



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Commercial Decal, Incorporated Corporate Records

NMAH.AC.0477

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2013

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Commercial Decal, Incorporated Corporate Records
Identifier:	NMAH.AC.0477
Date:	1926-1993, undated
Extent:	4.62 Cubic feet (39 boxes)
Creator:	Commercial Decal, Inc. Seliger, Charles, 1926-2009 Rockwell, Norman, 1894-1978
Language:	English

Administrative Information

Acquisition Information

Collection donated by Commercial Decal, through Charles Seliger, 1993, February.

Related Materials

Archives Center, National Museum of American History

Salem China Company, 1930s-1981, undated

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Archives Center, National Museum of American History

Salem China Company, 1930s-1981

Processing Information

Processed by Sarah Allan, volunteer; Anne Jones, volunteer; Jill Kent, volunteer; and Leslie Shope, intern; supervised by Vanessa Broussard Simmons, archivist. 2003.

Preferred Citation

Commercial Decal, Incorporated Corporate Records, 1940-1991, Archives Center, National Museum of American History.

Restrictions

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Biographical Note

Commercial Decal, Incorporated Corporate Records, was a pictorial printing company opened in Mount Vernon, New York, in 1912. The company was one of the few American firms that produced decorative decals for major ceramic companies. The company supplied decals to most of the ceramics industry, including such major firms as Haviland, Homer Laughlin, Lenox, Hallcraft, Bradford, Corning, Anchor Hocking, and Salem China. They also produced decals for glass and plastic products. Most of the company's decals featured straightforward, edge-of-the-plate designs in floral, abstract, or geometric patterns. Other products included decals of reproductions of famous art works (Norman Rockwell was particularly popular), commemorative and historical designs, advertising decals for products (including Coca-Cola, McDonald's, and Quaker Oats), and original patterns and designs for china sets and cookware. In 1935, Commercial Decal, Incorporated Corporate Records designed a new set of dishes for the White House at the request of Eleanor Roosevelt, who gave them to her husband, Franklin D. Roosevelt, as a Christmas present. In 1973, company President Charles Silberstein, introduced a new method of transfer, the four color or camera separation process, which revolutionized the business by making colors more reproducible and accurate and production time faster. In the mid-1980s, the company began to lose customers to increased competition. Then, in the late-1908s, the New York State Department of Environmental Control imposed heavy fines on the company for serious violations of environmental laws. Between lost customers, increased competition, and the need to install environmentally-friendly new equipment, the company was unable to pay the fines. By August of 1992 the company had gone out of business.

Scope and Contents

The Commercial Decal, Incorporated records consist of decals, photographs and advertising materials that trace the business transactions of Commercial Decal, Incorporated from its early creation through its closing in 1992. Most of the actual decals and patterns are from the early 1970s through 1992. The records of product orders, however, date back to 1926. Background information on Commercial Decal, Incorporated and its parent company, Pictorial Productions, Incorporated is also included among the materials. There are also several photographs of the plant and its employees from the 1940s.

The collection is arranged into eight series in thirty nine boxes. Series one contains historical and background materials. Series two consists of the corporate records of Commercial Decal, Incorporated and Pictorial Productions, Incorporated. These materials include articles, newsletters, annual reports, and photographs. Series three consists of the work order cards for individual orders. Order cards follow pieces of work through the several stages of decal production. Series four includes work orders and patterns for specific orders. These orders are written out on pressroom and proofing jackets that are similar to work order cards. Unlike series three, a copy of the pattern used is included with the order jackets. Series five and six contain original and copied decals that were used between the 1970s and 1990s. Series five contains copies of a variety of patterns and series six mainly focuses on special and commemorative decals. Series seven includes advertising materials created by Kleb Associates, Incorporated for Commercial Decal, Incorporated. Series eight contains materials relating to the artistic career of surrealist artist Charles Seliger, Commercial Decal's vice-president of design. There are several

catalogues from Seliger's art shows in the United States and Europe dating from the 1970s to the early 1990s.

Arrangement

Divided into 8 series: (1) Background and Historical Information, 1935-1993; (2) Corporate Records, 1964-1991; (3) Work Order Cards, 1926-1972; (4) Work Orders and Patterns, 1940-1985; (5) Patterns, 1974-1989; (6) Commemorative and Special Decals, circa 1970-1990; (7) Advertising Materials, dates unknown; (8) Charles Seliger Artwork, circa 1970-1990.

