

The

TRUTH!



about

MODERN FOOD

PACKAGING

**** PROPER PACKAGING PAYS**



★
FOOD, LOVE
★
AND
★
LIFE
★
BY
ELBERT HUBBARD

FOOD is the primal need. Next to this comes love. ¶ And, curiously enough, only the person who is properly nourished is capable of love. ¶ Thus we get Richard Cobden's dictum, "The ratio of marriages keeps pace with the price of corn." ¶ An overfed or an underfed individual is neither loving nor lovable. ¶ So well is this principle understood, even by the so-called unscientific, that in many families favors or civilities are never tendered or asked of my lord and master until after breakfast. ¶ When Doctor Johnson was importuned by a newly-wed woman as to how she could best manage her liege, old Ursa Major replied, "Madam, feed the brute." ¶ Recent experiments in schools for backward pupils showed that the trouble with most of these children was that they were improperly nourished. ¶ The same children when kept out-of-doors, and supplied with proper food, in a very few weeks found a joy in their studies, and some even went beyond the average in efficiency. ¶ The moral is plain. If we are to have a strong, sane, capable and efficient race of people, we must look well to our food-supply. . . . ¶ Any man is ignorant who is not on good terms with Nature, who does not love plants, flowers, trees, bees, bugs, birds and all the glories of the out-of-doors. Also, he is apt to be sick. Congestion of population in the cities comes from ignorance and the fear of Nature. Isolation seems horrible, because only people interest. The man is foreign to the soil. . . . ¶ But the growth of the business colleges and the agricultural schools bodes a happier day. The business colleges teach the science of distribution; the agricultural schools the science of production. ¶ Back to the farm means back to sanity, back to health, back to efficiency, back to life. Only thus will we reach the farm by going forward, not by going back. ¶ The business of the farmer who produces food, and the grocer who distributes it, and the cook who prepares it, must be raised to the realm of fine arts, not left to the whipped-out, discouraged and inefficient. ¶ And this new science, the science of human service, will be formulated, and is being formulated first and best right here in our own America. ¶ Our business is not exploitation and distinction; it is production and distribution. This way love, life and happiness lie.

★
The **TRUTH**
★
About Modern Food Packaging

IN maintaining sales volume . . . promoting repeat business . . . and expanding his market, the food product manufacturer has been greatly handicapped by the perishable nature of his goods.

Delays in shipment, delays on dealers' shelves, dampness, dryness, dirt, insects, and many other evils constantly threaten the food product from the time it leaves the factory. All these the manufacturer has had to contend with, as a part of his fight for volume sales and efficient distribution.

KVP, with its immense factory facilities and laboratory resources, has spent years studying the problems of food protection. Out of this study has been created the KVP line of modern food protection papers.

¶ KVP Papers have greatly simplified the problem of preventing food deterioration. Today KVP Papers are bringing the most delicate and perishable products to market in a fresh, tasty, and salable condition.

¶ There are many different kinds of KVP Papers. Chief among those used in the food products industry are KVP Waxed and Parchment papers, now regularly used on scores of food products.

This Booklet tells how KVP Waxed and Parchment papers are protecting many perishable products. You will be interested in these facts about modern packaging methods . . . facts that will cast new light on your own packaging problems.

**KALAMAZOO
VEGETABLE
PARCHMENT
COMPANY ● ●**

PARCHMENT (Kalamazoo County) MICHIGAN



THE illustrated KVP laboratory test below shows the value of protecting food products against moisture loss. Two beakers were filled with colored water.

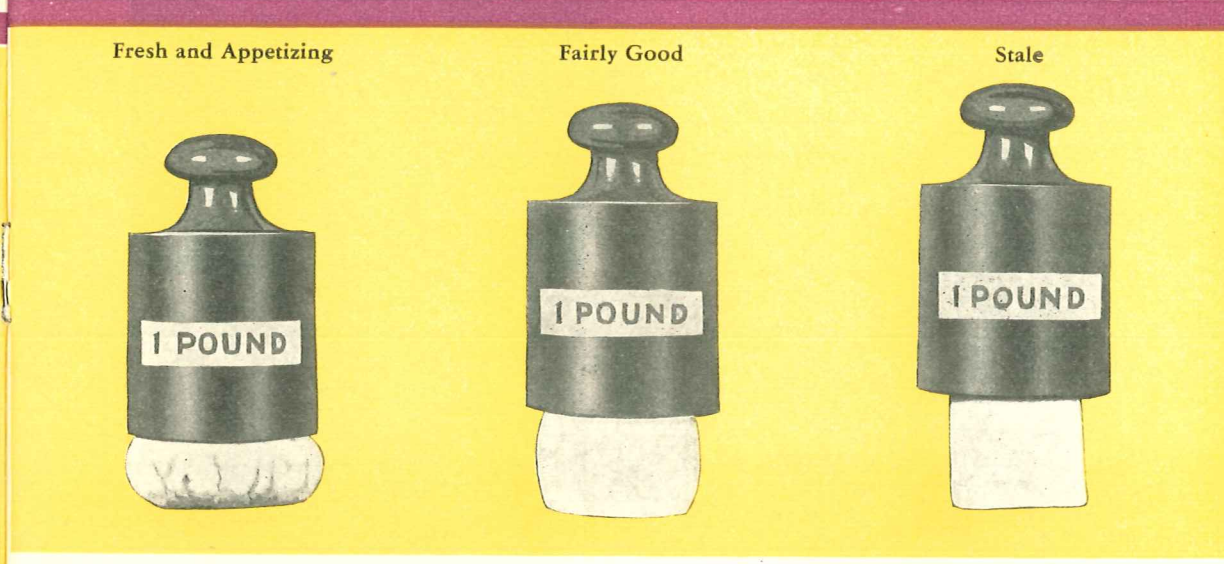
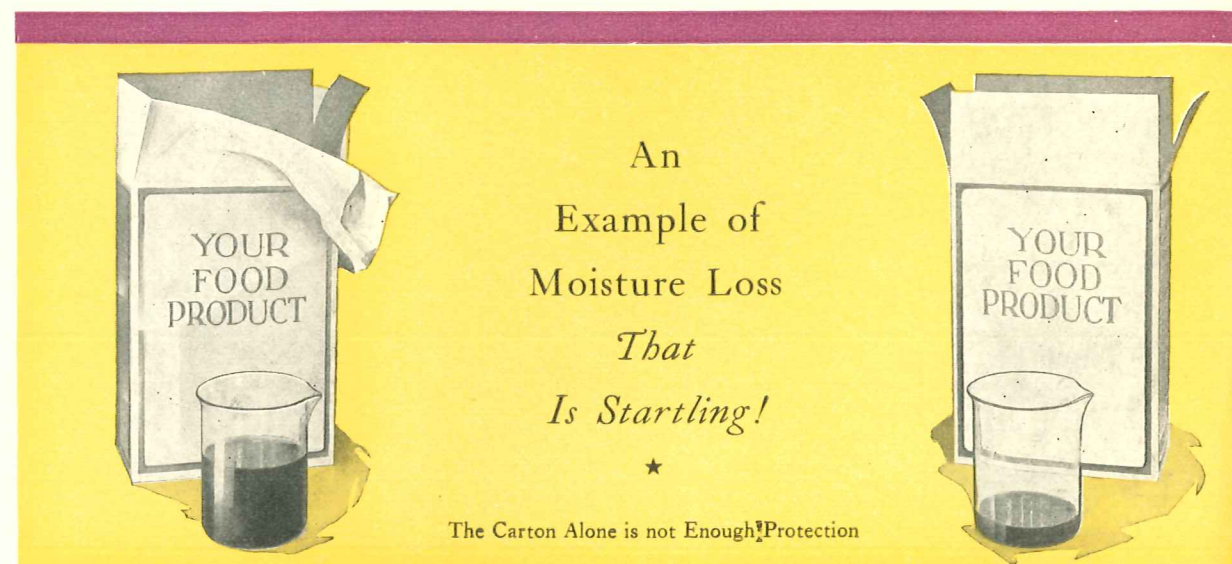
ONE was enclosed in a carton only, the other was placed in a carton, with an extra sealed KVP Waxed Wrapper. Both samples were then subjected to eleven days of "Arizona" (hot, dry) climate.

YOU can see the result—very little water evaporated from beaker in wax wrapped carton and nearly all is evaporated in the unwrapped beaker.

THE marshmallow below was taken from a carton wrapped in two sheets of KVP 30-lb. Self-Sealing Waxed Paper. This marshmallow is still as soft and delicious as when it left the factory, although subjected to the same climatic conditions as the others illustrated.

THIS marshmallow was taken from a carton wrapped in one sheet of KVP 30-lb. Self-Sealing Waxed Paper. While there has been some evaporation of moisture, the marshmallow is still fairly soft and fresh. The KVP wrapper has greatly retarded deterioration.

