

Should the Label Tell *Everything* -- or just "what the Law requires?"

THE KROGER FOOD FOUNDATION *puts this question • and four others • up to the women of America, and requests replies*



AFTER all, food regulations and laws are made for you. Food is packaged and canned for your convenience in buying, preparing and serving. So why shouldn't you have something to say about what goes on the *outside* of the package or can?

The Government, as you know, requires that certain facts be printed on food labels—usually technical expressions of grades or contents. But—should labels go further and "tell the whole story?"

The Kroger Food Foundation wants to know how *you* feel about this . . . what you believe should be included on the label of the package or can. The Foundation is seeking ways of making canned and packaged foods more convenient for you, more definitely valuable to you. For that reason The Foundation asks that you give your thought to the following questions, talk them over with your family and friends, make them the subject of discussion at your next club meeting.

In your opinion, should more foods be put up in small-size cans or packages? (Many women have said that small families would welcome more of these small or "two-in-family" sizes.)

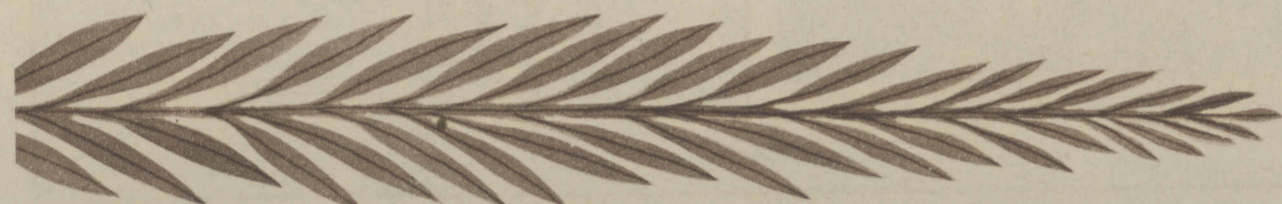
In your opinion, should the definition of such terms as "Fancy," "Choice," "Standard," "Hand-packed," "Solid-packed" be printed on the label? (The Foundation finds that all women do not have a definite understanding of what is meant by these terms, and, for that reason, they have difficulty in buying for their individual requirements—suitability and economy considered.)

In your opinion, should the label include recipes for the preparation of the food? (A great many young women say they would welcome such help, while experienced home-makers have expressed a desire for new and different recipes.)

In your opinion, should the label include suggestions for proper accompanying foods? (Almost every day The

Foundation receives requests for information about food combinations—what should be eaten with what, and why. Would menu suggestions *on the label* help you in planning healthful, appetizing meals?)

Why not go to your pantry shelf, right now, and study the labels on the various canned and packaged foods? Then sit down and write your letter to The Kroger Food Foundation—answering these questions, telling how you think labels can be improved. Another thing, wouldn't this be a good subject for discussion at your next club meeting? Take the message with you, and make a motion that your Club Secretary write to The Foundation, expressing the opinions and suggestions of the members. For it is through the sponsorship and cooperation of women like yourself, that The Kroger Food Foundation hopes to make progress in this movement which can affect the daily lives of millions of people. Address The Kroger Food Foundation, Cincinnati, Ohio.



KROGER-CONSUMERS Stores in CHICAGO

THE KROGER GROCERY & BAKING COMPANY

Serving through 5,000 Stores