



Guide to the Hansen Glove Corporation records, 1927-1954 and undated

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Summary

Collection Title:

Hansen Glove Corporation records, 1927-1954 and undated

Creator:

Hansen Glove Corporation

Source:

John W. Hartman Center for Sales, Advertising & Marketing History

Abstract:

Hansen Glove Corporation was a manufacturer of gloves and mittens based in Milwaukee, Wis. Collection includes black-and-white photographs, print advertisements, transcripts of meetings, published booklets, sales literature, catalogs and color sample guides. Advertising materials may be the work of the Klau-Van Pietersom-Dunlap agency (later part of Hoffman York). Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

2.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11733

Permalink:

<https://idn.duke.edu/ark:/87924/m1w04v>

Preferred Citation

[Identification of item], Hansen Glove Corporation records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes black-and-white photographs, print advertisements, transcripts of meetings, published booklets, sales literature, catalogs and

color sample guides. Advertising materials may be the work of the Klau-Van Pietersom-Dunlap agency (later part of Hoffman York). Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Hansen Glove Corporation was a manufacturer of gloves and mittens based in Milwaukee, Wis. Founded by brothers J.E. and Oscar C. Hansen, hat and fur merchants, as Cream City Hat Co. 1871; moved to Milwaukee 1880; ended partnership 1890 with Oscar Hansen taking over the hat and glove operations; renamed O.C. Hansen Mfg. Co. 1901; Hansen Glove Corporation 1930.

Klau-Van Pietersom-Dunlap agency founded Anthony Van Pietersom and Gustav Klau 1906; Walter Dunlap joined 1908; acquired by Hoffman York 1973.

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Arrangement

Arranged alphabetically.

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Administrative Information

Publication Statement

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Access Restrictions

Collection is open for research.

Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

Acquisition Information

The Hansen Glove Corporation records were received by the David M. Rubenstein Rare Book & Manuscript Library as a purchase in 2019.

Processing Information

Processed by Richard Collier, May 2019;

Accessions described in this collection guide: 2019-0066

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Related Materials

Related Material

Related material may be found in the following Hartman Center collections:

American Catalin Corporation salesman's sample book;

Gene Federico papers;

Pioneer Tailoring Co. salesman's sample case

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Names and Subjects

- Advertising
- Advertising -- United States -- History
- Sales promotion
- Selling
- Commercial catalogs

- Klau-Van Pietersom-Dunlap
- Hoffman York (Firm)
- John W. Hartman Center for Sales, Advertising & Marketing History

Collection Inventory

Hansen Glove Corporation, 1927-1954, undated

Advertising Merchandising Program, 1939	Box 1
Animated Gesture, 1954	Box 1
Appointment cards, 1954	Box 1
Challenge of a Glove, 1943	Box 1
Charm Magazine cover highlight, 1949	Box 1
Coach and Four model, undated	Box 1
Color guide, 1941	Box 1
Color guides, 1940-1941	Box 3
Color Key to Costume Loveliness, 1946	Box 1
Color Portrait of a Gentlewoman, 1948	Box 1
Fall color guide, 1953	Box 1
Fall and winter color guide, 1949-1950	Box 1
Full-Dress Fall, 1948-1949	Box 1
Glove shampoo mailer, undated	Box 1
Guide to Smart Spring Color Harmony, 1940	Box 1
Hansen Glove News, 1939	Box 1
Hushed Hues, 1947	Box 1
In Color Cahoots, 1945	Box 1

Jubilee Colors (Hansen 75th anniversary), 1946-1947	Box 1
Keepsake Colors, 1945-1946	Box 1
Know and Sell These Hansen Fashion Points, 1952	Box 1
Le Gant de France (Gant Guignie, illustrated by Maurice Brenier; in English), undated	Box 1
Newspaper mat service, 1954	Box 1
Not Apart but a Part of the Clothes of Today, 1944	Box 1
Occasion Designed, 1949	Box 1
Personality Gloves, 1950-1951 Physical Description: 4 folders	Box 1
Personality Gloves Give You a Plus, 1950	Box 1
Photographs, undated	Box 1
Point of purchase display, Hansen/Lux tie-in, undated	Box 1
Postcard, approximately 1944-1945	Box 1
Print advertisements (not Hansen), 1952, undated Scope and Contents Includes: Harms of California; Hendan Mannish Shirts	Box 3
Rich Harvest, 1947-1948	Box 2
Sales meeting notes, 1938	Box 2
Sell Gloves of Fashion by Hansen--Glove department bulletin board information chart, 1953	Box 3
Spot merchandiser display brochure, undated	Box 2

Spring color guide, 1953-1954	Box 2
Physical Description: 2 folders	
Spring and fall color guide, 1952	Box 2
Spring and summer color guide, 1950	Box 2
Success Story, undated	Box 2
Suppressed Excitement, 1943	Box 2
The Art of Glove Making (National Association of Leather Glove Manufacturers), 1927	Box 2
The Biography of a Glove (National Association of Leather Glove Manufacturers), undated	Box 3
Triumphant Colors Keyed to Wartime Costumes, approximately 1942	Box 2
Vogue color and fabric sample chart, 1953	Box 3
Zephyr vendor catalog description, undated	Box 2

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