



# **Leonard W. Walton collection of Milprint, Inc. records 2430**

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Describing Archives: A Content Standard

Manuscripts and Archives

PO Box 3630

Wilmington, Delaware 19807

[askhagley@hagley.org](mailto:askhagley@hagley.org)

URL: <http://www.hagley.org/library>

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## Summary Information

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<b>Repository:</b>	Manuscripts and Archives
<b>Creator - col:</b>	Walton, Leonard W., 1911-2005
<b>Creator:</b>	Milprint, Inc
<b>Title:</b>	Leonard W. Walton collection of Milprint, Inc. records
<b>ID:</b>	2430
<b>Date [inclusive]:</b>	1920-2008
<b>Date [bulk]:</b>	bulk 1940-1970
<b>Physical Description:</b>	3.5 Linear Feet
<b>Language of the Material:</b>	English .
<b>Abstract:</b>	Leonard W. Walton (1911-2005) was a printing industry executive with Milprint, Inc., which specialized in printing packaging materials, between 1936 and 1976. His collection of Milprint records primarily consists of printing samples including candy wrappers, cigarette boxes, potato chip and bread bags and bacon boxes.

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## Biographical Note

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Leonard W. Walton (1911-2005) was a printing industry executive with Milprint, Inc., which specialized in printing packaging materials, between 1936 and 1976. Walton was born on May 14, 1911, grew up in Chicago and spent a part of his youth in China, returning to the U.S. in 1936. Through a friend, the nephew of a candy company executive, Walton obtained a job at the Milwaukee Printing Company, later Milprint, Inc., already famous as a printer of candy bar wrappers. He was transferred to the east in 1944 as assistant manager of the Philadelphia plant, and was later manager of plants at Christiana, Pennsylvania, (1947) and at Downingtown (1954). He retired in 1976 and died at Lititz, Pennsylvania on December 25, 2005.

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## Historical Note

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Milwaukee Printing Company, later Milprint, Inc. specialized in printing packaging materials. The Milwaukee Printing Company was founded by Max T. ("M. T." or "Popsy") Heller (1877-1949) as a small family job shop with five employees in 1899. The following year he was joined by his younger brother William ("Billy") Heller (1885-1962), who first worked as a typesetter and press operator but later took charge of sales. The brothers developed a method of printing on glassine paper in 1908, and this led to their specializing in printing and lithography for packaging materials. Glassine paper was first used to create the individually-wrapped nickel candy bar, and the company eventually printed 90 percent of the candy wrappers used in the United States. The Hellers were also first to develop printing on cellophane in 1919, a business that surpassed but did not supplant glassine paper after DuPont began the domestic manufacture of cellophane in the 1920s. By the middle of that decade, the company had also developed printing on aluminum foil, thereby covering the whole range of disposable packaging materials.

The Heller brothers were able to get in at the beginnings of the mass marketing and distribution of foodstuffs and other home consumer goods, when individual sealed wrappings carried the connotations of safety and purity and of being "untouched by human hands." In 1930, they moved into eastern markets by purchasing the John M. Driver Company at Philadelphia. A Los Angeles plant followed in 1934. In line with its new national scope, the company was renamed Milprint, Inc., in 1936. The company had its own design and art staffs to assist customers in improving the packaging and sales appeal of their products. The Heller brothers also developed Trans-Vision, a system of printing on multiple layers of transparent sheets that was used to display successive slices through complex machinery or human and animal anatomy.

During World War II, Milprint produced wrappings for military rations and for airplane engines and other easily-damaged materiel on their way to the war zones. After the war, the company benefited from the growing use of convenience foods. It purchased the Nicolet Paper Corporation, long one of its suppliers of glassine paper, in 1946 and developed a means of printing on extensible polyethylene in 1947. After "Popsy's" death in 1949, Billy Heller became president, and in 1952, chairman of the board. Billy developed a network of over twenty foreign licensees and organized the Milprint International Company and the Milprint Overseas Corporation in 1954.

