

# The Package

Date

**1959**

Publisher

**The Museum of Modern Art**

Exhibition URL

**[www.moma.org/calendar/exhibitions/1953](http://www.moma.org/calendar/exhibitions/1953)**

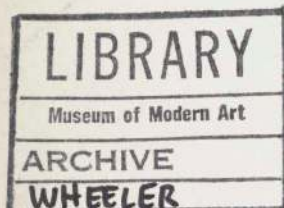
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# THE PACKAGE

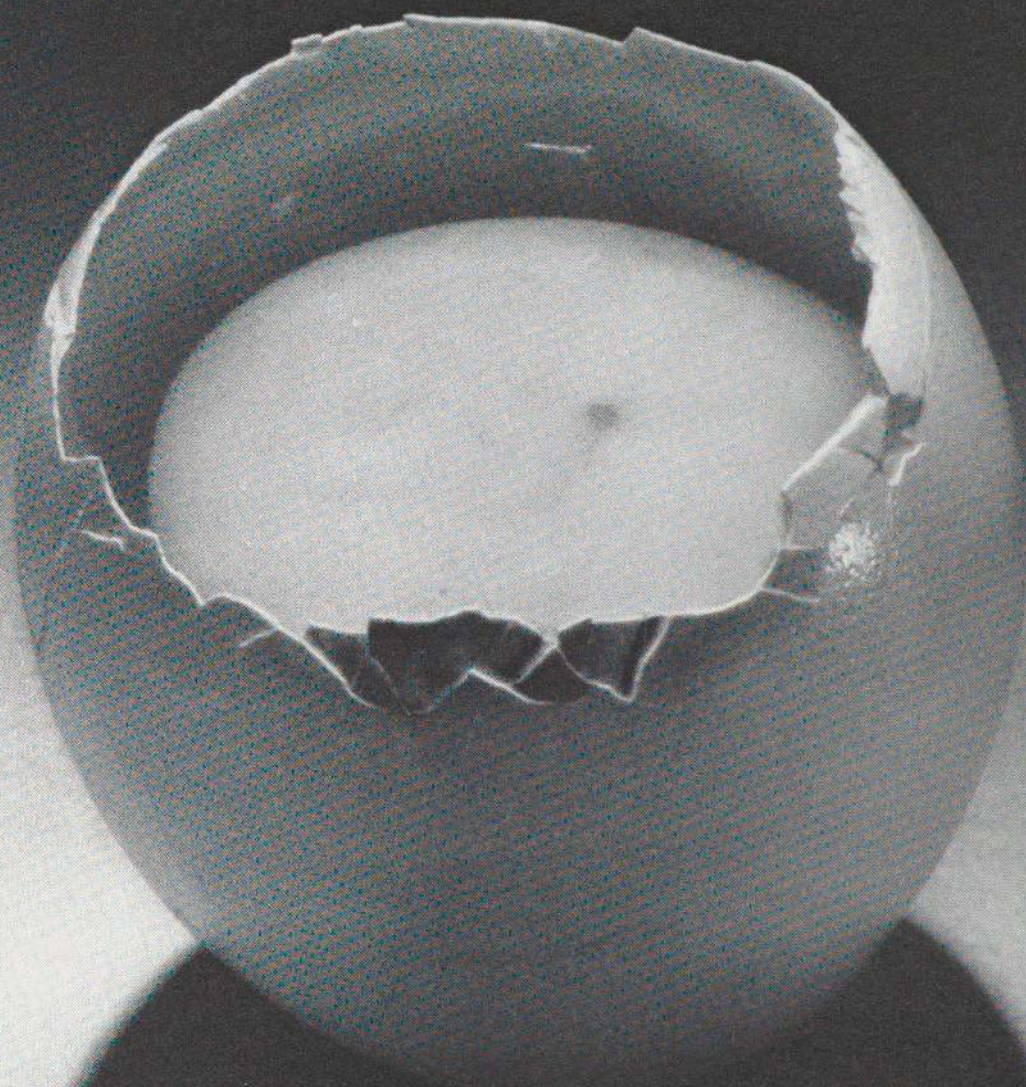
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# THE PACKAGE

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## MUSEUM OF MODERN ART BULLETIN

VOL. 27, NO. 1, Fall 1959

## ACKNOWLEDGMENTS

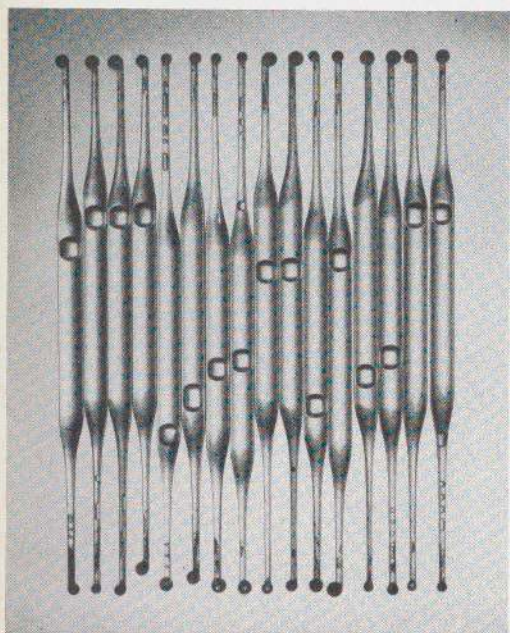
On behalf of the Museum of Modern Art, the Directors of the exhibition wish to thank Container Corporation of America, National Distillers and Chemical Corporation, and Reynolds Metals Company for their generous support of the exhibition. The Museum also wishes to thank Container Corporation of America for making possible the size and scope of the catalogue.

We are grateful to those industries and designers whose works are included in the exhibition for their active cooperation, and to the following individuals who have been particularly helpful through their advice and technical guidance: Mr. Herbert Bayer, Mr. W. M. de Majo, Mr. Egbert Jacobson, and Mr. Harry Knight.

Mildred Constantine  
Arthur Drexler

*exhibition: September 9–November 1, 1959*





1. *Plastine perfume vials (1948-50)*  
*Nips Company.*  
*Mt. Vernon, New York*  
*Designer: R. E. Bishop*  
*Drops of perfume are embedded in*  
*a plastine vial. The package is de-*  
*stroyed in a single use. Reproduced*  
*in natural size.*

The Museum has devoted a continuing series of exhibitions to such well-designed useful objects as furniture, household equipment, textiles and automobiles. The exhibition this catalogue accompanies is concerned with another kind of artifact no less prominent in our daily lives but seldom considered for its aesthetic quality: *the package*.

The selection of packages for both the exhibition and this catalogue is not intended to form a comprehensive survey. There has been no concern with what is called motivational research, production costs, the relationship of design to the merchandising system, or the merits of the product inside the package. The purpose is to appraise packages of all sorts for their design qualities, and in so doing to re-examine and perhaps broaden our ideas of what actually does constitute a package. To do this, packages have been removed from their conventional context of advertising and sales, with printed words and images being included only when they make an important contribution to a total design. The packages have been selected for excellence of structure and shape, color, texture, proportion and the suitability of these qualities to functional performance.

Webster's dictionary defines a package as "a bundle made up for transportation; that in which anything is packed; a box, case, barrel, crate; a container." Well-designed packages protect and preserve the things they contain, sometimes facilitate their use, and are often beautiful objects in themselves.

In this catalogue the packages illustrated are for contents ranging in size and weight from drops of perfume to 20 tons of milk. They vary in complexity from multi-purpose primitive baskets to such highly specialized packages as a disposable house.

Packages can be grouped within two major categories:

THE DISPOSABLE PACKAGE, such as wrapping paper, toothpaste tubes, cans, and plastic squeeze bottles, is intended to be thrown away after use. Disposable packages are those most often seen and used by the public. Some of them are designed for specific objects, and are made to hold fixed or measured quantities of goods. This kind of package can either reveal its contents, identify or completely disguise them. It can also use a label to describe what is concealed.

THE RE-USABLE PACKAGE, such as barrels, drums, pack-



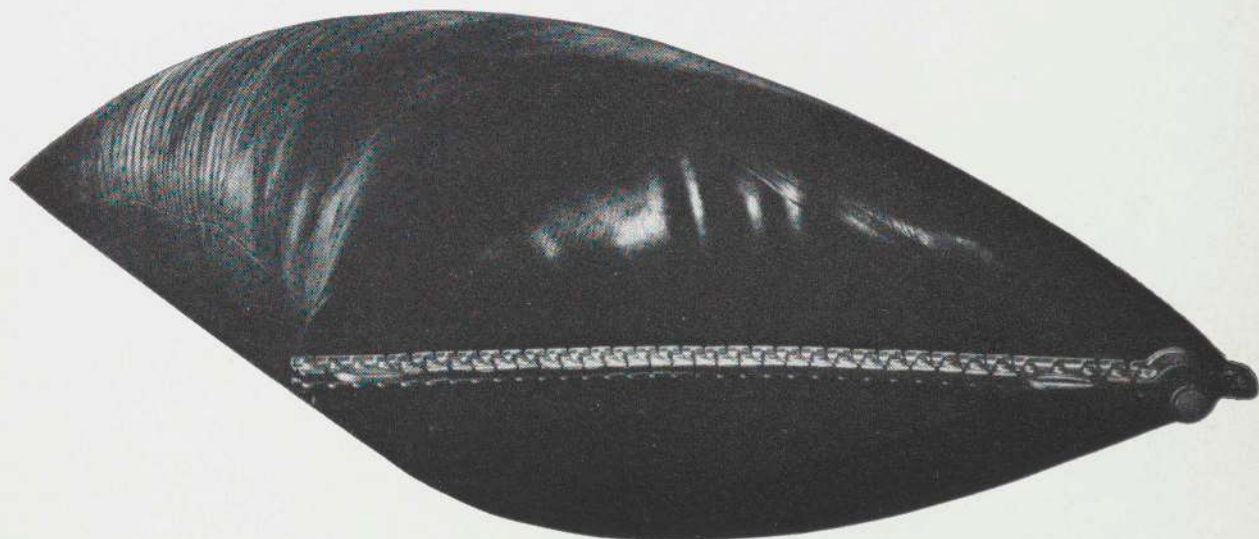


2. *Reed manioc container (pre-Columbian)*  
*Recife, Brazil*

*The fruit of the manioc (cassava) is dropped into the mouth of this container, the bottom end of which is pulled through the loop as seen here. As the container is pulled, its sides constrict, thus squeezing the plant and removing the acids. The container is then carried to market.*

3. *"Seal tank," synthetic rubber-fabric inflatable container (1957)*  
*United States Rubber Company, Providence, Rhode Island*  
*Company design*

*This 24-foot synthetic-rubber tube is carried on a truck and is used to transport gasoline, milk, wine, etc. Experiments have been made with regard to floating the "Seal tanks" for water transportation. When deflated it can be rolled up like a rug. Its permanent closure is made of steel clamps which resemble an enormous zipper, with handles incorporated into the design.*



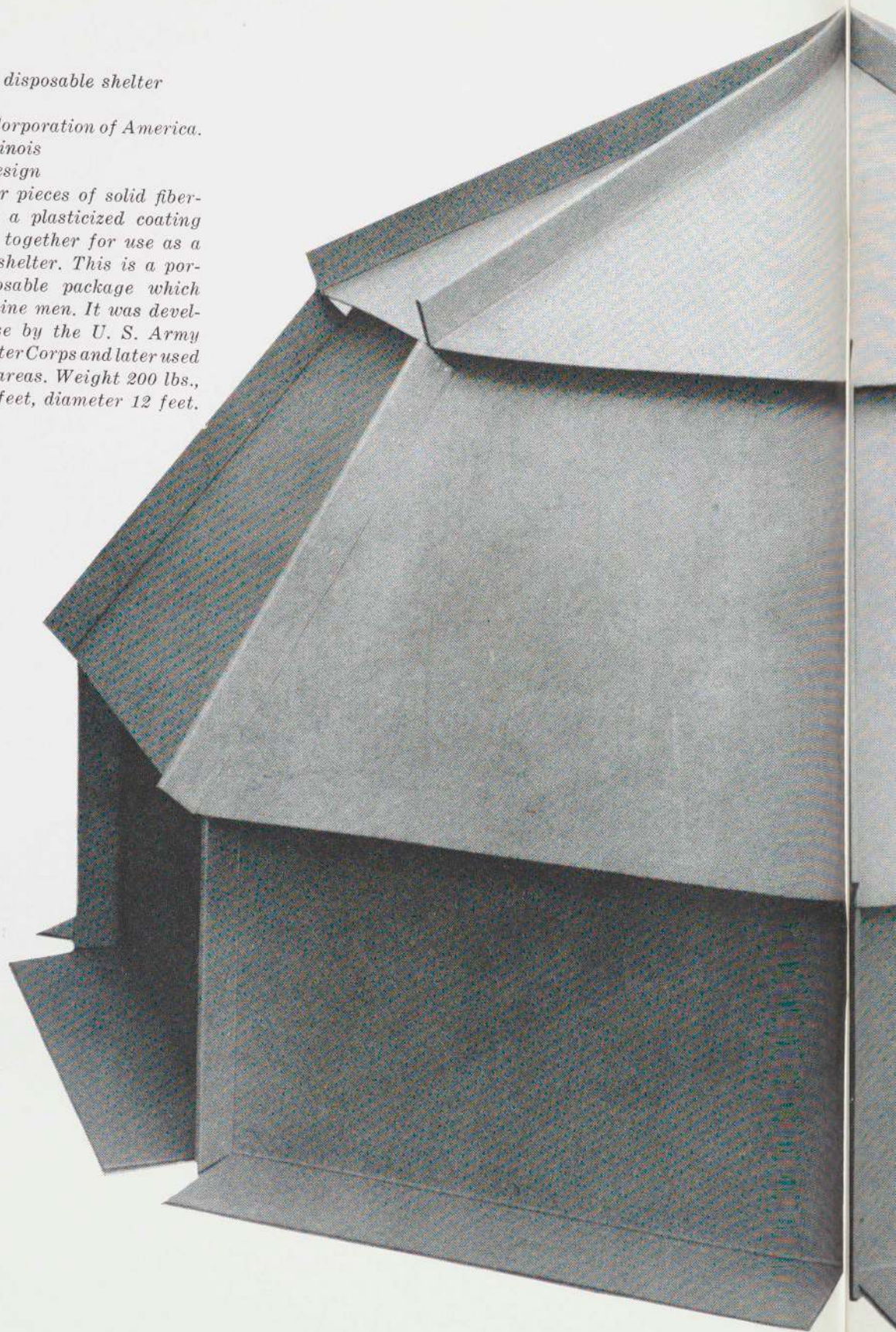


4. *Temporary disposable shelter*  
(1954)

