



Finding Aid for

**EGMONT ARENS FOOD PACKAGING DESIGN COLLECTION**

**Accession 88.326**

Finding Aid Published: 13 April 2017

Benson Ford Research Center  
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## OVERVIEW

REPOSITORY: Benson Ford Research Center  
The Henry Ford  
20900 Oakwood Blvd  
Dearborn, MI 48124-5029  
[www.thehenryford.org](http://www.thehenryford.org)  
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ACCESSION NUMBER: 88.326

CREATOR: Arens, Egmont (1889-1966)

TITLE: Egmont Arens Food Packaging Design Collection

INCLUSIVE DATES: 1935-1957

QUANTITY: 1.3 cubic ft. (4 boxes)

LANGUAGE: The materials are in English.

ABSTRACT: Collection contains approximately 1260 individual label, wrapper, and packaging items, as well as several product brochures and photo vignette books.

## **ADMINISTRATIVE INFORMATION**

- ACCESS RESTRICTIONS:** The collection is open for research.
- COPYRIGHT:** Copyright has been transferred to The Henry Ford by the donor. Copyright for some items in the collection may still be held by their respective creator(s).
- ACQUISITION:** Acquired by The Henry Ford, 1988.
- PREFERRED CITATION:** Item, folder, box, accession 88.326, Egmont Arens Food Packaging Design Collection, Benson Ford Research Center, The Henry Ford
- PROCESSING INFORMATION:** Collection processed by the Benson Ford Research Center, 1989
- DESCRIPTION INFORMATION:** Original collection inventory list prepared by the Benson Ford Research Center, 1989, and published in April 2017.
- Finding aid written by Stephanie Diakonis, April 2017, and published in April 2017.
- Finding aid prepared using Describing Archives: A Content Standard (DACS) and local guidelines.

## **BIOGRAPHICAL/HISTORICAL NOTE**

Egmont Arens, 1888-1966, was an American publisher, and package and industrial designer. He was sent by his family to New Mexico to recover from tuberculosis, and began a career as sports editor for the Albuquerque Tribune-Citizen in 1916. The following year he moved to NY and operated the Washington Square Bookstore where he established the Flying Stag Press, printing magazines.

His interest in art led him to editorship of *Creative Arts* magazine, *Playboy: A Portfolio of Art and Satire*, and *Vanity Fair*, a leading style and fashion magazine. In 1927 he was working on the design and manufacture of a line of lamps including a chrome-plated spherical table lamp.

By 1929 he became advertising director for Calkins & Holden, where he started and headed an industrial styling department until it was discontinued in 1936. He wrote *Consumer Engineering* with Roy Shelton in 1932, and designed the Higgs ink bottle, A&P packages including 8 o'clock coffee and the Phillip Morris trademark.

For the Hobart Manufacturing Company, he designed their classic Kitchen Aid Model "K" stand mixer (1937) and "Streamliner" meat slicer (1941). In 1939, he designed the "Good Life" main exhibit in the Consumers Building.

In 1944 he was one of the 15 practitioners who established the Society of Industrial Designers, and in 1952, was one of the 12 who established the Package Designers Council.

- Note adapted from, "Egmont Arens, FIDSA", Industrial Designers Society of America website. Accessed 11 April 2017 at <http://www.idsa.org/content/egmont-arens-fidsa>

## **SCOPE AND CONTENT NOTE**

Collection contains approximately 1260 individual label, wrapper, and packaging items, as well as several product brochures and photo vignette books.

There are three items of note in the collection related to archival provenance:

- "Design by Egmont Arens" label attached to a Lux Soap wrapper found in the Tru-Tone Food Pictorials folder (Box 4)
- Booklet from the Grocery Manufacturers of America, Inc. titled, "Labels in the Spotlight", which has a hand-written note on cover, "Miss Davied" (Box 3, Can Labels)
- Hand-written memo addressed to "EA", dated 4 June 1956 (Box 3, Can Labels)

## **SUBJECT TERMS**

### Names, Personal and Corporate

Arens, Egmont, 1889-1966

Rose, Camille Davied

Calvert Lithographing Company

H.S. Crocker Co., Inc.

