# Table of Contents

Collection Overview ........................................................................................................ 1  
Administrative Information ............................................................................................. 1  
Biographical / Historical ............................................................................................... 2  
Arrangement ..................................................................................................................... 4  
Scope and Contents ........................................................................................................ 2  
Arrangement ..................................................................................................................... 4  
Names and Subjects ........................................................................................................ 5  
Container Listing ............................................................................................................ 6  
   Series 1: Historical Background, 1956-1994............................................................... 6  
   Series 2: Executive Records, 1897-1995................................................................. 7  
   Series 4: Employee/Personnel Records, 1917-1993............................................... 11  
   Series 6: Research and Development Records, 1905-1987................................. 17  
   Series 7: Advertising and Promotional Records, 1918-1998................................. 19  
   Series 8: Catalogs, 1916-1995............................................................................. 21  
   Series 10: Product Information, 1918-1995......................................................... 23  
   Series 11: Competitors, 1918-1992..................................................................... 26  
   Series 12: Photographs and Scrapbooks, circa 1900-1997................................. 28  
Collection Overview

Repository: Archives Center, National Museum of American History
Title: Binney & Smith, Inc. Records
Identifier: NMAH.AC.0624
Date: 1897-1998
Extent: 24 Cubic feet (64 boxes and 1 oversize folder)
Creator: Binney & Smith, Inc.
Language: English
Summary: Collection documents Binney & Smith, Inc. creators and manufacturers of Crayola crayons. Includes documentation on 20th century advertising, commercial packaging, commercial imagery, and retail merchandising: newsletters, annual reports, research and development records, color charts, advertising materials, and product information, including catalogs and price lists.

Administrative Information

Acquisition Information
This collection was donated to the National Museum of American History, Archives Center on November 18, 1997, by Binney & Smith through Patrick Morris. Additional materials were donated in March 1998, by Binney & Smith through Tracey Muldoon Moran and in February 2000 through Stacy Gabrielle.

Separated Materials
Artifacts were donated to the National Museum of American History, Division of Cultural History on November 18, 1997 and March 15, 1998. The artifacts consist of more than 150 objects, including 79 boxes of Crayola crayons from the 1900s to 1998; 24 boxes of chalk from the 1890s to 1998, 18 art kits; 10 sets of EDU-CARDS from the 1960s and 1970s; and 10 packages of Silly Putty from the 1950s to the 1990s.

Processing Information

Preferred Citation

Restrictions
Collection is open for research.
Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Biographical / Historical

In 1864, Joseph W. Binney (1836-1898), began a small chemical works in Peekskill, New York. He ground and packaged hardwood charcoal and manufactured small quantities of lamp black from whale oil. In 1880, he opened a New York City office taking on his nephew, C. Harold Smith (1860-1931) as a salesman. Later, Joseph Binney's son, Edwin Binney (1866-1934), joined the business. The organization was known as the Peekskill Chemical Co. Joseph W. Binney retired and in May 1885, Edwin Binney and C. Harold Smith formed a partnership, Binney & Smith. Their early products included red oxide pigment used in barn paint and carbon for black tires. In 1900, the company began producing slate school pencils in its Easton, Pennsylvania mill. With the assistance of John Ketchum, the owner of a talc mine in North Carolina, Binney began combining old slate waste with cement and the talc supplied by Ketchum to produce slate pencils. Two years later, Binney & Smith introduced their white dustless blackboard chalk, "Au-Du-Septic" and in 1903, the company produced a box of eight crayons, which sold for a nickel. The word "Crayola" coined by Edwin Binney's wife, Alice, comes from "craie" the French word for chalk, and "ola," from oleaginous, meaning oily or pertaining to oil. Binney & Smith's best known product is Crayola crayons. However, its product line now includes: tempera, washable, and fabric paints, Liquitex acrylic paints, Magic Marker, chalk, clay, and Jazzy fashion and craft accessories. Binney & Smith acquired Silly Putty in 1977 and in 1984, became a subsidiary of Hallmark Cards, Inc. Products are still manufactured in Easton, Pennsylvania (world headquarters), as well as Mexico, and Indonesia and are available in twelve languages. In 2007, the company changed its name to Crayola LLC.

Scope and Contents

The Binney & Smith Inc. Records, document twentieth century advertising, commercial packaging, commercial imagery, and retail merchandising. They are a major source for research on American consumer culture. This collection is divided into thirteen (13) series.


