

T H E S I S -

on

A STUDY OF THE PRESENT METHOD OF LABELING CERTAIN CANNED
FOODS FROM THE STANDPOINT OF THE CONSUMER-BUYER.

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A STUDY OF THE PRESENT METHOD OF LABELING CERTAIN CANNED FOODS FROM THE STANDPOINT OF THE CONSUMER-BUYER.

I - INTRODUCTION

A. PURPOSE OF THE STUDY. This investigation had a two-fold purpose; to make a study of the label itself, and to determine its value in the consumer's buying of canned foods.

The writer through her own curiosity had frequently studied the labels on various canned products to ascertain the methods involved in the labeling, the real meaning of the labels, their truthfulness, attractiveness, and merchantable value. It proved interesting to observe the housewife as she selected her canned goods, to note her method of choosing, to see to what extent she read the label, if at all, and to observe her dependence upon the clerk for the suitable brand.

It is significant that the vital interest in the consumption of canned goods is in the contents of the can and not in the labels. The consumer little realizes that the manufacturer has endeavored to bring about a perfect association between the label and the container, not only from his viewpoint as a good marketing job, but also to meet the consumer's needs.

Frequently the consumer has thought that the label was placed on the can merely to enhance its attractiveness on the grocer's shelves, and produce a salable display of his goods. This consumer is usually a woman,

for women do eighty per cent of the buying; hence it is imperative that they should consider the task important enough to avail themselves of every possible means to receive full value for their money. Careful and intelligent reading of the labels will tend to class them among the discriminating buyers.

The consumer has it within her power to declare what helpful statements she would like to have on the label to give her a clearer idea as to the contents of the can. Dr. Walter H. Eddy, (1) Director of Foods, Sanitation and Health of Good Housekeeping, says that the women should be interested in both the product and the label, and even goes so far as to state, "Let the women write the label that tells what is in the can."

One of the main reasons for having canned goods labelled has failed if consumers are not willing to take the time to read the labels carefully and intelligently. If they were scrutinized more carefully an entirely different selection of canned products would no doubt be made.

It is obligatory that the manufacturer meet certain requirements in labeling his products. It is quite natural that he should have uppermost in his mind the sales power behind the product and the label, but if he is going to realize the proper returns for his goods he must keep the consumer and her requirements in mind.

Similarly, every up-to-the-minute retailer knows the advantages of having well-stocked, orderly-arranged shelves of canned goods made most attractive to the consumer. He knows the psychological appeals, and it is for him to have a comprehensive understanding of the labels, so that he will be able to interpret the various statements and legends to his customers who have not as yet acquired the "read-the-label" complex.

It might be well to incorporate in the marketing units of the Home Economics course of study in our modern schools all of the government material on "How to read the label," so that Home Economics trained daughters of these housewives will be of service to their mothers in doing the family marketing from reading the label on the can. The younger generation often succeeds in giving bits of information which the parents eventually will accept.

Having been sufficiently aroused in regard to the subject of labels and all that pertain to them, one suddenly becomes aware of the paucity of the immediate and available information on the subject. It then becomes necessary to secure information from all possible angles. A consciousness had existed for quite some time that much confusion prevailed in the minds of the consumers as to what was the real significance of the label on canned goods. So, from the situation already men-

tioned evolved the real problem of the investigation, namely: (1) a thorough study of the label; and (2) the part it plays in the consumer's buying.

B. HISTORY. Before canning became such a scientific industry our great grandmothers were drying the fruit and vegetables grown on the farm to serve the family during the long winter months.

In 1795 a French scientist, Nicholas Appert, who was called "The Father of Canning," discovered that fresh food hermetically sealed and exposed to a high temperature would keep in good condition for a long time. This discovery, of such far-reaching significance, was the result of an award offered by the French government for some method of preserving food for its army and navy during the Napoleonic wars. (Malcolm)

(2). No doubt preservative drugs or other preparations known to us now to have a harmful effect, were used to prevent fermentation. This practice continued, however, until our own pure food and drug laws made such methods illegal.

Our grandmothers then adopted the scientific method of preserving fruits in their own homes, the canning of vegetables becoming more of a commercial process done in plants in Maine, New York, Maryland and other eastern states.

The drying process had been long and laborious, and the housewife perhaps welcomed a shorter method of caring for home products, and now began to rely also on the commercially canned commodities. This demand brought about a multiplicity of manufacturers anxious to secure the patronage of the customer. Wherever fruit or vegetables were largely grown canneries sprung up, the competitors vying with one another in the attractiveness of the canned product and the advertisements on the labels to secure the patronage of the consumer.

The next step after obtaining purity in the canned product is the artistry of its appearance. There is a steadily growing conviction that art is a necessity in advertising; first, because of itself and the satisfaction it brings, and second, because it is a business asset. (Parsons) (3). During the last ten years a splendid merchandising adventure has taken place. The agitation for pure package foods in preference to bulk foods brought about the container, and the packer is frequently forced to stop and ask himself the question "Is my package with its label keeping pace with modern conditions?" (Brown) (4).

"The beguiling wrapper affects the whole economic structure of the country," and "the food distributing

companies are catering to this fastidious, popular demand," (Literary Digest) (2). It is the duty of the artist to concern himself with the creation of an efficient, economical and self-selling package. (Rosenberg and Hartley) (6).

Art expressed in attractive designs and colors is instrumental in the sale of products. Advertising artists emphasize three important factors in the creation of good commercial art; attraction value, interest value and memory value. All of these factors apply to the appearance of the label. (Rosenberg and Hartley) (6).

Information relating to the early date at which labels were used was not available, but ever since the canning of products there must have been some way of giving information about the contents of the container. Collins (7) relates the story of the first American canner, William Underwood, an Englishman, who arrived in New Orleans in 1819 and worked his way up to Boston, where in 1821 he established a canning plant, and shipped berries and other fruits in glass to South America and to the Orient. However, people in America refused to buy his products because they thought that the imported goods excelled in quality; so Underwood found that even his sales in the foreign markets were improved by having the magic word "London" on the labels.

W. W. Vincent, (8) Chief of the Western District of the Food and Drug Administration, in one of his radio excerpts mentions the fact that prior to the enforcement of the Food and Drugs Act, January 1, 1907, a label might be like the little poem:

"A little strip of paper,
A little bit of paint,
Makes a tin of canned food
Look like what it ain't."

However, the label of today constitutes, as Vincent expresses it, "The manufacturer's letter of introduction, and his credentials for the commodity."

This United States Food and Drug Law is a federal, state and municipal law. Generally speaking, there are two main divisions of the law: first, those laws directed primarily to secure purity of the product and honest labels; second, those laws directed to control the compounding of drugs, and to safeguard the distribution of those which are dangerous. The United States Food and Drug law goes back at least to the English law; was developed through the colonial and state law, and is completed by the federal law. Through numerous enactments the Federal Food and Drugs Act, commonly called the "Pure Food Law," was approved on June 30, 1906, and became effective January 1, 1907. (Dunn) (9) (Linton) (10).

The Federal Food and Drugs Act operates in the interest of the public, to protect its food supply, and to prevent the sale of deleterious, adulterated or misbranded foods and drugs. It has had the effective cooperation of reputable manufacturers, but not the cooperation of the consuming public. (Vincent) (11). This co-operation may be insured by intelligently reading the labels, and by insisting upon being supplied with the commodity desired.

The Food and Drug Administration was created by Congress, and organized July 1, 1927. The Secretary of Agriculture recommended its establishment for the purpose of administering a group of acts enforced by the Department of Agriculture to promote purity and truthful labeling in certain commodities. (Food and Drug Administration.) (12).

The Federal Food and Drugs Act has been a great factor in the development of vast food industries of today. In former years the food consumed in every household was prepared in the home or in the immediate vicinity. But the food consumed today has been shipped long distances through numerous channels of commerce. The administration is faced with "The gigantic task of promoting purity and truthful labeling in the stupendous volume of commodities." (Linton) (10).

On July 8, 1930, occurred an amendment to the act known as the "McNary-Mapes amendment." The Secretary of Agriculture was granted authority to formulate and enforce legal standards of quality, condition and fill of container, for all canned foods except meat, meat products and canned milk. To date, the standards have been drawn up for peaches, pears, apricots, cherries, peas and tomatoes. In April, 1932, there was a hearing on the amendment to bring about certain revisions and modifications of standards, and fill of container regulations. (Barber) (13). In May, 1932, the Food and Drug Administration issued "The Service and Regulatory Announcements, Food and Drug No. 4, (Second Revision)," which published revisions of the form of statements which must appear on canned foods falling below the standard.

II - PLAN OF THE INVESTIGATION

A. STUDY OF THE LABEL AS IT EXISTS TODAY. From a copy of "Service and Regulatory Announcements" of the United States Department of Agriculture (14), which contains the text of regulations for the enforcement of the pure food and drug law, it was found that a label included any legend, descriptive matter or design appearing upon an article or its container. Also, there should be displayed on the label, in a plain and conspicuous manner, all the information required by law. The present requirements are, first, the name of the product; second, the brand name; third, the name and address of the manufacturer, with the phrases "Packed for--" or "Distributed by--," or other equivalent phrases, if the name appearing on the labels is not the actual manufacturer or producer; fourth, the net weight of the contents; fifth, the pictorial design of the product, which must conform to the actual condition of the product; and sixth, a form of statement, or legend, to show that the product is below standard.

At the beginning of this study, the first conception was to make a general survey of all labels, then quantities of labels, those in label books, and those off and on the purchased canned foods, were studied. Trips were made to the different types of grocery stores,

where labels were studied. The clerks and managers were very courteous and painstaking in their explanation of the various labels and containers. A general idea was gained of what constituted a label, and how the labels on certain products differed from others. Due to the multiplicity of labels it immediately became evident that some choice would have to be made as to the number and kinds of labels to be studied. The choice centered around those canned foods most commonly used. "The Manufacturers' Census of 1927" (15) showed the largest number of cases packed by size and number (See Table I, page 12). This information led to the selection of labels for peaches, pears, apricots, peas, corn, green string beans and tomatoes.

It has been stated that label information could well be included in a marketing unit in the foods courses given in home economics. Such a plan was adopted last fall in the Albuquerque Senior High School foods classes. The subject was introduced to the girls, and after their interest was stimulated they were asked to collect the labels from all canned foods used in their homes and in the homes of relatives or friends. Stacks of labels began to appear, new brands were eagerly sought, and information the girls had previously not noticed was reported with great interest. Having classified and filed all of the labels thus assembled,

Table I.
CANNED VEGETABLES AND FRUITS - CASES PACKED, BY NUMBER AND SIZE,
FOR THE UNITED STATES: 1927.

Product	Total	Number of Cases of -						Glass Jars	
		No.1 size cans	No.2 size cans	No.2-1/2 size cans	No.3 size cans	No.10 size cans	Special size cans	20 oz. and under	Over 20 oz.
Canned Vegeta- bles									
Beans, green	4130634	64664	3099127	144092	46585	685135	80140	10857	34
Corn	10254706	510792	9265828	71974	12255	290292	100901	2534	130
Peas	13084793	924266	10971325	28542	2250	988242	151664	18447	57
Toma- toes	18229068	1532041	9522898	2560347	2179464	2273315	128783	15018	17202
Canned Fruit									
Apri- cots	3099357	227046	134877	1539654	4314	1057015	136039	178	234
Peaches	11305057	749063	350623	7184327	6652	2616619	388979	736	8058
Pears	2953502	282759	266061	1658959	9133	623546	112411	58	575

the girls were instructed to focus their attention upon the labels of the seven canned foods of this study. There were so many duplicates of a few brands that an effort was made to secure other brands. After some length of time the assortment of labels was collected, classified and filed.

B. GROUP REACTIONS TOWARD LABELING. Through the purchasing of canned fruits and vegetables another collection of labels was assembled. A complete list was made and classified of all labels as to brands and companies. A circular letter was prepared and written to the well-known companies, asking for information concerning labels. In the replies, many companies referred to particular lithographing companies, and other reliable and authentic sources for further writing. Another letter, somewhat similar to the one sent to the companies, was sent to these sources. A personal visit was made to each of four companies located in San Francisco. Information similar to that requested in the letters to the companies and lithographers was obtained.

The sample labels were examined to discover the common characteristics and distinctive features. A score sheet and an accompanying key were drawn up, and each label carefully analyzed. Such an examination revealed additional information, which is reported in this study. (See score sheets accompanying this study).

Different types of grocery stores in Albuquerque were visited for the purpose of interviewing the grocers, in order to obtain their reaction to the labels as a means of influencing the sale of merchandise, and of its value to the consumer. These visits afforded an opportunity to make a further study of labels, samples of which were not included in the collection previously made. An additional advantage of these visits was to observe the consumer in her purchasing methods.

These observations ultimately led to the preparation of an interview to be used for a small representative group of housewives in Albuquerque. Each housewife was interviewed individually, and her reactions to the label were reported.

The labels meeting all of the government requirements may probably be adequate for the manufacturer and the retailer's purposes, but as this study progressed it became very evident that some additional material should be required for the housewife. The manufacturer objects "Why put more information on the label? The consumer does not read our information now." That is true, but the consumer is being educated by the government bulletins, by radio talks, by home economics courses in public schools, and by articles in home economics journals, so that she is becoming more discriminating and critical.

III - RESULTS OF THE INVESTIGATION

A. RESULTS FROM THE LABEL STUDY. This study of labels proved extremely interesting, for it was not until the reasons for everything present on the label had been investigated and a knowledge had been acquired of the legal requirements and government promulgation of standards of quality, that an appreciation was developed as to the importance of labels in the canned-goods industry.

The manufacturer, the retailer, and the consumer, then, have their eyes fixed on this significant bit of paper on the can. What should it display? Stokeley Bros., a canning company of Kentucky, enumerated some of the most important items to be taken into consideration in sketching a design. These were: "First, is it neat? Second, is it attractive? Third, is it appealing to the eye? Fourth, does it comply with the government requirements? Fifth, does the vignette have appetite appeal? Sixth, does the general appearance of the label have sales appeal? Seventh, is the brand name one that is easily fixed in the mind, and not easily forgotten? Eighth, do the colors of the label blend? Ninth, is the trade mark distinctive? Tenth, will it be easily remembered, and when seen will it carry with it the brand name and company behind it?"

The mechanical processes led into the printer's domain, where labels are either printed or lithographed, those produced by the latter method being now more widely

used. Lithography is planography printing by a chemical process. It is desirable to have a sketch of the design made by either a creative or copy artist of the lithographing company. After the final approval by the customer, the sketch is given to the printer's art and engraving department, where the art work is photographed through color screens, to get the colors separated. Such a process is called "photo-engraving." Incidentally, using some parts of an old label lessens the cost, which then generally averages from one to four dollars per thousand, depending on the art work employed.

The better class of labels usually consists of five colors; yellow, dark blue, red, pink and light blue. To these colors may be added gold, and the label may be embossed or varnished. A separate plate must be made for each color. When the original plates are completed, an exact reproduction is made by an electro-typing process. The reason for this is the fact that the original plates are very expensive, and consequently if they are used in the actual printing they will be ruined, and a large sum of money wasted. Therefore the printing is done directly from the electrotypes. In this connection it was interesting to learn from the superintendent of the Del Monte printing plant in Oakland that the company's original plates are valued at fifty thousand dollars, and that they have two originals in safe keeping, one in New York and the

other in San Francisco.

After an electrototype has been made for each of the five colors, these plates are placed in the presses, and the sheets of white paper, on which the labels are printed, are run through the presses five times, or one for each color. These plates, being made to fit into each other, make it possible to print several colors at one time.

One company reported that its labels are printed on a large sheet of paper, approximately three feet wide by four feet long. Another company gave the dimensions as six by seven feet. The size of the sheet is determined by the size of the press. The paper is seasoned for two or three weeks before it is used, so that all colors will register properly. The temperature of the room greatly affects the seasoning.

There may be from thirty-six to forty-two or more of the same or different labels on a sheet, depending on the size and shape of the labels and the size of the paper. Usually twenty-five thousand or more sheets are printed at one time, or a total of nine hundred thousand if there are thirty-six labels run on a sheet. The manufacturer gives his label orders in one hundred thousand or two hundred thousand lots, and in the case of the Del Monte press a million and a quarter are printed daily, and even that is insufficient for the demand.

After the inks are thoroughly dry, the bronze powder,

gold ink or silver, is applied in an additional operation. If varnished labels are desired, they are run through a varnishing machine and dried. The varnish, which is made of alcohol and rosin, imparts a luster that not only improves the general appearance of the label, but to a certain extent resists moisture and dust. The sheets are cut in half, quartered, and then cut into individual labels, which are stored until needed.

Mention has been made that the pictorial design on the label must portray the condition of the contents of the can. That photographic reproduction of the contents is called a vignette. Considerable art work is displayed in the vignettes, and the artist endeavors to have the colors of the printed matter and the predominating color of the label itself harmonize with the vignette colors.

Scrutinized from the art standpoint, there were very few of the labels in the collection that were really distinctive in that respect.

A most striking factor in connection with this phase of label study was the report of the Kroger Grocer and Baking Company, that operate over 5,000 retail stores, 400 of which are located in Cincinnati. This firm conducted a very extensive advertising campaign, asking the women of the country what they thought ought to appear on the labels. As a result, there were five major factors that the housewives demanded, one of which was artistic design and good

art.

The keynote of label art is simplicity and effectiveness, both in design and lettering. This may be obtained by bearing in mind that it is not how much must appear on the label, but how much can be left out.

The design must be distinctive and clear cut, conventional rather than realistic. Good color combinations are vitally essential. Colors have a so-called emotional appeal. Red, orange and yellow appear warm and joyous, and tend to attract attention because of associating them with the sun. The merchant has found that candy wrapped in red and yellow, or yellow and orange, sells best; breakfast foods in yellow and orange or yellow and green packages are the best sellers; while coffee retails best in yellow and orange, or red and yellow. Blue and green are cold colors, and tend to recede, because they typify sky, water and snow. The containers for summer beverages are so often yellow and green, or blue and yellow. Black and white are both used to modify or strengthen a design. (Rosenberg and Hartley.) (6)

A well-designed label should not contain more than three kinds of lettering. The illustration, or picture, should be accompanied by the correct type of lettering, as, for example, the Pallas brand displays a picture of a Roman to illustrate the brand name, and the lettering is Roman type, and well suited to the picture.

