- 20th century
Photographs -- Black-and-white photoprints -- 20th century
Printed materials
Programs (documents)
Reports -- 20th century
Sales catalogs
Sales records
Trade catalogs -- 20th century
Trade literature -- 20th century
Training manuals -- 20th century

Geographic Names:

Connecticut -- Hartford
Kansas

Container Listing

Series 1: Historical Background, 1916-2001

This series contains material commemorating milestones in the history of the Fuller Brush Company, and relating to founder Alfred C. Fuller.

Historic background material related to the Fuller Brush Company includes press releases, news clippings, published histories, event programs and related correspondence, photographs, and 16-mm film reels. The series includes items related to the Fuller Brush Company's recognition of its own heritage, such as a scrapbook, predominately related to its cosmetics campaign (1950); ephemera and a reprint of a testimonial letter by Billy Graham, set aside for the company's archives; and printed company timelines. The 16mm film reels (1949-1961) promote the Fuller Brush Company and its values while informing the viewer about brush manufacturing processes. Programs, press clippings, photographs, and other event materials document the grand opening of Fuller Brush Company facilities in Hartford, Connecticut (1922), East Hartford (1960), and Great Bend, Kansas (1971), and the grand opening of Fuller Industries, Incorporated, in Great Bend, Kansas (1989); dedication of boats; company anniversary dinners; national and international company meetings; and awards received and distributed by the company.

Material in the series related to Alfred C. Fuller includes published histories and press clippings; membership cards; programs from events attended by Alfred C. Fuller, and related convention addresses; and contracts, correspondence, draft excerpts, and publicity material related to Alfred C. Fuller's 1960 autobiography *A Foot in the Door*, written in collaboration with Hartzell Spence. The series has some personal ephemera of Alfred C. Fuller, as well as clippings and photographs concerning the Fuller family and their holidays. Also noteworthy in the series is a design patent for a toothbrush (1916), submitted by Alfred C. Fuller.

Subseries 1.1: Histories and Timelines, 1927-2001

Box 59, Folder 3	<i>Hartford's Romance</i> , 1927 Published booklet on the history of Hartford, Connecticut. Contains some information about the Fuller Brush Company.
Box 69, Folder 1	Company histories (<i>The Hartford Times</i> ; Sara Lee Corporation <i>INTERchange</i>), 1960, 1987
Box 1, Folder 1	Alfred C. Fuller biographies and company histories, 1960, 1969, undated Some items contain sensitive personal information; use restrictions apply.
Box 1, Folder 2	Company background, 1979, 1997
Box 1, Folder 3	Company history, 1981-08-06
Box 1, Folder 4	Company history, press release, 1986
Box 59, Folder 4	Press releases covering company history, 1987
Box 1, Folder 5	Company background, 1991, 1997
Box 1, Folder 6	Company background, 2001

Box 1, Folder 8 Company overview, undated

Box 1, Folder 9 Published histories, undated

Subseries 1.2: Moving Image, 1949-1961

- Reel 1, Reel
AC1459.OF0001 *From Bristles to Brushes*, [1949]
1 film reel (Paper note found in film can.; 16 mm)
Castle Films. United World Films, Inc. Black and white. Running time approximately 30 mins. Also titled "Alfred C. Fuller Presents From Bristles to Brushes."

Educational film, sponsored by the Fuller Brush Company, showing how brushes and brooms are made. Includes footage of interior of manufacturing plant.
- Reel 2, Reel
AC1459.OF0002 [Manufacturing history film?], [1951?]
1 film reel (16 mm)
Appears to be original negative. Black and white.
- Reel 3, Reel
AC1459.OF0003 [Manufacturing history film?], 1957-12-30
1 film reel (Paper note found in film can.; 16 mm)
By Bay State Film Productions, Inc. Footage: 160 feet. Black and white.
- Reel 4, Reel
AC1459.OF0004 [Manufacturing history film?], [1958-01-30]
1 film reel (Paper note found in film can.; 16 mm)
By Bay State Film Productions, Inc. Footage: 200 feet. Black and white.
- Reel 5, Reel
AC1459.OF0005 [Instructional video?], [1959-08-18]
1 film reel (Paper note found in film can.; 16 mm)
By Bay State Film Productions, Inc. Footage: 300 feet. Black and white.

Includes text. May have been used in personnel training?
- Reel 6, Reel
AC1459.OF0006 *An American Legend*, [1961]
1 film reel (Paper note found in film can.; 16 mm)
Presented by the Fuller Brush Company. Produced by Transfilm-Caravel, Inc.. Color and sound. 22 minutes.

Narrated by George Hicks, this film celebrates the history and legacy of the Fuller Brush Man. The film emphasizes the Fuller Brush Company's corporate values and the role the Fuller Brush Man serves in his community. The film also includes footage of manufacturing facilities and discussion of product quality.
- Reel 7, Reel
AC1459.OF0007 *An American Legend* (answer print), [1961]
1 film reel (Paper note found in film can.; 16 mm)
Presented by the Fuller Brush Company. Produced by Transfilm-Caravel, Inc.. Color and sound. 22 minutes. Answer print no. 1.

Narrated by George Hicks, this film celebrates the history and legacy of the Fuller Brush Man. The film emphasizes the Fuller Brush Company's corporate values, and the role the Fuller Brush Man serves in his community. The film

also includes footage of manufacturing facilities and discussion of product quality.

Subseries 1.3: Events and Grand Openings, 1922-1989

This subseries contains commemorative clippings and promotional brochures about plant openings. For more detailed information regarding plant relocation and facility specifications, please consult series 4.

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|------------------|---|
| Box 1, Folder 10 | Cornerstone, new factory (Hartford), 1922-1923 |
| Box 59, Folder 5 | "Columbia" mast shipment and background material on America's Cup Race (Machine Division), 1958 |
| Box 59, Folder 6 | Pamphlet, "Diogenes" commissioning party, 1960-10-01 |
| Box 1, Folder 11 | Employees and family open house, new House of Fuller (East Hartford), 1960 |
| Box 1, Folder 12 | Press kit, new plant grand opening (East Hartford), 1960 |
| Box 1, Folder 13 | New House of Fuller grand opening (East Hartford), 1960-1961 |
| Box 59, Folder 7 | Scrapbook, groundbreaking ceremony of the Fuller Brush Company (Great Bend, Kansas), 1971 |
| Box 59, Folder 8 | Photographs, invitations, correspondence and proclamations, 1971, 1986, 1989 |
| Box 1, Folder 14 | New manufacturing plant (Great Bend), 1971-1973 |
| Box 1, Folder 15 | Fuller Industries, Incorporated, grand opening, 1989-05-1989-07 |

Subseries 1.4: Company Anniversaries, 1931, 1956

- | | |
|------------------|---|
| Box 1, Folder 16 | Program, 25th anniversary dinner, 1931-04-09 |
| Box 1, Folder 17 | Congressional coverage of Fuller Golden Anniversary (Congressional Record vol. 102, no. 60), 1956-04-12
Contains complete copy of Congressional Record for April 12, 1956. |
| Box 1, Folder 18 | Program, Fuller Club 50 year testimonial dinner, 1956-05-16 |
| Box 1, Folder 19 | 50th anniversary promotional materials, 1956 |
| Box 59, Folder 9 | Golden anniversary materials, including correspondence regarding oil painting by Lester W. Bentley, 1956 |

Subseries 1.5: Company Gatherings, 1919-1928, 1952-1956

- | | |
|------------------|---|
| Box 1, Folder 20 | Programs, annual conventions, 1919-1922 |
|------------------|---|

- Map-folder 1 Photograph of managers attending 7th annual convention, in Hartford, Connecticut, January 6, 1922, 1922
1 Photograph (Poor condition. Breaks in photograph. ; 32" x 8")
- Box 1, Folder 21 Programs, First Fuller Assembly, 1923-11
- Box 1, Folder 22 Programs, international conventions of Fuller Brush Company and Fuller Brush Company, Limited (Canada), 1923-1927
- Box 1, Folder 23 Clippings, annual conventions (*The Factory and Office*), 1924-08-09
- Map-folder 1 Photograph of managers attending 9th international convention, in front of home office in Hartford, Connecticut (clipping), [1926]
1 printed page (25" x 4.5")
- Map-folder 1 Photograph from 10th international convention of the Fuller Brush Company and Fuller Brush Company, Limited, as occurred on January 2-6 1927 in Hartford, Connecticut (clipping from *Hartford Courant*), [1927-02-06]
1 printed page (33" x 6.5")
Image includes branch managers and their wives.
- Map-folder 1 Photograph of managers from the Fuller Brush Company and the Fuller Brush Company, Limited at 11th international convention in Atlantic City, New Jersey, January 7th, 1928, 1928
1 Photograph (Condition poor. Breaks in photograph.; 33" x 11")
- Box 2, Folder 1 Programs, national meetings, 1952-1956

Subseries 1.6: Awards, 1923-1962

- Box 59, Folder 10 *Good Housekeeping*, 1923, 1930
- Box 69, Folder 2 *Good Housekeeping*, 1925, 1927
- Box 2, Folder 2 Programs and clippings, E Award, 1945
- Box 2, Folder 3 Proposal, Alfred C. Fuller awards, 1954
- Box 2, Folder 4 Fuller Dealer Alumnus Award, 1962
- Box 69, Folder 3 Employee recognition award certificates (Founders Club; Presidents Club), undated

Subseries 1.7: Alfred C. Fuller honors and addresses, 1922-1962

- Box 59, Folder 11 Brooklyn advertising club, 1922-10-31
- Box 2, Folder 5 Addresses, 1922
- Box 2, Folder 6 Event programs, 1922-1926

- Box 59, Folder 12 Programs for meetings of the Direct Mail Advertising Association, Inc. and Advertising Club of Baltimore (including comments by A.C. Fuller), 1923
- Box 59, Folder 13 Radio address, 1932
- Box 2, Folder 8 Addresses, 1955, 1959
- Box 2, Folder 9 Association of Newspaper Advertising Managers, 1959
- Box 2, Folder 10 Luther H. Hodges Introduction, national convention of National Association of Direct Selling Companies, 1962-06

Subseries 1.8: *A Foot in the Door* (Alfred C. Fuller autobiography), 1958-1967

- Box 2, Folder 11 Correspondence, marketing plan, 1958-1961
- Box 2, Folder 12 Contract, 1960-01-20
- Box 2, Folder 13 Publicity, 1967, and undated
- Box 2, Folder 14 Draft excerpts, undated

Subseries 1.9: Personal materials (Alfred C. Fuller and family), 1917-1965

- Box 2, Folder 15 Nationalization materials, 1917-12-21
- Box 2, Folder 16 Family materials (clippings, photographs, itineraries), 1921-1934
- Box 2, Folder 17 Membership certificate, American Society of Sales Executives, 1923
- Box 71, Folder 1 Alfred Howard Fuller memorial, 1959
- Box 2, Folder 18 Personnel card, Fuller, Alfred Howard, 1959
Contains sensitive personal information; use restrictions apply.
- Box 59, Folder 14 Citation certificate, Connecticut Vocational Association, 1960-11-12
- Box 59, Folder 15 Clippings and program, Fuller homestead dedication, 1965
- Box 2, Folder 19 Membership card, Congressional Country Club, undated
- Box 2, Folder 20 Signature, Alfred C. Fuller, undated
- Box 2, Folder 21 Fuller family Christmas card, undated
- Box 71, Folder 2 Alfred C. Fuller family tree, undated
- Box 2, Folder 22 Design patent, toothbrush, 1916-05-23
- Box 59, Folder 16 Article featuring interview with Alfred C. Fuller (*American Magazine*), 1921

Map-folder 1	Clipping, history of Alfred C. Fuller and the Fuller Brush Company (<i>Boston Post</i>), 1921 <i>1 printed page (19" x 25")</i>
Box 3, Folder 1	Clippings, messages from Alfred C. Fuller, 1921-1930
Box 3, Folder 2	Clippings, 1922-1927, 1956, 1960
Box 3, Folder 3	Ephemera, 1925, 1948, 1956 Includes Fuller Brush man calling card announcement (1925), the Fuller Brush Man film (1948) ephemera, and Golden Anniversary dinner program (1956).
Box 64, Folder 1	Advertisement: Who is the Fuller Brush Man?, 1926-05-22
Box 3, Folder 4	Clipping, article featuring interview with Alfred C. Fuller (Mail Order Advertising), 1926-07
Box 59, Folder 17	Terms and conditions, American Association of Advertising Agencies, 1933
Box 64, Folder 2	<i>An editor exposes the "Green River" scheme</i> , 1937 A short publication, providing historical background to the "Green River Ordinance" of 1931.
Box 59, Folder 17a	Press releases, 1940
Box 64, Folder 3	Scrapbook, mostly related to cosmetics, 1950
Box 59, Folder 17b	Certificate, Trinity College, 1954
Box 3, Folder 5	Publicity, Alfred C. Fuller and Fuller Brush Company, 1956-1989 Includes correspondence related to Alfred C. Fuller's appearance on the <i>Merv Griffin Show</i> .
Box 59, Folder 18	<i>Fortune 500</i> , 1959 Includes complete <i>Fortune 500</i> list for 1959.
Box 64, Folder 4	<i>A Foot in the Door</i> cover and framed Billy Graham letter (1974), 1960, 1974
Box 59, Folder 19	Logo transformations, after 1970
Box 59, Folder 19a	Press release concerning Chicago relocation, 1974-04-01
Box 3, Folder 5a	Clippings concerning company history, 1986-1990, undated
Box 64, Folder 5	Clippings concerning company history, 1996-08-06
Box 59, Folder 20	Contact information sheet, including headquarters address and company logo, 1996
Box 3, Folder 6	Stock certificates, undated
Box 3, Folder 6a	Promotional brochures, Fuller Brush Company facilities, undated

	Includes brochure "Presenting Fuller Brushes," associated with Castle Films Inc.'s "Fuller Brushes" promotional film.
Box 3, Folder 7	Billy Graham letter (1974), archives reprint, undated
Box 69, Folder 4	Company philosophy and product mission, undated
Box 59, Folder 21	Designs for commemorative buildings, University of Hartford (Moore & Salsbury, architects), undated
Box 59, Folder 22	Fuller Brush Company archives arrangement note, undated

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Series 2: Corporate Records, 1917-2010 (bulk 1973-1976)

The series contains materials documenting the upper-level administration of the Fuller Brush Company. The bulk of the material falls between 1973-1976, highlighting reorganization of the company and financial difficulties following the acquisition of the company by the Kitchens of Sara Lee/Consolidated Foods Corporation. Prominent material types include annual reports, executive correspondence, long range plans, annual operating plans, meeting notes and minutes, reports, organizational charts, and legal documentation. Corporate records also document international partners and subsidiaries of the Fuller Brush Company, including dealings in Canada, France, Jamaica, Trinidad, Venezuela, Mexico, and Puerto Rico.

Subseries 2.1: Annual Reports, 1931-1968

For annual reports after 1968, see series 2.7 (Corporate Records, Mergers and Acquisitions). Note that after this time the Fuller Brush Company was owned by Consolidated Foods Corporation, so annual reports describe the Consolidated Foods Corporation as a whole.

Box 3, Folder 8	Annual reports, 1931-1951
Box 3, Folder 9	Annual reports, 1956-1962
Box 3, Folder 10	Annual reports, 1963-1964
Box 3, Folder 11	Annual reports, 1965-1966
Box 3, Folder 12	Annual reports, 1967-1968

Subseries 2.2: Meetings, 1968-1976

Box 3, Folder 13	Notes and correspondence, Executive Committee, 1968-08
Box 3, Folder 14	Minutes, Stockholders and Board of Directors, 1971-10-22-1972-01-24
Box 3, Folder 15	Minutes, Executive Committee, 1972-03-20-1972-04-07
Box 3, Folder 16	Minutes, Stockholders and Board of Directors, 1972-03-20-1974-08-30
Box 3, Folder 17	Notes, 1972-03-27, undated
Box 3, Folder 18	Team meeting discussions and reports, 1972-1973
Box 4, Folder 1	Minutes, Executive Committee, 1973-11
Box 4, Folder 2	Notes, financial meetings, 1973
Box 4, Folder 3	Minutes and correspondence, Steering Committee, 1973
Box 4, Folder 4	Minutes, Executive Committee, 1974-01-10-1974-05-23
Box 4, Folder 5	Minutes, Finance Committee, 1974-03-1974-04
Box 4, Folder 6	Minutes, Executive Committee, 1974-06-14-1975-03-21

- Box 4, Folder 7 In-house legal services discussion between Harold Johnson and Ernest Morrison, 1974-07
- Box 4, Folder 8 Notes, 1975-1976

Subseries 2.3: Plans, 1975-1987

- Box 4, Folder 9 Instructions and preparation, annual operating budget and long range plan, fiscal year 1976, 1975-02
- Box 4, Folder 9a Long range plan, 1977-12
- Box 4, Folder 10-13 Long range plan presentation, fiscal year 1977-1980, 1977
- Box 5, Folder 1 Annual operating plan, fiscal year 1986, 1985
- Box 5, Folder 2 Long range plan, overview, fiscal year 1986-1988, 1985
- Box 5, Folder 3 Long range plan, rough financials, fiscal year 1986-1988, 1985
- Box 5, Folder 5 Annual operating plan, contingency plan, fiscal year 1987, 1986
- Box 5, Folder 4 Long range plan, fiscal year 1988-1990, 1986-08-1986-09
- Box 5, Folder 6 Long range plan, fiscal year 1988-1990, 1987-01
- Box 5, Folder 7-9 Annual operating plan, fiscal year 1988, 1987

Subseries 2.4: Correspondence, 1922-1999 (bulk 1973-1976)

Prominent correspondents include Fuller Brush Company Presidents Walter Freedman and Nat Zivin; Consolidated Foods President John Bryan; President of Fuller Brush Company, Limited, Leon Lapidus; Executive Vice President and Chief Financial Officer Mark A. Waldron; and Fuller Brush Company Vice Presidents of Household Sales W.D. Melvin and L. Scott McKnight. Recurrent topics discussed include product sales forecasts, discontinued items, and distribution lists; company facility sales and relocation; operational issues; and budgets. Researchers interested in the financial history should note that sales and financial materials are frequently attached to correspondence, particularly among the files of CFO Mark A. Waldron. Also noteworthy among the correspondence is a testimonial letter (1974), written by former Fuller Brush salesman Billy Graham.