Series 3: Financial, Sales, and Marketing Records, 1902-1990, consists primarily of sales information and statistics for crayons and other products. The correspondence, 1913-1931, includes documentation on monthly sales with explanations and analysis. Binney & Smith created comparative data on a yearly basis for products and salesmen. The salesmen data, 1919-1932, contains the amount of sales, expenses, percentages, time periods, and increases and decreases in business. Specific salesmen are cited in reports. All of the sales information should be consulted as there is considerable overlap.

Series 4: Employee/Personnel Records, 1917-1993, contains payroll rate books, employee reports and miscellaneous documentation. The payroll rate books include the names of employees and the rate at which they were paid per hour. In some instances it is noted if the employee left the company.

Series 5: Newsletters and Publications, 1948-1995, include newsletters and other publications produced by Binney & Smith, Inc. Arranged alphabetically, this series contains publications intended for
both internal distribution such as the *Rainbow Insider* and external distribution such as the *Art Educationist* and *Drawing Teacher*. This series provides valuable information on the history of the company, how it operates, the types of products produced, and the employees. The *Art Educationist*, formerly known as the *Drawing Teacher*, which began publication in 1926, was a publication for art teachers that promoted the value of art in schools. It contains editorials, comments from teachers, and suggested art activities.

**Series 6: Research and Development Records, 1905-1987**, includes a wide variety of materials documenting the Research and Development Department. The bulk of the materials include crayon formulas. Other formulas for products such as chalk exist.

**Series 7: Advertising and Marketing Records, 1918-1998**, contains several subseries with the bulk of the material being documentation on labeling and packaging. The advertising accounts are arranged chronologically and then within each year, alphabetically by the name of the journal or magazine in which Binney & Smith advertised. The cards provide the name, address, date of contract, date of expiration, space allotted, rate, subject of the ad, and remarks if applicable. Information on distribution and "specials" is available for some years. The promotional materials consist of licensing information, press kits, and printed literature, particularly Promotional Plans which describe the details of each promotion offered for each product along with suggestions for merchandising activities.


**Series 10: Product Information, 1918-1995**, consists of printed literature on a variety of products produced by Binney & Smith, Inc. The series is arranged alphabetically. The product inventories, 1920-1925, are arranged by product number in sequential order. There are three distinct inventories--those arranged by product number (#1-#7026); those arranged alpha-numerically (#04-#04Y); and those arranged alphabetically.


**Series 12: Photographs and Scrapbooks**, circa 1900s-1997, includes several subseries documenting buildings and office spaces, displays, employees and machinery, products, portraits, photo albums, and oversized. The oversized photographs contain some panoramic shots of Binney & Smith company "annual outings." The photograph albums consist of several albums including the Middletown Township Workshop, 1952, an art workshop sponsored by Binney & Smith, Inc. Three albums contain photographs of various construction and expansion projects from the 1960s to 1975. Of note is the photo album containing photographs and newspaper clippings from the 1959 California Pacific Crayon Company fire. Also, there are Binney & Smith company albums, 1949-1976, that document a variety of activities within the company. Each album was photographed by W. H. Milliken, Jr., and specified the location, date, and number of photographs in the album. The albums cover topics such as art shows, trade shows, suppers, dinner parties, office shots, employee anniversaries, and retirement parties. The scrapbooks span the years 1962-1975, and contain both newspaper clippings and some black and white photographs documenting various company activities and its employees.

Arrangement

Series 1: Historical Background
Series 2: Executive Records, 1897-1995
Series 4: Employee/Personnel Records, 1917-1993
Series 5: Newsletters and Publications, 1948-1995
Series 6: Research and Development Records, 1905-1987
Series 7: Advertising and Promotional Records, 1918-1998
Series 8: Catalogs, 1916-1995
Series 9: Price Lists, 1916-1925
Series 10: Product Information, 1918-1925
Series 11: Competitors, 1918-1992
Series 12: Photographs and Scrapbooks, circa 1900s-1997

Names and Subject Terms

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

Subjects:
- Chalk -- 1910-2000
- Crayons -- 1910-2000
- Packaging -- 20th century
- Paint -- 1910-2000

Types of Materials:
- Annual reports -- 20th century
- Catalogs -- 1910-2000
- Color charts -- 1910-2000
- Newsletters -- 20th century
- Photographs -- 20th century
- Price lists

