

# Kraft Foods Company photograph collection, between 1949 and 1959?

## Overview of the Collection

|                            |                                                                                                                                                                                                                                                                                         |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Creator</b>             | Kraft Foods Company                                                                                                                                                                                                                                                                     |
| <b>Title</b>               | Kraft Foods Company photograph collection                                                                                                                                                                                                                                               |
| <b>Dates</b>               | between 1949 and 1959? (inclusive)<br>1949 1959                                                                                                                                                                                                                                         |
| <b>Quantity</b>            | 41 photographic prints (1 box) ; 8" x 10"                                                                                                                                                                                                                                               |
| <b>Collection Number</b>   | PH0812                                                                                                                                                                                                                                                                                  |
| <b>Summary</b>             | Photographs of Krafts Food Company Kraft representative at stores and other Washington State locations.                                                                                                                                                                                 |
| <b>Repository</b>          | <a href="#">University of Washington Libraries, Special Collections</a><br>Special Collections<br>University of Washington Libraries<br>Box 352900<br>Seattle, WA<br>98195-2900<br>Telephone: 206-543-1929<br>Fax: 206-543-1931<br><a href="mailto:speccoll@uw.edu">speccoll@uw.edu</a> |
| <b>Access Restrictions</b> | Entire collection can be viewed on the Libraries' Digital Collections website. Permission of Visual Materials curator required to view originals.                                                                                                                                       |
| <b>Languages</b>           | English                                                                                                                                                                                                                                                                                 |

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## Historical Note

James L. Kraft started a wholesale cheese distribution business in Chicago in 1903, incorporating in 1909 as the J.L. Kraft Bros. & Company. In 1914, Kraft opened its first cheese factory, and in 1924 the company changed its name to Kraft Cheese Company and went public. In 1930, Kraft was acquired by the National Dairy Products Corporation but continued to operate independently. It became the Kraft Cheese Company in 1945 and the Kraft Foods Company in 1948. In 1957, the company became the Kraft Foods Division of the National Dairy Products Corporation and at the 1969 renaming of the parent organization it became the Kraft Foods Division of the Kraftco Corporation. In 1976, when the Kraftco Corporation was renamed Kraft, Inc., the division ceased to exist and its functions were divided among other divisions. In 1989, Philip Morris combined General Foods and Kraft under a new holding company called Kraft General Foods, though each unit continued to operate separately. Major restructuring in 1995 melded Kraft and and General Foods into Kraft Foods, Inc.

## Content Description

Photographs of a Kraft Foods Company Kraft representative at work, including images of the Kraft Foods Company building and the Kraft representative with other employees; the Kraft representative

Kraft Foods Company photograph collection, between 1949 and 1959?  
<http://archiveswest.orbiscascade.org/ark:/80444/xv05401>

speaking with proprietors inside and outside various Washington State businesses on the Olympic Peninsula; and travelling by car and ferry. Photographs which do not depict the Kraft representative include exterior views of businesses and waterfront views.

## Use of the Collection

### Alternative Forms Available

[View the digital version of the collection](#)

### Restrictions on Use

Restrictions may exist on reproduction, quotation, or publication. Contact Special Collections, University of Washington Libraries for details.

### Preferred Citation

## Administrative Information

### Acquisition Information

Source: Fairlook Antiques, February 27, 2007.

### Processing Note

Processed by: Sara Martinez, 2009; Sara Cordes, 2017.

Originally accessioned as PH2007-028

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## Detailed Description of the Collection

### Kraft Food Company Building- Seattle Branch and employees

| Container(s)   |      | Description                                                                                                         | Dates      |
|----------------|------|---------------------------------------------------------------------------------------------------------------------|------------|
| Box/<br>Folder | Item |                                                                                                                     |            |
| 1/1            | 1    | Front exterior of Kraft Foods Company building (possibly Seattle branch at 5300 Denver Ave.) <a href="#">[view]</a> | circa 1954 |
| 1/1            | 2    | Rear exterior of Kraft Foods Company building, including towers and parking lot <a href="#">[view]</a>              | circa 1954 |

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| Container(s) |   | Description                                                                                                     | Dates      |
|--------------|---|-----------------------------------------------------------------------------------------------------------------|------------|
| 1/1          | 3 | Loading dock exterior of Kraft Foods Company building <a href="#">[view]</a>                                    | circa 1954 |
| 1/1          | 4 | Interior marketing display with cutouts of eyes and mouth exclaiming "The Eyes Have It!" <a href="#">[view]</a> | circa 1954 |
| 1/1          | 5 | Five men standing in front of interior marketing display <a href="#">[view]</a>                                 | circa 1954 |
| 1/2          | 6 | Two men at a desk discussing a printed advertisement <a href="#">[view]</a>                                     | circa 1954 |
| 1/2          | 7 | Twenty men during a business meeting <a href="#">[view]</a><br>Signatures of men on verso.                      | circa 1954 |
| 1/2          | 8 | Five men working at desks <a href="#">[view]</a>                                                                | circa 1954 |
| 1/2          | 9 | Kraft representative standing out front of Kraft Foods Company building <a href="#">[view]</a>                  | circa 1954 |