Files in this subseries are arranged alphabetically by last name of primary correspondent, when identifiable. In most cases, file names represent recipient of correspondence; however, instances where file naming conventions reflect sender of correspondence have been preserved. Mixed correspondence is listed after correspondence groupings with clearly identifiable recipients and has been arranged chronologically.

- Box 5, Folder 10 Baudon, Maurice (Lardenois), 1973-11-1975-02
File contains international correspondence between the Fuller Brush Company and business associates in France, mainly importers and distributors. Most of the correspondence is between representatives of the Fuller Brush Company

and from Lardenois (including Maurice Baudon), although the file also contains correspondence with other French business associates in the brush industry.

- Box 5, Folder 11 Blomgren, James A., 1974-1975
James A. Blomgren served as a Director of Market Planning and Product Planning. This file includes correspondence related to the Dollar-Thon promotion; correspondence related to executive reorganization (especially pertaining to the move to Niles, Illinois and the Mohawk Brush Company); an organizational chart; and personnel documents.
- Box 6, Folder 1 Bryan, James, 1974-10-1975-03
- Box 6, Folder 2 Freedman, Walter, 1972-1975
- Box 6, Folder 3 Gilbert, R. T., 1967-1971
Most correspondence in this folder is from B. Erik Ohlson to R. T. Gilbert, concerning operations and manufacturing equipment. Includes production data.
- Box 6, Folder 4 Joy, Verne, 1972-1974
Verne Joy was Vice President of the Commercial Group of the Fuller Brush Company. Most correspondence appears to be related to business dealings with external organizations for industrial and operational equipment.
- Box 6, Folder 5 Lapidus, Leon, 1974-01-1974-06
Some items contain personally sensitive information. Use restricted.
- Box 6, Folder 6 Lapidus, Leon, 1974-07
- Box 6, Folder 7 Lapidus, Leon, 1974-08-1976-06
- Box 6, Folder 8 Lopez, Venancio, 1974-12-1975-03
Correspondence in file related to Puerto Rico.
- Box 6, Folder 9 Lubin, Charles, 1974-1975
Material in folder mostly from Charles Lubin to Walter Freedman concerning personnel planning.
- Box 7, Folder 1 McGurkin, Robert ("Bob") A., 1975-1976
Correspondence related to products, particularly upcoming promotions and distribution.
- Box 7, Folder 2 McKnight, L. Scott, 1975-04-1975-06
- Box 7, Folder 3 Melvin, W. D., 1973-10-1974-01
- Box 7, Folder 4 Melvin, W. D., 1974-01-1974-02, 1975-06
- Box 7, Folder 5 Perl, Stephen C., 1974-1975
Includes "An Analysis of the Toledo Distribution Center," presentation report from January 17, [1976]. Also includes a copy of a speech by Bruce Brown

to the American Package and Express Carriers Association on Fuller Brush Company shipping needs.

- Box 7, Folder 6 Waldron, Mark A., 1973-1976
- Box 7, Folder 7 Zivin, Nat, 1975-05-1975-10
- Box 7, Folder 8 Zivin, Nat, 1975-1976-01
- Box 7, Folder 9 Zivin, Nat, 1976
- Box 7, Folder 9a Schneider, Norbert (empty envelope), 1999-11-16
- Box 59, Folder 23 Correspondence regarding Alfred C. Fuller publicity, 1922-05-01
- Box 59, Folder 24 Correspondence regarding *Ebony* magazine and black Fuller Brush dealers, 1950-07-06
- Box 8, Folder 6 Testimonials, 1967-06-22, 1999
- Box 7, Folder 10 Executive correspondence, finance (Waldron, Freedman), 1973
- Box 7, Folder 11 Executive correspondence, 1974-01-1974-08
- Box 71, Folder 3 Executive fax concerning news release covering management transitions, 1974-03-28
- Box 7, Folder 11a Executive correspondence, Chicago relocation, 1974
Includes personnel and staffing needs lists; space plan summaries; correspondence related to severance pay and employee training; moving and relocation policies; and preliminary surveys of potential office spaces.
- Box 7, Folder 12 Executive correspondence, budgets, 1974-01-1975-02
- Box 8, Folder 1 Executive correspondence, sales (McKnight, Bruehl, Merrill), 1974-05-1976-06
- Box 8, Folder 2 Executive correspondence, 1974-09-1975-03
- Box 8, Folder 7 Testimonials (Graham, Billy), 1974-12-1975-02
- Box 8, Folder 3 Executive correspondence, 1975-04-1975-09
- Box 8, Folder 5 Executive correspondence, 1975-10-1976-06
- Box 8, Folder 4 Executive correspondence, industrial, 1975-07-1976-02
- Box 59, Folder 25 Correspondence regarding image ordering, undated

Subseries 2.5: Legal, 1922-1974

Legal documents predominately relate to trademark dispute lawsuits, as well as legal cases in Puerto Rico. Trademark cases include a dispute between the Fuller Brush Company and the National Folding

Box Company of New Haven, Connecticut concerning the use of the term "Steel Gript," (1940) and another trademark case involving the Fuller Brush Company's vitamin supplement line [approximately 1959?]. Legal exhibits used in connection with trademark cases include advertisements, catalogs, and advertisement cost and compiled sales data. Also included are trial testimonies and work papers, particularly those belonging to the Director of Merchandising for the Fuller Brush Company, Francis L. Smith.

See also box 18, folders 8-9, for financial information possibly related to the vitamin trademark case.

For cases from Puerto Rico (1968-1973), most of the material is correspondence from the Fuller Brush Company's legal representatives (the law offices of Roy J. Cohen, Cohen & Lespier) regarding court cases. However, there are also some legal documents, including a proposed collective bargaining agreement between the Fuller Brush Company and Union de Tronquistas de Puerto Rico (Puerto Rican Teamster's Union); as well as copies of legal motions and memorandums (Spanish).

Also of interest in this series is a file of release agreements (1955) signed by models and other participants of a Fuller Brush Company publicity campaign.

Box 60, Folder 1-2	Exhibits for trademark case, 1922-1961
Box 69, Folder 5	Exhibits for trademark case, 1928-1961
Map-folder 1	Exhibit for trademark case of March 31, 1961; Christmas toothbrush advertisement, 1938 <i>1 printed page (27" x 11")</i>
Box 8, Folder 8	Affidavit and correspondence, "Steel Gript" case, 1940
Box 60, Folder 3	Exhibits, ad folders and costs [for Vitamin trademark trial?], 1950-1952
Box 8, Folder 9	Model release agreements, 1955
Box 8, Folder 10	Smith, Francis J. work papers, vitamin trademark case, 1959
Box 8, Folder 11	Testimony, Smith, Francis J., vitamin trademark case, 1959
Box 60, Folder 4	Weekly report of purchase [related to Vitamin trademark case?], 1959
Box 69, Folder 6	Dealer's invoice with markup [related to Vitamin trademark case?], 1960
Box 60, Folder 5	Wallace E. Campbell testimony and corporate information, 1960
Box 69, Folder 6a	Period comparisons, sales, averages and turnovers, 1960-1962 [related to Vitamin trademark case?], 1962
Map-folder 1	Draft, chart, "Toilet Articles, Cosmetics, and Personal Use Items in the Fuller Brush Company Line of Products," 1906-1963 [preparation material for legal exhibit], 1963 <i>1 Page (33" x 23.5")</i>
Map-folder 1	Exhibit for legal case, chart, "Toilet Articles, Cosmetics, and Personal Use Items in the Fuller Brush Company Line of Products," 1906-1963, 1963

1 Page (33" x 23.5")

- Box 60, Folder 6 Francis L. Smith statement, with sales and expense data, 1963
- Box 9, Folder 1 Correspondence regarding lawsuits (Puerto Rico), 1968-1973
- Box 9, Folder 2 Collective bargaining agreement (Puerto Rico), 1971
- Box 9, Folder 3 Group representative plan (Puerto Rico), 1971
- Box 9, Folder 4 Agreements, Carmen Lema and Joe Perry (Puerto Rico), 1971-1972
- Box 9, Folder 5 Correspondence regarding insurance and loss claims (Puerto Rico), 1971-1973
- Box 9, Folder 6 Correspondence regarding employee pension plan, 1971-1974
Also includes agreement between The Fuller Brush Company and the Brush Workers Directly Affiliated Local Union, No. 18919 (November 1971).
- Box 9, Folder 7 Carmen Silva lawsuit (Puerto Rico), 1973
- Box 9, Folder 8 Correspondence regarding lawsuits (Puerto Rico), 1973

Subseries 2.6: International, 1969-1976

- Box 9, Folder 9 Agreement, Caribbean Brush Company, 1969, 1974
- Box 9, Folder 10 Correspondence, 1972-1975
- Box 9, Folder 11 Legal records, 1974-1975
- Box 9, Folder 12 Sales, 1975
- Box 9, Folder 13-14 Company overview, the Fuller Brush Company, Limited (Canada), 1976

Subseries 2.7: Mergers and Acquisitions, 1917-2010

Records in this subseries pertain to other companies related to the Fuller Brush Company throughout its evolution. This includes organizations that the Fuller Brush Company acquired, entered into a partnership with to create a particular product, and records belonging to larger conglomerates that purchased the Fuller Brush Company. Most records in this subseries relate to the Fuller Brush Company's longtime subsidiary the Mohawk Brush Company; the Fuller Brush Company's parent organization the Consolidated Foods Corporation; and the Fuller Brush Company's longtime rival and sibling organization as of 1995, Stanley Home Products. Material types include annual reports, catalogs, advertisements, correspondence, long range plans, and reports. Among Consolidated Foods records are materials related to subsidiaries of Consolidated Foods (including Abbey Rents & Sells, the Lawson Milk Company, Pioneer Merchandising Company, Le Beau Products, and the Great Adventure amusement park), as well as records highly relevant to the history of Fuller Brush Company, documenting its acquisition and offer of sale. Also of note in this sub-series are items related to the Fuller Brush Company's partnership with Daggett & Ramsdell, leading to the launch of the Debutante Cosmetics line.

- Box 10, Folder 2 Consolidated Foods Corporation, corporate physical distribution report, 1970

Box 10, Folder 3	Consolidated Foods Corporation, organization plan, draft for discussion, 1971-05
Box 10, Folder 4	Consolidated Foods Corporation, Fuller Brush Company guaranty agreement, 1971-10-01
Box 10, Folder 5	Consolidated Foods Corporation, Abbey Rents & Sells, long range plan, 1973-12
Box 10, Folder 5a	Consolidated Foods Corporation, report to employees, 1973
Box 10, Folder 6	Consolidated Foods Corporation, annual reports, 1973-1975
Box 60, Folder 9	Consolidated Foods Corporation, Max Klien, product catalog, 1974-01
Box 10, Folder 7	Consolidated Foods Corporation, Great Adventure, press kit, 1974
Box 10, Folder 8	Consolidated Foods Corporation, Lawson Milk Company, long range plan, 1974-1978, 1974
Box 10, Folder 9	Consolidated Foods Corporation, Pioneer Merchandising Corporation, packing lists, inventory, and order forms, 1974
Box 10, Folder 10	Consolidated Foods Corporation, Le Beau Products catalog, 1974
Box 10, Folder 11	Consolidated Foods Corporation, corporate products and services guide, 1974-1975 Provides detailed listing of divisional facilities, offices, products made, services offered, and materials or services purchased for the Fuller Brush Company and subsidiaries (the Fuller Brush Company, Limited; Mohawk Brush division; House of Fuller).
Box 10, Folder 12	Consolidated Foods Corporation, Kitchens of Sara Lee, Inc., 1974-1976
Box 10, Folder 13	Consolidated Foods Corporation, Fuller Brush Company, offering memorandum, 1975-05-09
Box 10, Folder 14	Consolidated Foods Corporation, press releases, 1975-1976
Box 11, Folder 1	Consolidated Foods Corporation, in-house publications, Interchange, 1976, 1984
Box 11, Folder 2	Consolidated Foods Corporation, annual reports , 1976-1979
Box 11, Folder 3	Consolidated Foods Corporation, directory of companies, 1977-05
Box 11, Folder 4	Consolidated Foods Corporation, annual reports, 1981-1982
Box 11, Folder 5	Consolidated Foods Corporation, annual reports, 1983
Box 11, Folder 6	Cutco and Imperial Knife, 1975-09-1976-02

Box 60, Folder 10 Daggett and Ramsdell, makeup color chart, 1945

Box 11, Folder 7 Daggett and Ramsdell, introducing Debutante Cosmetics, 1948

Box 11, Folder 8 Edlund Broom Corporation, 1917-1919, 1926
Includes patents and claims for broom making machine, held by Henry J. Edlund; agreements between Edlund Broom Corporation and Cleveland Osborn Manufacturing Company; correspondence, particularly between Edlund Broom Corporation and patent attorneys; and assignment of patents from Henry Cave to the Fuller Brush Company.

Box 11, Folder 9 Mohawk Brush Company, Itemite ITE circuit breaker promotional brochure , 1957

Box 11, Folder 10 Mohawk Brush Company, Frond Gelee bath essentials promotional campaign, 1961-1962

Box 71, Folder 4 Mohawk Brush Company, Frond Gelee advertisements, 1961-1962

Map-folder 1 Mohawk Brush Company, Frond Gelee advertisement (clipping), 1962
1 printed page (14.5" x 23.5")

Box 64, Folder 6 Mohawk Brush Company, advertisements (including advertisement mock-ups), 1962, undated

Box 11, Folder 10a Mohawk Brush Company, West Coast manufacturing study, 1963-1970

Box 11, Folder 11 Mohawk Brush Company, corporate growth program (Technomic Research Associates, proposal 73-8413), 1973-09-1973-12

Box 12, Folder 2 Mohawk Brush Company, executive correspondence, 1973-1976
Some items contain personally sensitive information. Some restrictions may apply.