THE marshmallow below was taken from a carton not wrapped or otherwise protected. Evaporation of moisture has left it dried out, stale, and hard. Food products in this condition are not likely to create satisfied customers, or encourage repeat sales.



★ **The Sales Volume of Your Product is Directly Influenced by the Freshness of the Product**

EVERY manufacturer of food products knows that continuous, repeat sales of his goods depend upon the freshness and quality of the goods, *at the point of sale.*

No matter how wholesome, delicious, and appetizing the goods may be when they leave the factory, it is not possible to sell them in maximum volume unless the manufacturer is able to keep them wholesome and fresh, right up to the time they are placed in the hands of the consumers.

That is why so many producers of food products are now giving their goods the extra protection of KVP Waxed Wrappers and Liners. KVP Waxed Wrappers and Liners provide that extra degree of protection that is so necessary.

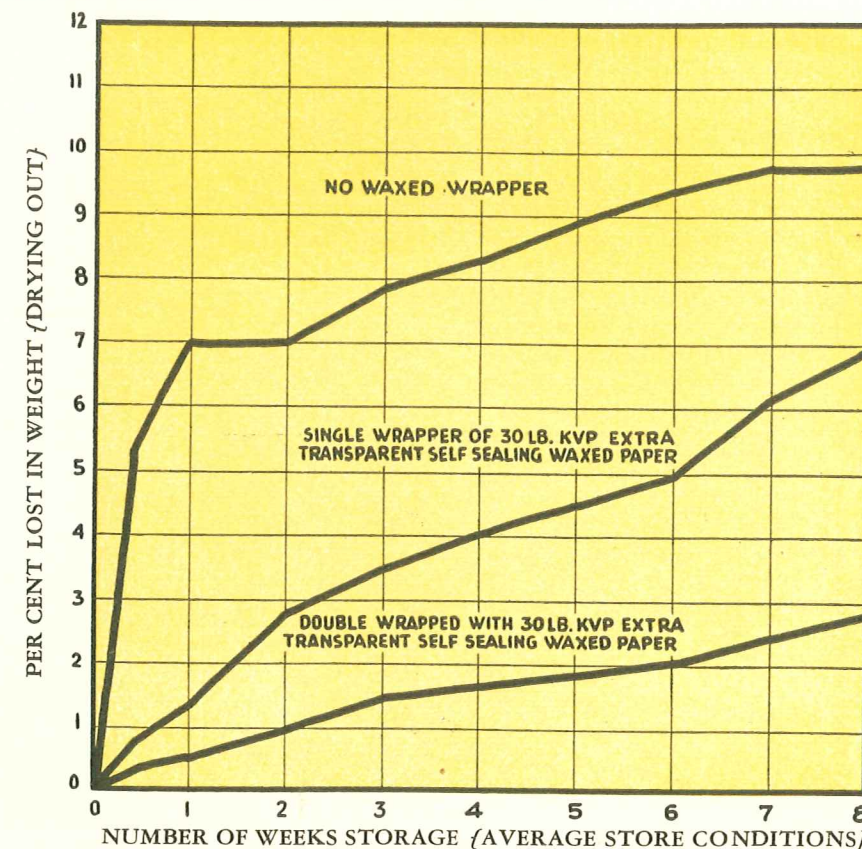
When enclosed only in a cardboard carton, the crisp food product quickly becomes tough or soggy, through absorption of moisture from the air. Likewise the soft product becomes hard and stale, through evaporation of moisture.

The carton alone gives but feeble protection against dirt, insect infestation and foreign odors, which so quickly spoil the quality of a product, and injure its repeat sales. Through experience and through advertising, the public is being educated to demand packaged goods which have the extra protection of waxed wrappers and liners.

KVP Waxed Wrappers and Liners prove a powerful aid to the manufacturer who is fighting to maintain his volume or to cultivate new markets. If you are not using these KVP food protection papers now, you owe it to your business, to your customers and to the consumer to obtain full information about them.

★ **If Your Food Product is to Remain in Public Favor, Protect it from Outside Conditions**

IS it fresh?" This question is asked time and again by customers in the retail store. The public demands and insists upon having food products as fresh and appetizing as when they left the factory. Yet how impossible it is to keep food products fresh until sold, when put up in unprotected cartons. Note chart at the right showing how rapidly marshmallows dry out when not properly protected. With a single wrapper of KVP Self-Sealing Wax Paper on the carton marshmallows are as fresh after eight weeks as they are when they have been a single week in carton alone, and when double wrapped keep fresh indefinitely.



BAKED GOODS lose Crispness most rapidly when poorly protected

BAKED goods in cartons usually remain fresh but a few hours after baking.

Soft goods like cakes dry out rapidly and become stale. Crisp, snappy cookies, on the other hand, absorb moisture, and become tough or rubbery.

In either case the quality of the product is ruined, and the consumer who buys is dissatisfied.

Yet freshness in baked goods is not wholly a matter of time, but of proper packaging. Baked goods that have the extra protection of a KVP Waxed Wrapper on the carton, remain fresh many times as long. Note the small chart below. Here, in the exact terms of the laboratory, is told the relationship between freshness and good packaging.

Laboratory evidence, moreover, is amply backed up by the experience of hundreds of bakeries, that have found it pays to give their goods the extra protection of KVP Waxed Wrappers.

CRACKERS and . . . PRETZELS prove heavy absorbers of moisture

IT takes but a little added moisture content to make a cracker or pretzel lose its snap.

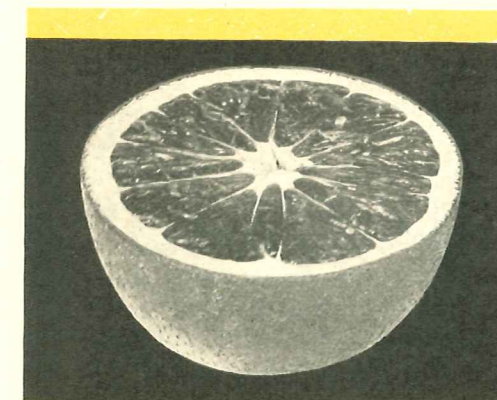
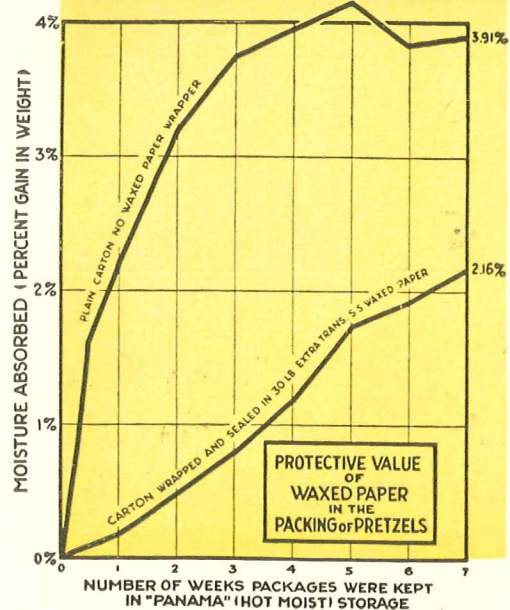
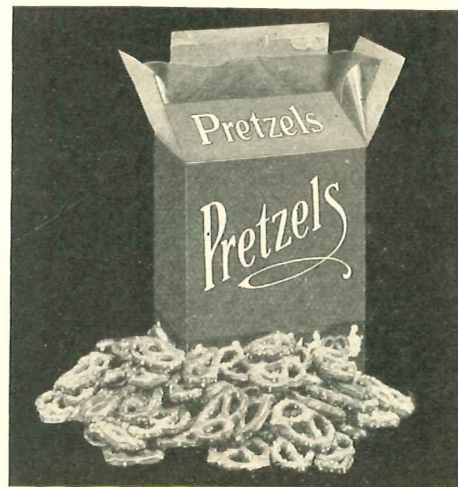
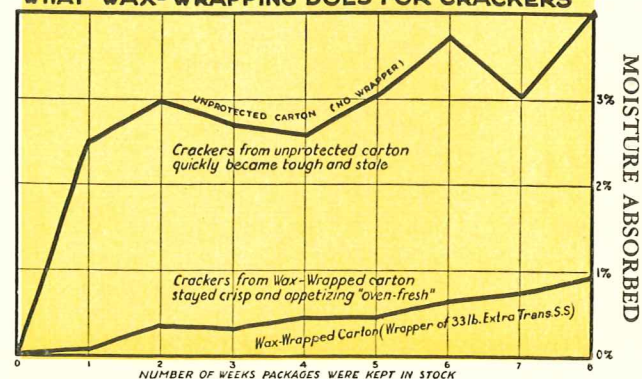
Under average conditions, crackers and pretzels can retain their brittle goodness only a short time, if put up in unprotected cartons.