In 1957, Billy Heller retired from active management and sold the company to Philip Morris Incorporated, becoming honorary chairman for life. It continued to operate under its own name as Philip Morris's largest non-tobacco unit and was sold to the Bemis Company, Inc., in 1990. Milprint, Inc., continues in business as part of Bemis's Banner Packaging Division.

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## Scope and Content

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Milprint records collected by Leonard W. Walton primarily consist of printing samples including candy wrappers, cigarette boxes, potato chip and bread bags and bacon boxes. Samples include such famous brands as Marlboro, Hebrew National, Memorex, Reese's peanut butter cups, Arnold's bread, and Southern Comfort, while many are for now-vanished local and regional manufacturers. Examples of the Trans-Vision process are also included. Of particular note are glassine wrappers for military rations during World War II.

The remainder of the collection consists of an assortment of company correspondence, photographs of officials and company dinners, advertising, and folksy homilies sent by Billy Heller to inspire his sales force. One file describes the company's activities during World War II. There are runs of several employee newsletters and magazines, including the *Milprint Communiqu*# (1942-1945) carrying news of employees serving in the armed forces.

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## Administrative Information

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### Publication Statement

Manuscripts and Archives

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URL: <http://www.hagley.org/library>

### Use Restrictions

Some advertising images may be subject to copyright restrictions.

### Access Restrictions

No restrictions on use.

### Processing Note

The collection title was originally deeded as it appears now, as "Leonard W. Walton collection of Milprint, Inc. records." At some unknown point and unknown reason the collection title was briefly changed to: "Leonard W. Walton collection on printing and packaging."

The original collection title has been restored as it is more accurate and meets the professional archival description standards for collection titles outlined in "Describing Archives: A Content Standard (DACS)."

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## Related Materials

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### Separated Materials

Leonard W. Walton collection of Milprint, Inc. photographs (Accession 2008.219), Audiovisual Collections and Digital Initiatives Department, Hagley Museum and Library.

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## Controlled Access Headings

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- Food -- Packaging.
- Packaging -- Design
- Packaging.
- World War, 1939-1945
- Planographic prints
- Printing industry

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## Collection Inventory

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### Correspondence and publications

#### Scope and Contents

Company correspondence includes photographs of officials and company dinners, advertising, and folksy homilies sent by Billy Heller to inspire his sales force. One file describes the company's activities during World War II. There are runs of several employee newsletters and magazines, including the *Milprint Communiqu#* (1942-1945) carrying news of employees serving in the armed forces.

#### Controlled Access Headings:

- Correspondence.

• Employees' magazines, newsletters, etc.	
<b>Title/Description</b>	<b>Instances</b>
American Colortype Company, 1920-1935	box 1
Broekel, Ray	box 1
Cellophane	box 1
Christiana Plant	box 1
Christiana Plant - Samples	box 1
Christiana Plant - Union negotiations	box 1
Christmas parties	box 1
Downingtown Plant	box 1
Evening School of Paper Making - St. Joseph's College, 1946	box 1
Heller, M.T. and Billy	box 1
Humanoscope	box 1
Lithography	box 1
Macy Art Process Corporation	box 1
"Meet the Milprinters", 1945-194619511959	box 1
Milprint, Inc. - Advertising	box 1
Milprint, Inc. - Anniversary banquets - Quarter Century Club	box 1
Milprint, Inc. - Badges	box 1
<i>Milprint Communiqué</i> , 1942-1945	box 1
Milprint Friendship Club	box 1
"Milprint Today"	box 1
<i>The Milprinter</i> , VJ Day edition, 1945	box 1
National Bureau of Standards	box 1
Nicolet Paper Corporation	box 1
Philip Morris, Incorporated, acquisition, 1957	box 1
Rubber printing plates	box 1
Sales motivation	box 1
Top 100 accounts	box 1
Walton, Leonard W. - Personal	box 1
World War II effort	box 1

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## Samples

### Scope and Contents

Printing samples including candy wrappers, cigarette boxes, potato chip and bread bags and bacon boxes. Samples include such famous brands as Marlboro, Hebrew National, Memorex, Reese's peanut butter cups, Arnold's bread, and Southern Comfort, while many are for now-vanished local and regional manufacturers. Examples of the Trans-Vision process are also included. Of particular note are glassine wrappers for military rations during World War II.

