Finding Aid to the GUND, Inc. Records, 1912-2002

Summary Information
Title: GUND, Inc. records
Creator: GUND, Inc. (primary)
ID: 115.915
Date: 1912-2002 (inclusive); 1942-1969, 1984-1998 (bulk)
Extent: 38 linear feet
Language: The materials in this collection are in English.
Abstract: The GUND, Inc. records are a compilation of historic business records from GUND, Inc. The bulk of the materials are dated between 1942 and 1969, and again from 1984-1998.
Repository:
Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information
Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, the company has given permission for The Strong to make copies in all media for museum, educational, and research purposes.
Custodial History: The GUND, Inc. records were donated to The Strong in March 2015 as a gift from GUND, Inc. The papers were accessioned by The Strong under Object ID 115.915. The records were received from Bruce Raiffe, President of GUND, Inc., in 53 boxes, along with a donation of historic GUND plush toys and GUND trade catalogs.
Preferred citation for publication: GUND, Inc. records, Brian Sutton-Smith Library and Archives of Play at The Strong
Processed by: Julia Novakovic, June-October 2015

Controlled Access Terms
Personal Names
- Leibovitz, Annie
- Raiffe, Bruce S.
- Raiffe, Herbert
- Raiffe, Rita
- Swedlin, Jacob

Corporate Names
- Gund, Inc.
- Walt Disney Productions
Subjects
- Cloth dolls
- Disney characters
- Dolls
- Gund, Inc.
- Licensed products
- Soft toys
- Stuffed animals (Toys)
- Teddy bears
- Toys
- Winnie the Pooh

Historical Note
German immigrant Adolph Gund founded GUND in 1898, using premier fabrics to manufacture stuffed animals. In 1925, Mr. Gund retired and sold his company to employee Jacob Swedlin, who retained the GUND name and its underlying principles. Swedlin hired his brothers Abraham and John to construct the early framework of the company. Jacob Swedlin’s son-in-law, Herbert Raiffe, joined the company in 1956 and served as President of GUND from 1969 to 1993. Herbert’s wife, Rita, started working at GUND full-time in 1972 in the design department; her creations are among the most recognized GUND plush toys. Herbert and Rita’s son Bruce was promoted to President in 1993 and later became Chairman of the Board. Enesco, an international corporation specializing in gifts and home décor, purchased GUND in 2008. As of 2015, Bruce Raiffe continues to serve as President of the GUND division at Enesco.

GUND pioneered innovations in safety and manufacturing, setting standards in the plush toy industry. GUND also introduced licensed plush toys to the American public through partnerships with Walt Disney Productions and comic strip syndicates. GUND became the first plush manufacturer to launch national advertising campaigns, and they are still known today for the slogan “Gotta Getta GUND!” For more than a hundred years, GUND plush toys have delighted consumers worldwide.

While the company stylizes its brand name as GUND, the Library of Congress authorized subject heading is the lowercased “Gund, Inc.”

Collection Scope and Content Note
This collection contains historic archival materials from GUND, Inc. Document types include legal papers, financial ledgers, photographs, toy patterns, advertising materials, artwork, scrapbooks, company history, and more. A sizeable portion of this collection covers marketing and publicity. The bulk of the materials are dated between 1942 and 1969, and again from 1984-1998.

The GUND, Inc. records are arranged into five series, three of which have been further divided into subseries. The collection is housed in 38 archival document boxes.
Related Materials
Trade catalogs and sell sheets from GUND are housed in the library stacks of the Brian Sutton-Smith Library and Archives of Play at The Strong. These materials range in date from 1927 through the early 2000s.

The Strong museum holds more than 200 GUND plush toys within its collection.

System of Arrangement
Series I: Company history, 1922-2002
  Subseries A: Leadership
  Subseries B: Correspondence
  Subseries C: Internal publications and reports
  Subseries D: Awards and service
Series II: Legal documents and patents, 1912-1972
Series III: Financial records, 1929-c.1947
Series IV: Advertising, 1913-1999
  Subseries A: Marketing
  Subseries B: Publicity
  Subseries A: Patterns
  Subseries B: Artwork
  Subseries C: Photographs
  Subseries D: Scrapbooks
  Subseries E: Miscellaneous
Contents List

Series I: Company history, 1922-2002

Scope and Content Note: This series holds a variety of historical reference materials on GUND, Inc., including executive biographical information, correspondence, internal publications, and awards.

Subseries A: Leadership

Scope and Content Note: This subseries contains biographical information on GUND executives, from the original founder Adolph Gund up through Bruce Raiffe. Document types include news clippings, internal memos, press releases, draft text, and correspondence.

Box 1
Folder 1  Adolph Gund correspondence, photograph, clippings, and reference; 1935-1985 and n.d.
Folder 2  Jacob (“Jack”/ “Mr. J”) Swedlin article, 1964
Folder 3  Abraham (“Abe”) Swedlin article, 1964
Folder 4  L. John Swedlin articles, 1969
Folder 5  Herbert Raiffe information, 1969-1993
Folder 6  Rita Raiffe biographical background, interview text, draft speech, articles; 1997-1998
Folder 7  Bruce Raiffe press release, 1993

Subseries B: Correspondence

Scope and Content Note: This subseries houses historic correspondence files from GUND, which discuss marketing, licensing, and product creation, among other topics. (Related information may also be found in Subseries IV: Advertising.)