Names:
- Binney, Edwin
- Smith, Harold
Container Listing

Series 1: Historical Background, 1956-1994

Subseries 1.1: Corporate History, 1956-1990s

Box 1, Folder 1    The Story of the Rainbow, 1956
Box 1, Folder 2    Mission Statement/Corporate values
Box 1, Folder 3    Corporate Identity Manual
Box 1, Folder 4    How is a Crayon Made? 1988
Box 1, Folder 5    Where does this come from? 1988
Box 2, Folder 14   Awards, 1985-1991
Box 1, Folder 6-8  Articles, 1948-1990

Subseries 1.2: Hallmark Cards, Inc., 1989-1994

Box 1, Folder 9    Articles, 1989-1994
Box 1, Folder 10   Catalogs, 1992-1993

Return to Table of Contents
Series 2: Executive Records, 1897-1995

Subseries 2.1: By-Laws, May 23, 1969
Box 2, Folder 1

Subseries 2.2: Minutes of first staff organization meeting, 1913
Box 2, Folder 2

Subseries 2.3: Correspondence, 1897-1995
Box 2, Folder 3 General, 1897-1970;1995
Box 2, Folder 4-5 Cosmic Crayon Company (subsidiary), 1933-1934
Box 2, Folder 6 Trademark, 1986-1987
Box 2, Folder 7 Business Cards, undated

Subseries 2.4: Reports, 1963-1991
Box 3, Folder 1 Annual 1963-1969
Box 3, Folder 2 Annual 1970-1975
Box 3, Folder 3 Annual 1976-1979
Box 3, Folder 4 Annual 1980-1983
Box 3, Folder 5 Corporate 1988;1991
Box 3, Folder 6 Corporate values inventory, 1988

Subseries 2.5: Stockholder materials, 1961-1981
Box 2, Folder 8 Meeting notices, 1970;1973
Box 2, Folder 9 Dividend records, 1961-1978
Box 2, Folder 10-11 Report to stockholders, 1970-1981
Box 2, Folder 13 Miscellaneous, 1961-1981
Subseries 2.6: Chesebrough-Ponds, Inc. Merger (attempted), 1971-1972

Box 3, Folder 7

Subseries 2.7: Kellogg Merger (attempted), 1979-1980

Box 3, Folder 8  Correspondence, 1979-1980

Box 3, Folder 9  Kellogg Annual Reports, 1978-1979

Box 3, Folder 10  Newspaper Clippings, 1979-1980

Return to Table of Contents

Subseries 3.1: Financial records, 1902, 1953

Box 4, Folder 1  Assets and liabilities, 1902-09-1902-10
Box 4, Folder 2  Capital expenditures, 1953

Subseries 3.2: Sales records, 1905-1988

Box 4, Folder 3  Correspondence, 1913-1931
Box 4, Folder 4  Product price notebook, circa 1910-1915
Box 4, Folder 5-8  Salesmen data, 1919-1932
Box 4, Folder 9  Sales and shipment reports, 1920-1927
Box 4, Folder 10  Crayon department sales, 1905, 1933-1936
Box 4, Folder 11  Comparative sales reports, 1927-1939
Box 4, Folder 12  Comparative expense reports, 1937-1940
Box 4, Folder 13  Crayon department sales (Easton, PA & California Pacific), 1938-1940
Box 4, Folder 14  Crayon sales (total sales), 1910-1956
Box 4, Folder 15-16  Crayon sales (by state), 1936-1944
Box 4, Folder 17  Comparative net sales, 1942-1949
Box 4, Folder 18  Orders received, 1958-1972
Box 4, Folder 19  Art Stationery sales comparisons, 1983
Box 4, Folder 20  Permanent pigments sales, 1958-1972
Box 4, Folder 21  Permanent pigments and Binney & Smith combined sales, 1964-1971
Box 4, Folder 22  Craft and hobby annual sales, 1971-1977
Box 4, Folder 23  Creative activities, 1974-1977
Box 4, Folder 24  Edu cards total gross sales, 1971-1980
Box 5, Folder 1  Yearly cost comparisons, 1954-1965
Box 45  Yearly cost comparisons, 1954-1965
Box 5, Folder 2  Commercial sales information (salesmen), 1959-1965
Box 5, Folder 3  Sales bulletin, 1957
Box 46  Crayola Fun Center profits and sales statistics, [1979?]
Box 5, Folder 4  Sales Control Plan, 1933
Box 5, Folder 5  Sales Correspondence Manual, Spring 1960
Box 5, Folder 6  Sales directories, 1969;1970;1990
Box 6  Sales meeting, April 1953
Box 5, Folder 8  Market Sales & Profits Report, 1979-1988
Box 5, Folder 9  Miscellaneous sales information, undated