Study the two charts on this page, and note how rapidly these goods absorb moisture.

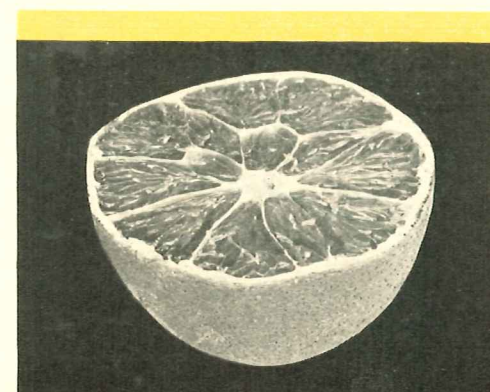
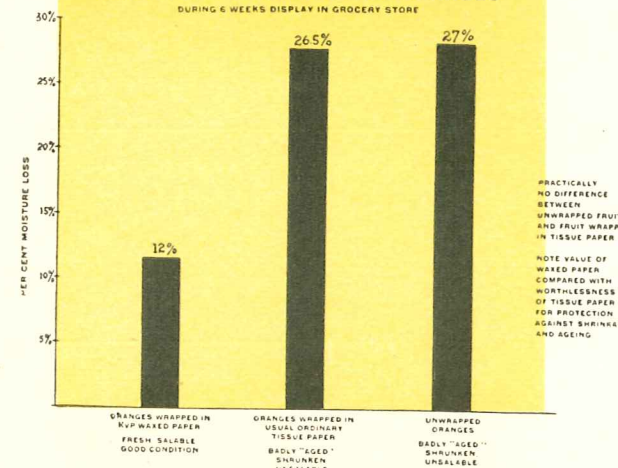
Competing against other goods on a basis of quality and freshness, the brand in the unprotected carton is bound to come out second best.

It requires but a small investment to give crackers and pretzels the protection of KVP Waxed Wrappers or Liners . . . yet this investment pays tremendous dividends, in the form of increased public demand and greater repeat sales.

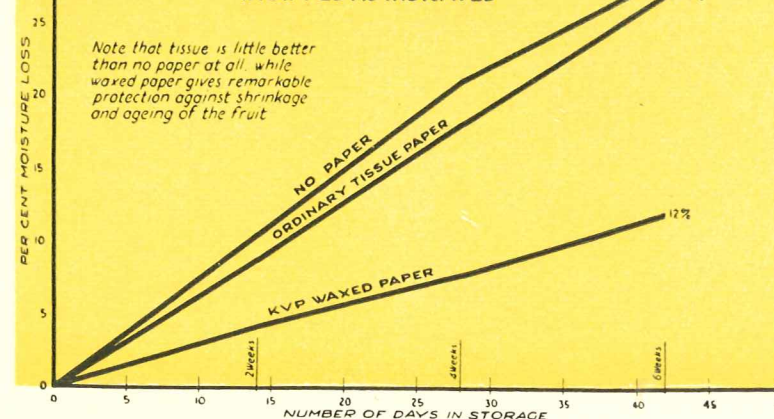
WHAT WAX-WRAPPING DOES FOR CRACKERS



SHRINKAGE OF CALIFORNIA ORANGES DURING 6 WEEKS DISPLAY IN GROCERY STORE



SHRINKAGE OF CALIFORNIA ORANGES WRAPPED AS INDICATED



Oranges, too, Shrink Quickly

IT IS an exasperating experience for consumers to purchase good looking oranges, and find them to be tough and almost juiceless.

Yet that is exactly what happens when unwrapped or tissue-wrapped oranges are kept in stock over an extended period, as is often necessary. The two charts on this page show how steadily oranges shrink in weight, despite their protective skin. In six weeks' time there is a loss of 26 to 27 per cent in weight, which means that more than a quarter of the juice has evaporated.

Even when wrapped in tissue, oranges dry out practically as fast, for the tissue wrapping provides almost no protection. ¶ The same is true of all citrus fruits, grapefruit and lemons as well as oranges.

¶ An important and somewhat recent discovery of the Texas Agricultural Experiment Station is that waxed wrappers have a remarkable tendency to reduce or even to prevent the development of pitting and scald on citrus fruits held in storage.

KVP Waxed Wrappers Preserve Flavor and Juice of the Fruit

THE old, worthless tissue orange wrapper is now giving way to the modern protective wrapper . . . KVP Waxed Paper, which greatly retards evaporation of the sweet juice, and preserves the natural goodness of the fruit.

The cost of this new, effective wrapper is but a little more than that of the tissue wrapper, yet the wax wrapper is a mark of extra quality that enhances the value and salability of the fruit.

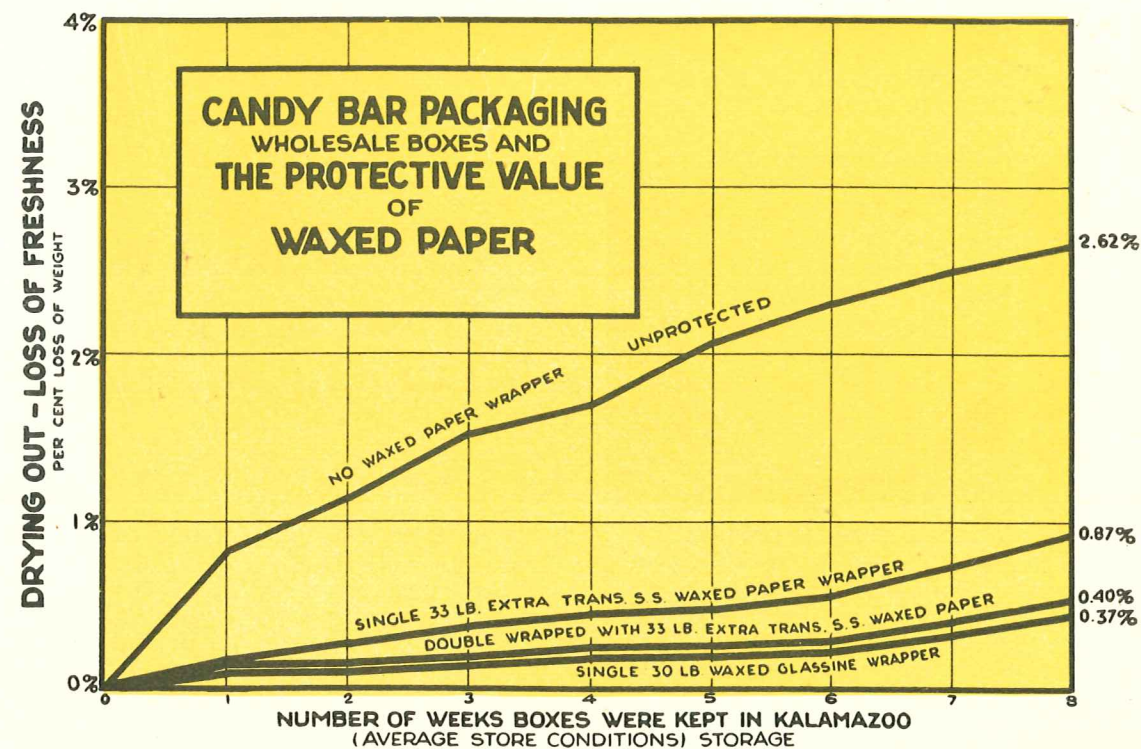


Candy Bars in Waxed Glassine stay fresh until sold

PUBLIC taste in candy bars is fickle. The smallest suggestion of staleness or dryness in a candy bar means loss of a consumer's repeat purchases. Nevertheless, careful tests show that candy bars begin to dry out and become stale from the day they are made, if not protected against atmospheric conditions.

A Graphic Truth

THE chart below tells a significant story of candy bar deterioration. Note that in less than a week's time there is a loss of freshness in the unprotected bar. The bar in KVP Waxed Glassine, however, retains its original goodness, even if kept in stock for many weeks. In these days of keen competition, it pays to give your bars this added protection.



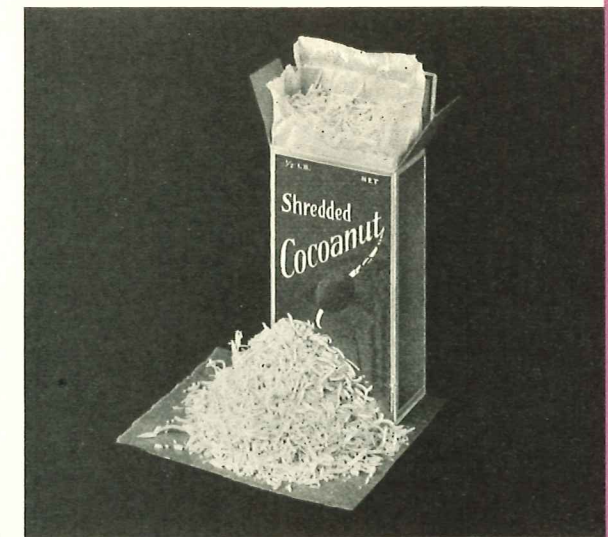
KVP Waxed Glassine is a beautiful, clear, transparent wrapper that enhances the appearance of the product while preserving its soft freshness. The candy bar is protected against drying out, absorption of foreign odors, insects, and to a considerable extent against warmth. A KVP Waxed Glassine Wrapper would stimulate YOUR bar business. Yet this protective wrapper can be had at a negligible cost per bar.