Names and Subject Terms

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

Subjects:

- Ceramics -- 20th century
- Decalomania
- Glass -- 1940-1990
- Lithography -- 20th century
- Serigraphy
- advertising -- 20th century

Types of Materials:

- Annual reports
- Business records -- 20th century
- Decals
- Exhibition catalogs -- 1970-2000
- Lithographs
- Photographs -- 20th century
- Screen prints

Container Listing

Series 1: Background and Historical Information, 1935-1988; undated

Includes background information on the activities and business of Commercial Decal, Incorporated including articles, company publications, and photographs. Similar information is also provided for Pictorial Productions, Incorporated, the parent company of Commercial Decal, Incorporated. The materials are arranged in chronological order by date.

Box 1, Folder 1	Articles about Commercial Decal, Incorporated, Ceramic Industry, 1935-1988
Box 1, Folder 2	Employee and company photographs, 1942, 1948; undated
Box 1, Folder 3	Background information on Pictorial Productions, Incorporated, 1947-1981
Box 1, Folder 4	Notes relating to trip to Germany, 1947
Box 1, Folder 5	Commercial Decal philosophy, 1958, undated
Box 1, Folder 6	Articles about Commercial Decal, Incorporated, Ceramic Industry, 1964-1980
Box 1, Folder 7	Article reprints about Commercial Decal, Incorporated, 1968-1969
Box 1, Folder 8	Decal Data, company newsletter, 1973 January-1975 April
Box 1, Folder 9	Construction photographs, undated
Box 36, Folder 1-2	Mounted photographs of employees at work, undated

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Series 2: Corporate Records, 1964-1991

Consists of information relating to both Commercial Decal, Incorporated and parent company Pictorial Productions, Incorporated. The materials are arranged into three subseries. Subseries one contains financial analyses and publications for stockholders and customers. Subseries two includes the annual reports for Commercial Decal, Incorporated. Subseries three contains the annual reports for Pictorial Productions, Incorporated.

Subseries 2.1: Corporate Papers, 1979-1985, undated

- Box 1, Folder 10 Financial analysis, 1979
- Box 1, Folder 11 Commercial Decal handbook, undated
- Box 1, Folder 12 Corning seminar Total Quality Control, 1985

Subseries 2.2: Commercial Decal, Incorporated annual reports, 1985-1991

- Box 1, Folder 13 Annual reports, 1985-1987
- Box 1, Folder 14 Annual reports, 1988-1989
- Box 1, Folder 15 Annual reports, 1990-1991

Subseries 2.3: Pictorial Productions, Incorporated Annual Reports, 1964-1984

- Box 1, Folder 16 Annual reports, 1964
- Box 1, Folder 17 Annual reports, 1965-1966
- Box 2, Folder 1 Annual reports, 1967-1968
- Box 2, Folder 2 Annual reports, 1969-1974
- Box 2, Folder 3 Annual reports, 1975-1979
- Box 2, Folder 4 Annual reports, 1980-1984

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Series 3: Work Order Cards, 1926-1972

Consist of cards created for each client by job. The card followed products through each department and stages of production. Cards record date, client name, pattern number, pattern name, artist information, and color. Clients include Borden, Cocoa Cola, Beech-nut, Colgate, Goodyear, Limoges, R. H. Macy, and Quaker Oats to name a few.. The materials are organized in alphabetical order by name of client.

Box 5, Folder 1	Albright China Company, 4323
Box 5, Folder 2	Americana Art, 6006
Box 5, Folder 3	American Ceramic Products, 6067
Box 5, Folder 4	American Chinaware Corporation, 4478-4693
Box 5, Folder 5	American Encaustic Tiling Company, 4621
Box 5, Folder 6	Anchor Cap and Closure, 1764-4765
Box 5, Folder 7	Atlas China Company, 4070-4383
Box 5, Folder 8	Bailey-Walker China Company, 4604, 9727
Box 5, Folder 9	Bedford, Mr., 4827
Box 5, Folder 10	Beech-Nut, 4755
Box 5, Folder 11	Borden, 4912
Box 5, Folder 12	Buffalo Pottery, 29A-5245
Box 5, Folder 13	Canonsburg, 128-6001A
Box 5, Folder 14	Carr China Company, 4835
Box 5, Folder 15	Carrollton Pottery Company, 4945-5151
Box 5, Folder 16	Castleton, 206-N
Box 5, Folder 17	Champion Spark Plug, 4319
Box 5, Folder 18	Coca-Cola, 4756
Box 5, Folder 19	Colgate, 4473