Box 5, Folder 10
Series 4: Employee/Personnel Records, 1917-1993

Subseries 4.1: Employee Payroll Rate Books, 1917-1929
Box 7, Folder 1-3

Subseries 4.2: Employee Report, 1989;1993
Box 7, Folder 4

Subseries 4.3: Miscellaneous, 1953-1954;1972
Box 7, Folder 5
Series 5: Newsletters and Publications, 1948-1995

Subseries 5.1: Art Educationist, 1949-1955

Box 8, Folder 1  1949-1950
Box 8, Folder 2  1951-1952
Box 8, Folder 3  1953-1954
Box 8, Folder 4  1955

Subseries 5.2: Crayola Crayon Corner, 1950s

Box 8, Folder 5

Subseries 5.3: Crayola Crayon News, 1963-1979

Box 8, Folder 6  1963-1965
Box 8, Folder 7  1966-1967
Box 8, Folder 8  1968-1969
Box 8, Folder 9  1970
Box 8, Folder 10  1971-1972
Box 8, Folder 11  1973-1974
Box 8, Folder 12  1975-1976

Subseries 5.4: Drawing Teacher, 1926-1949

Box 43, Folder 13  A Book of Projects, 1928
Box 8, Folder 13  1926
Box 8, Folder 14  1927
Box 8, Folder 15  1928
Box 8, Folder 16  1929
Box 8, Folder 17 1930
  Image(s)

Box 8, Folder 18 1931

Box 8, Folder 19 1932

Box 9, Folder 1 1933

Box 9, Folder 2 1934

Box 9, Folder 3 1935

Box 9, Folder 4 1936

Box 9, Folder 5 1937

Box 9, Folder 6 1938

Box 9, Folder 7 1939

Box 9, Folder 8 1940

Box 9, Folder 9 1941

Box 9, Folder 10 1942

Box 9, Folder 11 1943

Box 9, Folder 12 1944

Box 9, Folder 13 1945

Box 9, Folder 14 1946

Box 9, Folder 15 1947

Box 9, Folder 16 1948

Box 9, Folder 17 1949

Subseries 5.5: Lesson Plans, 1934, 1940, 1938
Box 9, Folder 18


Box 10, Folder 1  1984
Box 10, Folder 2  1985
Box 10, Folder 3  1986
Box 10, Folder 4  1987
Box 10, Folder 5  1988
Box 10, Folder 6  1989
Box 10, Folder 7  1990
Box 10, Folder 8  1991
Box 10, Folder 9  1992
Box 10, Folder 10 1993
Box 10, Folder 11 1997
Box 10, Folder 12 1998

Subseries 5.7: Rainbow Report, 1982-1983

Box 11, Folder 1

Subseries 5.8: Rainbow Reporter, 1948-1996

Box 11, Folder 2  News information sheets, 1982-1983
Box 11, Folder 3  1948
Box 11, Folder 4  1951-1952
Box 11, Folder 5  1953
Box 11, Folder 6  1954
Box 11, Folder 7  1955-1956
| Box 11, Folder 8 | 1957-1958 |
| Box 11, Folder 9 | 1959-1960 |
| Box 11, Folder 10 | 1961-1962 |
| Box 11, Folder 11 | 1963-1964 |
| Box 11, Folder 12 | 1965-1966 |
| Box 11, Folder 13 | 1967-1969 |
| Box 11, Folder 14 | 1970-1971 |
| Box 11, Folder 15 | 1972-1974 |
| Box 12, Folder 1 | 1975-1976 |
| Box 12, Folder 2 | 1977-1978 |
| Box 12, Folder 3 | 1979 |
| Box 12, Folder 4 | Summer 1980-Winter 1982 |
| Box 12, Folder 5 | Spring 1982-Fall 1982 |
| Box 12, Folder 6 | Winter 1982-Fall 1983 |
| Box 12, Folder 7 | 1984 |
| Box 12, Folder 8 | 1985 |
| Box 12, Folder 9 | 1986 |
| Box 12, Folder 10 | 1987 |
| Box 13, Folder 1 | 1988 |
| Box 13, Folder 2 | 1989 |
| Box 13, Folder 3 | 1990 |
Series 6: Research and Development Records, 1905-1987

