

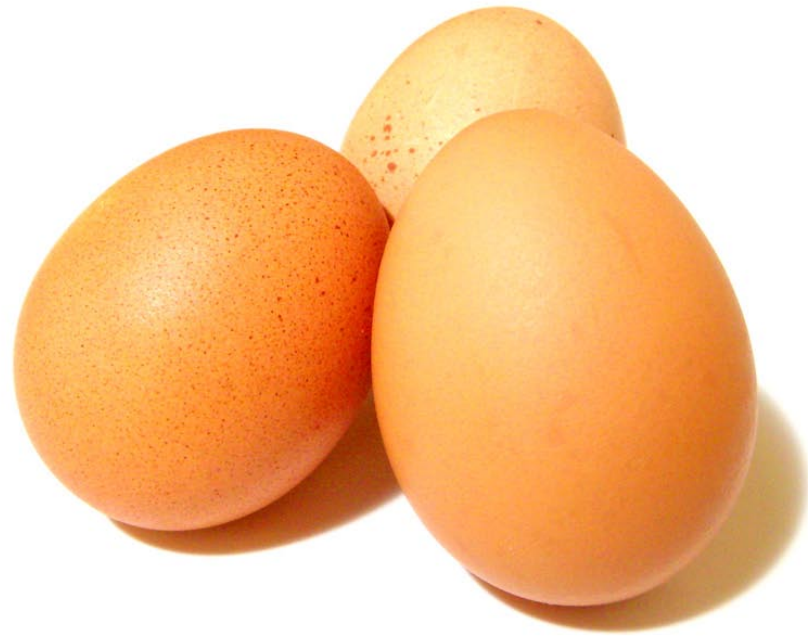


00 | Introduction

00_Packaging Design

BRIEF HISTORY: ACCOUNTING FOR THE PAST



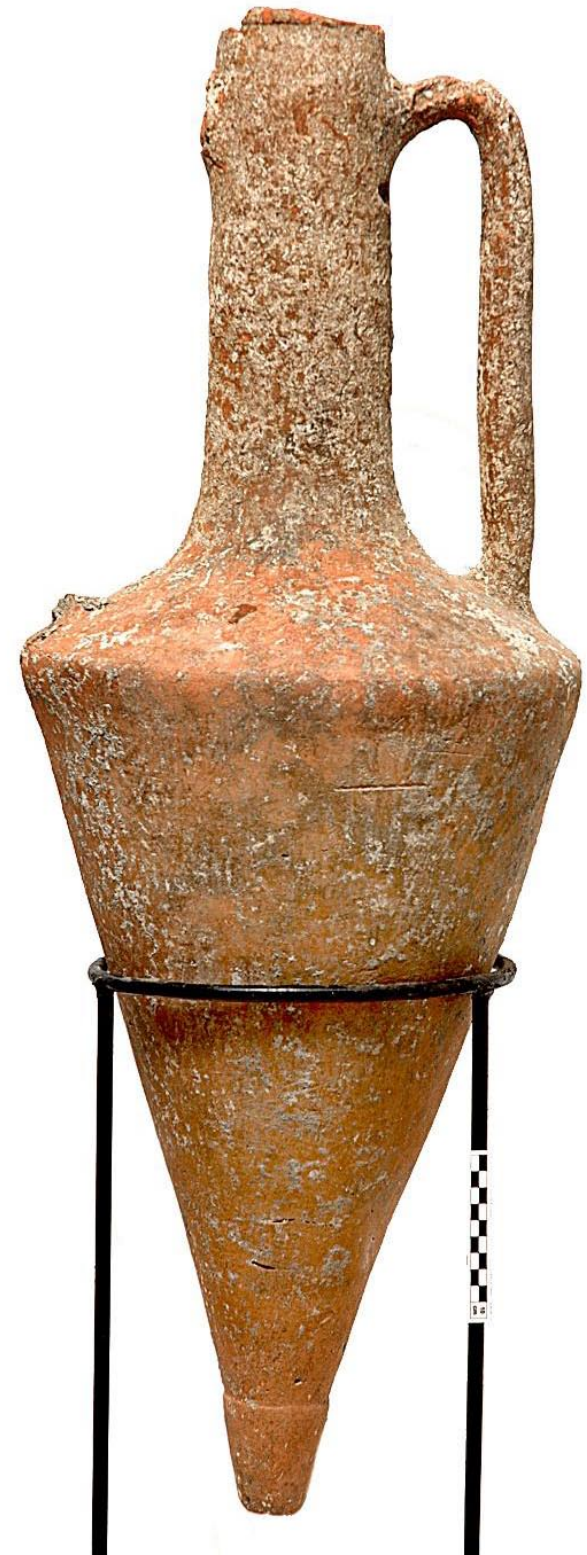


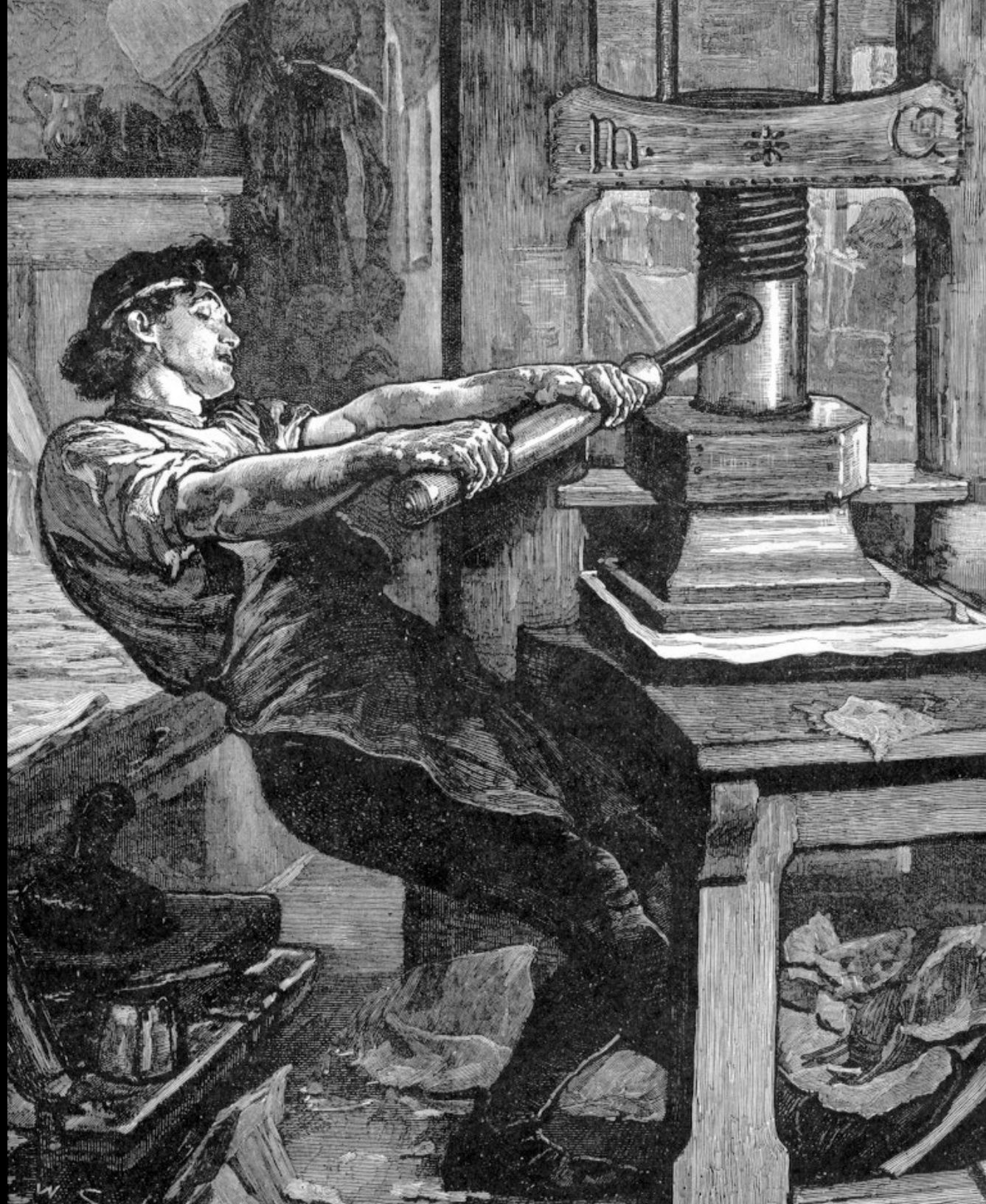




Mercantile Societies

Dating back to the Middle Ages, the earliest forms of mercantile society in China and Middle East were defined by the distribution of goods for profit. As people made their way throughout the world, goods were transported greater distances and so there was a considerable need for vessels to carry them.





Industrial Revolution

With the effects of the industrial revolution throughout Europe, the mid-1800s saw a large-scale shift from rural to urban life. There were massive changes in the nature of work, the growing consumer economy, women's roles in society, and even in the size and nature of families.



New Technologies

Advances in packaging technology made some traditional goods, including flour, vegetables and meat, more widely available. The hermetically sealed containers, which offered consumers shelf-stable food products, were a major development in the history of food packaging. The use of tin cans to cook and seal food now helped provide a year-round food supply.





ONE HALF PINT U. S. MEAS.

"THE COAT OF ENDURING BEAUTY"

NU-ENAMEL

TRADE MARK REG. U. S. PAT. OFF.

THE MODERN FINISH
ONE COAT COVERS
NO BRUSH MARKS

LEMON

Nu-Enamel Corporation
CLEVELAND, OHIO
U. S. A.

ECONOMICAL
EFFICIENT
EASY

TAY-KOP

THE NEW ALL PURPOSE SUDSLESS CLEANER
Washing Powder
"MAKES DIRT FLY"



CHEMICALLY COMPOUNDED
CONTAINS NO FATS
100% SOLUBLE
NO FILLER...



