

The Miracle on Your Table



THE days of "miracles" have never passed. Never was the world so filled with miracles as it is today—the miracle of the faucet which brings us water from miles away—the miracle of the gas flame by which we cook without the discomforts of old-time methods—the miracle of the telephone.

Consider, for a moment, the amazing miracle of *canned foods*.

The well-known can of corn or peas or tomatoes on your pantry shelf fairly bristles with romance—what a thrilling story it could tell!

That can of corn, let us say, represents a cross section of some state famous for the surpassing quality of its corn crop.

This can of pineapple is reminiscent of soft and balmy atmosphere and sunny skies.

Only a little while ago these salmon, which are such a delight to appetite,

were in their native element, leaping the falls of a northern river.

Here is asparagus—fruit—beans—peas—corn—tomatoes, etc., each from that part of the country where climatic conditions, or conditions of the soil produce the finest varieties and consequently have caused canneries to be there established.

And so it goes. The canning industry covers the map of the United States, drawing upon practically every region of the country for its product. Fresh from its native habitat the product enters the canning factory.

Take canned vegetables. The canning companies make annual contracts with farmers for their yearly yield of marketable vegetables grown close to the canneries. The contracts frequently are signed long before the seed is put in the ground.

As soon as the seed is planted the canners send out representatives, known as field-men. Each field-man watches the progress of the crop within a given area, and offers personal advice to each farmer in his territory, as to when it should be harvested.

Once in the cannery the product is handled almost wholly by machinery—ingenious machin-

ery which works far faster and more efficiently than human hands—and never gets tired. The work is watched at each stage of its progress. Finally the canned food is sent out to perform its useful mission in the world of men.

The next time you visit the grocer, glance with new interest at the canned foods standing in prim precision on his shelves. They have come from many different regions—yet at last they meet on common ground, the grocer's shelf and then your table.

Not long ago canned foods were regarded as delicacies, far beyond the reach of everyday pocketbooks.

The vast development of the canning industry has changed all this. The humblest family now revels in Columbia River or Alaskan salmon and blithely orders beans that were grown and packed a dozen states away. The whole country is a great recruiting ground for canned foods.

Washington D.C., is the headquarters of the National Canners Association, whose research laboratories are there located.

Questions of great moment to the canning industry are there threshed out.

Dr. W. D. Bigelow, assisted by a group of scientists, investigates problems bearing on the scientific aspects of the canning industry.

The results of these investigations are made known to members of the Association—about 1140 of the principal canning establishments of the country, many with research laboratories of their own.

The work of the Association is of the utmost importance to every housewife in the land. Bear this in mind, the next time you call your grocer on that modern miracle, the telephone, and ask him to include in your next order, that other modern miracle, a can of vegetables, fruit, milk, soup, meat or fish, as the case may be.

National Canners Association

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.

Washington, D. C.

