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John L. Denning Papers

Collection Summary

Title:	John L. Denning Papers
Call Number:	MS 86-01
Size:	1.0 linear feet
Acquisition:	Gift of the Denning family
Processed By:	JAH, 11-5-1985; Reprocessed by JEF, 6-5-1998; Additional Materials Added by JLY, 6-2007; MN, 9-2008
Note:	None
Restrictions:	None

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Restrictions

None

Content Note

A wholesaler of broom corn, twine, wood products and wire, John L. Denning and Company was active in the industry since its start in the mid-1930s. This collection of its founder's papers includes correspondence from business associates and friends, general information on the broom corn industry, speech materials, advertisements, and "Sweeping the Nation," a film on broom corn.

Detailed Description: Series Listing

Series 1	Box 1 FF 1-29	Correspondence. Includes correspondence to and from John L. Denning and contains both personal and business letters. Some businesses mentioned include Brushware
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Manufacturers S.A. Ltd., Carborudum Company, Caribbean Training College, CLY. DEL. MFG. Co., Hawaiian Broom & Brush Co., Honolulu Broom Factory, Houston Broom Factory, Spikes Broom Manufacturing Co., and Spooner Brothers.

Series 2	Box 1 FF 30-37	Documents Relating to the Broom Corn Industry. Includes speeches, newspaper clippings and articles, pamphlets relating to Public Relations, financial documents and shareholder meeting minutes from Denning's company.
Series 3	Box 1 FF 38-39	Miscellaneous. Contains miscellaneous articles relating to John L. Denning and the Broom Corn business. Also includes a VHS tape copy and the original film and case of "Sweeping The Country."

Detailed Description: Box and Folder Listing

Series 1 – Correspondence

Box 1	FF 1	Correspondence File - Back, Louis: Correspondence from 1930-1944 regarding purchasing broom corn and complaints about business.
Box 1	FF 2	Correspondence File - Brushware Manufacturers S.A. Ltd.: 1939 negotiations in possible purchase of broom corn for South Africa.
Box 1	FF 3	Correspondence File - Carborudum Company: Correspondence from 1936 to 1953 regarding Broom Promotional Campaign Agreement, Wichita Club membership, story-Social Insecurity, broom corn shipments on open terms, nickel plated rings.
Box 1	FF 4	Correspondence File - Caribbean Training College: Correspondence from 1936 to 1944 regarding handles, arrangements for bank drafts, payment of bills, paying mortgages on machines.
Box 1	FF 5	Correspondence File - CLY. DEL. MFG. Co.: Correspondence from January 1946 to December 1946 regarding ball ring caps, increase in orders, information on shipping, status on raw materials, color of clips.
Box 1	FF 6	Correspondence File - CLY. DEL. MFG. Co. No. 2: Correspondence from October 1939 to October 1940 regarding price freeze, flat top nickel ring caps, selling line of caps.
Box 1	FF 7	Correspondence File - Elek, George: Correspondence regarding purchase of Hungarian Broom Corn in September of 1934.
Box 1	FF 8	Correspondence File - Fernandez & Hnos: Correspondence from March 1940 to April 1940 regarding credit report request for A. Fernandez Hnos & Co., furnishing quotations for broom corn.
Box 1	FF 9	Correspondence File - Hawaiian Broom & Brush Company: Correspondence from May 1936 to October 1947 regarding gift pencil, Mr. Garriga, current quotation request, color sheet, mop yarn.

