

**Acc. 2407**  
**Ernest Dichter Papers**

Photographs, Video and Tapes  
1 linear foot

Photo Files:

- 1 Dichter – Conferences/Seminars, n.d., 1961-1963:
  - ESSEM, Oslo, 1961
  - Advertising Club, St. Louis, MO, 1962
  - Dr. Enrique Pichon-Riviere, Buenos Aires, 1963
  - Curacao, 1964
  - Packaging Seminar, 1964
  - International Advertising Association, 1965
  - Euro-American Marketing, Amsterdam, 1966
  - Handwerk – ESOMAR – Vienna, 1967
  - Prague, 1967
  - Textil-Wirtschaft Forum, Heidelberg, 1967
  - NINO – Paris, 1968
  - Seminar – Frankfurt, November, 1968
  - Koln, 1969
  - Presidents Association Roundtable IV, Puerto Rico, 1969
  - Stuttgart, 1969
  - Frankfurt, 1970
  - Germany, 1973 [2 files]
  - Johannesburg Luncheon, n.d.
  - Latin America, n.d.
  
- 2 Dichter – Negatives/Slides
  - Package testing slides
  - Switchboard w/Dichter – photos kept with negatives
  - Dichter negatives
  
- 3 Dichter Photos – exhibit for conference in October 2009
  
- 4 Display Images:
  - Supermarkets; Department Store Windows; Car Wash; Self Service Cars in Switzerland, U.S. and Russia, n.d., 1968, 1969
  
- 5 Group photos without Dichter, n.d., 1958
  
- 6 Miscellaneous photos, n.d.

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Photographs, Cassette Tapes  
1 linear foot

Photo Files:

- 7 Motivational Marketing Institute, Croton-on-Hudson, NY, n.d.
- 8 Publicity – Beer, n.d.,
- 9 Publicity – Miscellaneous poses, n.d. [per Hedy Dichter, October 2009]
- 10 Publicity – Dichter, n.d.
- 11 Publicity – Models, n.d., 1941, 1947 [per Hedy Dichter, October 2009]
- 12 Publicity – Poses – Dichter and others, n.d., 1956
- 13 Publicity – Products, n.d.
- 14 Vienna photos, n.d., 1985 [Intercontinental Hotel, per Hedy Dichter, October 2009]

Cassette Tapes:

*Marketing Plus: Finding The Hidden Gold in The Market Place*, set of 6 tapes, 1988

*Everyday Creativity. 12 Steps to Innovative Thinking*, [set contains tapes, workbook and supplement booklet]

*Everyday Creativity. 12 Steps to Innovative Thinking*, [cassettes only]



