



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Norman Squires Collection

NMAH.AC.0927

Adrienne Cain and Vanessa Broussard Simmons

2008

Archives Center, National Museum of American History
P.O. Box 37012
Suite 1100, MRC 601
Washington, D.C. 20013-7012
Business Number: Phone: 202-633-3270
Fax Number: Fax: 202-786-2453
archivescenter@si.edu
<https://americanhistory.si.edu/archives>

Table of Contents

Collection Overview	
Administrative Information	1
Scope and Contents	2
Arrangement	2
Names and Subjects	
Container Listing	
Series 1: Background Materials, circa 1908-2006	4
Series 2: Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated	5
Series 3: Stanley Home Products, 1938-1946, undated	6
Series 4: Encyclopedia Britannica, 1956-1958	7
Series 5: Tupperware Corporation, 1950	8

Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Norman Squires Collection
Date:	1936-2006.
Identifier:	NMAH.AC.0927
Creator:	Beveridge, Frank Stanley Encyclopedia Britannica O'Brien, Catherine L. Squires, Norman W. (Creator) Stanley Home Products Wearever Aluminum
Source:	Squires, Daniel T. (Donor)
Extent:	0.3 Cubic feet (1 box)
Language:	English .
Summary:	Collection documents Norman Squires's career as a salesperson for the Aluminum Cooking Utensil Company of America, Stanley Home Products, and Encyclopedia Britannica. Norman Squires conceptualized and implemented the party plan method of direct selling.
Digital Content:	Image(s): Norman Squires Collection

Administrative Information

Immediate Source of Acquisition

Daniel T. Squires donated his father's papers in 2006 and requested that the materials be titled the "Norman W. Squires Collection."

Related Materials

Materials in the Archives Center
Stanley Home Products Collection (NMAH.AC.0788)
Earl S. Tupper Papers (NMAH.AC.0470)
Brownie Wise Papers (NMAH.AC.0509)
Ann and Thomas Damigella Collection (NMAH.AC.0583)
Helen Hoch Tupperware Films (NMAH.AC.0865)
Jon and Sylvia Boyd Tupperware Films (NMAH.AC.0870)

Processing Information

Collection processed by Adrienne Cain (intern) and Vanessa Broussard Simmons, archivist, 2008.

Preferred Citation

Norman W. Squires Collection, 1936-2006, Archives Center, National Museum of American History. Gift of Daniel T. Squires.

Restrictions on Access

Collection open for research on site by appointment. Unprotected photographs must be handled with gloves.

Terms Governing Use and Reproduction

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.

Scope and Contents

This collection documents Squires's professional life as a salesperson with four companies: Aluminum Cooking Utensil Company of America (WearEver Company), Stanley Home Products, Encyclopedia Britannica and Tupper Corporation. Most of the materials relate to the creation of the hostess party plan and his achievements in sales. There is very little information about his personal life other than a few family photographs. The collection is useful for understanding selling techniques dating from the 1930s through the 1950s.

Arrangement

The collection is arranged into five series.

Series 1, Background Materials, circa 1908-2006

Series 2, Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated

Series 3, Stanley Home Products, 1938-1946, undated

Series 4, Encyclopedia Britannica, 1956-1958

Series 5, Tupper Corporation, 1950

Names and Subject Terms

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

Subjects:

- Marketing
- Product demonstrations
- Sales promotion

Types of Materials:

- Business records -- 20th century
- Catalogs
- Letters (correspondence) -- 20th century.
- Photographs -- 20th century
- Sound recordings

Trade catalogs

Names:

Squires, Daniel T.

Container Listing

Series 1: Background Materials, circa 1908-2006

Scope and Contents: Series 1, Background Materials, circa 1908-2006, includes photographs, an obituary and correspondence relating to Squires's role in developing the hostess party plan direct selling method. There is also an interview by National Museum of American History senior archivist John Fleckner with Daniel, Squires's son, discussing his father's life. The materials are arranged first by type and then in chronological order.

Box 1, Folder 1 Personal photographs, circa 1908, 1944, 1955, 1957, 1959, 1976, 1989

Box 1, Folder 2 Correspondence, 1983, 1984, 1991

Box 1, Folder 3 Obituary, 1991

Box 1, Folder 4 Recommendations to the Direct Selling Association, 2003, 2004

Box 1, Folder 5 Information relating to Tupperware documentary film, 2004

Box 1, Folder 6 Interview with Daniel T. Squires, 2006

[Return to Table of Contents](#)

Series 2: Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated

Scope and Contents: Series 2, Aluminum Cooking Utensil Company of America, circa 1934, 1936, undated, relates to Squires's employment with the company in the 1930s. The company later becomes the WearEver Company. It includes telegrams documenting Squires's achievements in sales leadership. There is also a memo from V. Earl Irons, Squires's supervisor, requesting that Squires do a presentation at a supervisors' meeting relating to his success in hiring and interviewing new salespersons.

Box 1, Folder 7	Telegrams, 1934, undated
-----------------	--------------------------

Box 1, Folder 8	Memo from V. Earl Irons, 1936
-----------------	-------------------------------

[Return to Table of Contents](#)

Series 3: Stanley Home Products, 1938-1946, undated

Scope and Contents: Series 3, Stanley Home Products, 1938-1946, undated, includes information about Squires's employment with the company. Materials document the creation and development of the hostess party plan in company correspondence and a typed transcription of an actual hostess home party in 1938. The materials also correspondence from Frank Stanley Beveridge and Catherine L. O'Brien, founders of the company, and other company employees. Other materials include information about Squires's attempts to include women in the company, photographs of employees, presentations, board meeting agenda, commission account information and sales operation information. Materials are arranged first by type and then in chronological order.

Box 1, Folder 9	Private hostess party demonstrations information, 1938
Box 1, Folder 10	Correspondence, 1938, 1940, 1945, 1946
Box 1, Folder 11	Photographs of employees, 1938, 1940, 1941, 1945, undated
Box 1, Folder 12	Area sales information, 1944
Box 1, Folder 13	Commission account information, 1945
Box 1, Folder 14	Yankee region board meeting, 1946

[Return to Table of Contents](#)

Series 4: Encyclopedia Britannica, 1956-1958

Scope and Contents: Series 4, Encyclopedia Britannica, 1956-1958, consists of information about Squires's sales achievements. Materials include an announcement, newsletters, sales achievement notifications, and a copy of a paycheck. There is a signed photograph of Senator William Benton, chair of the board of Encyclopedia Britannica. There is also a photograph of a trade booth set up for the 1958 edition of the Encyclopedia. Materials are arranged first by type and then in chronological order.

Box 1, Folder 15	EB News, 1956-1958
Box 1, Folder 16	Announcement of Squires membership in Britannica International Diamond Pin Society, 1957
Box 1, Folder 17	Facsimile of paycheck, 1957
Box 1, Folder 18	Monthly sales achievements, 1957
Box 1, Folder 19	Photograph of trade booth, 1958

[Return to Table of Contents](#)

Series 5: Tupperware Corporation, 1950

Scope and Contents: Series 5, Tupper Corporation, 1950, consists of a newspaper article stating that Earl S. Tupper, founder of Tupper Corporation, purchased the assets of the Hostess Home Accessories, Incorporated. This part of the company became the Hostess Division of Tupper Corporation with Norman W. Squires serving as the general sales manager. Also included is training information for the Hostess Division.

Box 1, Folder 20	Newspaper article, 1950
Box 1, Folder 21	Hostess division training information, 1950

[Return to Table of Contents](#)