Box 14, Folder 1

Subseries 6.2: Engineering Department Drawings, 1968
Box 43, Folder 1

Subseries 6.3: Art Seminar, 1982 (products and techniques)
Box 14, Folder 2

Subseries 6.4: Color Systems & Color Charts
Box 14, Folder 3 Modular
Box 14, Folder 4 Munsell
Box 14, Folder 5 Manufacturing color charts

Subseries 6.5: Formulas, 1905-1949
Box 14, Folder 6 General, 1905-1906
Box 14, Folder 7 Fabric crayon, undated
Box 14, Folder 8 Fluorescent, 1975
Box 14, Folder 9-10 Molding wax, 1975-1976
Box 14, Folder 11 Molded chalk, 1979
Box 14, Folder 12 Staonal (#1, #2, #5, #9), 1958
Box 14, Folder 13 Notebooks, circa 1913-1950s
Box 15-20 Index cards, 1926-1949

Box 21, Folder 1-2 Testing, 1971-1975
Box 21, Folder 3-4 Kenneth L. Williams, 1954;1981

Subseries 6.7: Standards/Tests, 1964-1987
Box 21, Folder 5  Color tests (general)
Box 21, Folder 6  Color Wheel-64 color assortment
Box 21, Folder 7  Crayon sizes & assortments book, undated
Box 21, Folder 8  Crayon raw material test
  Image(s)
Box 21, Folder 9  Crayon flaking test, 1976
Box 21, Folder 10  Crayon strength test, 1975
Box 21, Folder 11  C.T.M. test
  Image(s)
Box 43, Folder 2  Raw material and packing code, 1973
Box 21, Folder 12  Selection, testing, and specification guide, 1987
Box 22, Folder 1  Spinning and finishing tests, undated
Box 22, Folder 2  Quality control for permanent pigments, 1964
Box 22, Folder 3  Unidentified test, undated

Subseries 6.8: Product Data & Performance Standards, 1916-1963
Box 22, Folder 4  Product inventory data, 1916-1925
Box 22, Folder 5-10  Performance Standards, 1956-1963

Return to Table of Contents
Series 7: Advertising and Promotional Records, 1918-1998

Subseries 7.1: Advertising materials

Box 23  Accounts, 1918-1933
Box 22, Folder 11  Schedule, 1928
Box 22, Folder 12  Co-op Advertising Planning Books
Box 22, Folder 13  Consumer advertising report, 1956-1979 (review)
Box 22, Folder 14  Expenditures, 1956-1981
Box 22, Folder 15-16  Advertisements-Print ads, circa 1940s-1990s
  Image(s)
Box 43, Folder 3  Advertisements-Oversized, 1954-1984
  Image(s)
Box 47, Folder 1  Advertisements-Oversized
Box 56, Folder 8  Advertisements-Oversized
Box 43, Folder 4  Construction paper story boards, undated

Subseries 7.2: Labels & Packaging

Box 22, Folder 17  Packaging records, 1975-1986
Box 43, Folder 5  Standard crayon labels
Box 43, Folder 6  Mexico (in Spanish)
Box 43, Folder 7  Color Mix Up labels
Box 43, Folder 8  Color n’ Smell labels
Box 43, Folder 9  Glitter labels
Box 43, Folder 10  Pearl Brite labels
Box 43, Folder 11  Packaging containers

Box 22, Folder 18  Licensing Programs, undated
Box 23, Folder 4-6  Promotional Literature (brochures, pamphlets), circa 1920s-1998
Box 23, Folder 7-9  Promotional Plans, 1982-1984
Box 24, Folder 1-2  Promotional Plans, 1985-1986
Box 24, Folder 3  Postal Stamp, 1998
Box 43, Folder 12  Tie sketches, circa 1981

