

# Restaurant Ware Collectors Network®

## Iconic Establishments

A series of articles about the china used by venues ranging from hotels and restaurants to burger joints and hospitals

Writing and compilation by Larry R. Paul  
Editing and layout by Phillip Lord

### JACKSON CHINA PROMOTIONAL BUTTER PATS 6 JULY 2020

When your company makes restaurant china, your choice of material for business cards is not limited to the usual 3 1/2" x 2" cardboard rectangle. Jackson China Company took advantage of their available supply of butter pats to create advertising pieces that could be presented to potential customers as a business card. Their designers and etchers created a border that contained the Jackson logo surrounded by illustrations of some of the china shapes they produced. This engraving could be used to make transfers in whatever color they wanted. The Jackson logo used in the border was the one in use between 1917 and around 1930. The center of the well space could be customized for different dealers and events. Many of these were back marked "Vitrified Durable JACKSON WARE for public and institutional use." Because transfers had to be applied while the ink was still wet, the Decorators probably applied all of the back stamps first, then the center of the well design, and lastly the border design. Each color required a separate press run, with the printing press located right in the decorating workroom.

Some of these butter pats were produced with the top crests of individual Jackson distributors. Duparquet, Huot & Moneuse Co. was founded in 1852 by L. F. Duparquet. By 1874 they had an office in Boston. Their Chicago office opened later. In 1937 they were sold to Nathan Straus & Co., so these butter pats were made prior to 1937.

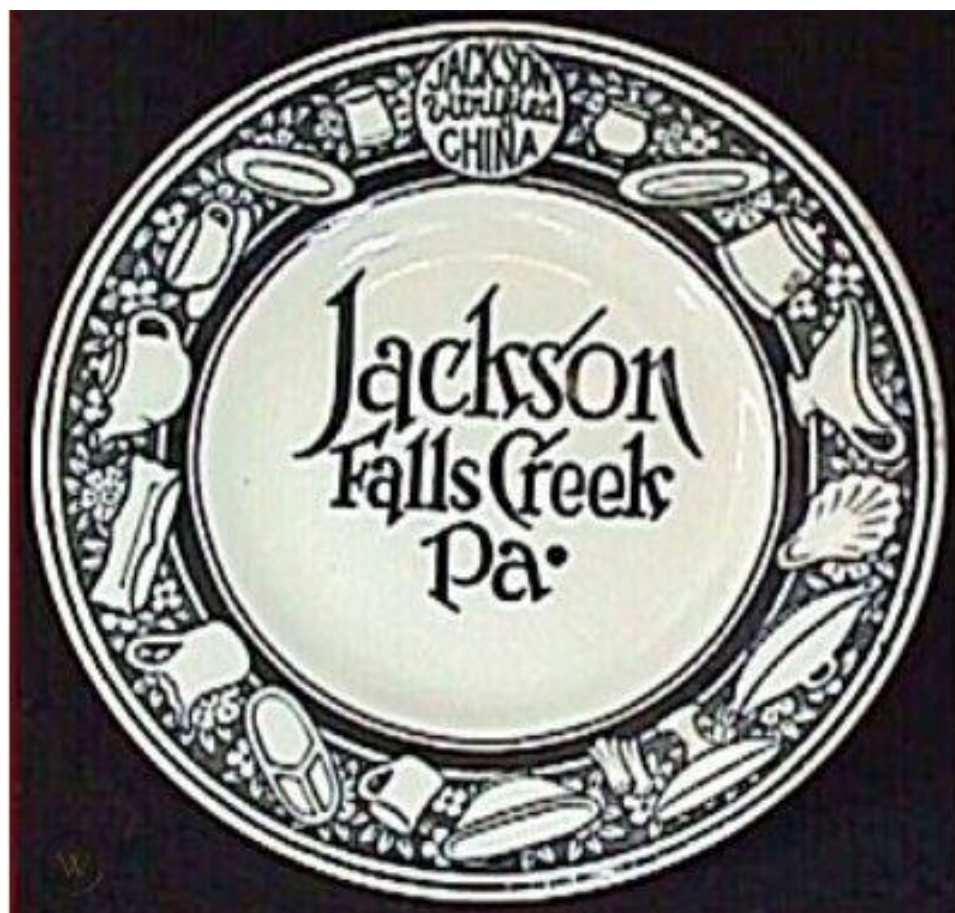
Specialty China Service was located in Du Bois, PA, but that is all I know about them. W. Young, with an office in the Empire State Building, is another distributor about which I have no information.