Box 1
Folder 8  Correspondence - General, 1923-2000 and n.d.
Folder 9  Correspondence - Letter with photocopies of toy catalogs (1933-1950s), 1997
Folder 10  Correspondence - King Features [Felix the Cat], 1958-1959
Folder 11  Correspondence - Matilda Cuomo, letters and photographs, 1991-1993
Folder 12  Correspondence - Montgomery Ward, 1960
Folder 13  Correspondence - Pat Sullivan, letters and reference, 1922-1926
Folder 14  Correspondence - Walt Disney Productions, 1961

Subseries C: Internal publications and reports

Scope and Content Note: Within this subseries are internally-produced publications and reports on or by GUND. Of note is the first GUND trade catalog, published in 1927. (Additional GUND trade catalogs are housed in the library stacks of the Brian Sutton-Smith Library and Archives of Play.)

Box 1
Folder 15  GUND first trade catalog, 1927
Folder 16  Dun’s Trade Report, 1922-1923
Folder 18  “About GUND,” text draft and notes, n.d. [c. 1980s]
Folder 19  “Gotta Getta GUND: How a Stuffed Toy is Made,” draft brochure, n.d.
Folder 20  GUND Seminar at the Teddy Bear Festival, draft presentation text and notes, 1988-1989
Folder 21  “How a Stuffed Toy is Made,” GUND Manufacturing Co., 1962

Subseries D: Awards and service
Scope and Content Note: This subseries holds commendations and awards bestowed upon GUND from the 1970s through 2002.

Box 1
Folder 25  Industry awards, 1972-2002
Folder 26  Eleanor Roosevelt Community Service Awards, 1991
Folder 27  Karitas Foundation information and articles featuring GUND, 1990
Folder 28  Karitas Foundation - Barbara Bush Tea, 1990

Series II: Legal documents and patents, 1912-1972
Scope and Content Note: This series holds historic records formerly assigned to the GUND legal department. Documents include patents, patent research, correspondence, trademark applications, registered photologues (photographs captured for trade catalogs), copyright certificates, sample acetate container labels, and lists of trademarks/copyright held by GUND.

Box 2
Folder 1  Jacob Swedlin patents - bound copies and correspondence, c. 1940s, 1987
Folder 2  Photocopies of patents issued to Jacob Swedlin for GUND, 1937-1943
Folder 3  Patents - Animated Toy, No. 1,032,205, 1912-1913
Folder 4  Patents - A Toy Doll [Cowboy doll], Design no. 107,583, 1937
Folder 5  Patents - Mask for Stuffed Toys or Similar Article [Bear and Panda Mask], Design no. 132,509, 1942
Folder 6  Patents - Mask for Stuffed Toys or Similar Article [Bear and Panda Mask], Design no. 134,117, 1942
Folder 7  Patents - A Mask for Stuffed Toys or Similar Article [Cat Mask], Design no. 132,510, 1942
Folder 8  Patents - A Mask for Stuffed Toys or Similar Article [Cuddle Mask], Design no. 134,404, 1942
Folder 9  Patents - Doll patent searches, Design no. 102,535, 1937
Folder 10 Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Bear], Design no. 132,513, 1942
<table>
<thead>
<tr>
<th>Folder</th>
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<td>11</td>
<td>Patents - A Mask for Stuffed Toys or Similar Article [Doll Mask Face], Design no. 135,492, 1943</td>
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<td>Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Bunny], Design no. 130,934, 1941</td>
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<td>13</td>
<td>Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Cat], Design no. 133,044, 1942</td>
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<td>14</td>
<td>Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Panda], Design no. 132,511, 1942</td>
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<td>15</td>
<td>Patents - Design for a Stuffed Toy or Similar Article [Dreamie Plush Bear], Design no. 131,827, 1942</td>
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<td>16</td>
<td>Patents - Design for a Stuffed Toy or Similar Article [Duck Mask], Design no. 135,882, 1943</td>
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<td>18</td>
<td>Patents - Mask for Stuffed Toys or Similar Article [Monkey Mask], Design nos. 132,516 and 134,116, 1942</td>
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<td>19</td>
<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Bear], Design no. 132,514, 1942</td>
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<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Bear], Design no. 134,124, 1942</td>
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<td>21</td>
<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Cat], Design no. 132,515, 1942</td>
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<td>22</td>
<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Doll], Design nos. 135,490 and 135,491, 1943</td>
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<td>23</td>
<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Face Mask Duck], Design no. 135,881, 1943</td>
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<td>24</td>
<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Face Mask Monkey], Design no. 134,123, 1942</td>
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<td>25</td>
<td>Patents - A Stuffed Toy or Similar Article [Percale Cuddle Face Mask Panda], Design nos. 132,512 and 134,125; 1942, 1952</td>
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<td>26</td>
<td>Patents - A Doll or Similar Article [Percale Doll with Ears], Design no. 165,725, 1952</td>
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<td>27</td>
<td>Patents - A Toy Figure [Poochie Pup], Design no. 110,744, 1936-1948</td>
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<td>28</td>
<td>Patents - A Mask for Stuffed Toys or Similar Article [Rabbit Mask], Design no. 134,405, 1942-1943</td>
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<td>29</td>
<td>Patents - A Stuffed Toy or Similar Article [Willie the Wolf], Design no. 149,390, 1947-1948</td>
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<td>30</td>
<td>Patents - Application and related for Snap Arms, Legs, Body, Head; 1959-1960</td>
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<td>31</td>
<td>Patents - Ted Duncan, Inc. voice boxes, 1962-1963</td>
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<td>32</td>
<td>Patents - Lollipop Dolls, 1963</td>
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**Box 25**