Box 12, Folder 1 Mohawk Brush Company, executive records and correspondence regarding re-organization, 1974-10-1975-04

Box 12, Folder 3 Mohawk Brush Company, catalogs and price lists, 1974, undated

Box 12, Folder 4 Mohawk Brush Company, profit analysis and market expansion report, 1975-03-19

Box 12, Folder 5 Mohawk Brush Company, list and timetable, major projects, 1975-04-16

Box 12, Folder 6 Mohawk Brush Company, sales plan, fiscal year 1975-1976, 1975-06-19

Box 12, Folder 7 Mohawk Brush Company, household cleaning products report, 1975-06-19

Box 71, Folder 5 Mohawk Brush Company, proposed organizational chart, 1975

Box 12, Folder 8	Mohawk Brush Company, promotional advertisement folder and product price lists, undated
Box 60, Folder 11	Mohawk Brush Company, catalogs and product images, undated
Box 60, Folder 12	Mohawk Brush Company, business card proofs, undated
Box 12, Folder 9	Sara Lee, Sara Lee Direct Presentation (Keith Alm), 1986-12
Box 64, Folder 7	Stanley Home Products, catalogs and advertisements, 1952, 1955, 1995
Box 12, Folder 10	Stanley Home Products, 1952, 2001, 2016, undated Includes "A Guide to Homemaking" (1952) prepared for the Girl Scouts of America by Stanley Home Products. Also includes vol. 1., issue 2 of Stanley Home Products in-house publication "Party Line," as well as a cell phone card holder (2016).
Box 45, Folder 7	Stanley Home Products, catalogs, 1956, 1975
Box 45, Folder 8	Stanley Home Products, catalogs, 1982, 1993-1994
Box 45, Folder 9	Stanley Home Products, catalogs, 1995
Box 45, Folder 10	Stanley Home Products, catalogs (seasonal), 1995
Box 45, Folder 11	Stanley Home Products, catalogs (Spanish), 1995
Box 45, Folder 12	Stanley Home Products, catalogs, 1996
Box 45, Folder 13	Stanley Home Products, catalogs, 1997
Box 45, Folder 14	Stanley Home Products, catalogs, 1998
Box 45, Folder 15	Stanley Home Products, catalogs, 1999
Box 45, Folder 16	Stanley Home Products, catalogs (English and Spanish), 2000
Box 12, Folder 10a	Stanley Home Products, distributor mailings, 2006-2009
Box 45, Folder 17	Stanley Home Products, catalogs (English and Spanish), 2007-2009
Box 12, Folder 10b	Stanley Home Products, distributor prizes and promotions, 2007-2010
Box 12, Folder 11	Stanley Home Products, distributor information (Spanish), 2009
Box 12, Folder 11a	Brand positioning statement, Stanley Home Products, 2009
Box 45, Folder 18	Stanley Home Products, catalogs, undated
Box 60, Folder 12a	Article on organization of sales department, 1922-03-03
Box 71, Folder 6	Organizational chart, 1952-10

Box 60, Folder 13	Proceedings on conference of engineering manpower utilization methods, 1953-10-16
Box 12, Folder 12	Assessment of Fullerettes, subsidiaries, with sales data, 1968
Box 60, Folder 13a	Proofreader check list, 1973-11-13
Box 12, Folder 13	Prototype for illustrative management reports (Arthur Andersen & Co.), 1973
Box 12, Folder 14	Organizational charts, 1973-1974
Box 12, Folder 15	Operating committee records, 1973-1974
Box 60, Folder 14	Proposal for creative facility for the Fuller Brush Company, 1974-05
Box 60, Folder 15	Proposal to Procter and Gamble for the manufacture of antiperspirants, 1974
Box 12, Folder 16	Correspondence and planning material regrading brochure printing and price lists, 1974-1976
Box 13, Folder 1	Report, 1977 Includes sales data from the Household Division; description of REP Sales Program for Industrial Division salesmen; information associated with slides from a presentation on changing the strategic tactics of Mohawk Brush Company; manufacturing production data; and information about Corporate Management Information System for systems development and electronic data processing.

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Series 3: Marketing, 1941-2013

This series contains market research and marketing strategy materials related to the Fuller Brush Company's advertising and public relations campaigns. Also included are materials related to appearances by Alfred C. Fuller on popular radio and television programs, as well as other material documenting the promotional initiatives of the Fuller Brush Company, including press releases, articles, and a public relations program regarding Fullerettes.

Subseries 3.1: Market Research, 1941-1989, [2013?]

This subseries contains general industry surveys as well as gathered information on the recruitment techniques and sales strategies of competitors (including Avon and Stanley Home Products).

- | | |
|-------------------|---|
| Box 69, Folder 7 | Competitive research, product extensions (fashion, cosmetics [including Avon], blankets, cutlery, lotions, silverware, moth/insect protection), 1941-1942 |
| Box 60, Folder 16 | <i>Door-to-Door Selling</i> (Lifshey, Earl), 1948 |
| Box 13, Folder 2 | Avon recruitment material, 1950-1951
Includes sales representative contracts, in-house publication <i>Avon Outlook</i> , and list of material for Avon distributors. |
| Box 13, Folder 3 | Consumer panel report, beauty secrets (<i>Good Housekeeping</i>), 1955 |
| Box 13, Folder 4 | Survey on Fuller catalogs (Robert W. Orr & Associates, Inc.), 1957-02-05 |
| Box 13, Folder 5 | Advertisement, Stanley Hostess Party (Stanley Home Products), 1966-05 |
| Box 13, Folder 6 | Improving the effectiveness of the Fullerette program, a study conducted for the Fuller Brush Company (E. I. du Pont de Nemours & Company), 1967-05 |
| Box 13, Folder 7 | Presentation, the Avon representative, 1970, and undated
Includes photocopies of Avon recruitment publications, Avon Products of Canada (1970). |
| Box 13, Folder 8 | Survey, the broom and brush industry: an economic, marketing, and financial investigation (Morton Research Corporation), 1972-03 |
| Box 13, Folder 9 | Brochure, cosmetics and toiletries, Kline consumer industry analysis, 1972 |
| Box 13, Folder 10 | Clipping featuring industry sales data, cleaning implements (household sales), 1972 performance at \$1 million supermarkets, 1973 |
| Box 13, Folder 11 | Proposal, a growth program for the commercial group of the Fuller Brush Company (Technomic Research Associates, proposal number 74-8633), 1974-03-1974-05 |
| Box 13, Folder 12 | Review and recommendation reports, cooking supplies and skin care (S. J. Locke), 1974
Probably developed for the Fuller Brush Company, Limited (Canada). |
| Box 60, Folder 17 | Review and recommendation reports (S.J. Locke), 1974 |

Box 13, Folder 13	Report, Fuller Brush dealer questionnaire, 1974
Box 60, Folder 18	<i>Sales Management</i> , 1975-01-06
Box 60, Folder 7	Amway Amagram annual review, 1987-12
Box 60, Folder 19	Golden Pride, Inc., <i>Inside Pride</i> (competitor in-house publication), 1988
Box 71, Folder 7	Press clipping, article on Spag's Supply (<i>Telegram & Gazette</i> , Worcester, MA), 1989-06-22
Box 60, Folder 20	Timber Buddy ephemera, circa 2013
Box 13, Folder 14	Operation customer service, an independent survey of Fuller customers, dealers, and products (Freon Products Division, du Pont), undated
Box 61, Folder 1	"Girl Scout salesmen: smart cookies" (<i>Newsweek</i>), undated
Box 61, Folder 2	<i>Merchandise Distribution by Direct Selling: Facts, Figures, History, and Information</i> (National Association of Direct Selling Companies), undated

Subseries 3.2: Strategic Campaigns, 1942, 1974-1989

This subseries mostly documents the Fuller Brush Company's relationship with external marketing and public relations agencies. The subseries predominately features proposed campaigns and marketing programs by external agencies, particularly Stanley Arnold and Associates, Inc. and Maxwell Scroge Company, Inc. Agreements and executive correspondence with various advertising agencies are also included. It also includes documentation related to public relations and media campaigns by L. C. Williams & Associates, Inc., including impression figures and press clippings. The subseries also includes limited in-house strategic marketing material.

Box 61, Folder 3	Memo listing products for Fuller Brush Company to consider as additions to present lines, 1942-07-27
Box 14, Folder 1	Preliminary planning memorandum on the development of a direct marketing program (MMDM, Inc.), 1974-04-08
Box 14, Folder 2	Agreement (Stanley Arnold and Associates, Inc.), 1974-04
Box 14, Folder 3	Correspondence (Stanley Arnold and Associates, Inc.), 1974-05-1975-06
Box 14, Folder 4	A direct marketing proposal for the Fuller Brush Company (Downe Select Marketing), 1974-06-12
Box 14, Folder 5	<i>How to open Mrs. Jones' door!: a powerful promotion campaign to make Fuller Brush a household word</i> (Stanley Arnold and Associates, Inc.), 1974-06
Box 14, Folder 6	<i>A whole new bag for Fuller!: a 17-piece direct-mail campaign to motivate dealers</i> (Stanley Arnold and Associates, Inc.), 1974-08
Box 14, Folder 7	Memorandum and meeting note summary (Allen Levis Organization, Inc.), 1974-08-1974-09

- Box 14, Folder 8 Market planning project summary report, 1974-12-18
See also the correspondence file of James A. Blomgren, 1974-1975 (box 5, folder 11).
- Box 14, Folder 9 Agreement and correspondence (Maxwell Scroge Company, Inc.), 1974-1975
- Box 14, Folder 10 *Motivation through the mail: another look at a letter campaign to spark dealer involvement* (Stanley Arnold and Associates, Inc.), 1975-01
- Box 14, Folder 11 *The Fuller Brush flower: a dazzling, disarming door opener for dealers in the spring of '75* (Stanley Arnold and Associates, Inc.), 1975-01
- Box 14, Folder 12 Fuller Brush, new business concepts (Maxwell Scroge Company, Inc.), 1975-03
- Box 14, Folder 13 *A proposal, black is beautiful or (how to get out of the red)*, 1975
- Box 14, Folder 14 Correspondence (Daniel J. Edelman, Inc.), 1976-06-04
- Box 14, Folder 15 A public relations proposal for the Fuller Brush Company (Manning, Selvage & Lee), 1986-10-03
- Box 14, Folder 16 Remarks to the Fuller Brush sales meeting (L. C. Williams & Associates, Inc.), 1987-08-07
- Box 14, Folder 17 Media status report (L. C. Williams & Associates, Inc.), 1987-08
- Box 14, Folder 18 Print media coverage recap (L. C. Williams & Associates, Inc.), 1988-07-20
- Box 14, Folder 19 Conference materials (L. C. Williams & Associates, Inc.), 1988-07-1988-08
- Box 14, Folder 20 Media coverage, press clippings, fiscal year 1989 (L. C. Williams and Associates, Inc.), 1988-07-1989-07
- Box 14, Folder 21 Correspondence (DAS Media Services), 1988-08-03
- Box 14, Folder 22 Correspondence (Howard Marlboro Group/Marlboro Marketing Inc.), 1989-06-22
- Box 14, Folder 23 Media coverage summary, impressions, placements (L. C. Williams and Associates, Inc.), 1989-06
- Box 14, Folder 24 Public relations program, fiscal year 1990 (L. C. Williams & Associates, Inc.), 1989-06-1989-07

Subseries 3.3: Television and radio publicity, 1931-1974

This subseries includes material related to the Fuller Brush Company's radio and television publicity. Material types include audio recordings of radio appearances (vinyl), correspondence with station representatives, and texts of broadcasts of radio spots. Most radio and television materials relate to appearances by Alfred C. Fuller on popular programs, including Edward R. Murrow's "Person-to-Person."

Eddie Cantor radio program #21566 includes audio recording of Red Skelton and Alfred C. Fuller discussing the 1948 film *The Fuller Brush Man* (see series 13.1).

- Box 61, Folder 3a "School of the Air" radio program, 1931
- Box 77 Eddie Cantor radio program, #21556 (National Broadcasting Co), parts 1 and 5, 1948-01-22
1 sound discs (vinyl)
- Box 77 Eddie Cantor radio program, #21556 (National Broadcasting Co), parts 2 and 6, 1948-01-22
1 sound discs (vinyl)
- Box 77 Eddie Cantor radio program, #21556 (National Broadcasting Co), parts 3-4, 1948-01-22
1 sound discs (vinyl)
- Box 61, Folder 4 "We the People," First Fuller Brush Man and First Fullerette, 1948
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), 1949-09-12
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), copy, 1949-09-12
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), 1949-09-13
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), copy, 1949-09-13
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), 1949-09-14
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), copy, 1949-09-14
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), 1949-09-15
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), copy, 1949-09-15
1 sound discs (vinyl)

- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), 1949-09-16
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), copy, 1949-09-16
1 sound discs (vinyl)
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), 1949-09-17
1 Album
- Box 77 Bill Leonard's "This is New York Program," episode, "Fuller Brush Co." (C.B.S., Carnegie Hall Recording Co.), copy, 1949-09-17
1 Album
- Box 77 [Alfred C. Fuller on] "Hits and Misses" (CBS, mo 2-8300), [1951?]
1 sound discs (vinyl)
- Box 61, Folder 5 Texts of broadcasts (Radio Reports, Inc.), 1953
- Box 61, Folder 6 "Home", 1954
- Box 61, Folder 7 Alfred C. Fuller appearances ("Person-to-Person;" WJZ-TV), 1955-1958
- Box 61, Folder 8 "Bandstand" radio commercials, 1957
- Box 61, Folder 9 "What's My Line?" and "The Merv Griffin Show", 1968-09-1968-10
- Box 61, Folder 10 "Let's Be Personal", 1974
- Box 61, Folder 11 Public relations program for Fullerettes distributing Debutante Cosmetics (Elser & Cothran), 1948-07
- Box 61, Folder 11a Fullerette article (Alice Hughes), 1948
- Box 61, Folder 11b Press release concerning Fullerettes, 1948
- Box 61, Folder 11c Press releases concerning first anniversary of Fullerette program, 1949
- Box 61, Folder 12 Promotional materials (Industrial Division), 1954-1955
- Box 61, Folder 13 Photographs of display exhibition (*The Fuller Brush Magazine*), 1959
- Box 61, Folder 14 *Some considerations on some problems*, 1969

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Series 4: Operational Records, 1913-1976 (bulk 1969-1976)

This series contains facility studies, real estate surveys, inventory assessment reports, and other materials relevant to the manufacturing plants and physical office spaces of the Fuller Brush Company.

Most of the material in the series is related to plant consolidation and relocation planning for potential new facilities, particularly in Great Bend, Kansas, and Chicago, Illinois. Facility studies, which constitute a significant portion of the series, include costs and financial projections, office design layouts, and estimated personnel changes. The series also includes correspondence with realtors, realty agreements, and real estate listings for office spaces. The series contains some facility studies and relocation planning documents generated for other organizations, including Electrolux and ITT.

Researchers should note that other property sales and lease agreements can be found attached to executive correspondence, particularly among the papers of Nat Zivin.

The series contains some material related to product manufacturing and inventory assessment, notably an inventory account book (1913-1919). The series contains quality control inspection reports (1976) detailing complaints and returns of Fuller Brush Company products.

Box 15, Folder 1	Inventory account book, 1913-1919
Box 61, Folder 15	Sales less returns by distributing stations, 1928-1930
Box 15, Folder 1a	Product manufacturing data, 1932, 1946
Box 15, Folder 2	Chart of accounts, 1940
Box 69, Folder 8	Media guide (Tool and Gauge Division), 1944
Box 69, Folder 9	Station stock dispersal report, 1959-10-07
Box 15, Folder 3	Proposal for office and warehouse, the Fuller Brush Company, Lansing, Illinois (H. F. Campbell Company, Inc.), 1963-12
Box 15, Folder 4	Facility planning report, Electrolux Corporation (Ford, Bacon & Davis, Inc.), 1967-02-21
Box 15, Folder 5	Plant and budget projections, 1970-1971, 1969-1970
Box 15, Folder 6	Analysis of new plant location and relocation policy, ITT, 1970
Box 15, Folder 7	Real estate property listings (B. Kenin Hart Corporation), 1970-1971 Includes property listings for office spaces in California, New Jersey, and Pennsylvania. Also includes an annual report for the B. Kenin Hart Corporation (1970).
Box 15, Folder 8	Facility study, plant consolidation report (East Hartford), 1971-01
Box 15, Folder 9	Distribution system report, 1971-03
Box 15, Folder 10	Facility study, plant consolidation report (East Hartford), 1971-06
Box 15, Folder 11	Facility study, plant consolidation report, 1971-06

Box 64, Folder 8	Facility study, plant consolidation report (over-sized materials), 1971-06
Box 15, Folder 12	Plant appraisals, Fuller Brush Company, Mohawk Brush Company, Charter Supply, 1971-08-31
Box 15, Folder 13	Correspondence regarding plant exhaust systems, 1971-09
Box 16, Folder 1	Correspondence regarding facility studies, 1971
Box 16, Folder 2	Correspondence regarding manufacturing equipment, 1971
Box 16, Folder 3	Minutes regarding new facility in Great Bend, Kansas (Owens Engineering Company), 1971
Box 16, Folder 4	Consolidated facility space study for the Fuller Brush Company, Great Bend, Kansas (Owens Engineering Company), 1971
Box 16, Folder 5	Correspondence regarding sale of plants, 1971-1972 Also includes clippings regarding land gifts of Mohawk Brush Company former facility to city of Albany.
Box 16, Folder 6	Appraisal report, Great Bend, Kansas facility (The American Appraisal Company), 1972
Box 16, Folder 7	Central distribution center layout and operation report (Drake Sheahan/Stewart Dougall Inc.), 1973-10-10
Box 69, Folder 10	Central distribution center report, facility layout designs, 1973-10-10
Box 16, Folder 8	Broom and mop handle standardization program (Nadel & Nichol, Dick Nichol Studios, Ltd.), 1973-11-23
Box 16, Folder 9	Fuller Brush production and inventory control system proposal, 1973-12-03
Box 16, Folder 10	Eastern distribution center facility location report (Drake Sheahan/Stewart Dougall Inc.), 1973
Box 16, Folder 11	Memorandum regarding accounting procedures and internal control (Arthur Andersen & Co.), 1974
Box 16, Folder 12	Correspondence regarding Chicago relocation, 1974 Also includes office engineering/interior design brochure from the Austin Company.
Box 16, Folder 13	Study of space requirements for relocation of headquarters to Chicago, Illinois (Saphier, Lerner, Schindler, Inc. Environetics), 1974
Box 16, Folder 14	Survey of the operations of the Fuller Brush Company (Kitchens of Sara Lee), 1974

Box 17, Folder 1	Study and analysis of material procurement policies and practices (Case and Company, Inc.), 1974
Box 17, Folder 2	Real estate correspondence and property listings (Arthur Rubloff & Co.), 1974-1975
Box 17, Folder 3	Real estate correspondence and property listings (Hartford, Chicago, Orlando), 1974-1976
Box 17, Folder 4	Product production and shipping data, 1975-04
Box 17, Folder 5	Shipping data, 1975-12
Box 17, Folder 6	Reports of surplus property, 1975
Box 17, Folder 7	Product returns and complaints, 1975
Box 17, Folder 8	Real estate agreements and correspondence (Coldwell Banker), 1975-1976
Box 17, Folder 9	Quality control inspection reports, 1976-01-1976-02
Box 17, Folder 10	Quality control inspection reports and incoming quality control correspondence, 1976
Box 17, Folder 11	Consolidated facility space study (Owens Engineering Company), undated
Box 61, Folder 16	Special articles, brush fibres and bristles, undated
Box 69, Folder 11	Real estate brochure (Cushman & Wakefield of New England, Inc.), undated
Map-folder 1	Plan of 17th floor, Connecticut financial center, one financial plaza, Hartford, Connecticut (Cushman & Wakefield of New England), undated <i>1 Blueprint (36.5" x 22")</i>

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Series 5: Financial Materials, 1919-1996

This series consists of period statements, annual sales and budget figures, and other financial material. Note that many of the statements in the series pertain to Fuller Brush Company, Limited, the Fuller Brush Company's Canadian subsidiary. The series also contains some early (1924-1932) account ledgers, documenting the cost of the Fuller Brush Company's promotional campaigns and in-house publications.

