

Guide to the records of Stoddard International plc (The Stoddard-Templeton Archive)

An introduction to the catalogue & sources for carpet orders

This guide provides information on the arrangement of the Archive and its catalogue. It also provides some information on tracing records of particular carpet orders. Enquiries should be directed to the [Duty Archivist](#), see contact details at the end of this guide.

The catalogue for the Archive can be [accessed online](#).

This guide is arranged into 3 sections.

1. [The arrangement of the Archive](#)
2. [Tracing particular carpet orders](#)
3. [Overview diagram showing arrangement of the Archive](#)

1. The arrangement of the Archive

The Stoddard-Templeton Archive is a large, complex, archive. It brings together over 200 metres of records of some 22 distinct companies which became part of the Stoddard group across the late 20th century.

In arranging and describing the Archive, we have looked to maintain each business' records as a discrete set. The Design Archive, which was brought together by Stoddard's in the 1980s from the design rooms of a number of companies, has also been retained as a discrete set.

The catalogue is arranged in 24 main sections as shown in the diagram on page 4. The top level is an overview description of the Archive. Further detail on the records held are in the descriptions of the Design Archive and individual businesses which are linked to from the top level description.

The Design Archive was arranged by the Stoddard design room staff in the 1980s. The designs were arranged into 143 sets according either to:

1. a particular design style, e.g. STOD/DES/24 are all designs within the Aztec / Ethnic design style.
2. a particular company, e.g. STOD/DES/91-94 are all designs by Blackwood, Morton & Sons.
3. a particular contract, e.g. STOD/DES/70-75 are designs for particular contracts arranged by geographical location.

We have maintained this arrangement, with the design patterns and sketches arranged and described within 143 sets.

You can search the Design Archive using the [online search](#). For best results, combine two keyword searches. Use "design" as your first keyword, and for the second use the term of your choice. This may be a designer name, the name of a carpet style, or a design number. Alternatively, you can browse through the descriptions. However, do bear in mind that there are over 10,000 individual items in the Design Archive.

We refer to the remainder of the Archive as the Corporate Archive. It is made up of 22 descriptions of the records of each of the companies within the Stoddard International group. For some companies: Stoddard, Templeton, Blackwood, Morton & Sons, Henry Widnell & Stewart, and Gray's, these descriptions are further broken down into descriptions of the corporate records and the design related records of each company. For the remaining companies, their records are simply described in one section.

Corporate records relate to the management and day-to-day running of the business. Records such as minutes of meetings of executive committees and boards of directors, personnel records, financial records, details of marketing strategy, and records of production are classed as corporate records.

Design associated records are those which relate closely to the design process and which illustrate a company's designs. Product catalogues, volumes of design photographs and sketches, design portfolios and publications about a company's design history are classed as design associated records.

Again, you can search the Corporate Archive using the [online search](#). You may want to combine your keyword search with the name of the company you are interested in. Whilst the Stoddard and Templeton Corporate Archives are particularly extensive you may, nevertheless, find it easier to browse the descriptions to get an understanding of what is included in the archive.

2. Tracing particular carpet orders (AF Stoddard and James Templeton only)

(See the collection catalogue to look for records of orders from other companies, such as Gray's).

The records of **James Templeton & Co Ltd** (STOD/201) do not include any information on particular orders. It is therefore not possible to trace an individual order for a James Templeton & Co Ltd carpet.

AF Stoddard pre-made carpets sold through retailers

The majority of Stoddard's carpet sales were made through independent retailers. Carpets were made in advance and cut to the size requested by retailers. In 1951, proposals were drafted to make improvements to this system, so that the carpets manufactured more closely matched what retailers were selling. Sales orders from retailers, and the allocations of carpets, were to be recorded in Master Sales Order Records and Delivery Books. Unfortunately, these records were not obtained from the company with the remainder of the Archive.

Whilst no information remains as to the provision of carpets to retailers in the UK, four overseas shipping books (ref: STOD/200/2/8/1/1-4) provide information on the carpets sold to stockists overseas. These volumes give the names and addresses of selling agents, details of the carpets shipped.

AF Stoddard carpets made to custom order

For custom orders, 3 records can be used to trace these orders for three 2 year periods.

- Private order book, 1950-51 (ref: STOD/200/2/8/3) gives details of the quantity, size, and pattern of carpet order, with name and delivery address for customer.
- Material and production specification manual 1-5, 1992-93 (ref: STOD/200/2/7/6/6) includes details of carpet specifications, with a note if they are made for an individual customer. The custom orders in this record are detailed here:

Section header	Section; Page; Issue	Type of carpet	Date	Quality name	Quality code	For
SCL	2; 5; 2	Wilton	1993	WNS40/2756/276	8890	Rolls Royce
SCL	1; 51; 1	Axminster	1993	Custom 47/700/206		Metropole Hotels
SCL	1; 52; 1	Axminster	1993	47/600/206		Stakis Hotels
SCL		Axminster	1993	47/900/206		Stakis Hotels
LCL	4; 3; 2	Tufted	1992	Grampian Twist	0163	John Lewis Partnership
Runcorn	5; 51; 3	Axminster	1993	Custom 3/1050/206		Stakis Casino programme

- Contract enquiry files, 1999-2000 (ref: STOD/200/2/7/8) details the client and the carpet ordered (including pattern and yarn and carpet samples). The descriptions of these records in the catalogue include the name of the client.

Design reference codes

Many of the records relating to the carpets produced by Stoddard include a reference code. These are usually in the format of a four digit code, e.g. 1318, often with a leading number, such as 2/9440. Other formats such as AB777 may also be found. It is possible that a related design paper may be found in the Design Archive. The four digit codes are also used in the Blend books, 1963-85 (ref: STOD/200/2/7/2/3-5) to identify particular yarn blends and colours.

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