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<td>1</td>
<td>Patents - Application for Artificial Eye for Stuffed Toys and related, 1937-1938</td>
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Box 3
Folder 1  Trademarks - Acti-Mation, 1967-1968
Folder 2  Trademarks - Bag Full of Laughs, c. 1955-1970
Folder 3  Trademarks - Bag-O-Bull, 1969
Folder 4  Trademarks - Barrel of Laughs, 1967-1969
Folder 5  Trademarks - Bebop, 1951
Folder 6  Trademarks - Belly Full of Laughs, 1967-1971
Folder 7  Trademarks - Best of Breed, 1967-1968
Folder 8  Trademarks - Blue Ribbon Champions, 1967-1968
Folder 9  Trademarks - Boing Boing/Bong Bong, 1968
Folder 10  Trademarks - Bye Bye Beagle, 1953-1959
Folder 11  Trademarks - Cozikins, 1968
Folder 12  Trademarks - Cry ‘ N Bag, 1970
Folder 14  Trademarks - Dingle Dangle, 1954-1955
Folder 15  Trademarks - Doggy Bag, 1970-1971
Folder 16  Trademarks - Doxee Doodle, 1957-1963
Folder 17  Trademarks - Flexi and Flexi Monkey, 1965-1968
Folder 18  Trademarks - Flip-Trik, 1963-1966
Folder 19  Trademarks - Fun in a Sack, 1970-1971
Folder 20  Trademarks - Gab Bag, 1967-1969
Folder 21  Trademarks - Gonk Niks, 1965
Folder 22  Trademarks - GUND, 1942, 1963-1968
Folder 23  Trademarks - GUND, 1949
Folder 24  Trademarks - Gundalon, 1969-1971
Folder 25  Trademarks - Gunderful, 1958-1959
Folder 26  Trademarks - Gunderland Park, 1963
Folder 27  Trademarks - Gundikins, 1961-1968
Folder 28  Trademarks - Honey Lou, 1940, 1961-1968
Folder 29  Trademarks - Hush Hush and Hush Puppy, 1965-1968
Folder 30  Trademarks - Icky Bear, 1971-1972
Folder 31  Trademarks - GUND Japan trademark registration, 1966
Folder 32  Trademarks - Just “Fore” Laughs, 1969-1972
Folder 33  Trademarks - Keg O’Fun, 1969
Folder 34  Trademarks - Lovers Laughs, 1969
Folder 36  Trademarks - Manic Panic, 1970

Box 4
Folder 1  Trademarks - Marteenie Doll, 1967-1968
Folder 2  Trademarks - Marti, 1967-1968
Folder 3  Trademarks - Mary Lou/Nancy Lou, 1940, 1949-1952
Folder 4  Trademarks - Meri, 1967-1969
Folder 5  Trademarks - Mini, 1967
Folder 6  Trademarks - Mini-Martians, 1967-1968
Folder 7  Trademarks - Money Talks, 1969
Folder 8  Trademarks - Nifty Thrifty with a Laugh, 1970
Folder 9  Trademarks - Pluto Doodle, 1957
Folder 10 Trademarks - Poodle Doodle, 1956-1957 [also Pluto Doodle and Terri Doodle]
Folder 11 Trademarks - Poppin’ Puppets, 1969-1970
Folder 12 Trademarks - Professor Pook, 1967-1968
Folder 13 Trademarks - Puppetettes, 1957-1970
Folder 14 Trademarks - Rags the Clown, 1965-1966
Folder 15 Trademarks - Ring-A-Ting, 1968
Folder 16 Trademarks - Ring-Ding, 1968
Folder 17 Trademarks - Roxy, 1929
Folder 18 Trademarks - Sani-Foam, 1955, 1961
Folder 19 Trademarks - Silly Asp, 1965-1967
Folder 20 Trademarks - Sniffles ’n Sneezes, 1967-1968
Folder 21 Trademarks - Speaker Doll, c. 1956
Folder 22 Trademarks - Sulin, 1937
Folder 23 Trademarks - Teenie, 1967-1968
Folder 24 Trademarks - Tender Lee, 1967-1968
Folder 25 Trademarks - Terri Doodle, 1957, 1963
Folder 26 Trademarks - Thumb & Blanket, 1965-1972
Folder 28 Trademarks - Tweak ’n Squeak, 1955, 1961
Folder 29 Trademarks - Willie the Wolf, 1949-1950
Folder 30 Trademarks - Woolikins, 1963, 1968
Folder 31 Trademarks - Woolno, 1968
Folder 32 Trademarks - Miscellaneous trademark investigations, 1938-1949
Folder 33 Copyright - Bag of Bull, 1970
Folder 34 Copyright - Cry ‘N Bag, 1970
Folder 35 Copyright - Gund Stuffed Toys, 1959-1960
Folder 36 Copyright - Laughing products (pending), 1970 [Nifty Thrifty with a Laugh, Manic Panic, Barrel of Laughs, Just “Fore” Laughs]
Folder 37 Copyright - Sticky Fingers ‘N Snappy Toes, 1971-1972

Box 5
Folder 1 Photologues - Fall 1937
Folder 2 Photologues - Easter 1938
Folder 3 Photologues - Easter 1939
Folder 4 Photologues - Fall 1939
Folder 5 Photologues - Easter 1940
Folder 6 Photologues - Fall 1940