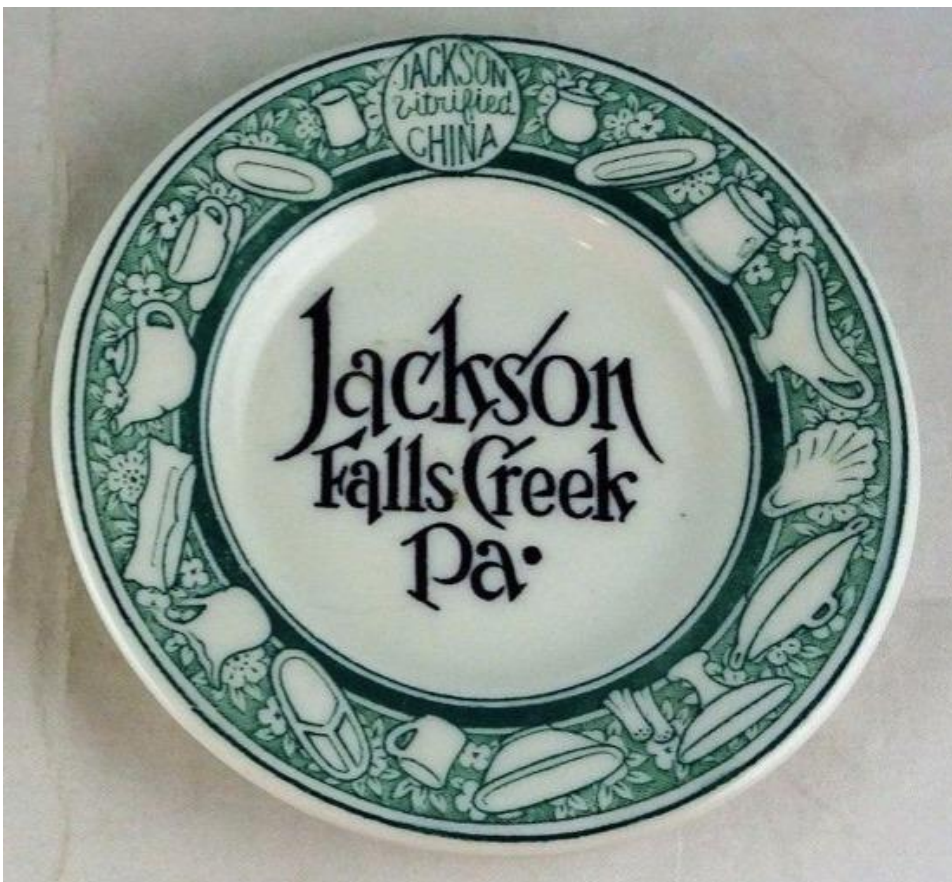
Edward Don & Company was founded in 1921. By 1972, the company had 700 employees, and by 1996 it was the largest hotel-ware distributor in the United States. Don used Jackson China butter pats to help them grow their business. As early as 1938, Don was giving out these butter pats to visitors to their booth at the National Restaurant Exposition. These were trade shows, held in large exhibit facilities where vendors could present their product line to potential buyers. The hotel industry had their own shows, where the china companies also exhibited. Edward Don exhibited at the Midwest Hotel Exposition in March, 1939, giving away more of the Jackson Butter pats. These were backstamped to advertise Don and Jackson's new Jac-Tan line. The October 1939 National Restaurant Exposition had an up-dated Jackson butter pat as the Don giveaway. Similar pats were created for the March, 1940 Midwest Hotel Exposition, and the October, 1940 National Restaurant Exposition. World War II put a temporary halt to these trade

