

Preserving Popular Culture: Ads from General Mills Archives



For more than more than 100 years, General Mills has produced some of the most recognizable food products on our shelves. From Gold Medal flour to the Betty Crocker brand, from the Breakfast of Champions to Green Giant vegetables, General Mills has helped feed us for generations.

When the corporate archivist at General Mills called us to say they wanted to digitally capture some of their advertisements from the last 100 years, we were happy to help. The purpose of the project was to not only digitally archive the ads but also increase access to them.

The ads arrived at our facility in several shipments, with each ad labeled individually according to General Mills' custom naming conventions. Our gloved technicians scanned these full color ads at 300 dpi, creating uncompressed TIFFs for archiving purposes. We also created 200 dpi JPG derivatives for internal use by General Mills employees.

The variations in size and content of the various ads created several challenges, but our trained technicians efficiently captured and created the needed files and derivatives.

To create reasonable file sizes, we cropped and trimmed ads that were smaller than the general 11 X 17 standard size sheet. The JPGs were sized to fit a 3" maximum on the longest edge of the image so that the images would meet the internal needs of General Mills.

Single sheets, in color, with custom naming and special sized derivatives. Northern Micrographics works with customers to meet their needs. And save a bit of American advertising history Call or visit our [website](#) to find out more.