Box 6
Folder 1 Copyright - Fall 1941 Photologue, 1941
Folder 2 Photologues - Easter 1942
Folder 3 Photologues - Fall 1942
Folder 4 Photologues - Easter 1943
Folder 5 Copyright - GUND Easter 1943 catalog, 1943
Folder 6  Copyright - GUND Fall 1947 catalog, 1949
Folder 7  Copyright - GUND Easter 1948 catalog, 1949
Folder 8  Copyright - GUND Fall 1948 catalog, 1949
Folder 9  Copyright - GUND Easter 1949 catalog, 1949
Folder 10 Copyright - GUND Fall & Winter 1949 catalog, 1949
Folder 11 Copyright - GUND Easter 1950 catalog, 1950
Folder 12 Copyright - GUND Fall & Winter 1950 catalog, 1950
Folder 13 Copyright - GUND Easter 1951 catalog, 1951
Folder 14 Copyright - GUND Fall & Winter 1951 catalog, 1951
Folder 15 Copyright - GUND Easter 1952 catalog, 1953
Folder 16 Copyright - GUND Season of 1952 catalog, 1953
Folder 17 Copyright - GUND 1952 catalog, 1953
Folder 18 Copyright - GUND 1953 catalogs, 1953
Folder 19 Copyright - GUND Easter 1953 catalogs, 1953

Box 7
Folder 1  Copyright - GUND 1954 catalog, 1955
Folder 2  Copyright - GUND Easter 1954 catalog, 1955
Folder 3  Copyright - GUND 1955 catalog, 1956
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Folder 5  Copyright - GUND 1956 catalog, 1956
Folder 6  Copyright - GUND Easter 1956 catalog, 1956
Folder 7  Copyright - GUND 1957 catalog, 1959
Folder 8  Copyright - GUND Easter 1957 catalog, 1959
Folder 9  Copyright - GUND 1958 catalog, 1959
Folder 10 Copyright - GUND Easter 1958 catalog, 1959
Folder 11 Copyright - GUND Easter 1959 catalog, 1959
Folder 12 Copyright - GUND Easter 1960 catalog, 1961
Folder 13 Copyright - GUND 1960-1961 catalog, 1961
Folder 14 Copyright - GUND Easter 1961 catalog, 1961
Folder 15 Copyright - GUND 1961-1962 catalog, 1961
Folder 16 Copyright - GUND Easter 1962 catalog, 1962
Folder 17 Copyright - GUND 1962-1963 catalog, 1962
Folder 18 Copyright - GUND Easter 1963 catalog, 1962

Box 8
Folder 1  Copyright - GUND Zoo-Zoo Animals/Circus Wagon acetate container label, 1950
Folder 2  Copyright - CX-1/ GUND Creation acetate container label, 1950
Folder 3  Copyright - CX/ GUND Creation acetate container label, 1950
Folder 4  Copyright - “In the Doghouse” acetate container label, 1950
Folder 5  Copyright - S2A/ Miniatures acetate container label, 1950
Folder 6  Copyright - AZ1/ Zoo Zoo Animals acetate container label, 1950
Folder 7  Copyright - F 1951 AB/ A GUND Creation acetate container label, 1951
Folder 8  Copyright - 2E 1951 AB/ 3E 1951 AB/ A GUND Creation acetate container label, 1951
Folder 9  Copyright - 1E 1951 CX acetate container label, 1951
Folder 10 Patents - Display Box design patent application, Design no. D16466, 1951
Folder 11 Copyrights and trademarks lists and information, 1962, 1969

Series III: Financial records, 1929-c. 1947

Scope and Content Note: This series houses several GUND financial ledgers and assorted ephemera, which had been previously tucked into the pages of the ledgers. The bulk of these records are from the 1940s.

Box 9
Object 1 GUND financial ledger, 1929
Object 2 GUND financial ledger, 1942-1944
Object 3 GUND financial ledger, 1945
Folder 1 Ephemera from financial ledger 1942-1944; c. 1941-1944
Folder 2 Ephemera from financial ledger 1945; 1945-c.1947

Series IV: Advertising, 1913-1999

Scope and Content Note: This series of Advertising records from GUND has been divided into two subseries: Marketing and Publicity. In this series, marketing documents were mainly produced internally at GUND, while publicity materials were published or made widely available to the public through local, regional, or national media outlets.

Subseries A: Marketing

Scope and Content Note: This subseries contains various marketing records previously held by the Advertising department at GUND. Materials include market research studies and surveys, marketing plans, merchandising reference and opportunities, advertising policies, and newsletters.

During the 1980s and 1990s, GUND produced several different varieties of newsletters: internal, retail, and consumer. The consumer newsletters eventually developed into materials for members of the GUND Collectors’ Club.

Box 10
Folder 1 Market research - Proposal for major marketing survey for Gund; Yankelovitch, Skelly, and White/Clancy, Shulman; June 7, 1989
Folder 3 Market research - Consumer research notes, reference, and printed presentation, March-September 1990

Box 11
Folder 2  Market research - Consumer research notes, memos, correspondence, and printed presentations; January-August 1995
Folder 3  Market research - Plush Toy Focus Group transcripts, Tactical Retail Solutions, Inc., 1995
Folder 4  Market research - Plush Toy Focus Group reports, Tactical Retail Solutions, Inc., 1995

Box 12
Folder 1  Marketing - Advertising copy letter templates to buyers/inactive buyers, Cayton, Inc. Advertising, 1955
Folder 2  Marketing - GUND Public Relations binder, 1950-1960
Folder 3  Marketing - “Plus Profits” GUND plush toys, 1963-1964
Folder 4  Marketing - GUND Hospital admittance card, draft and final, c. 1987
Folder 5  Marketing - Proposals for GUND collaborations, Ronald J. Block, Edinburgh Imports, July 1995
Folder 6  Marketing - Reference, 1998 and n.d.
Folder 7  Marketing plans - “An Advertising Program Designed to Produce a Greater Share of the 2 Billion Dollar Toy Market for the GUND Manufacturing Co.,” Kar Thall Advertising, 1963
Folder 8  Marketing plans - “Open Door to More Sales,” Lee/Baader & Rose, GUND, 1966
Folder 9  Marketing plans - GUND/KinderGUND 1990 Merchandising Program, 1990
Folder 10  Marketing plans - GUND Licensed Properties, 1992
Folder 11  Merchandising - Reference for Disney-related materials, c. 1950s-1970s
Folder 12  Merchandising - Harvey Cartoons presentation for GUND, 1959
Folder 13  Merchandising - Maxon Advertising/Snow Crop Frozen Foods, correspondence and photos, 1951 [Teddy Snow Crop]
Folder 14  Merchandising - Reference for Sparky the Fire Dog related materials, c. 1950s
Folder 15  Merchandising - Reference for various non-corporate related materials, c. 1950s

