

TUPPERWARE PARTIES!



The women grabbed one of the 600 available shovels and feverishly ran into the swamp. They dug up diamond rings, gold watches, freezer units, mink stoles and more to the total cash value of \$75,000. Time magazine came along to photograph the event as they had never seen anything like it! It was 1954 in Florida, and the women were attending the annual Tupperware Jubilee. The women running into the swamp with shovels in tow were the best sellers of the Tupperware sales force collecting what we would now call, their bonus!

Cheering on the ladies over a loudspeaker was the woman who had organised it all, Brownie Wise, the general sales manager for Tupperware. Brownie was an ambitious hard working woman. She was a divorcee, single mum, and the woman who convinced convinced Earl Tupper, the inventor of Tupperware plastics, that the way to sell Tupperware was through home parties. Up until then Tupperware sat unsold on shelves even though it was the first plastic of its' time that was odourless and did not leak or chip easily. The design of Tupperware lids was based on the air tight seal of paint tins. Brownie believed that women had to burp it, drop it, seal it and squeeze it for themselves in a fun home setting with drinks and nibbles. Brownie's Tupperware party trick was to fill a plastic tumbler with water and toss it across a room to show that it bounced and stayed sealed.

Tupperware parties swept across America in the 1950's like a flash fire. Bell tumblers, wonder bowls and two-ounce midget containers become as common as television, telephones and hula hoops. Gatherings of suburban housewives nibbled on cream puffs and devilled eggs as they bought up a pastel palette of food storage containers. The most amazing thing about Tupperware wasn't that it sealed in garden freshness and flavour, but that it was a career maker for some women. Women were known to be able to double their husbands income through being a Tupperware party hostess.

Tupperware parties were hugely popular in the 50's and 60's, but eventually their popularity faded as the quality of plastics improved and relying on family and friends for financial success became outdated.

Do you remember going to Tupperware parties?
 What types of Tupperware did you own?
 What sorts of foods were served at Tupperware parties?
 Did you play any party games?
 What sorts of foods did you store in Tupperware?
 How did you store food before Tupperware containers?
 What do you think about Tupperware products?



The Tupperware Party ladies are based on vintage McCall's and Simplicity sewing patterns from the 1950's. Note the patterns and postures.

Remembering 1950's fashions when post war dresses became more colourful, feminine and playful. The two popular styles of the time were:

1. The pinch and flare dress with full bodied skirts.
2. The sheath dress, otherwise known as the 'wiggle dress,' which was more fitted.