



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Procter & Gamble Company Product Packaging Collection

NMAH.AC.0836

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Procter & Gamble Company Product Packaging Collection
Date:	1940s-1970s.
Identifier:	NMAH.AC.0836
Creator:	Deskey, Donald, 1894- (Designer) Procter & Gamble Company (Advertiser)
Source:	National Museum of American History (U.S.). Division of Science, Medicine, and Society (Collector)
Extent:	1.5 Cubic feet (3 boxes)
Language:	English .
Summary:	A collection of flat-folded product packages for soap and detergent. Some of the packages were designed by industrial designer Donald Deskey.

Administrative Information

Acquisition Information

Donated to the National Museum of American History by Procter & Gamble in 1984, along with many artifacts.

Provenance

The Division of Science, Medicine and Society (now Division of Medicine and Science) transferred the product packaging portion of the collection to the Archives Center in 2003.

Processing Information

Processed by Caitlan Maxwell, intern, 2007.

Preferred Citation

Procter & Gamble Company Product Packaging Collection, 1940s-1970s, Archives Center, National Museum of American History.

Restrictions on Access

Collection is open for research but is stored off-site and special arrangements must be made to work with it. Contact the Archives Center for information at archivescenter@si.edu or 202-633-3270.

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Biographical / Historical

Candle maker William Procter and soap maker James Gamble formed a partnership in Cincinnati, Ohio, in 1837 to sell their products. Procter & Gamble is probably best known for developing Ivory Soap, but the company has also developed other products such as Ivory Flakes, Chipso (the first dishwasher soap), and Crisco. Innovations in production, distribution, market research and advertising have also contributed to the success of the Procter & Gamble Company.

Scope and Contents

Collection comprises of sample packages, and signs for Procter & Gamble products. The samples were for test marketing product names. Some of the products have the date stamped on the item. The industrial designer Donald Deskey designed a number of the packages. Most of the materials are personal care products, but there is a substantial amount of household products. Researchers interested in graphic design and the creative process of developing packaging for consumer goods will find this collection useful.

Series 1, Packaging, 1946-1980, includes sample packages for products such as soaps, shaving creams, laundry detergents, dental care, household cleansers, hair care and dish detergents. The packages are arranged first by size and then in alphabetical and chronological order.

Series 2, Signs, undated, includes two signs for Lennox and Naptha soaps. These materials are arranged in alphabetical order.

Arrangement

Collection is arranged into two series.

Series 1, Packaging, 1946-1980, undated

Series 2, Signs, undated

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

Soap
advertising

Types of Materials:

Packaging

Names:

National Museum of American History (U.S.). Division of Science, Medicine, and Society

Preferred Titles:

Ivory Soap (Brand name)

Container Listing

Series 1: Packaging, 1946-1980; undated

Box 6, Folder 1	Ace, 1953
Box 1, Folder 1	Ace, 1960, undated
Box 1, Folder 1	Allie Crock, 1980
Box 1, Folder 1	American Family, 1957, 1960, 1965, 1967, undated
Box 6, Folder 1	American Family Detergent, undated
Box 1, Folder 1	Ariel 1978, undated
Box 1, Folder 1	Babydoll, undated
Box 1, Folder 1	Bold, 1972, undated
Box 1, Folder 1	Bonus, 1966, undated
Box 6, Folder 1	Bonus, 1969, 1970, 1972, 1973
Box 1, Folder 1	Brigade, undated
Box 1, Folder 2	Cascade, undated
Box 1, Folder 2	Cheer, 1952, 1953, 1972 1978, undated
Box 6, Folder 1	Cheer, 1956
Box 1, Folder 2	Cheerio, undated
Box 1, Folder 2	Chipso, undated
Box 6, Folder 2	Chipso, undated
Box 1, Folder 2	Coast, undated
Box 1, Folder 2	Compass, undated
Box 1, Folder 2	Crest, undated