Shredded Cocoanut is sensitive to climatic conditions

THE freshness and flavor of shredded cocoanut is retained when put up in packages with waxed paper protection.

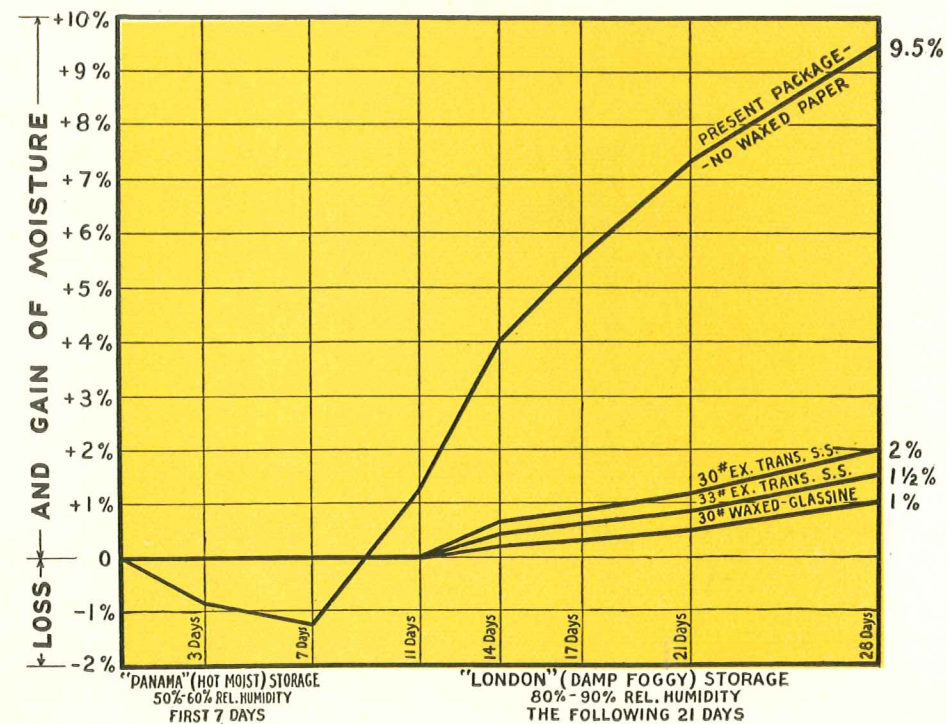
Shredded cocoanut is unusually sensitive to climatic conditions. In warm, dry weather it loses its natural moisture, becoming dry, hard, and flavorless. On the other hand, when humidity is high, shredded cocoanut absorbs moisture, which makes it tough and rancid.

Laboratory tests with shredded cocoanut provide most convincing proof that the KVP Waxed Wrapper is highly effective in preserving the freshness of perishable products. Protected by a KVP Waxed Wrapper, shredded cocoanut stays fresh and palatable three times as long.



Prof. Christie's Discovery

IN A test conducted by Prof. Arthur W. Christie of the University of California, over a period of eighteen months, unwrapped cartons of food were completely destroyed by insects, while cartons sealed in waxed paper were entirely free from insect infestation. Many food products are subject to insect damage and atmospheric conditions, thus needing the protection of KVP Waxed Wrappers or Liners.



Note:

Shredded cocoanut is not commonly subject to insect infestation, dried fruits and cereals being the chief offenders.

{A} No Waxed Paper

PACKAGE formerly used by customer—plain bag in carton. Note solid caking of the powder, (it turns yellow on absorption of moisture) also that bag sticks to caked powder and can not be removed.

Contents Ruined

{B} What Waxed Paper Does for the Package

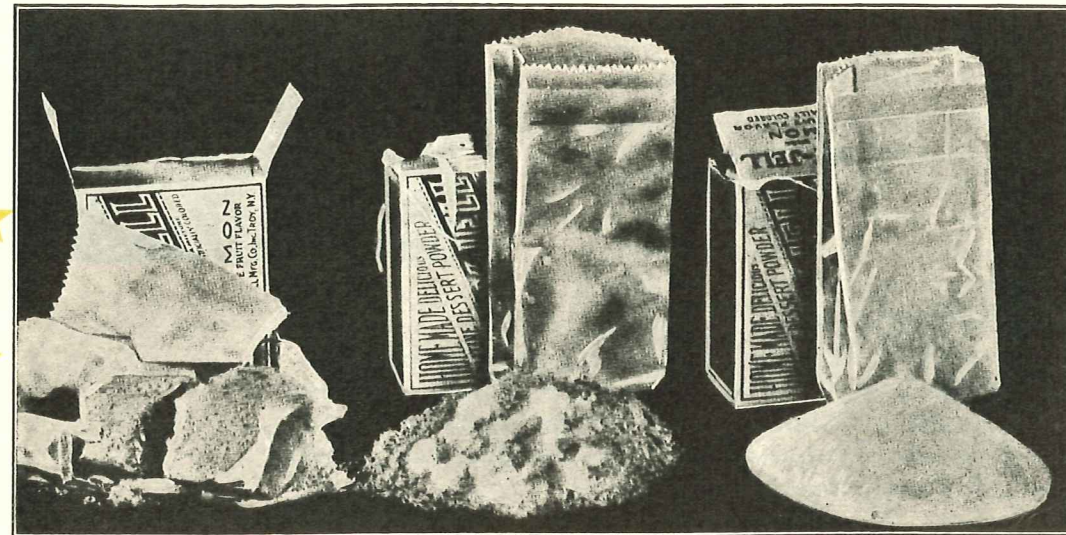
SAME package as (A), but with a self-sealing waxed paper wrapper, heat-sealed, around the package. Note there is no severe caking, powder does not stick badly to the bag, and much of the powder is still in fine, white condition.

Contents Usable

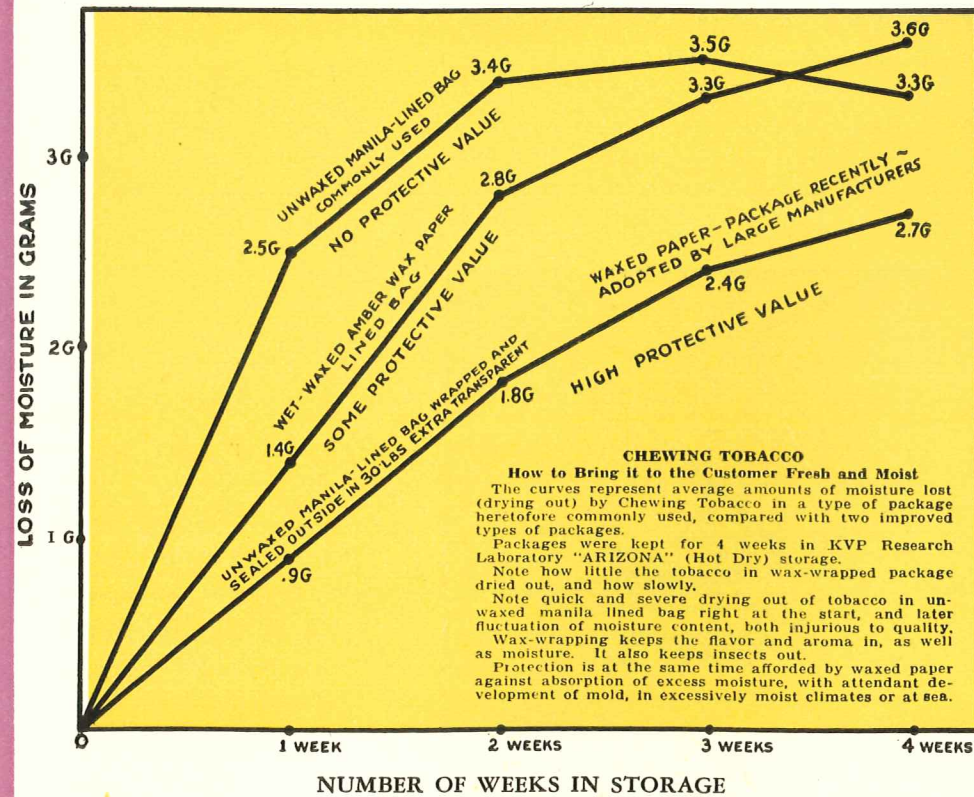
{C} Further Benefits from Waxed Paper

DRY waxed paper bag inside, self-sealing waxed paper wrapper, heat-sealed, around the package, outside.