KIND TO HANDS
CONTAINS NO GRIT
FREE RINSING
ALL CLEANER



G MONEY SAVING

NEVR-DULL

TRADE MARK[®]

**AIRCRAFT
POLISH**



*"The dirt
flies
off"*

The Original Magic Wadding Polish



GREEN and BLUE
FOOD STAMPS
REDEEMED HERE

We are helping the
FARMERS OF AMERICA
MOVE SURPLUS FOODS



DIAMOND WALNUTS
35¢
pound

15¢

25¢

40¢

40¢

25¢

35¢

NEW ALMONDS
38¢

ORLANDO BRAND
CALIFORNIA
DRIED FIGS
WEST COAST PACKERS CO.
SAN FRANCISCO, CALIF.

ORLANDO BRAND
CALIFORNIA
DRIED FIGS
WEST COAST PACKERS CO.
SAN FRANCISCO, CALIF.

ORLANDO BRAND
CALIFORNIA
DRIED FIGS
WEST COAST PACKERS CO.
SAN FRANCISCO, CALIF.

25 LBS. NET
ROEDING'S
FAMILY
ONLY
SPHINX
BRAND
EXTRA FANCY
SOUND & CLEAN
PRODUCTS OF U. S. A.
PACKED BY
ROEDING FIG & OLIVE CO.

25 LBS. NET
PYRAMID
BRAND
CALIFORNIA
- CALIFORNIA -
DRIED FIGS
PACKED BY
ROSENBERG BROS. & CO.
SAN FRANCISCO, CALIF. U. S. A.

25 LBS. NET
LILY
BRAND
CALIFORNIA
DRIED
WHITE FIGS
PACKED BY
ROSENBERG BROS. & CO.
SAN FRANCISCO, CALIF. U. S. A.





No wonder you women buy more **TIDE** than any other washday product!

TIDE'S GOT WHAT WOMEN WANT!



NO SOAP-NO OTHER "SUDS"-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN AS TIDE!**



ONLY TIDE DOES ALL THREE:

1. World's CLEANEST wash!

Yes, Tide will get your wash *cleaner* than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!

2. World's WHITEST wash!

It's a miracle! In *hardest* water, Tide will get your shirts, sheets, towels whiter—yes, *whiter*—than any soap or any other washing product known!

3. Actually BRIGHTENS colors!

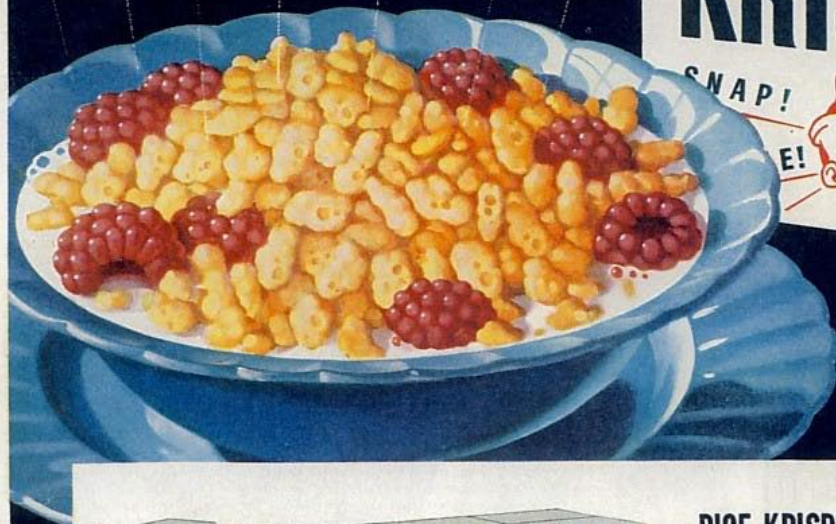
Trust all your washable colors to Tide. With all its terrific cleaning power, Tide is truly *safe* . . . and actually *brightens* soap-dulled colors.



TIDE GETS CLOTHES CLEANER THAN ANY OTHER WASHDAY PRODUCT YOU CAN BUY!



SNAP!
CRACKLE!
POP!



Hear Rice Krispies!

Golden pops so crisp, they go snap, crackle, pop in milk! So crisp 'n' delicious! And Kellogg-Fresh! The most popular rice cereal...try the Regular Size!



RICE KRISPIES...just one "star" in Kellogg's VARIETY PACKAGE!

Swing your "breakfast partner" out of Kellogg's VARIETY PACKAGE! What a choice of favorites—from 10 generous boxes, 7 different cereals. In nourishing wheat, rice, corn, soya. Crisply shredded, flaked or popped! ALL KELLOGG-FRESH! Picking your own better breakfast is packs of fun! And KELLOGG'S VARIETY is the favorite assortment, because...

Choose the one you love the best!

Kellogg's Corn Flakes, Pep, Rice Krispies, Bran Flakes, Krumbles, Shredded Wheat, Corn-Soya.

Rice Krispies is a trademark (Reg. U. S. Pat. Off.) of Kellogg Co. for its oven-popped rice.

