

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

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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

Series V: Visual materials, 1922-1998

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 17 “Survey Report of GUND Manufacturing Co., January 1969,” Kurt Salmon Associates, February 1969
- 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
- Folder 22 “How to Sell Toys: A sales manual for toys and playthings,” Toy Manufacturers of the U.S.A., Inc., Compliments of GUND Mfg. Co., 1961
- Folder 23 “Instructions for the Cleaning and Maintaining of GUND Stuffed Toys,” GUND Manufacturing Co., n.d.
- Folder 24 “A Lifetime of Hugs: Stuffed Animals through the Ages,” GUND, Inc., 1989

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

- Folder 11 Patents - A Mask for Stuffed Toys or Similar Article [Doll Mask Face], Design no. 135,492, 1943
- Folder 12 Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Bunny], Design no. 130,934, 1941
- Folder 13 Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Cat], Design no. 133,044, 1942
- Folder 14 Patents - Design for a Stuffed Toy or Similar Article [Dreamie Mask Face Panda], Design no. 132,511, 1942
- Folder 15 Patents - Design for a Stuffed Toy or Similar Article [Dreamie Plush Bear], Design no. 131,827, 1942
- Folder 16 Patents - Design for a Stuffed Toy or Similar Article [Duck Mask], Design no. 135,882, 1943
- Folder 17 Patents - Eye for Toy Animal or Similar Article [Eye with Long Lashes], Design no. 200,108, 1964-1965
- Folder 18 Patents - Mask for Stuffed Toys or Similar Article [Monkey Mask], Design nos. 132,516 and 134,116, 1942
- Folder 19 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Bear], Design no. 132,514, 1942
- Folder 20 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Bear], Design no. 134,124, 1942
- Folder 21 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Cat], Design no. 132,515, 1942
- Folder 22 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Mask Face Doll], Design nos. 135,490 and 135,491, 1943
- Folder 23 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Face Mask Duck], Design no. 135,881, 1943
- Folder 24 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Face Mask Monkey], Design no. 134,123, 1942
- Folder 25 Patents - A Stuffed Toy or Similar Article [Percale Cuddle Face Mask Panda], Design nos. 132,512 and 134,125; 1942, 1952
- Folder 26 Patents - A Doll or Similar Article [Percale Doll with Ears], Design no. 165,725, 1952
- Folder 27 Patents - A Toy Figure [Poochie Pup], Design no. 110,744, 1936-1948
- Folder 28 Patents - A Mask for Stuffed Toys or Similar Article [Rabbit Mask], Design no. 134,405, 1942-1943
- Folder 29 Patents - A Stuffed Toy or Similar Article [Willie the Wolf], Design no. 149,390, 1947-1948
- Folder 30 Patents - Application and related for Snap Arms, Legs, Body, Head; 1959-1960
- Folder 31 Patents - Ted Duncan, Inc. voice boxes, 1962-1963
- Folder 32 Patents - Lollipop Dolls, 1963

Box 25

- Folder 1 Patents - Application for Artificial Eye for Stuffed Toys and related, 1937-1938
- Folder 2 Patents - Doll's Eyes for Stuffed Dolls - Patent no. 3,058,262; 1961-1962

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 13 Trademarks - Ding-A-Ling, 1967-1968
- 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 35 Trademarks - Magic Button Talker, 1962-1969
- 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 27 Trademarks - Ting-A-Ling, 1967-1968
- 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
Folder 4	Copyright - GUND Easter 1955 catalog, 1955
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; Yankelovich, Skelly, and White/Clancy, Shulman; June 7, 1989
- Folder 2 Market research - "Strategic Positioning in the Plush Stuffed Animal Market," Yankelovich, Skelly, and White/Clancy, Shulman; draft report, August 3, 1990 [2 copies]
- Folder 3 Market research - Consumer research notes, reference, and printed presentation, March-September 1990
- Folder 4 Market research - Printed presentation, "Strategic Positioning in the Plush Stuffed Animal Market," Yankelovich, Clancy, Shulman; September 14, 1990 [Part I of II]