Color harmonies in the collection of labels suggested an analogy between labels and window displays. It is not a difficult matter to recall to mind the shop window in which there is no organization, no relation of objects, nor thought of appearance. A majority of labels secured in this study were cheap and gaudy in appearance, and depicted bizarre art.

On the other hand, a few displayed satisfying color combinations, simplicity of design, and appropriate lettering. These called to mind the exclusive shop window in which only a few distinctive and beautiful articles are displayed.

Most striking to the eye is the color on the label, but more important to the investigator is the appropriate brand name prominently displayed. A few examples will help to illustrate that point; for instance, the Rosedale label displays one or more red roses; Hart brand, a red heart; Cameo brand, an old-fashioned cameo; Sunny Garden, a little garden scene; First Pick, two yellow baby chicks attempting a first pick at a bug on a leaf; and Fox Lake, the picture of a lake and the head of a fox at the top of the picture. The Fox Lake, located in Wisconsin, is noted for its artesian water, used in the packing of peas.

Frequently letters are used to represent the brand name, as the G.G.G. brand, Griffin, Goodner Grocery Co. A striking example was F.F.O.G., selected by the founder

of the Ridenour-Baker Grocery Co. a generation ago. These initials originally stood for First Fruit Of Garden; later, during the war, they meant First Finance Our Government, and Fight For Old Glory; then in times of peace, For Friends Or Guests. The same company puts out another brand called the Pallas, which was suggested by a fall festival, "The Priests of Pallas."

Many of the companies have standardized their labels, perhaps not in color, but in design. Heinz, for instance, uses on all of the labels the Keystone, the Pickle, and "57," that company believing that to standardize their design is imperative. They do not, however, use the same color on the labels of all products, perhaps fearing that mistakes might occur with both the manufacturer and the consumer.

Another item on the label of great importance is the "sub-standard" statement not generally interpreted correctly by the consumer. "Heretofore the term "standard grade" as applied to most canned commodities has had a vague meaning." One canner's standard grade differed greatly from another's. Since the last amendment to the Food and Drugs Act was passed by Congress, all manufacturers of certain canned goods must differentiate upon the label between the material of sub-standard character and that of better quality. (Vincent) (16).

The amendment, officially known as the McNary-Mapes Amendment, commonly called the Cannerymen's Bill, was approved by the President on July 8, 1930. It was interesting to learn that the canning industry sponsored and secured the enactment of the amendment. (Vincent) (16).

"The purpose of the McNary-Mapes Amendment to the food law is to make it possible for the buyer to know that she is not getting the most attractive and appealing canned food when she buys goods labelled with the sub-standard legend, although her purchase is wholesome and good food." The government food officials feel that the product is in no way stigmatized when the label bears the sub-standard legend. (White) (17).

A recent article by Dr. Eddy (1) implies that a housewife with a limited budget should be enabled to buy a sub-standard product which will carry the nutritive, if not the aesthetic value of standard canned goods, provided she reads intelligently the labeling. He also reported a conference of the National Cannerymen's Association and the National Wholesale Grocers Association, to which the women were invited and asked to enter the discussion of this Low Quality But Legal Label. These housewives felt that such wording would greatly stigmatize the product, and also the consumer. However, after being informed by food experts, they were interested in the sub-standard products as a means of reducing their budget, and at the same time pro-

viding wholesome and nutritious foods.

Those not familiar with the new amendment who encounter canned products across the label of which is emblazoned in large type the statement "Below U. S. Standard, Low Quality But Not Illegal," immediately consider that food unfit for their use. (Vincent) (16). The retailers and city salesmen all feel that reduced sales of such products have resulted because a large percentage of customers did not correctly interpret the legend, thinking that it suggested inferior quality of goods.

The "Canners' Amendment" is something that consumers should follow with interest. Earlier in this study reference was made to the foods already standardized; peaches, pears, apricots, cherries, peas and tomatoes. Legal standards will be established for more foods at a later date. It will become more and more important for consumers to read the label if they wish to profit by this new movement. The consumer will know definitely the quality of the food before she spends her money. The new labels will give her the opportunity to exercise her right of selection, and her own buying judgment. (Delineator Institute.) (18).

To be borne in mind, then, is the fact that the former rulings as to purity, wholesomeness and branding still maintain their effectiveness in those products already standardized; while added to these the new qualification specifies that any of the canned foods not meeting a cer-

tain standard of excellence in form, color and appearance, must be labelled as sub-standard. If so labelled, the consumer will know that the product, while pure and wholesome, will not be so palatable and so adapted to all purposes as foods of higher quality. Neither will the consumer be expected to pay the ordinary price. The new standards have been instrumental in bringing about an unusually high quality in all canned foods. The industries have been busily engaged in studying conditions that will improve the quality of foods; the variety of fruit or vegetable, conditions under which the product is grown, the stage of maturity or ripeness, and the method of canning.

(Delineator Institute.) (18).

As to the exact position of the sub-standard legend, the May, 1932, issue of the "Service and Regulatory Announcements," (Food and Drugs) (19) specified that "If a picture of the article is used on any part of the label, the appropriate sub-standard legend, or special statement, shall appear immediately above or below such picture." In the case of excess packing medium it will be necessary for the consumer to observe the explanatory statement "Slack Fill, Contains Excess Added Liquid."

The sub-standard quality designation for peaches is "Below U.S. Standard," with the explanatory statement "Good Form - Not High Grade." There will also be special statements indicating that the peaches are packed in water.

The consumer should also note the special statements of "Whole peaches," "Quartered peaches," "Sliced peaches," "White peaches," and "Freestone peaches."

The designation for pears will be the same as for peaches, with the exception of the captions "sliced, white and freestone." Should there be a presence of gritty portions that are a normal characteristic of certain pears, then a special statement "Kieffer pears" is necessary.

Apricots will bear the same sub-standard quality designation as peaches and pears, except in one condition "Peeled apricots," and "Sliced Peeled apricots."

The standard requirement for fill of container is the same for the three fruits. "Added Liquid is Excessive in Canned Apricots when the Weight placed in the container is less than 60% of the weight of water which the sealed container will hold at 60°F. with, when necessary to prevent crushing of the fruit, a tolerance not exceeding the weight of two average pieces." (In the case of peaches and pears it is one average piece each.)

Green string beans and corn are among the canned foods not yet standardized.

Canned peas which fail to meet the standard must bear the sub-standard designation "Below U.S. Standard, Low Quality But Not Illegal." If the peas have been artificially colored, the label must bear one of the following

explanatory statements: "Because Artificially Colored," or "Because Certified Color Added." The statement "Soaked Dry Peas" must be given if the peas are prepared from mature dried peas.

The standard requirement for the fill of the container is very accurately given. "Added Liquid is excessive in canned peas when the proportion of free liquid in the product is such that when the contents of the container are poured out and poured back into the container standing on a level surface, and the peas levelled without downward pressure, the liquid completely covers the peas."

The tomatoes bear the same sub-standard quality designation as the peas. The label must bear the appropriate special statement: "Tomatoes With Puree From Trimmings." (Food and Drug No. 4) (19).

The results revealed in this summary (Table II) of the analyses of the labels necessitate a few comments. The seven food products were represented by 486 labels, ranging from 38 for apricots to 130 for corn. It is quite amazing to note the number of different brands representing each product. With all of these brands from which to choose, is it a wise policy for the consumer to adopt just one brand and adhere to that and ignore all others; or would it be best to have a choice of brands for fruits and an entirely different selection for vegetables? That question must be answered by the consumer.

Table II
SUMMARY: ANALYSES OF LABELS.

Name of Canned Product	No. of Labels	No. of Brands	Companies			Additional Information on Quality of Product	Style of Pack	Density or Degree of Sirup	Recipes, Suggestions or Directions for Serving	Number of Pieces of Other Measurement	Reference to Nutritive Value	Slogans	Other Psychological Appeals	Advertising on Label	Information about Label itself.
			Packers	Distributors	Grade										
Apricots	38	23	6	14 8	5	12	15	18	8	3	--	5	--	16	20
Peaches	71	39	6	26 20	8	11	70	26	7	3	--	7	1	22	37
Pears	45	31	8	21 13	9	14	10	22	5	5	--	8	--	15	18
Beans, green string	62	37	21	31 10	8	4	60	--	20	--	1	13	2	15	32
Corn	130	66	25	42 17	38	42	32	--	23	1	4	30	10	24	56
Peas	91	51	17	27 10	31	56	74	--	21	--	6	22	2	9	38
Tomatoes	49	40	24	33 9	5	6	24	--	5	--	2	10	1	6	18

An association is naturally made between labels, brands, and companies, possibly because these three factors are most generally considered in purchasing. The companies divide themselves into packers and distributors, or both.

One of the important requirements so desirable on a label is the indication of the grade in the language of the consumer. This would be most helpful in the selection of canned products. In the early part of this study the law requirements of the label were given, but they are not adequate for good consumer purchasing. The survey made by the Kroger Grocery and Baking Co. also previously mentioned revealed five major factors, which women demand on the labels; namely: 1. "Artistic design and good art work; 2, information about the product; 3, contents of the can in avoirdupois weight and the contents in the number of servings; 4. recipes telling how to prepare the contents and new ways of serving; and 5. information about the quality of the product.

The Good Housekeeping Institute has endeavored to encourage the manufacturers to grade their products as the Hawaiian Pineapple Company does; that is, the number is stamped on top of the can. In the case of pineapple, Dole 1 represents grade 1. "Sliced, Crushed or Tidbit" form, the pick of the pack and in the richest sirup; Dole 2 means grade 2, the same as 1, but less perfect, with the sirup

less sweet; Dole 3 grade 3, broken slices, the sirup the same as 2, the product being least expensive.

Again referring to the conference mentioned in Dr. Eddy's article (1), the women in attendance, in addition to discussing the sub-standard legend, brought up the desirability of a "Grading Law," a field not covered by the McNary-Mapes Act. They wanted more information about the contents of the can, as for example, the number of halves of fruit in a can, whether the sirup is heavy, medium, or light. (Many, by the way, have learned to judge that by the brand of fruit.) Without some grading law the women found it difficult to rely fully upon the size of pieces and uniformity of grade in successive purchases of the same brand.

From (Table II) it is evident that the manufacturer does not consider the grade as an essential part of the label information, as only 21% of all of the labels indicated the grade.

Additional information on the quality of the product includes any material that the company would care to give, such as, super-quality, fancy selected quality, the locality in which the product has been grown, and whether sunshine and irrigation have produced better flavor. That information is not of such vital interest to the consumer as some of the other factors, and only 30% of the labels contained that factor.

In purchasing canned goods, if the style of pack is given on the label, the consumer knows whether or not she is getting sliced or whole peaches, halves of apricots, green string beans asparagus style or cut, refugee beans. The style of pack greatly influences the way in which the food will be served. This factor was contained on 57% of the labels.

Individual preferences will greatly determine the use of canned fruit, and its sirup medium. Some people prefer a heavy sirup, others a medium, and of course the calorie value is affected by the density of the sirup. Fruits used for pies or combined with other fruits require a light sirup, or a water pack would suffice. Patients suffering from certain diseases wish to know the density of the sirup in order to guard against an excess of sugar.

Excepting tomatoes, it is obvious that from the table the vegetable rather than the fruit labels contain recipes or suggestions for serving. In fact, 78% of the vegetable labels conveyed that information, and only 22% of the fruit labels. It is customary to stress the adequate use of vegetables in the diet, and possibly the companies feel an urge to place recipes and suggestions on the vegetable labels to allow more variety in the serving of canned vegetables. Some companies feel it is a waste of label space not to use some part of it for a recipe or sugges-

tion. With such a large circulation of recipes in books, on card files, in magazines, booklets and pamphlets, possibly little or no use is made of the recipes on the labels. In this study only 3 out of 116 housewives expressed a desire for this information.

The table under consideration also shows that the labels suggesting the number of pieces or other means of measuring was disappointingly low. Possibly the manufacturer does not fully realize the importance of such information. Even so, more of an attempt was made to give the count of fruits than of vegetables. It has been observed that some of the labels on canned beets will give the number of baby beets in the container. That information is also given for olives. There was only one vegetable label that indicated the count or the number, and that was corn on the cob, three ears. If this information were left entirely to the housewives, no doubt it would appear on many of the labels, for they believe it is far more important than do the manufacturers.

Another interesting result was the number of labels bearing any reference to nutritive value. There again the few employing that type of information were among the vegetables. Perhaps it is the belief that if the label carries such information more sales in that particular brand will be realized. Also nutritionists have stressed the use of vegetables in the diet, and that may have in-

duced a few companies to include that item on their labels.

Proportionately, more of the vegetable labels carry the companies' slogans than do the fruit labels. Some of the slogans used were: "Cleanliness Our Watch Word," "The Pride of the Western Gardens," "None-So-Good As We Say," "Square Deal Is All Any One Wants." (In the last two, the brand name is part of the slogan.) "Packed in the Shadow of the Rockies," "Fresh as the Dew of the Morning," "Those Good Beans," and "Prepared in the Fleeting Moments of Perfect Flavor." The slogans possibly have more meaning to the companies than to the housewives.

However, the slogans have a tendency to cause certain psychic reactions. It is very noticeable that while such appeals are included on the vegetable labels, only one fruit label makes use of this appeal. A possible reason for this is that fruit naturally appeals to the taste, while to so many people vegetables do not, and some bit of psychology tends to develop the desired appetite. "Old Grimes Sugar Corn" label bears two verses of poetry about Old Grimes. The appeal of the Good Housekeeping stamp on a label attracts many who know its significance. The company's guaranty of purity on the label also makes an appeal. The indication that the product has been packed under the regulations of a factory inspected by the State Dairy and Food Department may play a minor part in the sales power of some canned foods.

The companies reserve the right to use the label as a means of advertising their other brands, and 22% of the labels conveyed such information. Some labels bear a list of the other products packed by the company and information concerning the different sizes and styles of pack of the product. The companies advertise their willingness to send recipes and suggestions to those interested and urge consumers to watch the magazines for the company's advertisements.

Distinctive label designs or trade names were in many cases copyrighted and registered, and such information was revealed on 42% of the labels. It is not absolutely necessary to copyright or register labels, but companies with large capital invested desire some form of protection for the brand name or for the distinctive label or trade mark upon which their business has prospered. This particular information concerns the manufacturer, but is of no value to the housewife.

B. RESULTS FROM GROUPS REACTIONS. 1. Comments and reactions from manufacturers. a. Replies to letters. The subject of labels occupies a prominent place in the manufacturer's business, for next in importance to the actual packing of the products is the proper labeling.

The following letter was written to 28 companies*

*Note: See Page 73 for the list of companies, lithographers, and other sources of information with whom correspondence was carried on.

in which certain definite questions were asked in order to obtain the manufacturer's reaction toward the label.

Copy of the Circular Letter Sent to the Companies.

Head of Label Department:

Dear Sir:

In doing a piece of research work on the subject of labels, as found on canned fruits and vegetables, at the Oregon State College under the supervision of the Foods and Nutrition Department of the School of Home Economics, I would greatly appreciate your assistance in answering a few questions on that subject.

I find the study of labels to be extremely interesting, never before fully realizing how much there is to a label and what helpful information it conveys to the purchaser of canned foods. In this study I find it necessary to limit the labels to those of peaches, pears, apricots, green string beans, peas, corn, and tomatoes.

In connection with this study I am endeavoring to teach the girls in my Foods classes at the Senior High, how to choose canned foods, what to look for on the label, and to learn something on how to read the label. If you could send us some sample labels on the above mentioned foods for that study we would be very grateful.

I am particularly interested in learning how you decide upon a design, the brand name and the colors for the labels. What government requirements must be met on the label? Must all labels be copyrighted? Is it possible to put too much (a great quantity of small reading matter) or not enough information on a label? Do you feel that, to the average purchaser of canned foods, the label tends to sell the goods?

I am very eager to obtain some information on just how the labels are printed. Any references to such information will be greatly received.

Any information you can give me or refer me to, concerning labels, will be very helpful in this study.

Hoping for an early reply and thanking you for your time and services,

I remain,

Very truly yours,

The companies expressed the need for more research work on the subject of labels. They expressed an appreciation of the inquiries made pertaining to the subject, and of an interest in the possibilities of adapting the label study to the marketing unit in the foods classes already referred to in this study.

The same type of questions was asked of the companies personally visited in San Francisco. Some of the companies with whom correspondence was carried on did not feel adequately equipped to supply material on the printing and lithographing of labels; so they referred the matter to their lithographers, who either replied directly or through the company. Three lithographing plants in San Francisco were personally visited. The object of the visit was to gain an appreciation of the mechanical process involved in the making of labels, posters, cartons, and similar products.

The following information includes the main facts resulting from correspondence with the companies showing a marked difference of opinion about important points:

I. The Selection of the Design.

- A. The label expert sketches several designs, and creates a name appropriate to the sketch and to the product. A purely arbitrary trade mark is better than a mark descriptive of the product.

- B. The executives of the company with either production or sales have a voice in the selection of the label design.
- C. The label is a matter of personal preference.
- D. The label must have eye appeal.
- E. There are no definite rules involved.
- F. The canner expresses his own idea, and from that idea a sketch is made.
- G. The name and design of the label are an early development in the history of the company.

II. Decision of Brand Name.

- A. The company selects a number of brand names which seem to satisfy personal tastes and ideas. They ascertain through patent research in the Patent Office in Washington whether the names have been appropriated.
- B. Brands are usually coined words. Firm names are used to make up a brand.
- C. Brands are arbitrarily selected.

III. Choice of Color.

- A. The colors of the label usually number four to seven, and are worked out so as to blend well with the design, to attract the eye, and hold the attention.
- B. Color is a matter of personal choice.

- C. The primary colors used on labels are red, yellow and light blue, to which other colors are added.
- D. Design, vignette and coloring are all closely related.

