



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Guide to the The Salem China Company Collection

NMAH.AC.0325

Grace Angle

1989

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	The Salem China Company Collection
Identifier:	NMAH.AC.0325
Date:	1930s-1981
Extent:	10.15 Cubic feet (26 boxes, 9 map-folder)
Creator:	Salem China Company American Limoges China Co. Sebring Pottery Company Crescent China Company Leigh Potters, Inc.
Language:	English Collection is in English. Some materials in Japanese.
Summary:	Includes records of the Salem China Company relating to the administration of the company, its sales and art department, and other material relating to plant operations prior to 1960, when the company ceased manufacturing and became a distributor only. Includes photographs of various promotions, Salem China patterns, factory buildings, sales staff, show rooms, etc. as well as extensive advertising material of the Salem China Co. and its competitors. Another series contains blueprints and drawings of the Salem China Company's plant and equipment. Another series contains bulletins issued by the Associated Industries of Cleveland from 1977 to 1981.
Digital Content:	Image(s): The Salem China Company Collection: 1930s-1981.

Administrative Information

Acquisition Information

Collection donated by Salem China Company, February 22, 1989.

Processing Information

Collection processed by Grace Angle, 1989.

Preferred Citation

The Salem China China Company Collection, 1930s-1981, Archives Center, National Museum of American History.

Restrictions

Collection is open for research.

Conditions Governing Use

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Biographical / Historical

The Salem China Company of Salem, Ohio was founded in 1898 by Pat and John McNichol, Dan Cronin and William Smith, all from East Liverpool, Ohio. It was sold to the F.A. Sebrings of Sebring, Ohio in 1918. Until retirement in 1950, Floyd W. McKee, who had been with the company since 1918, was the general manager. When he retired in 1950 J. Harrison Keller, the husband of F.A. Sebring's granddaughter, Gretchen, took over the management of the company. Harrison Keller was also president of the United States Potters Association, the principal function of which was labor negotiations. From 1898 until 1960 the company was engaged in both manufacturing and distribution. Since 1960, its function has been distribution only.

In addition to the manufacture and distribution of dinnerware, novelty and souvenirware, the Salem China Co. distributed flatware, crystal and Corningware and was the American distributor for the James Sadler Company, English manufacturers of teapots. The company supplemented its sales to retail outlets by heavy reliance on bank, movie, drugstore and supermarket promotions. For example, Peoples Drug Co. used over 150,000 thirty two piece sets of dishes from the Salem China Co. in the 1930's with the buyer paying \$2.98 for a set costing \$2.72 at the factory. During the 30's also, about 130 carloads of Salem dinnerware were used by American Stores in Philadelphia in promotions. In 1993, the president of the Salem China Co. was Gary Keller.

Scope and Contents

The collection includes records of the Salem China Company relating to administration of the company, its sales and art department and other material relating to plant operations prior to 1960 when the company ceased manufacturing and became a distributor only. There are a number of photographs of various promotions, Salem China patterns, factory buildings, sales staff, show rooms, etc. There is extensive advertising material of both the Salem China Co. and of its competitors. Another series consists of blueprints and drawings of the Salem China Company's plant and equipment. There is also a series of bulletins issued by the Associated Industries of Cleveland from 1977 to 1981.

Series 1: General Administration, includes a history of Salem, Ohio as well as a history of the United States pottery industry written by Floyd W. McKee, long time manager of the Salem China Company, after he retired. Issues of the Stylon News from 1954 to 1957 indicate the company's interest in tile. Union materials relate to the several craft unions concerned with organizing pottery plants. There is some generalized anti union material.

Series 2 contains bulletins of the Associated Industries of Cleveland (AIC). These bulletins include material of general interest to members, bulletins from the legal counsel, a newsletter for executives, bulletins relating to the federal Occupational Safety and Health Administration and surveys of management employee relations, salaries and benefits and wage settlements.

The third series consists of the Sales Department's records, including advertising brochures, pamphlets and photographs relating to various promotions supermarket, bank, movie, department store as well as those for general advertising of Salem products, the records of a factory outlet store operated by the Salem China Company, bulletins, a notebook and other materials directed to the sales staff.

