

CAP'N and DOCK

LABELING
Generations ago, most foods were sold in bulk and shoppers could see and perhaps sample many foods before making purchases. That system undoubtedly had its advantages, but it also exposed foods to dust and handling, allowed them to deteriorate and made distribution complicated.

The advent of packaging provided sanitary protection for food and brought new convenience and variety to shoppers. Today's homemaker may choose from over 8,000 products every time she enters a super market.

This enormous selection should not cause confusion. In the great array of a super market, the key to being an informed consumer is easy to discover because — **IT'S ON THE LABEL!**

The all-important label serves as the "window" of the can. The kind of food that is in the can is revealed by the label with its descriptions, pictures and other valuable information. Food buying is easier and thriftier for the shopper who makes label-reading a habit and becomes familiar with the information on canned foods labels.

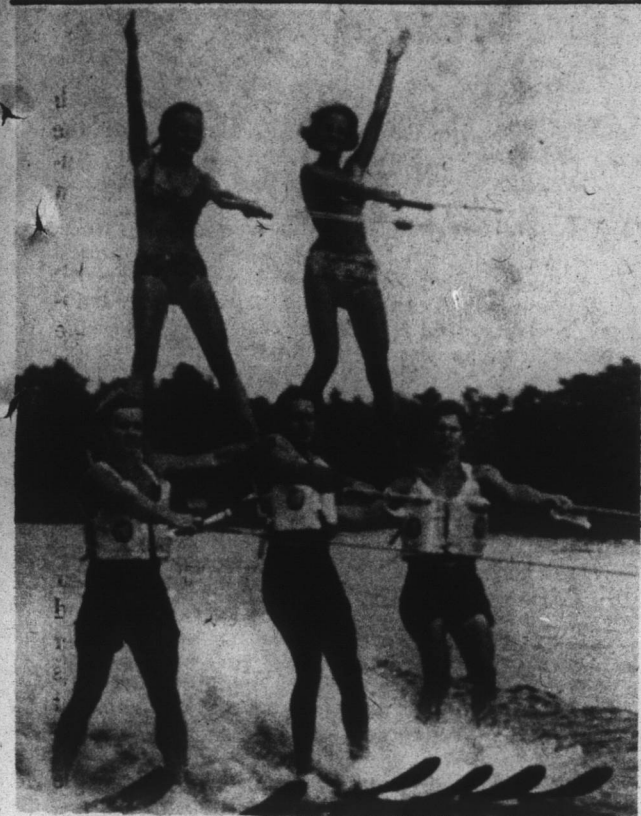
It is no accident that certain basic information appears on every canned foods label. The Federal Food, Drug and Cosmetic Act and the Fair Packaging and Labeling Act specify a list of facts that labels include before the product may be distributed for interstate commerce. These facts have been determined through joint study by the government and the National Canners Association on behalf of the canning industry. This trade association, reflecting the attitudes of its hundreds of members, aims to give consumers products of dependable quality and to make it as easy as possible for them to get what they want. Naturally, labels are changed to aid consumers. Years ago the label gave little more than the name of the product and several of its virtues.

Today's label contains a wealth of information for the homemaker who needs to know—what's on the label! Behind the information on a canned foods label lies a long history of research. There is a good reason for every one of the things it tells you. The label provides nine basic facts which will help the consumer shop wisely for canned foods:

1. The product name.
2. The variety, styles and packing medium in conjunction with the product name.
3. The net quantity of the contents of the container starting with all ounces for weights of 1 to 4 pounds and volumes of 1 pint to 1 gallon.
4. The name, address and zip code of the manufacturer, packer and distributor.
5. A listing of dietary properties if significant.
6. A statement on any artificial color, flavor or preservative added.
7. If the quality of a product falls below standards set by the FDA, the label must say so.
8. All information must be in English.
9. A list of ingredients, unless a standard of identity for the product has been set by the government.

These are the minimum label requirements that every canner must meet. Because canned foods packers want to give consumers as much help as they can, most of them offer additional — descriptive labeling.

Sincerely,
DOC.



WATER SHOW SUNDAY — Edenton Jaycees will sponsor a water show Sunday in Pembroke Creek. The event will take place between 2 P. M., and 4 P. M. Many precision acts are scheduled, similar to the one pictured here.



NATIVE GRASS FIELD BORDERS on Maynard and Thomas Fleetwood's farm are looking good after a recent mowing. Maynard says, "Mowing these areas instead of disking provides a better footing for farm equipment during harvest and also helps to cut down on erosion."



NO-TILL SOYBEANS planted after small grain show real promise on Claude Small's farm. Beans were approximately seven weeks old at date of photo (Aug. 4). There are approximately 60 acres of no-till corn and soybeans in the county this year.