Folder 5 Market research - Printed presentation, "Strategic Positioning in the Plush Stuffed Animal Market," Yankelovich, Clancy, Shulman; September 14, 1990 [Part II of II]

Box 11

Folder 1 Market research - One-on-One Interviews report, Bernard Engelhard & Associates, Inc., 1991

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

Folder 16 Policies - GUND Cooperative Advertising Policy and forms, 1992-1993

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 3 Newsletters - GUND newsletter preparation reference, c. 1988-1991

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 - Caritas [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 2 Publicity - "GUND's 90th Anniversary," Peggy and Alan Bialosky, *Teddy Bear and Friends*, 1988
- Folder 3 Publicity - "Plush Endeavors: The Modern American Soft Toy Industry," Margaret Walsh, draft text and related information, 1990-1992
- 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 10 Publicity - KinderGund print ads/press release and plan, 1987-1990
- 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
- Object 4 Publicity - "Centennial News - Teddy Bear News for '98," news and editorials clippings binder, 1998

Object 5 Publicity - "GUND Centennial News - Teddy Bear News for '98," news and editorials clippings binder, 1998

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
 Object 2 Publicity - GUND "Miscellaneous press" clippings album, 1990-1991

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 8 Publicity - VHS tape "GUND 11 Spots," n.d. [interior lists "Wuzzy/FAO Schwartz," "Muttsy/Macy's," "Daisy/Bloomingdales," "CandiBear/Saks Fifth Avenue," "Bunky/Lord & Taylor," "Snuffles/Valentine/Macy's," "Scraps/FAO Schwartz," "Spanky/Saks Fifth Avenue," "Snuffles/At your favorite store," "Barkus/At your favorite store," "Trouble/At your favorite store"]

- Object 9 Publicity - VHS tape - "GUND Canterbury Bears, Fall 1992," 1992
- Object 10 Publicity - VHS tape - "Sandra Boyton, Today Show, NBC-TV Network, December 24, 1992, 4:21," 1992
- Object 11 Publicity - VHS tape - "GUND, Inc. Presentation to Senior Treasury Managers, January 15, 1993, Edited master," 1993
- 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 14 Publicity - VHS tape - "Sneak Preview GUND Collectibles 1997," c. 1996-1997
- Object 15 Publicity - VHS tape - "GUND International Toy Fair Feb. 8, 1997," 1997
- Object 16 Publicity - VHS tape - "GUND Toy Fair Feb. 8, 1997 (Camera)," 1997
- Object 17 Publicity - VHS tape - "GUND Toy Fair Feb. 16, 1997, Jack Coble and Doug Adolphson," 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 28 Publicity - Audiocassette - "Doll and Teddy Bear Expo '95, 60 second radio spot/sample promo," n.d. [c. 1995]
- Object 29 Publicity - Audiocassette - "GUND 1. :60 TV Gotta Get A Gund / 2. :30 TV Gotta Get A Gund, Scott Lancaster Mills Atha," n.d.
- 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]

Series V: Visual materials, 1922-1998

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 - Percalle 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' Sneezes" 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 1 GUND history binder, "People, Oldest Toys, and Patents, 1915, 1937, 1948, n.d." [Part I of II]
- Folder 2 GUND history binder, "People, Oldest Toys, and Patents, 1915, 1937, 1948, n.d." [Part II of II]
- 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]
- Folder 5 Negatives for miscellaneous GUND products, c. 1942-1981 and n.d.

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 7 Loose pages/clippings removed from Scrapbook #4, "Trade Paper and Directory Ads, January 1950 through December 1963," 1950-1963
- Folder 8 Loose pages/removed pages from Scrapbook #5, "Publicity Scrapbook, Grandma Project, Product New Releases, 1962"; 1962-1968
- 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.