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Collection Overview

Repository: Archives Center, National Museum of American History

Creators:
- Beveridge, Frank Stanley
- Encyclopedia Britannica.
- O'Brien, Catherine L.
- Squires, Norman W.
- Stanley Home Products.
- Wearever Aluminum.

Title: Norman Squires Collection


Quantity: 0.3 cubic feet, 1 box

Language: English

Administrative Information

Immediate Source of Acquisition
Donated to the Archives Center by Squires's son Daniel in 2006.

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 Note
Salesman at Stanley Home Products, who was involved with the development of Stanley's "party system" of selling its products. He also worked for Wearever Aluminum and Encyclopedia Britannica.
Scope and Content Note

Papers documenting Squires's work as a salesman with Wearever Aluminum, Stanley Home Products, and Encyclopedia Britannica. Includes photographs, letters (including some from Stanley founder Frank Stanley Beveridge and executive Catherine L. O'Brien), business records, Squires's party plan presentation, trade literature, articles, and an audiocassette of an interview with Squires's son Daniel conducted by John Fleckner.

Arrangement

Divided into 3 series. Series 1: Personal papers and photographs; Series 2, Papers relating to Squires's work with Wearever Aluminum; Series 3, Papers relating to Squires's work with Stanley Home Products; Series 4: Papers relating to Squires's work with Encyclopedia Britannica.

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.