Subseries 7.4: Binney & Smith, Inc. Binders

Box 44

Return to Table of Contents
Series 8: Catalogs, 1916-1995

Box 25, Folder 1  Activity Products, 1980-1981
Box 25, Folder 2-6  Art Sign, 1960-1978
Box 25, Folder 7  Art & Stationery, 1982-1987
Box 26, Folder 1-3  Binney & Smith, Inc., 1953-1976
Box 26, Folder 4-5  Canada Crayon Company, 1960-1970
Box 26, Folder 6  Commercial Products, undated
Box 26, Folder 7  Consumer, 1992-1995
Box 26, Folder 8  Creative Activities, 1978-1979
Box 26, Folder 9  Creative Development Products, 1987
Box 27, Folder 1-6  Delta Brush
Box 27, Folder 7-12  Edu Cards, 1948-1984
Box 28, Folder 1-2  Educational Products
Box 29, Folder 1  Finart
Box 29, Folder 2-6  Gold Medal, 1916-1956
Box 29, Folder 7-8  Liquitex, 1964-1989
Box 29, Folder 9  Office Products, 1992-1994
Box 29  Permanent Pigments, 1964-1980
Box 29, Folder 10  1964-1965
Box 30, Folder 1-6  1966-1980
Box 30, Folder 7  Foreign (subsidiaries), undated

| Box 31, Folder 1 | Art Sign, 1978-1979 |
| Box 31, Folder 2-12 | Binney & Smith Inc., 1957-1995 |
| Box 31, Folder 13 | Cosmic Crayon Company Ltd., 1972-1975, 1922 |
| Box 31, Folder 14 | Delta, 1967-1982 |
| Box 31, Folder 15-18 | Edu-Cards, 1954-1985 |
| Box 31, Folder 19 | Educational Products, 1984, 1991 |
| Box 31 | Gold Medal, 1916-1963 |
| Box 32, Folder 1-3 | 1916-1948 |
| Box 32, Folder 4-7 | 1949-1963 |
| Box 32, Folder 8 | Liquitex, 1991-1992 |
| Box 32, Folder 9 | Permanent Pigments, 1958-1975 |

*Return to Table of Contents*
Series 10: Product Information, 1918-1995

Box 33       Product inventories (index cards), 1918-1933
Box 34, Folder 1  Brushes (Delta, Liquitex), 1958, 1988-1989
Box 34, Folder 2  Chalk; 1962;1995
Box 34, Folder 3  Clayola, 1956
Box 34, Folder 4  Crayolet, undated
Box 37       Creative Program Kit, 1987
Box 34, Folder 5  Dream Makers, 1984
Box 34       Edu-Cards
Box 34, Folder 6  Background information, 1962-1987
Box 34, Folder 7  All products, undated
Box 34, Folder 8  Crafts, undated
Box 34, Folder 9  Displays
Box 34, Folder 10  Ed-u-kits
Box 34, Folder 11  Flashcards
Box 34, Folder 12  Games
Box 34, Folder 13  Puzzles
Box 34, Folder 14  Television characters
Box 34, Folder 15  Toy house
Box 34, Folder 16  Educational Materials, undated
Box 34, Folder 17  Erasers, undated
Box 34, Folder 18  Fabric Crayons, undated
<table>
<thead>
<tr>
<th>Box 34, Folder 19</th>
<th>Fluorescent, undated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 34, Folder 20</td>
<td>Glue, undated</td>
</tr>
<tr>
<td>Box 34, Folder 21</td>
<td>Industrial Crayons, undated</td>
</tr>
<tr>
<td>Box 34, Folder 22</td>
<td>Ink, 1935;1947;1949</td>
</tr>
<tr>
<td>Box 34, Folder 23</td>
<td>Liquitex, 1965-1987</td>
</tr>
<tr>
<td>Box 34, Folder 24</td>
<td>Markers, 1983</td>
</tr>
<tr>
<td>Box 34, Folder 25</td>
<td>Model Magic, 1993</td>
</tr>
<tr>
<td>Box 34</td>
<td>Paint</td>
</tr>
<tr>
<td>Box 34, Folder 26</td>
<td>AmazArt, 1949</td>
</tr>
<tr>
<td>Box 34, Folder 27</td>
<td>Artista, 1948-1982</td>
</tr>
<tr>
<td>Box 34, Folder 28</td>
<td>Crayola finger-paint, 1981</td>
</tr>
<tr>
<td></td>
<td>Image(s)</td>
</tr>
<tr>
<td>Box 34, Folder 29</td>
<td>Genie hanipaint, undated</td>
</tr>
<tr>
<td>Box 34, Folder 30</td>
<td>Liquitex, 1982-1989</td>
</tr>
<tr>
<td>Box 34, Folder 31</td>
<td>Peacock/Playtime, undated</td>
</tr>
<tr>
<td>Box 35, Folder 1-3</td>
<td>Permanent Pigments, 1940-1960s</td>
</tr>
<tr>
<td>Box 35, Folder 4</td>
<td>Poster, undated</td>
</tr>
<tr>
<td>Box 35, Folder 5</td>
<td>Shaw finger-paint, 1937-1951</td>
</tr>
<tr>
<td>Box 35, Folder 6</td>
<td>Papier Mache</td>
</tr>
<tr>
<td>Box 35, Folder 7</td>
<td>Pastels</td>
</tr>
<tr>
<td>Box 35, Folder 7</td>
<td>Silly Putty, 1961-1992</td>
</tr>
<tr>
<td>Box 37, Folder 1</td>
<td>Silly Putty Laboratory Notebook, 1965-1968</td>
</tr>
</tbody>
</table>
Box 36, Folder 1  Historical background, 1961-1986
Box 36, Folder 2  Correspondence, 1977-1983; 1992
Box 36, Folder 3  Financial materials, 1975-1977
Box 36, Folder 4  Manufacturing, 1981
Box 36, Folder 5  Packaging, 1978
Box 36, Folder 6  Marketing materials, 1977-1983
Box 36, Folder 7  Promotional materials, 1976-1978
Box 36, Folder 8  Advertising-trade ads, 1981-1983
   Image(s)
Box 36, Folder 9  Advertising information about television and magazine ads, 1976-1982
Box 36, Folder 10 Price lists, 1981
Box 36, Folder 11 Photographs
   Image(s)
Box 36, Folder 12 Comics
Box 36, Folder 13 Silly Putty Man Coder
Box 36, Folder 14 Samples