Art Department records incorporate mats, photographs, some drawings and occasional negatives of nearly 40 patterns of china as well as service plates and souvenir plates. The notebooks relate to premiums, specialized ware such as children's ware, proofs, photos, half tones and ads.

Over 65 companies are represented in the competitors' advertising material, most of which relates to china although there are a few tile and other manufacturers included.

With the exception of the art department notebooks, and the drawings and blueprints, most of the collection is in good condition.

Arrangement

The collection is divided into ten series.

Series 1: Executive and Administrative Records

Series 2: Labor Relations

Series 3: Sales Department Records

Series 4: Promotional Photographs

Series 5: Art Department Records

Series 6: Plant Operating Records

Series 7: Competitors' Advertising

Series 8: US Potters Association

Series 9: Tile Industry

Series 10: Associated Industries of Cleveland

Names and Subject Terms

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

Subjects:

Porcelain
Potters

Types of Materials:

Blueprints -- 20th century
Bulletins
Clippings

Drawings -- 20th century
Records

Names:

James Sadler Company

Geographic Names:

Ohio

Container Listing

Series 1: Executive and Administrative Records, 1914-1981

Box 1, Folder 1	Minute Book, October 1914 -December 1936
Box 1, Folder 2	Minute Book, February 1937- September 1939
Box 1, Folder 3	Minute Book, March 1940-September 1943
Box 1, Folder 4	Minute Book Special Meetings, September 1939- March 1940
Box 2, Folder 1	Minute Book, January 1917-December 1920
Box 1, Folder 5	Executive Committee Minutes, February 1937 -November 1939
Box 2, Folder 2	Executive Committee Minutes, September 1937- October 1940
Box 2, Folder 3	Executive Committee Minutes, September 1939- June 1940
Box 2, Folder 4	Policy Committee Minutes, December 1951- December 1963
Box 2, Folder 5	Agreements re: Bond Issues, undated
Box 2, Folder 6	Claim for Damages Against Cooper Garrett Trucking Company, 1979- 1981
Box 2, Folder 7	Dinnerware as Premiums by Floyd W. McKee, undated
Box 2, Folder 8	History of U.S. Pottery Industry by Floyd W. McKee, 1955
Box 3, Folder 1	Appraisal Cole Thayer Trumbell Co., undated
Box 3, Folder 2	Appraisal West Brothers, 1946
Box 3, Folder 3	Appraisal Boston Manufacturers Mutual Insurance Company, 1953 -1968
Box 3, Folder 4	Appraisal American Appraisal Company, 1961
Box 3, Folder 5	Appraisal Appraisers Incorporated, 1979
Box 3, Folder 6	History of Salem Ohio, 1806 -1956, published 1956

- Box 3, Folder 7 Research Papers on Business Management, 1958 -1980
- Box 3, Folder 8 The Romance of Your Dinnerware published by Salem China, undated
- Box 3, Folder 9 Miscellaneous, 1975 -1978

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Series 2: Labor Relations, 1940-1980

Box 4, Folder 1	Administrative Manual for Plant Employees, 1977
Box 4, Folder 2	Personnel Management (Miscellaneous), ca. 1977
Box 4, Folder 3	Sebring Equipment Company Personnel Data, 1976 -1977
Box 4, Folder 4	Allied Industrial Workers, 1975 -1979
Box 4, Folder 5	Anti Union Materials, 1972 -1980
Box 4, Folder 6	International [and National] Brotherhood of Operative Potters, 1940- 1962
Box 4, Folder 7	International Brotherhood of Pottery and Allied Workers, 1970- 1980
Box 4, Folder 8	Newsclippings re: Unions, 1976 -1977
Box 4, Folder 9	Union Pension and Retirement Plans, 1969 -1971
Box 4, Folder 10	United Brick and Clay Workers of America, 1972 -1976
Box 4, Folder 11	United Paper Workers International, 1976 -1979
Box 4, Folder 12	United Rubber Cork Linoleum and Plastic Workers of America, 1976
Box 4, Folder 13	Wage Policy and Rates (Salem), 1979 -1980
Box 14, Folder 4	Wage Rate Comparisons, 1979 -1980

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Series 3: Sales Department Records, 1930s -1988