Box 1	FF 10	Correspondence File - Honolulu Broom Factory: Correspondence from 1934 regarding credit file, visitation of John L. Denning.
Box 1	FF 11	Correspondence File - Houston Broom Factory: Correspondence from July 1937 to April 1949 regarding credit reports, address change, Lindsay corn, price quotations.
Box 1	FF 12	Correspondence File - Hymel, Sidney J.: Correspondence from February 1936 to November 1948 regarding credit file information, corn purchases, broom corn business in California, quotations, accounts payable.
Box 1	FF 13	Correspondence File - Knowlton, Eustale W.: Correspondence from May 1938 to July 1938 regarding broom corn orders, confidential information.
Box 1	FF 14	Correspondence File - Lindsay, J. B., Ltd.: Correspondence from October 1939 regarding connections on broom corn.
Box 1	FF 15	Correspondence File - Lins Broom Company (THE): Correspondence from January 1936 to December 1937 regarding orders for broom corn, tonnage estimate, shipping instructions.
Box 1	FF 16	Correspondence File - Marrero, Juan: Correspondence from August 1936 to August 1946 regarding wire orders, colored broom lock orders, credit file information, velveteen order, election notice, appointment notice.
Box 1	FF 17	Correspondence File - Hawaii, Territory of: Conservation of Sight and Work with the Blind.
Box 1	FF 18	Correspondence File - Mitchell, Thos., & Co. Pty, Ltd.: Correspondence from January 1938 to January 1939 regarding credit information.
Box 1	FF 19	Correspondence File - Page Steel & Wire Division: Correspondence from February 1938 to March 1938 regarding samples, meetings, wire business development.
Box 1	FF 20	Correspondence File - Rocca, Juan B.: Correspondence from September 1943 to April 1944 regarding credit information, requests for business.
Box 1	FF 21	Correspondence File - J. C. Siegelman: Correspondence from February 1946 to December 1946 regarding flanneletts, velvet, velveteen, suede cloth, corduroy, orders, Acts of Congress, receipts, telegrams.
Box 1	FF 22	Correspondence File - Stephen, Fraser (London) Ltd., London, E.C. 4, England: Correspondence from March 1939 to April 1940 regarding broom corn orders to S. Africa & Port Elizabeth.
Box 1	FF 23	Correspondence File - Spikes Broom Manufacturing Co.: Correspondence from May 1935 to March 1937 regarding quotation requests, deposits.
Box 1	FF 24	Correspondence File - Spooner Brothers: Correspondence of April 1937 regarding broom corn inquiries.
Box 1	FF 25	Correspondence File - Valencia, Octavio: Correspondence from April 1938 to December 1944 regarding credit information and history.

Box 1	FF 26	Correspondence File - Vallmer, Leo: Correspondence from September 1943 to December 1944 regarding personal correspondence, Christmas greetings, advertising, scotch, bourbon, colds.
Box 1	FF 27	Correspondence File - Vallmer, Leo No. 2: Correspondence from January 1945 to October 1945 regarding opening of a new broom corn plant, advertising, the war, tax laws, stock.
Box 1	FF 28	Correspondence to John L. Denning: Correspondence from June 16, 1920 to December 23, 1946 including telegrams, letters, postcards, menu cards, business cards, coat room tickets, invoices for hotel expenses.
Box 1	FF 29	Correspondence from John L. Denning: Correspondence from John Denning from April 29, 1927 to April 30, 1957 sent to Mr. C. Gonzales Frevino, Almacen Helda, Mr. Augustin Fernandez, C. D. Dickinson & Son, W. J. Moxham & Co., Ltd., Mr. Charles Schweitzer, Marshall Field & Company, James L. DeTreville (State Agent) and gentlemen in the areas of broom corn.

Series 2 – Documents Relating to the Broom Corn Industry

Box 1	FF 30	Minutes of Shareholders Meetings of John L. Denning, Inc.: Includes balance sheets, minutes, by-laws and a Certificate of Business Location and Manager.
Box 1	FF 31	Employee Wages and Regulations: Contains the Schedule of Limitations Upon the Use of Approved Rate Ranges.
Box 1	FF 32	Broom Corn General Information and Public Control: Includes fesibility reports, production control, Acts of Congress, price lists, U.S. Standards, proposals, news releases and general information about the broom corn industry from 1930 to 1968.
Box 1	FF 33	Speech Materials: Includes addresses, reports, excerpts from speeches, and introductions made by John L. Denning.
Box 1	FF 34	Billing Invoice: Includes information on the Honolulu Broom Factory.
Box 1	FF 35	Clippings and Articles on Broom Corn: Includes articles from February 26, 1924 to March 1964. Publications include <i>Broom and Broom Corn News</i> , <i>New Orleans Press Extra</i> , <i>San Antonio Express</i> , <i>The Wall Street Journal</i> , <i>A Fact Book</i> , <i>A Story of Brooms</i> , <i>The Wichita Magazine</i> , and <i>New Mexico</i> .
Box 1	FF 36	Advertisements: Includes <i>Keeping An Ear To The Ground</i> Copy 1, 2, and 3.
Box 1	FF 37	Public Relations for Broom Corn Industry: Includes an introduction card of John L. Denning (two copies) and Seasons Greetings, December 24, 1935.
Box 1	FF 37A	Ephemera: Catalog of Broom Labels for sale by John L. Denning & Co., Inc. and a small laminated card with broomcorn qualities.

Series 3 – Miscellaneous

Box 1	FF 38	Miscellaneous File: Includes address pamphlet of Jesse I. Smith of January
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19, 1944. Most Outstanding Impressions on My Recent European Trip, the story "Kansas-Missouri."

Box 1

Films: Contains the original film, a VHS tape copy, and a DVD copy of "Sweeping The Country."

Box 1

Artifacts: Two small sample pieces of wooden broom handle and a whisk broom.

For information, please contact us at:

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