## Stores on the Olympic Peninsula

| Container(s)   |      | Description                                                                                          | Dates      |
|----------------|------|------------------------------------------------------------------------------------------------------|------------|
| Box/<br>Folder | Item |                                                                                                      |            |
| 1/3            | 10   | Exterior of a grocery co-op <a href="#">[view]</a>                                                   | circa 1954 |
| 1/3            | 11   | Exterior of Thriftway, McGlenn's Food Store, 520 S. Lincoln, Port Angeles, WA <a href="#">[view]</a> | circa 1954 |
| 1/3            | 12   | Exterior of Pope & Talbot Lumber Co. store and gas station, Port Gamble, WA <a href="#">[view]</a>   | circa 1954 |
| 1/3            | 13   | Exterior of Aldrich's grocery co-op, 940 Lawrence Street, Port Townsend, WA <a href="#">[view]</a>   | circa 1954 |
| 1/3            | 14   | Kraft representative outside of store <a href="#">[view]</a>                                         | circa 1954 |

## Kraft representative at stores

| Container(s)   |       | Description                                                                                                                                    | Dates      |
|----------------|-------|------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| Box/<br>Folder | Item  |                                                                                                                                                |            |
| 1/4            | 15-16 | Kraft representative outside Tradewell Grocery (possibly in Port Townsend) <a href="#">[view]</a>                                              | circa 1954 |
| 1/4            | 17-18 | Kraft representative and proprietor (probably Lauritz Hansen) outside Hansen's Grocery and gas station, Port Ludlow, WA <a href="#">[view]</a> | circa 1954 |
| 1/4            | 19-20 | Group of Native Americans outside Washburn's General Merchandise, Neah Bay, WA <a href="#">[view]</a>                                          | circa 1954 |
| 1/4            | 21    | Kraft representative shaking hands with proprietor of Washburn's General Merchandise, 1450 Bayview Ave, Neah Bay, WA <a href="#">[view]</a>    | circa 1954 |
| 1/5            | 22    | Two proprietors talking with Kraft representative inside store <a href="#">[view]</a>                                                          | circa 1954 |
| 1/5            | 23    | Kraft representative talking with woman inside store <a href="#">[view]</a>                                                                    | circa 1954 |
| 1/5            | 24    | Kraft representative talking with man inside grocery store <a href="#">[view]</a>                                                              | circa 1954 |
| 1/5            | 25-26 | Kraft representative talking with proprietor at counter inside store <a href="#">[view]</a>                                                    | circa 1954 |
| 1/5            | 27    | Kraft representative cutting slices of cheese behind the counter of a store <a href="#">[view]</a>                                             | circa 1954 |
| 1/5            | 28    | Kraft representative speaking with woman at a coffee bar <a href="#">[view]</a>                                                                | circa 1954 |
| 1/5            | 29    | Kraft representative speaking with woman outside storefront <a href="#">[view]</a>                                                             | circa 1954 |

## Kraft representative working

| Container(s)   |      | Description | Dates |
|----------------|------|-------------|-------|
| Box/<br>Folder | Item |             |       |

| Container(s) |       | Description                                                                                                   | Dates      |
|--------------|-------|---------------------------------------------------------------------------------------------------------------|------------|
| 1/6          | 30-31 | Kraft representative organizing product on shelves in store <a href="#">[view]</a>                            | circa 1954 |
| 1/6          | 32    | Kraft representatives on merry-go-round with clown advertising Hickory Smoked Products <a href="#">[view]</a> | circa 1954 |
| 1/6          | 33    | Kraft representative and two men petting a dog <a href="#">[view]</a>                                         | circa 1954 |

## Transport- Cars and Ferry

| Container(s)   |      | Description                                                                                                            | Dates      |
|----------------|------|------------------------------------------------------------------------------------------------------------------------|------------|
| Box/<br>Folder | Item |                                                                                                                        |            |
| 1/7            | 34   | Line of cars waiting for the ferry <a href="#">[view]</a>                                                              | circa 1954 |
| 1/7            | 35   | Kraft representative standing on bank of water <a href="#">[view]</a>                                                  | circa 1954 |
| 1/7            | 36   | Mechanic fixing the Kraft representative's car (possibly a 1953 Chevrolet Bel Air or 210 Sedan) <a href="#">[view]</a> | circa 1954 |
| 1/7            | 37   | MV <i>Rhododendron</i> ferry at terminal <a href="#">[view]</a>                                                        | circa 1954 |
| 1/7            | 38   | Kraft representatives on MV <i>Rhododendron</i> ferry <a href="#">[view]</a>                                           | circa 1954 |
| 1/7            | 39   | Kraft representative looking out porthole on MV <i>Illahee</i><br><a href="#">[view]</a>                               | circa 1954 |
| 1/7            | 40   | Cars parked on shore by ferry terminal with logs floating on the water (possibly Lofall dock) <a href="#">[view]</a>   | circa 1954 |
| 1/7            | 41   | Panorama of town and waterfront <a href="#">[view]</a>                                                                 | circa 1954 |

## Names and Subjects

### Subject Terms :

Visual Materials Collections (University of Washington)

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