Box 5, Folder 1	Achievement Reports, 1963 -1965
Box 5, Folder 2	Advertising Brochures and Price Lists Salem
Box 5, Folder 3	Bank Promotional Brochures Crystal
Box 5, Folder 4	Bank Promotional Brochures Dinnerware
Box 5	Bank Promotional Brochures, Flatware
Box 5, Folder 6	Bank Promotional Brochures Goblets
Box 5, Folder 7	Bank Promotional Brochures Miscellaneous
Box 5, Folder 8	Bank Promotional Brochures Place Settings
Box 5, Folder 9	Bank Promotions Newsclippings
Box 5, Folder 10	Carry Hom (Quaker China)
Box 5, Folder 11	Corning Ware (Salem Advertising)
Box 5, Folder 12	Correspondence, 1952 -1970
Box 5, Folder 13	Costs, 1978
Box 5, Folder 14	Credit Store Merchandising Plan
Box 5, Folder 5	Department Store Promotion
Box 5, Folder 16	Factory Outlet Store I
Box 5, Folder 17	Factory Outlet Store II
Box 6, Folder 1	Factory Outlet Store III
Box 6, Folder 2	Federal Trade Commission Pricing Guide, 1958
Box 6, Folder 3	Inter office memos
Box 6, Folder 4	Interoffice Memos re Pricing, 1935 -1943

Box 6, Folder 5	Marking Devices
Box 6, Folder 6	Mat Service I
Box 6, Folder 7	Mat Service II
Box 6, Folder 8	Merchandise Plan for General Merchandise Jobbers
Box 6, Folder 9	Nationally Advertised Dinnerware
Box 6, Folder 10	New In stock Set Price Lists
Box 6, Folder 11	Newspaper Ads in Color, 1972
Box 6, Folder 12	Price Lists, 1948-1952; 1988
Box 6, Folder 13	Regional Sales Manager Materials
Box 7, Folder 1	Salem Collection
Box 8, Folder 3	Glossy Prints of Place Settings Stainless and Crystal
Box 6, Folder 14	Retail Brochures
Box 7, Folder 2	Sales Department Bulletins, 1930's
Box 7, Folder 3	Sales Department Bulletins, 1940's
Box 7, Folder 4	Sales Bulletins Build a Set
Box 7, Folder 5	Stamps
Box 7, Folder 6	Sturdi Ware
Box 7, Folder 7	Swirl Ads
Box 7, Folder 8	Wooden Display Stand
Box 9, Folder 1	Bank Mailings, 1968- 1969
Box 8, Folder 1	Bank Mailings, 1970

Box 8, Folder 2	Bank Ad Results, 1969- 1970
Box 8, Folder 4	Price Lists Quaker China
Box 9, Folder 2	Glossy Prints, 1940s
Box 10, Folder 1	Photographs, 1964 -1966
Box 10, Folder 2	Magazine and Newspaper Ads, 1942, 1950 -1951
Box 11, Folder 1	Salesman's Notebook Containing Products Control Forms Brochures Displays Price Lists Guarantees References Track Records
Box 13, Folder 1	Miscellaneous Advertising Materials Christmas Specials Perky Mouse Crystal
Box 13, Folder 2	Advertising Photographs Nationally Advertised Dinnerware
Box 13, Folder 3	Advertising Photographs Sensational Success
Box 13, Folder 4	Advertising Photographs Striking New Directives
Box 13, Folder 5	Miscellaneous Advertising Materials Salem China Co.
Box 23	Newspaper advertisements, 1942

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Series 4: Promotional Photographs

Box 12, Folder 1	Gas Station Promotions
Box 12, Folder 2	Leigh Potters Inc.
Box 12, Folder 3	Movie Theater Promotions
Box 12, Folder 4	Retail Store Promotions
Box 12, Folder 5	Salem China Patterns
Box 12, Folder 6	Salem Factory Buildings
Box 12, Folder 7	Sales Staff
Box 12, Folder 8	Show Rooms
Box 12, Folder 9	Supermarket Displays
Box 12, Folder 10	Unidentified photographs
Box 12, Folder 11	Negatives
Box 12, Folder 12	Duplicate Photographs China Patterns
Box 12, Folder 13	Duplicate Photographs Retail Stores

