

WOLF'S



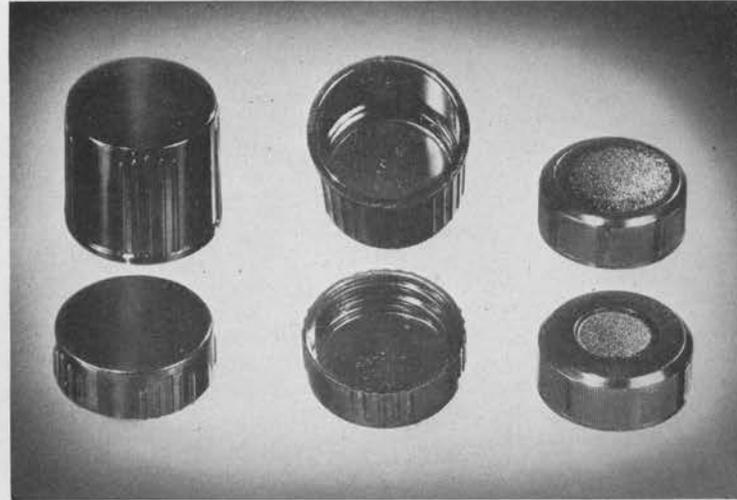
*College
Headquarters*

- ★
- sweaters
- suits
- coats
- shirts
- skirts
- slacks

- ★
- ★
- ★

DES MOINES

WOLF'S



Plastic bottle caps shown above demonstrate how material may be saved by reducing the depth of closures. The commodities pictured at right are now packaged in glass jars to conserve metal

*That
Wartime
Package—*

TODAY'S packaging of food products, household materials, medicines and cosmetics reflects the search by industrial designers of uses for non-critical war materials.

The familiar tin can has been replaced in some cases by a container made of chipboard, a kind of pulpboard, with a tin lid and bottom. Laminated to the sides of this container is a transparent film of cellophane. This package, the result of research and energy by many technicians, has been tested for some time but the war speeded up its availability for use. Such a container saves 10 to 80 percent of the metal.

Some containers having no metal at all are being made for products which formerly were packaged in all-metal containers. Goods processed at extreme heats after packaging cannot be used in these containers, but many products before packaged in metal are held satisfactorily in the chipboard with a sufficient safety factor.

Paperboard cartons replacing tin boxes is another example of conservation in war metal. This effects a two-fold saving, because the lighter weight paper is more cheaply and conveniently shipped than metal.

One package of this type has been designed to hold assorted nails for household use. Nails are difficult to package because of their weight, and because their points tend to puncture the walls of a non-metal container. The cartons for the nails, however, have been sturdily constructed so that the danger of the nails penetrating the walls will be lessened. The carton design has been transferred almost entirely from the former tin boxes used.

Cellulose acetate is very effective as a substitute for metal because of the reasonable price of the material, and the relative inexpensiveness of manufacturing costs. Materials prepared in containers of cellulose



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Des Moines



acetate retail at a price within the range of most purchasers. Plastics like this can also add a decorative note to packaging, for they are available in many different colors.

Containers molded of plastic are proving successful in replacing the ones made of metal. One cosmetic manufacturer has introduced containers of durable, light-weight cellulose acetate.

A medicine tablet commonly packaged in a metal container for carrying in the purse is now being ingeniously packaged in a wartime container which looks on the outside like a folding match packet. Attached to the base of this paper packet, on the inside, is a heat-sealed envelope for holding the tablets. At the top of the envelope is a perforated line for opening which is sealed and crimped in such a way that the packet remains sealed except for a small opening just large enough for one tablet. Thus the tablets are protected as long as any remain in the jacket.

The challenge that has always faced men of industry and science to present new and different articles to the American public is even stronger since the war. It is being met even more ingeniously than before, saving critical war materials and presenting a new array of substitutes.

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