IV. Government Requirements.

- A. Government food regulations require that the net weight and any reading matter telling of the ingredients must be in legible specified type.
- B. Government requirements vary according to the product packed; certain details change every few years.
- C. State laws sometimes differ from federal laws and those of other states. Where such information interferes with label design or general sales policies, labels for that state are specially imprinted.
- D. Both state and national rulings must be observed.
- E. Food and drug products must carry certain definite information.
- F. Some states have very drastic regulations with regard to food and drug products. Wisconsin has an extremely detailed code, and Pennsylvania has some strict laws.

- G. Government demands that the net weight, address and trade names must be in eight-point type or over, regardless of the size of the labels.
- H. The weight statement must be on the principal face of the label, and if there is more than one principal face it should appear on both.
- I. The name of the product and pictorial design must conform to the actual contents, net contents, name of producer or distributor.
- J. If the quality is below standard, this must be shown.
- K. The principal purpose of government regulation of labels is to prevent misrepresentation. The government stipulates that whenever the product is adulterated, such adulteration must be indicated on the label.
- L. The wording on the labels must be honest. If merchandise is not fancy, it must not be so labelled, because pure food inspectors are liable to pick it up, and court proceedings follow.

V. Registering and Copyrighting of Labels.

- A. It is not necessary to register all trade marks or labels in the patent office, but registration is generally considered as prima

facie evidence of ownership. When registration has been granted, the registrant is not obliged by law to use the legend Reg. U.S. Pat. Off.

- B. A label may or may not be copyrighted at the option of the users. If the design and trade mark are copyrighted and registered, then for public announcement use the abbreviation Reg. U.S. Pat. Off.
- C. On all labels which are designed to remain on the market for a considerable length of time, and those on which the manufacturers of the products are contemplating spending considerable amounts of money in advertising, the design should be copyrighted, the brand name and trade mark registered. This prevents anyone else from using the same brand name and design and profiting by the other producer's advertising.
- D. One company stated that "catchy labels should be copyrighted because priority of use comes first."
- E. Another company stated that labels do not have to be copyrighted, as priority establishes the use of the same.

- F. Generally speaking, brand names that cannot be copyrighted are those that have geographical significance to which no single seller could be given all rights, or the brand names that too closely resemble other brand names already copyrighted.
- G. Even if it is not absolutely necessary that labels or designs be copyrighted or registered in the U. S. Patent Office, it is recommended as a protection.
- H. The designation Reg. U.S. Pat. Off. cannot be used on a label unless the owner has registered the brand or trade mark in Washington; the cost of such registration is around fifty dollars. The legend is shown on the label at the discretion of the owner.
- I. It is possible to copyright the design of the label, the design of the trade mark, or the style of lettering on a label. Colors or combinations of colors, cannot be copyrighted.
- J. Brand names and all identifying marks are always copyrighted, but labels as labels, unless some very unusual feature is incorporated, must be copyrighted.

VI. Possibility of Too Much or Too Little Information.

The following items show the difference of opinion held by different companies:

- A. There should be just enough of a story on the label to describe the goods and give some idea as to what the can contains.
- B. It is possible to put too much information on the label. The more simple and striking the design, the more the prospective purchaser will notice the can.
- C. Too much information makes the label hard to read.
- D. It is possible to put too little information on the label. Emphasis of distinctive points only should be made.
- E. If a brand is established, a lot of information is not necessary, for a particular brand means a particular quality. Too much information is not read by the consumer, and tends to make an unattractive label.
- F. It is impossible to put too much information on the label. The difficulty is to make it attractive and still have it carry all the desirable information. Recipes are frequently printed on the reverse side of the label.

G. Too much information clutters up a label, and detracts from its appeal.

H. The most desirable label is the one which avoids unnecessary statement.

VII. The Label Selling the Goods.

- A. There is a definite connection between the appearance of the label and its ability to attract the buyer's attention.
- B. A well-designed label is a considerable help in the sale of most products.
- C. The attractive label does call attention to the container, but unless the product is up to the standard depicted, then the label has no ability to further the sale.

The preceding information gives a somewhat clearer idea as to the opinions of the companies, either packers or distributors, in regard to the label. There are some few differences, but on the whole, the idea is gained that the label is well worth the millions spent in this form of advertising. The nationally advertised brands come under that class. It was ascertained from one of the companies that the chain stores tried to change all the labels on their merchandise to private brands, but found by experience that the goods had to be re-labelled with national brands in order to sell. Another company asked, "Does the

unknown label live up to its promise?" Right in this connection some interesting information was secured on nationally advertised brands and private labels.

In securing labels for this study an effort was made to obtain some of the chain-store labels, as well as those of nationally advertised brands. There are more food chain stores in Albuquerque than independent grocery stores, but even so, it was a difficult task to secure just two chain-store labels, and they were not for the food studies. One of the labels, the "Maximum Brand," was obtained in one of the Safeway Stores; the other was "Sunset Gold," features by the Piggly-Wiggly Corporation.

The managers and clerks were questioned regarding the absence of these particular labels on the stock displayed on the shelves, and they replied that the housewives in that section of the country would not purchase goods bearing those labels mentioned above, because they were unfamiliar with them. So a complete line of Libby's goods was installed in both Safeway and MacMarr's Stores, (recently consolidated), and the Del Monte line is featured by the Piggly-Wiggly stores. These chain stores found that to introduce the nationally advertised brands was a much better business proposition than to continue with their own brands.

b. Chain Store and Nationally Advertised Brands. Thus

developed a different phase of the label situation, the much-discussed private brand and nationally advertised brand.

In this connection a Los Angeles merchandiser and publisher, H. H. Lestico, by name, addressed the chain-store representatives at the annual convention of Western States Chain Grocers' Association in San Francisco: "The gist of his argument was that chain stores could make more money by pushing nationally advertised brands at their regular prices than by trying to substitute private brands at low prices." He advised them "Not to slow down the speed of merchandise already sold by making an extended and expensive effort to try to sell something the public does not want." He reviewed the fact that advertising by newspapers and magazines had so thoroughly saturated the minds of the consumers that they were purchasing the well-established and leading sellers. (Literary Digest) (5).

Another approach to the subject was made in a survey by the United States Printing and Lithographing Company. Their latest reports show that "Of the 306 wholesale grocers in the United States, 194, or 63.4% are marketing some goods under private brands. Of those using private labels, 61.1% have over 50 private brand items in their lines; 24 have 100 to 150 items; 11 have 150 to 200; seven have 200 to 300 items; 15 have over 300." Both the large and small whole-

sale companies employ private brands as weapons with which to compete, and the practice of marketing goods under private labels increases with the size of the concern. The final report of the survey indicates "That competition from the chain stores has stimulated the use of private brands." (Business Week) (20).

M. M. Zimmerman, (21), in an article on "The National Advertiser Competes with Himself," asks the question, "Is the growth of private labels just a temporary affair due to the declining commodity-price market and depression, and when normality is regained, will the private brands go to the background, and national brands resume popularity?"

He mentions the corporate chain as the first to exploit private brands, and they have continued to do so with moderate success. The jobbers see their salvation in the private label, as they can no longer make a profit on the national brands. Mr. Zimmerman feels that the private label traces its success to the bargain prices. The consumers who formerly used nationally advertised brands, now, due to their limited means, buy private brands at a saving. The national advertiser sees his label being encroached upon, and his first inclination is to participate in the competition; if he does, he becomes his own competitor. He automatically adds to the cost of the national brand, because, as many of the national advertisers are packing private brands, their private label

business increases, and the national business suffers. To maintain the national volume of business they are compelled to increase their sales and advertising, and that automatically adds to the cost of the advertising brand.

However, the national advertisers believe that, due to the economic conditions, the private label is being used to fit the present needs, and that it will take an unimportant position in normal times. One of the national advertiser's greatest problems appears to be "To pack or not to pack private brands." (Zimmerman) (21).

An interview with an employee of the United States Printing office located in San Francisco reveals some interesting facts about the brand and its accompanying picture. It is the intention of the company or lithographer to stress the memory value of the label. The pictures on the labels are an aid if the brand name has been forgotten. This name should be easy to pronounce, one syllable if possible, which is particularly helpful to children who are sent to the grocery store to purchase for mother. "The Blue Bunny Brand," the name of which would certainly not bear any relation to canned fruits or vegetables, was devised for children particularly. To them, the name bears an association, and on the label is pictured a big blue bunny and a gold band of little bunnies, each with a garden tool over its shoulder. "Buddy Brand" also makes an impression on the child's mind, because he re-

members the little boy dressed in a soldier's uniform and standing at attention.

In interviewing another company on what information the label contained, it was learned that the expression "Heavy Sirup" does not actually tell how heavy it is, because any sirup is heavier than water. Whereas, if the degree is given, that shows what per cent of sugar is used, as $40^{\circ} = 40\%$ sugar. Also the net contents would mean the actual edible portion. The United States law requires that the cans must be filled to the minimum or more, while the Canadian law states that the cans must be filled with all they will hold. The question was asked, "Why is the weight of contents also given in metric equivalent?" The answer was that such information is an aid in figuring individual portions.

The manufacturer, when purchasing the labels for his canned goods, is reminded that "well-dressed is half sold," and that a neat, attractive and distinctive label, even though it costs a trifle more a dozen, is far superior to the gay and gaudy ones that at once stamp the goods as cheap.

c. Misleading Labels. Another important point for him to remember is to label his products honestly and correctly. Honesty in labeling calls to mind an article on another kind of label written by Solon R. Barber, (22),

who is in charge of the information service of the Food and Drug Administration. He refers to certain types of labeling. On some labels certain declarations required by law are made as inconspicuous as possible, on some of the following ways: small type; an obscure place on the label or hidden in the reading matter; colors and backgrounds which neatly obscure the statements for consumer understanding of the label; colors and shades may camouflage the statements of which the manufacturer is not proud.

One very obvious trick is to put a 14-ounce package in competition with a pound package. The net-weight statement, required by law, is hidden, and only the 14 ounces shows. Butter may be advertised so much per pound, and then sold in 14-ounce packages. The use of decimal fractions is confusing, for .75 gallon means three quarts, and statements made in terms of drams, grains, and cubic centimeters are not common terms of measurement to the average buyer. The label on the vanilla bottle may give 6 drams, which means $3/4$ ounce. Such a declaration is tricky but lawful.

Sometimes a brand name is chosen which will give a misleading impression of the character of the product; for example, "Rose Leaf Brand Lard" does not mean leaf lard, which is a high-quality product. "Tiny Teddy Brand" of green string beans, might not mean that the beans were as immature as the word "tiny" might imply. Tricks of

labeling the product incompletely create false impressions as to character and quality. "Golden Corn" may or may not mean "Golden Bantam Corn," and the packer would not object if the consumer took the product to be of high quality. "White Meat Fish" to an inexperienced buyer might mean "White Meat Tuna Fish."

The designs on the label may give false impressions as to the real nature of the food. Pictures of maple sugar camps may lead the consumer to believe that the product is maple sugar or sirup, when it is not. The geographic location is misleading, as a picture of the Bay of Naples on a can of oil might imply that the oil came from Italy.

Certain wording in the explanatory material on labels is another form of deception. Pure Vegetable Oil flavored with Olive Oil would be perfectly lawful, but the deception appears when Olive Oil is in large type, or brought out distinctly by a contrasting background. The consumer may think, just by glancing at the label, that she is buying olive oil.

Another trick is to use statements that imply the medicinal or health-giving qualities. That type of deceptive labeling is classing foods as drugs.

The label may read "Absolutely No Coal Tar Dyes Used," or "Our Product Contains No Boric Acid." Careful reading

of the label may reveal that vegetable colors have been used, and some substance other than boric acid used as a preservative.

The consumer should be ever watchful for such tricky labels and guard against them, as well as against tricky boxes with false bottoms, bottles with sunken panels, and over-large, slack-filled packages. (Barber) (22).

The reactions gleaned from correspondence with the manufacturer showed then, in brief summary, a knowledge and application of the government requirements and copyright laws, some differences of opinion about the information to be included on the label, an eye to color, attractive design and selling quality of the whole advertising scheme of the label put on at the plant before it is dispatched to the retailer.

In the designing of the label, then, the manufacturer and the lithographer must necessarily consider how the label will appear on the retailer's shelves. Both producer and retailer are of the firm belief that the prospective buyer will notice the can if the label is designed simply and yet as strikingly as possible. They report that the number of housewives who buy by brand name seems to be increasing every day. That result was anticipated because of the great amount of advertising that has been given to brands.

2. Comments and Reactions from Retailers. The following questions were used in the interview with 23 retailers, to obtain their reaction toward the value of the label.

Interview Used for Grocer or Retailer.

1. What factors tend to influence the consumers' choice of canned fruits and vegetables?
2. When a customer asks for your opinion concerning a certain canned fruit or vegetable, upon what do you base your recommendations?
3. What information does the label contain for the average consumer?
4. Would the consumer's methods of purchasing be improved if she had a better knowledge of the contents of the label?
5. What has been the consumers' reaction toward the sub-standard legend on the label?
6. Do you feel that the label itself is instrumental in selling the merchandise?

The retailer has found that the average consumer, after familiarizing herself with a particular label and brand, will feel confident when buying any food products under that label. Therefore the grocer considers it better to carry many products of the same label when packed by a well-known manufacturer than to carry one

manufacturer's brand of one product and another manufacturer's brand of other products.

Another retailer expresses his belief that the label is the silent salesman. It is naturally expected that if a label appeals to the eye, and has "consumer appeal," it will, in the majority of cases, influence the consumer to purchase. On the other hand, a poorly labelled container, with no visual or appetite appeal, will hinder the sale of that product. In this connection it might be stated that many retailers spoke of the double-faced label as being particularly desirable, for better proportion of the design, arrangement on the shelves, and convenience in quickly identifying the name of the product.

If the manufacturer considers the label important enough to spend the time, effort, and money on it that he does, then it is the retailer's place to arrange for as attractive a display of his goods as possible. Display is of paramount importance in creating the sale of merchandise. The label is a method of identification to the consumer, so that once tried she can decide for herself whether the product is satisfactory, and if so, she can return to purchase the same product again, and the label will tell her whether she is getting the same product. This calls to mind a customer who wanted canned grapefruit. She had forgotten the brand, but knew the color of the

label. The clerk named several different brands, and showed her the cans, but they were not what she wanted; so the clerk stepped over to the shelves, and from three or four brands selected one and took it over to the housewife, and said "I think you will like this, because it is in the whole sections, and the label contains the Good Housekeeping stamp, and you know what that means." The customer took six cans of the product. Later, in an interview with that clerk he remarked that ten per cent of the customers knew the brand they wanted, while ninety per cent take the clerk's recommendation. Some housewives rely on the good judgment of their grocer entirely. If he knows his customer and what quality of food she wants, and enough about her needs and the income of the family, he can serve her wisely and intelligently. The retailer knows the brands through the recommendations of the manufacturer; so it is the duty of the former to transmit to the consumer the idea that he received from the manufacturer. The retailer bases his recommendations on the brand name because to him that gives the quality of the product.

The opinion of one grocer was that a label that tells the whole story in a compact manner is superior to the one that contains too much printing. Also the finish of the label plays an important role in its sales power. It is natural for one to be attracted by a varnished, or an em-

bossed and varnished label rather than a plain one. Such was the case of a label on a two-pound can of Hormel Ham; the label was bright, glossy and attractive, while the same identical label was plain and dully finished and put on a four-pound can. Customers refused to buy the latter can because they thought the product was old, due to the appearance of the label. That example, of course, applies to a product not included in this study, but the theory is the same for any product.

It is a difficult matter for the grocer to wean the consumer away from a particular label after she has formed a habit of using it. Replacing a well-known brand with one not so well-known in a particular section of the country is a slow process. Much persuasion and advertising are necessary on the part of the retailer to convince the consumer. One grocer mentioned the "Green Giant Brand" of peas, on the label of which is stated "Great Big Tender Peas." He related how he doubted the recommendation of the city salesman as to the fact that great big peas could be tender. That was simply out of the question because only tiny peas could have that quality. After being convinced either by the salesman or actually tasting the peas, he fully believed the statement. The problem then was to win the consumer's approval. When that brand was introduced as a leader, it was poorly received. The

grocer was forced to use the strongest arguments possible in order to make some sales. However, after the contents of the can were used, further comments on the part of the retailer were not needed.

Certain brands or labels featured on Saturday specials are eagerly accepted by some if the brand is known to them and the price is low, and are rejected by others if the brand is unknown to them; still others will be eager to purchase such goods at a great saving regardless of the brand.

Uncle Sam stipulates what should go into the can, and on the label, and the companies follow directions. As a result the companies have been compelled to raise their standards in order to escape the sub-standard clause.

The retailers expressed the belief that the sub-standard statement stamped as it is across the label "kills the sale" of the product, because so few people know its meaning. Consumers have become used to seeing the terms "Broken Pieces," "Seconds," etc. stamped on the face of the label, and have found a definite use for products so labelled. It was evident that the retailers thought a great improvement could be made if instead of placing the legend across the bottom of the vignette it were placed at the side of the vignette. It would not be so glaring, and yet would be in a conspicuous place on the label.

The retailers are all agreed that the label subject is a study in itself, for it involves the manufacturer, retailer, and consumer. If the housewife only paid more attention to the label, its information and the quality of goods, her purchases would be much better. When the sales executive of one of the companies visited was asked why the company did not include additional material on the label, he replied that the average purchaser would not read it. He said if all the housewives were educated to read the label and profit by its information, the company would be only too glad to cooperate; but as it is, the information is made as concise as possible.

Parallel with this same thought, a retailer said that the only really good label readers were institutional workers or buyers, and those involved in home economics work, and others interested along such lines. As a matter of fact, all the retailers firmly believe that food purchasers should become better informed through more intelligent and discriminating label reading. The thought expressed by a retailer sums up the whole situation in a few words: "Make the consumer label-conscious."

The following Table III summarizes the reports of the 23 retailers interviewed. The table shows the retailers' point of view concerning the various factors which influence the consumers' choice in purchasing.

