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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Norman Squires Collection
Identifier: NMAH.AC.0927
Date: 1936-2006.
Extent: 0.3 Cubic feet (1 box)
Creator: Beveridge, Frank Stanley
O'Brien, Catherine L.
Squires, Daniel T.
Squires, Norman W.
Stanley Home Products
Wearever Aluminum
Language: English
Summary: Collection documents Norman Squires's career as a salesperson for the Aluminum Cooking Utensil Company of America, Stanley Home Products, and Encyclopedia Britannica. Norman Squires conceptualized and implemented the party plan method of direct selling.
Digital Content: Image(s): Norman Squires Collection

Administrative Information

Immediate Source of Acquisition
Daniel T. Squires donated his father's papers in 2006 and requested that the materials be titled the "Norman W. Squires Collection."

Related Materials
Materials in the Archives Center
Stanley Home Products Collection (NMAH.AC.0788)
Earl S. Tupper Papers (NMAH.AC.0470)
Brownie Wise Papers (NMAH.AC.0509)
Ann and Thomas Damigella Collection (NMAH.AC.0583)
Helen Hoch Tupperware Films (NMAH.AC.0865)
Jon and Sylvia Boyd Tupperware Films (NMAH.AC.0870)
Processing Information
Collection processed by Adrienne Cain (intern) and Vanessa Broussard Simmons, archivist, 2008.

Preferred Citation

Restrictions on Access
Unrestricted research access on site by appointment. Unprotected photographs must be handled with gloves.

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Biographical / Historical
A native of Long Island, New York, Norman Wells Squires was born in 1906. He began his sales career with the Fuller Brush Company in 1923. Even at a young age Squires realized the inefficiency of door-to-door sales. As a result, in 1935, while an employee for the Aluminum Cooking Utensil Company of America selling WearEver products, he developed his hostess home party plan. He continued to perfect this method of direct selling after becoming a salesman for Stanley Home Products in 1938. The success of his plan gave Squires the freedom to leave Stanley Home Products in 1946 to start his own business, Hostess Home Accessories, Incorporated, which thrived on his direct selling concept. In 1950 Earl Tupper, inventor of Tupperware, purchased Squires's company and incorporated it into his own business, Tupper Corporation, as the Hostess Division. Squires was named general sales manager. However, in the early 1950s Tupper dissolved the division, as well as Squires's connection to Tupperware. Squires eventually went on to become the first winner of Encyclopedia Britannica's "Man of the Year" Award in 1957, beating out more than 9,000 other salesmen for the prize recognizing the year's highest selling employee. Additionally, Squires later did consulting work for the Harlem Globetrotters, facilitated the integration of a New Orleans public school, and helped organize the Ohio lottery. He passed away in Fort Lauderdale, Florida, in April, 1991.

Scope and Contents
This collection documents Squires's professional life as a salesperson with four companies: Aluminum Cooking Utensil Company of America (WearEver Company), Stanley Home Products, Encyclopedia Britannica and Tupper Corporation. Most of the materials relate to the creation of the hostess party plan and his achievements in sales. There is very little information about his personal life other than a few family photographs. The collection is useful for understanding selling techniques dating from the 1930s through the 1950s.
Arrangement

The collection is arranged into five series.

Series 1, Background Materials, circa 1908-2006

Series 2, Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated

Series 3, Stanley Home Products, 1938-1946, undated

Series 4, Encyclopedia Britannica, 1956-1958

Series 5, Tupper Corporation, 1950

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:
Marketing
Product demonstrations
Sales promotion

Types of Materials:
Business records -- 20th century
Catalogs
Letters (correspondence) -- 20th century.
Photographs -- 20th century
Sound recordings
Trade catalogs

Names:
Squires, Daniel T.
### Container Listing

**Series 1: Background Materials, circa 1908-2006**

Series 1, Background Materials, circa 1908-2006, includes photographs, an obituary and correspondence relating to Squires’s role in developing the hostess party plan direct selling method. There is also an interview by National Museum of American History senior archivist John Fleckner with Daniel, Squires’s son, discussing his father’s life. The materials are arranged first by type and then in chronological order.

| Box 1, Folder 1         | Personal photographs, circa 1908, 1944, 1955, 1957, 1959, 1976, 1989 |
| Box 1, Folder 2         | Correspondence, 1983, 1984, 1991                                    |
| Box 1, Folder 3         | Obituary, 1991                                                      |
| Box 1, Folder 4         | Recommendations to the Direct Selling Association, 2003, 2004       |
| Box 1, Folder 5         | Information relating to Tupperware documentary film, 2004           |
| Box 1, Folder 6         | Interview with Daniel T. Squires, 2006                              |
Series 2: Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated

Series 2, Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated, relates to Squires's employment with the company in the 1930s. The company later becomes the WearEver Company. It includes telegrams documenting Squires's achievements in sales leadership. There is also a memo from V. Earl Irons, Squires's supervisor, requesting that Squires do a presentation at a supervisors' meeting relating to his success in hiring and interviewing new salespersons.

Box 1, Folder 7  Telegrams, 1934, undated
Box 1, Folder 8  Memo from V. Earl Irons, 1936

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Series 3: Stanley Home Products, 1938-1946, undated

Series 3, Stanley Home Products, 1938-1946, undated, includes information about Squires's employment with the company. Materials document the creation and development of the hostess party plan in company correspondence and a typed transcription of an actual hostess home party in 1938. The materials also correspondence from Frank Stanley Beveridge and Catherine L. O'Brien, founders of the company, and other company employees. Other materials include information about Squires's attempts to include women in the company, photographs of employees, presentations, board meeting agenda, commission account information and sales operation information. Materials are arranged first by type and then in chronological order.

Box 1, Folder 9  Private hostess party demonstrations information, 1938
Box 1, Folder 10  Correspondence, 1938, 1940, 1945, 1946
Box 1, Folder 11  Photographs of employees, 1938, 1940, 1941, 1945, undated
Box 1, Folder 12  Area sales information, 1944
Box 1, Folder 13  Commission account information, 1945
Box 1, Folder 14  Yankee region board meeting, 1946
Series 4: Encyclopedia Britannica, 1956-1958

Series 4, Encyclopedia Britannica, 1956-1958, consists of information about Squires's sales achievements. Materials include an announcement, newsletters, sales achievement notifications, and a copy of a paycheck. There is a signed photograph of Senator William Benton, chair of the board of Encyclopedia Britannica. There is also a photograph of a trade booth set up for the 1958 edition of the Encyclopedia. Materials are arranged first by type and then in chronological order.

Box 1, Folder 15  EB News, 1956-1958
Box 1, Folder 16  Announcement of Squires membership in Britannica International Diamond Pin Society, 1957
Box 1, Folder 17  Facsimile of paycheck, 1957
Box 1, Folder 18  Monthly sales achievements, 1957
Box 1, Folder 19  Photograph of trade booth, 1958

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Series 5: Tupperware Corporation, 1950

Series 5, Tupper Corporation, 1950, consists of a newspaper article stating that Earl S. Tupper, founder of Tupper Corporation, purchased the assets of the Hostess Home Accessories, Incorporated. This part of the company became the Hostess Division of Tupper Corporation with Norman W. Squires serving as the general sales manager. Also included is training information for the Hostess Division.

Box 1, Folder 20   Newspaper article, 1950
Box 1, Folder 21   Hostess division training information, 1950