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Series 5: Art Department Records

Subseries 5.1: Patterns

Box 14, Folder 1	Aristocrat
Box 14, Folder 2	Aristocrat Maroon
Box 14, Folder 3	California
Box 14, Folder 4	Cardyn
Box 14, Folder 5	Carolyn
Box 14, Folder 6	Century (White)
Box 14, Folder 7	Ceylon
Box 14, Folder 8	Chatung
Box 14, Folder 9	Claudia
Box 14, Folder 10	Commodore
Box 14, Folder 11	Constellation
Box 14, Folder 2	Constellation (Jackstraw)
Box 14, Folder 13	Coronation
Box 14, Folder 14	Debutante
Box 14, Folder 15	Duchess Rose
Box 14, Folder 16	Geranium
Box 14, Folder 17	India Pink
Box 14, Folder 18	Juniper
Box 14, Folder 19	Lansdowne
Box 14, Folder 20	Madera

Box 14, Folder 21	Melody Lane
Box 14, Folder 22	Old Auto
Box 14, Folder 23	Peach and Clover
Box 14, Folder 24	Petit Point (Quaker Girl) Image(s)
Box 14, Folder 25	Primrose
Box 14, Folder 26	Princess Ann
Box 14, Folder 27	Ranch Sterling
Box 14, Folder 28	Ranch Style Colored Glaze
Box 14, Folder 29	Ranch Style Shape White
Box 14, Folder 30	Rose Jewel
Box 14, Folder 31	Royal Rose
Box 14, Folder 32	Sandra
Box 14, Folder 33	Shaker Brown Lime
Box 14, Folder 34	Sheffield
Box 14, Folder 35	Talisman Rose
Box 14, Folder 36	Tudor Rose
Box 14, Folder 37	Woodhue
Box 15, Folder 1	Woodland
Box 15, Folder 2	Unidentified Patterns and Shapes

Subseries 5.2: Cake Sets

Box 15, Folder 3	Carolyn
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Box 15, Folder 4 Tudor Rose

Box 15, Folder 5 Virginia

Subseries 5.3: Service Plates

Box 15, Folder 6 Carolyn

Box 15, Folder 7 Coach

Box 15, Folder 8 Gardenia

Box 15, Folder 9 Godey

Box 15, Folder 10 Old Auto

Box 15, Folder 11 Service Plates (Drug Store Deal)

Box 15, Folder 12 Service Plates not indentified

Box 15, Folder 13 Souvenirs American

Box 15, Folder 14 Virginia Service Plate

Subseries 5.4: Souvenir Plates

Box 15, Folder 15 California

Box 15, Folder 16 Cleveland Ohio

Box 15, Folder 17 Hartford Connecticut

Box 15, Folder 18 Philadelphia Boston Washington Chicago

Box 15, Folder 19 St. Louis Cathedral New Orleans

Box 15, Folder 20 Virginia

Box 15, Folder 21 Yosemite Falls

Subseries 5.5: Miscellaneous Art Department Records

Box 16, Folder 1	Ashtrays Souvenir
Box 16, Folder 2	Ashtrays Victory Assortment
Box 16, Folder 3	Banquet Service
Box 16, Folder 4	Buffet Service
Box 16, Folder 5	Child Sets
Box 16, Folder 6	Decals
Box 16, Folder 7	Jumbo Cup and Saucer
Box 16, Folder 8	Photographs by Robert C. Hoffman
Box 16, Folder 9	Proofsheets
Box 16, Folder 10	Portraits on Victory Plates
Box 16, Folder 11	Quilt (Copper Plate and Newsclipping)
Box 16, Folder 12	Sets
Box 16, Folder 13	Wheat Drawings for Stamps

Subseries 5.6: Art Department Notebooks

Box 16, Folder 14	Assorted Premiums Majority for Gas Station Promotions
Box 16, Folder 15	Assorted Shapes Salem China
Box 17, Folder 1	Children's Ware Service Plates Salt and Peppers
Box 17, Folder 2 -3	Dinner Ware Photos Proofs and Ads
Box 17, Folder 4- 5	Dinner Ware Photos Proofs Miscellaneous Pieces
Box 18, Folder 1	Folder Stamps Special Lettering
Box 18, Folder 2- 3	Halftones
Box 18, Folder 4	Movie Promotions