Box 5, Folder 20	Commercial Decal Products, 211-216, 4444
Box 5, Folder 21	Connecticut Porcelain Company, 4213-4214
Box 5, Folder 21A	Continental China, 7254
Box 5, Folder 22	Cook Pottery, 4773
Box 5, Folder 23	Crooksville China Company, 4371B-6106
Box 5, Folder 24	Cronin China Company, 36C-5304A
Box 5, Folder 25	Crown Potteries Company, 999-H-6083a
Box 5, Folder 26	Decal Products Company, 4495-5301
Box 5, Folder 27	Darlins Company of America, 6049
Box 5, Folder 28	Eastern China Company, 27
Box 5, Folder 29	Edison Institute, 194
Box 5, Folder 30	El Anbra Mexico, 4420A, 6027
Box 5, Folder 31	E. L.O., 4291
Box 5, Folder 32	Electric Auto-Life Company, 5057
Box 5, Folder 33	Empire, 4064
Box 5, Folder 34	Evans Case Company, 6113A
Box 5, Folder 35	Findlay, 4437
Box 5, Folder 36	Fisher-Brure and Company3-5
Box 5, Folder 37	Fonderville, 4428
Box 5, Folder 38	Franklin Tile Company, 4200, 5125
Box 5, Folder 39	Franklin P. Company, 4325, 4354

Box 5, Folder 40	Franfelter, 4197-4469B
Box 5, Folder 41	French Saxon, 88-240
Box 5, Folder 42	Fry, H.C., and Mayer, 4370
Box 5, Folder 43	George, W.S., Pottery Company, 46C-4434
Box 6, Folder 1	George, W.S., Pottery Company, 4940-6021
Box 6, Folder 2	Gill Glass Company, 4358
Box 6, Folder 3	Gladding, Ms. Bean, 60116
Box 6, Folder 4	Goodyear Tile and Rubber Company, 4431
Box 6, Folder 5	Globe Union Manufacturing Company, 48658-5054
Box 6, Folder 6	Graham and Zenger, 4443-4498
Box 6, Folder 7	Hall China Company, 7-6090
Box 6, Folder 8	Harker Pottery Company, 82-5254
Box 6, Folder 9	Harner, 56
Box 6, Folder 10	Hartman, Richard, 4632-3-4
Box 6, Folder 11	Haviland, 244-6115
Box 6, Folder 12	Hopewell China Company, 4956
Box 6, Folder 13	Illinois China Company, 139C
Box 6, Folder 14	Imperial Glass, 729-4343
Box 6, Folder 15	Ingram-Richardson Enamel Company, 4602
Box 6, Folder 16	Iroquois China Company, 4327-4328D
Box 6, Folder 17	Jackson, 59H-6035A1
Box 6, Folder 18	James River Pottery Company, 5015A-5200

Box 6, Folder 19	Kann, Sidney, 4301
Box 6, Folder 20	Kimble Glass Company, RI6
Box 6, Folder 21	Knowles, E. M., 28-4649
Box 6, Folder 22	Knowles, E. M., 4726A-5067
Box 6, Folder 23	Knowles, E. M., 5109-6116
Box 6, Folder 24	K.T. K. C. C., 4279-4196
Box 6, Folder 25	Latter, 4456
Box 6, Folder 26	Laughlin, Homer, 8-208
Box 6, Folder 27	Laughlin, Homer, 1502-4555
Box 6, Folder 28	Laughlin, Homer, 4609-4697C
Box 7, Folder 1	Laughlin, Homer, 4707-4896
Box 7, Folder 2	Laughlin, Homer, 4906-5037
Box 7, Folder 3	Laughlin, Homer, 5040-5194
Box 7, Folder 4	Laughlin, Homer, 5212-6105
Box 7, Folder 5	Leigh Pottery Company, 4220A-4601
Box 7, Folder 6	Lenox, 10E 6041A
Box 7, Folder 7	Limoges, 114A-6047
Box 7, Folder 8	MacBeth-Evans Class, 166-5091
Box 7, Folder 9	MacNicol, 4177-5122
Box 7, Folder 11	Macy, R. H., 4186-4216
Box 7, Folder 12	Maryland Glass Company, 4598-5165