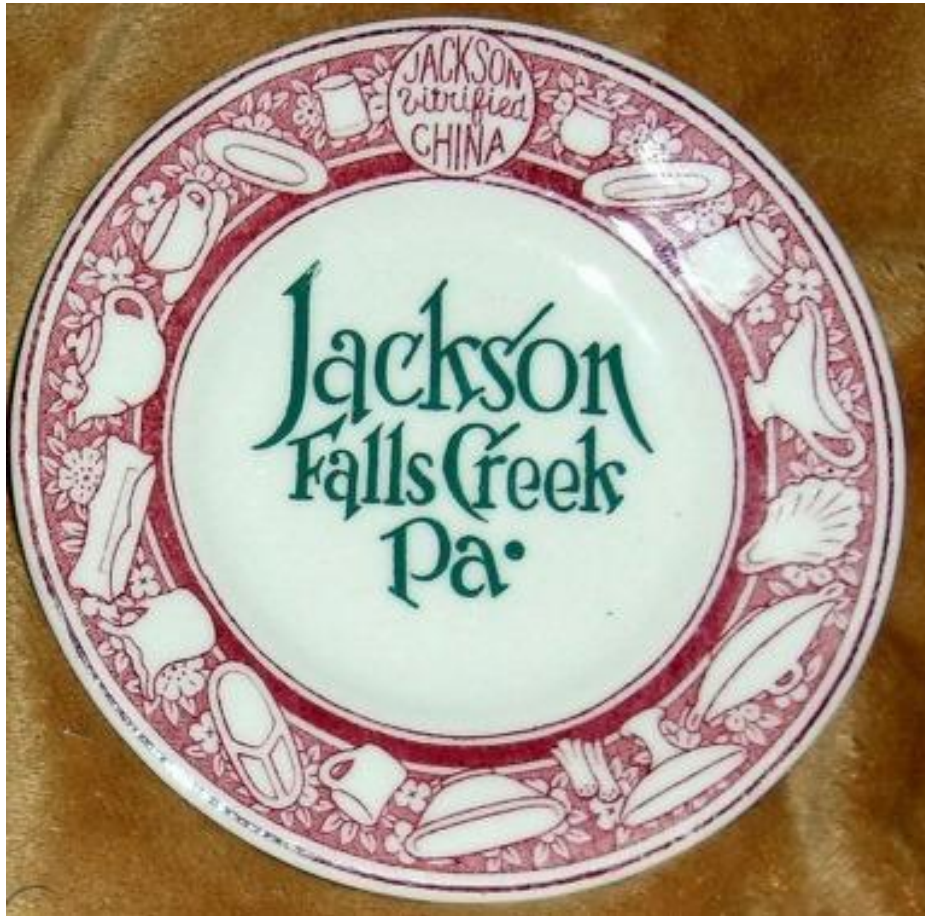
shows, but they resumed following the war. Don is still exhibiting at trade shows, but the butter pat giveaways don't seem to have survived the war.

R. A. Carr, one of the Jackson factory representatives, used the pre-war version as a business card.

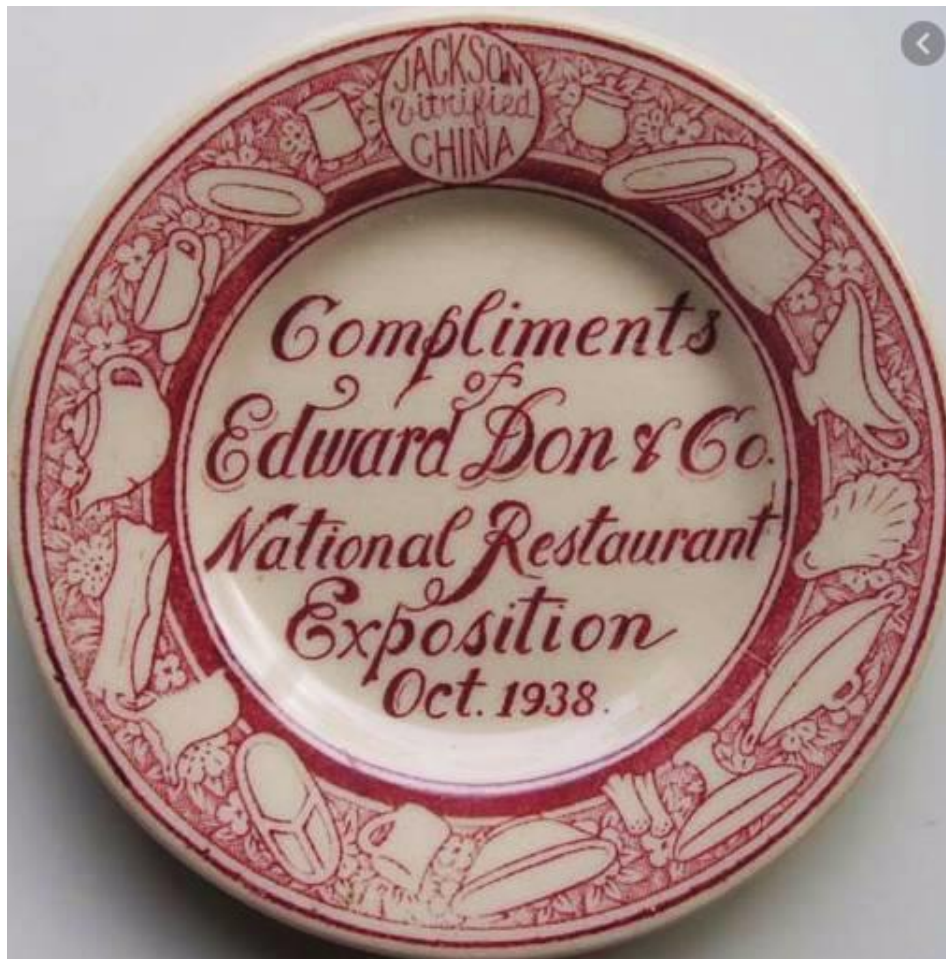
It seems that almost every restaurant pattern has some degree of mystery connected with it. Jackson's butter pats certainly have one as well. Elk Lodge 349 is shown on one of these, with the early Jackson border. The backstamp is the style that was used from around 1923 until about 1946. The mystery is why was it made and how was it used? It could be that the Jackson distributor had it made to show members of lodge 349 how their crest would look if they ordered a set of Jackson china for their lodge. Or it could have been given to each lodge member at the first dinner served on their new Jackson china service. The answer to this one will probably never be revealed.









