

PRESS RELEASE

Art Images from the 20th Century “Werthan Bag” Factory
Now Available for Licensing!

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American Art Images- Booth 1778

It's all about textile bags, manufactured by the millions during nearly all of the 20th century by the Werthan Bag Co. In late 1999, William Kantz Jr. was exploring the Werthan Bag Co. building when he stumbled across thousands of printer proofs in the catacomb like basement of the old building. “It was like finding a treasure chest of gold”. He found and purchased about 10,000 unique “one-of-a-kind” prints.

The antique printer proofs were special copies that printers kept that showed exactly what was printed on the burlap and white-cotton fabric bags used for packaging foodstuffs such as sugar, seeds, beans meal and milled flour.

The artwork is wonderful and depicts an era of “Classic Americana” that we won't see again. In one image, an elegant lady, wearing high heels and a classic dress, holds out a tray of pastries promoting “Hearts Delight Self-Rising Flour”, made by Nashville Roller Mills. Scenes of animals, people, places, nature scenes, early autos, planes and trains from that nostalgic period are among some of the images in the collection.

The collection has been categorized according to type of image, color, city & state, quality & description etc. and can be viewed at the show. The images can be licensed “as is” as a retro design, or the image can be color enhanced and made to look new. The images can also be manipulated in order to “customize” any brand or product.

Travel back in time when you view these exciting art images, NOW AVAILABLE FOR LICENSING at booth No. 1778. For more information contact: William Kantz Jr. / President (615) 456-4648 or Sandra Lee/Sales & Licensing (615) 533-0946.