Box 13
Folder 1  GUNDY Club membership certificate and mailer membership cards, c. 1962-1963
Folder 2  Newsletters - GUND News, internal newsletter, 1987-1992
Folder 4  Newsletters - GUND Tidings, retail newsletter, 1989-1996 [some draft versions]
Folder 5  Newsletters - GUND Tidings, notes, reference, and correspondence, 1993-1994
Folder 6  Collectors’ clubs reference, c. 1987-1994 [bear shop brochures, bear collector events, other company newsletters]
Folder 7  GUND Collectors’ Club - Development documentation, 1993-1994
Folder 8  GUND Collectibles newsletter - The Paw Press/Paw Trait, 1994-1995
Folder 9  GUND Collectors’ Club - The GUND Pawtrait newsletter, 1996-1997
Folder 10 GUND Collectors’ Club - draft newsletters, notes, photographs; 1995-1997

**Subseries B: Publicity**

**Scope and Content Note:** This subseries holds a variety of publicity records previously held by the Advertising department at GUND. Materials include press releases; fan letters; draft advertisements; published advertisements; newspaper and magazine clippings of articles and advertisements; press clippings albums; audiovisual advertisements; and more. Notably within this subseries are a grouping of proofs and ad mock-ups based on photographs taken by Annie Leibovitz for GUND’s centennial advertising campaign.

**Box 14**
Folder 1  Press releases - Karitas [features GUND], 1989
Folder 2  Press releases - GUND press release folder [from trade show?], c. 1990s
Folder 3  Press releases - Curious George, 1990
Folder 4  Press releases - Bialosky Bear, 1991
Folder 5  Press releases - Various press releases, 1992 [Canterbury Bears, Signature Collection]
Folder 6  Press releases - GUND press release folders, 1993
Folder 7  Press releases - Classic Pooh [GUND and other licensors], c. 1993-1994
Folder 8  Press releases - GUND press release folders, 1997
Folder 9  Publicity - Mailer cards to retailers, c. 1950s-1960s
Folder 10 Publicity - “Our Consumers Speak,” fan letter and publicity, 1988
Folder 11 Publicity - USPS Teddy Bear stamps programs, first day covers, second day envelopes, and stamps; 2002
Folder 12 Publicity - GUND Collections mailer card advertisements, 1993-1995

**Box 15**
Folder 1  Publicity - GUND draft ads, line drawings, logos; 1985-1995
Folder 2  Publicity - GUND draft ads, line drawings, logos; 1985-1995
Folder 3  Publicity - GUND Advertising Plan - retailers, 1987
Folder 4  Publicity - GUND print ads, 1987-1996

**Box 16**
Folder 1  Publicity - GUND print ads/editorials, 1914-1930 [photocopies]
Folder 2  Publicity - GUND print ads/editorials, 1931-1979
Folder 3  Publicity - GUND print ads/editorials, 1980-1986
Folder 4  Publicity - GUND print ads/editorials, 1987-1989
Folder 5  Publicity - GUND print ads/editorials, 1990-1991
Folder 6  Publicity - GUND print ads/editorials, 1992-1993
Folder 7  Publicity - GUND print ads/editorials, 1994-1995
Folder 8  Publicity - GUND print ads/editorials, 1996-1997
Folder 9  Publicity - GUND print ads/editorials, 1998
Folder 10  Publicity - GUND Centennial print ads [Annie Leibovitz photos] and editorials, 1998
Folder 11  Publicity - GUND print ads/editorials, n.d.

Box 17
Folder 1  Publicity - “Profile: GUND, Inc.,” Stephen Gardner, draft for *Teddy Bear Review*, April 1987
Folder 4  Publicity - GUND Centennial Celebration and Centennial Bear company coverage and ephemera, 1997-1999
Folder 5  Publicity - Selected compiled press clippings, 1990
Folder 6  Publicity - Toy industry articles, 1990-1995
Folder 7  Publicity - Babar print ads/editorials, 1989-1991
Folder 8  Publicity - Gotta Getta GUND print ads, n.d.
Folder 9  Publicity - GUND Miniatures print ads, 1986
Folder 11  Publicity - Miscellaneous reference, 1990s

Box 18
Folder 1  Publicity - Annie Leibovitz ads, 1998 - proofs and ad mockups, Casanova [lion], 1998
Folder 2  Publicity - Annie Leibovitz ads, 1998 - proofs and ad mockups, Dahling [ostrich], 1998
Folder 3  Publicity - Annie Leibovitz ads, 1998 - proofs and ad mockups, Puddles [dog], 1998
Folder 4  Publicity - Annie Leibovitz ads, 1998 - proofs and ad mockups, Schlepp [bear], 1998
Folder 5  Publicity - Annie Leibovitz ads, 1998 - proofs and ad mockups, Sitting Bull [bullfrog], 1998
Folder 6  Publicity - Annie Leibovitz ads, 1998 - proofs, unidentified bear, 1998

Box 19
Object 1  Publicity - GUND print ads portfolio, 1980s
Object 2  Publicity - GUND print ads/editorials portfolio, 1995-1997
Object 3  Publicity - GUND print ads/editorials portfolio, 1995-1997