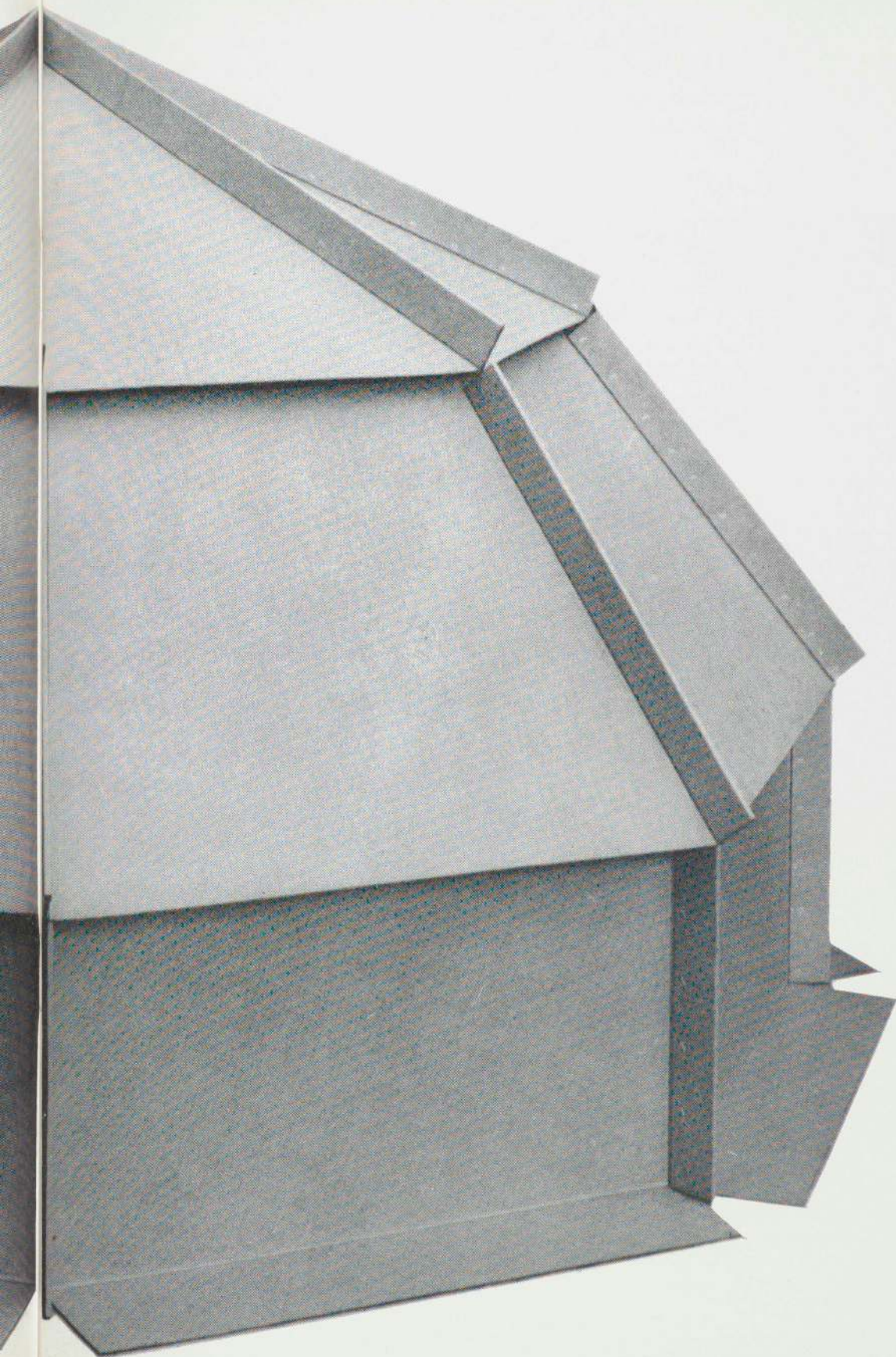
*Container Corporation of America.*  
*Chicago, Illinois*

*Company design*

*Twenty-four pieces of solid fiberboard with a plasticized coating are stapled together for use as a temporary shelter. This is a portable, disposable package which can house nine men. It was developed for use by the U. S. Army Quartermaster Corps and later used in disaster areas. Weight 200 lbs., height 8½ feet, diameter 12 feet.*









ing cases, and other bulk containers, is intended to have continuing use for its original purpose. These are not usually designed to hold a specific object. Most re-usable packages are designed for industry and are seldom seen by the public. On the other hand, a leather suitcase, a jewel box, and a shoeshine kit are re-usable packages with which everyone is familiar.

In both categories there are packages that "work," either by manual operation in conjunction with a mechanical device, as in the aerosol spray, or by a purely manual operation made possible by the material itself, as in the plastic squeeze tube. There is a third, more complicated, kind of package which works independently of the thing it contains and sometimes is itself one element in a mechanical complex. We usually think of the shell which protects delicate mechanical apparatus as being the object itself, but of course it is a detachable cover which the designer is relatively free to shape in various ways. Most responsible designers have fought against using the casing of a mechanical object as a package in the commercial sense: a gaudy wrapping intended to catch the eye, bearing little or no relationship to the mechanical functioning of the object it protects, and replaced from year to year not because an improved design has been created but simply to render obsolete what is currently available. The designer rightly condemns such practices but also tends to neglect the possibility that a casing can retain many of the characteristics of a package and still be well-designed. The casing of a radio, for example, protects delicate parts but must be designed somewhat in the manner of a printed page or box. Words and numerals on the Braun radio, perhaps the most successful of such designs, are clearly disposed in relation to dials and pushbuttons. The Argus slide projector forms the lower half of its own carrying case, thus handling with a few elements such different but inter-related problems as protection, storage, ease of carrying. Even so complex a mechanical object as the telephone can be compressed into one single package. The Swedish Ericofon combines in one extended shape the speaking, hearing, and dialing functions separately packaged on American telephones.

Packages enclose human beings as well as machines. The inflated plastic suit used by technicians working with radioactive materials is a flexible air-tight container designed to permit freedom of movement. It is a working



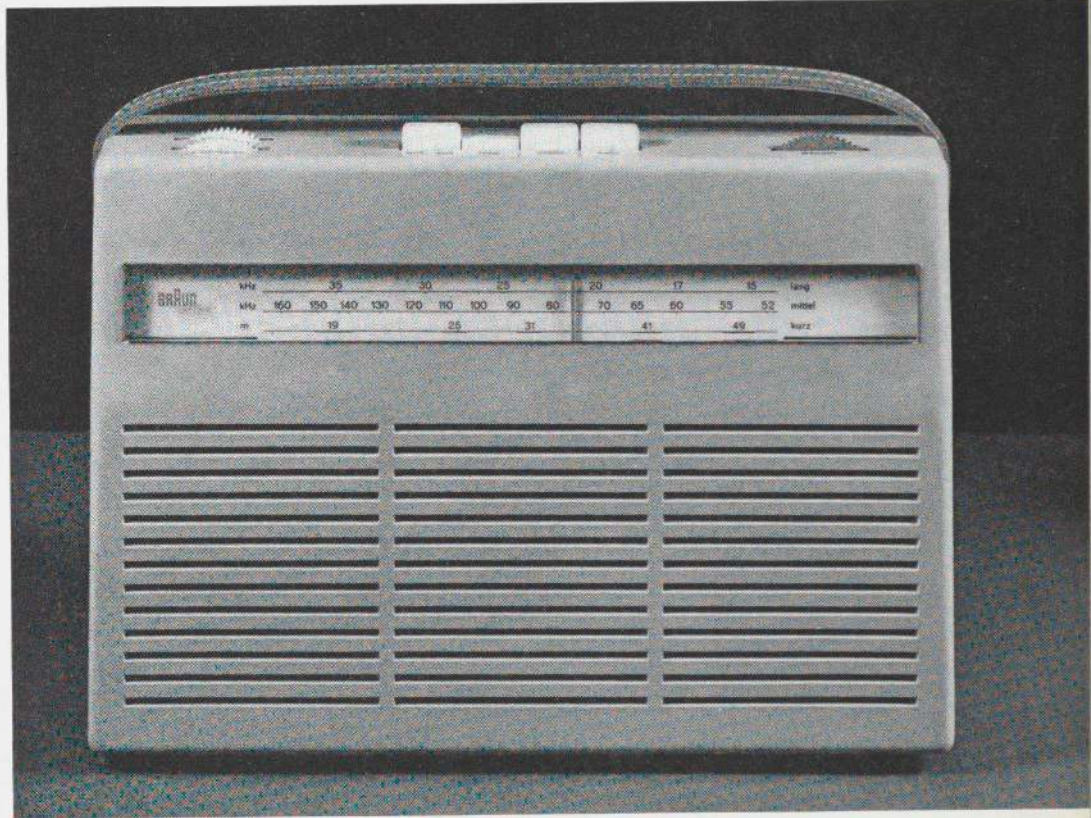
5. *Portable transistor radio (1956)*

*Max Braun.*

*Frankfurt am Main, Germany*

*Designers: Design Department*

*Braun and Dieter Rams*



6. *Shoeshine Kit*

*Mark Cross Company.*

*New York, N. Y.*

*A leather roll which completely houses brushes, cans of polish, and cloth. The white stitching on bright green leather provides a decorative note.*



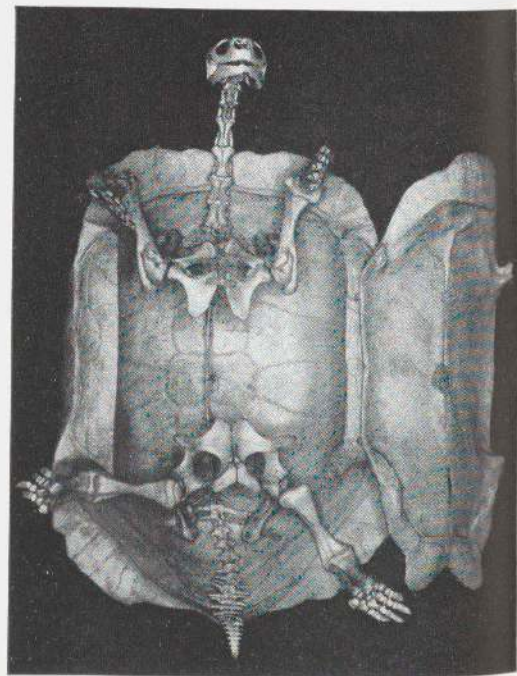
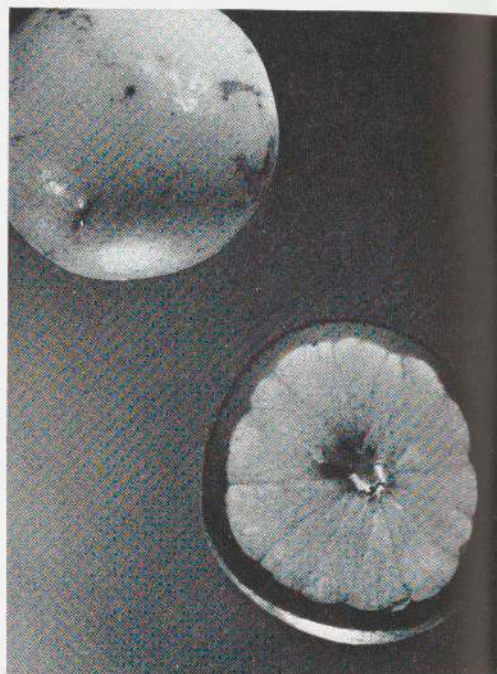
package, designed with gratuitous refinement of detail, that is quite literally a skin.

The casings which occur in nature illustrate a variety of packaging concepts. Man-made artifacts often use nature as a guide and, aided by advances in technology and materials, repeat some of nature's structural principles. For example, the toad's eggs are contained in a continuous gelatinous tube. This method of packaging within continuous strips or tubes is widely used today for seeds, pills, and other minute particles. The seed ribbon consists of a  $\frac{3}{8}$ -inch-wide strip of water-soluble film in which seeds are automatically placed and spaced and held securely by sealing a second film strip over the first. The ribbon makes it easy to handle and plant seeds in any desired amounts in the ground, where the package then dissolves in the moistened soil. It might also have contained a fertilizer, as does the matrix in which the toad's eggs are embedded. This seed ribbon has been withdrawn because the marketing forecasts (a few months after its appearance in stores) did not come up to expectations.

One of the most interesting innovations in continuous packaging is the plastic tube pinched and heat-sealed to make individual pillow-shaped packs. These are filled with liquids such as shampoo and bath oils, or with furniture polish, as well as pharmaceuticals. Additional refinements are possible: the closure and spouts are sometimes stamped into the individual units.

The egg is one of nature's strongest packages in relation to its size and weight. Although it can be found in a variety of shapes and sizes, its characteristics are a thin, rigid shell protecting an inner lining of membrane putaminis which encloses air space, the albumen and the yolk. This natural package permits the embryo to breathe. Man has attempted to repackage the egg for consumer and industrial use, separating the yolk from the albumen and eliminating the breakable shell. To date such experiments have not been successful. Because the plastic tray container designed to hold the shell-less egg is air-tight, the egg cannot "breathe" and spoilage results.

