S. WATSON DUNN ADVERTISING EPHEMERA COLLECTION, 1840 - 1986
(1 cubic foot; 1 DB, 1 F/O)

Biography

S. Watson (Samuel Watson) Dunn is well known in the field of advertising and has spent a good portion of his life teaching both advertising and marketing. He is currently Professor Emeritus of Marketing at the University of Missouri-Columbia, and was dean of the College of Business and Public Administration and Professor of Marketing and Advertising at that university. He has held faculty positions at the University of Illinois at Urbana-Champaign, where he was head of the Department of Advertising, and at the Universities of Wisconsin, Pittsburgh, and Western Ontario. He has been a Fulbright Lecturer in France; Dai-Ichi-Kikaku Distinguished Visiting Lecturer, Keio University (Japan); Gannett Distinguished Visiting Professor, University of Florida; Newhouse Distinguished Visiting Professor, Syracuse University; Visiting Professor, University of Hawaii; Distinguished Visiting Professor, George Washington University; and Director, Institute of Advanced Advertising Studies, Mid-Atlantic Region, American Association of Advertising Agencies. In recognition of his dedication to the field of advertising he was named Distinguished Advertising Educator by the American Advertising Federation in 1988.

Dunn is an active scholar. He is widely published in a number of scholarly, and trade journals, including: Journal of Marketing, Journal of Advertising Research, Columbia Journal of World Business, The International Advertiser, Journal of Marketing Research, Public Opinion Quarterly, Journal of Communication and Journalism Quarterly. He has also written or edited six books.

Dunn is also an active industry consultant. He has worked for Pacific Telephone & Telegraph, Southwestern Bell, Leo Burnett Company, Young & Rubicam, Marsteller Inc., Madison Newspapers, and the U. S. Army.

Among the awards Dunn has received is the “Printer's Ink Silver Medal Award”. He is listed in Who's Who in the Midwest, Who's Who in Advertising, and Who's Who in America.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Scope and Content Note

This collection is organized in four series. The first contains an assortment of advertising ephemera, including fans, advertising cards, business cards, receipts, circulars, pamphlets, printed advertisements, brochures, postcards and catalogues dating mostly from the late nineteenth century. Materials in the advertising ephemera file are organized by type. The second series consists of articles, collected by Dunn, from *Advertising Age*. These articles relate to advertising history, specifically, founders of advertising agencies and date from 1960 - 1986. The materials are arranged chronologically by date. Series three consists of correspondence (1961 and 1970) collected by Dunn during the course of his teaching career. Materials in the correspondence file are arranged chronologically. Series four consists of unpublished papers also arranged chronologically.

Provenance

The material was accumulated by S. Watson Dunn and was donated to the Archives Center in December, 1989.
V. Broussard-Simmons
01-23-90

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Container List

S. WATSON DUNN ADVERTISING EPHEMERA COLLECTION, 1840 - 1986
(1 cubic foot; 1 DB; 1 F/O)

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Series 1: ADVERTISING EPHEMERA: 1840 - 1983

Subseries 1: Advertising Cards

1 1 Includes cards from manufacturers and distributors of pianos, thread, corsets, tea, men's furnishings, groceries, soap, and chewing tobacco.

Subseries 2: Articles


Kahn, Joseph. "Trademark Detective." rep. from *The Rotarian*.


Kinstler, Everett Raymond. "The Individual as an Artist."


3 Rowsome, Frank Jr. "Those Irresistible Burma-Shave

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Young, James Webb. "Mister J. Walter Thompson."


**Subseries 3: Brochure**

Published by Arno Press listing a collection of publications on the history of broadcasting especially, radio and television.

**Subseries 4: Bumper Sticker**

Exxon bumper sticker with picture of "Tony the Tiger".

**Subseries 5: Business Cards**

Includes cards from lithographers, tailors and sporting goods dealers in the United States.

**Subseries 6: Cards**

Produced by Church & Company, manufacturers of Arm & Hammer baking soda and saleratus, these cards were put into the boxes to encourage sales by creating an incentive to collect the whole set. On the front are images of different birds and the name of the bird. Each card has a number and are a part of a collection of sixty cards.

**Subseries 7: Catalogues**

Catalogue of paintings by various artists including title of the painting, artist's name and date. The title of the catalogue is "The Newspaper in American Art."

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Farrington & Son Household Furniture Catalogue, 1840.


Subseries 8: Chronology

1  9  Important dates in the history of tobacco in the United States beginning in 1492.

Subseries 9: Circulzrs

10  Yoko Ha Ma Tea Store circular inviting the public to examine an assortment of teas. The store is located on State Street in Bridgeport, Connecticut.

Subseries 10: Fans

11  Advertisements on the back side of fans for Anchor Savings and Loan, Madison, Wisconsin.


Subseries 11: Freight Receipt

13  Wells, Fargo & Company Express receipt, 1888.

Subseries 12: Pamphlets and Books


Lake Lore. Chicago, Milwaukee & St. Paul Railway, 1904.


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"Nash Passenger Car." n. d.

Subseries 13: Periodicals

1 16 Journalism Monographs. (May 1976): no. 44.
   Rexall Magazine. (September 1921): vol. 10 no. 3.

Subseries 14: Printed Advertisements

1 17-20 Miscellaneous advertisements for soap, medicine, automobiles, beverages, soup, flour, toothpaste, and shoes.

Subseries 15: Phonograph Records
(7", 33 1/3 rpm)

21 "Radio Free Europe 1967 Campaign, A Public Service Campaign of the Advertising Council".


"The Noxzema Rag"


Subseries 16: Programs

23 "Can - Can", Haresfoot Club, Inc., University of Wisconsin, Madison, Wisconsin, 1958?


Mme. Schumann - Heink, New York, 1908.
Subseries 17: Miscellaneous

1 24  Miscellaneous pieces of ephemera and also loose pages from unpublished papers.
## Series 2: ADVERTISING HISTORY FILE: 1859-1986

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**New Orleans Daily Crescent**

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**Advertising Age**

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<td>1957 - 1960</td>
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1 25 Emerson Foote, President of McCann-Erickson, Inc., to Lt. Colonel Sanford H. Winston in reference to gaining access to the Lord & Thomas records, April 8, 1961.


Robert K. Heimann, Assistant to the President of the American Tobacco Company, to Lt. Col. Sanford H.

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Winston in reference to interviews with people who worked with Mr. Hill to learn more about Hill's business and advertising philosophy, April 20, 1961.

S. Watson Dunn to Professor Lawrence Paper thanking Professor Paper for his compliments, October 21, 1970.

Bob Taber, Assistant Professor of Advertising at the University of Oregon, to S. Watson Dunn explaining the project developed to create the Advertising Museum by the Portland Advertising Federation.

Series 4: UNPUBLISHED PAPERS: 1976


"Elliot White Springs: Overlooked Advertising Genius."