Return to Table of Contents
### Series 11: Competitors, 1918-1992

<table>
<thead>
<tr>
<th>Box</th>
<th>Folder</th>
<th>Company/Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>38</td>
<td>1</td>
<td>ABC School Supply, 1995</td>
</tr>
<tr>
<td>38</td>
<td>1</td>
<td>Abbott Educational Company, 1924</td>
</tr>
<tr>
<td>38</td>
<td>1</td>
<td>ADI, undated</td>
</tr>
<tr>
<td>38</td>
<td>2</td>
<td>American Art Clay, 1973</td>
</tr>
<tr>
<td>38</td>
<td>2</td>
<td>American Crayon Company, 1918-1976, 1987</td>
</tr>
<tr>
<td>38</td>
<td>3</td>
<td>Correspondence, 1924-1987</td>
</tr>
<tr>
<td>43</td>
<td>14</td>
<td>Advertisements, 1918-1927</td>
</tr>
<tr>
<td>38</td>
<td>4</td>
<td>Catalogs, 1918-1976</td>
</tr>
<tr>
<td>38</td>
<td>5-6</td>
<td>Publications, 1925-1926</td>
</tr>
<tr>
<td>38</td>
<td>2</td>
<td>American Lead Pencil Company, undated</td>
</tr>
<tr>
<td>38</td>
<td>2</td>
<td>Art Craft, 1992</td>
</tr>
<tr>
<td>38</td>
<td>7</td>
<td>Botts Manufacturing Company, undated</td>
</tr>
<tr>
<td>38</td>
<td>7</td>
<td>Columbian Carbon Company, 1966</td>
</tr>
<tr>
<td>38</td>
<td>7</td>
<td>Daniel Smith Inc., 1986-1987</td>
</tr>
<tr>
<td>38</td>
<td>7</td>
<td>Dick Blick, 1984</td>
</tr>
<tr>
<td>38</td>
<td>7</td>
<td>D.M. Steward Manufacturing Company, 1921</td>
</tr>
<tr>
<td>38</td>
<td>8</td>
<td>Eagle Pencil Company, 1923</td>
</tr>
<tr>
<td>38</td>
<td>9</td>
<td>Eakins Colors</td>
</tr>
<tr>
<td>38</td>
<td>8</td>
<td>Eberhard Faber, 1923</td>
</tr>
<tr>
<td>38</td>
<td>8</td>
<td>Eclipse Crayons, undated</td>
</tr>
<tr>
<td>38</td>
<td>8</td>
<td>Ertl Company, undated</td>
</tr>
</tbody>
</table>
Box 38, Folder 8  Flexible Flyer, undated
Box 38, Folder 8  Grumbacher, 1982
Box 38, Folder 10  Herculite, undated
Box 38, Folder 10  Lowell Crayon Company, undated
Box 38, Folder 10  Milton Bradley, 1976
Box 38, Folder 10  National Crayon Company, 1922
Box 38, Folder 10  Play Ed Games, 1986-1987
Box 38, Folder 10  Price Inc., 1986-1987
Box 39, Folder 1  Sargent Academie, 1976
Box 39, Folder 2  Schwarm & Jacobus Co., undated
Box 39, Folder 1  Slumber Shop, undated
Box 39, Folder 1  Standard Crayon Co., 1912-1944
Box 39, Folder 3  Talens School Products, 1921-1939
Box 39, Folder 4  Warren Co., Inc., 1987
Box 39, Folder 4  Weber Costello, 1973
Box 39, Folder 4  Western Publishing Company, 1987
Box 39, Folder 5  Miscellaneous, 1958-1988
Box 48  Advertising, 1922-1927