Box 2, Folder 1	Dash, 1959, 1961, 1962, 1969, 1980, undated
Box 2, Folder 1	Daz, undated
Box 2, Folder 1	Deepio, undated
Box 2, Folder 1	Dental Care Kit, undated
Box 2, Folder 1	Dental Instruction Kit, undated
Box 2, Folder 1	Don Limpio Detergent, undated
Box 6, Folder 2	Downy, undated
Box 2, Folder 2	Dreft, about 1948, 1954
Box 3, Folder 1	Dreft, 1958, 1959, 1961, 1962, 1963, 1972, 1973, undated
Box 6, Folder 2	Dreft, undated
Box 3, Folder 1	Dreft, undated

Duz, 1956, 1957, 1959, 1961, 1962, 1965

Box 3, Folder 1

Box 3, Folder 2	Duz, 1969, 1977, undated
Box 6, Folder 3	Duz, 1955, 1961, 1965, undated
Box 3, Folder 2	Fight the Cavity Creeps, undated
Box 3, Folder 2	Fortune Synthetic Detergent, undated
Box 3, Folder 2	Gain, 1977
Box 3, Folder 2	Get, undated
Box 3, Folder 2	Grandma's Washing Powder, undated
Box 3, Folder 2	Grandma's White Silk Chips, undated
Box 4, Folder 1	Imperial Soap Powder, undated
Box 4, Folder 1	Ivory Flakes, 1952, 1963, 1967
Box 4, Folder 1	Ivory Liquid, 1980
Box 4, Folder 1	Ivory Shaving, undated
Box 4, Folder 1	Ivory Snow, 1957, 1962, 1965
Box 4, Folder 2	Ivory Snow, undated
Box 4, Folder 2	Ivory Soap, undated
Box 4, Folder 2	James Pyle's Pearline Washing Compound, undated
Box 4, Folder 2	Jap Rose Soap, undated
Box 4, Folder 2	Joy, 1954, undated
Box 6, Folder 4	Kirk's Cheerio Detergent, undated
Box 4, Folder 2	Kirk's Flake Chips, undated
Box 4, Folder 2	Lavazol, undated

Box 4, Folder 3	Lilt, undated
Box 4, Folder 4	Misto, undated
Box 4, Folder 4	Max, undated
Box 6, Folder 4	Max, undated
Box 4, Folder 4	New Era, undated
Box 4, Folder 4	OK Washing Powder, undated
Box 6, Folder 4	OK Washing Powder, undated
Box 5, Folder 1	Oxydol, 1961, 1972, 1973, undated
Box 6, Folder 4	Oxydol, undated
Box 5, Folder 1	Oxydol, undated
Box 5, Folder 2	Pace Toothpaste, undated
Box 6, Folder 4	P and G Chips, undated
Box 5, Folder 2	Perlina Detergent, undated
Box 5, Folder 2	Pert, undated
Box 5, Folder 2	Pink Ribbon Drene, 1960
Box 6, Folder 4	Rocket, undated
Box 5, Folder 2	Rub No More Cleanser and Washing Powder, undated
Box 5, Folder 2	Salvo, 1963, undated
Box 5, Folder 2	Selox, undated
Box 5, Folder 2	Servant Cleaner, undated
Box 5, Folder 2	Sheer, undated
Box 5, Folder 2	Slalom, undated
Box 5, Folder 2	Sopade, undated
Box 5, Folder 2	Spic and Span, 1969, 1977, undated

Box 5, Folder 2	Spotless, undated
Box 6, Folder 4	Tag, undated
Box 5, Folder 3	Teel Liquid Dentifrice, 1952
Box 5, Folder 3	Tide, 1946, 1960, 1961, 1962, 1965, 1968, 1972, 1977, undated
Box 6, Folder 4	Tide, 1976, 1978, 1980, undated
Box 6, Folder 4	Thrill Soap Granules, undated
Box 6, Folder 4	Vanguard Laundry Detergent, undated
Box 5, Folder 3	Unlabeled Detergent (Image King Tritan Portrayed), undated

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Series 2: Signs, undated

Box 7 Lennox Soap, undated

Box 7 Naptha Soap, undated

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