Box 20
Object 1  Publicity - GUND print ads and consumer ad plan binder, c. 1980s
Object 2  Publicity - “GUND Ads - Print Ads 1980s,” print ads binder, c. 1980s
Object 3  Publicity - “Miscellaneous print ad material,” print ads binder, 1994-1997
| Box 21 | |
| Folder 1 | Publicity - Ad campaign photographs, n.d. [c. 1980s-1990s] |
| Folder 2 | Publicity - Babar/GUND print ads, 1989 |
| Folder 3 | Publicity - Gotta Getta GUND print ads, c. 1987 |
| Folder 4 | Publicity - GUND Personals print ads, ad campaign info, n.d. [c. 1985-1987] |
| Folder 5 | Publicity - GUND Classics print ads, 1985 |
| Folder 6 | Publicity - KinderGund print ads, 1987-1988 |
| Folder 7 | Publicity - Wide Wild World of GUND print ads, 1988-1990 |
| Folder 8 | Publicity - Editorials/news clippings on GUND, 1994-1996 |
| Box 22 | |
| Object 1 | Publicity - GUND print ads/editorials clippings album, 1936, 1985-1990 |
| Box 23 | |
| Object 1 | Publicity - GUND “Miscellaneous press” clippings album, 1991-1992 |
| Object 2 | Publicity - GUND “Miscellaneous editorials” clippings album, 1993-1994 |
| Box 24 | |
| Object 1 | Publicity - VHS tape - “GUND Sales Film, 60:00, March 1985,” 1985 |
| Object 2 | Publicity - VHS tape - “GUND, 20:00, 12/2/85,” 1985 |
| Object 3 | Publicity - VHS tape - “GUND 1986 Gund Sales Film (Not for air), 4:13, VHS dub, Post time editorial 02-06-86,” 1986 |
| Object 4 | Publicity - VHS tape - “GUND ‘Kisses & Hugs’ GUND-6301 0:30/ ‘Kisses & Hugs-15’ GUND-6151 0:15/ ‘Kisses & Hugs-ABC’ GUND-6301 0:30/ Cypress Films, Inc. 11-17-86,” 1986 |
| Object 5 | Publicity - VHS tape - “GUND GUND-6301 ‘Kisses & Hugs’ 0:30/ GUND-6151 ‘Kisses & Hugs-15’ 0:15/ 2 spots tied, VHS Dub/Cypress Films, Inc. 11-19-86,” 1986 |
| Object 6 | Publicity - VHS tape - “Gotta Getta GUND / 30 second T.V. commercial / GUND-6301 ‘Kisses & Hugs’ 0:30/ GUND-6151 ‘Kisses & Hugs-15’ 0:15/ 2 spots tied, VHS Dub/Cypress Films, Inc. 11-19-86,” 1986 |
| Object 7 | Publicity - VHS tape - “Berenter, Greenhouse & Webster / GUND, Inc. 11 Spot Multi Cassette, See Enclosed List, 02/03/92,” 1992 [interior lists “Wuzzy/Lord & Taylor,” “Muttsy/Lord & Taylor,” “Scraps/Lord & Taylor,” “CandiBear/Lord & Taylor,” “Spanky/Lord & Taylor,” “Bunky/Lord & Taylor,” “Snuffles/Valentine Lord & Taylor,” “Daisy/Lord & Taylor,” “Snuffles/At your favorite store,” “Trouble/At your favorite store,” “Barkus/At your favorite store”] |
Object 9  Publicity - VHS tape - “GUND Canterbury Bears, Fall 1992,” 1992
Object 12 Publicity - VHS tape - “GUND, Inc. Presentation to Senior Managers, January 15, 1993,” 1993
Object 13 Publicity - VHS tape - “GUND Spring 1996 Sales Presentation {August 8, 1995},” 1995
Object 16 Publicity - VHS tape - “GUND Toy Fair Feb. 8, 1997 (Camera),” 1997
Object 18 Publicity - VHS tape - “GUND P.R. Tape April 1997,” 1997
Object 19 Publicity - VHS tape - “GUND Toy of Sweden,” n.d.
Object 20 Publicity - VHS tape - “Jamie Lee Curtis w/ GUND Animals,” n.d.
Object 21 Publicity - U-matic 60 tape - “Gotta Get a GUND ¾ Master In Store Video,” n.d.
Object 22 Publicity - 1” reel - “Scott Lancaster Mills Atha, 2 spots tied, GUND, GUND-6301 ‘Kisses & Hugs’ 0:30/ GUND-6151 ‘Kisses & Hugs-15’ 0:15/ 1” C NTSC DUB, 09-28-88,” 1988
Object 23 Publicity - 1” reel - “Berenter Greenhouse & Webster, GUND, NFA Combo Tape, Muttsy/Wuzzy/Snuffles/Trouble/Candi Bear/Spanky/Barkus/Scraps, 7/29/92, Master,” 1992
Object 24 Publicity - 1” reel - “Berenter Greenhouse & Webster, GUND, GUND 2563, Wuzzy/Trouble Meet Met At, :30, 8.3.92,” 1992
Object 25 Publicity - ¼” reel - “Scott, Lancaster, Mills, Atha, GUND Bears, :30 TV ‘GOTTA GET A GUND,’” n.d.
Object 26 Publicity - Audiocassette - “GUND Speech - Disney, 12/4/89, 8:00am,” 1989
Object 27 Publicity - Audiocassette - “GUND :30TV, ‘She’s Got It’ Full Mix, 4-2-90,” 1990
Object 30 Publicity - Audiocassette - “GUND,” n.d.
Object 31 Publicity - Audiocassette - “Take 1 Hot / Take 2 Very Hot / Take 3 Warm, GUND, Retake outgoing message,” n.d.