### Subjects

Food--Packaging

Industrial design

### Geographic

New York (N.Y.)

### Genre and Form

Clippings (information artifacts)

Can labels

Bottle labels (Paper labels)

Wrappers (Containers)

## CONTAINER LIST

**Box no.**                      **Description**

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### Box 1

Labels

Bottles

Deluxe FF Finer Foods

Deluxe FF Finer Foods, Stokely's

Box

Miscellaneous Brands (brands represented include Burry's, Crispo, Dutch Maid, Keebler, Purity's, Sunshine, Supreme Bakers, Town House, Weston's)

Can

Aunt Nellie's

Clover Farm

Cloverdale

Crest

Comstock

Fre-Mar (2 folders)

Fyne-Taste

Knighthood

Libby's

Lucky Leaf

Maid Rite

Pantry Pride

Penn Treaty

Richmond

S and W

Stokely's

Unity

Various Brands (3 folders; brands represented include A.1., A&P, AG, Alma, American Brand, American Maid, April Showers, Arco, Armour Star, Astor, Aunt Jane's, Aunt Nellie's, Aywon, Bab-O Cleanser, Bel-air, Bernice, Black Jack, Blennd, Blue Boy, Blue Heaven, Breakfast Cocktail, Centrella, Chautauqua Maid, Cheresaus, Clara Val, Clear Sailing, Club House, Co-Op, Colonial, Commodore, Crosse & Blackwell, Crystal, Curtsy, Dole, Dulany, Dutch Boy, Dutch Treat, Finast, Fisher's, Flagstaff, Food Club, Fraser Vale, Garden Patch, Gerber's, Gerbro, Giant TopNotch, Green Giant, Honeydale, Hunt's, Ideal, IGA, Joyful, Krasdale, Kroger, La Choy, Libby's, Little Crow, Marijo, Monarch, Morton Salt, NuSweet, Orchards, Our Family, Park City, Park Lane, PinEniP, Pride of Illinois, Pure, Richelieu, Ritter, Royal Chief, Royal Swan, Saxon House, Schimmel, Scotch Treat, Serv-U-Rite, Shurfire, Smart and Final, Snider's, Snow Crop, Soax, Standby, Stockton, Stop & Shop, Sweetheart, Symington's Soups, Tak Moriuchi, Teddy's, Truworth, Unity, Westfair, White House

White Villa (embossed)

Cigarette  
Philip Morris  
Vignettes (2 folders)

**Box 2**

Packages  
Boxes  
Foil  
Waxed (2 folders)  
Wrappers, Bread  
Cellophane (primarily bread; also includes rolls, pies, muffins)  
Foil  
Waxed (8 folders)

**Box 3**

Packaging Design Information  
Bread Wrappers  
Can Labels, 1942-1956 (2 folders; contains reports and standards on labeling, product brochures and samples; also includes hand-written memo addressed to "EA", dated 4 June 1956, and booklet from the Grocery Manufacturers of America, Inc. titled, "Labels in the Spotlight", which has a hand-written note on cover, "Miss Davied")  
Clipping File  
General

**Box 4 (oversize)**

Natural Color Photographic Vignettes, circa 1956 (spiral-bound printed food images; published by H. S. Crocker Co., Inc.)  
Tru-Tone Food Pictorials, circa 1935-1950 (folder of printed food images; includes Lux Soap wrapper with "Design by Egmont Arens" label; published by Theo. A. Schmidt Litho Division, The United States Printing & Lithograph Co.)  
Product Brochure, Nashua Corporation, circa 1950 (single folder; includes samples of waxed bread wrappers)  
Product Brochure, "Packages That Sell...", KVP Sutherland Paper Company, circa 1950 (single folder; includes samples of waxed wrappers)  
Product Brochure, "The Story of Calkyd", The Calvert Lithographing Company, circa 1950 (includes samples of can labels)  
Product Brochure, "Packaging for Beauty and Sales by Kimberly-Clark Corporation", circa 1950 (includes samples of frozen food overwraps)