Table III.
REACTIONS OF RETAILERS CONCERNING THE LABEL AS A FACTOR IN THE SALE OF MERCHANDISE*

No. Interviewed.	Factors Reported Influencing Consumers' Choice	Basis for Recommendations of Grocer to Consumer.	Report of Consumers' Reaction toward Label.	Reports of Grocers on Consumers' reaction toward Sub-standard Legend.		No. Report. Label Factor in Sales.	No. Recog. Label Means of Influencing Purch. Methods.
				Favorable	Unfavorable		
23	1.Brand 2.Price 3.Use of contents 4.Previous use. 5.Recommendation by friends. 6.Nationally advertised foods. 7.Grade 8.Good House-keeping stamp. 9.Label 10.Grocers' recommendation. 11.Size of can.	1.Best quality 2.Brand most highly recommended by Co. 3.Know customers' preference. 4.Know customers' financial status. 5.Special sale. 6.Psychology involved. 7.Use of leader.	1.Label a means of identification 2.Identification of brand. 3.Means of designating product.	Purchase: 1.Result of correct interpretation. 2.Following information standing 3.As result of curiosity. 4.Result of lower price. 5.For specific use.	Refusal to purchase because 1.Lack of understanding 2.Unwillingness to investigate.	23 All indicated label a factor in sales.	23

*All retailers interviewed, agreed that the label influenced sales, and that purchasing methods would be improved if the consumer had a greater knowledge in interpreting its message, the points in which the retailers differed being listed in this table.

3. Comments and Reactions from Consumers. The following questions were used in the interviews with 116 housewives, to obtain their reactions toward the value of the label.

Personal Interview Used for Housewives.

1. Do you purchase much canned fruits and vegetables?

Explanation: The word "much" is indefinite, but such a question was asked as a lead in the interview rather than approaching the subject of labels immediately. It was desired to learn whether the housewife canned all of the fruits and vegetables for her family use or whether she used the commercially canned products to any extent.

2. What prompted you to try the brand of canned fruit or vegetables that you are now using?

3. How do you select the size of can you desire?

4. Do you systematically note the amount contained in a can in order to make comparisons with other brands?

5. Does the label in any way tell the quality or type of product in the can?

6. Do you feel that it is necessary to read all of the printed matter on the label?

7. Do you find the label helpful to you in your purchasing of canned goods?

8. Does the label tell you what you would like to know about the contents of the can?

9. What additional information would you like to see on the label that would be helpful to you in your purchasing of canned fruits and vegetables?

10. Would you like to see the numerical count of the contents given on the label, as halves of peaches, pears, etc.?

11. Would you like to see indicated on the label the number of servings?

12. Along with the weight of the contents, would it be helpful to have the number of cupfuls designated in a particular size can?

13. Do you use the recipes that are printed on the labels?

14. Do you feel that the well designed, glossy label has any tendency to indicate that the product would be of high quality?

15. What has been your reaction to the new legend, "Below U.S. Standard, Low Quality, But Not Illegal" that appears on some of the labels?

The type of questions originally planned for use in interviewing housewives was more general than those actually used. The general questions when asked were merely answered by "yes" or "no." As a result it was necessary to ask more specific questions. It was very evident that many of the housewives had not given much

thought to the subject at any time, and were confused as to the best way to answer. Of the 116 housewives personally interviewed, there were just twelve who could be classed as intelligent label readers. It was particularly difficult for many of the housewives to differentiate between the brand and the label. This was observed when they remarked that they always bought by label, and upon further questioning it proved that they used the words "brand" and "label" synonymously.

Table IV

<u>DETERMINING FACTORS IN CONSUMERS' PURCHASING METHODS</u>	
Number Interviewed	116
Number Buying by Brand Only	65
Number Reading Label before Purchasing	43
Number Buying because of the Attractive Label Itself	3
Number Making No Use of Label	5

Table IV reveals that the largest number, 65, or 56%, bought by brand. On the other hand 43, or 37%, either read all or some part of the information contained on the label. There were only three who bought because of the label itself, while five made absolutely no use of the label. Some of the latter number were governed entirely by price.

During the course of the interviews some interesting reactions toward the labels were noted. One woman in her

purchasing of canned goods, chanced to observe the "Hostess" brand of cherries. That brand being entirely unfamiliar to her, the attractive label tempted her to buy it. The result was that that brand of cherries was always served for sauce, and was considered superior to others for that purpose. Another consumer introduced Libby's brand of apple butter to her family because she was attracted by the well-designed and colorful red apple displayed on the label. One housewife was always influenced in her purchasing by the name of the company. She remarked that if she knew the company, no other factor mattered. Decidedly negative in her reactions to the use of the label, one purchaser said that just a plain piece of paper with the brand name would be satisfactory to her. The information on the label did not mean a thing to her. To another the label was distinctly a piece of advertising. She had taken a course in advertising, and knew how it influenced people, but she would not be influenced by the manufacturer's advertisements. Only one of the 116 bought by the color of the label. She indicated her choice by the red, green, blue or yellow label, as for example, "Send me the same kind of corn as you did the other day, the one with the blue label on the can."

Table V attempts to classify some of the reactions of this group of housewives to the use of the label.

Table V.

REACTIONS OF CONSUMERS TO LABEL	
Numbered Interviewed.	116
Number Desiring Information in Addition to Law Requirements.	53
Additional Information Listed and Number Desiring Such	
1. Numerical Count in Contents.	23
2. Servings	48
3. Cupfuls for each size can	3
4. Grade	5
5. Quality of sirup	14
6. Locality grown	4
7. Recipes	3
Reaction Toward Sub-standard	
Unfamiliar with.	52
Favorable	9
Unfavorable	55

It was encouraging to find that 53, or 45% of the total number, desired additional information. It was indicative that they were not satisfied with just the law requirements. The number of servings in a can held the first place in the additional information desired, while a numerical count of the contents came second. The housewife apparently is not eager to have the cupfuls for each can listed on the label, as No. 1, tall, net weight of

1 lb., 2 cups; No. 2, net weight of 1 lb. 4 oz. with 2-1/2 cups, and No. 2-1/2, 1 lb. 12 oz., and contains 3-1/2 cups.

Due to the fact that very few labels indicate the grade of fruit or vegetable, a consumer has been forced to get her knowledge of grade either from the brand or the price. The fruit grades are usually fancy, choice, standard and sub-standard; while the grades of vegetables are fancy, extra standard, standard and sub-standard. In the fruits, the degree of sirup is closely related to the grade of fruit. If the degree, or density, of sirup is given on the label as a 60° sirup, and no grade of fruit is indicated, the consumer judges the grade by that factor, the brand, and also the price. Fourteen wished to see the quality of sirup, while only five were interested in the grade.

One factor emphasized at different times during the interviews was the locality in which the product was grown. Many showed preferences for Iowa corn, Wisconsin peas, Colorado tomatoes and the like. Some even expressed a desire to know if the vegetables were irrigated or not, because they thought that foods produced on irrigated land had a superior flavor. The desire for recipes on labels was expressed by only three.

In regard to the sub-standard legend, it was definitely shown that 52, or 45% were unfamiliar with its exist-

ence; while 55, or 47% were decidedly unfavorable toward it, either because they were not able to interpret properly its meaning, or had a natural dislike for such a statement. Of the total number there were just 9 who were in favor of such a statement. Through investigation they have learned the correct interpretation, and how best to adapt the contents to their needs.

Again referring to the government standards and the group reactions toward the sub-standard statement, a few of those interviewed expressed themselves in regard to that legend. In the first place, they did not care to use any product whatsoever that was below government standard; second, others could not understand if goods were below government standard why they were not illegal; and third, still others indicated that they wanted to know how far below standard the goods were.

Dr. W. B. White, (17), chief of the food control division of the Food and Drug Administration, efficiently answered the questions in one of his "Read-the-Label" talks, when he told of a woman in Nebraska who bought a can of cherries labelled "Below U.S. Standard, Low Quality But Not Illegal." She was puzzled by such labeling, and decided to communicate with the administration inquiring how a food could be below U.S. standard and still not be illegal. She said the fruit was not wormy; in fact, it was in good condition. Dr. White replied that the

cherries were small, not uniform in size, and possibly blemished in some way, but there was no departure from usual food value. The product did not come up to the standards set by the Secretary of Agriculture; therefore it was necessary to use the sub-standard legend. The instance shows the necessity for education on the part of the consumer.

Several in the group interviewed mentioned the fact that they would always like to see on the label some form of guarantee by the government. Such a statement called to mind an editorial in the Journal of Home Economics on that particular subject, which explained the reason for not seeing the words "Guaranteed Under the Food and Drugs Act, June 30, 1906." The explanation was that many housewives believed the guarantee to mean that government inspectors had examined every can or package and vouched for the purity of the food therein. The Department of Agriculture received letters to the effect that a spoiled package of food bore the guarantee. It was utterly impossible to examine all the food sold, and that guarantee meant that the manufacturer guaranteed the product to be pure, and even though shipments were examined regularly, occasionally a spoiled package reached the consumer; immediately the government was blamed for recommending or guaranteeing such a product. The dealer, then,

secures a written guarantee from the manufacturer or wholesaler, that he may be assured that the products comply with the law. (Journal Home Economics)(23).

From the point of view of the housewife, the label should stress information for her benefit, in addition to law requirements and artistic appeal.

From the study of the general characteristics of the label and the reactions received from manufacturers, retailers, and consumers, it is possible to set up a standard for the satisfactory label. It should be informative as to grade, style of pack, quality of the product, number of pieces, density of sirup, (for fruits) suggestions or recipes for serving, measure in cupfuls in addition to net weight. It should be legally correct and artistically attractive, with a suitable brand name, colorful vignette, and harmonious design.

IV. SUMMARY

A. Characteristics of the label most desirable.

1. A study has been made of labels used on 23 brands of apricots, 39 brands of peaches, 31 brands of pears, 37 brands of green string beans, 66 brands of corn, 91 brands of peas and 40 brands of tomatoes.
2. A classification of the information given on these labels has been made. In no case was there found any deviation from the legal requirements; namely, (a) Name of the product; (b) brand name; (c) name of company, packer or distributor, and address; (d) net weight of contents; (e) pictorial design of product; (f) new sub-standard legend for specified foods.
3. Of the 486 labels examined, 21% indicated grade; 30% indicated quality of product; 59% indicated style of pack; 18% gave directions for serving; 2% gave means of measuring contents; 2% referred to nutritive value; 20% contained the companies' slogans; 3% gave psychological appeals in addition to the slogans; 22% contained advertising material, and 42% indicated Reg. U.S. Pat. Off. or copyright legend.

4. The general appearance of the label is the result of the selection of a variety of colors, with the warm reds and yellows predominating; selection of designs conventional and simple in type rather than realistic and elaborate; selection of styles of lettering, appropriate to the character of the design, and the use of restraint in the amount of printed material on the label.

A. Reactions.

1. Manufacturer:

The manufacturer recognizes the importance of complying with the government requirements. He appreciates the value of the label as a factor in the sales power of the product, and therefore spends considerable money in the construction of a label which will make the desired appeal. He protects his label by registering and copyrighting it. He appreciates the importance of the careful selection of a brand name, color combinations, and appropriate designs as an aid in the label's sales power. The manufacturers differ as to the amount of printed material on the label as a means of increasing the sales appeal.

2. Retailer:

The 23 retailers interviewed reported that the label is a factor in the sales of food products, and is a means of influencing purchasing methods. The design and color of labels as the goods are arranged on the grocers' shelves, add to the attractive appearance of his store, and aid directly in the sales of such goods. The retailers agree that the label serves as a means of identification of brand or product in the consumer's selection. The retailer's most frequent means of appeal in selling canned products is either through quality or the brand which has been recommended to him most highly by the packers or distributors.

3. Consumer:

- a. There were 116 housewives of Albuquerque, New Mexico, interviewed to determine the influence of the label in their purchasing methods. Of these, 56% bought by brand; 37% acknowledged the reading of the label before purchasing; 2-1/2% bought because of the appearance of the label itself, and 4% made no use of the label.
- b. Among the 116 housewives, 45% desired more information on the label than the

mere law requirements. The largest proportion desired some statement as to the number of servings contained in the can, or some numerical count of the contents.

- c. It is evident that only 45% of the housewives interviewed were familiar with the sub-standard label. It was also evident that they were not sufficiently informed as to the value of such labeling, since 47% of them expressed an unfavorable reaction to it. Only 8% understood the real value of the sub-standard statements.

V. RECOMMENDATIONS

A. To the manufacturer.

Since consumers are being urged to read the labels on food products as a means of improving their purchasing methods, the manufacturers may well consider extending the information usually given on the labels to include:

1. A statement concerning the grade of the product in language which the housewife can interpret.
2. The measure of the contents of the can in household terms, i.e. servings or cupfuls.
3. The density of sirup in the case of canned fruits.

Manufacturers in considering the sales power of the label should give greater attention to the artistic design, color combinations, and lettering of the label, and to a more appropriate choice of brand names. Manufacturers should recognize the value of double-faced label as a means of convenience in displaying containers, and as a means of securing better proportions in design.

B. To the retailer.

The retailer occupies a strategic position between manufacturer and consumer in the sale of canned products, and therefore should become more familiar with

the label as a means of assisting the consumer in making choices. The retailer should place less emphasis on the brand name, and recognize more fully the importance of quality or grade.

C. To the consumer.

The housewife is urged to READ THE LABEL, thus freeing her from the dependence upon hearsay, propaganda of the salesman, and the biased opinions of others. Inspection of the label for grade, size of can, and measure of contents in her own terminology will result in definite progress in the purchasing methods of women who comprise 80% of the consumers.

THE NAMES AND ADDRESSES OF THE COMPANIES, LITHOGRAPHERS
AND OTHER SOURCES OF INFORMATION.

Companies.

1. Marshall Canning Company
Main Plant and General Office
Marshalltown, Iowa.
2. The Empson Packing Company
General Offices
Brighton, Colorado
3. Otoe Food Products Company
Nebraska City, Nebraska
4. Reid, Murdoch and Company
Chicago, Illinois
5. Minnesota Valley Canning Company
Le Sueur, Minnesota
6. The Morey Mercantile Company
Denver, Colorado
7. The Van Camp Packing Company
Indianapolis, Indiana
8. Sprague, Warner and Company
Chicago, Illinois
9. W. R. Roach and Company
General Offices
Grand Rapids, Michigan
10. Ridenour-Baker Grocery Company
Kansas City, Missouri
11. Swift and Company
General Offices
Chicago, Illinois
12. Stokely Brothers and Company
305 West Broadway
Louisville, Kentucky
13. Hunt Brothers Packing Company
Main Office
San Francisco, California

14. Curtice Brothers Company
Rochester, New York
15. The T. A. Snider Preserve Company
Rochester, New York
16. H. J. Heinz Company
Pittsburg, Pennsylvania
17. Pacific Coast Cannery, Inc.
Oakland, California
18. Currie Canning Company
Grand Junction, Colorado
19. Amour and Company
Chicago, Illinois
20. Libby, McNeill and Libby
Chicago, Illinois
21. John Sexton and Company
Chicago, Illinois
22. Sun-Maid Raisin Growers' Association
Fresno, California
23. The Great Atlantic and Pacific Tea Company
New York, New York
24. Central Wisconsin Canneries
Beaver Dam, Wisconsin
25. Haas, Baruch and Company
Los Angeles, California
26. Western States Grocery Company
Seattle, Washington
27. Piggly-Wiggly Corporation
Special Sales Agent
Cincinnati, Ohio
28. The Kroger Grocery and Baking Company
Cincinnati, Ohio

The following companies were personally interviewed:

1. Libby, McNeill and Libby, N. D. Crackbon
Label Department
San Francisco, California

2. California Packing Company, C. W. Blakeslee,
Label Department
San Francisco, California
3. Sussman, Wormser and Company, T. B. Thomas
Label Department
San Francisco, California
4. Tea Garden Products Company, E. E. Larson
San Francisco, California

Lithographers.

1. McGill Colortype Company
Minneapolis, Minnesota
2. Muirson Label Company
Brooklyn, New York
3. U. S. Printing and Lithographing Company
Cincinnati, Ohio
4. Gugler Lithographic Company
Milwaukee, Wisconsin
5. Package Design Corporation
New York, New York
6. Stecher Lithographing Company
Rochester, New York
7. Nevins Church Press Company
250 Park Avenue
New York, New York

The following lithographing companies were personally visited:

1. Schmidt Lithographing Company, H.G. Claudius
Advertising Service
San Francisco, California
2. Del Monte Printing Company, Carl Hillers,
Superintendent
Oakland, California
3. The U. S. Printing and Lithograph Company
Homer B. Wood,
San Francisco, California

Other Sources of information:

1. Mrs. Julia Lee Wright
Safeway Homemakers' Bureau
Oakland, California
2. Miss Katherine Fisher
Good Housekeeping Institute
New York, New York
3. Miss Ruth Atwater, Director of Home Economics
National Canners' Association
Washington, D. C.
4. Dr. Walter H. Eddy, Director Bureau of Foods,
Sanitation and Health
Good Housekeeping Institute
New York, New York
5. W. W. Vincent, Chief Western District
Food and Drug Administration
U. S. Department of Agriculture
San Francisco, California
6. Dr. W. G. Campbell, Director Food, Drugs and
Insecticide Administration
U. S. Department of Agriculture
Washington, D. C.
7. U. S. Government Printing Office
Washington, D. C.
8. Superintendent of Documents
U. S. Government
Washington, D. C.
9. Virginia Wholesale Grocers' Association, Inc.
National Bank Building
Richmond, Virginia
10. American Management Association
New York, New York

Key for Information Found on APRICOT Labels

1. Information about Packing.

- (a) Packed at -
- (b) Made in U. S. A.
- (c) Packed at canneries located in -
- (d) Packed in U. S. A.
- (e) Product of U. S. A.
- (f) Packed for -
- (g) Packed in sirup
- (h) Packed by -

2. Information about companies.

- (a) Packers.
- (b) Distributors
- (c) Distributed by -
- (d) Company established in -

3. Information about Contents of the Can.

- (a) Style of pack
- (b) Additional description of quality of product
- (c) Quality or degree of sirup
- (d) Section of country in which food is grown
- (e) Recipes for using contents
- (f) Suggestions for serving contents
- (g) Below U. S. Standard, Low Quality, But Not Illegal
- (h) No. 2-1/2 size contains 3-1/3 c. - 1 lb. 14 oz. net
- (i) Numerical count

4. Nutritive Value.

5. Information about Label.

- (a) Copyrighted.
- (b) Trade Mark Registered U. S. Pat. Off.
- (c) Reg. U. S. Pat. Off.
- (d) Trade Mark

6. Advertising.

- (a) Company's other canned products
- (b) Watch magazines for advertising of recipes and news
- (c) Product packed in different sizes of cans.
- (d) Product in different styles of pack
- (e) Recipes and suggestions sent on request.