Box 18, Folder 5

Proofs Assorted Patterns and Shapes

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Series 6: Plant Operating Records

Box 25, Folder 3	Minutes, Plant Operations Committee, 1954-01-1955-01
Box 25, Folder 4	Plant and equipment descriptions
Box 25, Folder 5	Plant Operations Committee interoffice memos, 1954
Box 25, Folder 6	Stamping royalties, 1952-1953
Box 23	Reports, 1953-1954
Box 26, Folder 1	Bisque Kiln, 1949-1953
Box 26, Folder 2	Bisque Kiln schedules, 1948-1960
Box 26, Folder 3	Correspondence, 1949-1963
Box 26, Folder 4	Drawings, specifications and instructions, 1962
Box 26, Folder 5	Gas consumption, 1954
Box 26, Folder 6	Inter-office memos, 1962-1964

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Series 7: Competitors' Advertising

Box 19, Folder 1	American Commercial Inc.
Box 19, Folder 2	Anchor Glass
Box 19, Folder 3	B.J. Brock Co.
Box 19, Folder 4	Bavarian China
Box 19, Folder 5	Block China
Box 19, Folder 6	Vincent Broomhall
Box 19, Folder 7	Buntingware Ceramics
Box 19, Folder 8	California Miscellaneous
Box 19, Folder 9	Canonsburg Pottery Co.
Box 19, Folder 10	Caribe Casual
Box 19, Folder 11	Castleton China
Box 19, Folder 12	Continental Kilns
Box 19, Folder 13	Cronin China Co.
Box 19, Folder 14	Crooksville China Co.
Box 19, Folder 15	Flintridge China
Box 19, Folder 16	Fostoria
Box 19, Folder 17	Franconia
Box 19, Folder 18	French Saxon
Box 19, Folder 19	W. S. George Co.
Box 23	Gladding and McBean
Box 19, Folder 20	Grace China (Sigma Marketing System)

Box 19, Folder 21- 22	Hall China Co.
Box 19, Folder 23	Hallcraft
Box 19, Folder 24	Harker
Box 19, Folder 25	Haviland
Box 19, Folder 26	Heinrick China
Box 19, Folder 27	International China Co.
Box 19, Folder 28	Iroquois
Box 20, Folder 1	Kilncraft
Box 20, Folder 2	Edwin M. Knowles China Co.
Box 20, Folder 3	H. E. Lauffer Co.
Box 20, Folder 4	Homer Laughlin
Box 20, Folder 5	Laurel (California)
Box 20, Folder 6	Limoges
Box 23	Lenox
Box 20, Folder 7	Linden
Box 20, Folder 8-9	Mayer China Co.
Box 20	Mayer China Co. (empty binder), undated
Box 20, Folder 10	Metlox Manufacturing Co.
Box 20, Folder 11	Howard Miller (Clocks)
Box 23	Minton
Box 20, Folder 12	Miscellaneous

Box 20, Folder 13	Miscellaneous foreign companies
Box 20, Folder 14	Monmouth Pottery
Box 21, Folder 1	Nikko
Box 21, Folder 2	Noritake
Box 21, Folder 3	Paden City
Box 23	Patterns in China
Box 23	Pickard
Box 21, Folder 4	Redwing
Box 21, Folder 5	Rosenthal
Box 21, Folder 6	Royal China
Box 21, Folder 7	Royal Doulton
Box 21, Folder 8	Royal Worcester
Box 21, Folder 9	Sabina Line
Box 21, Folder 10	Sebring
Box 21, Folder 11	Seth Thomas (Clocks)
Box 21	Seth Thomas (empty binder)
Box 21, Folder 12	Shapes (Miscellaneous)
Box 21, Folder 13	Shapes (Square)
Box 21, Folder 14	Shelley China
Box 21, Folder 15	Springfield (Clocks)
Box 21, Folder 16	Steubenville Pottery
Box 21, Folder 13	Sterling China