Return to Table of Contents
Series 12: Photographs and Scrapbooks, circa 1900-1997

Subseries 12.1: Photographs - Buildings & Office Spaces

Box 40, Folder 1  California, undated
Box 40, Folder 2  Canada, undated
Box 40, Folder 3  England, circa 1960s
Box 40, Folder 4  Georgia, [1960?]
Box 40, Folder 5  Kansas, 1952-
Box 40, Folder 6  [Massachusetts, 1957?]
Box 40, Folder 7-8  Pennsylvania (headquarters), 1916-1970s
                    Image(s)
Box 40, Folder 9  Unidentified, 1962

Subseries 12.2: Photographs - Construction, Winfield, Kansas, 1951

Box 40, Folder 10-12

Subseries 12.3: Photographs - Displays, 1950s

Box 40, Folder 13

Subseries 12.4: Photographs - Employees, circa 1950s-1997

Box 40, Folder 14  Group shots, 1952-1985
Box 40, Folder 15  With machinery, circa 1950s-1997
                    Image(s)
Box 40, Folder 16  Miscellaneous, undated
                    Image(s)

Subseries 12.5: Photographs - Flood-Easton, Pennsylvania [c. 1960s?]

Box 41, Folder 1

Subseries 12.7: Photographs - Machinery, 1979-1982

Box 41, Folder 2-3

Subseries 12.6: Photographs - Products, undated
Box 41, Folder 4-6  
Image(s)

Subseries 12.7: Photographs - Miscellaneous, undated

Box 41, Folder 7

Subseries 12.8: Photo Albums, 1949-1976

Box 47  Binney & Smith, Inc. Company albums, 1949-1976  
Box 48  Binney & Smith, Inc. Company albums, 1949-1976  
Box 49  Binney & Smith, Inc. Company albums, 1949-1976  
Box 50  Binney & Smith, Inc. Company albums, 1949-1976  
Box 51  Exhibit album, 1956-1965  
Box 51  Exhibit album, undated  
Box 51  Middletown Township workshop album, 1952  
Box 51  California Pacific Crayon Company factory fire, 1959  
Box 51  Winfield, Kansas Factory album, April 1960  
Box 52  Winfield, Kansas factory building, May 1960  
Box 53  Cosmic Crayon Company, 1963  
Box 52  Corporate Office Building, Forks Twp., Easton, PA, 1975  
Box 52  Winfield, KS Plant Expansion, 1975-1976  
Box 53  Binney & Smith, Inc. Europe, 1975-1976  
Box 54  Corporate office construction, Easton, Pennsylvania, 1970s  
Box 54  Art demonstrations, undated

Subseries 12.9: Oversized

Box 55, Folder 1  Buildings-Pennsylvania and California
Box 55, Folder 2-3  Employees-group shots, 1922-1975  Image(s)

Box 55, Folder 4  Employees with machinery

Box 55, Folder 5  Portraits

Box 55, Folder 6  Products

Box 55, Folder 7  Negatives


Box 56

Box 42, Folder RV 624.1  Crayola 64 Box 40th Anniversary B-Roll, 1998

Box 42, Folder RV 624.2  Silly Putty, [c. 1980s?]