Finding Aid for

EGMONT ARENS FOOD PACKAGING DESIGN COLLECTION

Accession 88.326

Finding Aid Published: 13 April 2017
OVERVIEW

REPOSITORY: Benson Ford Research Center
The Henry Ford
20900 Oakwood Blvd
Dearborn, MI  48124-5029
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research.center@thehenryford.org

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).


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


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 Higgins 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.


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

<table>
<thead>
<tr>
<th>Box no.</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Box 1</strong></td>
<td></td>
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<tr>
<td>Labels</td>
<td></td>
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<tr>
<td>Bottles</td>
<td>Deluxe FF Finer Foods</td>
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<tr>
<td>Deluxe FF Finer Foods, Stokely’s</td>
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<tr>
<td>Box</td>
<td>Miscellaneous Brands (brands represented include Burry’s, Crispo, Dutch Maid, Keebler, Purity’s, Sunshine, Supreme Bakers, Town House, Weston’s)</td>
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<tr>
<td>Can</td>
<td>Aunt Nellie’s</td>
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<tr>
<td>Clover Farm</td>
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<tr>
<td>Cloverdale</td>
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<tr>
<td>Crest</td>
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<tr>
<td>Comstock</td>
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<tr>
<td>Fre-Mar (2 folders)</td>
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<tr>
<td>Fyne-Taste</td>
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<tr>
<td>Knighthood</td>
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<td>Libby’s</td>
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<td>Lucky Leaf</td>
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<td>Maid Rite</td>
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<td>Pantry Pride</td>
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<td>Penn Treaty</td>
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<td>Richmond</td>
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<td>S and W</td>
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<tr>
<td>Stokely’s</td>
<td></td>
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<tr>
<td>Unity</td>
<td></td>
</tr>
<tr>
<td>White Villa (embossed)</td>
<td></td>
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</tbody>
</table>
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)
   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)