Contents in Perfect Condition

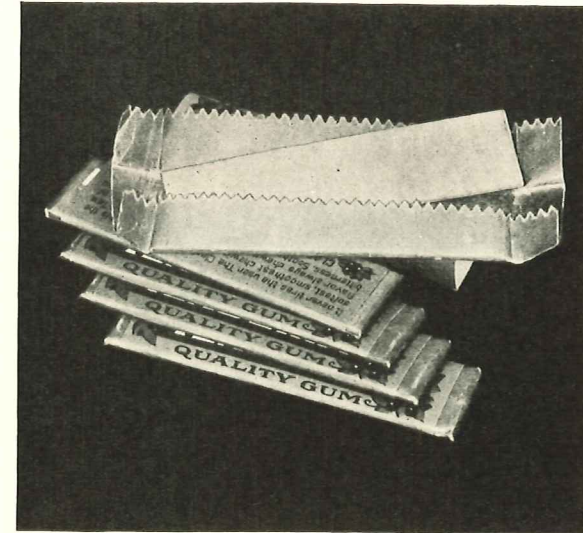


Waxed Paper Packaging Pays



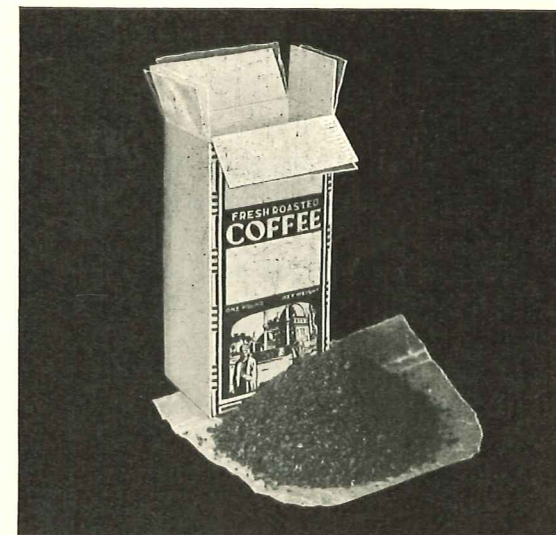
CHEWING tobacco is a highly competitive product, in which freshness, flavor, and quality are tremendous sales advantages. The common paper package offers scant protection against atmospheric conditions, whereas the same container protected with KVP 30-lb. Extra Transparent Waxed Paper, keeps chewing tobacco good for many weeks.

ALL three of the cartons shown above were filled with the same Lemon Jelly Powder and stored under identical conditions, with the exception that packages B and C were protected by KVP Waxed Paper. It PAYS to use KVP Waxed Paper packaging.



For Chewing Gum

THE waxed paper wrapper has been a boon to the chewing gum industry. Without the waxed wrapper, or similar protection, chewing gum quickly becomes brittle and hard, thereby losing its sales value. Enclosed in the waxed wrapper, however, gum retains its softness and flavor over long periods. The waxed wrapper has made it possible to distribute chewing gum all over the world, resulting in an industry that counts its profits in the millions.



For Potato Chips

KVP Waxed Glassine has solved the potato chip manufacturer's packaging problem, not only by insulating the chips against atmospheric conditions which cause this product to become tough, stale, and rancid, but also by preventing the carton itself from becoming oil soaked. Because KVP Waxed Glassine is both greaseproof and airtight, it is the ideal wrapper or liner for numerous products like potato chips, which present special packaging difficulties.

For Ground Coffee

NATIONAL coffee advertising has made freshness a highly essential sales quality of ground coffee. The distributor whose coffee has even a suggestion of staleness when it reaches the consumer, is bound to suffer loss of sales. Coffee in unprotected packages soon becomes weak in flavor and aroma, through evaporation of the volatile elements. Likewise, such coffee may easily become tainted with foreign odors. Extensive research in KVP laboratories leads us to recommend as the ideal package for coffee a paper board carton, lined with genuine vegetable parchment, and wrapped with a printed waxed wrapper, or if desired, with two waxed wrappers, the outer one printed. This method of packaging incidentally lends itself admirably to the photo cell process, and we believe it has no equal in protection of contents, sales possibilities, and economy.

A Few KVP Developments In Modern Packaging



The New Continuous Design Wrapper...

Attractive . . . Protective

ANY manufacturer seeking increased sales through more attractive and better packaging will do well to investigate KVP'S new CONTINUOUS DESIGN WRAPPER.

Designed especially for use with the new automatic wrapping machine control which positively settles the question of accurately placing the design on the package.

¶ The secret of this most efficient control is the Photo Electric Cell. This device is controlled by a small printed dot placed on the printed wax paper in register with the design and spaced at regular intervals.

A concentrated beam of light shines through the waxed paper and as the dots appear they cast their shadows on the Cell which immediately sends forth an electrical impulse causing knife to cut off wrapper at the right length.

With this new device and the new system of cutting the wrapper which was developed with it, the wrapping machine will work steadily and keep within $\frac{1}{16}$ " of the correct line of cut.

A device of this kind operating in the H. J. Heinz Company has been wrapping their six-ounce Rice Flakes carton steadily since July 1st, 1931. The speed is 72 cartons per minute. Two more units are soon to be installed.



COMMON laundry soap wrapped in paper representative of many different types in use. Test made under normal room conditions similar to display on grocer's shelf.

COMPANION bar of common laundry soap wrapped in KVP No. 5356 Special Soap Wrapping Paper, under same test conditions. Moisture and grease do not penetrate.

CHOCOLATE candy bar in a new opaque waxed wrapper. Striking example of maximum protection, sales appeal, and low cost.

THE new Kellogg individual package, wrapped by photo cell process. Plain carton, printed KVP wrapper. Beautiful, economical.

GOODMAN'S Matzos, another attractive package wrapped by photo cell process. Money saved, sales appeal increased.



Design Printed on Wax Paper is More Brilliant

THOUGH identical in their protective quality there can be no doubt as to which of the above wax paper wrapped packages is the best seller.

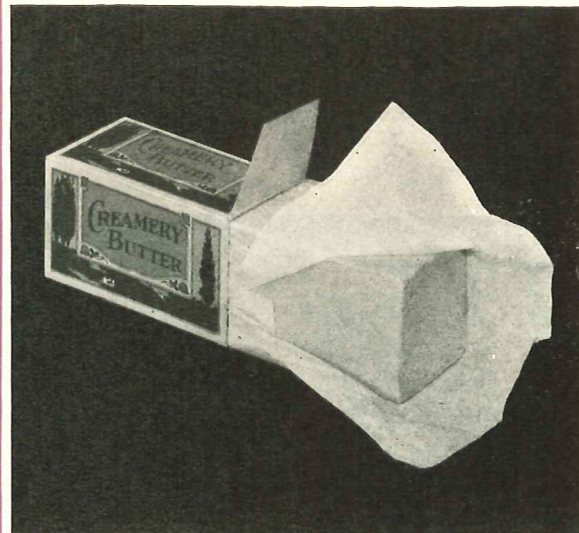
In today's fierce competition the wise manufacturer knows only too well the effect the appearance of his package "on the shelf" has on sales.

Now KVP presents a new, more effective way of increasing sales by its new development in wax paper printing. No longer is it necessary to have your attractively printed carton or package dulled or hidden by its protecting wax wrapper. This new printing method enables KVP to print your design, illustrations, names, etc., right on the wrapper—and the result is even more brilliant and effective than on the carton itself!

The above illustrations show the old and new way. At the right is the ordinary method of wrapping with the printing on the carton and the plain wax paper. The effectiveness of the design is almost entirely lost.

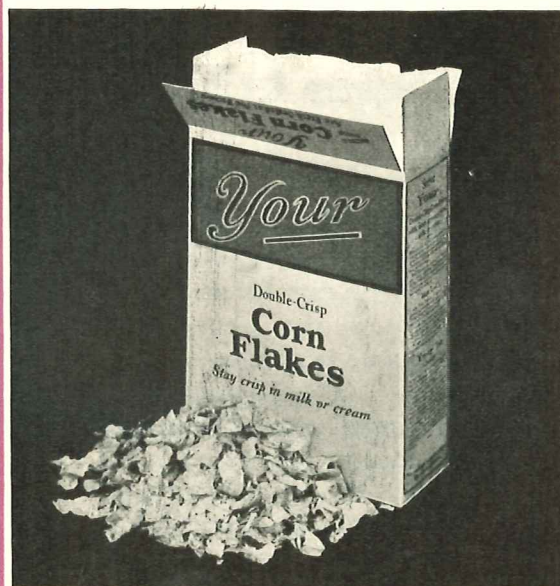
At the left is the new KVP wrapper. Note the beautiful, sharp effect. Here is an effective, new sales help you should investigate.