7. Psychological Appeals.

8. Slogans

- (a) "Packed Fresh at Perfect Ripeness"
- (b) "Our Highest Quality"
- (c) "Purity Pioneers - Everything for the Table"

SCORE SHEET FOR APRICOTS

Brand	Grade	Company	Wt. of Contents Net Wt.	Additional Information
Libby's	Fancy	Libby, McNeill, Libby, Chicago, U.S.A.	1 lb. 14 oz.	1c, 3b, 3c, 3d, 6a.
Libby's	Fancy	Libby McNeill, Libby, Chicago, U.S.A.	1 lb. 14 oz.	1c, 3a, 3b, 3c, 3d, 6a.
Libby's		Libby McNeill, 8 oz. Libby, Chicago, also U.S.A.	1 lb. 14 oz.	1c, 3b, 3c, 3d, 3e. 1c, 3b, 3c, 3d, 3e, 6a, 6b.
Libby's		Libby McNeill, Libby, Chicago, U.S.A.	1 lb. 14 oz.	1c, 3a, 3b, 3c, 3d, 3e, 6a, 6e.
Libby's		Libby McNeill, Libby, Chicago, U.S.A.	1 lb. 14 oz.	1c, 3a, 3b, 3c, 3d, 3e, 6a, 6b.
Rose-Dale		Libby McNeill, Libby, Chicago, U.S.A.	1 lb. 13 oz.	1c, 3d.
Hills-Dale	sub-stand- ard	Emery Food Co., Chicago, U.S.A.	1 lb. 13 oz.	1c, 1f, 3d, 3g.
Silver-Dale	Sub-stand- ard	Emery Food Co., Chicago, U.S.A.	1 lb. 13 oz.	1c, 1f, 3d, 3g.
Swift's Pre- mium Quali- ty		Swift and Co., Chicago,	1 lb. 14 oz. net	1b, 2b, 3b, 3h, 8a.
Monarch Super- Quality		Reid, Murdock Co., Chicago, Ill., U.S.A.	Contents 1 lb. 14 oz.	2b, 2d, 5b, 8b.
Richelieu		Sprague, War- ner Co. Chi- cago, Ill. U.S.A.	Net Wt. 1 lb. 14 oz.	2b, 8c.

SCORE SHEET FOR APRICOTS

Brand	Grade	Company	Wt. of Contents	Additional Information
Ferndell		Sprague, Warner Co., Chicago, Ill. U.S.A.	1 lb. 4 oz.	2b, 3b, 8c
Ferndell		Same	1 lb. 14 oz.	2b, 3a, 3b, 8c.
Hunt's Supreme Quality		Hunt Bros. Packing Co., San Francisco, U.S.A.	1 lb. 14 oz.	3d, 5b.
Hunt's Staple Quality		Same	8 oz.	3d, 5b.
Fairway White Label		Twin City Wholesale Grocer Co. St. Paul, Minn.	Contents 1 lb. 14 oz.	2c, 3c, 3b, 6a.
Bayview		Atkins, Kroll Co., San Francisco, U.S.A.	Net Contents 1 lb. 13 oz. M.Eq. 823 gm	1g, 2b, 3d.
Del Monte Quality		California Pack. Corp., San Francisco, Calif. USA	Net Wt. 1 lb. 14 oz.	1d, 3b, 3c, 5c, 6a.
Gold Bar		Same	1 lb. 4 oz.	5c, 6c.
Silver Bar		Same	1 lb.	1d.
Argo		Same	1 lb.	1d.
Colton		Same	Net Wt. 1 lb. 12 oz.	1d.
Blue Bunny		Pac. Coast Can. Inc., Oakland, Calif., U.S.A.	Contents 1 lb.	1e, 3d, 5a.
Armour's Veribest		Armour and Co. Chicago	Net Contents 1 lb. 14 oz. (850 gm.)	1d, 2b, 3d, 5d, 6a.
Columbia		Calif. Canneries Co., San Francisco, Calif. U.S.A.	13 oz.	1h, 3c, 3d, 5d.

SCORE SHEET FOR APRICOTS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Golden State		Cutler Lobingier Pack. Co., Ontario Calif.	8 oz. M.Eq.227 gm.	1d,3b,3d,5c.
S and W.		Sussman, Wormsers Co., San Fran., N.Y. L.A., Seattle	Contents Wt. 14 oz. M.Eq.397 gm.	1b,2b,5a,5c, 3a.
S and W		Same	8 oz. 227 gm.	1b,2b,5a,5c, 3a,3c,6a.
S and W		Same	Contents 1 lb. 14 oz. 850 gms.	1b,2b,5a,5c, 3a,3c,3i,6a, 6d.
S and W		Same	1 lb. 14 oz. 850 gms.	1b,2b,5a,5c, 3a,3c,3i,6a, 6d.
S and W		Same	6 lb. 14 oz. 3.12 kilog.	1b,2b,5a,5c, 3a,3c.
S and W		Same	1 lb. 14 oz. 850 gm.	1b,2b,5a,5c, 3a,3c,3f,6a, 6d.
S and W		Same	1 lb. 454 gm.	1b,2b,5a,5c, 3a,3c,3f,6a, 6d.
S and W		Same	1 lb. 14 oz. 850 gm.	1b,2b,5a,5c, 3a,3c,3f,6a, 6d.
S and W		Same	1 lb. 454 gm.	1b,2b,5a,5c, 3a,3f,6a,6d.
Century	Choice	Same	1 lb. 454 gm.	1b,2b,5a,5c, 3a,3b,5c.
Cosmos	Standard	Same	1 lb. 13 oz. 822 gm.	1b,2b,5a,5c, 3a,3b,3c.

Key for Information Found on PEACH LABELS

1. Information about Packing.

- (a) Packed at --- canneries
- (b) Packed in U.S.A.
- (c) Product of U.S.A.
- (d) Packed in U.S.A. by -
- (e) Packed for -
- (f) Made in U.S.A.
- (g) Packed in sirup
- (h) Food products packed and sold under this brand -
- (i) Packed by -

2. Information about Companies

- (a) Packers
- (b) Distributors
- (c) Distributed by -
- (d) Company established in -
- (e) Special Sales Agents
- (f) Founded in -

3. Information about Contents of the Can.

- (a) Style of pack
- (b) Additional description of quality of product
- (c) Quality or degree of sirup
- (d) Section of country in which food is grown
- (e) Recipes for using contents
- (f) Suggestions for serving contents
- (g) Below U.S. Standard, Low Quality, But Not Illegal

(h) Numerical count.

4. Nutritive Value.

5. Information about Label

(a) Copyrighted.

(b) Trade Mark Reg. U.S. Pat. Off.

(c) Reg. U. S. Pat. Off.

(d) Label Registered

(e) Registered Great Britain Patent Office

(f) Trade Mark

(g) Trade Mark registered

6. Advertising

(a) Company's other canned products.

(b) Recipes and suggestions published by Co. sent upon request.

(c) Watch magazines for advertising of recipes and news.

(d) Product packed in different sizes of can

(e) Product in different styles of pack

7. Psychological appeals

(a) Foods warranted to comply with all national and state pure food laws.

8. Slogans

(a) "Our Highest Quality"

(b) "Purity Pioneers - Everything for the Table"

(c) "Quality Fruits - From the Land of Sunshine"

(d) "Highest Quality"

SCORE SHEET FOR PEACHES

Brand	Grade	Company	Wt. of Contents	Additional Information.
Seven Seas		Atkins, Kroll Co. San Fran., U.S.A.	Net Contents 1 lb. 12 oz. 794 gm.	2b, 3a, 1g, 3d.
Fascina- tion		Same	1 lb. 14 oz. 851 gm.	1g, 2b, 3a, 3d.
Andrus		Nielsen Pack. Co. San Fran., Calif. U.S.A.	1 lb. 14 oz.	1d, 2a, 3a, 3d, 3b, 1h, 7a.
G.G.G.		Griffin-Goodnor Grocery Co.	Contents 1 lb. 14 oz.	1e, 3a.
Happy Home		Schwabacher Bros. Co. Inc. Seattle, Wash.	1 lb. 4 oz.	2b, 5d, 3a, 8d.
First Pick		Carroll-Brough- Robinson, Okla. and Texas	15 oz.	1e, 3a, 5b.
Hale's Leader		Hale-Halsell Co., Okla.	Net Wt. 15 oz.	1e, 3a.
Treat	Sub- standard	Treat Food Co. Chicago	1 lb. 13 oz.	1f, 2b, 3a, 3d, 3g.
Treat		Same	1 lb. 13 oz.	1f, 2b, 3a, 3d, 3g.
Califor- nia Girl		Calif. Sanitary Canning Co. Los Ang., Calif.	Net Contents 8 oz.	1i, 2a, 3a, 3d, 5b, 5e.
Blue Bunny		Pacific Coast Can. Inc., Oakland, Calif.	Contents 1 lb. 14 oz.	1c, 3a, 3d, 5a.
Blue Bunny		Same	1 lb. 14 oz.	1c, 3a, 3d, 5a.

SCORE SHEET FOR PEACHES

Brand	Grade	Company	Wt. of Contents	Additional Information
Sun-Maid		Sun-Maid Raisin Growers Assoc. Fresno, Calif.	Net. Wt. 1 lb.	1c,2c,3a,3b, 3c,3d,5b,5a.
Solitaire Fancy		The Morey Mercantile Co. Denver, Colo.	Net. Wt. 1 lb. 14 oz. 850 gm.	2b,3a,5b.
Solitaire Fancy		Same	15 oz.425 gm	2b,3a,5b.
Iona		The Great Atlantic and Pacific Tea Co., N. Y.	Contents 1 lb. 13 oz.	2b.
Sunlea		Armour and Co. Chicago	Net 6 lb. 8 oz.	1c,2b,3a,3d, 6a,5f.
S and W		Sussman, Wormsor Co., SanF., L.A. Seattle, N.Y.	Contents 1 lb. 14 oz. 850 gm.	1f,2b,3a,3c, 3h,6a,6e,5a, 5c.
S and W		Same	1 lb. 14 oz. 850 gm.	1f,2b,3a,3c, 3h,5a,5c,6a, 6e.
S and W		Same	Contents 1 lb.454 gm	1f,2b,3a,3c, 5a,5c,6a.
S and W		Same	8 oz.227 gm	1f,2b,3a,3c, 5a,5c,6a.
S and W		Same	1 lb.454 gm.	1f,2b,3a,3c, 3f,5a,5c,6a, 6e.
S and W		Same	1 lb. 14 oz. 850 gm.	1f,2b,3a,3c, 3f,5a,5c,6a, 3h.
S and W		Same	1 lb. 14 oz. 850 gm.	1f,2b,3a,3c, 3h,5a,5c,6a, 6e.
S and W		Same	6 lb. 14 oz. 3.12 kilog.	1f,2b,3a,3c, 5a,5c.

SCORE SHEET FOR PEACHES

Brand	Grade	Company	Wt. of Contents	Additional Information
Cosmos		Sussman, Wormser Co., San F., L.A. N.Y., Seattle	1 lb. 13 oz. 822 gm.	1f, 2b, 3a, 5a, 5c.
Cosmos		Same	1 lb. 13 oz. 822 gm.	1f, 2b, 3a, 5a, 5c.
Cosmos		Same	1 lb. 4 oz. 567 gm.	1f, 2b, 3a, 5a, 5c.
Cosmos	Standard	Same	1 lb. 13 oz. 822 gm.	1f, 2b, 3a, 3c, 5a, 5c.
Westlake		Sportan Grocers Inc. L.A., Calif.	Net Contents 1 lb. 12 oz. M. Eq. 794 gm.	2c, 3a, 3d, 5c.
Fowler's		Fowler Packing Chicago, U.S.A.	Contents 1 lb. 12 oz. 794 gm.	2b, 1d, 3a, 3d.
Hunt's Supreme Quality		Hunt Bros. Pack. San Fran., U.S.A.	Net Wt. 1 lb. 14 oz.	5c, 2a, 3a, 3d.
Hunt's Supreme Quality		Same	15 oz.	2a, 3d, 3a, 5c.
Hesperian		Same	1 lb. 13 oz.	2a, 3a, 3d.
Sunset Gold		Piggly Wiggly Corp. Cincinnati Ohio	Net Wt. 1 lb. 14 oz.	2e, 3d, 3a, 3c.
Del Monte Quality		Calif. Pack. Corp. San F. Calif. USA	1 lb. 14 oz.	5c, 3a, 3c, 6d, 1b, 2a
Del Monte Quality		Same	1 lb.	1b, 3a, 3c, 5c, 6d, 2a.
Del Monte		Same	1 lb.	1b, 3a, 3c, 5c, 6d, 2a.

SCORE SHEET FOR PEACHES

Brand	Grade	Company	Wt. of Contents	Additional Information
Del Monte Quality		Calif. Pack. Corp. San F., Calif. USA	1 lb. 14 oz.	1b, 3a, 3c, 5c, 6d, 2a.
Red Dart		Same	1 lb. 12 oz.	2a, 3a, 3d.
Gold Bar		Same	1 lb. 14 oz.	1b, 2a, 3a, 3b, 3c, 5c, 6d.
Gold Bar		Same	1 lb. also 1 lb. 14 oz.	2a, 3a, 5c.
Silver Bar		Same	1 lb.	1b, 2a, 3a.
Silver Bar		Same	1 lb. 13 oz.	1b, 2a, 3a.
Argo		Same	1 lb.	1b, 2a, 3a.
Argo		Same	1 lb. 13 oz.	1b, 2a, 3a.
Sun-Kist		Same	1 lb.	1b, 2a, 3a, 3c, 5f, 5c, 8c.
Sun-Kist		Same	1 lb. 14 oz.	2a, 3a, 5c, 5f, 6d, 8c.
Shasta		H.G. Prince Co. Calif. Pack Corp. Successor Fruit Vale, Oakland, Calif.	Co. Net Contents 1 lb. 12 oz.	1c, 2a, 3a.
Swallow		Merchants Whole- sale Grocery Co. Chicago, Ill.	Contents 8 oz.	2c, 3a, 3c, 5g.
Libby's	Fancy	Libby, McNeill Libby, Chicago Ill., U.S.A.	Net Wt. 1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 6a, 3d.
Libby's	Fancy	Same	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 6a, 3d.
Libby's		Same	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 3d, 3e, 6b, 6a.

SCORE SHEET FOR PEACHES

Brand	Grade	Company	Wt. of Contents	Additional Information
Libby's		Libby, McNeill Libby, Chicago U.S.A.c	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 3d, 3e, 6a, 6c.
Libby's		Same	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 3d, 3e, 6a, 6b.
Libby's		Same	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 3d, 3e, 3f, 6a, 6c.
Libby's		Same	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 3d, 3e, 3f, 6a, 6b.
Rose-Dale		Same	1 lb. 13 oz.	1a, 2a, 3a, 3d.
Rose-Dale		Same	1 lb. 13 oz.	1a, 2a, 3a, 5d.
Hostess		Same	1 lb. 13 oz.	1a, 2a, 3a, 3d
Silver-Dale		Emery Food Co. Chicago, Ill.	1 lb. 13 oz.	1a, 1e, 2b, 3a, 3g, 3d.
Silver-Dale		Same	1 lb. 13 oz.	1a, 1e, 2b, 3a, 3g, 3d.
Hills-Dale		Same	1 lb. 13 oz.	1a, 1e, 2b, 3a, 3d, 3g.
Hills-Dale		Same	1 lb. 13 oz.	1a, 1e, 2b, 3a, 3d, 3g.
Monarch Super Quality		Reid, Murdoch Co., Chicago, Ill. U.S.A.	Contents 1 lb. 14 oz.	2b, 2d, 5b, 8a, 3a.
Monarch Super Quality		Same	1 lb. 14 oz.	2b, 2d, 3a, 5b, 8a.
Blue Label Fancy		Curtice Bros. Rochester, N.Y. U.S.A.	1 lb. 15 oz.	2b, 3a, 3b, 3c, 3d, 2d, 6a

SCORE SHEET FOR PEACHES

Brand	Grade	Company	Wt. of Contents	Additional Information
Richelieu		Sprague, Warner Co., Chicago, Ill. U.S.A.	Net Wt. 1 lb. 14 oz.	2c, 3a, 8b.
Baby Stuart		Same	1 lb. 14 oz.	2c, 3a, 8b.
Pallas		Ridenour-Baker Grocery Co., Kansas City, Mo.	Contents 1 lb. 4 oz.	2b, 2f, 3a, 5c

Key for Information Found on PEAR Labels

1. Information about Packing.

- (a) Packed at canneries located -
- (b) Product of U. S. A.
- (c) Packed in U. S. A.
- (d) Packed especially for bakers or confectioners use
- (e) Made in U.S.A.
- (f) Packed for -
- (g) Packed by -
- (h) Packed in sirup

2. Information about Companies

- (a) Packers
- (b) Distributors
- (c) Distributed by -
- (d) Company established in -
- (e) Special Sales Agents
- (f) Founded in -

3. Information about Contents of the Can

- (a) Style of pack
- (b) Additional description of quality of product
- (c) Quality or degree of sirup
- (d) Section of country in which food is grown
- (e) Recipes for using contents
- (f) Suggestions for serving contents
- (g) Below U.S. Standard, Low Quality, But Not Illegal

(h) No. 2-1/2 size contains 3-1/4 c.-1 lb. 14 oz;
8 oz. size contains 7/8 c.- 8 oz. net.

(i) Empty contents of can as soon as opened

(j) Numerical count.

4. Nutritive Value.

5. Information about label.

(a) Copyrighted

(b) Trade Mark Reg. U.S. Pat. Off.

(c) Reg. U. S. Pat. Off.

(d) Trade Mark

6. Advertising

(a) Company's other canned products.