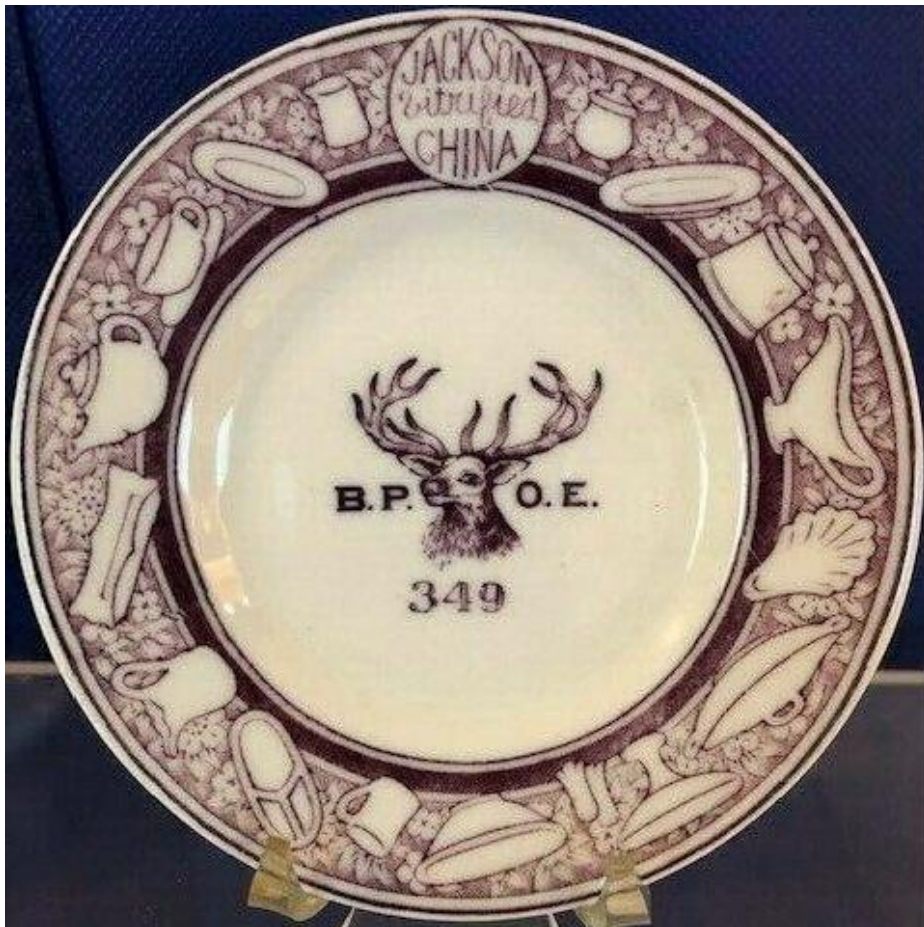














The following comments and illustrations were posted in response to this article.

- **Kathleen Lathom** :
- Nice I owned the Empire State one at one time .

**Larry Paul Author**

One I forgot. Vail & Young, after they got together and move to 200 5th Ave.



**Tom Wills**

Great write up, thanks for info and great pictures

**Tom Wills**

These are the ones I have been able to find and only one was found in the wild, can you guess which one?



**Tom Wills replied**

Yes, I left the price on it to remind me anything can happen

**Larry Paul Author**

I would go for the 10¢ one, that is my kind of price.

**Rodric Coslet**

I've only found one, so far



**Marilyn Remack Matuszak**

So interesting! Amazing finds!

**Steven Koska**

Stunning collection

**Larry Paul Author**

Don't want to mislead anyone. These are not in my china collection. I collected the photos from Worthpoint & eBay.

**Steven Koska**

**Larry Paul** No worries and still much appreciated for all the pictures. I have the Edward Don piece from 1939. I did not realize the wide variety of pieces that were manufactured. Thank you!