Let KVP co-operate with you in selling more of your product.



For Butter

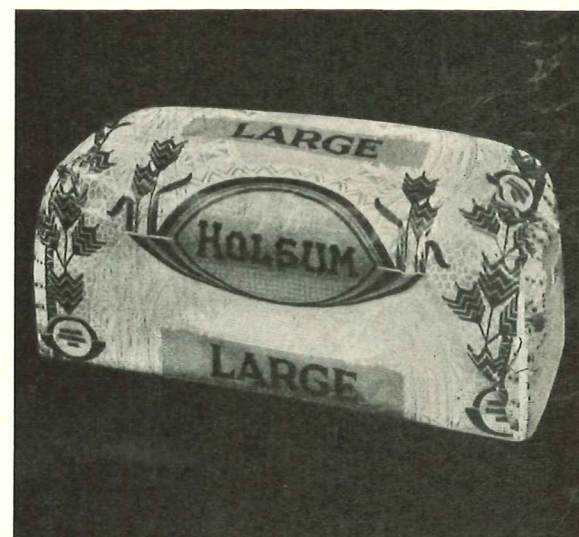
KVP double wrapping is today's finest means of protecting butter. Numerous large creameries have standardized on this wrapping, which consists of 25 or 30-lb. KVP Genuine Vegetable Parchment for the inside, and KVP Self-Sealing or Dry Waxed for the outside. Wrapper may be plain or printed.



For Packaged Cereals

IT used to be a common experience for the consumer to purchase packaged cereals that were tough and tasteless as the result of moisture absorption through the porous, unprotected carton. Now, cereals are kept crisp and appetizing by means of waxed carton wrappers and liners.

The Washburn Crosby "Wheaties" package and the triple protected "Rice Flakes" carton of the H. J. Heinz Co. are two examples of how KVP Waxed Paper is helping to promote sales for cereal manufacturers.

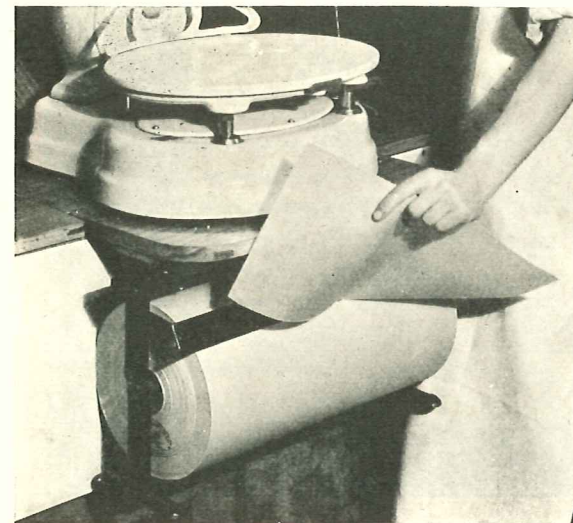


For Bread

KVP Royal White Waxed Bread Wrappers have gained an enviable reputation all over the country. They combine a strong seal with the strength of the sheet itself.

A new process recently developed in our Printing Department allows the use of more ink and at the same time practically eliminates offset. The design stands out as clear as a photograph and no mussy looking ink spots are noticeable. Beautiful designs are continually being created by our up-to-date Art Department in varied color combinations. ¶ A fine assortment of printed stock wrappers are also available for immediate delivery.

A recent and important bread wrapping development is the use of an opaque wrapper, which, not being transparent, lends itself to improved treatment in color and design. It is known as Double Royal White.



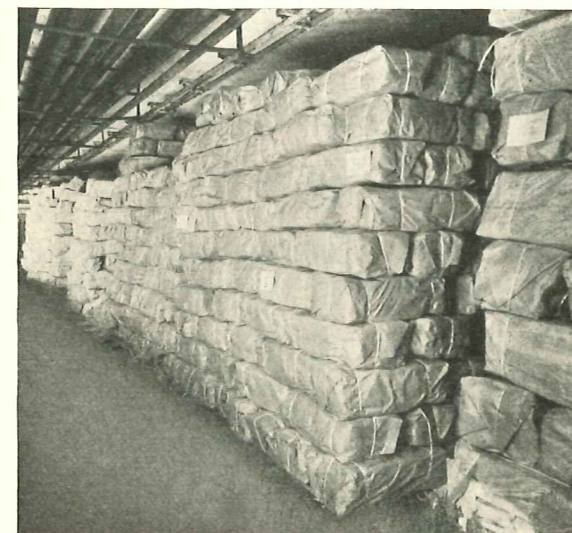
KVP Meat Wrapping Papers ★

Prosperity

PROSPERITY Waterproofed is unusual paper having the highest water-proof, bloodproof and greaseproof efficiency of any sheet on the market. Its unique color, light weight and great strength make it unmatched for retail trade. A quality paper throughout, for dealers in quality meats. Protects clothing of customers, and meats retain original bloom.

White Eagle

WHITE Eagle waterproofed is a new KVP wrapper developed for meat merchants who want KVP Prosperity Waterproofed Meat Wrapper in a white color.



Gold Standard

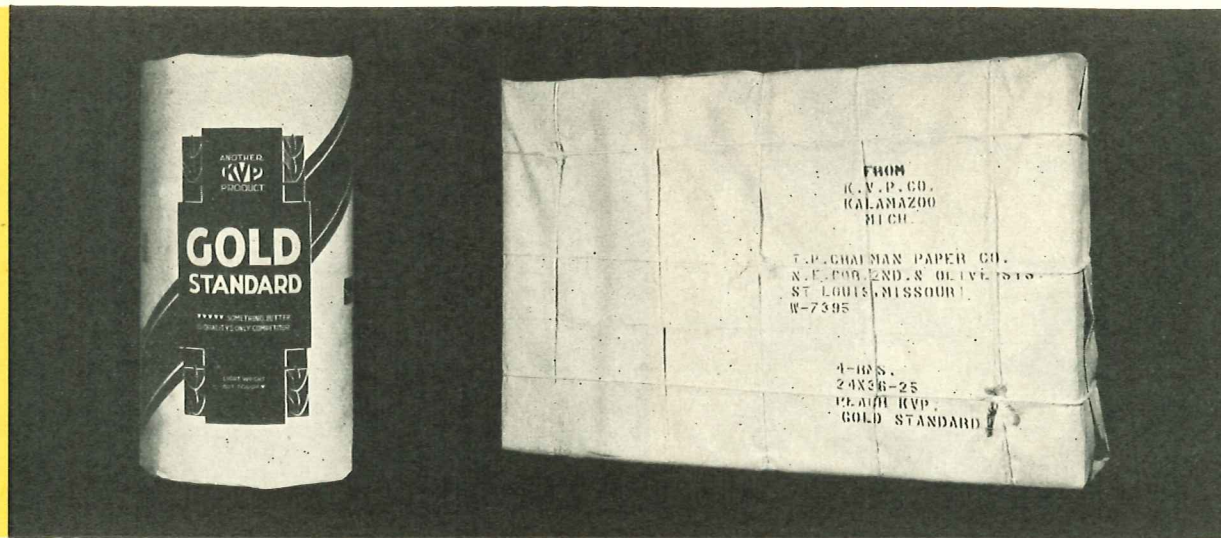
GOLD STANDARD Meat Wrapper is next to Prosperity Waterproofed in the qualities that make for a perfect meat wrapper paper. One of the toughest, most waterproof papers ever devised for meat market demands, and an excellent market paper as well. Laboratory tests and practical use pronounce it the highest grade medium priced meat wrapper paper in the country.

D-O-K

A BRAND new paper with KVP, the letters standing for Deodorized Waxed Kraft. Kraft paper has always been handicapped in the food protection field because of its odor which is often transferred to the food itself. Now it is available completely deodorized. Excellent for many meat wrapping uses, and particularly fine for crate liners, etc.

Freezer Burn

HERE is a new KVP Paper, which eliminates the discoloration and shrinkage of meat when stored in the freezer. Freezer Burn trouble, which seriously affects the market value of meat, has been given thorough study by KVP. The result is the development of "Freezer Burn" paper, which is superior to oiled manila and any other papers used for wrapping meat for the freezer. ¶ "Freezer Burn" paper is waterproof and airproof. It keeps good meat good for a remarkably long period in freezer storage.



GOLD STANDARD

for General Wrapping

A REMARKABLY tough, light weight sheet, made for general wrapping purposes in the retail store. Gold Standard can be used to wrap any food, for it is made of the cleanest and purest of materials, and will communicate no taste or odor to the food. Remarkable twisting strength and very opaque. Made in attractive standard colors and

white, Gold Standard results in especially good looking packages, which stand out from those wrapped in ordinary paper. The use of Gold Standard is the sign of a quality store, and increases store prestige. This serviceable KVP sheet can be supplied in 25-lb. basis, to fit the varying needs of all retailers and wholesalers. Other weights furnished on request.