Box 20, Folder 18	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaigns 1-2, 1968-01-1968-02
Box 20, Folder 19	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaigns 3-4, 1968-04-1968-05
Box 20, Folder 20	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaigns 5-6, 1968-05-1968-06
Box 21, Folder 1	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaigns 7-8, 1968-07-1968-08
Box 21, Folder 2	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaign 9, 1968-09
Box 21, Folder 3	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaign 10, 1968-10
Box 21, Folder 4	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaign 11, 1968-10-31
Box 21, Folder 5	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaign 12, 1968-11-27
Box 21, Folder 6	Statements, the Fuller Brush Company, Limited (Canada) 1968, campaign 13, 1968-12-28
Box 21, Folder 7	Statements, the Fuller Brush Company, Limited (Canada) 1969, period 7, 1969-02-01
Box 21, Folder 8	Statements, the Fuller Brush Company, Limited (Canada) 1969, period 8, 1969-03-01
Box 21, Folder 9	Statements, the Fuller Brush Company, Limited (Canada) 1969, period 9, 1969-03-29
Box 21, Folder 10	Statements, the Fuller Brush Company, Limited (Canada) 1969, period 10, 1969-05-03
Box 21, Folder 11	Statements, the Fuller Brush Company, Limited (Canada) 1970-1971, periods 5-7, 1970-11-1971-01
Box 21, Folder 12	Statements, the Fuller Brush Company, Limited (Canada) 1970-1971, periods 8-10, 1971-02-1971-05

Box 21, Folder 13	Statements, the Fuller Brush Company, Limited (Canada) 1970-1971, periods 11-12, 1971-05-1971-07
Box 22, Folder 1	Statements, the Fuller Brush Company, Limited (Canada) 1971-1972, periods 1-3, 1971-08-1971-10
Box 22, Folder 2	Statements, the Fuller Brush Company, Limited (Canada) 1971-1972, periods 4-5, 1971-11-1971-12
Box 22, Folder 3	Statements, the Fuller Brush Company, Limited (Canada) 1971-1972, period 6, 1972-01-01
Box 22, Folder 4	Statements, the Fuller Brush Company, Limited (Canada) 1971-1972, periods 7-8, 1972-02-1972-03
Box 22, Folder 5	Statements, the Fuller Brush Company, Limited (Canada) 1971-1972, periods 9-11, 1972-04-1972-06
Box 22, Folder 6	Statements, the Fuller Brush Company, Limited (Canada) 1975-1976, periods 5-6, 1975-11-1975-12
Box 22, Folder 7	Statements, the Fuller Brush Company, Limited (Canada) 1975-1976, periods 7-8, 1976-01-1976-02
Box 22, Folder 8	Statements, the Fuller Brush Company, Limited (Canada) 1975-1976, period 9, 1976
Map-folder 1	Weekly inventory report, Hartford, 1919-12-31 <i>1 manuscripts (document genre) (12" x 25.5")</i>
Box 72, Folder 1	Sales, 1921-1925
Box 17, Folder 12	Sales, 1924
Box 17, Folder 13	Advertising cost reports, 1924-1928
Box 72, Folder 2	Sales (London), 1926-1927
Box 72, Folder 3	Sales, brushes (United States), 1926-1929
Box 18, Folder 1	Advertising cost reports, 1927-1929
Box 18, Folder 2	Sales, best sellers, 1929-1949
Box 18, Folder 3	Advertising cost reports, 1930-1932
Box 72, Folder 4	Sales, brushes, 1930-1933
Box 72, Folder 5	Sales, brushes, 1934-1936
Box 72, Folder 6	Sales, brushes, 1937-1940

Box 72, Folder 7	Sales, brushes, 1941-1943
Box 18, Folder 4	Data submitted relative to renegotiation of war contracts to price adjustment board, Springfield ordinance district, 1942
Box 72, Folder 8	Sales, brushes, 1944-1947
Box 18, Folder 5	Expenses absorbed by the Fuller Brush Company on the <i>Now & Then Show</i> , 1948-06-14
Box 72, Folder 9	Sales, 1948
Box 18, Folder 6	Cosmetic sales (Debutante, Fullerettes), 1948
Box 72, Folder 10	Sales, 1949
Box 18, Folder 7	Sales bulletin, industrial division, 1949
Box 72, Folder 11	Sales, brushes and cosmetics, 1950
Box 73, Folder 1	Sales, brushes and cosmetics, 1951-1953
Box 73, Folder 2	Sales, brushes and cosmetics, 1954-1957
Box 73, Folder 3	Sales, brushes and cosmetics, 1958-1959
Box 18, Folder 8	Sales figures and dealer's invoice, 1958-1960 Possibly related to Vitamin trademark or other legal case? See series 2.5.
Box 18, Folder 9	Vitamin campaign sales and expenses, 1960 Probably related to Vitamin trademark case. See series 2.5.
Box 73, Folder 4	Sales, brushes and cosmetics, 1960-1961
Box 73, Folder 5	Sales, brushes and cosmetics, 1962-1963
Box 18, Folder 11	Memorandum on review of financial and operating data of the Fuller Brush Company and subsidiaries (Arthur Andersen & Co.), 1968-09-04
Box 18, Folder 10	Balance sheets, 1968-07-10
Box 18, Folder 12	Consolidated financial statements, Consolidation Foods Corporation and subsidiaries, Fuller Brush Company and consolidated subsidiaries (Arthur Andersen & Co.), 1969-06
Box 18, Folder 13	Sales, 1970-1971, 1972-01-12
Box 10, Folder 1a	Charter Supply, financial materials, 1971-1972
Box 64, Folder 9	Statements, 1972-1973
Box 19, Folder 1	Budget, fiscal year 1973-1974, 1973-07-12

Box 19, Folder 2	Sales and unit forecasts, 1973
Box 19, Folder 2a	Sales, budgets, and operational reports, 1973-1974
Box 69, Folder 12	Sales and budgets, 1973-1976
Box 19, Folder 2b	Budget figures (Fuller Brush Company, Limited), 1974-06-27
Box 19, Folder 2c	Balance sheets, 1974-06-29
Box 19, Folder 3	Internal financial statements and analysis, Fuller Brush division and subsidiaries, fiscal 1974, 1974-06
Box 19, Folder 3a	Budget recaps, household and industrial, 1974-07-25
Box 19, Folder 4	Bad debt summary, fiscal year 1973-1974, 1974-07
Box 19, Folder 5	Bad debt summary, fiscal year 1974-1975, 1974-10-1975-07
Box 19, Folder 5a	Statements, 4th period, 1974-11-02
Box 19, Folder 6	Statements, 5th period, 1974-11-30
Box 19, Folder 7	Statements, 6th period , 1974-12-28
Box 19, Folder 8	Sales and budgets, 1974
Box 19, Folder 9	Budgets, fiscal year 1974-1975, 1974
Box 19, Folder 10	Operating statements and budgets, 1974-1975
Box 19, Folder 11	Operating statements and comparison of sales and profits, 1974-1975
Box 19, Folder 12	Sales, industrial division, 1974-1975
Box 19, Folder 13	Budgets by period, fiscal year 1974-1975, 1974-1975
Box 19, Folder 14	District sales reports, 1974-1976
Box 73, Folder 6	Press release concerning Consolidated Foods sales gain and net loss, 1975-04-30
Box 19, Folder 15	Statements, 10th period, 1975-05
Box 20, Folder 1	Statements, fiscal year 1976, 1st period, 1975-08-02
Box 20, Folder 2	Statements, fiscal year 1976, 2nd period, 1975-08-30
Box 20, Folder 3	Statements, fiscal year 1976, 3rd period, 1975-09-27
Box 20, Folder 4	Bad debt summary, fiscal year 1976-1976, 1975-09-1976-06

Box 20, Folder 5	Balance sheets, 1975-11-29
Box 20, Folder 6	Statements, fiscal year 1976, 6th period, 1975-12-27
Box 20, Folder 7	Budgets, House of Fuller, S. A. de C. V. (Mexico), 1975
Box 20, Folder 8	Sales, 1975
Box 20, Folder 9	Manufacturing expenses, 1975
Box 20, Folder 10	Statements, 1975-1976
Box 20, Folder 11	Division sales records, 1975-1976
Box 61, Folder 17	Press release concerning earnings and sales, 1976-04-20
Box 20, Folder 12	Expenses, 1976
Box 20, Folder 13	Correspondence, gross profit summary, 1986
Box 20, Folder 13a	Sales, 1995-1996
Box 20, Folder 14	Sales, 1921-1945, undated
Box 20, Folder 15	Sales, 1922-1959, undated
Box 20, Folder 16	Sales, 1946-1959, undated
Box 20, Folder 17	Sales, 1960-1963, undated
Box 61, Folder 18	Compiled sales data, 1912-1949, undated
Box 73, Folder 7	Compiled sales data, 1935-1958, undated

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Series 6: Personnel Materials, 1922-1984

This series includes guides for general Fuller Brush employees; resumes, recommendation letters, cover letters, psychological evaluations, and other hiring materials; business cards of Fuller Brush Company employees; and materials related to personnel management, including documentation on proposed labor reporting systems, and policies regarding employee relocation. Included in the employee guide subseries are office manuals, a stenographer's guide, a telephone directory, information regarding scholarships and stock option plans, and other guides introducing new Fuller Brush Company employees to company policies and values. Hiring materials mostly relate to corporate executive positions at the head offices of the Fuller Brush Company as handled by Consolidated Foods Corporation in the mid-1970s, although the series includes some acceptance letters for regional branch managers. For guides and additional information related to district sales managers and independent Fuller Brush Company distributors, see series 7 and 8.

Subseries 6.1: Employee guides, 1922-1984

Box 22, Folder 9	Constitution and by-laws (the Fuller Brush Employees' Mutual Benefit Association), 1922-03-10
Box 22, Folder 10	<i>Rewards of Service and Organization</i> (Alfred C. Fuller), 1923
Box 22, Folder 11	Office manual, 1930-11-15
Box 22, Folder 12	<i>Manual for Home Office Employees</i> , 1939
Box 22, Folder 13	<i>Manual for Home Office Employees</i> , 1940
Box 23, Folder 1	<i>Stenographer's Guide</i> , 1941
Box 23, Folder 2	<i>Fuller Guide</i> , 1948
Box 23, Folder 3	<i>You & the Fuller Brush Company</i> , after 1968
Box 23, Folder 4	Employees' stock option plans (Consolidated Foods Corporation), 1975-02-10
Box 23, Folder 5	Nathan Cummings-Consolidated Foods scholarship program, 1975-04-1975-05
Box 23, Folder 6	Personnel and labor relations bulletin, 1976
Box 23, Folder 7	Employee handbooks, 1982, undated
Box 23, Folder 8	Hourly pension plan, 1984-04-01
Box 23, Folder 9	Plant telephone directory, undated
Box 23, Folder 9a	By-laws and constitution, Fuller Club (empty cover), 1949-05
Box 61, Folder 19	Homequity corporate client list (personnel relocation services), 1973
Box 23, Folder 10	Resumes and recommendations (Hanna, John), 1974-06-1974-07

Box 23, Folder 11	Resumes and recommendations (Mendheim & Associates, Inc.), 1974-1975
Box 23, Folder 12	Hiring materials (Small, Linda), 1974-1975 Note in resume Linda Small's work in developing concept of and writing press kit for Great Adventure. For Great Adventure press kit, see box 10 folder 7.
Box 23, Folder 13	Hiring materials, 1974-1976 File restricted due to sensitive personal information.
Box 23, Folder 14	Psychological evaluation, 1975-01 Use of the file is restricted due to sensitive personal information.
Box 23, Folder 15	Employment application (Consolidated Foods Corporation), 1975
Box 23, Folder 16	Acceptance letters (branch managers), 1976-03-26
Box 23, Folder 17	Survey and policy, employee relocation, 1976
Box 23, Folder 18	Policy, relocation of current exempt employees, 1977-11-10
Box 23, Folder 19	Labor reporting, material order processing system (MOPS), 1978-06-1978-09
Box 61, Folder 20	Employee business card, undated

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Series 7: Sales Managers, 1922-1990

This series documents regional district employees of the Fuller Brush Company, such as branch managers, field managers, distribution station managers, and recruitment managers. The series includes training manuals and general communication issued by the Fuller Brush Company to its regional employees, as well as programs, posters and other materials from district meetings that celebrate the achievements of regional district managers and their highest earning distributors. The series also includes songbooks and other material representative of the culture of Fuller Brush Company employees.

Note that there is a correlation and overlap between the formally employed sales managers of the Fuller Brush Company and the Fuller Brush Company's independent distributors. As local representatives, sales managers were often responsible for hiring and training distributors; high-achieving distributors were often promoted into sales managers. Researchers interested in the culture and hierarchy of the Fuller Brush Company's door-to-door sales representatives should consult series 7 and series 8.

Subseries 7.1: Guides, 1922-1990

This subseries predominately features guides and manuals issued by the Fuller Brush Company for regional sales managers. Material types include guides for branch managers and field managers (including cosmetics field managers); guides for recruitment managers and intructions for conducting hiring interviews; instructions for establishing retail sales studios (brick-and-mortar shops); information regarding retirement plans for Fuller Brush Company managers; and telemarketing guides. The sub-series also includes audio cassette tapes featuring advice from successful Fuller Brush regional sales managers, with tips on recruitment, training, and motivation.

Box 23, Folder 20	<i>The Fuller Twelve Point Recruiting Talk, 1922</i>
Box 23, Folder 21	<i>How to Teach the First Recruiting Talk, 1926</i>
Box 66, Folder 1	<i>Branch Managers' Policy Book, 1926</i>
Box 66, Folder 2	<i>Branch Managers' Policy Book, 1927-1928</i>
Box 23, Folder 22	<i>The Fuller Recruiter's and Trainer's Manual, 1928</i>
Box 23, Folder 23	<i>Branch Managers' Manual, 1931</i>
Box 23, Folder 24	<i>Branch Managers' Manual, 1931</i>
Box 24, Folder 0	Manual for opening and operating retail sales studios, 1933
Box 24, Folder 1	Dallas district field manager working plans, 1938
Box 24, Folder 2	<i>Cosmetic Field Manager's Handbook, 1949</i>
Box 24, Folder 3	<i>Manager's Manual, 1954</i>
Box 65, Folder 3	<i>Manager's Manual</i> (empty binding), [1954]
Box 24, Folder 3a	Branch and field managers' retirement fund annual reports, 1954, 1963, 1965
Box 24, Folder 4	Manager guides (Fullerettes, House of Fuller), after 1968

- Box 24, Folder 4a Recruitment brochures, 1972
- Box 24, Folder 5 *Recruiting Managers' Training Manual*, 1974
- Box 24, Folder 5a Telephone programme (Canada), 1974
- Box 24, Folder 5b Telephone program manager and dealer guides, 1974
Includes audio records, cassette tape, telephone pickup recording attachment device.
- Box 62, Folder 1 Training and motivation materials (Herst, James), 1976
Includes comics.
- Box 63 "Fuller Brush Presents" Jeanne Carbonello (audio cassette), 1989-09
1 sound cassette
Audio cassette. Total running time 00:25:42.