The high cost of producing custom molds has led to the development of standard packages, available to manufacturers of widely differing products. The carry-all carton, aerosol containers, plastic squeeze bottles, collapsible metal and flexible tubes, and blister packs are well known examples. This standardization, together with the pressure





7. Grapefruit

*A firm outer skin protects resilient pulp and fruit.*

8. Tortoise shell and skeleton.

*The rigid shell is attached to moving parts, forming a single working unit.*

9. Vinylfilm protective suit (1953)

*Snyder Manufacturing Co., Inc.*

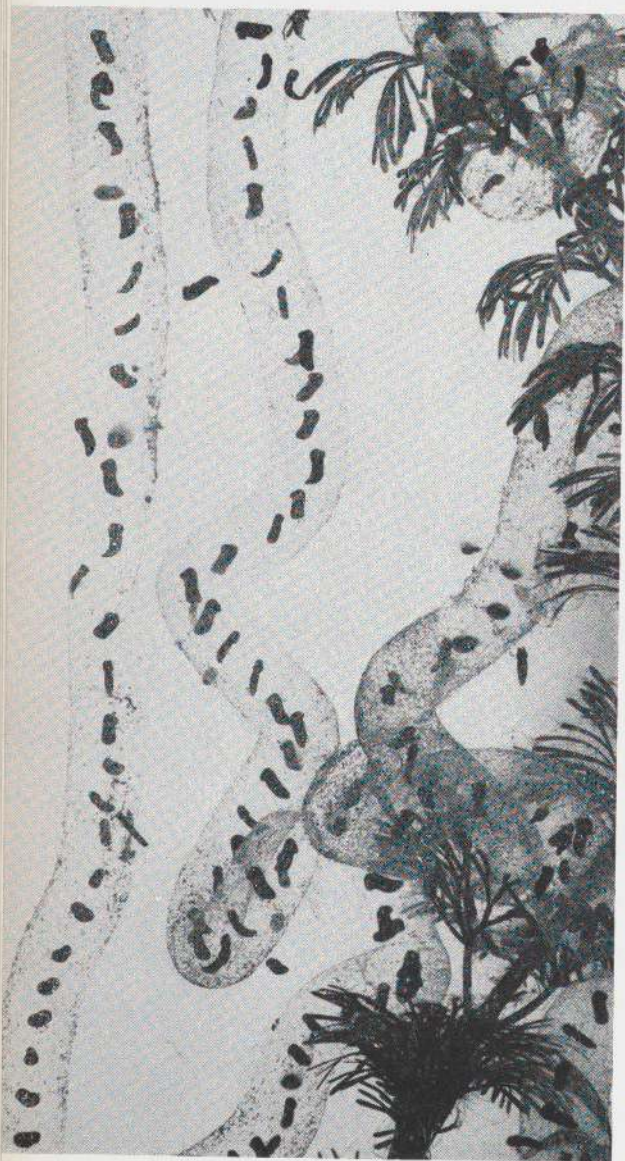
*New Philadelphia, Ohio*

*Designer: H. I. Snyder*

*This flexible air-tight container is used by technicians working with radioactive materials. It is a disposable package, for one use only.*







10. Toad's eggs contained in a continuous gelatinous strip.



11. "Seed Ribbon," water-soluble methyl-cellulose film (1959)  
Minnesota Mining & Manufacturing Company. St. Paul, Minnesota





12. "Nelipaks" (1957)  
 Nelissen Verpakkingsindustrie,  
 N.V. Venray, Holland  
 Designer: Rado  
 Continuous strips of single-use  
 pillow packs contain such products  
 as shampoo, bath oils, furniture  
 wax.



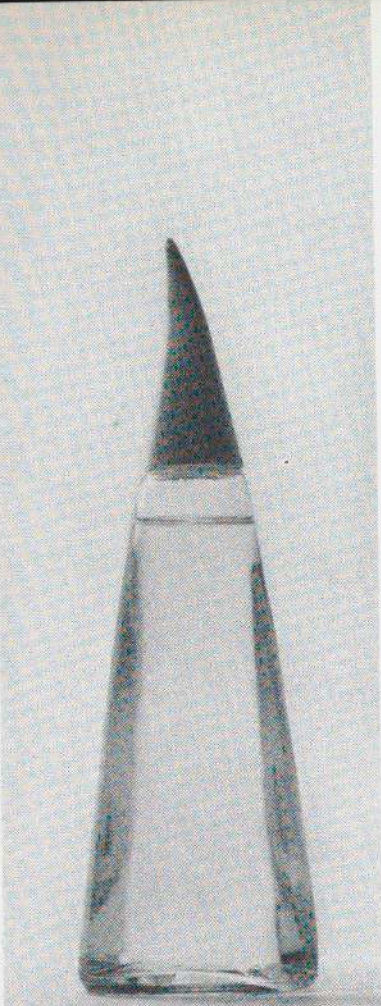
of our competitive system, challenges the designer to give the package identity and individuality through two means: the application of graphics and color and the closures selected. The closure, in addition to sealing, also dispenses; it can serve as a base on which to rest the package; in one version it serves as a brush.

Packages are three-dimensional objects, although designed and printed flat. The designer has the opportunity to treat one or more of the surfaces with printed words or pictures applied directly to the package or to a label applied on the package. He can treat a single surface like a page or a poster, or he can utilize the areas graphically and with color in such a way that this three-dimensionality is utilized and preserved.

An alarming number of packages are more elaborate and more costly than the things they contain. The exasperated victim of such proliferation struggles each year with tons of wrapping, and with "miracle" seals or closures impossible to open without special tools and adequate information. But the attention now devoted to package design recognizes that our artifacts have become so numerous, and often so complicated, that their usefulness is largely determined by problems of transportation, storage, and protection.

The package designer may be a technician with special knowledge of materials, and he may also be called upon to design the machines that will make the package. Often he is also the designer of the product, and as such he must increasingly take into consideration the manner in which it will be packed and handled. He may use commonplace materials in designs of crude vigor, or he may use beautiful materials, refined detail, and perfect execution in designs of extraordinary elegance. The designers of packages for industrial products do not consciously intend to create an aesthetic effect, and yet the conventional problems of construction and quality of detail, when handled with precision and originality, often reveal pronounced aesthetic preferences. Such packages as the rubber Sealtdank and the urethane molds take their place among the characteristic images of twentieth century design. The aesthetic quality of the package, as of other artifacts, is the result of a conscious effort to organize materials and functions into clear shapes and relationships, with a due concern for their effect on the eye.

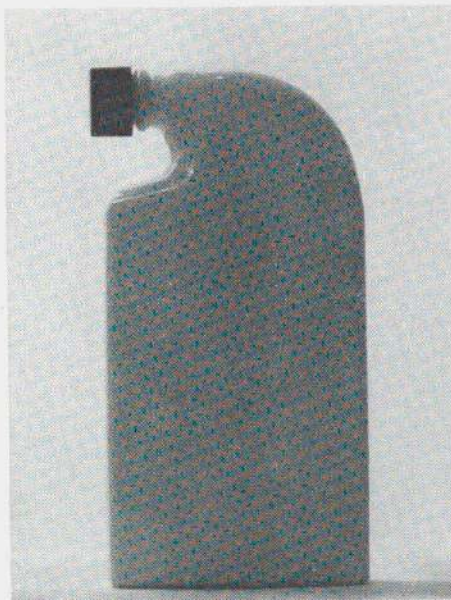
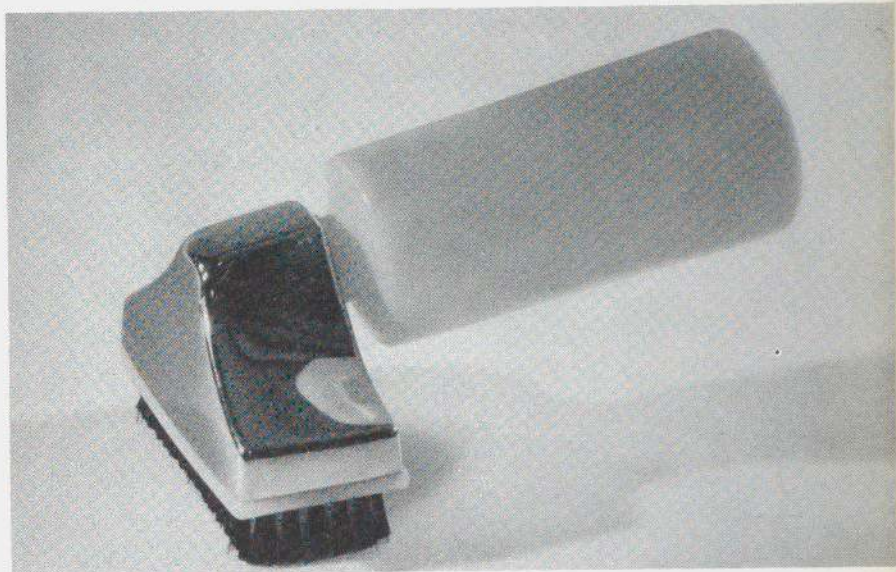




13. Bottle for "Sucaryl®" (1957)  
Abbott Laboratories.  
North Chicago, Illinois  
Designer: Raymond Loewy  
Associates

14. Bottle for mouthwash (1879)  
Odol Chemical Corporation.  
New York, N. Y.  
Company design  
Two variations on the design  
of a spout to dispense drops  
of liquid.

15. Squeeze bottle (1959)  
Bissell Carpet Sweeper Co.,  
Grand Rapids, Michigan  
Designer: Harley Earl  
Associates  
The screw-on closure is a  
sponge and brush for apply-  
ing cleaning fluid.

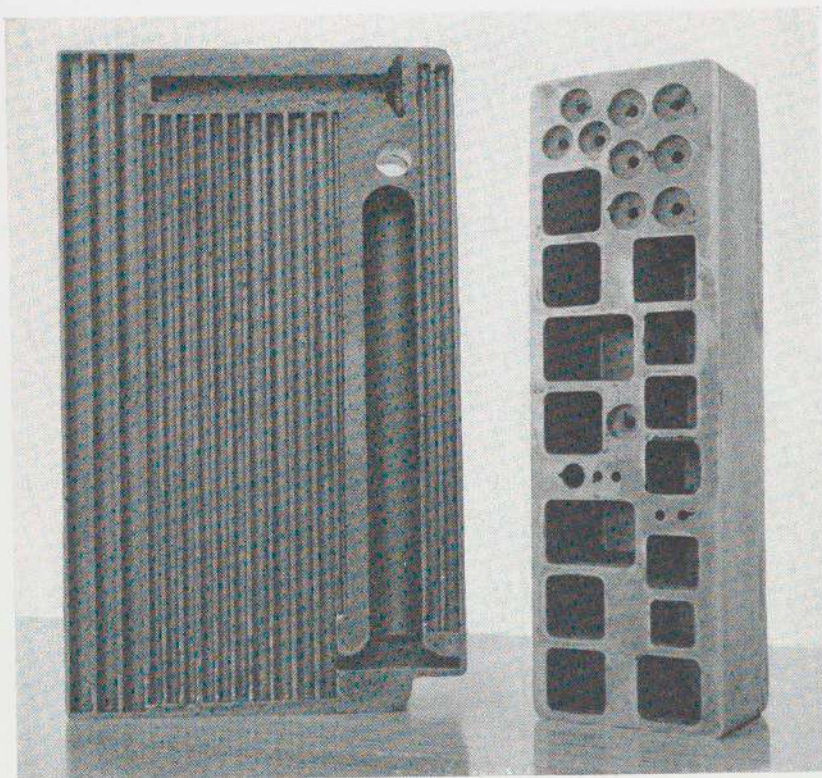








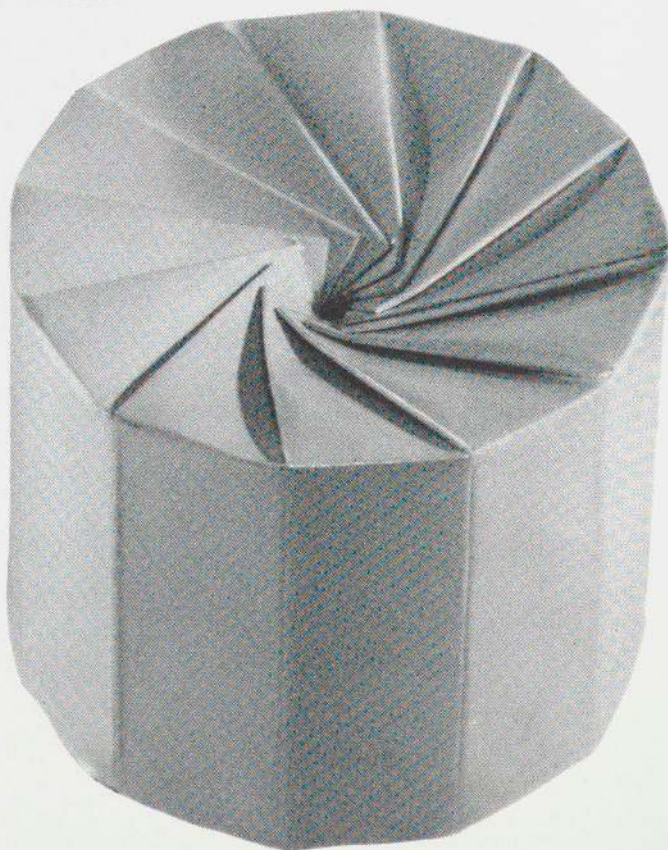
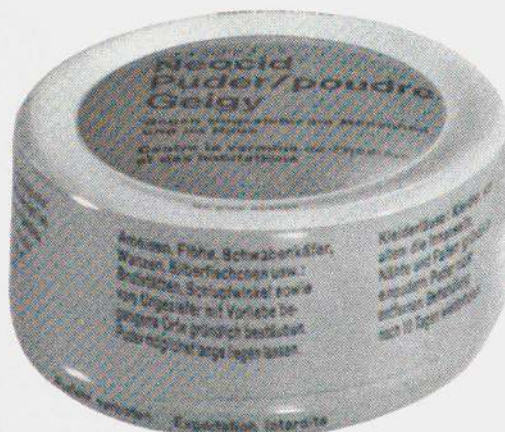
16. "Stanfoam®," molded urethane foam, for aircraft instruments (1954)  
Standard Plastics, Inc. for Collins Radio, Fogelsville, Pennsylvania  
Company design
17. "Stanfoam®," molded urethane foam, for water test kits (1954)
18. Standard Plastics, Inc. for Army Chemical Corps.  
Fogelsville, Pennsylvania







19. Plastic bottle for "Broxi" (1955)  
BP Benzin & Petroleum, A.G.  
Zurich, Switzerland  
Designers: Karl Gerstner and  
Therese Moll
  20. Can for "Neocid®" powder (1958)  
J. R. Geigy, S.A.  
Basel, Switzerland  
Designer: Gottfried Honegger
- These are standard containers; the plastic bottle has a standard closure. Both containers are enhanced by bold, beautifully distributed graphic information; subtle use of color emphasizes the swell on the surface of the lid of the can.