Box 7, Folder 13	Mayer China Company, 26C-2-5166E
Box 7, Folder 10	McPherson, Dr., 4178
Box 7, Folder 14	Medalta Potteries, 6758
Box 7, Folder 15	Mercer, 4066-4905
Box 7, Folder 16	Mexico City, 4374
Box 7, Folder 17	Miller, 4321-4322
Box 7, Folder 18	Mosaic Tile Company, 4192-4295
Box 8, Folder 1	Mt. Clemens Pottery Company, 112-6042
Box 8, Folder 2	Noeling, C. B., 4292
Box 8, Folder 3	Onodaga, 196-6065
Box 8, Folder 4	Orsell Company, 4727
Box 8, Folder 5	Paden City, 34-6112B
Box 8, Folder 6	Phoenix Glass, 4234-5177A
Box 8, Folder 7	Pope Gosser, 4275-6101A
Box 8, Folder 8	Porcelaine de Paris, 6006A
Box 8, Folder 9	Prachankhader, M., 6040
Box 8, Folder 10	Quaker Oats, 4591-5163
Box 8, Folder 11	RG, 4093-4826
Box 8, Folder 12	Robertson Art Tile Company, 4406-4856
Box 8, Folder 13	Roberson Rochester Corporation, 4075-4423
Box 8, Folder 14	Royal China Company, 61-611
Box 8, Folder 15	Sabin Manufacturing Company, 6002-6028

Box 8, Folder 16	Salem China Company, 1-6091
Box 8, Folder 17	Sanders Manufacturing Company, 6017-6051
Box 8, Folder 18	Scammell China, 6-4793
Box 8, Folder 19	Scio, 48-69A
Box 8, Folder 20	Sebring, 4057-4403
Box 8, Folder 21	Sebring, 4432-5162
Box 8, Folder 22	Sebring, 4432-5162
Box 8, Folder 23	Shenango, 4754
Box 8, Folder 23	Shenango, 4376-4597
Box 9, Folder 1	Shenango, 18A-4298
Box 9, Folder 2	Shenango, 4615-6082A
Box 9, Folder 3	Silver City Glass Company, 919-921
Box 9, Folder 4	Slobodkin Pottery, 64-4846
Box 9, Folder 5	Smith Phillips Company, 4379
Box 9, Folder 6	Solde Electric Company, 4450
Box 9, Folder 7	Solon, 4276
Box 9, Folder 8	Sovereign, 78-189
Box 9, Folder 9	Splitdorf, 4829-4865
Box 9, Folder 10	Sportsman Company, RT4
Box 9, Folder 11	Stadieford, 55
Box 9, Folder 12	Stalder, Miss, 4784-4795

Box 9, Folder 13	Standard Tile Company, 4806
Box 9, Folder 14	Sterling China Company, 20-25
Box 9, Folder 15	Stetson China Company, 914-155C
Box 9, Folder 16	Steubenville Pottery, 87-4459
Box 9, Folder 17	Summit, 4069
Box 9, Folder 18	Superior Tile Company, 4441, 4614
Box 9, Folder 19	Tatler, 4441-4614
Box 9, Folder 20	Taylor, Smith, and Taylor, 17C-4890
Box 9, Folder 21	Taylor, Smith, and Taylor, 4900-6096B
Box 9, Folder 22	Thayer, 4180
Box 9, Folder 23	Thompson Pottery, 4941-5229
Box 9, Folder 24	Trenton Crockery, 21
Box 9, Folder 25	Universal Potteries, 38A-6097
Box 9, Folder 26	United States Stamping Company, 4720
Box 9, Folder 27	Vogue, 239B
Box 9, Folder 28	Walker, Bailey, 2478
Box 9, Folder 29	Walker China, 4584J, 5346
Box 9, Folder 30	Waller, S. A., 4074
Box 9, Folder 31	Wells, Floyd, 4264
Box 9, Folder 32	Western Stoneware, 6019
Box 10, Folder 1	Stock Patterns, 80-4605
Box 10, Folder 2	Stock Patterns, 4614-6051