Part of a series ("Fuller Brush Presents") of informative and motivational audio cassette tapes with advice from successful field managers. In this edition, Jeanne Carbonello, Division Manager, New England, talks about how she found success with the bonus representative program. She offers advice on recruiting bonus representatives, creating bi-weekly training meetings for bonus representatives, talking to bonus representatives about income, and her personal time management strategies.
- Box 63 "Fuller Brush Presents" Kelly DiGrazia (audio cassette), 1990-01
1 sound cassette
Audio cassette. Total running time 00:32:07 (approximately 00:24:13 of content).

In this second edition of "Fuller Brush Presents," an audio cassette series in which managers provide tips about how they found success with the Fuller Brush Company, Dereck Striker introduces Kelly DiGrazia, Division Manager from Chicago, Illinois. Kelly DiGrazia talks about her background, recruiting new representatives (particularly women), training new recruits, motivation and retention, bonus representatives, building a personal schedule, providing product demonstrations, and leadership.
- Box 24, Folder 6 *Manual of Concepts for Sales Coordinators* (Fullerettes, House of Fuller), undated
- Box 24, Folder 7 Field manager working plans (Teetsel, Al), undated
- Box 24, Folder 8 *The Manager's Guide*, undated
- Box 65, Folder 2 *The Manager's Guide* (empty binding), undated
- Box 24, Folder 9 Manager's guide, undated

Subseries 7.2: General communications, 1926-1976

This subseries includes station bulletins, general letters issued to distribution stations, general correspondence for regional managers, and other pieces of mass correspondence distributed by the

Fuller Brush Company to its employees. Common topics include product promotions, sales specials, and discontinued items; sales records; and changes to catalog and brochure information.

Box 69, Folder 13	General correspondence concerning advertisements, 1926-1927
Box 25, Folder 1	General letters, 1934, 1940
Box 25, Folder 2	Station bulletins, 1946-1947, 1953
Box 25, Folder 3	General letters (index), 1965-1966
Box 25, Folder 4	General letters, 1966-01-1966-03
Box 25, Folder 5	General letters, 1966-04-1966-06
Box 25, Folder 6	General letters, 1966-07-1966-08
Box 25, Folder 7	General letters, 1966-09-1966-10
Box 25, Folder 8	General letters, 1966-11
Box 25, Folder 9	General letters, 1966-12
Box 25, Folder 10	General correspondence, 1974-1975
Box 25, Folder 11	General correspondence, managers, 1975-1976

Subseries 7.3: District meetings, 1922-1976

This subseries includes programs, posters, and ephemera from district meetings; district sales figures (including lists of leading distributors); regional district publications; and related materials. Note that some posters include names and photographs of leading Fuller Brush Company distributors, as well as sales records.

Box 25, Folder 12	Programs, 1922, 1925
Box 25, Folder 13	Programs, 1924, 1926, 1934
Box 25, Folder 14	Programs and incentive promotions, 1952
Map-folder 1	Poster, "honor Tony Storniola and the top producers of '53 in the big 3rd period!" , 1953 <i>1 printed page (25" x 34")</i>
Box 25, Folder 15	Programs, 1954
Box 25, Folder 16	Ephemera, 1954-1957, 1965
Map-folder 1	Poster, "these 211 dealers racked up a new high in sales", 1954

- 1 printed page (29" x 35")*
Includes photographs of salespeople.
- Box 25, Folder 16 Programs, 1955
- Map-folder 1 Poster, "let's look at the record, Chicago District, 3rd period", 1955
1 printed page (35.5" x 30")
Includes photographs of salespeople.
- Box 66, Folder 3 Ephemera, oversize Fuller identification tag, "Fine and Dandy" [New York District Meeting?], 1955
- Box 71, Folder 8 Posters and ephemera (Boston, Salt Lake City), 1955-1956
- Map-folder 1 Poster, "mid-western district again sets an all-time high", 1956
1 printed page (22.5" x 29.5")
Includes photographs of salespeople.
- Box 62, Folder 2 District bulletins, 1956
- Box 25, Folder 17 Programs, 1957
- Box 26, Folder 1 *Something to Crow About: Chicago's Fabulous Fourth*, 1958
- Box 26, Folder 2 District sales figures (Fullerette), 1966-07
- Box 26, Folder 3 District sales figures, leaders, 1975-1976
- Box 26, Folder 4 Lake Geneva (the abbey) meeting, 1976
- Map-folder 1 Poster, "Honor 'Dad' Fuller in the eleventh period", undated
1 printed page (23" x 36")
- Map-folder 1 Poster, "Honor 'Dad' Fuller in the \$5,000,000 anniversary 11th period", undated
1 printed page (23" x 36")

Subseries 7.4: Culture, 1929-1983

This subseries documents the employee culture cultivated at district meetings and elsewhere at the Fuller Brush Company. The subseries includes songbooks and musical notation for company songs recited by Fuller Brush Company employees; a plan for an employee show; a satirical poem; and a parody of company newsletters. The subseries also includes a vinyl record album of American popular music, created for Fuller Brush Company employees in celebration of the company's 60th anniversary (1966).

- Box 26, Folder 5 Songs, 1929-1943
- Box 26, Folder 6 Employee show plan, 1947-08-01
- Box 26, Folder 7 Poem, the salesmen's lament (Industrial Division), 1943-05-07

Box 77	<i>The Anniversary Album: 60 years of beautiful music selected by "Dad" Fuller -- the Original Fuller Brush Man, 1966</i> 1 sound discs (vinyl)
Box 26, Folder 7a	<i>Ful-Ear Newsletter</i> , 1983-04-01 Released on April Fool's Day, 1983, the <i>Ful-Ear Newsletter</i> parodies the Fuller Brush Company's in-house publications.
Box 66, Folder 4	Songs, including musical notation, undated
Box 26, Folder 9	Household sales report, 1973
Box 26, Folder 10	Household sales bonus program, fiscal year 1974-1975, 1974-1975 File contains sensitive personal information. Use restricted.
Box 26, Folder 10a	Sales report forms, 1975
Box 62, Folder 3	Executive circle, 1981-1985
Box 71, Folder 9	Poster, executive circle, 1986
Box 62, Folder 4	Interview record form, undated
Box 62, Folder 4a	Incentives, the great \$25,000 auction, undated
Box 71, Folder 10	The great \$25,000 auction field managers score card, undated
Box 62, Folder 4b	Incentives, jet for a day, undated
Box 69, Folder 14	Territory map, undated

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Series 8: Distributors, 1921-2006

Subseries 8.1: Recruitment, 1930-1999

- Box 26, Folder 11 *Making Good and Making Money*, 1930-1941, undated
- Box 66, Folder 5 *Making Good and Making Money*, 1934
- Box 26, Folder 12 *Build a Growing Business For Yourself*, 1945, 1954-1955
- Box 26, Folder 13 Fullerttes (Debutante cosmetics), 1948-1949
- Map-folder 1 Posters, Fullertte recruitment, [1949]
2 printed pages (2 copies of same poster; 34.5" x 22")
- Box 26, Folder 14 Scripts and correspondence, "Road to Opportunity" recruitment and training video (cosmetics), 1949
- Box 69, Folder 15 Advertisements, 1953
- Box 26, Folder 15 Recruiting book, after 1968
- Box 26, Folder 16 Brochure, "introducing the golden door program", after 1968
- Box 26, Folder 17 Brochures, "different things to different people", 1970-1979
- Box 26, Folder 18 Brochures, 1972
- Box 62, Folder 5 Career guidance occupational brief, house-to-house salespeople, with Fuller Brush salesman photograph (Science Research Associates, Inc.), 1978
- Box 63 Video, Fuller Brush presents sourcing methods, the success series, #0085, circa 1989
1 videocassettes (vhs)
VHS. Color and sound. Total running time 00:27:03. Fair condition (audio is in good condition, but image quality is inconsistent).

This video outlines the different methods in which distributors recruit more salespeople to join the Fuller Brush Company, and by doing so improve their own income. Methods include calling on contacts from one's personal network, placing advertisements (particularly, blind ad classifieds), distributing flyers, and returning to former contacts. Methods are illustrated through dramatic re-enactments.
- Box 63 Opportunity video, we've got it all for you!, #0088, circa 1989
VHS. Sound and color. Total running time 00:17:53.

With an optimistic and patriotic tone, the spokesman in this video emphasizes how joining the Fuller Brush Company as a distributor can lead to an improved quality of life during an era of economic uncertainty and increased responsibilities. The video describes the relationship of the Fuller Brush Company to the Sara Lee Corporation, and also includes testimonials from

- four Fuller Brush distributors, and one Fuller Brush regional manager, about their experiences. The video ends with a promotional song/jingle: "we're Fuller Brush, we've got it all for you!"
- Box 27, Folder 1 Company introduction brochure (the Fuller Institute), after 1990
- Box 27, Folder 2 Brochures, recruitment and benefits, 1991, 1993
- Box 63 Recruitment video ("The Fuller Story"), 1991
VHS. Color and sound. Total running time: 00:25:52. Includes two segments.
- First segment, "The Fuller Story" (until approximately 00:10:12) covers the history of the Fuller Brush Company; sound bites from Chairman of the Board H. Lee Turner, other executives, and Fuller Brush Company distributors; footage of employees at the manufacturing plant in Great Bend, Kansas; some still images and footage from employee enrichment programs (the Fuller Family Picnic), and information about "the Fuller Institute" product information database.
- Second segment, "Welcome to the Fuller Life," explains the profit-making potential of the Fuller Brush Company to potential distributors. It explains network marketing as a sales technique, the "Full-Share Marketing" multi-level distribution system, and the advantages offered to distributors through the Fuller Brush Company reputation. This section also includes testimonials from Fuller Brush distributors.
- Content of video duplication of recruitment video ("Fuller Brush corporate video"), 1991.
- Box 63 Recruitment video ("Fuller Brush corporate video"), 1991
VHS. Color and sound. Total running time: 00:25:10. Includes two segments.
- First segment, "The Fuller Story" (until approximately 00:10:20) covers the history of the Fuller Brush Company; sound bites from Chairman of the Board H. Lee Turner, other executives, and Fuller Brush Company distributors; footage of employees at the manufacturing plant in Great Bend, Kansas; some still images and footage from employee enrichment programs (the Fuller Family Picnic), and information about "the Fuller Institute" product information database.
- Second segment, "Welcome to the Fuller Life," explains the profit-making potential of the Fuller Brush Company to potential distributors. It explains network marketing as a sales technique, the "Full-Share Marketing" multi-level distribution system, and the advantages offered to distributors through the Fuller Brush Company reputation. This section also includes testimonials from Fuller Brush distributors.
- Contents of video duplication of recruitment video ("The Fuller Story"), 1991.
- Box 27, Folder 3 Script for recruitment infomercial and songbook, 1993, undated
- Box 63 Video, ("The Fuller Brush Co.: 1. Fast Paced World, 2. Every Room Needs Fuller, 3. Developing Better Products"), 1999-08-10
VHS. Sound and color. Total running time 00:02:55.

Includes three 30-second advertisements. Although advertisements feature some product imagery, the advertisements focus more on values of the Fuller Brush Company than on any particular product. Ad segments are titled "Fast Paced World," "Every Room Needs Fuller," and "Developing Better Products." Advertisements include phone number to call for more Fuller Brush Company information.

- Box 27, Folder 4 *The Fuller Opportunity*, undated
- Box 65, Folder 1 *The Fuller Opportunity* (empty binding), undated
- Box 27, Folder 5 Brochures, undated
- Box 27, Folder 6-7 *The Fuller Life*, undated
- Box 27, Folder 8 Ephemera, undated

Subseries 8.2: Contracts and policies, 1942-1998

- Box 62, Folder 6 Dealer's contracts, 1942-1943
- Box 27, Folder 9 Resale tax exemption certificate (West Virginia), 1945
- Box 27, Folder 10 Sample outfit agreement, 1947
- Box 27, Folder 11 Dealer's contracts and policies, 1952
- Box 27, Folder 12 Dealer's contracts and policies, 1960-1965
- Box 27, Folder 13 Dealer's contracts, order sheets, songbook, 1972
- Box 62, Folder 7 *Guidelines for Internet Use* (Direct Selling Association), 1998-12
- Box 27, Folder 13a Fuller dealer retirement program, undated
- Box 66, Folder 6 The pledge of the Fuller Man, undated

Subseries 8.3: Selling instructions, 1923-1974

- Box 27, Folder 14 The Fuller service demonstration, 1923
- Box 27, Folder 15 Fuller dealer's study course, 1936
- Box 27, Folder 16 Brochure, 1949
- Box 62, Folder 8 Suggestions for your cosmetic business, 1951
- Box 27, Folder 16a Suggestions for your brush business, 1954
- Box 62, Folder 9 Are you missing a good bet?, 1954

- Box 27, Folder 17 *5 points for bigger sales in '55*, 1955
- Box 27, Folder 17a Let's introduce ourselves, 1965
- Box 27, Folder 17b Let's introduce ourselves (House of Fuller, Fullerette), 1966
- Box 62, Folder 10 Stepping into a class member's world (teacher guide from the Church of Jesus Christ of Latter-day Saints), 1973-1974
Promotional pamphlet developed by the Church of Jesus Christ of Latter-day Saints, regarding relating to young people. Also includes brochure from the Church of Jesus Christ of Latter-day Saints: "Father, Consider Your Ways."
- Box 27, Folder 18 Instructional booklets (House of Fuller, Fullerette), undated
- Box 27, Folder 19 Salesmen guides, undated
- Box 27, Folder 20 Instruction sheet for advertising portfolio, undated

Subseries 8.4: Product manuals, 1939-1993

- Box 28, Folder 1 Product manual, the Fuller Brush Company, Limited (French), 1939
- Box 28, Folder 2 Debutante handbook, 1948
- Box 28, Folder 3 Product manual, 1949
- Box 28, Folder 4 Product manual, 1953
- Box 28, Folder 5 Product manual, 1954
- Box 28, Folder 5a Product manual, 1959
- Box 28, Folder 7 *Product Power!*, after 1968, 1984
- Box 63 Video, *Product Power: Demonstrating and Selling Fuller Brush Products* (the Success Series, #0093), circa 1984
1 videocassettes (vhs)
Tape is damaged and may not be able to play.
- Box 62, Folder 11 *Important facts about laundry stain removal from the marketing department of the Fuller Brush Company*, 1972
- Box 28, Folder 6 Focus, 1972
- Box 63 The Fuller Institute product notebook (empty binding), 1991
- Box 28, Folder 8 The Fuller Institute product notebook (including *The Fuller Briefcase*), 1993
- Box 28, Folder 9 Product manuals, 1948, 1949 (photocopies), undated
- Box 28, Folder 10 Fuller Brush Company, Limited, undated

Box 62, Folder 12 The Fuller product line, undated

Subseries 8.5: Mailings and newsletters, 1948-2006

Box 28, Folder 11 Debutante bulletin, 1948

Box 28, Folder 11a *Fullerette Newsletter*, 1949

Box 28, Folder 11b *The Fuller Brush Cosmetics Dealer*, 1949

Box 62, Folder 13 Career materials (Hersh, George), 1951-1952, 1964-1965, 1975, 1991, 2001, undated

Box 28, Folder 12 District mailings, 1952

Box 28, Folder 13 Mailings, 1953-1954

Box 28, Folder 14 Mailings, 1955

Box 71, Folder 10a Career materials (Hersh, George), clipping and certificate, 1960, 1983

Box 69, Folder 16 Mailings (mostly Fullerette), 1966-1967

Box 62, Folder 14 Mailings (mostly Fullerette), 1967

Box 28, Folder 15 Typical biweekly mailing, 1983

Box 29, Folder 1 Fuller briefcase, 1993

Box 29, Folder 2 Mailings (Gray, Larry), 1994
Materials in this folder formerly belonged to Larry Gray. In 2012, Larry Gray was the Vice President of Sales for the Fuller Brush Company.