21. *Folding carton for glass (1956)*  
*Arabia-Notsjo Glassworks, Wart-*  
*sila-koncernen A/B.*

*Helsinki, Finland*

*Designer: Kaj Franck*

*A ribbed paper cylinder, with top and bottom folds. The bottom is permanently sealed.*

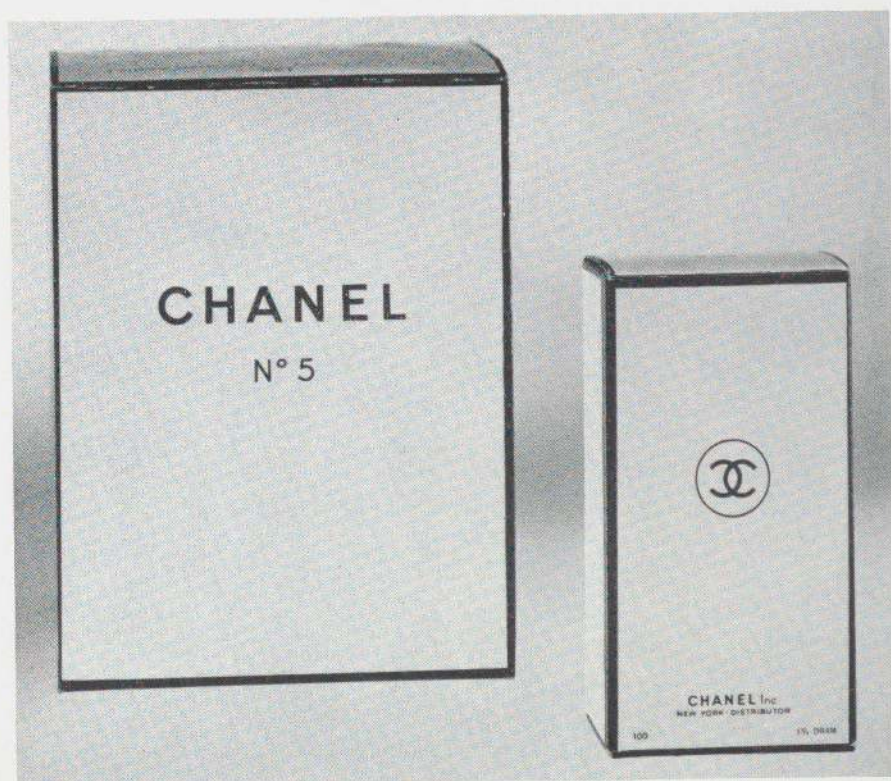
22. *Box for Chanel "No. 5" (1924)*

*Chanel, Inc. Paris, France*

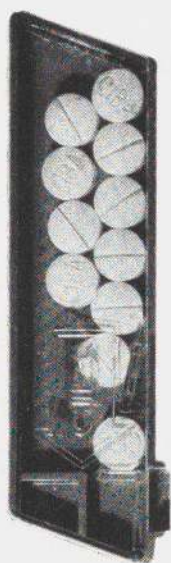
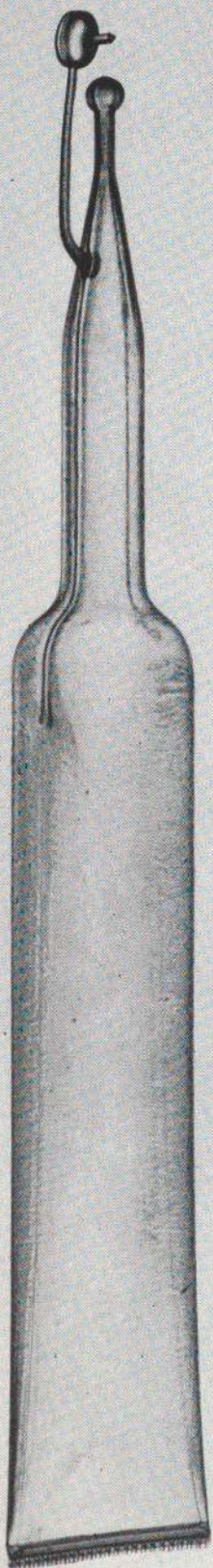
*Company design*

*This is a most sophisticated use of bold black lettering on a white ground. Bounded by thin black borders, this package becomes elegant through understatement.*

## DISPOSABLE PACKAGES

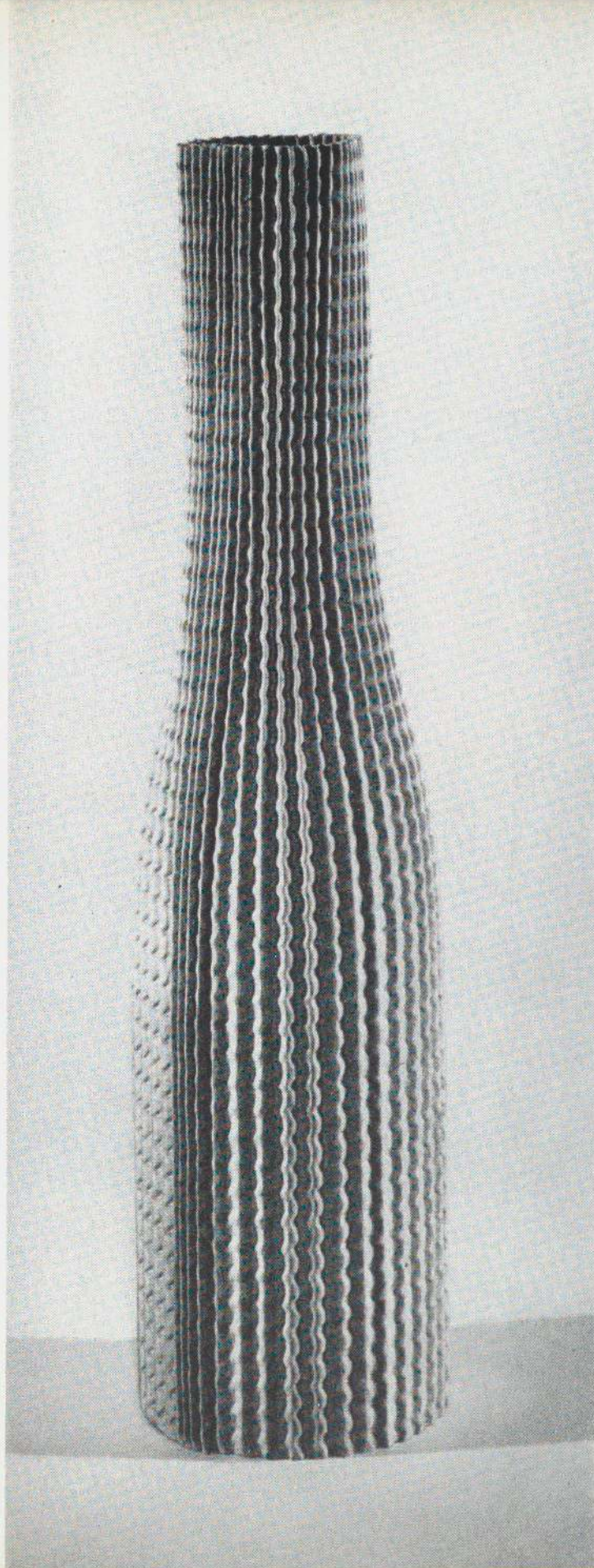






23. *Plastic tube*  
*Germany*  
*This plastic squeeze tube is sealed with a bubble on top which must be cut off for use. A secondary closure is attached.*
24. *Dispenser for "Ritalin®" (1956)*  
*Ciba Pharmaceutical Products, Inc.*  
*Summit, New Jersey*  
*Company design*  
*The cradle of the dispenser contains tablets like peas in a pod. A slide motion releases one at a time.*
25. *Pea pod*





26. *"Carbion" cardboard sleeve*  
Spicers Ltd. London, England  
Designer: SAFFA, Milan  
A flexible corrugated sleeve designed to protect any object — bottle, glass, or book — becomes decorative by virtue of color and texture.
27. *Plastic atomizer (1957)*  
Eaton Laboratories for Norwich Pharmacal Company.  
Norwich, New York  
Designer: Charles L. Weckesser  
A flexible plastic accordion atomizer that dispenses liquid by squeezing.



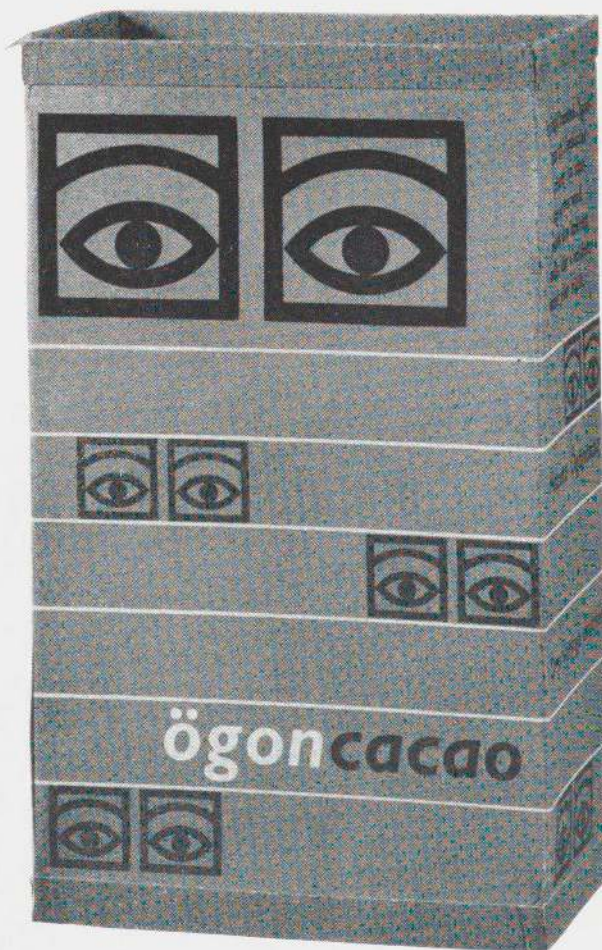
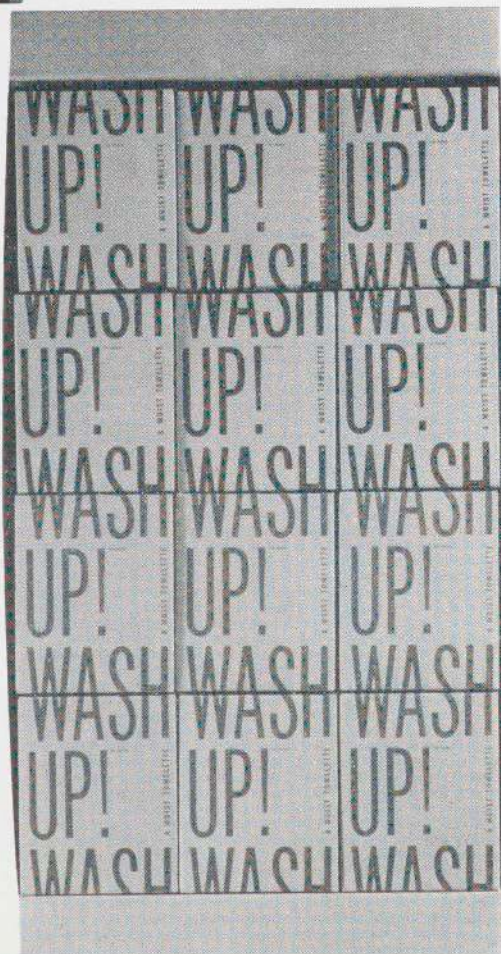
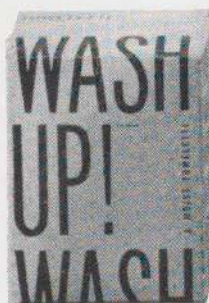
28. Cardboard boxes for "Wash Up!" (1959)  
 Lensclean, Inc., New York, N. Y.  
 Designer: Brownjohn, Chermayeff &  
 Geismar

*These packs were designed to function as individual units or as the multiple display shown here. The restraint in copy and color is admirable.*

29. Folding box for "Ogoncacao" (1957)  
 Mazetti, Malmo, Sweden

Designer: Olle Eksell

*The company's graphic symbol, name, and white lines are the only elements on this brown container. A pull-up lid is recessed and has a tab for ease of handling.*

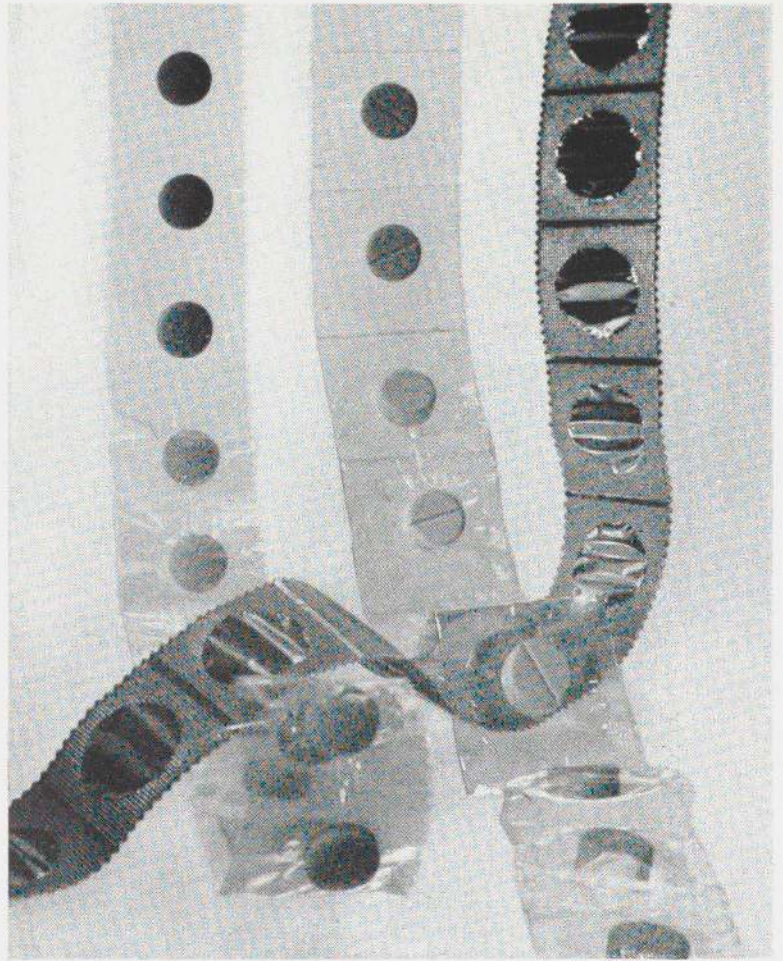
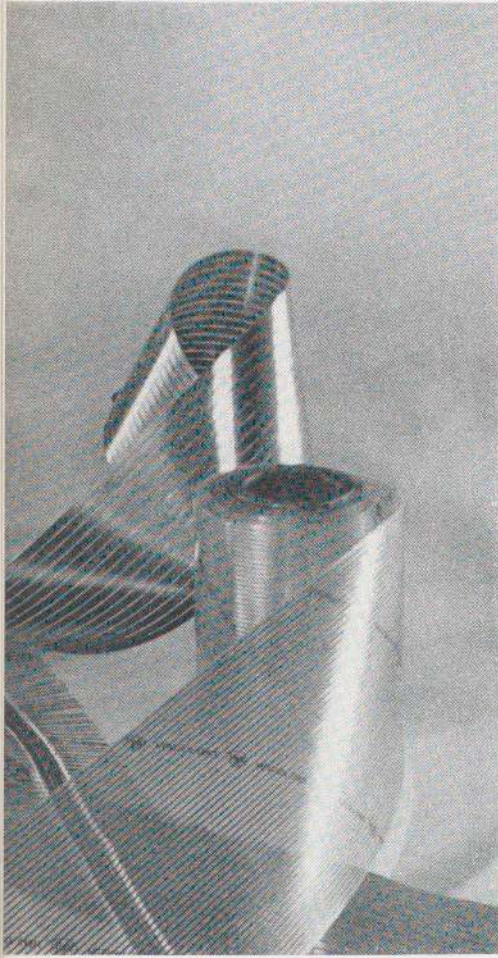