Box 10, Folder 3

Miscellaneous

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Series 4: Work Orders and Patterns, 1940-1985

Includes the actual work orders and pattern used for each client and job. Each order consists of either a pressroom or proofing jacket that records client name, date, pattern name, pattern number, quantity, color, size, and other processing details. Also included with most orders was a copy of the pattern and any paper work associated with the order. Orders were recorded in two record books that are also included in this series. The materials are arranged in alphabetical order by the name of the client and then numerically by pattern number.

Box 10, Folder 4	Record book, number one
Box 10, Folder 5	Record book, number two
Box 11, Folder 1	Amalgamated and Mayon, 6518
Box 11, Folder 2	American Encaustic Tile, 6627
Box 11, Folder 3	American Hostess, 483
Box 11, Folder 4	American Limoges, 232
Box 11, Folder 5	American Limoges, 822
Box 11, Folder 6	American Limoges, 1234
Box 11, Folder 7	American Limoges, 1483
Box 11, Folder 8	American Limoges, 1950
Box 11, Folder 9	American Limoges, 6629
Box 11, Folder 10	American Standard, 7909, 1
Box 11, Folder 11	American Standard, 7910
Box 11, Folder 12	American Standard, 7911
Box 11, Folder 13	American Standard, 7912
Box 11, Folder 14	American Standard, 7914
Box 11, Folder 15	Anchor Hocking, 7988, edition 7
Box 11, Folder 16	Anchor Hocking, 8036

Box 11, Folder 17	Antique Trading, 8599
Box 11, Folder 18	Atlas China, 701
Box 11, Folder 19	Camac, 6650
Box 11, Folder 20	Canonsburg, 927
Box 11, Folder 21	Canonsburg, 6492
Box 11, Folder 22	Canonsburg, 6557
Box 11, Folder 23	Canonsburg, 6574
Box 11, Folder 24	Canonsburg, 6648
Box 11, Folder 25	Canonsburg, 6737
Box 11, Folder 26	Capea, 7913
Box 11, Folder 27	Capitol Souvenir, 1216
Box 11, Folder 28	Capitol Souvenir, 1338
Box 11, Folder 29	Caribe, 6540
Box 11, Folder 30	Castelton China, 378
Box 11, Folder 31	Castelton China, 717
Box 11, Folder 32	Castelton China, 812
Box 11, Folder 33	Castelton China, 1076
Box 11, Folder 34	Castelton China, 1174
Box 11, Folder 35	China Novelty and Artware, 6539
Box 11, Folder 36	Cinsa, 147
Box 11, Folder 37	Cinsa, 1223
Box 12, Folder 1	Colombiana, Loceria, 390

Box 12, Folder 2	Colombiana, Loceria, 1129
Box 12, Folder 3	Consolidated Glass, 6630
Box 12, Folder 4	Corning, 2155
Box 12, Folder 5	Corning, 6136
Box 12, Folder 6	Corning, 6335
Box 12, Folder 7	Corning, 6821
Box 12, Folder 8	Corning, 6831
Box 12, Folder 9	Corning, 6833
Box 12, Folder 10	Corning, 6833, 6336
Box 12, Folder 11	Corning, 6833
Box 12, Folder 12	Corning, 6859
Box 12, Folder 13	Corning, 6859
Box 12, Folder 14	Corning, 6860
Box 12, Folder 15	Corning, 6864
Box 12, Folder 16	Corning, 6907
Box 12, Folder 17	Corning, 6907
Box 12, Folder 18	Corning, 6958
Box 12, Folder 19	Corning, 7105
Box 12, Folder 20	Corning, 7017
Box 12, Folder 21	Corning, 7144
Box 12, Folder 22	Corning, 7187