Box 21	Sterling China (empty binder), undated
Box 22, Folder 1	Stuart Crystal
Box 22	Stuart Crystal (empty binder)
Box 22, Folder 2	Thermos
Box 22, Folder 3	Taylor Smith and Taylor
Box 22, Folder 4	Viking
Box 22, Folder 5	Notebook: Walker China Catalogue
Box 22, Folder 6	Wedgewood
Box 22, Folder 7	Wheaton

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Series 8: U. S. Potters Association, 1924 -1930

Box 23

Bulletins, 1924 -1930

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Series 9: Tile Industry, 1944 -1957

Box 23, Folder 7	Tile Clay for Floors and Walls U.S.G.P.O., 1944
Box 23, Folder 8	Southern Tile Contractors Association Program for Annual Meeting, 1955
Box 23, Folder 9	<i>Stylon News: The National Magazine for Tile Men</i> , 1954
Box 23, Folder 10	<i>Stylon News: The National Magazine for Tile Men</i> , 1955
Box 23, Folder 11	<i>Stylon News: The National Magazine for Tile Men</i> , 1956, 1957
Box 23, Folder 12	American Olean
Box 23, Folder 13	Mason Color and Chemical Works
Box 23, Folder 14	Oxford Authentic Clay Tile
Box 23, Folder 15	Stylon Corporation Tiles

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Series 10: Associated Industries of Cleveland, 1976 -1981

Box 23, Folder 16	Summitville Tiles, Inc.
Box 24, Folder 1	AIC Bulletins to Members, 1977 -1980
Box 24, Folder 2	AIC Bulletins from the Legal Counsel, 1977 -1980
Box 24, Folder 3	AIC Meeting Announcements, 1977- 1980
Box 24, Folder 4	AIC Miscellaneous, 1977 -1979
Box 24, Folder 5	AIC Newsletter The Informed Executive, 1977- 1978
Box 24, Folder 6	AIC Newsletter The Informed Executive, 1979 -1981
Box 24, Folder 7	AIC OSHA Bulletins, 1977 -1978
Box 24, Folder 8	AIC Questionnaires, 1977 -1978
Box 24, Folder 9	AIC Surveys: Management Employee Relations, 1979- 1980
Box 25, Folder 1	AIC Surveys: Salaries and Benefits, 1976 -1980
Box 25, Folder 2	AIC Surveys: Wage Settlements, 1977-1980

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Series 11: Blueprints and Drawings

Map-folder 1	Small automatic jigger change over drawings, 1963
Map-folder 1	Labor laws, posters (federal and state), 1975-1977
Map-folder 1	Brushing machine drawings, 1955-1956
Map-folder 1	Hall China Company, Liverpool, Ohio, semi-automatic circular jigger, 1953
Map-folder 1	Salem China Company, Salem, Ohio, sprinkler layout, 1957
Map-folder 2	Bisque kiln (Allied Engineering Company), 1935-1961
Map-folder 3	American Limoges China, Inc., Sebring, Ohio, 1948-1949
Map-folder 4	Schweitzer Equipment Company, undated
Map-folder 4	R.H. Jordan Consulting Engineers, Salem China Company, undated
Map-folder 5	Salem China Company, truscon Steel Products, 1937-1945
Map-folder 5	Salem China Company, method of boring holes, 1955
Map-folder 5	Detailed erection drawings, 1957
Map-folder 5	Salem China Company, Crossley Machine Company, 1955-1956
Map-folder 6	Automatic cup jigger drawings, 1951-1956
Map-folder 7	Salem China Company, site plans, 1981
Map-folder 7	Crooksville China Company, 1947-1959
Map-folder 7	Building #3 steel reinforced drawings, 1957
Map-folder 8	Miscellaneous, 1910-1950s Includes proposed additions to exiting buildings, site and plot maps, automatic jiggers, circular glost kiln, and a right of way map for the Pittsburgh , Fort Wayne and Chicago Railway.
Map-folder 9	Miscellaneous, circa 1940s

Includes electrical plans, automatic cup stamping machine, requisitions for repairs, roof framing, and a ware forming machine.

Miscellaneous

Includes automatic jigger, elevation drawings of Salem China Co., and a sales banner, "Save on Christmas Eve place settings while stocks last."

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