Box 29, Folder 3 *Tips From The Top*, 1998

Box 29, Folder 4 *Tips From The Top*, 1998

Box 29, Folder 5 *Fuller Brush Super Star*, 2006

Box 29, Folder 6a Mailings, undated

Subseries 8.6: Prizes and promotions, 1934-1976

Box 29, Folder 7 Campaign incentives, 1934

Box 29, Folder 8 Debutante, 1948-1952

Box 69, Folder 17 Prize catalog, 1950

Box 66, Folder 7 Prize catalog, 1951

Box 29, Folder 9	Campaign incentives and stationary, 1952-1953
Box 69, Folder 18	Debutante lotion campaign, 1953
Box 29, Folder 10	Campaign incentives, 1953-1954
Box 29, Folder 11	Campaign incentives, 1956
Box 29, Folder 12	Fullerette recruitment promotions, 1966
Box 29, Folder 13	Campaign incentives, 1972
Box 29, Folder 14	House of Fuller, Fullerettes, 1973-1975
Box 71, Folder 11	Promotions, Fullerette (Mexico, Spanish), 1973-1975
Map-folder 1	Promotions, Fullerette (Spanish), [1974-05] <i>1 printed page (25" x 35.5")</i>
Box 29, Folder 15	Campaign incentives, 1975-1976
Box 69, Folder 19	Christmas promotional campaign, undated
Box 29, Folder 17	Recruitment, undated
Box 29, Folder 18	Campaign incentives, undated
Box 29, Folder 19	Identification card, 1921-1923
Box 62, Folder 15	Salary and bonus plan information, 1934-1935
Box 29, Folder 20	Authorized dealer card, 1949
Box 29, Folder 21	Calling card, 1954
Box 29, Folder 22	Sales book, 1956
Box 63	Opportunity update for Fuller Brush representatives (audio cassette), 1988-10 <i>1 sound cassette</i> Audio cassette tape. Two-sided. Total running time 00:38:34 (00:19:16 per side). Issued to Fuller Brush distributors, this cassette tape includes information relevant to the upcoming holiday sales campaigns 22-25. Director of Marketing Bob McGurkin talks of product special promotions, including product sale prices and returning items. He also mentions incentive prizes available to distributors during the campaigns, as well as demonstration offer materials available for distributors to order. Vice President of the Household Division Dereck Striker then talks about changes to the bonus representative program, as well as the new referral bonus program. The customer list program is also covered on the tape.
Box 29, Folder 23	Ephemera, undated

Box 29, Folder 23a Fuller Direct charitable contribution brochures, undated

Box 62, Folder 16 Order card, undated

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Series 9: Publications, 1920-1999

This series includes bound and loose volumes of in-house publications created for employees of the Fuller Brush Company. Publications celebrate sales records; offer insight on division leaders and other high-achieving Fuller Brush Company distributors; provide news on conventions and events; promote "Dad" Fuller and Fuller Brush Company values; and disseminate social and professional news among Fuller Brush Company employees. Publications also include some information on products and upcoming campaigns. For newsletters created to disseminate information on products and salesmanship to Fuller Brush Company distributors, see series 8.4).

Box 62, Folder 17	<i>The Associate</i> , 1990-03
Box 62, Folder 18	<i>BrandNews: the cleaning technologies group newsletter for distributors and sales associates</i> , 1998-1999
Box 29, Folder 24	<i>The Brush Off</i> , volume 2, 1944-07-1945-06
Box 29, Folder 25	<i>The Brush Off</i> , 1944
Box 30, Folder 1	<i>The Brush Off</i> , volume 3, 1945-07-1946-10
Box 30, Folder 2	<i>The Brush Off</i> , 1945
Box 30, Folder 3	<i>The Brush Off</i> , 1946
Box 30, Folder 4	<i>The Brush Off</i> , 1947
Box 30, Folder 5	<i>The Brush Off</i> , 1948
Box 30, Folder 6	<i>The Brush Off</i> , 1949
Box 30, Folder 7	<i>The Brush Off</i> , 1950
Box 30, Folder 8	<i>The Brush Off</i> , 1951
Box 30, Folder 9	<i>The Brush Off</i> , volume 6, 1952-08-1954-04
Box 30, Folder 10	<i>The Brush Off</i> , 1952
Box 30, Folder 11	<i>The Brush Off</i> , 1953
Box 30, Folder 12	<i>The Brush Off</i> , 1954
Box 30, Folder 13	<i>The Brush Off</i> , 1955
Box 30, Folder 14	<i>The Brush Off</i> , 1956
Box 30, Folder 15	<i>The Brush Off</i> , 1959
Box 30, Folder 16	<i>Brush Up</i> , 1962-1965
Box 71, Folder 11a	<i>The Dealer News</i> , 1953

Box 31, Folder 1	<i>The Distribution News</i> , 1921-10-1922-09
Box 31, Folder 2	<i>The Distribution News</i> , 1922-10-1923-09
Box 31, Folder 3	<i>The Distribution News</i> , 1923-10
Box 31, Folder 4	<i>The Distribution News</i> , 1923-10-1924-09
Box 31, Folder 5	<i>The Distribution News</i> , 1924-10-1924-12
Box 32, Folder 1	<i>Focus On Success</i> , 1986
Box 32, Folder 2	<i>Focus On Success</i> , 1992
Box 32, Folder 3	<i>Focus On Success</i> , 1993
Box 32, Folder 4	<i>Focus On Success</i> , production materials, 1994-09 Includes floppy disc and production photographs.
Box 32, Folder 5	<i>Focus On Success</i> , 1994
Box 32, Folder 6	<i>Full-A-News</i> , 1984
Box 32, Folder 7	<i>Full-A-News</i> , 1985
Box 32, Folder 8	<i>Full-A-News</i> , 1986
Box 32, Folder 9	<i>The Fuller Bristler</i> , 1920-01-1920-12
Box 33, Folder 1	<i>The Fuller Bristler</i> , 1920
Box 33, Folder 2	<i>The Fuller Bristler</i> , 1921
Box 33, Folder 3	<i>The Fuller Bristler</i> , 1922-01-1922-12
Box 33, Folder 4	<i>The Fuller Bristler</i> , 1922-02-1922-06
Box 33, Folder 5	<i>The Fuller Bristler</i> , 1922-08-1922-12
Box 33, Folder 6	<i>The Fuller Bristler</i> , 1923
Box 33, Folder 7	<i>The Fuller Bristler</i> , binding, 1923
Box 34, Folder 1	<i>The Fuller Bristler</i> , 1924-01-1924-04
Box 34, Folder 2	<i>The Fuller Bristler</i> , 1924-05-1925-08
Box 34, Folder 3	<i>The Fuller Bristler</i> , 1924-09-1924-12
Box 34, Folder 4	<i>The Fuller Bristler</i> , 1924-01-1924-12

Box 34, Folder 5	<i>The Fuller Bristler</i> , 1928-01-1928-12
Box 35, Folder 1	<i>The Fuller Bristler</i> , 1930
Box 26, Folder 8	<i>The Fuller Executive</i> , 1961
Box 35, Folder 2	<i>The Fuller Factory and Office</i> , 1924
Box 35, Folder 3	<i>The Fuller Factory and Office</i> , 1925
Map-folder 1	<i>Fuller Life</i> , vol. 2, no. 1, 1922-01 <i>1 printed page (13" x 18")</i>
Map-folder 1	<i>Fuller Life</i> , vol. 2, no. 2, 1922-02 <i>1 printed page (13" x 18")</i>
Map-folder 1	<i>Fuller Life</i> , vol. 2, no. 3, 1922-03 <i>1 printed page (13" x 18")</i>
Map-folder 1	<i>Fuller Life</i> , vol. 2, no. 6, 1922-06 <i>1 printed page (13" x 18")</i>
Map-folder 1	<i>Fuller Life</i> , vol. 3, no. 4, 1923-04-15 <i>1 printed page (10" x 14")</i>
Map-folder 1	<i>Fuller Life</i> , vol. 3, no. 5, 1923-05-01 <i>1 printed page (10" x 14")</i>
Map-folder 1	<i>Fuller Life</i> , eighth international convention special, 1923-06-21 <i>2 printed pages (2 copies; 25.5" x 22")</i>
Box 66, Folder 8	<i>Fuller Life</i> , 1923
Box 35, Folder 4	<i>Fuller Life</i> , production materials, undated
Box 66, Folder 8a	<i>The Fuller News</i> , 1922-07-22
Box 35, Folder 5	<i>The Fuller Sales Executive</i> , 1922-11-1923-12
Box 35, Folder 6	<i>The Fuller Sales Executive</i> , 1922-11-1923-12
Box 35, Folder 7	<i>The Fuller Sales Executive</i> , 1924-01-1924-12
Box 35, Folder 8	<i>The Fuller Sales Executive</i> , 1925-01-1925-10
Box 36, Folder 1	<i>The Fuller Sales Executive</i> , 1925
Box 36, Folder 1a	<i>Fuller Times</i> , 1999
Box 36, Folder 2	<i>Fuller Today</i> , 1977
Box 74, Volume 1	<i>The Fuller World</i> , vol. 1, 1925-10-17-1926-10-02

Box 74, Volume 2	<i>The Fuller World</i> , vol. 2, 1926-10-16-1927-10-08
Box 74, Volume 3	<i>The Fuller World</i> , vol. 3, 1927-10-22-1928-10-06
Box 74, Volume 4	<i>The Fuller World</i> , vol. 4, 1928-10-20-1929-10-05
Box 74, Volume 5	<i>The Fuller World</i> , vol. 5, 1929-10-19-1930-10-11
Box 75, Volume 6	<i>The Fuller World</i> , vol. 6, 1930-10-25-1931-10-10
Box 75, Volume 7	<i>The Fuller World</i> , vol. 7, 1931-10-24-1932-10-15
Box 75	<i>The Fuller World</i> , vol. 7, no. 2 (loose), 1931-11-07
Box 75, Volume 8	<i>The Fuller World</i> , vol. 8, 1932-10-29-1933-10-14
Box 75, Volume 9	<i>The Fuller World</i> , vol. 9, 1933-10-28-1934-10-13
Box 75, Volume 10	<i>The Fuller World</i> , vol. 10, 1934-10-27-1935-10-12
Box 76, Volume 11	<i>The Fuller World</i> , vol. 11, 1935-10-26-1936-10-10
Box 76	<i>The Fuller World</i> , vol. 12, no. 5 (loose), 1936-12-19
Box 76, Volume 13	<i>The Fuller World</i> , vol. 13, 1937-10-23-1938-12-17
Box 76, Volume 14	<i>The Fuller World</i> , vol. 14, 1939-01-14-1939-12-16
Box 76	<i>The Fuller World</i> , vol. 14, no. 7 (loose), 1939-07-01
Box 76, Volume 15	<i>The Fuller World</i> , vol. 15, 1940-01-13-1940-12-21
Box 76, Volume 16	<i>The Fuller World</i> , vol. 16, 1941-01-25-1941-12-27
Box 76	<i>The Fuller World</i> , vol. 16, no. 2 (loose), 1941-02-22
Box 66, Folder 9	<i>The Fullurette</i> (vol.1, no.1-4), 1966-03-1966-06
Box 66, Folder 10	<i>The Fullurette</i> (vol. 1, no. 6-8), 1966-08-1966-10
Box 66, Folder 11	<i>The Fullurette</i> (vol. 1, no. 9-10), 1966-11-1966-12
Box 66, Folder 12	<i>The Fullurette</i> (vol.2, no. 1-2), 1967-01-1967-02
Box 66, Folder 13	<i>The Fullurette</i> (vol. 2, no. 3-4), 1967-03-1967-04
Box 66, Folder 14	<i>The Fullurette</i> (vol. 2, no. 5-7), 1967-05-1967-07
Box 36, Folder 2a	<i>Happenings</i> , 1984
Box 36, Folder 2aa	<i>A Look at the Leaders</i> , 1988-08

Box 36, Folder 2b	<i>One Fuller Way, 1992</i>
Box 36, Folder 3	<i>The Professional Fuller Brush Dealer, 1966</i>
Box 36, Folder 4	<i>The Professional Fuller Brush Dealer, 1967</i>
Box 36, Folder 5	<i>The Professional Fuller Brush Dealer, 1968</i>
Box 36, Folder 6	<i>\$ale\$maker: news and ideas from The Fuller Brush Company Industrial Division, 1977-05</i>

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Series 10: Product materials, 1912-2017

This series consists of catalogs; print advertisements from magazines and newspapers (including original clippings and books of reprints); advertising mats; product order forms; product labels, instructions, and other ephemera; direct sales ephemera (such as advertising folders and flyers); and other promotional material targeted toward potential end users of Fuller Brush Company products. Most material in the series features product offerings; however, the series also includes calendars, housekeeping advice books, a children's coloring book (1992), and related items created for the customers of Fuller Brush Company distributors. The series includes a substantial collection of Fuller Brush Company catalogs, 1912-1917. Although most material in the series is from the Household Division, and features home cleaning and personal care products, the series also includes catalogs, labels, and some advertisements from the company's Industrial Division, which sold cleaning equipment to commercial buyers. The series also includes limited material from the company's Marine Division. Also included are some Spanish-language materials, and some Fuller Brush Company, Limited (Canadian division) French-language materials.

Subseries 10.1: Catalogs, 1912-2017

The catalog subseries includes catalogs and brochures used by Fuller Brush Company distributors to sell products to customers. The subseries includes several editions of *The Fuller Brush Magazine*, a glossy catalog produced in the 1950s-1960s. The subseries also includes a substantial number of mail-order catalogs from the 1980s-1990s, including some mock-up versions of brochures (1990, 1991). Combined catalogs for the Fuller Brush Company and Stanley Home Products, 2012-2017, reflect the merger of the company's product lines following the 2012 chapter 11 bankruptcy claim. Also of interest in the catalog subseries are early informative product booklets *A Brush For Every Purpose* (1912), *The Handy Brush Book* (1923), and *Handy Brushes on the Farm* (1923); mock-up materials and catalogs created for "Fullerettes," promoting the Debutante Cosmetics line (1948); Spanish-language catalogs (1972-1974); and *Thumbsy: The Santa Claus Sprite Who Did Nothing Quite Right*, a 1962 catalog featuring an original Christmas-themed story for children.

See also series 2.7 for catalogs from Stanley Home Products and other organizations affiliated with Fuller Brush, and series 8.4 for product manuals used by Fuller Brush distributors, that also contain substantial product imagery.

Box 36, Folder 7	<i>A Brush for Every Purpose</i> , 1912
Box 36, Folder 8	<i>The Handy Brush Book</i> , 1923
Box 36, Folder 9	<i>Handy Brushes on the Farm</i> , 1923
Box 36, Folder 10	Industrial division, 1924-1925
Box 36, Folder 11	General catalogs, 1925
Box 36, Folder 12	General catalogs, 1926
Box 66, Folder 15	<i>Fuller Brushes Illustrated</i> , 1929-1930
Box 66, Folder 16	<i>Fuller Brushes Illustrated</i> , 1930, 1933-1934
Box 36, Folder 13	General catalogs (United States and Canada), 1934-1936
Box 67, Folder 1	<i>Fuller Brushes Illustrated</i> , 1935-1937

Box 36, Folder 14	Industrial division, 1936
Box 37, Folder 1	General catalogs, 1937
Box 37, Folder 2	General catalogs, 1938-1939
Box 66, Folder 17	<i>Fuller Brushes Illustrated</i> , 1939
Box 37, Folder 3	General catalogs, 1940
Box 37, Folder 4	Industrial division, 1941
Box 37, Folder 5	General catalogs, 1942
Box 67, Folder 2	<i>Fuller Brushes Illustrated</i> , 1946
Box 37, Folder 6	Debutante cosmetics, 1947-1948
Box 67, Folder 3	Debutante cosmetics (mock-up), 1948
Box 37, Folder 7	Debutante cosmetics, 1948
Box 37, Folder 8	Industrial division, 1948
Box 67, Folder 4	<i>Fuller Brushes Illustrated</i> , 1949
Box 37, Folder 9	Industrial division, 1949
Box 67, Folder 5	<i>Fuller Brushes Illustrated</i> , 1951-1952
Box 67, Folder 6	Debutante Christmas brochure, 1952
Box 37, Folder 10	<i>The Fuller Brush Family</i> , 1952
Box 37, Folder 11	Debutante cosmetics, 1952-1953
Box 67, Folder 7	General catalogs (Household Division), 1953
Box 37, Folder 12	Industrial division, 1953
Box 37, Folder 13	General catalogs, 1954
Box 37, Folder 14	General catalogs, 1955
Box 38, Folder 1	General catalogs, 1956-1957
Box 38, Folder 2	General catalogs, 1958
Box 38, Folder 3	<i>The Fuller Brush Magazine</i> , 1958
Box 38, Folder 3a	General catalogs, 1959

Box 38, Folder 4	<i>The Fuller Brush Magazine</i> , 1959
Box 38, Folder 5	<i>The Fuller Brush Magazine</i> , 1959-1964, 2002
Box 38, Folder 6	<i>The Fuller Brush Magazine</i> , 1960
Box 38, Folder 7	<i>The Fuller Brush Magazine</i> , 1961-1963
Box 38, Folder 8	Household division, #900A, 1962-01
Box 38, Folder 9	Household division, #900B, 1962
Box 38, Folder 20	Household division, #900A-900B (empty binding), 1962
Box 39, Folder 1	Household division, #900B, 1962
Box 39, Folder 2	Household division, #900B, binding, 1962
Box 39, Folder 3	<i>Thumbsy: The Santa Claus Sprite Who Did Nothing Quite Right</i> , 1962
Box 39, Folder 4	<i>The Fuller Brush Calendar Magazine</i> , 1963
Box 39, Folder 5	Household division, #900C, 1963
Box 39, Folder 6	Household division, #900C (empty binding), 1963
Box 39, Folder 7	Household division, #900D, 1963-10-1964-02
Box 39, Folder 8	Household division, #900D (empty binding), 1963-10-1964-02
Box 39, Folder 9	Household division, #900E, 1964-11
Box 39, Folder 20	Household division #900E (empty binding), 1964-11
Box 40, Folder 1	Household division, #900F, 1965
Box 40, Folder 2	Household division, #900F (empty binding), 1965
Box 40, Folder 3	Household division, #900G, 1965
Box 40, Folder 4	Household division, #900G (empty binding), 1965
Box 69, Folder 20	Loose catalog pages, 1965, 1968, undated
Box 40, Folder 5	General catalogs, 1966
Box 40, Folder 6	Fullerette, 1966
Box 40, Folder 7	Household division, #900B, 1967-03
Box 40, Folder 8	General catalogs, 1967