(b) Recipes and suggestions published by company sent
upon request.

(c) Watch magazines for advertising of recipes and
news

(d) Product packed in different sizes of cans

(e) Product in different styles of pack

7. Psychological Appeals

8. Slogans

(a) "Absolutely Pure"

(b) "Out Highest Quality"

(c) "Purity Pioneers - Everything for the Table"

(d) "Packed Fresh at Perfect Ripeness"

(e) "Packed in Sunny California"

SCORE SHEET FOR PEARS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Libby's	Fancy	Libby, McNeill, Libby, Chicago,	Net Wt. 1 lb. 14 oz.	1a, 2a, 3b, 3c, 3d, 6a.
Libby's		Same	1 lb. 14 oz.	1a, 2a, 3b, 3e, 3c, 6a, 6b, 6c.
Libby's		Same	1 lb.	1a, 2a, 3b, 3e, 3c, 6a, 6b, 6c.
Libby's		Same	8 oz.	1a, 2a, 3b, 3e, 3c, 6a, 6b, 6c.
Libby's		Same	1 lb. 14 oz.	1a, 2a, 3a, 3b, 3c, 3e, 6a, 6c, 3f.
Rose-Dale		Same	1 lb.	1a, 2a.
Sylvan	Sub- standard	Same	1 lb. 14 oz.	1a, 2a, 3a, 3c, 3g.
Hills- Dale	Sub- standard	Emery Food Co. Chicago, U.S.A.	1 lb. 13 oz.	1a, 1f, 3g.
Happy- Vale		Same	1 lb. 13 oz.	1a, 1f.
Hart		W.R. Roach Co. Grand Rapids Michigan	Contents 1 lb. 13 oz.	3c, 3d, 8a.
Pride of Michigan		Same	1 lb. 13 oz.	3c, 3d, 8a.
Sunset Gold		Piggly Wiggly Corp. Cincinnati Ohio	Net Wt. 1 lb. 13 oz.	2e, 3b, 3c.
LaSalle		John Sexton Co. Chicago, Ill.	Contents 1 lb. 13 oz.	2b, 3d, 5c.
Hesperian		Hunt Bros. Pack. Co., San Fran. Calif., U.S.A.	Net Wt. 1 lb. 13 oz.	2a, 3c.

SCORE SHEET FOR PEARS

Brand	Grade	Company	Wt. of Contents	Additional Information
Blue Bunny		Pac.Coast Can- ners Inc.Oak- land Calif.USA	Contents 1 lb. 14 oz.	1b,5a.
Monarch Super Quality		Reid,Murdock Co. Chicago,Ill.USA	1 lb. 4 oz.	2b,2d,5b,8b.
Blue Label	Fancy	Curtice Bros.Co. Rochester,NY.USA	1 lb.4 oz.	3b,3c,3d,6a.
FFOG		Ridenour-Baker Grocery Co. Kansas City, Mo.	15 oz.	2b,2f,5b.
Richelieu		Sprague,Warner Co.,Chicago,Ill. U.S.A.	Net Wt. 1 lb.14 oz.	2c,3b,8c.
Ferndell		Same	1 lb. 14 oz.	2c3b,8c.
Del Monte Quality		Calif.Pack.Corp. San Fran.Calif. U.S.A.	1 lb.14 oz.	1c,3b,3c,5c, 6a,6d.
Gold Bar		Same	Net Wt. 1 lb. 14 oz.	3b,3c,6d,5c.
Del Monte Quality		Same	1 lb.	1c,3b,3c,6d, 5c,6a.
Del Monte Quality		Same	8 oz.	1c.
Argo		Same	1 lb.13 oz.	1c.
Argo		Same	1 lb.	1c.
Bonanza	Sub- standard	Same	6 lb.8 oz.	1c,1d,3a.
Swifts		Swift and Co. Chicago	1 lb.14oz. Net.	2b,1e,3b,3h, 8d
Swifts		Swift and Co. Chicago	8 oz. Net	2b,1e,3b,3h, 8d

SCORE SHEET FOR PEARS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Treat	Sub-standard	Treat Food Co. Chicago	1 lb. 13 oz. Net Wt.	2b,1e.
Sunlea		Armour and Co. Chicago	Net 6 lbs. 8 oz.	1b,2b,5d,6a,
Lusk's Luscious		Calif.Can.Co. San F.,Calif. U.S.A.	Net Wt. 9 oz.	1g,3d,3b,3c, 8e.
Big M	Fancy	The Merchants Co. of Miss.	Contents 1 lb. 1 oz.	2c,3d.
Bayview		Atkins,Kroll Co. San F. U.S.A.	Net Contents 1 lb. 13 oz. M.Eq.823 gm.	2b,1h,3d.
White Mountain		Pratt-Law Preserving Co., Santa Clara,Cal.	Net Wt. 1 lb. 12 oz.	3d,3i
Jonquil		The J.S.Brown Mercantile Co. Denver, Colo.	Contents 1 lb. 13 oz.	1f,5c
S and W		Sussman,Wormser Co.,San Fran., N.Y.,L.A.Seattle	Contents 1 lb. 14 oz. M.Eq.850 gm.	1e,2b,3a,3c, 3j,5a,5c,6e, 6a.
S and W.		Same	Contents 1 lb. 14 oz. M.Eq.850 gm.	1e,2b,3a,3c, 3j,3f,5a,5c, 6a.
S and W		Same	1 lb. 14 oz. M.Eq.850 gm.	1e,2b,3a,3c, 3j,5a,5c,6a, 6e.
S and W		Same	1 lb. 454 gm.	1e,2b,3a,3c, 5a,5c,6a.
S and W		Same	6 lb. 14 oz. M.Eq. 3.12 k	1e,2b,5a,5c,
S and W		Same	8 oz. M.Eq.227 gm.	1e,2b,3a,3c, 5a,5c,6a.

SCORE SHEET FOR PEARS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Century	Choice	Sussman, Wormser Co. San Fran. N.Y. L.A., Seattle	1 lb. 454 gm.	1e, 2b, 3a, 3c, 3b, 5a, 5c.
Cosmos	Standard	Same	1 lb. 13 oz. 822 gm.	1e, 2b, 3c, 5a, 5c, 3b
Cosmos		Same	1 lb. 454	1e, 2b, 3a, 5a, 5c.

Key for Information Found on GREEN STRING BEAN Labels.

1. Information about Packing

- (a) Packed by -
- (b) Packed for -
- (c) Factories -
- (d) Packed and guaranteed by -
- (e) Guaranteed by and packed for -
- (f) Packed for and fully guaranteed by -
- (g) Made in U.S.A.
- (h) Branches of Co. -
- (i) Canneries where products are grown
- (j) Packed in U.S.A.

2. Information about companies

- (a) Packers
- (b) Distributors
- (c) Special Sales Agents
- (d) Established in -
- (e) Distributed by -
- (f) Founded -
- (g) Packers and distributors of canned fruits and vegetables

3. Information about Contents of the Can.

- (a) Style of pack
- (b) Directions for using contents
- (c) Additional description of quality of product
- (d) Recipes.

- (e) Sunshine, pure radium charged air, cool nights - splendid color and flavor
- (f) Remove contents as soon as can is opened
- (g) Sieve number
- (h) Suggestions for serving contents
- (i) Section of country in which product is grown
- (j) Grading of contents according to size

4. Nutritive Value.

- (a) Calorie content
- (b) Vitamins
- (c) Minerals
- (d) Information pertaining to nutritive value - authentic

5. Information about Label.

- (a) Reg. U.S. Pat. Off.
- (b) Trade Mark registered U.S. Pat. Off.
- (d) Trade mark
- (e) Registered
- (f) Trade mark registered

6. Advertising.

- (a) Company's other canned products
- (b) Watch magazines for recipes and news given in adds
- (c) Recipes and suggestion published and sent on request
- (d) Product in different styles of pack
- (e) Insist upon Del Monte

7. Psychological Appeals

- (a) Good Housekeeping stamp
- (b) Label exchangeable for "S and H" green trading stamps.

8. Slogans

- (a) "The Brand you Know by Hart"
- (b) "Absolutely Pure."
- (c) "Those Good Beans"
- (d) "Natures Best"
- (e) "Our Highest Quality"
- (f) "Purity Pioneers - Everything for the Table"
- (g) "Qualified When Tried As All Good Things Are"
- (h) "The Pride of the Western Gardens"

SCORE SHEET FOR GREEN STRING BEANS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Hart Little Quaker	Fancy	W.R.Roach and Co. Grand Rapids,	Contents 1 lb. 3 oz.	3a,3b,8a,5a.
Hart		Same	1 lb. 3 oz.	3a,3b,5a,8a.
Hart		Same	8 oz.	3a,3b,5a,8a.
Hart		Same	1 lb. 3 oz.	3a,3b,5a,8a.
Hart Little Dot		Same	1 lb. 3 oz.	3a,3b,5d,8b.
Pride of Michigan	Choice	Same	1 lb. 3 oz.	3a,3b,8b.
Marcellus		Same	1 lb. 3oz.	3a,3b.
Marshall Red Seal		Marshall Canning Co., Marshalltown Iowa, U.S.A.	1 lb. 3 oz.	3a,5a.
Marshall Red Seal		Same	10-1/2 oz.	3a,5a.
Marshall Red Seal		Same	1 lb. 3 oz.	3a,5a.
Sunset Gold		Piggly Wiggly Corp. Cincinnati Ohio	Net Wt. 1 lb. 4 oz.	2c,3a,5b.
Libby's	Fancy	Libby, McNeill, Libby, Chicago	1 lb. 3 oz.	6a,6b,3g,1a, 1g,3a,3c,3d.
Libby's	Fancy	Same	1 lb. 3 oz.	1a,1g,3a,3c, 3d,3g,6a,6b.
Happy- Vale		Emery Food Co. Chicago, U.S.A.	12 oz.	1b,1g,3a.
Happy- Vale		Same	1 lb. 3 oz.	1b,1g,3a.

SCORE SHEET FOR GREEN STRING BEANS

Brand	Grade	Company	Wt. of Contents	Additional Information
Stokely's		Stokely Bros. Co. Inc., Louisville, Kentucky.	Contents 1 lb. 3 oz.	3a, 3d, 1i, 6a, 7a.
Otoe		Otoe Food Products Co., Nebraska City, Nebraska	Net Wt. 1 lb. 3 oz.	1a, 1c, 3c, 4 comp., 3h, 2d, 5e, 7b, 8d.
Monarch		Ref. Murdock Co. Chicago, Ill., USA	Contents 1 lb. 3 oz. avd.	2b, 2d, 3a, 5b, 8e.
Blue Label Fancy		Curtice Bros. Co. Rochester, N.Y. USA	1 lb. 3 oz.	3a, 3c, 3i, 3j, 6a.
Blue Label Fancy	Same		1 lb. 3 oz.	3a, 3c, 3i, 3j, 6a.
Richelieu		Sprague, Warner Co. Chicago, Ill., USA	Net Wt. 1 lb. 3 oz.	2e, 3a, 8f.
FFOG (Supreme)		Ridenour-Baker Grocery Co., Kansas City, Mo.	Contents 1 lb. 3 oz.	2b, 2f, 3a, 5a,
Double "O"		Sanborn Cutting Co. Astoria, Ore.	Contents 1 lb. 3 oz.	1a, 3a.
Qualified Choice		Fuhremann Canning Co., De Forest and Berlin, Wis.	1 lb. 3 oz.	1a, 3a, 8g.
Blue Bunny		Pac. Coast Cannery Inc., Oakland, Cal. U.S.A.	1 lb. 3 oz.	1d, 1c, 5c, 3a, 8h.
Blue Bunny	Same		1 lb. 3 oz.	1c, 1d, 3a, 5c, 8h.
Kuner's		Kuner Pickle Co. Brighton, Colo. USA	10-1/2 oz.	3a, 5d.
Kuner's	Same		1 lb. 3 oz.	3a, 5d.
Empson's		Empson Pack. Co. Brighton, Colo. USA	Wt. of Con. 10-1/2 oz.	3a
Empson's	Same		1 lb. 3 oz.	3a

SCORE SHEET FOR GREEN STRING BEANS

Brand	Grade	Company	Wt. of Contents	Additional Information
Evergreen		The Morgan Canning Co., Morgan, Smithfield, Hyrum, Utah	Contents 1 lb. 3 oz.	1a, 3a, 6a, 8c
Colorado Columbine		The Currie Canning Co., Grand Junction	Wt. of Contents, 13 oz.	1a, 3a, 3e.
Colorado Columbine		Same	1 lb. 3 oz.	1a, 3a, 3e.
Bee		Emergy Food Co. Chicago, U.S.A.	Net. Wt. of contents 1 lb. 3 oz.	1e, 3a.
Shield Label	Fancy	B.F. Trappey Sons Jeanerette, La.	Contents 1 lb. 3 oz.	1a, 3a, 3i
Silver Band		The Morey Mercantile Co., Denver, Col.	Net Wt. 11 oz. 312 gm.	1f, 3a.
Silver Band		Same	1 lb. 3 oz. 539 gm.	1f, 3a.
Silver Band		Same	1 lb. 3 oz. 539 gm.	1f, 3a, 3f.
Special		Same	1 lb. 3 oz. 539 gm.	1f, 3a.
Purity		Anchor Grocery Co. Albuquerque, N.Mex.	Contents 10-1/2 oz.	2b, 3a.
Success		Mountain Food Co. Brighton, Colo.	Net Contents 1 lb. 3 oz.	1a, 3a, 5a.
Royal		Wm. Craig Canning Co., Ogden, Utah	Contents 1 lb. 3 oz.	2g, 3a, 5f
Newport		Newport Can. Co. Louisville, Ky.	1 lb. 3 oz.	2b, 3a.
Valley		Valley Canning Co. Hindsville, Ark.	1 lb. 3 oz.	1a, 3a.
Our Favorite		Litteral Canning Co. Fayetteville, Ark.	1 lb. 3 oz.	1a, 3a.

SCORE SHEET FOR GREEN STRING BEANS

Brand	Grade	Company	Wt. of Contents	Additional Information
Ozark Pride		Ozark Canning Co. Hindsville, Ark.	Contents 1 lb. 3 oz.	1a, 3a.
Elcano		Elkins Canning Co. Ellsins, Ark.	1 lb. 3 oz.	1a, 3a.
Jonquil		The J.S. Brown Mer- cantile Co., Denver Colo.	1 lb. 3 oz.	1b, 1h, 3a, 5a
Del Monte Quality		Calif. Pack. Corp. San Franc. Calif.	Net Wt. 1 lb. 3 oz.	1j, 3a, 3j, 6a, 6e.
Del Monte Quality		Same	1 lb. 3 oz.	1j, 5a, 6a, 6e.
S and W		Sussman, Wormser Co., San F., L.A. N.Y., Seattle	Contents 1 lb. 3 oz. M. Eq. 539 gm	1g, 2b, 5a, 5c, 3a, 3b, 6a.
S and W		Same	8 oz. 227 gm	1g, 2b, 5a, 5c, 3a, 3b, 6a.
S and W		Same	1 lb. 3 oz. 539 gm.	1g, 2b, 5a, 5c, 3a, 3b, 6a.
S and W		Same	1 lb. 3 oz. 539 gm.	1g, 2b, 5a, 5c, 3a, 3b, 6a, 6d.
S and W		Same	10 oz. 283 gm.	1g, 2b, 5a, 5c, 3a, 3b, 6a, 6d.
S and W		Same	1 lb. 3 oz. 539 gm.	1g, 2b, 5a, 5c, 3a, 3b, 6a, 6d.
S and W		Same	10 oz. 283 gm.	1g, 2b, 5a, 5c, 3a, 3b, 6a.
S and W		Same	1 lb. 3 oz. 539 gm.	1g, 2b, 5a, 5c, 3a, 3b, 6a.
S and W		Same	6 lb. 6 oz. 2,89 kilog.	1g, 2b, 5a, 5c, 3a.
Century (Fancy Quality)		Same	1 lb. 3 oz. 539 gm.	1g, 2b, 5a, 5c, 3a.
Cosmos		Same	10 oz. 283 g 1 lb. 3 oz. 539 gm.	1g, 2b, 5a, 5c, 3a, 3b.

Key for Information Found on CORN Labels

1. Information about Packing

- (a) Packed by -
- (b) A product of -
- (c) Packed in Peerless Spring Water
- (d) Canneries where products are grown
- (e) Packed in cans with spotless golden lining
- (f) A Marshall Canning Co. Product
- (g) Made in U.S.A.
- (h) Distributing points -
- (i) Branches of Co. -
- (j) Packed for -
- (k) Packed under regulations of and in factory inspected by -
- (l) Packed only in spotless kitchens of the -
- (m) Factories located -
- (n) Packed in U.S.A.
- (o) Packed in Maine

2. Information about Companies

- (a) Packers
- (b) Packers and distributors
- (c) Distributors
- (d) Distributed by -
- (e) Established in -
- (f) Special Sales Agents

3. Information about Contents of the Can

- (a) Style of pack
- (b) Additional description of quality of product
- (c) Directions for using contents
- (d) Recipes for using contents
- (e) Suggestions for using contents
- (f) Numerical count
- (g) Variety of product
- (h) 1/10 of 1% corn starch added
- (i) Section of country in which product is grown
- (j) Family size or see 6c

4. Nutritive Value

- (a) Calorie content
- (b) Mineral content
- (c) Vitamins preserved
- (d) Information pertaining to nutritive value - authentic.