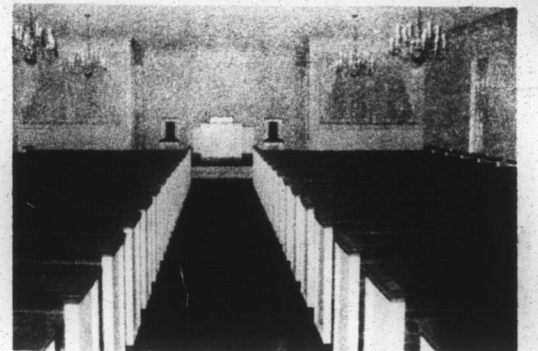
W. M. Cobb, 62, Dies Suddenly

William Martin Cobb, 62, Austin of Suffolk, Va.; four Route 1, Merry Hill, died Saturday at his home. He was employed by Ahooskie Fertilizer Company and a member of the Ahooskie Fertilizer Company and a member of the Ahooskie Fertilizer Company and a member of the Ahooskie Fertilizer Company.

Mr. Cobb was born in Berkeley County on April 16, 1908. He was a Mason, son of the late Canaughton Mr. Cobb was a member of the Riverside Baptist Church, was married to Mrs. Viola where funeral services were held at 3 P. M. Monday with Also surviving are two Rev. Coleman Thomas in sons, William M. Cobb, Jr., of charge. Burial was in Hill-Alexandria, Va., and Cola crest Cemetery. Ray Cobb of Suffolk, Va.; a Williford Funeral Home daughter, Katherine Cobb had charge of arrangements.

We are Pledged
TO CONDUCT WITH DIGNITY
THE FINAL TRIBUTE

Colonial Funeral Home



Edenton, North Carolina

Hiway 32 North

Phone 482-4486

In the reverent atmosphere of our chapel, final services may be conducted, with fitting dignity, in accordance with the family's wishes.

MARVIN S. BARHAM
Funeral Director
and Embalmer

E. N. (Pete) MANNING
Funeral Director

FOR QUICK RESULTS, TRY
A HERALD CLASSIFIED AD!

LIVING COLOR PORTRAITS

The Holder of this Certificate will receive one

5 x 7

LIVING COLOR PORTRAIT

97c plus a 50c handling charge

NO AGE LIMIT

Limit of one 97c portrait per family, additional subjects in same family \$1.95 plus a 50c handling charge each, groups \$1.00 per person.

Remit this certificate to our photographer on date indicated.

Tuesday, September 1, 1970

Popes Variety Store

LIVING COLOR PORTRAITS

TANKS WERE ORIGINALLY CALLED "LAND SHIPS". BUT WHEN THE BRITISH SHIPPED THEM TO BATTLE AREAS THE CRATES WERE LABELED "TANK" TO DECEIVE SPIES — AND THE NAME STUCK!

TANK

POPES POPES POPES
FORMELY GENE'S 5 & 10

SALE OF VALUES

<p>GIRLS' WHITE COTTON SLIP Size 4-14 REGULAR PRICE 50c 12-0211 2 for \$1.00</p>	<p>Men's White Dress Shirts PERMA PRESS \$3.00 Popes Low Price</p>	<p>Boys' Permanent Press Pants REGULAR PRICE \$3.00 57-7051 \$2.00 Popes Low Price</p>
<p>Bath Mat Sets 15-0300 Regular \$2.99 Now \$2.50</p>	<p>Chenille Rugs 15-0341 Regular \$1.94 Now \$1.50</p>	<p>Chenille Bedspreads 15-0470 Regular \$3.94 2 for \$5.00</p>
<p>Note Book Paper 500 COUNT 8-4330 Reg. 87c Now 67c</p>	<p>Note Book Binders BULLDOGS HORNETS AND ACES COVERS 13-1330 Reg. \$1.44 Now 77c</p>	<p>Waste Baskets 1 GROUP OF PLASTIC 23-0290 Reg. 88c 2 for \$1.00</p>
<p>Children's Summer Play Wear Reduced For Clearance</p>	<p>Men's Stretch Socks Size 10-13 4 pair \$1.00</p>	<p>SEAMLESS Nylon Hose 12-0110 4 pair \$1.00</p>
<p>Ladies' Summer Shorts, Slacks and Blouses Reduced for Clearance</p>	<p>Boys' Orlon Socks 13-1441 4 pair \$1.00</p>	<p>Boys' Sport Shirts Regular \$1.47 Now \$1.00</p>
	<p>Plastic Ware INCLUDING Dish Pans and Pails 23-0300 REGULAR 79c AND 59c Now 2 for \$1.00</p>	

Belk Tyler **E. O. M.**

A GIGANTIC SPECIAL PURCHASE!

ALL PURPOSE MAXI COAT SALE

Tailored of a fine quality Nylon and Cotton Fabric for all-weather use. Beautifully lined... attractive collar and belted back. In five lovely colors!

Reg. \$40.00 Value
\$19.88

Junior Sizes 5 to 13
THIS FABULOUS COAT CAN BE WORN AS...
Mini... Midi... Maxi
Just Zip-Off At Any Length

Closout Group! Ladies' Reg. \$17.99 All-Weather
COATS \$12.00

Zip off the bottom to please!

Just Say 'Charge It' At Belk Tyler In Edenton