

★ ★ ★ ★ ★

★ When you change the appearance of your package, or make it more commercial for the consumer to use, give indications of that fact on the metal cap... here, a liver package will identify your product as genuine... though changed in package... and it will point out the added convenience of the new design... ★ The "tag" of the package this message will be immediately seen by the consumer when he purchases your product, but what is more important, it will be seen every time he uses it... ★ Thus, the metal cap not only performs its usual duty - that of protecting quality and efficiency of product, but, by the simple process of inspection, it also aids in making sales.

Abbott's Cod Liver Oil package, with the present feature and metal with a Phoenix S.T. Cap, was winner of a bronze medal in the 1935 All America Package Contest.

PHOENIX METAL CAP CO.
2444 W. SIXTEENTH ST., CHICAGO • 3720 FOURTEENTH AVE., BROOKLYN

Advertisements



★ TO TABLE ★

NO LABEL

• No housewife who is particular about her dinner service would think of placing the average jar of preserves, jellies or apple butter on her dining-room table... its label, its entire get-up, is far too commercial... ★ Thus, when serving, she transfers the product to a glass dish or silver receptacle... then, when the meal is finished, she transfers it back again - to protect it from dust, to prevent it from drying out... all of which is pretty much of a nuisance... ★ If the package were not labeled, or if it were a little less commercial in appearance, the product could be served in its original package... and because of the convenience of no doing, its visits to the table would be more frequent and greater quantities of the product consumed... ★ A Phoenix Longs Cap, lithographed, is an attractive "label" for a jar of preserves, jelly or apple butter... the lithographed band truthfully identifies the product on the shelf of the grocer... and all commercial marks of identification are removed when the package is opened in the home of the consumer.

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Inserate