Box 12, Folder 23	Corning, 7191
Box 12, Folder 24	Corning, 7192
Box 12, Folder 25	Corning, 7193
Box 12, Folder 26	Corning, 7194
Box 12, Folder 27	Corning, 7193
Box 13, Folder 1	Corning, 7194
Box 13, Folder 2	Corning, 7194
Box 13, Folder 3	Corning, 7198
Box 13, Folder 4	Corning, 7247
Box 13, Folder 5	Corning, 7273
Box 13, Folder 6	Corning, 7330
Box 13, Folder 7	Corning, 7366
Box 13, Folder 8	Corning, 7562
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Box 13, Folder 10	Corning, 7581
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Box 13, Folder 14	Corning, 7626
Box 13, Folder 15	Corning, 7644
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Box 13, Folder 17	Corning, 7652

Box 13, Folder 18	Corning, 7775
Box 13, Folder 19	Crane, 7814
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Box 13, Folder 22	Crooksville, 2054
Box 13, Folder 23	Crooksville, 6633
Box 13, Folder 24	Crown Lynn, New Zealand, 6578
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Box 13, Folder 26	Crown Potteries, 594
Box 13, Folder 27	Crown Potteries, 1217
Box 13, Folder 28	Crown Potteries, 1219
Box 13, Folder 29	Crown Potteries, 1220
Box 13, Folder 30	Crown Potteries, 1241
Box 13, Folder 31	Cuthbertson House, 836
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Box 14, Folder 7	Flintridge, 6618
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Box 14, Folder 16	French Saxon, 1107
Box 14, Folder 17	French Saxon, 6473
Box 14, Folder 18	General Foods, 6673
Box 14, Folder 19	George, W. S., 632
Box 14, Folder 20	George, W. S., 6488
Box 14, Folder 21	Georgian China, 572
Box 14, Folder 22	Graff, Washburn Dunn, 1536
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Box 15, Folder 3	Haviland, 244
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Box 15, Folder 14	Haviland, 1166
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Box 15, Folder 16	Hiawatha House, 6722
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Box 15, Folder 29	Jackson China, 6523

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Box 15, Folder 37	Jackson Vit. China, 6668
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Box 16, Folder 3	Knowles, E. M., 6453
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Box 16, Folder 6	Knowles, E. M., 6647
Box 16, Folder 7	Knowles, E. M., 6664
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Box 16, Folder 9	Knowles, E. M., 6670
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Box 22, Folder 44	Stock patterns, 12659
Box 22, Folder 45	Miscellaneous proofs and pressroom jackets

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Series 5: Patterns, 1974-1992

Consists of thirteen boxes of patterns dating from the 1970s and 1980s. The patterns cover a variety of categories including decorative and collectible plates, glass decoration, plastic products, and dishware collections. Two record books coincide with the series. The books record pattern number, pattern name, date, production information, and client name. The materials are arranged numerically by pattern number. The record books are housed separately in box two.

Box 2, Folder 5	Record of ceramic proofing, book one, 1979-1988, plate numbers, 9953-23 599
Box 2, Folder 6	Record of ceramic proofing, book two, 1988-1992, plate numbers, 23600 - 24381
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Box 23, Folder 2	Plates, 9142-9202
Box 23, Folder 3	Plates, 9203-9306
Box 24, Folder 1	Plates, 9363-9533
Box 24, Folder 2	Plates, 9534-9665
Box 24, Folder 3	Plates, 9661?-9799
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Box 25, Folder 2	Plates, 9900-9999
Box 25, Folder 3	Plates, 20,001-20,120
Box 26, Folder 1	Plates, 20,121-20,290
Box 26, Folder 2	Plates, 20,291-20,368
Box 26, Folder 3	Plates, 20,369-20,399
Box 27, Folder 1	Plates, 20,400-20,505
Box 27, Folder 2	Plates, 20,506-20,601
Box 27, Folder 3	Plates, 20,602-20,656

Box 28, Folder 1	Plates, 20,657-20,759
Box 28, Folder 2	Plates, 20,761-20,829
Box 28, Folder 3	Plates, 20,830-20,915
Box 29, Folder 1	Plates, 20,916-20,977
Box 29, Folder 2	Plates, 20,979-21,050
Box 29, Folder 3	Plates, 21-051-21,119
Box 30, Folder 1	Plates, 21,126-21,230
Box 30, Folder 2	Plates, 21,231-21,295
Box 30, Folder 3	Plates, 21,301-21,378
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Box 32, Folder 2	Plates, 21,921-22,080
Box 32, Folder 3	Plates, 22,105-22,298
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Box 33, Folder 2	Plates, 22,601-22,700
Box 33, Folder 3	Plates, 22,702-22,768
Box 34, Folder 1	Plates, 22,900-22,998
Box 34, Folder 2	Plates, 23,005-23,186
Box 34, Folder 3	Plates, 23,224-23,397
Box 35, Folder 1	Plates, 23,304-23,490

