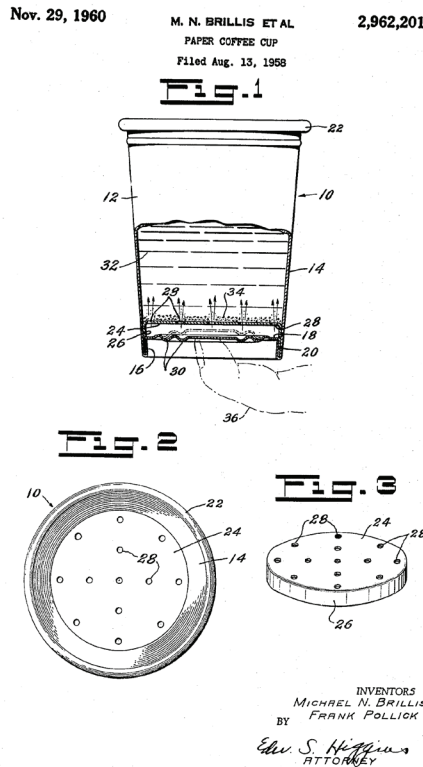


EVOLUTION STEVEN HELLER

THE PAPER COFFEE CUP



Picture a bunch of wranglers standing around the chuck wagon drinking out of the same tin cup. Ugh! Just imagine what kind of varmits are living in those cowpokes' gingiva filled mouths.

During the late 19th and early 20th centuries sharing drinking vessels was common, even in polite society. Public health was compromised and disease rampant. Paper cups, introduced by Lawrence Luellen, a Boston lawyer in 1907, were designed to curb the spread of nasty microbes, especially on railroad trains where passengers drank from water barrels.

Luellen and inventor Hugh Moore, also developed an ice-cooled water-vending machine with disposable cups. Together they launched a campaign to market the machine and educate the

public. With the 1917 flu pandemic taking millions of lives, Luellen's "Health Kup," which was renamed Dixie Cup, after a doll manufacturer whose factory, the Dixie Doll Company, was a neighbor, altered western behavior.

The word Dixie, incidentally, reminded Moore of "dixies," the \$10 bank notes from a New Orleans bank that had the French word "dix" printed on the face of the bill. Eventually, the Dixie logo, the stylized, decorative green laurel leaves on every cup, became iconic.

Dixies made minor cameos in various forties and fifties movies where characters drank take-out coffee. Those days the cups looked more like today's disposable soup cups, all white with paper lids (branded with the Dixie laurel). Other brands were produced, but design-wise

not much changed until 1963 when the Anthora paper coffee cup, featuring a Greek frieze set against an Aegean Sea-blue background, was introduced. Designed by Leslie Buck of the Sherri Cup Co. (now owned by Solo), it remains a staple at Greek-owned coffee shops throughout New York City.

By the 1980s styrofoam cups with plastic tops became *de rigeur*. Initially they were just white, though ultimately they were printed with a range of type and illustrations. Soon, the carbon-footprint mavens mounted the baracades against them and styrofoam was replaced in most emporia by paper, which today come in many colors, typographies, and design options—as well as in a range of sizes, some with pretentious foreign names and others that just do the job.

DESIGN SCHOOL DUMB LUCK?

Such is the powerful allure of a career in the field of design: Stanford Quarterback Andrew Luck has decided to forego a career in the NFL to continue his education in architectural design. Likely to be the #1 draft pick by the Carolina Panthers, Luck is essentially turning down \$10 million a year for up to five years by staying in school.