



Smithsonian
National Museum of American History
Kenneth E. Behring Center

Mahler Product Packaging
and Advertising Collection

NMAH.AC.1482

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Mahler Product Packaging and Advertising Collection
Identifier:	NMAH.AC.1482
Date:	1946-2018
Extent:	1.5 Cubic feet (5 boxes)
Source:	Mahler, Steven
Language:	English
Summary:	The collection consists of examples of product packaging designed by Mahler and others. The packaging is for products such as snack foods, motor oil, tobacco products, and sport equipment.

Administrative Information

Acquisition Information

Collection donated to the Archives Center in 2019 by Steven Mahler.

Preferred Citation

Mahler Product Packaging and Advertising Collection, Archives Center, National Museum of American History

Restrictions

Collection is open for research.

Conditions Governing Use

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Content Description

The collection consists of examples of product packaging designed by Mahler and others. The packaging is for products such as snack foods, motor oil, tobacco products, and sport equipment. Also included are marketing guidelines and design parameters regarding particular product packaging, with photographs.

Names and Subject Terms

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

Subjects:

- Food -- Packaging
- Packaging
- Packaging -- Design

Types of Materials:

- Advertising
- Color photographs
- Packaging -- 20th century

Names:

- Mahler, Steven

Occupations:

- Packaging designers -- United States