30. *Folding carton for Braun "Combi"  
shaver (1958)  
Max Braun.  
Frankfurt am Main, Germany  
Company design*



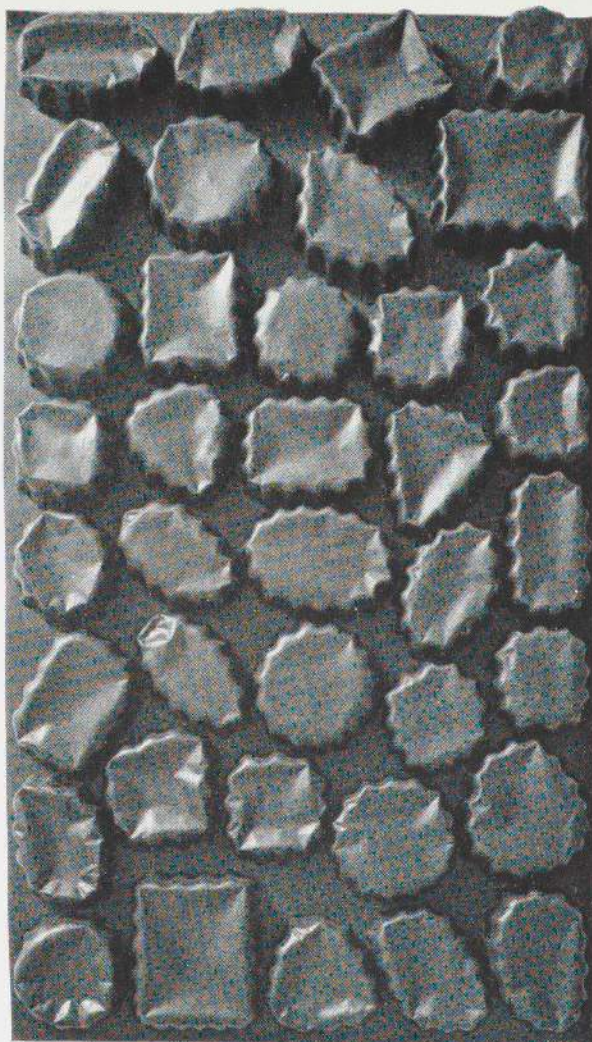
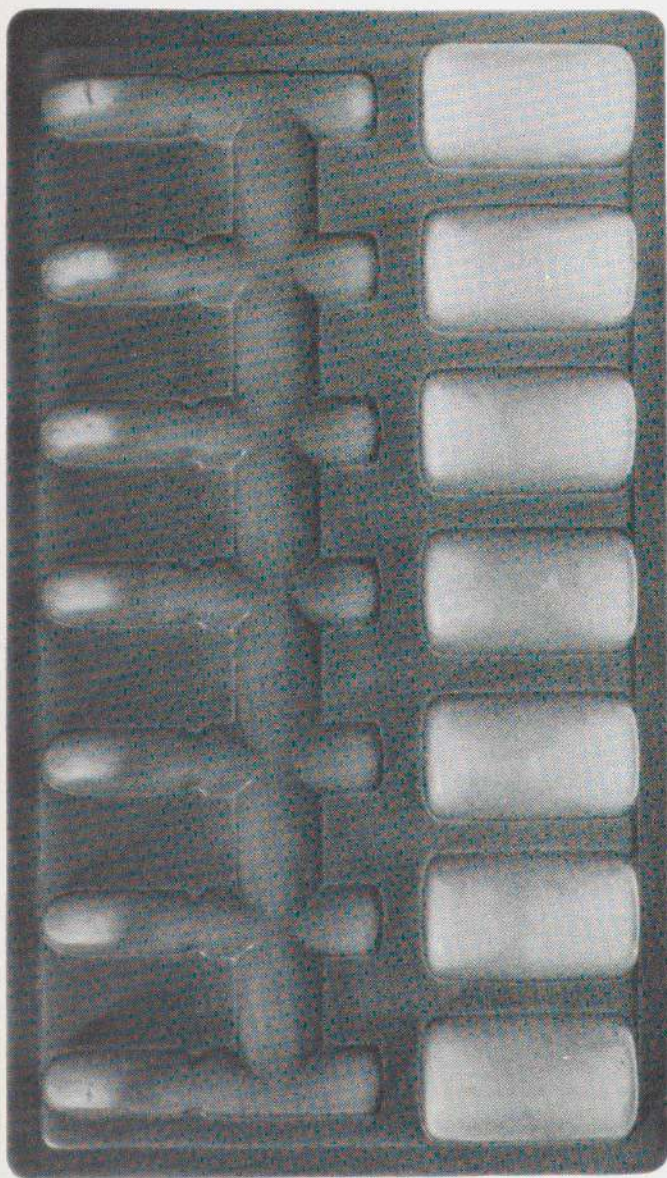




31. "Polystrip" flexible cable (1957)  
*International Resistance Company. Philadelphia, Pennsylvania*  
*Designers: A. L. Pugh and S. J. Stein*  
*The "Polystrip" consists of flat copper conductors embedded side by side in strong insulating plastic.*
32. "Triaminic®" (1957)  
*The Van Sickle Company for Smith-Dorsey Pharmaceuticals.*  
*Lincoln, Nebraska*  
*Company design*  
*Cellophane and foil pill strips are packed in a roll.*
33. "Color-Obelisk" (1957?)  
*Anker. Kolberg, Germany*  
*These individual rigid plastic pots contain watercolor paints. They are available in nested packs.*
34. Aluminum shaker can  
*Kaiser Aluminum and Chemical Sales, Inc. Chicago, Illinois*  
*An ordinary aluminum can is enhanced by the fine detail of its lid.*







35. *Styrene mold holder for medical syringes and vials (1956)*  
*Plaxall, Inc. Long Island City, New York*  
*Company design*
36. *Polyvinyl chloride candy tray (1958)*  
*Panta-Pak Division,*  
*The Pantasote Company, New York, N. Y.*  
*Company design*





37. *Shell-less eggs (1956)*

*Designer: Dana C. Goodrich, Jr.*

*An experimental package developed by the Department of Agricultural Economics, Cornell University, Ithaca, New York.*

38. *"Brix" charcoal briquets (1959)*

*Charcoal Brix Company.*

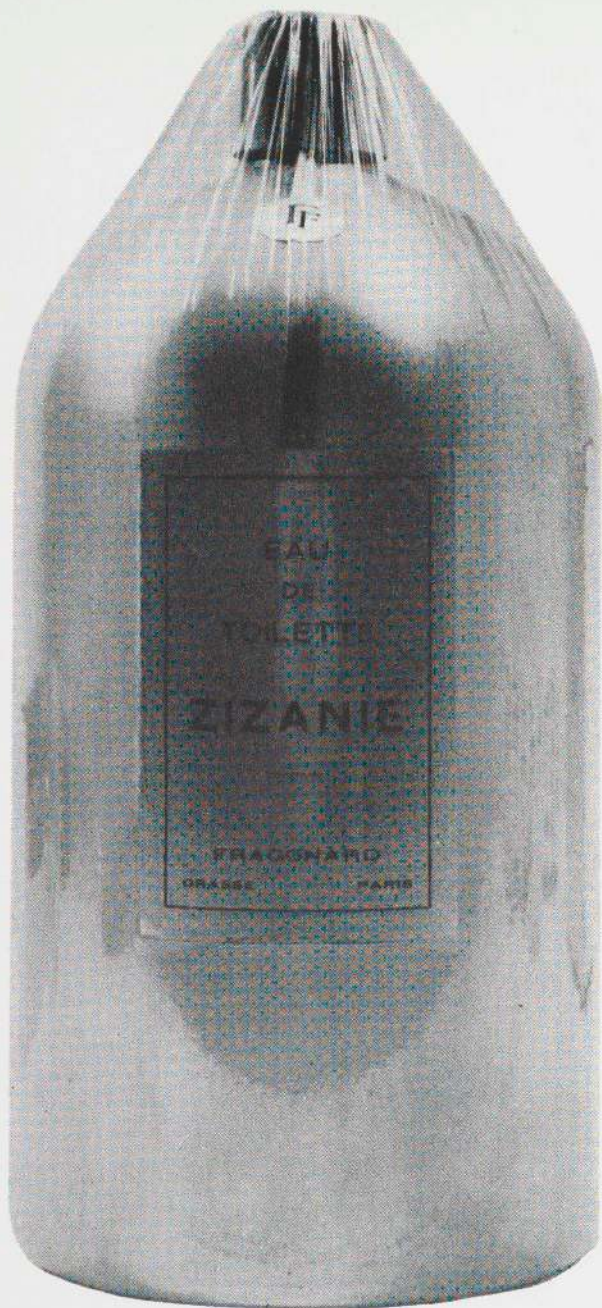
*Philadelphia, Pennsylvania*

*Designer: Frank Mustin*

*As in egg containers, molded pulp is used to pack charcoal bits. The entire package is inflammable, the paper serving to ignite the charcoal. It can be used in whole or in part and can be stacked.*







39. Aluminum bottle for "Zizanie"  
toilet water (1949)  
Carmel Myers, Inc.  
New York, N. Y.  
Designer: Fragonard, France

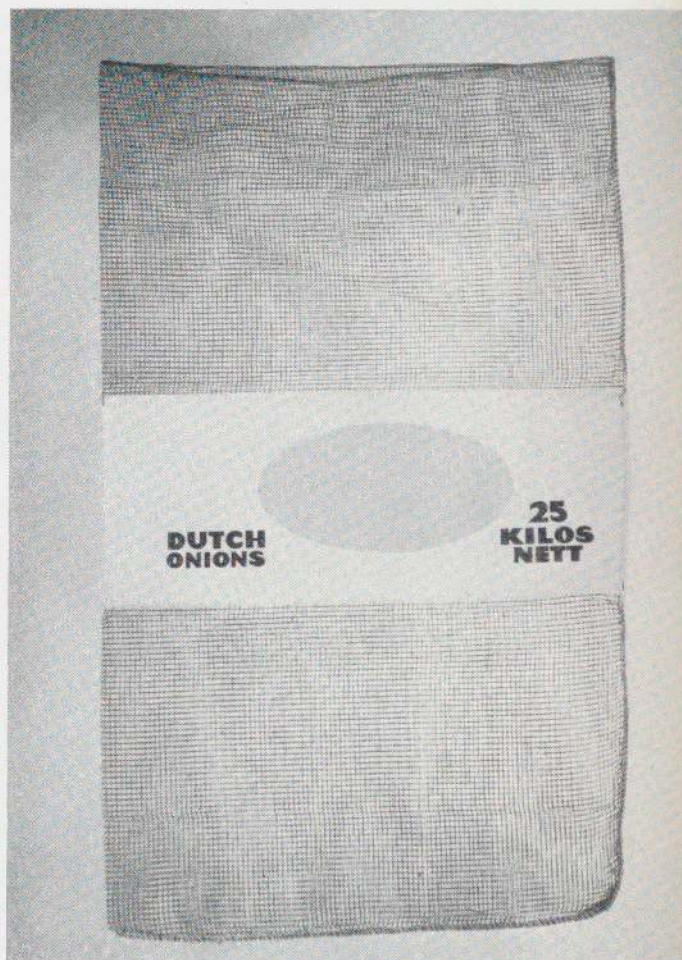
40. "Aero Meter" nasal spray  
(1958)  
Rexall Drug Company.  
Los Angeles, California  
Designer: Larry Goodwin  
The cylindrical form of this con-  
tainer is carried out in its clo-  
sure, cap, and nozzle.







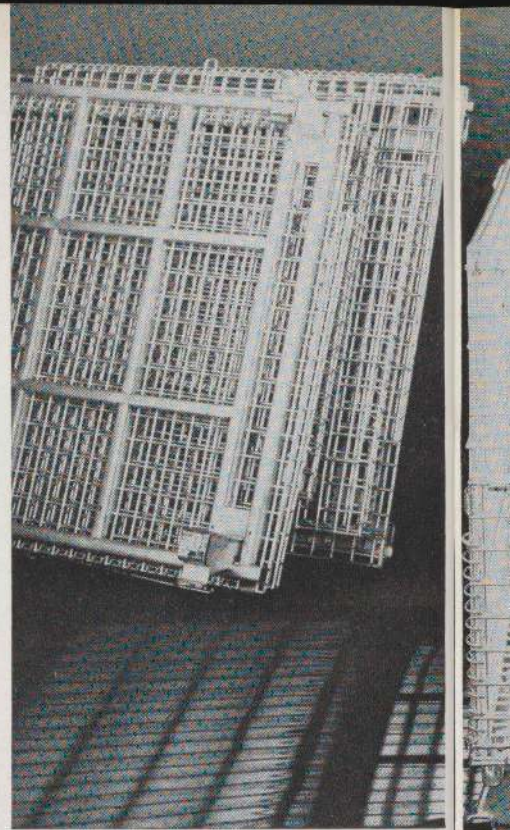
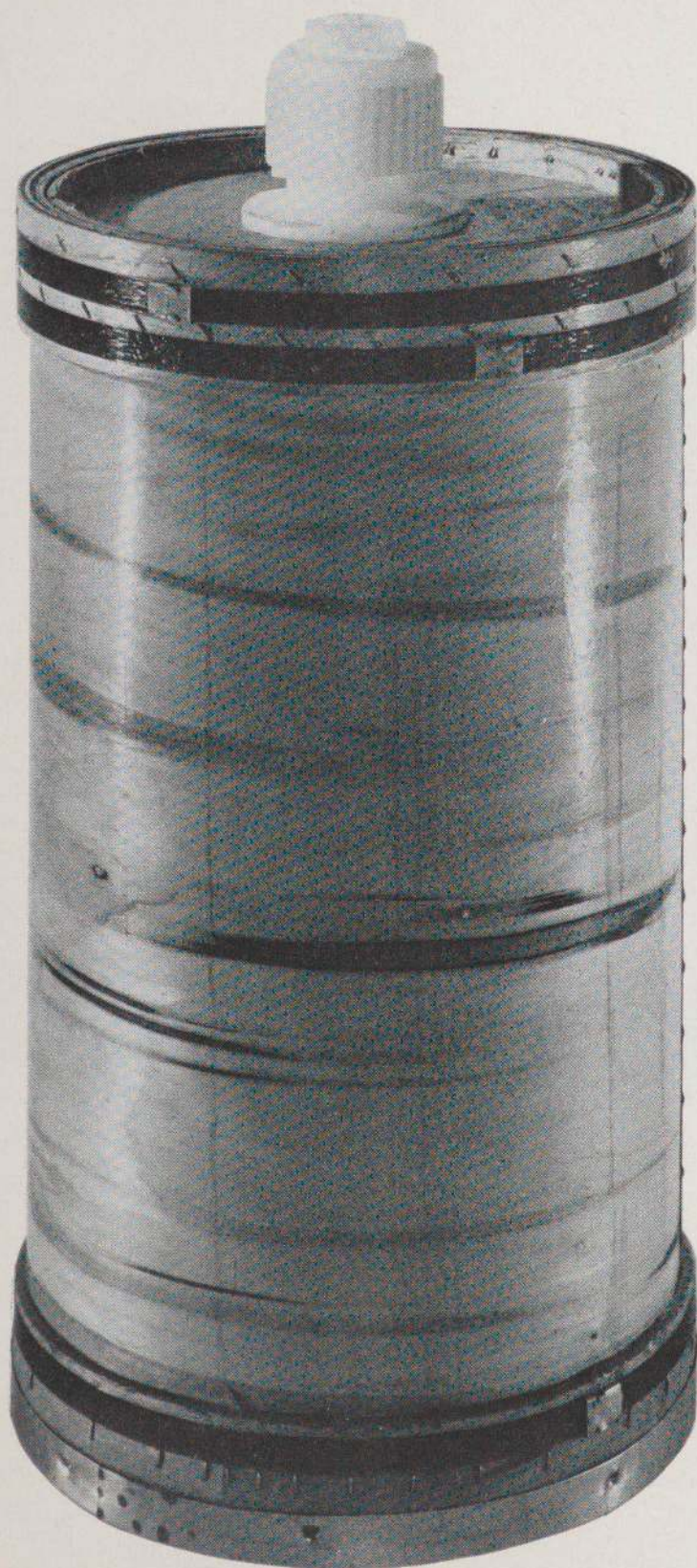
41. *Bamboo cylinder (left)*  
*Tamakiya Food Store.*  
*Tokyo, Japan*  
*Designer: Shichibei Tamaki*  
*Bamboo cylinder for matches*  
*(right)*  
*Japan*  
*These traditional packages are*  
*used to contain food, incense, etc.*



