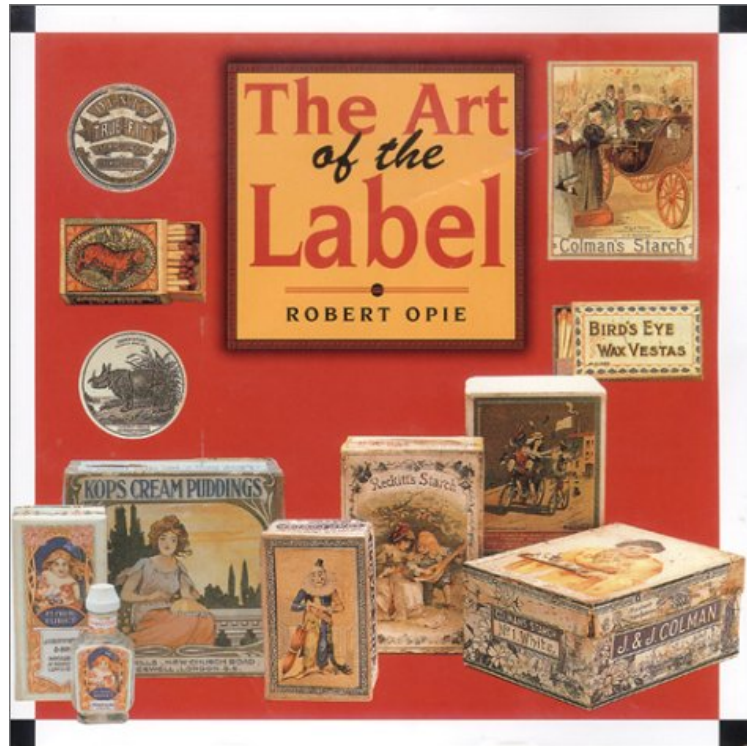


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The Art of the Label

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A survey of changing packaging designs from family favourites like Ovaltine and Colmans mustard to long-forgotten brands, providing a history and mirror to domestic lives over the past five centuries. The author has established a museum devoted to the history of advertising and packaging.