Applying KVP Carton Sealing Papers

THERE are a number of methods and types of equipment available for the application of KVP Carton Sealing and Lining Papers. The large manufacturer, with an output of possibly 5,000 or more cartons per day, can make economical use of one of the standard automatic sealing or lining machines. These range in price from \$2,000.00 to \$5,000.00. For the manufacturer with an output ranging from 1,500 to 4,000 packages per day, there is a choice of efficient semi-automatic machines, varying in price from \$50.00 to \$300.00. If the manufacturer's output is 1,500

cartons or less per day, he can hand-seal the cartons very easily, with a girl operator using an ordinary electric curling iron, or an electric hot plate.

Size of Sheets

THE following simple formula will show the size sheet needed to cover your carton: To the height add the thickness plus the overlap allowed. This gives one dimension of the sheet. Double thickness and add this to two times the width. To this add the overlap. The result is the other dimension of the sheet. The overlap ranges from the thickness of the carton, on very small cartons up to two inches on extremely large cartons.

Chart for Estimating Roll Weights

READ DIAMETER OF ROLL HERE	ALL SULPHITE PAPERS		lb. to the inch of width	ALL WAXED PAPERS		lb. to the inch of width	ALL SULPHITE PAPERS		lb. to the inch of width	ALL WAXED PAPERS	
	4	.2		4	.24 lb.		20	11.		20	13. lb.
5	.5	lb. to the inch of width	5	.6 lb.	21	12.	21	14.5 lb.			
6	.7	lb. to the inch of width	6	.84 lb.	22	13.25	22	16. lb.			
7	1.1	lb. to the inch of width	7	1.3 lb.	23	14.5	23	17½ lb.			
8	1.5	lb. to the inch of width	8	1.8 lb.	24	15.75	24	19. lb.			
9	2.	lb. to the inch of width	9	2.5 lb.	25	17.	25	20.5 lb.			
10	2.5	lb. to the inch of width	10	3. lb.	26	18.5	26	22. lb.			
11	3.25	lb. to the inch of width	11	4. lb.	27	20.	27	24. lb.			
12	3.6	lb. to the inch of width	12	4.3 lb.	28	21.5	28	26. lb.			
13	4.75	lb. to the inch of width	13	5.7 lb.	29	23.	29	27½ lb.			
14	5.4	lb. to the inch of width	14	6.5 lb.	30	25.	30	30. lb.			
15	6.2	lb. to the inch of width	15	7.4 lb.	31	26.5	31	32. lb.			
16	7.	lb. to the inch of width	16	8.4 lb.	32	28.	32	33.5 lb.			
17	8.	lb. to the inch of width	17	9.6 lb.							
18	9.	lb. to the inch of width	18	11. lb.							
19	10.	lb. to the inch of width	19	12. lb.							

The above chart is an easy means of determining roll weights. For example, with all sulphite papers, a roll 4" in diameter weighs .2 lb. per inch of width, etc. With all waxed papers, a roll 4" in diameter weighs .24 lb. per inch of width, etc.

Paper Cost

of Covering per 1,000 Cartons

FIRST determine the weight per thousand sheets, by the following formula:

$$\frac{(\text{Size sheet used}) \times (\text{basis wt. paper plus } 4\%) \times 2}{24 \times 36}$$

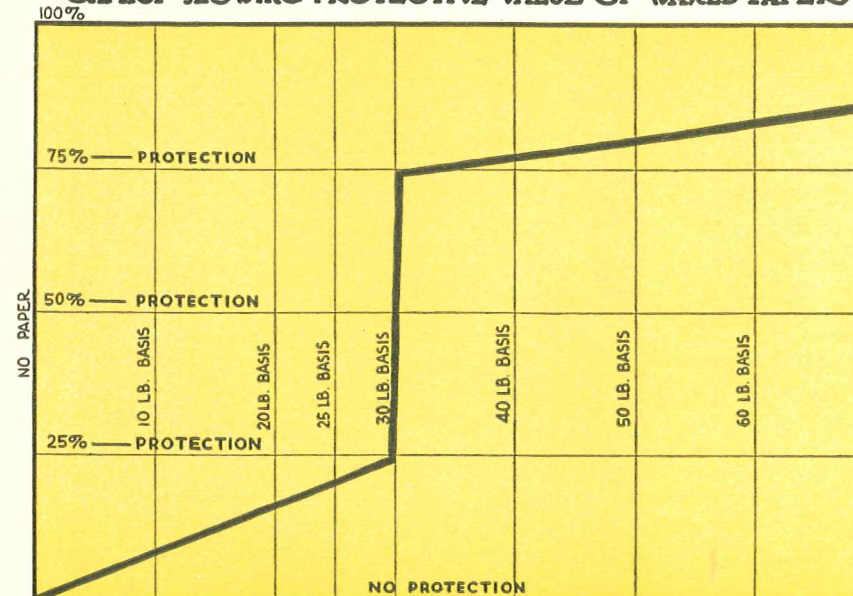
With the weight per 1,000 sheets, it is only necessary to multiply by the cost per pound of the paper, and you have the cost of covering 1,000 cartons.

Labor Cost

of Covering per 1,000 Cartons

LABOR cost on automatic machines running at capacity is 15 cents per 1,000 cartons. On semi-automatic machines, the cost is approximately \$1.00 per 1,000 cartons. If cartons are hand-sealed, the cost runs about \$2.00 per 1,000 cartons.

CHART SHOWING PROTECTIVE VALUE OF WAXED PAPER



Determining the Right Paper for Your Purpose

THE real protective value of waxed paper, as the chart shows, is obtained only in paper of 30-lb. basis or heavier. For all small packages such as cough drops, etc., we recommend 30-lb. self-sealing. On medium size packages, such as cereals, soap cartons, coffee, salt, etc., we recommend 33 or 35-lb. self-sealing. For large packages we advise 40 or 50-lb.



Nothing protects like Genuine Vegetable Parchment

GENUINE Vegetable Parchment is a pure cellulose product.

When dry, it resembles paper; when wet, it has the appearance of fine linen. It thrives in water and may be boiled for hours without injury. It possesses unusual fat or oil resistant qualities. These two properties, combined with its freedom from any odor or taste of its own, make it peculiarly adaptable to the protection of many foods, chiefly those containing an excess of oils or moisture.

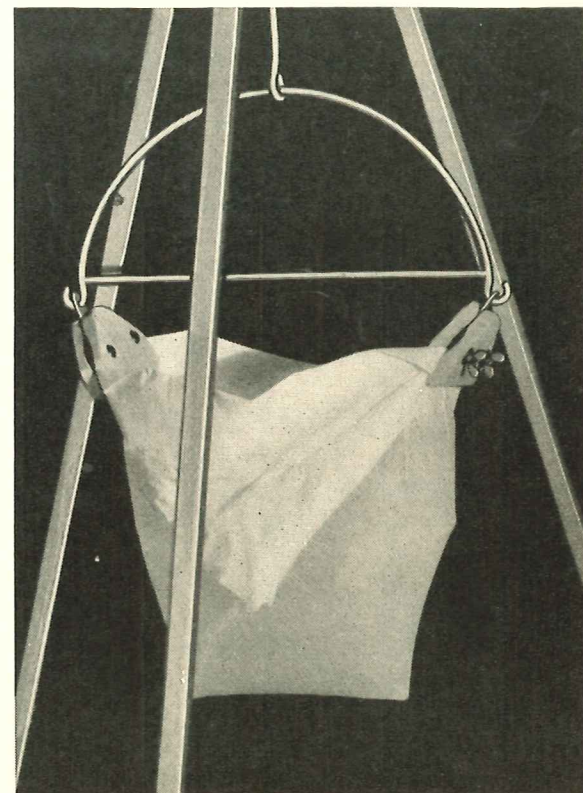
¶ It is snow white in color, making a very attractive and salable package. Since parchment is not quite air proof, it is particularly useful in the protection of such products as meat which must have an opportunity to "breathe."

The name "vegetable parchment" is given to distinguish it from animal parchment which it most closely resembles and to indicate its freedom from animal and mineral substances.

