

Filling the Pantry: Unwrapping Food Packaging History

Heritage
Week 2026

Rawleigh Pure Ground Cinnamon Tin

1979.131.048

ca. mid-1940's
to 1970's



Artifact

Founded in Illinois circa 1889, the W.T. Rawleigh Company expanded to Canada in 1912, establishing its first Canadian factory in Winnipeg and later operating facilities in Montreal.

This tin container represents common, mid-20th century spice packaging practices, predating Canada's adoption of metric measurement requirements in the 1970's.

History

During this era, as television advertising grew, packaging design trended toward bold, simple graphics and prominent brand names to accommodate the limitations of television displays, like small, black-and-white screens, and to maintain unified brand identities. (Up until the mid-1960's, most Canadian televisions were black and white.)

Jingles and slogans worked seamlessly with visual branding across both television commercials and physical packaging.

Virtual Exhibit by the Mission Museum