42. *Open mesh bag (1948)*  
*Nederlandse Bontweverij, N.V.*  
*Slagharen, Holland*  
*Company design*  
*This bag is made decorative by*  
*use of strong color and readable*  
*identification.*

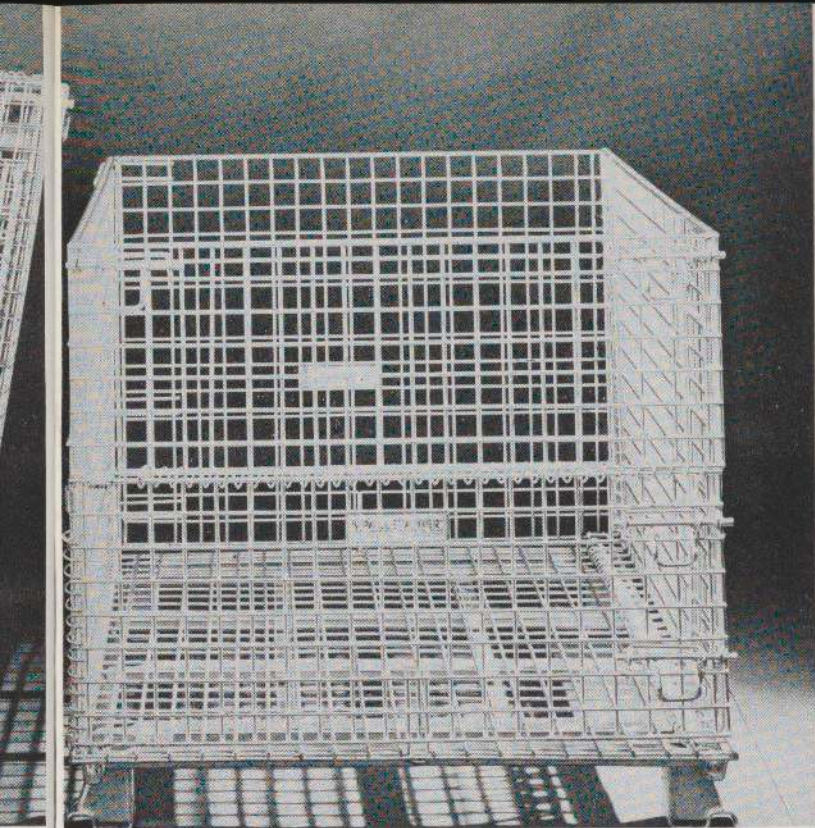


# RE-USABLE PACKAGES

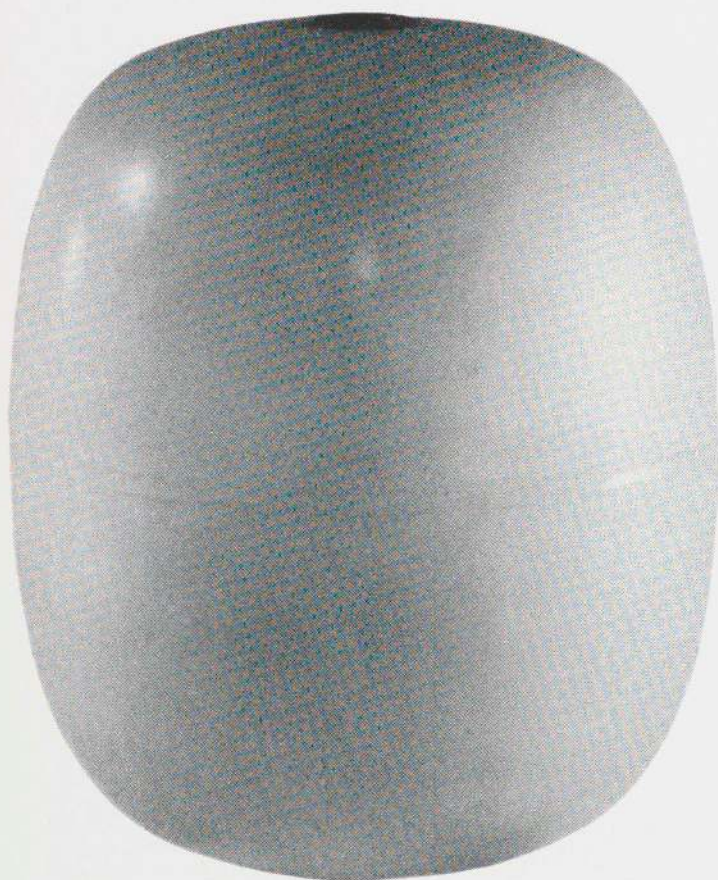


43. "Poly-ply" carboy (1951)  
Seymour & Peck Division,  
Greif Bros. Cooperage Corporation. Chicago, Illinois  
A keg which can be used  
either lined or unlined; this  
carboy has a polyethylene lining. Its precisely engineered  
closure contrasts with crude  
metal strips and stapling.
44. "Hi-Lode Palletainer" (1956)  
Union Steel Products Company. Albion, Michigan  
Designer: Charles C. Averill  
This cage-like steel structure  
can be collapsed and stacked.  
It is used for bulk shipment  
of fish, poultry, grain, etc.
45. Wheat bag (1813)  
Switzerland Collection of  
Kunstgewerbe Museum,  
Zurich









46. *Polyethylene dropping container  
(1957)*

*Vaessen-Schoemaker Holding,  
N.V. Deventer, Holland*

*Designer: E. C. van Schaik*

*This container is dropped by  
parachute onto water. Its shape  
is designed to resist impact.*

47. *Hot water bottle (1957?)*

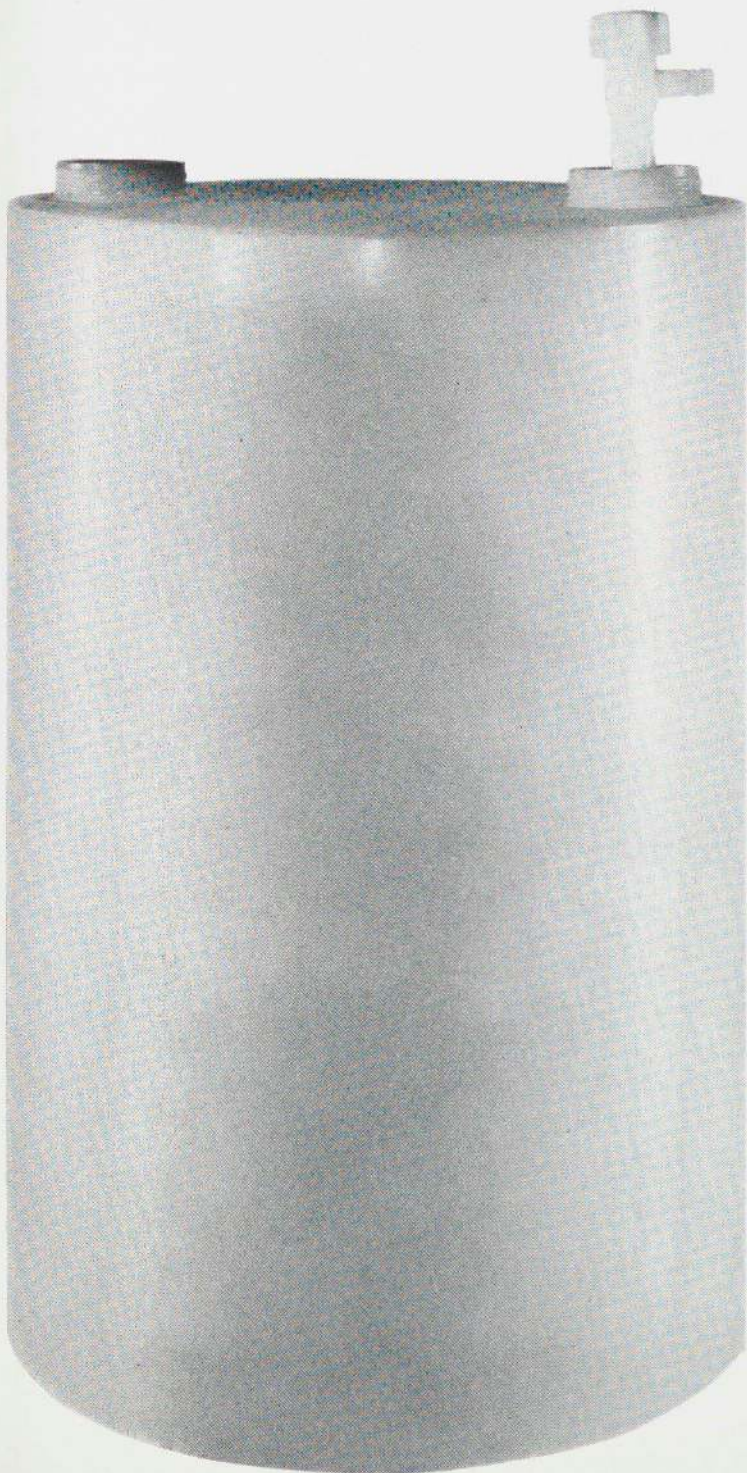
*Baldioli Eustasio & Figli.*

*Omegna, Italy*

*Company design*

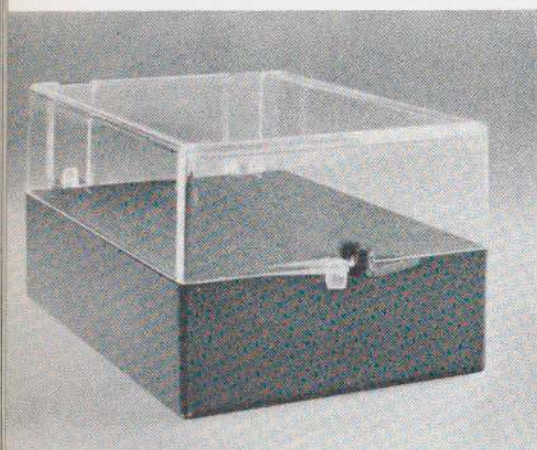
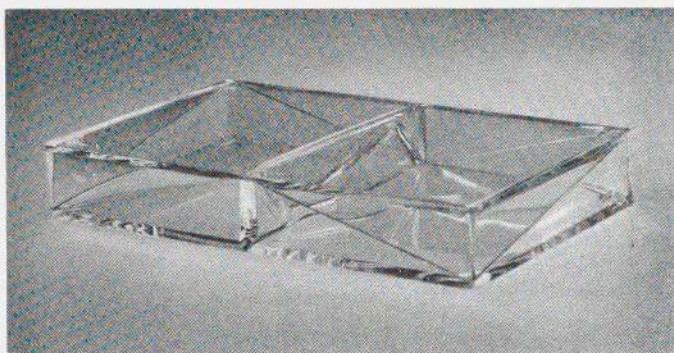
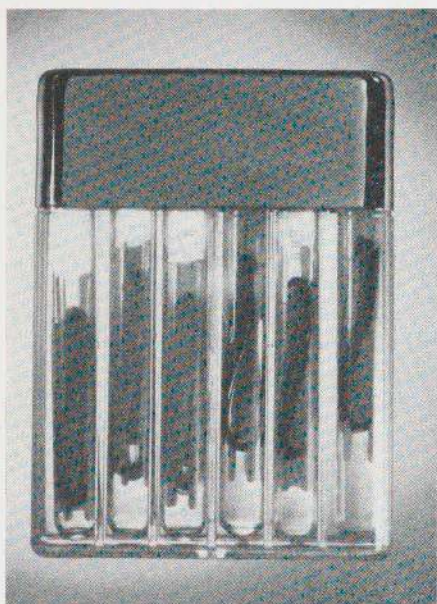
*The gently curved shoulders of  
this rubber bottle are appropri-  
ate to the flexibility of the ma-  
terial. For ease of use the clo-  
sure is recessed into the neck of  
the bottle.*