Box 19
Folder 1 Publicity - “As seen in…” laminated ads (oversized), c. 1987-1995 and n.d.

Box 25
Folder 3 Publicity - “As seen in…” laminated print ads, 1991-1997
Folder 4 Publicity - “As seen in…” laminated print ads, n.d. [Disney and Winnie the Pooh]

Scope and Content Note: This series of visual materials has been divided into five subseries: Patterns, Artwork, Photographs, Scrapbooks, and Miscellaneous.

Subseries A: Patterns

Scope and Content Note: This subseries holds draft cardboard, cardstock, felt, fabric, and paper templates for various GUND plush toys. While the majority of these patterns are undated, they are likely from the late 1950s through the early 1970s, based on the intended product.

Box 25
Folder 5 Patterns - Bear rug and head cardstock stencils, n.d.
Folder 6 Patterns - “Good Gundlings” drawn templates, n.d.
Folder 7 Patterns - “Koko the Clown” and “Kokette” cardboard templates and reference sketch, c. 1962
Folder 8 Patterns - “The Moppets” cardboard templates and illustration, n.d.
Folder 9 Patterns - Polka dot clown outfit cardboard templates, n.d.

Box 26
Folder 1 Patterns - Bunny cardboard templates, Easter 1964
Folder 2 Patterns - Clown cardboard templates, n.d.
Folder 3 Patterns - Dog cardboard templates, n.d.
Folder 4 Patterns - Donald Duck cardboard templates, n.d.
Folder 5 Patterns - Mickey Mouse cardboard templates, n.d.
Folder 6 Patterns - Monkey cardboard templates, n.d.
Folder 7 Patterns - Percale toys cardboard templates, n.d. [Girl Rabbit, Boy Rabbit, Duck, Clown, Chick]
Folder 8 Patterns - Piglet cardboard templates, Fall 1973
Folder 9 Patterns - Pillow toy drawn templates, n.d. [c. 1961?]
Folder 10 Patterns - Rocking horse drawing templates, c. 1961
Folder 11 Patterns - Soldier/cowboy/baseball player cardboard templates, n.d.
Folder 12 Patterns - fabric with drawn pattern, unidentified product[s], n.d.
Folder 13 Patterns - felt pattern for Dumbo, n.d.
Folder 14 Patterns - felt patterns for Mickey Mouse, Donald Duck, and Pluto, n.d.
Folder 15 Patterns - felt patterns for Popeye and Olive Oyl, n.d.
Folder 16 Patterns - felt pattern for Sleeping Beauty, n.d.

Subseries B: Artwork

Scope and Content Note: This subseries houses both original and reproduction/reference artwork, mainly of licensed characters. The majority of these documents are from the 1950s and 1960s.

Box 27
Folder 1 Debbie Smith - reproduction sketches of dolls, April 1980
Folder 2 Disney - Davy Crockett sketches and reference, n.d.
Folder 3 Disney - Easter display sketches and note, n.d.
Folder 4 Disney - “Ferdinand the Bull” photographs, n.d. [c. 1938-1940]
Folder 5 Disney - “Fun and Fancy Free” soft toys ad, n.d. [Bongo and Lulubelle]
Folder 6 Disney - “Lady and the Tramp” drawings, n.d.
Folder 7 Disney - Mickey Mouse photographs of artwork, n.d.
Folder 8 Disney - Mickey Mouse, Minnie Mouse, Donald Duck face templates, n.d.
Folder 9 Disney - Miscellaneous characters reference photographs, n.d.
Folder 10 Disney - “Song of the South” characters, photographs, n.d.
Folder 11 Disney - “The Sword in the Stone” synopsis and sketch, n.d.
Folder 12 Disney - Zorro, photograph of artwork, n.d.
Folder 13 Felix the Cat sketches, c. 1922
Folder 14 “Gundy” artwork, n.d.
Folder 15 Harvey Comics - Casper, Herman and Katnip, Little Audrey; photographs of artwork, c. 1954-1958
Folder 16 Popeye animation cels [hand-painted] and photographs, n.d.
Folder 17 Popeye comic books [artwork reference], 1961, 1963
Folder 18 Miscellaneous drawings [rabbits, clowns, dolls, monkeys, Santa Claus], n.d.
Folder 19 Miscellaneous printed ads [artwork reference], n.d.

Box 28
Folder 1 GUND packaging artwork mockups, n.d. [c. 1950s?]
Folder 2 Disney - “Alice in Wonderland” reproduction sketches, n.d.
Folder 3 Disney - “Bambi” reproduction sketches, 1940
Folder 4 Disney - “Bootle Beetle” reproduction sketches, c. 1947
Folder 5 Disney - Donald Duck, Huey, Dewey, and Louie reproduction sketches, c. 1961 and n.d.
Folder 6 Disney - “Lady and the Tramp” reproduction sketches, c. 1961
Folder 7 Disney - Mickey, Donald, and Pluto puppet head sketches, n.d.
Folder 8 Disney - Mickey, Minnie, and Donald face sketches/templates, n.d.
Folder 9 Disney - Mickey Mouse toy sketches [also Minnie and Donald], n.d.
Folder 10 Disney - “Peter Pan” character sketches, n.d.
Folder 11 Disney - Pluto and Goofy reproduction sketches, n.d.
Folder 12 Disney - Professor Von Drake reproduction sketches and photograph of products, n.d.
Folder 13 Disney - Zorro puppet sketches, n.d.
Folder 14 Felix the Cat reproduction sketches, n.d.
Folder 15 GUND “Bye Bye Beagle and His Travel Wardrobe” packaging art, c. 1953
Folder 16 GUND Tinytales scene templates, n.d.
Folder 17 King Features Syndicate Felix the Cat comic strip pages, c. 1958
Folder 18 Little Iodine comics, reference artwork, c. 1955
Folder 19 Paramount - Popeye original and reproduction character sketches, reference; c. 1950s-1960s and n.d.
Folder 20 Professor Nutmeg reproduction sketches, n.d.
Folder 21 Winnie the Pooh character sketches, c. 1960s-1971 and n.d.

