



The Wonderful Story of the Tin Can

If the tin can has been to you a common thing of commonplace service, think that way of it no longer. Think of the tin can for what it really is—a wonder of the times. Think of it as a monument to patient achievement in our personal interests.

What a tale it could tell! A tale to compel our respect and whet our appetites.

Once this tin can lay inert in the Earth in its original elements—had lain there since Time began—awaiting the hand of man that should bring it forth, make the metal, give it shape and crown it with great usefulness.

And while it thus lay, awaiting its destiny there likewise lay those other ingredients, from which Nature herself should bring forth the products of garden, orchard and field, so wonderfully nourishing and delicious.

You Get Choice Foods Because of It

What a stimulus to imagination! What a

tribute could be written to what Earth holds in trust for her people! How she holds in one hand the secret of the peach, the pineapple, the succulent vegetable! How she holds in the other the no less wonderful secret of the means that shall carry her bounty to any table—anywhere—any time of the year.

Today, all these ingredients lie dormant together. Tomorrow, rising from the earth they meet again, each to triumph in "the miracle on your table."

The Needs of Your Own Table Developed It

But Nature's triumph means man's triumph also. The tin can of commerce was not born in a day nor without great industrial travail.

The can making industry in America parallels that of food-canning itself. In the beginning, each canner made his own cans, and a workman in those days could make by hand 150 per day.

Today, production of more than Six Billion cans annually for the canned food output of America is significant of the development of the tin can industry, and of the canned food industry, as well, which makes all these millions upon millions of cans necessary. The imagination is staggered by it. Expressed in terms of tables supplied, and of individuals served, it is almost beyond belief.

Science Stands Back of It

The "tin" can is a steel can, coated with tin. It is a product of science, of scientific research by hundreds of specialists who have studied every step of evolution beginning with analysis of the steel itself.

Extraordinary Care Has Surrounded It

For example, over a period of years, picked men from the laboratories of four great organizations united in the common effort of developing the tin container. These were the

laboratories of steel manufacturers, tin plate manufacturers, can manufacturers, and the National Canners Association. Special "heats" of steel were experimented with, foods packed in the cans produced from the steel, and the results recorded with scientific accuracy. The thickness of the tin coating became a matter of scientific determination. Methods of sealing and imperviousness of joints are subjects of closest scientific scrutiny.

Respect the Tin Can

As the tin can stands on your grocer's shelves or on the shelves of your own pantry, this highly specialized little object claims your respect. The tin can unquestionably is the safest, most practicable and scientific food container that human skill and ingenuity have been able to devise for the benefit of mankind.

National Canners 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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*The Miracle
on Your
Table*