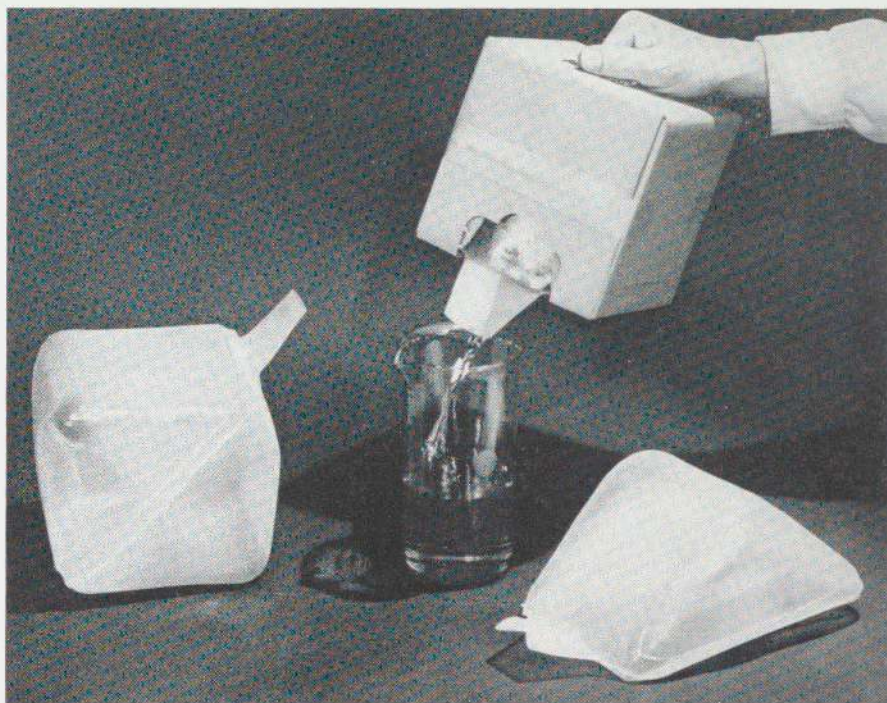
48. *Molded polyethylene drum  
(1953)  
Delaware Barrel and Drum  
Company, Inc.  
Wilmington, Delaware  
Company design  
A closed-head cylindrical con-  
tainer with closure and spigot,  
designed for industrial use.*
49. *Polyethylene container (1958)  
Pirelli. Milan, Italy  
Designer: Roberto Menghi  
This container for acids and  
other liquids is olive-green in  
color. The ridging in its handle  
provides a comfortable grip.*





50. "Surgiset®" (1954)  
*Ethicon®, Inc. Somerville, New Jersey*  
*Designer: Lippincott & Margulies, Inc.*  
*The soft corners of this polystyrene container make it suitable for carrying in pockets. It is compartmented to hold individual vials for skin sutures.*
51. Case for playing cards (1956)  
*Rohm & Haas Company.*  
*Philadelphia, Pennsylvania*  
*Designers: A. M. Blumenfeld and Paul Witty*  
*A re-usable package which reveals its contents; no label is needed. The beauty of the plexiglas and the articulation of separations and side walls of the box make this a handsome object.*
52. Polystyrene box (1947)  
*Diamond Plastic Box Corporation.*  
*Roanoke, Virginia*  
*Designer: Hake Manufacturing Company, Inc.*  
*A standard box designed in many sizes and shapes. Top and bottom sections are identical except for color and opacity.*
53. "Cubitainer®" (1955)  
*Hedwin Corporation.*  
*Baltimore, Maryland*  
*Designer: Thomas W. Winstead*  
*This flexible polyethylene container can be deflated and nested for storage and reshipment. Its molded-on spout appears in the one-gallon size, and a recessed plug and closure are used in the fifteen gallon size.*







## RE-USABLE PACKAGES

1. **FILE CABINET** (1949)  
Acme Visible Records, Inc. Crozet, Virginia  
Designer: Lippincott & Margulies, Inc.
2. **ELECTROMATIC PROJECTOR** (1959)  
Argus Cameras. Ann Arbor, Michigan  
Designer: Harley Earl Associates
3. **RUBBER HOT WATER BOTTLE** (1957)  
Baldioli Eustasio & Figli. Omegna, Italy  
Company design (ill. 47)
4. **PLASTIC SQUEEZE BOTTLE WITH METAL DISPENSER AND BRUSH** (1959)  
Bissell Carpet Sweeper Company. Grand Rapids, Mich.  
Designer: Harley Earl Associates (ill. 15)
5. **PORTABLE TRANSISTOR RADIO** (1956)  
Max Braun. Frankfurt am Main, Germany  
Designers: Design Department Braun and Dieter Rams (ill. 5)
6. **CANVAS AND LEATHER DUFFLE BAG** (1957)  
Mark Cross Company. New York, N. Y.  
Company design
7. **LEATHER KIT BAG**  
Mark Cross Company. New York, N. Y.
8. **SHOESHINE KIT**  
Mark Cross Company. New York, N. Y.  
(ill. 6)
9. **SUEDE JEWEL ROLL** (1956)  
Mark Cross Company. New York, N. Y.  
Company design
10. **LEATHER DESK BRIEF CASE**  
Germany
11. **MOLDED POLYETHYLENE DRUM WITH SPIGOT** (1953)  
Delaware Barrel and Drum Company, Inc.  
Wilmington, Delaware  
Company design (ill. 48)
12. **MOLDED POLYETHYLENE TANK** (1956)  
Delaware Barrel and Drum Company, Inc.  
Wilmington, Delaware  
Company design
13. **MOLDED POLYETHYLENE DRUM WITH POURING SPOUT** (1953)  
Delaware Barrel and Drum Company, Inc.  
Wilmington, Delaware  
Company design
14. **POLYSTYRENE BOX FOR GENERAL USE** (1947)  
Diamond Plastic Box Corporation. Roanoke, Virginia  
Designer: Hake Manufacturing Company, Inc.  
(ill. 52)
15. **POLYSTYRENE "SURGISET®"** (1954)  
Ethicon®, Inc. Somerville, New Jersey  
Designer: Lippincott & Margulies, Inc. (ill. 50)
16. **POLYETHYLENE "CUBITAINER®"** (1955)  
1-gallon with spout  
15-gallon with plug  
Hedwin Corporation. Baltimore, Maryland  
Designer: Thomas W. Winstead (ill. 53)
17. **POLYSTYRENE PACK FOR POKER CHIPS** (1956)  
Maryland Plastics, Inc. Federalsburg, Maryland  
Designer: Belle Kogan
18. **VELVETEEN HANDBAG**  
I. Miller & Sons. New York, N. Y.
19. **PLASTIC ENVELOPE** (1959)  
Monsanto Chemical Company.  
Springfield, Massachusetts
20. **"JET" BRUSH WITH PLASTIC DISPENSER** (1954)  
I. J. Moritt Products Company, Inc. New York, N. Y.  
Designer: Irving Moritt
21. **PLASTIC CASE FOR SEWING MACHINE ATTACHMENTS**  
Vittorio Necchi, S.p.A. Italy
22. **"ERICOFON®"**  
North Electric Company. Galion, Ohio  
Designer: L. M. Ericsson
23. **SHELL FOR "LEXICON 80" TYPEWRITER** (1948)  
Olivetti Corporation. Ivrea, Italy  
Designer: Marcello Nizzoli
24. **"POLYVIAL" WITH CAPTIVE CAP** (1954)  
Olympic Plastics Company, Inc.  
Los Angeles, California  
Company design
25. **"PAT-R-KNIT," PLASTIC KNITTING WOOL CONTAINER** (1952)  
Pert Products Ltd. Toronto, Canada  
Designer: Elizabeth McLennan
26. **POLYETHYLENE CONTAINER** (1955)  
Pirelli. Milan, Italy  
Company design
27. **POLYETHYLENE CONTAINER FOR ACIDS AND BASIC LIQUIDS** (1958)  
Pirelli. Milan, Italy  
Designer: Roberto Menghi (ill. 49)
28. **POLYETHYLENE TRAY FOR GOLF BALLS** (1959)  
Pyro Plastics Corporation. Union, New Jersey  
Designer: Martin Krone
29. **PLEXIGLAS CASE FOR PLAYING CARDS** (1956)  
Rohm & Haas Company. Philadelphia, Pennsylvania  
Designers: A. M. Blumfeld and Paul Witty (ill. 51)
30. **PEARLIZED POLYETHYLENE BOTTLE**  
Royal Manufacturing Company. Prescott, Arizona
31. **"POLY-PLY" CARBOY** (1951)  
Seymour & Peck Division, Greif Bros. Cooperage Corporation. Chicago, Illinois  
Company design (ill. 43)
32. **POLYETHYLENE BOTTLE** (1954)  
Svenska AB Polva. Skara, Sweden  
Company design
33. **"HI-LODE PALLETAINER"** (1956)  
Union Steel Products Company. Albion, Michigan  
Designer: Charles C. Averill (ill. 44)
34. **"SEALDTANK," SYNTHETIC RUBBER-FABRIC INFLATABLE CONTAINER** (1957)  
United States Rubber Company.  
Providence, Rhode Island  
Company design (ill. 3)
35. **POLYETHYLENE DROPPING CONTAINER** (1957)  
Vaessen-Schoemaker Holding, N.V. Deventer, Holland  
Designer: E. C. van Schaik (ill. 46)
36. **GLASS DRUM** (1949)  
Van Leer's Vatenfabrieken, N.V. Amstelveen, Holland  
Company design



37. **STEEL DRUM (1920)**  
Van Leer's Vatenfabrieken, N.V. Amstelveen, Holland  
Company design
38. **PAINTED STEEL DRUM**  
Virginia Barrel Company, Division of Greif Bros.  
Cooperage Corporation. Staten Island, New York
39. **EXPANDABLE POLYSTYRENE BABY BOTTLE WARMER**  
Worcester Moulded Plastics Company.  
Worcester, Massachusetts  
Designer: Reliance Molded Products Company

## Traditional Re-Usable Packages

40. **REED MANIOC CONTAINER (pre-Columbian)**  
Recife, Brazil  
(ill. 2)
41. **REED FRUIT BASKET**  
Recife, Brazil
42. **WOOD BOX**  
Japan
43. **WHEAT BAG (1813)**  
Switzerland  
Collection of Kunstgewerbe Museum.  
Zurich, Switzerland  
(ill. 45)

## DISPOSABLE PACKAGES

44. **GLASS BOTTLE FOR "SUCARYL®" (1957)**  
Abbott Laboratories. North Chicago, Illinois  
Designer: Raymond Loewy Associates (ill. 13)
45. **TABLET HOLDER FOR "NEMBUTAL®" (1958)**  
Abbott Laboratories. North Chicago, Illinois  
Company design
46. **COLOR-OBELISK," INDIVIDUAL PLASTIC PAINT POTS (1957?)**  
Anker. Kolberg, Germany (ill. 33)
47. **FOLDING CARTON (1956)**  
Arabia-Notsjo Glassworks, Wartsila-koncernen A/B.  
Helsinki, Finland  
Designer: Kaj Franck (ill. 21)
48. **FLEXIBLE PLASTIC BOTTLE FOR "BROXI" CLEANING COMPOUND (1955)**  
BP Benzin & Petroleum, A.G. Zurich, Switzerland  
Designers: Karl Gerstner and Therese Moll (ill. 19)
49. **FLEXIBLE PLASTIC BOTTLE FOR "COMPROX" CLEANING COMPOUND (1955)**  
BP Benzin & Petroleum, A.G. Zurich, Switzerland  
Designers: Karl Gerstner and Therese Moll
50. **FOLDING CARTON FOR BRAUN "COMBI" SHAVER (1958)**  
Max Braun. Frankfurt am Main, Germany  
Company design (ill. 30)
51. **DISPENSER FOR "CARDILATE®" TABLETS (1958)**  
Burroughs-Wellcome & Company.  
Tuckahoe, New York  
Company design
52. **PAPER WRAPPED BOX WITH SEALING WAX**  
Cartier, Inc. New York, N. Y.
53. **STYRENE VIALS (1956)**  
L. D. Caulk Company. Milford, Delaware  
Designer: Anthony Naturale
54. **BOX FOR CHANEL "NO. 5" POWDER (1924)**  
Chanel, Inc. Paris, France  
Company design (ill. 22)
55. **CELLOPHANE WRAPPING AND PAPER SEAL FOR SOAP (1924)**  
Chanel, Inc. Paris, France  
Company design
56. **"BRIX" CHARCOAL BRIQUETS (1959)**  
Charcoal Brix Company. Philadelphia, Pennsylvania  
Designer: Frank Mustin (ill. 38)
57. **DISPENSER FOR "RITALIN®" TABLETS (1956)**  
Ciba Pharmaceutical Products, Inc.  
Summit, New Jersey  
Company design (ill. 24)
58. **PLASTIC BUBBLES FOR "HALO" SHAMPOO**  
Colgate-Palmolive Ltd. Toronto, Canada
59. **COLLAPSIBLE METAL TUBE**  
Collapsible Tube Manufacturers Council
60. **FOLDING ACCORDION CARTON (1958)**  
Container Corporation of America. Chicago, Illinois  
Company design
61. **"PAGODA" PROTECTIVE PACKAGING (1959)**  
Container Corporation of America. Chicago, Illinois  
Designer: John Jesinghaus
62. **PET CARRIER (1955)**  
Container Corporation of America. Chicago, Illinois  
Company design
63. **TEMPORARY DISPOSABLE SHELTER, SOLID FIBER WITH PLASTICIZED COATING (1954)**  
Container Corporation of America. Chicago, Illinois  
Company design (ill. 4)
64. **INDIVIDUAL FOIL CONTAINER**  
Continental Can Company. New York, N. Y.  
Company design
65. **ALUMINUM ENVELOPES FOR "NUFIZZ" (1959)**  
Drinks, Inc. Wheeling, West Virginia  
Designer: Richard Arbib Company, Inc.
66. **PLASTIC ATOMIZER (1957)**  
Eaton Laboratories for Norwich Pharmacal Company.  
Norwich, New York  
Designer: Charles L. Weckesser (ill. 27)
67. **RIGID ALUMINUM CONTAINERS**  
Ecko-Alcoa Containers, Inc. Wheeling, Illinois
68. **GREEN, WHITE, RED, BLUE, AND CLEAR PILLOW PACKS (1958)**  
Enko Creations, Inc. New York, N. Y.  
Company design
69. **BOX FOR COLOGNE (1959)**  
Faberger, Inc., New York, N. Y.  
Company design
70. **GLASS BOTTLE FOR "APHRODISIA" EAU DE COLOGNE (1937)**  
Faberger, Inc. New York, N. Y.  
Company design
71. **PAPER ENVELOPES (1958)**  
Falcon Press. Philadelphia, Pennsylvania  
Designer: Eugene Feldman
72. **PAPER WRAPPING FOR "MARRONS GLACES DE L'ARDECHE**  
Clement Faugier. Privas, France

