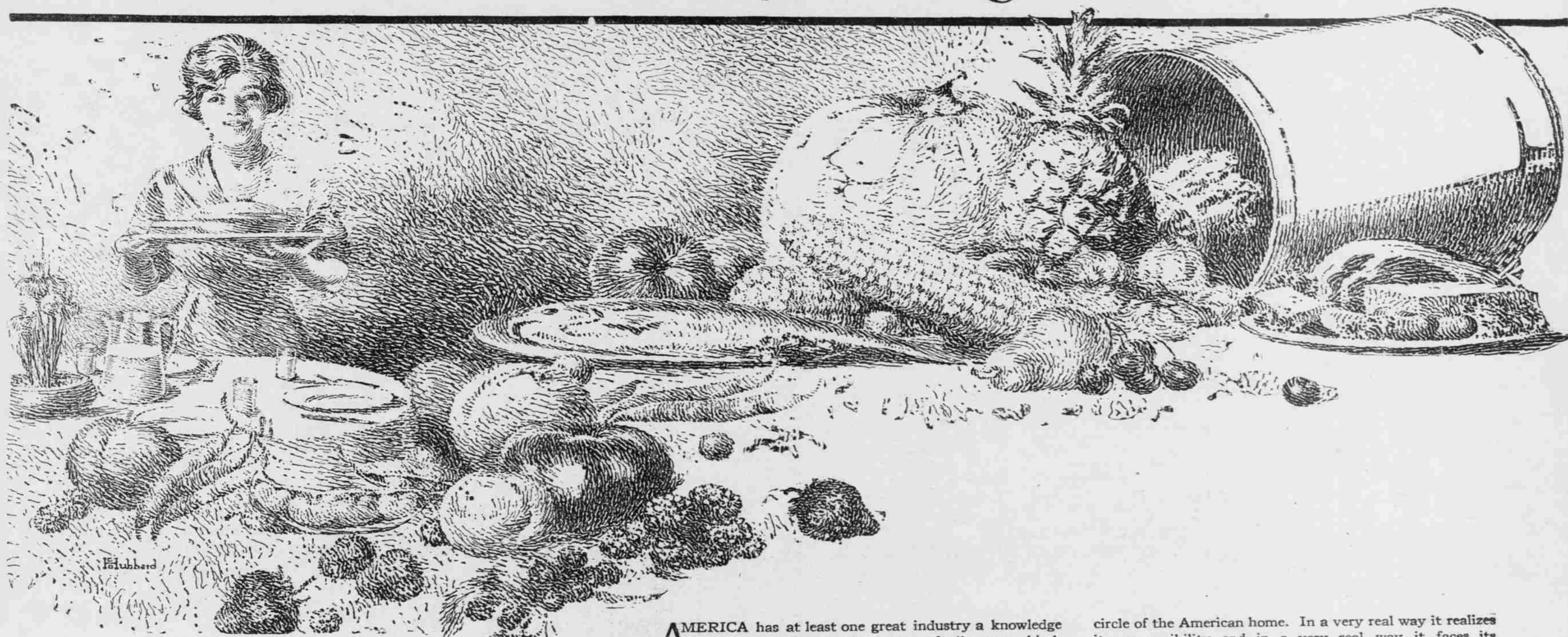


A Canned Food Message -especially to Women



AMERICA has at least one great industry a knowledge of which will warm the hearts of all woman-kind.

Salute the canned food on your pantry shelf. The Pure Food Laws—commendable and necessary though they are—are yet far exceeded in the requirements which the great organized food canning industry of the United States lays down for itself.

Think What Such Protection Means to Our Tables!

You whose important duty is the selection of the food that goes on the family table, remember this:

All over the United States there stretch the great organizations of the Pure Food Laws, Federal and State, working hand in hand.

All over these same United States there stretches from Washington—from the headquarters there of the National Cannery Association—another great pure food organization—the voluntary Inspection Service of the National Cannery Association.

Not How Little It Must Do But How Much It Can Do

This is not an arm representing force or compulsion. Rather, it represents a united ambition on the part of a vast industry to keep itself in spirit and in practice above any necessity of laws of regulation.

Little wonder, then, that the canning industry has been called "the industry which legislates for itself"! Never does this industry forget that it is dealing with food—with food, the thing of such vast consequence to the little family

circle of the American home. In a very real way it realizes its responsibility and in a very real way it faces its responsibility.

If Only You Could See It All For Yourself

Every American housewife should have the privilege of following through some of the great canneries of fruit, vegetables, soup, meat, sea food, milk and other products. Follow the Inspector of the Association as he passes, on one of his visits, from the supply of fresh foods to the sorting, cleaning, preparing; follow the Inspector all the way through to the sealing of the cans, the final cooking, cooling and storing away.

The Inspector represents a system which constantly, and at great expense, searches out the latest scientific facts of importance to this vital work of supplying the family table. He is a symbol of the painstaking care with which the canning business is conducted. He represents the earnest determination of the industry to supply our families with the best of food, clean, wholesome, nourishing and safe.

Canned Food—"The Miracle on Your Table"

And so may American housewives, mentally at least, salute the most self-respecting of objects, the can of food. You are standing before a very wonderful thing—a product which knows the limitations of neither climate nor season, coming to you at any time and from any place. Richly it deserves its title—"The Miracle on Your Table".

National Cannery Association

WASHINGTON, D. C.

A nation-wide organization formed in 1907, consisting of producers of all varieties of hermetically sealed canned foods which have been sterilized by heat. It neither produces, buys, nor sells. Its purpose is to assure, for the mutual benefit of the industry and the public, the best canned foods that scientific knowledge and human skill can produce.

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Canned Food—the Miracle
on Your
Table