Box 40, Folder 9	General catalogs, 1968
Box 40, Folder 10	General catalogs, 1972
Box 40, Folder 11	General catalogs (Spanish), 1972-1974, undated
Box 40, Folder 12	General catalogs, 1973-1974
Box 41, Folder 1	Industrial division, Fuller Brush Company, Limited (Canada), 1973-1976
Box 41, Folder 2	General catalogs, 1974
Box 41, Folder 3	House of Fuller, Mexico (Spanish), 1974
Box 41, Folder 4	General catalogs, 1975
Box 41, Folder 5	General catalogs, 1976
Box 41, Folder 6	General catalogs, 1976
Box 41, Folder 7	General catalogs, 1978
Box 41, Folder 8	General catalogs, 1985
Box 41, Folder 9	General catalogs, 1986
Box 41, Folder 10	General catalogs, 1987
Box 41, Folder 11	General catalogs, 1988
Box 41, Folder 12	Seasonal (early spring-autumn), 1989
Box 41, Folder 13	Seasonal (winter and holiday), 1989
Box 41, Folder 14	General catalogs, 1989
Box 42, Folder 1	General catalogs, 1989-1991
Box 42, Folder 2	Preparation materials and final, 1990
Box 42, Folder 3	Campaigns 3-18, 1990
Box 42, Folder 4	Campaigns 19-22, 1990
Box 42, Folder 5	Campaigns 23-25, 1990
Box 42, Folder 6	Campaign 26, 1990
Box 42, Folder 7	Seasonal, 1990
Box 42, Folder 8	Campaigns 1-3, 1991

Box 42, Folder 9	Campaigns 4-7, 1991
Box 43, Folder 1	Campaigns 8-15, 1991
Box 43, Folder 2	Campaigns 16-22, 1991
Box 43, Folder 3	Campaigns 23-27, 1991
Box 43, Folder 4	Seasonal, 1991
Box 43, Folder 5	General catalogs, 1992
Box 43, Folder 6	General catalogs, 1993-01-1993-05
Box 43, Folder 7	General catalogs, 1993-06-1993-12
Box 43, Folder 8	General catalogs, 1994-02-1994-05
Box 43, Folder 9	General catalogs, 1994-06-1994-12
Box 43, Folder 10	General catalogs, 1994
Box 43, Folder 11	General catalogs, 1995
Box 43, Folder 12	General catalogs, 1996
Box 67, Folder 8	Catalog calendars, 1996, 2006
Box 44, Folder 1	General catalogs, 1997
Box 44, Folder 2	General catalogs, 1998
Box 44, Folder 3	General catalogs, 1999
Box 44, Folder 4	General catalogs, 2000
Box 44, Folder 5	General catalogs, 2001
Box 44, Folder 6	General catalogs, 2002-2003
Box 44, Folder 7	General catalogs, 2005
Box 44, Folder 8	General catalogs, 2006
Box 44, Folder 9	General catalogs, 2007
Box 44, Folder 10	General catalogs, 2008
Box 44, Folder 11	General catalogs, 2009
Box 44, Folder 12	Fuller Brush Company/Stanley Home Products, 2012-2013

Box 44, Folder 13	Fuller Brush Company/Stanley Home Products, 2014
Box 45, Folder 1	Fuller Brush Company/Stanley Home Products, 2015
Box 45, Folder 2	Fuller Brush Company/Stanley Home Products, 2016
Box 45, Folder 3	Fuller Brush Company/Stanley Home Products, 2017
Box 45, Folder 4	<i>A Brush for Every Purpose</i> , undated
Box 67, Folder 9-10	<i>Fuller Brushes Illustrated</i> , undated
Box 45, Folder 5	Photocopies, undated
Box 45, Folder 6	General catalogs, undated

Subseries 10.2: Product lists and order forms, 1918-2013

This subseries includes product order forms; price lists; dealer's worksheets and sales slips; product lists generated in the creation of catalogs; and other itemized representations of Fuller Brush Company product offerings and prices. See also lists of inventory accounts in series 4 and sales data in series 5.

Box 48, Folder 14	Dealer's sales slip, 1918
Box 48, Folder 14a	Price lists, 1934
Box 70, Folder 9	Price lists, 1935, 1953
Box 68, Folder 16	Order forms, 1938
Box 63, Folder 1	Price list, 1945
Box 48, Folder 15	Price lists and dealer invoices, 1947-1949
Box 48, Folder 16	Price lists (Debutante cosmetics), 1948
Box 48, Folder 17	Price lists and order forms, 1952-1954
Box 70, Folder 10	Order forms, 1956, 1974-1976
Box 10, Folder 1	Charter Products, order forms and brochures, 1966
Box 70, Folder 11	Dealer's worksheet, 1966
Box 70, Folder 12	Dealer's worksheet, 1967-01-26
Box 48, Folder 18	Price lists (Industrial Division), 1967
Box 48, Folder 19	List, obsolete styles by catalog (Fall 1985), 1985
Box 48, Folder 20	Lists, obsolete styles by catalog, 1986

Box 48, Folder 21	Catalog product lists, 1987
Box 63, Folder 2	Catalog product lists, 1987-1988
Box 48, Folder 22	Catalog product lists, 1988
Box 48, Folder 23	Catalog product lists, 1989
Box 48, Folder 24	Order form, 1992
Box 48, Folder 24a	Price lists, 1992-1994
Box 48, Folder 25	Order forms (Fuller Brush Company/Stanley Home Products), 2011-2013
Box 48, Folder 26	Product lists, 1907-1920, undated
Box 69, Folder 21	Advertisements, 1914, 1921-1926, 1993, 2001, and undated Folder appears to reflect historic advertisements purchased later by the Fuller Brush Company. Items from 1993 and 2001 include correspondence and envelopes, reflecting the acquisition process of the historic advertisements from external vendors.
Box 46, Folder 1	Advertisements (clippings), 1919-1940
Box 67, Folder 11	Proofs of all advertisements as in <i>Ladies' Home Journal</i> and <i>Good Housekeeping</i> , 1921
Box 67, Folder 12	Reproductions of advertisements as <i>The Saturday Evening Post</i> , <i>The Ladies' Home Journal</i> , and <i>Good Housekeeping</i> , 1922
Box 62, Folder 19	Advertisements, Christmas (reprint), 1923
Box 68, Folder 1	Advertisement reproduction book, 1923-1924
Box 69, Folder 22	Advertisement scrapbook, 1923-1958
Box 68, Folder 2	Advertisement reproduction book, 1924-1925
Box 68, Folder 3	Advertisement reproduction book, 1925-1926
Box 70, Folder 1	Advertisement reproduction book, 1925-1926
Box 70, Folder 2	Advertisement reprints, 1925-1930 and undated
Box 46, Folder 2	Advertisements, dish-washing machine (clippings), 1928
Box 70, Folder 3	Advertisements, Fuller electric dishwasher (clippings), 1928
Box 68, Folder 4	Advertisement, toothbrush, 1928

Box 68, Folder 5	Advertisement reproduction book, <i>How Fuller Advertising Helps Fuller Men</i> , 1929
Box 70, Folder 4	Advertisements (Industrial Division), 1930-05-24
Box 46, Folder 3	Ephemera (United States and Canada), 1934-1936
Box 46, Folder 4	Advertisements, Household Division, 1935-1960
Box 46, Folder 5	Advertisements, 1937
Box 46, Folder 6	Ephemera (United States and Canada), 1937
Box 70, Folder 5	Advertisements (clippings), 1937-1938, 1940-1946
Box 62, Folder 20	Directions for using Fuller coiffure brush, 1938-03-30
Box 46, Folder 7	Ephemera (United States and Canada), 1938
Box 71, Folder 12	Advertisements, toothbrush, 1938, 1961
Box 46, Folder 8	Ephemera (United States and Canada), 1939
Box 46, Folder 9	Label, denture cleanser, 1939-1942
Box 46, Folder 10	Ephemera (United States and Canada), 1940-1941
Box 46, Folder 11	Advertisements (clippings), 1940-1941
Box 71, Folder 13	Advertising mats, 1941
Box 70, Folder 6	Advertisements, 1941 and undated
Box 46, Folder 12	Advertisements, production material, 1941
Box 46, Folder 13	Advertisements (United States and Canada), 1942
Box 71, Folder 14	Advertising mats, 1942
Box 46, Folder 14	Advertisements (clippings), 1943
Box 46, Folder 15	Advertisements (clippings), 1944-1945
Box 62, Folder 21	Ephemera, 1945, 1957, undated
Box 46, Folder 16	Advertisements, 1946-1947
Box 68, Folder 6	Advertisements (<i>Fortune</i> magazine), 1947-06-1947-12
Box 68, Folder 7	Advertisements, Fullergript, 1947
Box 46, Folder 18	Advertisements, Debutante cosmetics, 1948

Box 68, Folder 8	Advertisements, Debutante cosmetics, 1948
Box 68, Folder 9	Advertising mats, Debutante cosmetics, 1948
Box 46, Folder 19	Advertisements, Industrial Division, 1948
Box 46, Folder 20	Advertisements, Debutante cosmetics, 1948-1952
Box 46, Folder 21	Advertisements, Household Division, 1949
Box 46, Folder 22	Advertisements, Industrial Division, 1949
Box 46, Folder 22a	Advertisements, Fullergript, 1949, undated
Box 46, Folder 23	Advertisements, Debutante cosmetics, 1949
Box 47, Folder 1	Ephemera, 1949
Box 47, Folder 1a	<i>Jobs: where it paid to use Fullergript</i> , 1949
Box 47, Folder 2	Advertisements, 1950
Box 47, Folder 3	Advertisements, 1950-1951
Box 47, Folder 4	Advertising mats, 1951
Box 47, Folder 5	Advertisements, 1952
Box 47, Folder 6	Advertisements (clippings), 1952
Box 68, Folder 10	Ephemera (Industrial Division), 1952
Box 47, Folder 7	Ephemera, 1952-1953
Box 47, Folder 8	Advertisements, 1953
Box 68, Folder 11	Advertisements (<i>Vogue</i>), 1953
Box 47, Folder 9	Advertisements (Industrial Division), 1953
Box 47, Folder 10	Ephemera, 1953 Includes Scotch Brand Typewriter Cleaner (#575), with instructions.
Box 47, Folder 11	Advertisements (Household Division), 1953
Box 62, Folder 22	Advertisements (Debutante), 1953
Box 47, Folder 12	Advertising mats, 1953
Box 47, Folder 12a	Fullergript informational booklet, 1953

Box 70, Folder 7	Advertisements, rough proof (Fullclean, Industrial Division), 1954-12-06
Box 68, Folder 12	Advertisement banner, hormones, 1954
Box 68, Folder 13	Advertisements, 1954
Box 47, Folder 13	Advertisements, 1954
Box 47, Folder 14	Ephemera, 1954
Box 47, Folder 15	Advertisements (Household Division), 1955
Box 47, Folder 16	Advertisements (Industrial Division), 1955
Map-folder 1	Advertisement poster, "Fuller Brushes for Bakeries", 1955 <i>1 printed page (25.5" x 22")</i>
Map-folder 1	"Fuller Brush Floor Maintenance Chart" (Industrial Division) , 1955 <i>1 printed page (27.5" x 39")</i>
Map-folder 1	"Fuller Brush Floor Maintenance Chart" [proof with poster costs], [1955] <i>1 printed page (11" x 17")</i>
Box 47, Folder 17	Ephemera, 1955
Box 62, Folder 23	Soil sample tube cleaner (press release and photograph), 1955
Box 47, Folder 18	Advertisements, 1956
Box 47, Folder 19	Ephemera, 1956
Box 47, Folder 20	Ephemera, 1957
Box 62, Folder 24	Advertisements, <i>Ellas</i> magazine (Columbia; Spanish), 1958-10
Box 70, Folder 8	Advertisements (celebrating ship "Columbia," Machine Division), 1958
Box 47, Folder 21	Advertisements, 1963-1964
Box 47, Folder 22	Advertisements, Fullerette direct mail, 1965-1966
Box 60, Folder 8	Charter Products, ephemera (English, Spanish), 1966
Box 48, Folder 1	Ephemera (Household Division), 1966 Includes makeup color chart.
Box 48, Folder 2	Ephemera (Industrial Division), 1966
Box 48, Folder 3	Ephemera (Marine Division), 1966
Box 48, Folder 4	Advertisements (Marine Division), 1967

Box 48, Folder 5	Advertisements, Fullurette direct mail, 1967
Box 48, Folder 6	Ephemera, 1967
Box 62, Folder 25	Advertisements, 1973-1975
Box 48, Folder 7	Advertisements (Industrial Division), 1982
Box 62, Folder 26	<i>Thumbsy: The Santa Claus sprite who did nothing quite right</i> (coloring book), 1992 This coloring book does not contain product imagery, but was released in 1992 to bring back the children's story introduced in the catalog of the same title, released 1962. See box 39, folder 3.
Box 62, Folder 27	Fuller Brush problem solvers: helpful tips on solving many household cleaning problems, 2004
Box 48, Folder 8	Ephemera, 2014
Box 62, Folder 28	<i>Laundry Hints and Tips</i> (Publications International, Ltd.), 2017
Box 62, Folder 29	<i>Housekeeping Hints & Tips</i> (Publications International, Ltd.), 2017
Box 62, Folder 30	<i>Bath & Kitchen Hints & Tips</i> (Publications International, Ltd.), 2017
Box 68, Folder 14	Catalogs and advertisements, undated
Box 62, Folder 31	Advertisements, "Ten Most Wanted", undated
Box 48, Folder 8a	Advertisements (clippings), undated
Box 71, Folder 15	Advertisements, undated
Map-folder 1	Advertisement poster featuring "Fullergript" (Industrial Division), undated <i>1 printed page (35" length x 22.5" height)</i>
Box 48, Folder 9	Advertisements (Industrial Division), undated
Box 48, Folder 10	Ephemera, undated
Box 68, Folder 15	Ephemera, undated
Box 48, Folder 11	Advertisements, "no drip!" gel window cleaner, undated
Box 48, Folder 12	<i>Fuller Information Bulletin</i> , undated
Box 48, Folder 13	Product guarantee policy, undated

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Series 11: Photographs, circa 1890-2000

This series features photographs of Fuller Brush Company founder Alfred C. Fuller, his family, company personnel and manufacturing facilities, and photographs taken at commemorative events. Also included are photographs of Fuller Brush Company products, or created for use in advertisements or publicity campaigns. In addition, the series contains slides featuring photographs of Alfred C. Fuller, advertisements, catalogs, cartoons, historic clippings, and text, apparently created for a presentation at the Fuller Brush Company.

Subseries 11.1: Alfred C. Fuller, circa 1906-1968

This subseries includes a substantial number of photographs depicting Alfred C. Fuller from throughout his career (though mostly from his later years). Photographs show Alfred C. Fuller with his wives Evelyn and Primrose; receiving awards; in his office; attending Fuller Brush Company conventions; making publicity appearances; and communicating with biographer Hartzell Spence.

Box 48, Folder 27	Early career, circa 1906
Box 70, Folder 13	Early career, circa 1906
Box 48, Folder 28	Fuller Brush Company factory and office, 1918
Box 48, Folder 28a	Early/mid-career, circa 1918-1940
Box 48, Folder 29	Rocky Mountain District meeting, 1923
Box 48, Folder 30	Atlantic City Convention, 1923
Box 48, Folder 31	Atlantic City Convention, with wife Evelyn, 1928
Box 49, Folder 1	Hollywood, with wife Mary Primrose, 1934
Box 49, Folder 2	With William Powell, wife Mary Primrose, and others, 1934
Box 49, Folder 3	Late career, circa 1950-1968
Box 49, Folder 4-5	"Dad" Fuller publicity photos, circa 1955-1965
Box 49, Folder 6	At home, with wife Mary Primrose, 1959-01
Box 49, Folder 7	At new plant (East Hartford, Connecticut), 1960
Box 49, Folder 8	With Hartzell Spence (biographer, <i>A Foot in the Door</i>), 1960
Box 53, Folder 9	Negatives (Alfred C. Fuller), 1965
Box 49, Folder 9	With Leah McLean and original twister machine, 1968-10
Box 70, Folder 14	Alfred C. Fuller on holiday, undated

Subseries 11.2: Fuller family, circa 1890-1960

This small subseries includes Fuller family photographs depicting Alfred C. Fuller's sons Alfred Howard and Avard; father Leander Joseph and mother Phebe Jane; sisters Bessie, Annie, and Jessie; and other family members. Of particular note is a labeled group photograph, circa 1890, depicting Alfred C. Fuller at his childhood home, surrounded by his parents and siblings.