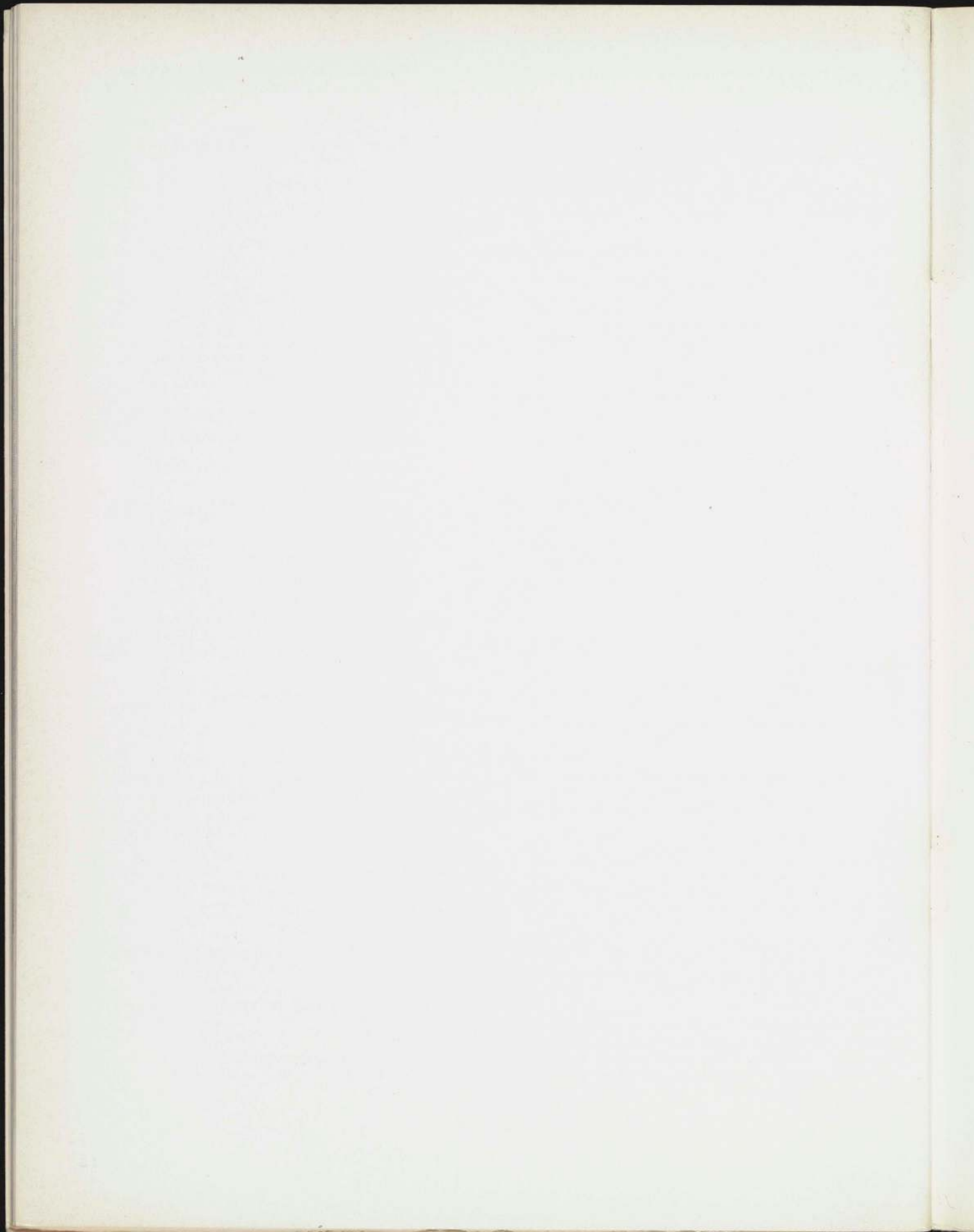


73. PLASTIC TUBE FOR "POLYSEAMSEAL" (1958)  
L. W. Ferdinand & Company, Inc.  
Newton Lower Falls, Massachusetts  
Designer: Paul B. Herrick
74. "DRUMPAK" FOR PERISHABLE PLANTS (1937)  
Gaylord Container Division, Crown Zellerbach Corporation. St. Louis, Missouri  
Company design
75. "DRUMPAKET" (1958)  
Gaylord Container Division, Crown Zellerbach Corporation. St. Louis, Missouri  
Company design
76. BOX FOR "PRELUDIN®" (1956)  
J. R. Geigy, S.A. Basel, Switzerland  
Designer: Max Schmid
77. FOLDING BOX FOR "KIK®" (1951)  
J. R. Geigy, S.A. Basel, Switzerland  
Designer: Max Schmid
78. CAN FOR "NEOCID® POWDER" (1958)  
J. R. Geigy, S.A. Basel, Switzerland  
Designer: Gottfried Honegger (ill. 20)
79. "RO-CON" FIBRE DRUM (1958)  
Greif Bros. Cooperage Corporation.  
Rahway, New Jersey  
Designer: H. L. Carpenter
80. PLASTIC SLIDE CASE FOR "KOH-I-NOOR"  
L. & C. Hardtmuth. Austria
81. BLISTER PACK FOR AUTOMOTIVE PARTS (1956)  
Holley Plastics. Van Dyke, Michigan  
Designer: Danforth Holley
82. PLASTIC BOTTLE (1954)  
Imco Container Corporation. New York, N. Y.  
Company design
83. PLASTIC BOTTLE (1955)  
Imco Container Corporation. New York, N. Y.  
Company design
84. PLASTIC ROLL-ON DISPENSER (1958)  
Imco Container Corporation. New York, N. Y.  
Company design
85. "POLYSTRIP" FLEXIBLE CABLE (1957)  
International Resistance Company.  
Philadelphia, Pennsylvania  
Designers: A. L. Pugh and S. J. Stein (ill. 31)
86. RIGID PLASTIC DISPENSER FOR "BAND-AID" ADHESIVE TAPE (1956)  
Johnson & Johnson. New Brunswick, New Jersey  
Company design
87. ALUMINUM CAN  
Kaiser Aluminum and Chemical Sales, Inc.  
Chicago, Illinois
88. ALUMINUM CAN FOR PACKING WELDING ELECTRODES  
Kaiser Aluminum and Chemical Sales, Inc.  
Chicago, Illinois
89. ALUMINUM SHAKER CAN  
Kaiser Aluminum and Chemical Sales, Inc.  
Chicago, Illinois  
(ill. 34)
90. "KYS-PAK®," MOLDED PULP TRAY FOR APPLES (1948)  
Keyes Fibre Company. Waterville, Maine  
Company design
91. "DYLITE" EXPANDABLE POLYSTYRENE PACKAGE FOR LIGHT BULB (1958)  
Koppers Company, Inc. Pittsburgh, Pennsylvania  
Designer: Lone Star Plastics Company, Inc.  
Fort Worth, Texas
92. CAN FOR "GLO-BRITE" SPRAY  
Krylon, Inc. Norristown, Pennsylvania
93. MOLDED PULP PACKING FOR MIXER (1958)  
Leeuwarder Papierwarenfabriek, N.V.  
Leeuwarden, Holland
94. CARDBOARD BOXES FOR "WASH UP!" (1959)  
Lenclean, Inc. New York, N. Y.  
Designer: Brownjohn, Chermayeff & Geismar (ill. 28)
95. FOLDING BOX FOR "OGONCACAO" (1957)  
Mazetti. Malmo, Sweden  
Designer: Olle Eksell (ill. 29)
96. PLASTIC MOLD HOLDER FOR MERCK "S. Q.® BOLUSES" (1958)  
Merck & Company, Inc. Rahway, New Jersey  
Designer: Ernst Ehrman
97. ALUMINUM FOIL TEA ENVELOPE  
Thes Bengali, J. F. Milliquet, S.A.  
Lausanne, Switzerland
98. "SEED RIBBON," WATER-SOLUBLE METHYL-CELLULOSE FILM (1959)  
Minnesota Mining & Manufacturing Company.  
St. Paul, Minnesota (ill. 11)
99. ALUMINUM BOTTLE FOR "ZIZANIE" TOILET WATER (1949)  
Carmel Myers, Inc. New York, N. Y.  
Designer: Fragonard, France (ill. 39)
100. MAT-COVERED SAKE JUG  
Nada Ishizaki Brewery. Hyogo Pref., Japan
101. OPEN MESH BAG FOR VEGETABLES (1948)  
Nederlandse Bontweverij, N.V. Slagharen, Holland  
Company design (ill. 42)
102. ORANGE, BLUE, RED, WHITE, GREEN, AND YELLOW "NELIPAKS" (1957)  
Nelissen Verpakkingsindustrie, N.V. Venray, Holland  
Designer: Rado (ill. 12)
103. PLASTINE PERFUME VIALS (1948-50)  
Nips Company. Mt. Vernon, New York  
Designer: R. E. Bishop (ill. 1)
104. PLASTIC TUBE WITH STAND UP CAP (1959)  
Noxzema Chemical Company. Baltimore, Maryland  
Designer: Armstrong Cork Company & Noxzema Chem. Co.
105. MILK-GLASS BOTTLE FOR MOUTHWASH (1879)  
Odol Chemical Corporation. New York, N. Y.  
Company design (ill. 14)
106. BOOK CARTON  
Olivetti Corporation. Ivrea, Italy
107. POLYVINYL CHLORIDE CANDY TRAY (1958)  
Panta-Pak Division, The Pantasote Company.  
New York, N. Y.  
Company design (ill. 36)
108. POLYVINYL CHLORIDE FRUIT TRAY (1958)  
Panta-Pak Division, The Pantasote Company.  
New York, N. Y.  
Company design



109. "VERT ET BLANC FLOWERS" (1959)  
Parfums Carven. Paris, France  
Designer: Charlotte de Peillon
110. DISPOSABLE VINYL SPECULA (1956)  
Plaxall, Inc. Long Island City, New York  
Designer: Welch Allyn, Inc.
111. PLASTIC TRAY FOR FULLER "DE LUXE RUBBER GRIP"  
SCREWDRIVER SET (1958)  
Plaxall, Inc. Long Island City, New York  
Company design
112. STYRENE MOLD HOLDER FOR MEDICAL SYRINGES AND  
VIALS (1956)  
Plaxall, Inc. Long Island City, New York  
Company design (ill. 35)
113. "AERO METER" NASAL SPRAY (1958)  
Rexall Drug Company. Los Angeles, California  
Designer: Larry Goodwin (ill. 40)
114. RIGID ALUMINUM CONTAINERS  
Reynolds Metals Company. Richmond, Virginia
115. "BREAK BACKOUTER," FOLDING BOX WITH INDIVIDUAL  
CONTAINERS (1959)  
E. S. & A. Robinson Ltd. Bristol, England  
Designer: H. Ellis
116. "PRESTOFORM" FIBRE DRUM (1945-6)  
Seymour & Peck Division, Greif Bros. Cooperage Cor-  
poration. Blue Island, Illinois
117. PLASTIC DISPOSABLE VETERINARIAN'S SYRINGE  
Shirk & Swift, Inc. for Schering Corporation.  
Hingham, Massachusetts
118. VINYL FILM PROTECTIVE SUIT (1953)  
Snyder Manufacturing Company, Inc.  
New Philadelphia, Ohio  
Designer: H. I. Snyder (ill. 9)
119. "CARBION" CARDBOARD SLEEVE (1951)  
Spicers Ltd. London, England  
Designer: SAFFA, Milan (ill. 26)
120. PLASTIC ASPIRIN DISPENSER (1953?)  
E. R. Squibb & Sons. New York, N. Y.  
Designers: Walter Christiansen and Neil Waterman
121. "STANFOAM®," MOLDED URETHANE FOAM  
FOR WATER TEST KIT (1954)  
Standard Plastics, Inc. for Army Chemical Corps.  
Fogelsville, Pennsylvania  
(ill. 17, 18)
122. "STANFOAM®," MOLDED URETHANE FOAM  
FOR AIRCRAFT INSTRUMENTS (1954)  
Standard Plastics, Inc. for Collins Radio.  
Fogelsville, Pennsylvania  
Company design (ill. 16)
123. "STANFOAM®," MOLDED URETHANE FOAM  
FOR ELECTRONIC TUBE (1954)  
Standard Plastics, Inc. for Machlett Laboratories.  
Fogelsville, Pennsylvania  
Company design
124. "STANFOAM®," MOLDED URETHANE FOAM  
FOR ELECTRONIC TUBE (1954)  
Standard Plastics, Inc. for Radio Corporation of  
America. Fogelsville, Pennsylvania  
Company design
125. FOIL-LAMINATED "UPSTART ULTRAPAK" FOR LIQUIDS  
William Stevens Company. Los Angeles, California  
Company design
126. VINYL "ULTRAPAK" FOR LIQUIDS  
William Stevens Company. Los Angeles, California  
Company design
127. BAMBOO TUBE FOR BEANS  
Tamakiya Food Store. Tokyo, Japan  
Designer: Shichibei Tamaki (ill. 41)
128. PAPER CONTAINER (1943)  
Tetra Pak Company, Inc. Union, New Jersey  
Designer: Tetra Pak AB, Lund, Sweden
129. BAMBOO CYLINDER FOR FOOD  
Tsukiji Tamura. Tokyo, Japan  
Designer: Enyu Kawasaki
130. MINIATURE LUBRICATION DISPENSER (1959)  
Unette Corporation. Livingston, New Jersey  
Designer: Frank E. Brown
131. TWIN TUBE FOR RESINS AND HARDENERS, SEPARATE  
PERMEATION-PROOF TUBES, WITH RUPTURABLE FEAT-  
URE ON INNER TUBE FOR MIXING AT POINT OF USE  
(1957)  
Unette Corporation. Livingston, New Jersey  
Designer: Frank E. Brown
132. UNIT DOSE SARAN PHARMACEUTICAL DISPENSERS  
(1958)  
Unette Corporation. Livingston, New Jersey  
Designer: Frank E. Brown
133. "KRENE" POLYVINYL CHLORIDE FILM  
Union Carbide Corporation. New York, N. Y.
134. BOTTLE SLEEVES OF FOLDED PAPER (1959)  
Designers: Bill Pickle and Jack Really, students, In-  
dustrial Design Department, University of Illinois,  
Urbana, Illinois
135. "TRIAMINIC®" TABLET DISPENSER (1957)  
The Van Sickle Company for Smith-Dorsey Pharma-  
ceuticals. Lincoln, Nebraska  
Company design (ill. 32)
136. FOLDING CARTON FOR LAMPS (1958)  
Kurt Versen Company, Englewood, New Jersey  
Designer: Rudolph de Harak
137. GLASS BOTTLE FOR SERUM  
T. C. Wheaton Company. Millville, New Jersey
138. POLYSTYRENE PACKING FOR POSTAGE METER  
Worcester Molded Plastics. Worcester, Massachusetts  
Designer: Pitney-Bowes Company
139. ALUMINUM TEA BALL  
Yoga Tea. Rome, Italy
140. ORANGE PLASTIC PILLOWS CONTAINING FURNITURE  
WAX  
France
141. PLASTIC TUBE WITH SECONDARY CLOSURE  
Germany  
(ill. 23)
142. BAMBOO CYLINDER FOR MATCHES  
Japan  
(ill. 41)







The Museum of Modern Art



300190180

*Aluminum foil catalogue cover courtesy of Reynolds Metals Company*



