

David F. Stern papers, 1945-2005

Overview of the Collection

Creator	Stern, David F
Title	David F. Stern papers
Dates	1945-2005 (inclusive) 1945 2005
Quantity	17.56 cubic feet (28 boxes including 40 videocassettes and 53 sound cassettes, plus 11 5" sound tape reels, 10 7" sound tape reels, and 3 4" sound tape reels)
Collection Number	6100
Summary	Advertisements, writings, and campaign materials of David Stern, an advertising executive and two-time mayoral candidate in Seattle, Washington
Repository	University of Washington Libraries, Special Collections Special Collections University of Washington Libraries Box 352900 Seattle, WA 98195-2900 Telephone: 206-543-1929 Fax: 206-543-1931 speccoll@uw.edu
Access Restrictions	Open to all users.
Languages	English

Biographical Note

David F. Stern was born in Seattle in 1937 to parents Edward and Bernice Friedman Stern. He had one brother, Edward. Stern grew up on Capitol Hill and graduated from Lincoln High School in 1956 and the University of Washington with a degree in journalism in 1960. He was on the staff and served as sports editor for the school newspapers in both high school and college. He worked as an advertising executive after starting his own company in 1963 and incorporated the "Happy Face" symbol--of which he was one of the early creators--into much of this work.

Stern was also active in local politics and ran for mayor of Seattle in 1989 and 1993, although he was not elected. He also was instrumental in his mother, Bernice's, successful campaigns for the King County Council and worked on Slade Gorton's Senate campaign in 1980, as well as other local campaigns.

Stern lived much of his adult life in the Leschi neighborhood of Seattle with his wife, Margaret, and his daughters Debbie and Ruth.

Content Description

Papers and scrapbooks related to David Stern's high school and college education, military service, advertising career, and Seattle mayoral campaigns. Includes yearbooks, ephemera, client files, print advertisements, writings and speeches, newspaper columns, and radio and television advertisements and campaign interviews on videocassettes, sound cassettes, and sound tape reels. Also included are materials related to the history of the "Happy Face" logo and political ephemera from local and national political campaigns, including his mother Bernice Stern's King County Council campaigns, Slade Gorton's Attorney General re-election campaign and 1980 Senate campaign, and Liem Tuai's 1973 mayoral campaign.

Some of Stern's advertising clients included William O. McKay Ford dealership, Tape Town, Fox's Gem Shop, the Seattle Supersonics, Marontate-Jones, Pacific Lincoln Nursery, State Mutual Savings Bank, Timberland Federal Savings and Loan Association, University Federal Savings Bank, the University of Washington Bookstore, Talcott Jewelers, John Stern, KIXI, Seattle Beauty School, Benaroya, Tower 801, Dag's, and Ivar's.

Also included are other materials related to Stern's family, including correspondence, clippings, and ephemera related to Bernice Stern's life and political career, as well as articles about and an obituary for Edward F. Stern.

Use of the Collection

Restrictions on Use

Creator's literary rights retained. Contact Special Collections for details.

Administrative Information

Acquisition Information

David Stern, 2006-7-27

Detailed Description of the Collection

Container(s)	Description	Dates
Box		
1	Childhood and education	1945-1959
1	Military service	1960-1961
1	Early advertising career	1961

Container(s)	Description	Dates
1-5	Advertising client files	1960s-1980s
5	Gorable Oxen and Sacred Cows promotion	
5	Miscellaneous advertising posters and publicity	1960s-1980s
5	George McGovern/Robin Hood poster materials (published in <i>Time</i> magazine)	1972
5	Invitations	1960s-1980s
5	Advertising bumper stickers and other ephemera	1960s-1980s
5-6	Writings, articles, advertisements, and campaigns	1960s-1990s
6	Advertisements	1980s
6	David Stern publicity articles	1950s-1990s
6-7	Copy writings for Stern's accounts at Miller, Mackay, Hoeck & Hartung, Inc.	1962-1963
7	Writings, artwork, clippings, and other ephemera	1960s-1980s
7	Advertisements for Fox's Gem Shops	1981-1982
7-8	David Stern mayoral campaigns	1989-1993
7	Political bumper stickers	circa 1980s
8	Liem Tuai mayoral campaign	1973
8	<i>The Selling out of the President</i> 1973 book materials	1973
9	Speeches and writings	1960s-1990s
9	Unknowns for President	1992
10	David Stern biographical information	1950s-1990s
10	Bernice Stern campaign and biographical materials	1960s-1980s

Container(s)	Description	Dates
10	Edward F. Stern materials	1980
10	"Happy Face" articles and ephemera	1989-2000
10	Libel lawsuit papers (<i>Stern v. Record-Chronicle</i>)	1978-1979
10	Reverend Dale Turner cards and notes	2006
11	2 volumes of bound issues of the Lincoln High <i>Totem</i>	1954-1956
12	Articles written by Stern for the Lincoln High <i>Totem</i> , <i>Seattle Post-Intelligencer</i> , University of Washington <i>Daily</i> , and others	December 1954-May 1959
12	Articles written by Stern for the University of Washington <i>Daily</i>	1956-1960
13	State Mutual Savings Bank (SMSB) advertisement scrapbook	1980-1982
13	Timberland Federal Savings and Loan Association advertisement scrapbook	1981-1982
14	University Federal Savings Bank advertisement scrapbook	1971-1981
14	Miscellaneous advertisement scrapbooks	1970s
15	Timberland Federal Savings advertisement scrapbook	early 1970s
15	University of Washington Bookstore advertisement scrapbook	1970s
16	William O. McKay Ford advertisement scrapbook	early 1970s
16	Gunderson advertisement scrapbook	early 1970s
16	University of Washington Bookstore loose advertisements	1970s
17	Olympia Federal Savings advertisement scrapbook	1972-1982
18	Talcott Jewelers advertisement scrapbook	1971-1982
19	Fox's Gem Shop advertisement scrapbook	1970-1982
19	Letter of protest regarding the trademark of the "Happy Face" symbol	2005

Container(s)	Description	Dates
Box:Oversize		
20	Oversize advertisements, newspaper columns, mayoral campaign materials, and Slade Gorton 1980 Senate campaign materials	1960s-1980s
21	Oversize newspaper advertisements	1960s-1970s
22	Oversize advertisements	1960s
Box		
23-24	Videocassettes of advertisements and campaign interviews	1990s
25-27	Sound cassettes of advertisement and campaigns	1970s-1990s
28	Posters	1970s-1990s
Reel		
7" sound tape reels 20-29	Sound tape reels of advertisements, campaigns, and celebrations	1960s
5" sound tape reels 11-21	Sound tape reels of advertisements, campaigns, and celebrations	1960s
4" sound tape reels 1-3	Sound tape reels of advertisements, campaigns, and celebrations	1960s

Names and Subjects

Subject Terms :

Advertisers--Washington (State)--Seattle
 Advertising agencies--Washington (State)--Seattle
 Campaign paraphernalia--Washington (State)--Seattle--Specimens
 Political campaigns--Washington (State)--Seattle
 Politicians--Washington (State)--Seattle

Personal Names :

Stern, David F.--Archives
 Stern, David F.--Family

Form or Genre Terms :

Business correspondence
Ephemera
Personal correspondence
Records (Documents)
Scrapbooks
Sound recordings
Video recordings

Names and Subjects

Subject Terms :

Personal Papers/Corporate Records (University of Washington)

2017 (Last modified: 5/23/2017)



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