Binney & Smith, Inc. Records, 1897-1998

NMAH.AC.0624
Alison L. Oswald
5/28/98
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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

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 & Content


Scope and Contents


**Series 2: Executive Records, 1897-1995**, consists of annual and corporate reports, by-laws, minutes, correspondence, annual reports, stockholder materials and the attempted merger of Binney & Smith by Cheeseborough-Ponds in the early 1970s and the Kellogg Co., ca. 1979.

**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, c. 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.

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

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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

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Box 4, Folder 10 Crayon department sales, 1905, 1933-1936
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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
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Box 46  Crayola Fun Center profits and sales statistics, [1979?]
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Subseries 5.3: Crayola Crayon News, 1963-1979

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<td>Box 38, Folder 8</td>
<td>Eberhard Faber, 1923</td>
</tr>
<tr>
<td>Box 38, Folder 8</td>
<td>Eclipse Crayons, undated</td>
</tr>
<tr>
<td>Box 38, Folder 8</td>
<td>Ertl Company, undated</td>
</tr>
<tr>
<td>Box 38, Folder 8</td>
<td>Flexible Flyer, undated</td>
</tr>
<tr>
<td>Box 38, Folder 8</td>
<td>Grumbacher, 1982</td>
</tr>
<tr>
<td>Box 38, Folder 10</td>
<td>Herculite, undated</td>
</tr>
<tr>
<td>Box 38, Folder 10</td>
<td>Lowell Crayon Company, undated</td>
</tr>
<tr>
<td>Box 38, Folder 10</td>
<td>Milton Bradley, 1976</td>
</tr>
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<tr>
<td>Box 38, Folder 10</td>
<td>National Crayon Company, 1922</td>
</tr>
<tr>
<td>Box 38, Folder 10</td>
<td>Play Ed Games, 1986-1987</td>
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<tr>
<td>Box 38, Folder 10</td>
<td>Price Inc., 1986-1987</td>
</tr>
<tr>
<td>Box 39, Folder 1</td>
<td>Sargent Academie, 1976</td>
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<tr>
<td>Box 39, Folder 2</td>
<td>Schwarm &amp; Jacobus Co., undated</td>
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<tr>
<td>Box 39, Folder 1</td>
<td>Slumber Shop, undated</td>
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<td>Box 39, Folder 1</td>
<td>Standard Crayon Co., 1912-1944</td>
</tr>
<tr>
<td>Box 39, Folder 3</td>
<td>Talens School Products, 1921-1939</td>
</tr>
<tr>
<td>Box 39, Folder 4</td>
<td>Warren Co., Inc., 1987</td>
</tr>
<tr>
<td>Box 39, Folder 4</td>
<td>Weber Costello, 1973</td>
</tr>
<tr>
<td>Box 39, Folder 4</td>
<td>Western Publishing Company, 1987</td>
</tr>
<tr>
<td>Box 39, Folder 5</td>
<td>Miscellaneous, 1958-1988</td>
</tr>
<tr>
<td>Box 48</td>
<td>Advertising, 1922-1927</td>
</tr>
</tbody>
</table>
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

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

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

Box 41, Folder 1

Subseries 12.6: Photographs - Products, undated

Box 41, Folder 4-6

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?]