- Box 49, Folder 10 Group photographs, including Alfred C. Fuller's parents and siblings, circa 1890
- Box 49, Folder 11 Alfred C. Fuller's sisters (Elizabeth "Bessie," Annie, Georgie, Jennie), 1912 and undated
- Box 49, Folder 12 Alfred C. Fuller and wife Evelyn in Miami, 1922
- Box 49, Folder 13 Evelyn Fuller and sons Alfred Howard Fuller and Avard Ellis Fuller, 1927
Includes clippings: *The Fuller Bristler* with images of Fuller family and article concerning Educational Department.
- Box 49, Folder 14 [Alfred Howard Fuller?], circa 1960
- Box 49, Folder 15 Avard E. Fuller (as Fuller Brush Company President), circa 1960
- Box 50, Folder 1 Mother-in-law Mrs. Pelton, undated
- Box 50, Folder 2 Homes of Alfred C. Fuller (West Hartford, Connecticut; Wellsford, Berwick, Nova Scotia; Hartford, Connecticut), undated
- Box 70, Folder 15 Alfred Howard Fuller, undated

Subseries 11.3: Commemorative events, 1956-1965

Most commemorative event photographs depict the 50th anniversary celebration dinner of the Fuller Brush Company, including the unveiling of a portrait of Alfred C. Fuller (1956); and the dedication of the "Fuller homestead," Alfred C. Fuller's childhood home, as a historic landmark (1965).

- Box 50, Folder 3-5 50th anniversary, 1956
- Box 50, Folder 6 Award presentation, 1959-05
- Box 50, Folder 7-11 Dedication, homestead (Alfred C. Fuller's birthplace, Nova Scotia), 1965-08-14

Subseries 11.4: Facilities, circa 1915-2000

Facility photographs feature interior and exterior images of manufacturing plants, offices, and regional distributing stations; trucks; and manufacturing equipment. Also of note are photographs of the press tour to celebrate the grand opening of the new manufacturing plant and headquarters of the Fuller Brush Company in East Hartford, Connecticut (1960), and disaster photographs showcasing damage to the Fuller Brush Company's factory (circa 1926).

- Box 51, Folder 1 Exterior office, after 1915
- Box 51, Folder 1a Early facility photographs, 1918, 1947, undated

Box 51, Folder 2	Distributing stations (Baltimore, Miami, Los Angeles), 1919, 1949, 1956
Box 51, Folder 3	Fuller Brush Company factory, building collapse (Hartford, Connecticut), circa 1926
Box 51, Folder 4	Distributing stations (Albany, Chicago, Hammond, Indiana, and others), circa 1950-1960
Box 51, Folder 5	Plant grand opening, press tour (East Hartford, Connecticut), 1960
Box 51, Folder 6	Plant, circa 1960
Box 51, Folder 7	Plant, 1963-1970
Box 51, Folder 8-9	Plant (interior), 1966, undated
Box 51, Folder 9a	General manufacturing, circa 1966
Box 51, Folder 10	Plant (interior and exterior), 1973-07, undated
Box 51, Folder 11	Office (House of Fuller), 1973-12
Box 51, Folder 12	Plant (exterior), 1978, 1986
Box 51, Folder 13	"Filling Fuller Lake", 1991-04-17
Box 71, Folder 16	Senator Sam Brownback visits Fuller Brush, 2000-01-06

Subseries 11.5: People, circa 1920-1989

This subseries consists predominately of personnel photographs, especially regional branch managers, from the early years of the company (circa 1920) through approximately the 1980s. The subseries also includes photographs from meetings, staff parties, and other group events.

Box 52, Folder 1	Early personnel, circa 1920-1945
Box 70, Folder 16	"The Dixie Boosters Club," ninth assistant managers school (Hartford, Connecticut), 1923-08
Box 68, Folder 17	Personnel (Ruby E. Perkins, Assistant Treasurer), circa 1926
Box 68, Folder 18	Personnel (G.H. Abercrombie, Secretary), circa 1926
Box 52, Folder 2	Personnel, circa 1927-1960
Box 52, Folder 3	Personnel, circa 1931-1960
Box 52, Folder 4	Personnel, circa 1945-1955
Box 52, Folder 5	Fuller family party, 1960-06

Box 52, Folder 6	Presidents' Meeting (with correspondence from Max Kline Co.), 1974
Box 52, Folder 7	Staff party [district meeting?], circa 1975
Box 52, Folder 8	Staff parties and conventions, circa 1975-1985
Box 52, Folder 9	Staff parties and events, circa 1975-1986
Box 52, Folder 10	Personnel, circa 1975-1989
Box 53, Folder 1	Great Bend plant publicity photographs (L.C. Williams & Associates, Inc.), 1989
Map-folder 1	Group photograph including Alfred C. Fuller [and personnel at convention?] at Briarcliff Lodge, Briarcliff Manor, New York, undated <i>1 Photograph (21" x 11")</i>
Box 68, Folder 19	Staff parties and events, undated
Box 53, Folder 2	Staff events (conventions, trade shows, presentations), undated
Box 53, Folder 3	[Non-staff gatherings?], undated
Box 70, Folder 17	[District meeting, staff celebration?] (clipping), undated

Subseries 11.6: Products and marketing, 1934-1994

Box 53, Folder 3a	Flesh brush, 1934-07-19
Box 53, Folder 4	Products and catalogs, 1960-1966
Box 53, Folder 5	Fronde Gelee bath essentials (Mohawk), 1961-1962 Contains mostly images of models, created for a marketing campaign for Fronde Gelee Bath Essentials (a product developed by the Mohawk Brush Company, as a subsidiary of the Fuller Brush Company). See also series 2.7.
Box 53, Folder 6	Catalog images, 1994 and undated
Box 53, Folder 7	Product images, undated
Box 53, Folder 8	Product images (Industrial Division), undated
Box 53, Folder 10	Negatives, undated
Box 53, Folder 9a	Heritage slides, undated

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Series 12: Press Clippings and Publicity, 1921-2010

This series includes press clippings as well as some complete issues of magazines and newspapers containing articles related to the Fuller Brush Company.

Most general clippings refer to articles excerpted from newspapers, although some are derived from in-house publications. Common topics include Alfred C. Fuller, with coverage of his history, public appearances, and political aspirations; Fuller Brush Company conventions; and sales records, awards, and other achievements by the Fuller Brush Company. Of particular note are press clippings covering the Fuller Brush Company's contribution of brushes to clean war equipment during World War II.

Publicity may refer to sponsored content stories about products; coverage of the Fuller Brush Company's history or current sales tactics, such as the Fullerette program, in complete issues of magazines; and casual mentions of the Fuller Brush Company in unrelated articles. The series includes substantial clippings from various districts (1953), containing a sponsored and nationally distributed article, as promoted by public relations firm Elser & Cothran. Note that although file naming conventions attempt to mirror original file naming conventions, it is probable that the Fuller Brush Company was responsible for articles appearing as "publicity" as well as in "general clippings."

Also of interest in this series are clippings from comic strips and related illustrations, mostly referencing the Fuller Brush Man and his relationship with housewives.

Box 56, Folder 18	Comics, 1940-1949
Box 70, Folder 27	Comics, 1947, 1963
Box 56, Folder 19	Comics scrapbook, 1948-1961
Box 56, Folder 20	Magazine clipping, 1962 Includes correspondence from Jack Banner of Banner & Greif Public Relations.
Box 56, Folder 21	Comics, 1963, 1966, undated
Box 56, Folder 22	Sketches, undated See box 68, folder 20.
Box 68, Folder 28	Comics, image proof for <i>The Saturday Evening Post</i> , undated
Box 53, Folder 11	General clippings, 1921-1923
Box 71, Folder 17	General clippings, 1922-1925
Box 53, Folder 12	Alfred C. Fuller, 1922-1931
Box 53, Folder 13	Alfred C. Fuller in Canada, 1923-1931
Box 53, Folder 14	General clippings, 1924-1929
Box 53, Folder 15	Conventions, 1925-1932
Box 71, Folder 18	Conventions (<i>The Fuller World</i>), 1926-1928
Box 53, Folder 16	Publicity, 1927

Box 71, Folder 19	Advertisement for Nokoi oil heating for homes (Alfred C. Fuller endorsement), 1927
Box 53, Folder 17	Earl Spicer, "Fuller Man" radio program, 1929
Box 54, Folder 1	Publicity, 1929
Box 63, Folder 3	Elections of Alfred C. Fuller, 1929-1931
Box 70, Folder 18	General clippings, 1930-1938
Box 54, Folder 2	General clippings, 1930-1939
Box 54, Folder 3	Reprints of articles about the Fuller Brush Company, 1932
Box 54, Folder 4	Publicity (<i>Advertising & Selling</i>), 1934-09-13
Box 68, Folder 20	Publicity (<i>Esquire</i>), 1935-09
Box 68, Folder 21	Publicity, 1937
Box 68, Folder 22	Publicity (<i>Fortune</i>), 1938-10
Box 54, Folder 5	Fuller choral club, 1939-1941
Box 54, Folder 6	Fuller Brush men's clubhouse, 1940-1941
Box 54, Folder 7	General clippings, 1940-1942
Box 71, Folder 20	General clippings, 1940-1945
Box 68, Folder 23	Publicity, 1941
Box 54, Folder 8	General clippings, 1941-1944
Box 70, Folder 19	Publicity, human interest, 1943-04-13
Box 54, Folder 9	World War II production efforts, 1943-1945
Box 54, Folder 10	Publicity, 1945
Box 70, Folder 20	<i>Life</i> magazine, 1948-09-13
Box 54, Folder 11	Publicity (<i>The New Yorker</i>), 1948-11-13
Box 70, Folder 21	<i>Life</i> magazine (with Fullerette story), <i>The Saturday Evening Post</i> , 1948
Box 54, Folder 12	Circus Saints and Sinners comedy roast, 1948
Box 54, Folder 13	General clippings, 1948-1950

Box 71, Folder 21	United Features Syndicate, United Features daily picture service (including first anniversary Fullerette dealer), 1949
Box 68, Folder 24	Publicity (<i>Opportunity</i>), 1951-05
Box 71, Folder 21a	Trinity honorary award (to A.C. Fuller), 1951-06-18
Box 68, Folder 25	Publicity (<i>Maclean's</i>), 1951-11-15
Box 54, Folder 14	General clippings, 1952
Box 54, Folder 15	Publicity, 1952
Box 54, Folder 16	Publicity campaign clippings, Boston and New York Districts (Elser & Cothran), 1953
Box 54, Folder 17	Publicity campaign clippings, Cincinnati District (Elser & Cothran), 1953
Box 55, Folder 1	Publicity campaign clippings, Chicago District (Elser & Cothran), 1953
Box 55, Folder 2-3	Publicity campaign clippings, Midwestern District (Elser & Cothran), 1953
Box 55, Folder 4	Publicity campaign clippings, Southern and Western Districts (Elser & Cothran), 1953
Box 55, Folder 5	Publicity campaign clippings, Industrial Division publicity and additional articles, including Inez Robb syndicated Fuller Brush Man article (Elser & Cothran), 1953
Box 55, Folder 6	General clippings, 1953
Box 55, Folder 7	Publicity, 1953
Box 70, Folder 22	Publicity, 1953
Box 68, Folder 25	Publicity (<i>Collier's</i> magazine), 1954-08-06
Box 55, Folder 8	Publicity (<i>American Business</i>), 1954-10
Box 71, Folder 22	General clippings, 1954-1956
Box 71, Folder 23	Elser & Associates correspondence with publicity, 1955
Box 55, Folder 9	General clippings, 1955
Box 55, Folder 10	Flood, industrial damage, 1955 Includes photographs.
Box 56, Folder 1	Publicity (Industrial Division), 1955
Box 56, Folder 2	Publicity (<i>The Reader's Digest</i>), 1955
Box 71, Folder 24	General clippings, 1955-1956

Box 56, Folder 4	Publicity (<i>Business Week</i>), 1956-12-08
Box 56, Folder 3	General clippings, 1956 Includes correspondence between Maximilian Elser, Jr. of public relations firm Elser & Associates and Francis L. Smith, advertising manager of the Fuller Brush Company.
Box 56, Folder 5	General clippings, 1957, 1959
Box 71, Folder 25	General clippings, 1960
Box 56, Folder 6	General clippings, 1960-1966
Box 56, Folder 7	General clippings and publicity, Mohawk Brush (including Frond Gelee), 1961-1962
Box 56, Folder 8	Fuller Brush Company, Limited, 1962, undated
Box 56, Folder 9	National Conference of Christians and Jews (NCCJ) National Human Relations award, 1966-01-1966-02
Box 56, Folder 10	General clippings (including Fullerette publicity), 1966
Box 70, Folder 23	Fullerette, 1966
Box 63, Folder 4	Fullerette, 1968
Box 56, Folder 11	General clippings, after 1972
Box 56, Folder 12	General clippings, 1983
Box 56, Folder 13	Alfred C. Fuller, 1986
Box 70, Folder 24	Publicity (<i>Wedding Bells</i>), 1988
Box 56, Folder 14	Article photocopies (Dunlap, Len), 1989
Box 56, Folder 15	General clippings, 1989
Box 71, Folder 26	Publicity and sponsorship, 1990-1991
Box 56, Folder 16	Publicity (<i>FreEnterprise</i>), 1992-04
Box 70, Folder 25	General clippings (company comeback), 1999-11
Box 56, Folder 17	General clippings, 2010
Box 68, Folder 27	Publicity (Veronica Lake's hair), undated
Box 63, Folder 5	Caption, <i>Time</i> magazine, undated

Box 70, Folder 26

General clippings, undated

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Series 13: *The Fuller Brush Man* and *The Fuller Brush Girl*, 1947-1953, 2004 (bulk 1947-1952)

This series contains material predominately related to two motion picture comedies created and promoted through a partnership between Columbia Pictures and the Fuller Brush Company: *The Fuller Brush Man* (1948), starring Red Skelton, and *The Fuller Brush Girl* (1950), starring Lucille Ball. The series consists mostly of promotional material, including pressbooks; advertising mats; photographs; press clippings; correspondence with public relations firms, Columbia Pictures representatives, and magazine publishers; advertisements; and ephemera (including direct mail advertisements distributed by Fuller Brush Company door-to-door salespeople). The series also features schedules, photographs, and other materials related to film release parties and promotional events, including photographs of Fullerettes. The series also includes film release contracts, agreements, and other official documentation of the relationship between the Fuller Brush Company and Columbia Pictures.

Most material in the series relates to the film *The Fuller Brush Girl* (1950). In addition to substantial promotional material, there are working and final scripts from the film; a shooting schedule, and press coverage and release papers specifically related to Lucille Ball. The series also includes correspondence and script excerpts related to Lucille Ball's radio program *My Favorite Husband* mostly featuring promotional tie-ins to *The Fuller Brush Girl*.

The series also contains items documenting the 1952 theatrical re-issues of *The Fuller Brush Man* and *The Fuller Brush Girl*. Materials document two double-feature campaigns, both occurring in 1952: one, a double-billing between *The Fuller Brush Man* and *The Fuller Brush Girl*; the other, a double-billing between *The Fuller Brush Girl* and *Holiday in Havana*, a film starring Lucille Ball and Desi Arnaz. Materials related to the re-issues include pressbooks, photographs of film releases, and movie theater distribution schedules. The collection also includes a pressbook for the original release of *Holiday in Havana*, as well as limited material pertaining to other ventures pursued by Columbia Pictures at the time (including advertisements and a pressbook for *Sunny Side of the Street*).

Subseries 13.1: *The Fuller Brush Man*, 1947-1949

Box 56, Folder 23	Agreement, Columbia Pictures, 1947-1949
Map-folder 1	Pressbook, first proof, 1948-03-10 <i>1 printed page (Contains multiple pages; 7" x 25")</i>
Box 56, Folder 24	Publicity, 1948
Box 56, Folder 25	Promotion, 1948
Box 56, Folder 26	Promotional ephemera, 1948
Box 56, Folder 27	Premier photographs and correspondence, 1948
Box 56, Folder 28	Photographs, 1948
Box 71, Folder 27	Pressbook, 1948
Map-folder 1	Advertising mats, [1948] <i>1 printed page (25" x 18")</i>

Subseries 13.2: *The Fuller Brush Girl*, 1948-1953

Box 56, Folder 29	Correspondence, Columbia Pictures, 1948-1949
Box 56, Folder 30	Agreement, Columbia Pictures, 1949-01
Box 57, Folder 1	Script, first estimating draft, 1949-12-07
Box 57, Folder 2	Press clippings, 1949-09-1950-05
Box 71, Folder 28	Press clippings, Lucille Ball ("My Favorite Husband," <i>The Fuller Brush Girl</i>), 1949-1950
Box 57, Folder 3	Press clippings, with newspaper distribution lists, 1950-01-1950-04
Box 57, Folder 4	Shooting schedule, 1950-02-02
Box 57, Folder 5	Script, revised final draft, 1950-02-04
Box 57, Folder 6	Film synopsis, 1950-02-1950-03
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