5. Information about Label.

- (a) Reg. U.S. Pat. Off.
- (b) Trade Mark
- (c) Trade Mark Registered
- (d) Copyrighted -
- (e) Registered
- (f) Trade Mark Registered U. S. Pat. Off.
- (g) Reg. U.S. Pat. Off. given in 10 different languages

7. Psychological Appeals.

- (a) Guaranteed by the packers to comply with all pure food laws.
- (b) Good Housekeeping Stamp
- (c) Poem about Old Grimes
- (d) Save this tag it's valuable (Send 6 tags and 10 cents for a doll)
- (e) Our guarantee -
- (f) Label exchangeable for S and H green stamps

8. Slogans.

- (a) "The Brand You Know by Hart"
- (b) "Absolutely Pure"
- (c) "Flavored to Please Particular People"
- (d) "You will like it too"
- (e) "When you want something good to eat ask for - "
- (f) "Like Fresh Corn off the Cob"
- (g) "Natures Best"
- (h) "Our Highest Quality"
- (i) "Packed in the Shadow of the Rockies"
- (j) "Purity Pioneers - Everything for the Table"
- (k) "Cob Cooked"

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt of Contents	Additional Information
Hart		W.R.Roach Co. Grand Rapids, Mich	Contents 1 lb. 4 oz.	3a,3c,5a,8a, 3g.
Hart		Same	1 lb. 4 oz.	3a,3c,5a,8a, 3g,3h.
Hart		Same	1 lb. 4 oz.	3a,3c,5a,8a, 3g,3h.
Hart		Same	8 oz.	(), 3c, 5a, 3g, 3h, 8a.
Hart		Same	1 lb. 4 oz.	(), 3c, 5a, 8a, 3g, 3h.
Hart		Same	8 oz.	3c, 3g, 5a, 8a, 3h.
Hart		Same	1 lb. 4 oz.	3c, 3g, 5a, 8a, 3h.
Hart Little Quaker	Fancy	Same	1 lb. 4 oz.	3c, 3h, 5b, 8b.
Hart Little Dot		Same	1 lb. 4 oz.	3c, 3h, 5b, 8b.
Pride of Choice Michigan		Same	1 lb. 4 oz.	3c, 3g, 3h, 8b.
Pride of Choice Michigan		Same	1 lb. 4 oz.	3c, 3h, 8b.
Marcellus		Same	1 lb. 4 oz.	3c, 3h.
Clark's	Fancy	Central Wis.Can. Beaver Dam, Wis. U.S.A.	11 oz.	2b.
Central Wisconsin Canneries Dew Maid		Same	1 lb. 4 oz.	2b, 3a.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information
Clark's	Fancy	Central Wis. Can. Beaver Dam, Wis. U.S.A.	1 lb. 4 oz.	2b,3g.
Clark's	Fancy	Same	11 oz.	2b,3g.
Clark's	Fancy	Same	1 lb. 4 oz.	2b,3g.
Buddy		Same	1 lb. 4 oz.	2b,3g.
Buddy's		Same	1 lb. 4 oz.	2b,3a.
Central Wisconsin Canneries Dew Maid	Fancy	Same	11 oz.	2b,3a,3g.
Fox Lake		Fox Lake Canning Co., Fox Lake, Wis.	Net Wt. 20-22 oz.	1a,1c,3a,3b.
Adell		Adell Canning Co. Adell, Wis.	Contents 1 lb. 4 oz.	1a,7a.
Equity		Same	1 lb. 4 oz.	1a,3b.
Stokely's Finest		Stokely Bros. Co. Inc., Louisville, Ky.	1 lb. 4 oz.	1d,1e,3d,7b.
Stokely's Finest		Same	1 lb. 4 oz.	1d,1e,3d,3g, 7b.
Stokely's Finest		Same	1 lb. 4 oz.	1d,1e,3d,3g, 7b.
Old Grimes		Grimes Canning Corp., Des Moines, Ia.	1 lb. 4 oz.	1a,5a,7c.
Imperial Club		Waterloo Canning Co., Waterloo, Ia.	1 lb. 4 oz.	1a.
Iowa King		J. LeRoy Farmer Can. Co., Cedar Rapid, Ia.	1 lb. 4 oz.	1a,7d.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information
Round-Up		J. LeRoy Farmer Can. Co. Cedar Rapid, Ia.	1 lb. 4 oz.	1b,3b,7d.
Marshall Red Seal		Marshall Canning Co., Marshalltown, Ia., U.S.A.	11 oz. also 1 lb. 4 oz.	5a. 5a.
Marshall Fancy Red Seal		Same	11 oz.	5c,3g.
Marshall Fancy Red Seal		Same	1 lb. 4 oz.	5c,3g.
Marshall Fancy Red Seal		Same	11 oz.	3g,5a.
Marshall Fancy Red Seal		Same	1 lb. 4 oz.	3g,5a.
Le Grande		Same	1 lb. 4 oz.	5c.
Cameo	Fancy	Same	11 oz.	3g.
Cameo	Fancy	Same	1 lb. 4 oz.	3g.
Cameo	Fancy	Same	11 oz.	3a,3g.
Dairy Maid		Same	1 lb. 4oz.	3a,3d,5c,5d.
Solitaire Fancy		The Morey Mercan- tile Co., Denver, Colo.	11 oz. 312 gm.	2c,3g,5f.
Solitaire Fancy		Same	1 lb. 4 oz. 567 gm.	2c,3g,5f.
Solitaire		Same	Net Wt. 1 lb. 4 oz. 567 gm.	2c,3a,3g,3c.
First American		Beaver Canneries Inc., Louisville, Ky.	1 lb. 4 oz. 567 gm.	2d,3b.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information.
Golden Yellow		S.T. Farmer Canning Co., Story City, Ia.	1 lb. 4 oz.	1a, 3b, 3g, 8c.
Shoe Peg		Ralph Mitchell Aberdeen, Harford Co. Md.	1 lb. 3 oz.	1a, 3a, 3b.
Newport		Newport Can. Co. Louisville, Ky.	1 lb. 4 oz.	2c.
Marner's		The Marner Sorg- hum Mill, Arthur, Illinois	Net Wt. 1 lb. 4 oz.	3g, 8k.
Purity		Anchor Milling Grocery Co. Albuquerque, N. Mex.	Contents 1 lb. 4 oz.	1j.
Purity		Anchor Grocery Co. Albuquerque, N. Mex.	11 oz.	1j, 3d, 3g.
Sunbeam		Austin, Nichols Co., Inc., N.Y.- Chicago, Ill.	11 oz. 312 gm.	1g, 2c, 1h, 7e, 5a, 5g.
Our Darling		The Illinois Can. Co., Hoopeston, Ill.	11 oz.	3b, 3g, 3i, 8d,
Our Darling		Same	1 lb. 4 oz.	3b, 3g, 3i, 8d, 2c, 7b.
Defender		Hoopeston Can. Co. Hoopeston, Ill.	1 lb. 4 oz.	3b.
Jonquil		The J.S. Brown Mer- cantile Co., Denver, Colo.	11 oz.	1j, 1i, 5a,
Jonquil		Same	15-1/2 oz.	1j, 1i, 5a, 3b.
Jonquil		Same	1 lb. 4 oz.	1i, 1j, 3g, 5a.
Garrison Tender- sweet		Iowa Canning Co. Vinton, Ia.	Net Contents 1 lb. 1 oz.	1a, 3b.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information.
Tender-sweet		Iowa Canning Co. Vinton, Ia.	1 lb. 4 oz.	1a,3b,5a.
Castle		Hamburg Can. Co. Hamburg, Ia.	1 lb. 4 oz.	1a,3b.
Maple Valley		Sac.City Can. Co. Sac.City and Storm Lake, Ia.	Contents 11 oz.	1a,3b,3g.
Maple Valley		Same	Contents 1 lb. 4 oz.	1a,3b,3g.
Fernbrook		Same	11 oz.	1a.
Fernbrook		Same	1 lb. 4 oz.	1a.
Tiny Tot		Same	1 lb. 4 oz.	1a,3d,3g.
Storm Lake		Same	1 lb. 4 oz.	1a,3d,8e.
Sac City		Same	1 lb. 4 oz.	1a,3d,8e.
Minnesota Valley	Extra standard	Minnesota Valley Can.Co., Le Sueur Minn.	Contents 11 oz.	1a,1k,3g,3b, 5a,6b.
Artesian	Fancy	Same	1 lb. 4 oz.	1a,1k,3b,3g, 5a,6b.
Del Maiz	Fancy	Same	1 lb. 1 oz.	1l,3a,3j or 6c,3b,3d,5a.
Del Maiz	Fancy	Same	1 lb. 4 oz.	1l,3b,3d,5a, 5d.
Del Maiz Niblets		Same	10-1/2 oz.	1l,3b,5a,5d, 8 5f.
Del Maiz Niblets		Same	3 lb. 6 oz. 1.54 kilog.	1l,3b,5a,5d, 3d,8f.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information.
Otoe		Otoe Food Products Co., Nebraska City	Net Wt. 11 oz.	1a,1m,2e,3b, 3e,4 comp., 5e,7f,8g.
Otoe		Same	1 lb. 4 oz.	1a,1m,2e,3b, 3e,4 comp., 5e,7f,8g.
Pioneer		Same	Contents 1 lb. 1-1/2 oz.	1a,1m,2e,3b, 3e,4a,4b,4c, 5a.
Abovall		Same	Net Contents 1 lb. 4 oz.	1a,1m,2e,3b, 3e,4a,4b,4c, 5a.
Libby's	Fancy	Libby, McNeill Libby, Chicago	Net Wt. 1 lb. 4 oz.	1g,2c,3b,3d, 3g,3i,6a,6d.
Libby's	Fancy	Same	8 oz. also 1 lb. 4 oz.	1g,2c,3b,3d, 3g,6a,6e.
Libby's	Fancy	Same	1 lb. 4 oz.	1g,2c,3b,3d, 3g,3i,6a,6d.
Libby's	Fancy	Same	1 lb. 4 oz.	1g,3b,3d,6a, 6d.
Libby's		Same	1 lb. 4 oz.	1g,2c,3b,3d, 6a,6d.
Rose-Dale		Same	1 lb. 4 oz.	1g.
Happy-Vale		Emery Food Co. Chicago, U.S.A.	1 lb. 4 oz.	1j,1g.
Del Monte Quality		Calif. Pack. Corp. San Fran., Calif. U.S.A.	7-1/2 oz.	1n,3a,3g.
Del Monte Quality		Calif. Pack. Corp. San Fran., Calif. U.S.A.	1 lb. 4 oz.	1n,3a,3g,6f.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information.
Del Monte Quality	Fancy	Calif. Pack. Corp. San Fran., Calif. U.S.A.	11 oz.	1n, 3g, 5a, 6a, 6g.
Del Monte Quality		Same	1 lb. 4 oz.	1n, 3a, 3g, 6f
Gold Bar		Same	1 lb. 4 oz.	3b, 5a.
Monarch Super-Quality		Reid, Murdock Co. Chicago, Ill. U.S.A.	Contents 1 lb. 4 oz.	2c, 2e, 5f, 8h.
Monarch Super-Quality		Same	1 lb. 4 oz.	2c, 2e, 3g, 5f, 8h.
Monarch Super-Quality		Same	1 lb. 4 oz.	2c, 2e, 3g, 5f, 8h.
Monarch Super-Quality		Same	1 lb. 4 oz.	2c, 2e, 3a, 5f, 8h.
Yacht Club		Same	1 lb. 4 oz.	2c, 2e, 3g, 5f.
Blue Label Fancy		Curtice Bros. Co. Rochester, N.Y. USA	1 lb. 4 oz.	3b, 3g, 6a, 6f.
Blue Label Fancy		Same	11 oz. also 1 lb. 4 oz.	3b, 3g, 3i, 6a, 6f.
Blue Label Fancy		Same	1 lb. 4 oz.	1o, 3b, 3i, 6a, 6f.
Kuner's	Fancy	Kuner Pickle Co. Brighton, Colo. USA	11 oz.	3g, 5b.
Kuner's	Fancy	Same	1 lb.	3g, 3i, 5b.
Empson's	Fancy	The Empson Pack. Co., Brighton, Colo., U.S.A.	Wt. of Contents 1 lb. 4 oz.	3g, 8i.
Empson's	Fancy	Same	1 lb. 4 oz.	3g, 3i.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information
Richelieu		Sprague, Warner Co., Chicago, Ill. U.S.A.e	Net Wt. 1 lb. 4 oz.	2d,3b,8j.
Richelieu		Same	1 lb. 4 oz.	2d,3g,8j.
Sunset Gold		Piggly Wiggly Corp. Cincinnati, Ohio	1 lb. 4 oz.	2f,3a,5f.
Milford	Fancy	The Milford Can. Co., Milford, Ill.	Contents 1 lb. 4 oz.	2c,3a,3g,3b,6d.
Right-Good		Same	11 oz.	2c,3g,3b,3c.
Blue Diamond		Lakeside Pack. Co. Manitowish, Wis.	10-1/2 oz.	1a,3a,3b,3c,3g,5a.
Red Rabbit		Same	1 lb. 4 oz.	1a,3a,3c,5a.
Golden Gem		Orleans Grocery Co., Orleans, Ind. Bedford Grocery Co., Bedford, Ind.	Contents 1 lb. 4 oz.	1j,3b,3g.
Our Own	Fancy	C.W. Baker and Sons, Aberdeen, Md.	1 lb. 3 oz.	2c,3a,3c.
G.G.G.		Griffin-Goodner Gro. Co., Tulsa, Okla.	1 lb. 4 oz.	1j,3a.
Swallow		Merchants Wholesale Groc. Co., Chicago, Ill.	1 lb. 4 oz.	2d.
Shoe Peg		Iroquois Canning Corp., Onarga, Ill.	11 oz.	1a,3a,3c,6d.
S and W		Sussman, Wormser Co., San F., L.A., N.Y., Seattle	1 lb. 4 oz. 567 gms.	^c 1g,2e,5a,5d,3a,3g,3b,3c,6a,6f.
S and W		Same	1 lb. 4 oz. 567 gms.	1g,2c,5a,5d,3a,3g,6a,6f.

SCORE SHEET FOR CORN

Brand	Grade	Company	Wt. of Contents	Additional Information
S and W		Sussman, Wormser Co., San F., L.A., N.Y., Seattle	3 ears	1g, 2c, 5a, 5d, 3a, 3g, 3c, 6a, 6f, 3f.
S and W		Same	--	1g, 2c, 5d, 5a, 3a, 3g.
S and W		Same	1 lb. 4 oz. 567 gms.	1g, 2c, 5a, 5d, 3a, 6a, 6f.
S and W		same	1 lb. 4 oz. 567 gms.	1g, 2c, 5a, 5d, 3a, 6a, 6f.
S and W		same	1 lb. 4 oz. 567 gms.	1g, 2c, 5a, 5d, 3a, 3b, 3e, 6a.
S and W		same	11 oz. 312 gms.	1g, 2c, 5a, 5d, 3a, 3b, 3e, 6a.
S and W		same	1 lb. 4 oz. 567 gms.	1g, 2c, 5a, 5d, 3a, 1o, 6a, 6f.
Century		same	1 lb. 4 oz. 567 gms.	1g, 2c, 5a, 5d
Cosmos	Standard	same	11 oz. 312 gm.	1g, 2c, 5a, 5d
Cosmos	Standard	same	1 lb. 4 oz. 567 gm.	1g, 2c, 5a, 5d

Key for Information Found on PEA Labels

1. Information about Packing

- (a) Packed by -
- (b) Packed in Pure Spring Water
- (c) Packed for -
- (d) Canneries where products are grown
- (e) Product of U.S.A.
- (f) Prepared by -
- (g) Packed in U.S.A.
- (h) Packed only in the spotless kitchens of the -
- (i) Packed under regulations of and in factory inspected by -
- (j) A Marshall Canning Co. Product
- (k) Packed for and fully guaranteed by -
- (l) Branches located -
- (m) Made in U.S.A.

2. Information about Companies

- (a) Packers
- (b) Packers and Distributors
- (c) Distributors
- (d) Established in -
- (e) Distributed by -
- (f) Special Sales Agents.

3. Information about Contents of the Can.

- (a) Style of pack.
- (b) Additional description of quality of product.

- (c) Directions for using contents
- (d) Recipe for using contents
- (e) Below U.S. Standard, Low Quality, But Not Illegal
- (f) Scale to show size of peas in can
- (g) Size number given (sieve number)
- (h) Section of country in which product is grown
- (i) Tenderness due to careful cultivation and selection
- (j) Suggestions for using

4. Nutritive Value.

- (a) Rich in food values.
- (b) Vitamins.
- (c) Mineral salts.

5. Information about Labels.

- (a) Reg. U. S. Pat. Off.
- (b) Trade Mark
- (c) Trade Mark Registered
- (d) Copyrighted -
- (e) Trade Mark Registered U.S. Pat. Off.

6. Advertising.

- (a) Product in different styles of pack.
- (b) Company's other canned products.
- (c) Read labels on Co.'s other products and secure free silverware
- (d) Letter to represent method of grading products
- (e) Product Packed in different sizes to correspond with label name.

7. Psychological Appeals.

- (a) Stamp on R.L.C. label "Sign of Quality"
- (b) Good Housekeeping Stamp.

8. Slogans

- (a) "The Brand You Know by Hart"
- (b) "Absolutely Pure"
- (c) "Fresh as the Dew of the Morning"
- (d) "America's Best and Largest Pea Garden"
- (e) Square Deal Brand - "Is all anyone wants"
- (f) "Prepared in the Fleeting Moment of Perfect Flavor"
- (g) "Our Highest Quality"
- (h) "Purity Pioneers - Everything for the Table"
- (i) "None-So-Good" (brand) as we say"
- (j) "Cleanliness Our Watchword"
- (k) "Grown and packed a mile above sea level"

SCORE SHEET FOR PEAS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Hart		W.R.Roach and Co.	Contents 8 oz.	3b,3c,8a,5a, 3a.
Hart		same	1 lb. 4 oz.	3b,3c,8a,5a, 3a,4a,4b,4c,
Hart		same	8 oz.	3b,3c,3g,3a,
Hart		same	1 lb. 4 oz.	3b,3c,3g,3a, 4a,4b,4c,5a, 8a.
Hart		same	1 lb. 4 oz.	3b,3c,3g,4a, 4b,4c,5a,8c, 3a.
Hart Blue Bells		same	8 oz.	3b,3c,3g,5a, 3a,8a.
Hart Blue Bells		same	1 lb. 4 oz.	3b,3c,3g,5a, 3a,8a,3c,8b,
Hart Dimpled Dainties		same	1 lb. 4 oz.	3c,3g,5b,8b, 3a.
Hart Oxford Gems		same	1 lb. 4 oz.	3b,3c,3g,4a, 4b,4c,5a,8a, 3a.
Hart Little Quaker	Fancy	same	1 lb. 4 oz.	3a,3c,3g,5b, 8b,
Hart Little Dot	Fancy	same	1 lb. 4 oz.	3c,3g,3b,4a, 4b,4c,5g,8a, 3a.
Hart		same	1 lb. 4 oz.	3b,3c,4a,4b, 4c,5a,8a.
Pride of Michigan	Choice	same	1 lb. 4 oz.	3c,3g,8b,3a.
Marcellus		same	1 lb. 4 oz.	3c,3a.