Box 35, Folder 2 Plates, 23,501-23,694

Box 35, Folder 3 Plates, 23,713-24,004

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Series 6: Commemorative and Special Decals, circa 1970-1990; undated

Contains decals dating from from the 1970s and 1980s. The first half of the series consists of decals from two duplicate pattern books. The second half of the series includes a full color pattern catalogue and decals from an open stack catalogue. The materials are organized numerically by pattern number, with miscellaneous and unnumbered materials at the end.

Box 3, Folder 1	3516-3557, book number one
Box 3, Folder 2	8633-9276, book number one
Box 3, Folder 3	8989-9276, book number one
Box 3, Folder 4	8630-8977, book number two
Box 3, Folder 5	8889-9776, book number two
Box 4, Folder 1	Open stack catalogue decals, 4457-20006A
Box 4, Folder 2	Open stack catalogue decals, 119-9583
Box 4, Folder 3	Catalogue, number one, 1986
Box 4, Folder 4	Miscellaneous decals, undated
Box 36, Folder 3	Miscellaneous large decals, undated

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Series 7: Advertising Materials, 1970-1990; undated

Consists of design and layout materials created by Kleb Associates, Incorporated for Commercial Decal, Incorporated. Included among the materials are advertisements for White House China designs, Royal Copenhagen Dishes and employment, as well as, artwork for annual reports and brochures. The materials are organized chronologically by date with undated material at the end.

Box 37, Folder 2	White House china designs advertisement, circa 1970
Box 37, Folder 1	Photolithographic decals advertisement, circa 1973
Box 39, Folder 3	"The IMC Machine" advertisements, 1973
Box 37, Folder 3	Lithoheat transfer paper advertisements, 1976
Box 37, Folder 4	High volume decorations advertisements, 1976-1977
Box 38, Folder 5	Artwork for annual report covers, 1978, 1980, 1987
Box 38, Folder 4	Advertising mechanicals, circa 1980s
Box 37, Folder 10	Advertisements, various subjects, 1980-1986
Box 37, Folder 5	"Prestocal" class decoration system advertisements, circa 1980
Box 37, Folder 6	Royal Copenhagen dishes advertisements, 1981
Box 37, Folder 7	Bruegel plate advertisements, 1981
Box 37, Folder 8	Wildlife plates advertisements, 1984
Box 37, Folder 9	Miscellaneous plates advertisements, 1985
Box 39, Folder 4	"Prestocal," on glassware advertisements, 1986
Box 37, Folder 11	"Prestotile," advertisements, 1987
Box 38, Folder 1	Employment advertisements, 1987
Box 39, Folder 5	"Prestotile" advertisements, 1987
Box 39, Folder 6	"The Fine Art of Commercial Decal...", 1987
Box 38, Folder 2	"Prestocal", Caribe Beer Bottle advertisements, 1988

Box 39, Folder 7	Brochure, 1988
Box 39, Folder 8	Brochure, 1988
Box 39, Folder 9	"Prestotile" dealer program advertisement, 1988
Box 38, Folder 3	Advertisement, various subjects, 1989
Box 39, Folder 10	"Prestocal" mug decorator machine advertisement, 1989
Box 38, Folder 6	Color transparencies and negatives, undated
Box 38, Folder 7	Photographs of kilns, undated
Box 39, Folder 1	"Unique Kiln" advertisement, undated
Box 39, Folder 2	Demomper's "Four Seasons" plates advertisements, undated
Box 39, Folder 11	Photographs of equipment, undated
Box 39, Folder 12	Miscellaneous advertising materials, undated

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Series 8: Charles Seliger Artwork, circa 1970-1990

Includes art catalogues from the 1970s through the 1990s. Seliger, vice-president of design for Commercial Decal, Incorporated, was also a surrealist artist who exhibited his works in the United States and Europe. The materials are arranged by date.

Box 4, Folder 5

Catalogues for art shows

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