Title/Description	Instances
Sample kits - French packaging designs	box 2
Sample kits - Goldenberg Candy Company	box 2
Sample kits - Hebrew National Kosher Sausage Company, Inc.	box 2
Sample kits - Hunter franks	box 2
Sample kits - Potato chip packaging	box 2
Sample kits - Royal pudding and gelatin	box 2
Sample kits - Sietz Packing Company, Inc.	box 2
Sample kits - Standard colors	box 2
Sample kits - Sun-X bleach	box 2
Sample kits - Trail Chef	box 2
Sample kits - Yankee Maid frankfurters	box 2
Anti-freeze - Polyethylene	box 2
Apparel - Cellophane	box 2
Apparel - Paper	box 2
Apparel - Polyethylene	box 2
Baked goods - Cellophane	box 2
Baked goods - Cellophane with paper	box 2
Baked goods - Foil	box 2
Baked goods - Paper	box 2
Baked goods - Polyethylene	box 2
Beer	box 2
Beverages - Foil	box 2
Beverages - Paper	box 2
Bird seed - Polyethylene	box 2



Blank stock - Plastic films	box 2
Candy - Cellophane	box 2
Candy - Foil	box 2
Candy - Paper	box 2
Candy - Polyethylene	box 2
Cloth apron	box 2
Cookies - Cellophane	box 3
Cookies - Foil	box 3
Cookies - Paper	box 3
Dairy - Cellophane	box 3
Dairy - Foil	box 3
Dairy - Paper	box 3
Dairy - Polyethylene	box 3
Decorative patterns - Cellophane	box 3
Garden supplies - Cardboard	box 3
Garden supplies - Foil	box 3
Garden supplies - Polyethylene	box 3
Greeting cards - Cellophane	box 3
Greeting cards - Polyethylene	box 3
Groceries - Cellophane	box 3
Groceries - Foil	box 3
Groceries - Paper	box 3
Groceries - Polyethylene	box 3
Handkerchiefs - Cellophane	box 3
Hosiery - Cellophane	box 3
Hosiery - Polyethylene	box 3
Housewares - Cellophane	box 3
Housewares - Foil	box 3
Housewares - Polyethylene	box 3
Linen and pillows - Polyethylene	box 3
Liquor cartons	box 3
Litter bags - Polyethylene	box 3

Meat and fish - Cellophane	box 3
Meat and fish - Foil	box 3
Meat and fish - Paper	box 3
Meat and fish - Polyethylene	box 3
Medicine - Paper	box 3
Medicine - Polyethylene	box 3
Miscellaneous - Cellophane	box 3
Miscellaneous - Foil	box 3
Miscellaneous - Paper	box 3
Miscellaneous - Polyethylene	box 3
Potato chips and popcorn - Cellophane	box 3
Potato chips and popcorn - Foil	box 3
Potato chips and popcorn - Paper	box 3
Potato chips and popcorn - Polyethylene	box 3
Tire tubes - Polyethylene	box 3
Tobacco - Cellophane	box 3
Tobacco - Foil	box 3
Tobacco - Paper	box 3
Tobacco - Polyethylene	box 3
Toys and games - Paper	box 3
Trick or Treat candy cigarettes - Cellophane	drawer MD-19
Welch's 24 sugar daddys - Cellophane	drawer MD-19

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## Billboards

Title/Description	Instances
DuPont - Zerex/Zerone antifreeze, circa 1950s	drawer MD-19
Stark and Wetzel - Bacon, circa 1950s	drawer MD-19
Stark and Wetzel - Gala variety show - Luncheon meat, circa 1950s	drawer MD-19

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Stark and Wetzel - Luncheon meats, circa 1950s

drawer  
MD-19

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Weber Costello Co. - Map of Europe, circa 1950s

drawer  
MD-19

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