SCORE SHEET FOR PEAS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Marcellus		W.R.Roach and Co. Grand Rapids, Mich	1 lb. 4 oz.	3c, 3g, 3a.
Buddy		Central Wis. Can. Beaver Dam, U.S.A.	1 lb. 4 oz.	2b, 3b,
Buddy		same	11 oz.	2b, 3g, 3h, 3a.
Buddy		same	11 oz.	2b, 3g, 3h, 3a.
Central Wis. Can. Dew Maid	Fancy	same	11 oz.	2b, 3g, 3b, 8c, 3a.
Central Wis. Can. June Maid		same	11 oz.	2b, 3g, 3b, 3a.
Central Wis. Can.		same	11 oz.	2b, 3g, 3b, 8d, 3a.
Clark's	Fancy	same	1 lb. 4 oz.	2b, 3g, 3a.
Clark's June Maid	Fancy	same	Contents 11 oz.	2b, 3g, 3b, 3a.
Clark's Dew Maid	Fancy	same	1 lb. 4 oz.	2b, 3g, 3b, 3a.
Clark's Verifine	Fancy	same	1 lb. 4 oz.	2b, 3b, 3g, 3a.
Clark's Telephone	Fancy	same	1 lb. 4 oz.	2b, 3b, 3g, 3a.
Fox Lake "Our Fancy"	Fancy	same	11 oz.	2b, 3b, 3g, 3a.
Square Deal		same	1 lb. 4 oz.	1a, 1b, 3b, 3g, 3h, 8e, 3a.
Our Star		same	1 lb. 4 oz.	1a, 1b, 3b, 3g, 3h, 3a.
Verifine		same	1 lb. 4 oz.	2b, 3b.

SCORE SHEET FOR PEAS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Pride of Rosendale		Central Wis. Can. Beaver Dam, U.S.A.	1 lb. 4 oz.	2b,3b,3g,3a.
Radio		same	1 lb. 4 oz.	2b,3b,3g,3a.
Marshall Red Seal	Choice	Marshall Can. Co. Marshalltown, Ia. U.S.A.	1 lb. 4 oz.	3f,3b,5c,3a.
Scarlet King	Fancy	same	Contents 11 oz.	1a,3b,3g,5c,3a.
Cameo	Fancy	same	1 lb. 4 oz.	3b,3g,5a,3a.
LeGrande		same	11 oz.	3b,3g,5c,3a.
LeGrande		same	11 oz.	3b,3g,5c,3a.
R.L.C.	Fancy	R.L.Craig and Co. Los Angeles, Cal.	Net Contents 1 lb. 4 oz.	1c,3g,7a,5d,3a.
LaSalle		John Sexton Co. Chicago, Ill.	Contents 1 lb. 4 oz.	2c,3b,5a.
Our Tiny		Idaho Canning Co. Payette, Idaho	1 lb. 4 oz.	1a,3b,3f,3a.
Teenie Weenie	Fancy	Oconomowoc Can. Co. Oconomowoc, Wis.	1 lb. 4 oz.	1a,3b,3g,5a,3a.
Wild Rose	sub-standard	Ackley Canning Co. Ackley, Ia.	1 lb. 4 oz.	3b,3e.
Ute		Smith Canning Co. Clearfield, Utah	1 lb. 4 oz.	1a,3b.
Stokely's Finest		Stokely Bros. Co. Inc., Louisville, Ky.	1 lb. 4 oz.	1d,1a,3b,7b.
American Wonder		Fame Canning Co. Louisville, Ky.	1 lb. 4 oz.	3b,3g,3a.
Iris	Fancy	Haas, Baruch, Co. Los Angeles, Cal.	Net Wt. 1 lb. 3 oz.	2c,1e,3b.

SCORE SHEET FOR PEAS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Van Camps		Van Camp Pack.Co. Inc.,Indianapolis, Ind.,U.S.A.	11 oz. avd.	1f,5a,3a.
Van Camps		same	11 oz. avd.	1f,5a,6c,3a.
Van Camps		same	11 oz. avd.	1f,5a,6c,3a.
Glen Valley		same	1 lb. 4 oz. avd.	3a.
Del Monte Quality		Calif.Pack.Corp. San Fran.,Calif. U.S.A.	1 lb. 4 oz.	1g,3a,3i.
Del Monte Quality		same	1 lb. 4 oz.	1g,3a,5a.
Gold Bar		same	11 oz.	1g,3a,5a.
Gold Bar		same	1 lb. 4 oz.	2e,3a,5a.
Argo		same	1 lb. 4 oz.	1g.
Blue Label	Fancy	Curtice Bros. Co. Rochester,N.Y.USA	Contents 1 lb. 4 oz.	3b,3f,6b,3g, 3a.
Blue Label	Fancy	same	1 lb. 4 oz.	3b,3f,3g,6b, 3a.
Blue Label	Fancy	same	1 lb. 4 oz.	3b,3f,6b,3a.
Green Giant		Minnesota Valley Can.Co.,LeSueur, Minn.	1 lb. 4 oz.	1h,3j,3b,5a, 8f,3a.
Minnesota Valley	extra standard	same	1 lb. 4 oz.	1a,1i,3b,6d, 3a.
Artesian	extra standard	same	11 oz.	1a,1i,3b,3g, 5a,6d,3a.
Monarch Super-Quality		Reid,Murdock Co. Chicago,Ill.,USA	1 lb. 4 oz.	2c,2d,3f,3g, 5e,8g,3a.

SCORE SHEET FOR PEAS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Richelieu		Sprague, Warner Co. Chicago, Ill., USA	Net Wt. 1 lb. 4 oz.	2e, 3b, 3g, 8h, 3a.
Richelieu		Same	1 lb. 4 oz.	2e, 3b, 3g, 8h, 3a.
Ferndell		Same	11 oz.	2e, 3b, 3g, 8h, 3a.
Libby's	Fancy	Libby, McNeill Libby, Chicago	Net Wt. 1 lb. 4 oz.	1a, 1m, 3b, 3d, 6b.
Libby's	Fancy	Same	1 lb. 4 oz.	1m, 3b, 3d, 3g, 3f, 3a.
Libby's	Fancy	Same	1 lb. 4 oz.	1m, 3b, 3d, 3f, 3g, 3a.
Rose-Dale		Same	11 oz.	1a, 1m, 3f, 3g, 3a.
Happy-Vale		Emery Food Co. Chicago, U.S.A.	1 lb. 4 oz.	1c, 1m, 3g, 3a.
Solitaire	Fancy	The Morey Mercantile Co., Denver, Colo.	11 oz. 312 gm.	2c, 3b, 5e, 3a.
Solitaire	Fancy	Same	1 lb. 4 oz. 567 gm.	2c, 3b, 5e, 3a.
Solitaire	Fancy	Same	1 lb. 4 oz. 567 gm.	2c, 3b, 5e, 3a.
Solitaire	Fancy	Same	1 lb. 4 oz. 567 gm.	2c, 3b, 5e.
Silver Band		Same	11 oz. 312 gm.	1k, 3a.
Silver Band		Same	1 lb. 4 oz. 567 gm.	1k, 3a.
Morado		Same	1 lb. 4 oz. 567 gm.	1k, 3a.

SCORE SHEET FOR PEAS

Brand	Grade	Company	Wt. of Contents	Additional Information.
Jonquil		The J.S.Brown Merc. Co., Denver, Colo.	Contents 1 lb. 4 oz.	1c, 1l, 5a.
None-So-Good	sub-standard	Badger Canning Co. Beaver Dam, Wis	1 lb. 4 oz.	1a, 3b, 3e, 3h, 8i.
Sunset Gold	Fancy	Piggly Wiggly Corp., Cincinnati, Ohio	Net Wt. 1 lb. 4 oz.	2f, 5e, 3a.
Empson's Blue and Red Label		Empson Packing Co., Brighton, Colo., U.S.A.	Wt. of Contents- 11 oz.	---
Empson's		Same	11 oz.	3b, 3f, 3h, 3a.
Empson's		Same, also Longmont, Loveland, Greeley, Collo.	11 oz.	3b, 3h, 8j, 8k, 3a.
Empson's Blue Label		same	1 lb. 4 oz.	3f, 3a.
Kuner's		Kuner Pickle Co. Brighton, Colo. USA	Contents 11 oz.	5b, 3a.
Kuner's		Same	11 oz.	3f, 3a.
Kuner's		Same	1 lb. 4 oz.	3f, 3a.
S and W		Sussman, Wormser, Co., San F., L.A. Seattle	Contents 1 lb. 4 oz. 567 gm.	1m, 2c, 5a, 5d, 3b, 3a, 3g, 3f, 6b, 6e, 3j.
S and W		Same	6 lb. 10 oz. 3.0 kilog.	1m, 2c, 5a, 5d, 3a, 3g.
Century		Same	1 lb. 4 oz. 567 gm.	1m, 2c, 5a, 5d, 3c.
Cosmos		Same	1 lb. 4 oz. 567 gm.	1m, 2c, 5a, 5d, 3c.

Key for Information Found on TOMATO Labels.

1. Information about Packing.

- (a) Packed at -
- (b) Made in U. S. A.
- (c) Packed for -
- (d) Packed at canneries located in -
- (e) Factories located at -
- (f) Packed by -
- (g) Packed for and fully guaranteed by -
- (h) Branches of Co. -
- (i) Packed in U.S.A.
- (j) Packed and guaranteed by -
- (k) Canneries where products are grown
- (l) Packed in cans with spotless golden lining

2. Information about Companies

- (a) Packers
- (b) Distributors
- (c) Special Sales Agents
- (d) Packers and distributors of canned fruits and vegetables
- (e) Distributed by -
- (f) Company established in -

3. Information about contents of the can

- (a) Style of pack
- (b) Additional description of quality of product
- (c) Remove contents of can when opened to maintain flavor

- (d) Sunshine and irrigation produce flavor
 - (e) Sunshine, pure radium charged air, cool nights - splendid color and flavor
 - (f) Grown in rich irrigated valley
3. (g) Suggestions for serving contents
- (h) Recipes for using contents.
- (i) Section of country in which food is grown
4. Nutritive Value
- (a) Calorie content
 - (b) Vitamins
 - (c) Minerals
 - (d) Information pertaining to nutritive value - authentic.
5. Information about Label.
- (a) Copyrighted
 - (b) Trade Mark Reg. U.S. Pat. Off.
 - (c) Reg. U. S. Pat. Off.
 - (d) Trade Mark
 - (e) Trade Mark applied for
 - (f) Registered
 - (g) Keep in mind this distinctive label
 - (h) Trade mark registered.
6. Advertising
- (a) Company's other canned products
 - (b) Recipes and suggestions published by Co., and sent upon request.

7. Psychological Appeals.

- (a) Good Housekeeping Stamp

8. Slogans

- (a) "Our Highest Quality"
- (b) "The Brand You Know by Hart"
- (c) "Packed in the Shadow of the Rockies"
- (d) "Grown and Packed a Mile above Sea Level"
- (e) "Cleanliness Our Watchword"
- (f) Silver State Tomatoes (Colorado) or 3's
- (g) "The Pride of the Western Gardens"
- (h) "Purity Pioneers - Everything for the Table"
- (i) "A Portales Valley Product"
- (j) "Packed in the Ozark Mountains"
- (k) "Natures Best"
- (l) "Absolutely Pure"

SCORE SHEET FOR TOMATOES

Brand	Grade	Company	Wt. of Contents	Additional Information.
Libby's		Libby, McNeill, Libby, Chicago, U.S.A.	Net Wt. 1 lb. 13 oz.	1d, 3a, 3b, 3i, 3h, 6a, 6b.
Rose- Dale		Same	1 lb. 3 oz.	1b.
Happy- Vale		Emery Food Co. Chicago, U.S.A.	1 lb. 12 oz.	1c, 1b.
Silver- Dale		Same	15 oz.	1d, 1c, 3a, 3i.
Sunset Gold		Piggly Wiggly Corp. Cincinnati, Ohio.	1 lb. 3 oz.	2c.
Stokely's Finest		Stokely Bros. Co. Inc., Louisville, KY.	Contents 1 lb. 3 oz.	1k, 1l, 3h, 6a, 7a.
Otoe		Otoe Food Prod. Co. Nebraska City, Neb.	Net Wt. 1 lb. 3 oz.	1f, 1e, 3a, 3b, 3i, 2f, 4 comp. 5f, 8k, 3g.
Monarch		Reid, Murdock Co. Chicago, Ill. U.S.A.	Contents 1 lb. 3 oz.	2b, 2f, 5b, 8a.
Blue Label	Fancy	Curtice Bros. Co. Rochester, N.Y. USA	1 lb. 3 oz.	3b, 4b, 6a.
Hart	Extra Standard	W.R. Roach and Co. Grand Rapids, Mich.	1 lb. 3 oz.	3a, 3b, 5c, 8b.
Pride of Michigan	Choice	Same	1 lb. 3 oz.	8l.
Kuner's		Kuner Pickle Co. Brighton, Colo. USA	1 lb. 11 oz.	1f, 5d.
Kuner's		Kuner Pickle Co. Brighton, Colo. USA	1 lb. 3 oz.	1f, 5d.
Kuner's		Same	Net Contents 6 lb. 4 oz.	3c, 1f, 5d.

SCORE SHEET FOR TOMATOES

Brand	Grade	Company	Wt. of Contents	Additional Information.
Empson's		The Empson Pack.Co. Brighton,Colo.USA	Wt. of Con- tents, 1 lb.	8c,8f.
Empson's		Same, and Longmont,Loveland, Greeley,Colo.	1 lb. 3 oz.	1f,3i,3d,8d, 8e.
Silver Band		The Morey Mercan- tile Co.,Denver, Colo.	Net. Wt. 12 oz. 340 gm.	1g.
Colorado Columbine		The Currie Can.Co. Grand Junction, Colo.	Wt.of Con- tents,12 oz. 1 lb. 12 oz.	1f,3e.
Jonquil		The J.S.Brown Mer- cantile Co.,Denver Colo.	Contents 1 lb. 11 oz.	1c,1h,5c.
O-Joy		Ray A. Ricketts Co. Canon City,Crawley Colo.	Net Wt. 1 lb. 11 oz.	1f,3b,3i,5g.
Marshall Red Seal		Marshall Can. Co. Marshalltown,Ia. U.S.A.	Contents 1 lb. 3 oz.	3a,5h.
Blue Bunny		Pac.Coast Cannery Inc.,Oakland,Cal. U.S.A.	Contents 1 lb. 3 oz.	1j,3a,1e,5a, 8g.
Richelieu		Sprague,Warner Co. Chicago,Ill.,U.S.A.	Net Wt. 1 lb.11 oz.	2e,8h.
Treat		Treat Food Co. Chicago	1 lb. 3 oz.	1b,2b.
Treat		Same	15 oz.	1b,2b,3a.
Del Monte Quality		Calif.Pack.Corp. San Fran.,Cal.USA	1 lb. 3 oz.	1i,3a,5c,6a.
Gold Bar		Same	15 oz.	1i,3a,5c.
Silver Bar		Same	15 oz.	1i,3a.

SCORE SHEET FOR TOMATOES

Brand	Grade	Company	Wt. of Contents	Additional Information.
Argo		Calif. Pack. Corp. San Fran. Calif. USA	1 lb. 12 oz. also 15 oz.	1f, 3a.
S and W		Sussman, Wormser Co. San Fr., N.Y., L.A. Seattle	Contents 1 lb. Met. Eq. 454 g.	1b, 2b, 5a, 5c, 3a, 3g, 6a.
S and W		Same	6 lb. 6 oz. Met. Eq. 2,89 Kilog.	1b, 2b, 5a, 5c, 3a.
S and W		Same	1 lb. 12 oz. M. Eq. 794 g.	1b, 2b, 5a, 5c, 3b, 3g, 6a.
S and W		Same	6 lb. 4 oz. M. Eq., 2.83 Kilog.	1b, 2b, 5a, 5c, 3a.
Cosmos		Same	1 lb. 12 oz. M. Eq. 794 gm.	1b, 2b, 5a, 5c, 3a.
Lantern		Richmond-Chase Co. San Jose, Calif.	Net Wt. 15 oz.	1f, 3a.
Olmito		Olmito Pack. Co. Olmito, Texas, USA	Contents 10 oz.	1f.
Perona Prize		Tontitown Can. Co. Tontitown, Ark.	Net. Wt. 10 oz.	1f, 3a.
Valley		Valley Pack. Co. Hatch, New Mex.	10 oz.	1f, 3a.
Portales		Portales Can. Co. Portales, N. Mex.	Contents 1 lb. 11 oz.	1f, 3a, 8i.
Nancy Jane		W. J. Parker Geneva, Ogden, Utah	1 lb. 3 oz.	2a, 1e, 3b.
Royal	Extra Standard	Wm. Craig Can. Co. Ogden, Utah	Contents 1 lb. 12 oz.	2d, 2f, 3i, 5e.
Sunny Garden		National Pack. Corp. Ogden, Utah, U.S.A.	1 lb. 12 oz.	1g, 3a.

SCORE SHEET FOR TOMATOES

Brand	Grade	Company	Wt. of Contents	Additional Information.
Flavorite		Midwestern Food Prod. Corp. Mus- catine, Ia.	1 lb. 3 oz.	1f.
Ozark Pride		Ozark Canning Co. Hindsville, Ark.	10 oz.	1f, 3a.
Valley		Valley Canning Co. Hindsville, Ark.	10 oz.	1f, 3a.
Queen of the Ozarks		Elkins Canning Co. Elkins, Ark.	10 oz.	1f, 3a.
Ozark Mountain	Choice	Japton Canning Co. Japton, Ark.	1 lb. 3 oz.	1f, 8j.

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