Box 29
Folder 1 Christmas season-themed toy/plush sketches, n.d.
Folder 2 Clown doll/plush sketches, n.d.
Folder 3  Disney and GUND collaboration, sketches and reference, c. 1950s-1960 [“Alice in Wonderland,” “Sleeping Beauty,” Donald Duck, Pluto]
Folder 4  GOP elephant and Democratic donkey sketches, n.d.
Folder 5  GUND NFL mascot plush sketches, c. 1960s
Folder 6  “The Jungle Book” character plush sketches, n.d.
Folder 7  “My First…” product kit sketches, n.d.
Folder 8  Rabbit sketches, n.d.
Folder 9  “The Rugged Bear” reproduction sketches, n.d.
Folder 10  “Sniffles ‘N’ Sneeze” plush sketches, n.d.
Folder 11  Winnie the Pooh character plush sketches, n.d.
Folder 12  Assorted animal plush and doll sketches, n.d.

Box 30
Folder 1  Disney - “Babes in Toyland” reproduction storyboards, c. 1961 [oversized]
Folder 1  Popeye - large cutout of Brutus, n.d. [oversized]

Subseries C: Photographs
Scope and Content Note: This subseries contains photographs of GUND staff and showrooms/displays, as well as GUND products. Box 31 holds two folders which were previously inserted into a binder labeled “People, Oldest Toys, and Patents,” which supplements the company history information held in Series I. Additional coverage of the GUND Centennial can be found in Series IV.

Box 31
Folder 3  GUND executives, c. 1938-1991
Folder 4  GUND employees and events, c. 1970s-1998
Folder 5  GUND factory/assembly, n.d. [c. 1970s?]
Folder 6  GUND showroom, n.d. [c. 1980s?]
Folder 7  GUND Liggett’s display windows, 1928, 1932
Folder 8  GUND in-store displays, 1930s-1940s
Folder 9  GUND Bloomingdale’s display windows, n.d [c. 1990s?]
Folder 10  GUND Tiffany’s display windows, n.d. [c. 1990s?]

Box 32
Folder 1  GUND Felix the Cat, 1935
Folder 2  GUND Santa Bear, n.d.
Folder 3  GUND Winnie the Pooh bear, n.d.
Folder 4  GUND Centennial Bear event at FAO Schwartz, c. 1998 [Dr. Ruth, Mary Steenbergen, Demi Moore]

Box 33
Folder 1  Color film transparencies, GUND Easter and patriotic products, n.d.
Folder 2  Color film transparencies, Disney’s *The Sword in the Stone* [reference for GUND?], c. 1962
Folder 3  Color film transparencies, GUND Fall 1981 catalogue outtakes, c. 1981
Folder 4  Color film transparencies, GUND Fall 1981 catalogue outtakes, c. 1981

**Box 28**
Folder 22  GUND staff photograph, “Party tendered to the Gund Family, Hotel Taft, N.Y. City, March 7, 1945,” 1945

**Subseries D: Scrapbooks**

**Scope and Content Note:** This subseries houses loose pages and bound scrapbooks created and maintained by GUND. (Scrapbook pages in boxes 34, 35, and 36 are very fragile.) Scrapbook contents include photographs, cut-outs from catalogs, article clippings, advertisements, and other ephemera.

**Box 34**
Object 1  Loose pages from large scrapbook, c. 1935-1950 [Part I of II]

**Box 35**
Object 1  Loose pages from large scrapbook, c. 1935-1950 [Part II of II]

**Box 36**
Object 1  Loose pages from various scrapbooks, c. 1928, 1938-1941

**Box 37**
Object 1  Scrapbook #1, 1936-1939
Folder 1  Loose pages from Scrapbook #1, 1936-1939
Object 2  Scrapbook #2, 1963-1964 [hand-drawn GUND logo on cover, John Swedlin]
Object 3  Scrapbook #3, 1987-1990 [mostly Australia/New Zealand consumers]

**Box 38**
Folder 1  Loose scrapbook pages - Bye Bye Beagle ads, n.d.
Folder 2  Loose scrapbook pages - Davy Crockett ads, n.d.
Folder 3  Loose scrapbook pages - Disney ads, n.d.
Folder 4  Loose scrapbook pages - Gonks ads, c. 1960s
Folder 5  Photographs and loose graphics, n.d.
Folder 6  Loose pages from scrapbook [unidentified album(s)], c. 1936-1971
Folder 9  Loose pages/removed pages from Scrapbook #6, “NFL GUND 1967,” c. 1967
Subseries E: Miscellaneous

Scope and Content Note: Within this subseries are GUND greeting cards, calendars, and other visual materials.

Box 32
Folder 6 Antique circus wagon photograph reprint and accompanying information, n.d.
Folder 7 GUND greeting cards, 1986-1987 [birthday, Valentine’s Day, miscellaneous]
Folder 8 GUND for All Seasons 1997 calendar, c. 1996-1997
Folder 9 GUND history, miscellaneous ephemera, 1984 and n.d.

Box 38
Folder 10 GUND history poster project, mockups and key, n.d.