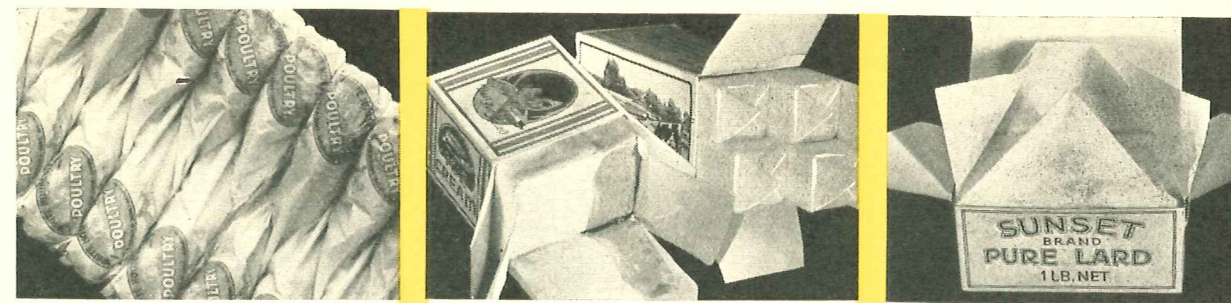
Without going into technicalities, vegetable parchment is a two-process paper, the first step being the manufacture of paper from pure cellulose fibres, and the second process being the chemical treatment that renders it different from any other type of paper, making it like animal parchment in appearance. The chemical treatment converts the fibres into a gelatinous substance called amyloid, bonding the whole into a homogeneous mass. It is therefore practically chemically pure.

For further safety, all KVP employees coming into contact with any food wrapping papers must pass rigid and frequent physical examinations.

Parchment prints well and permits a wide variety of colors and designs for labels, wrappers, etc. Its printing is a highly specialized art, however, requiring special inks, temperatures and humidity, and for that reason, with the exception of greeting cards and a few other similar products, nearly all necessary printing is done by KVP before shipment. For this service, KVP makes its own plates, printing inks, and has its own staff of artists.



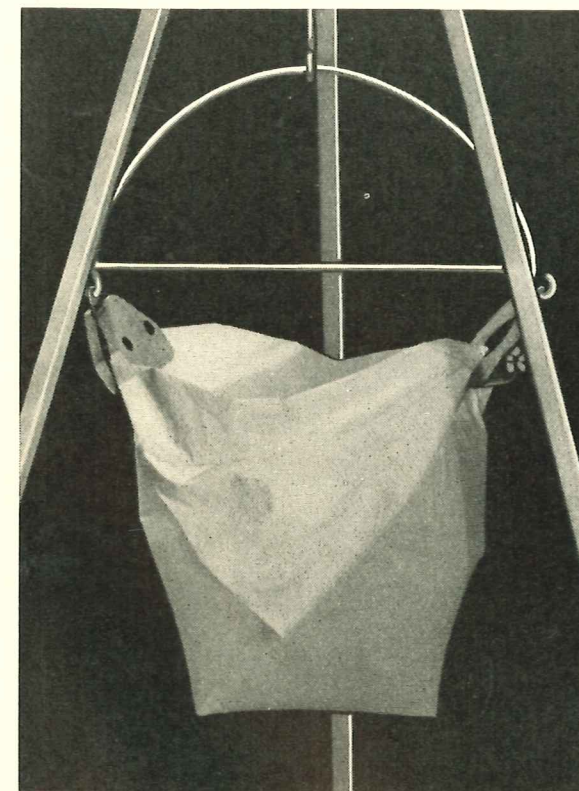
A SINGLE sheet of 40-lb. basis Parchment holding 73 lbs. of water. For strength when wet, there is no substitute for genuine vegetable parchment.



For Poultry

GENUINE Vegetable Parchment is taking an increasingly important place as a necessity for the proper packing of dressed poultry. As a box liner, printed or plain, it has no equal, either from the protection or the beauty standpoint. Many packers use attractive printed box liners, identifying their pack by trade name.

There is a growing demand for individually wrapped birds, either wrappers or bands, also identified by the packer's name. Head wrappers of genuine vegetable parchment have long been a standard. Waxed Parchment is popular in cases where airproofness is wanted, and where protection from "blister" or "freezer-burn" is necessary.



For Dairy Products

NO industry better illustrates the axiom "there is no substitute for Genuine Vegetable Parchment" than the dairy industry. From the time milk leaves the farm until it is processed into dozens of foods and finds itself in the housewife's refrigerator, parchment is a necessary companion.

Its first use is for milk can gaskets, providing protection for the milk from dirt and contamination, keeping the goodness in and the badness out. It often finds a place on double-capped milk bottles.

Nothing approaches it as a butter wrapper, for it does not go to pieces in its contact with the butter fat, the salt, or the moisture, and keeps in the original sweet flavor of the butter, at the same time excluding foreign tastes and odors to which milk products are so susceptible. It has no substitute as tub and butter box liners.

For ice cream, parchment finds use in can squares, brick wrappers, and bulk package liners, keeps in the fresh-from-the-freezer goodness and strips cleanly wet or dry.

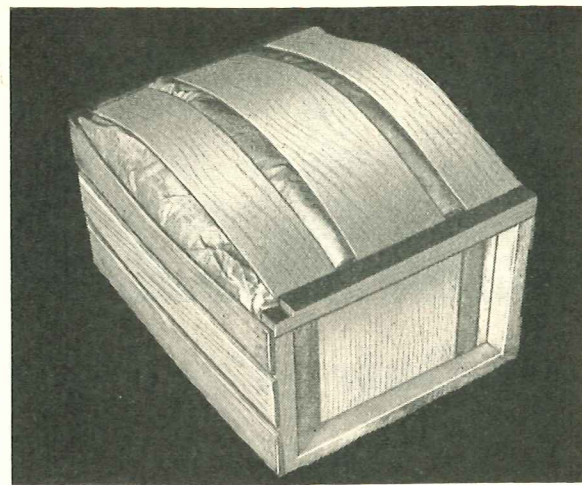
It is an excellent sheet to use in lining cheese boxes. In short, it is the only paper that can safely be used for such purposes in the great dairy industry due to physical properties found in no other paper.

For LARD AND SHORTENING

WHEN lard and shortening came on the market in one and two-pound cartons, a special carton liner was necessary to prevent fat or oil penetration. KVP successfully met this need by the development of Special Lard Liner Parchment.

To meet still more exacting fat and oil penetration problems particularly in the warmer climates, a new sheet called Super Lard Liner Parchment has recently been developed. This, to the best of our knowledge, is the most completely fat and oil proof paper yet manufactured.

71 LBS. of white mineral oil in a single thickness of 40-lb. Special Lard Liner Parchment. For grease-proof protection, there is no substitute for genuine vegetable parchment.



For Fruits

WHALEHIDE

THE safe delivery of fruits and vegetables is to a great extent dependent upon proper packing. From the growers' field to the consumers' table, nothing takes such a frightful toll as the loss from faulty packing.

To combat that loss, KVP has developed a special sheet of enormous strength. Its name is Whalehide, and it is well named, for not only is it a sheet of great strength, but it thrives in moisture, and can not go to pieces when wet.

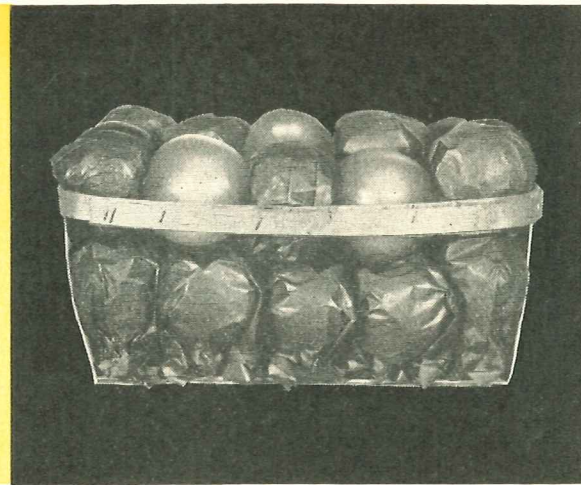
Its original use was for lining crates in which lettuce was packed in chopped ice and shipped from the Pacific to the Atlantic Coast. Its uses quickly spread. Growers found that it was porous enough to allow "breathing," so essential to many perishable fruits and vegetables. This same quality made it a great insulating sheet, protecting contents to a considerable extent against extremes of heat and cold.

They found, too, that it gave added attractiveness to their package, increased its sales appeal, and through this combination of attractiveness and protection, often brought better prices.

FOR TOMATO WRAPPERS

TISSUE Whalehide is used for individual wrapping of fruit. In the illustration of the tomato basket above, note the remarkable cushioning effect of the wrapper thus protecting against bruising. These are available in attractive colors. They are so thoroughly protective, so unweakened by moisture, that over-ripe tomatoes can not contaminate the rest of the basket.

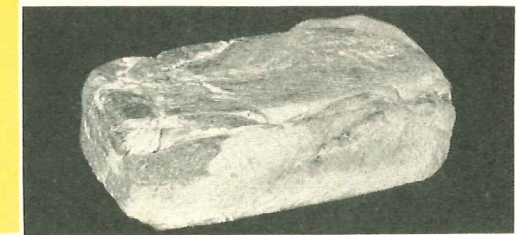
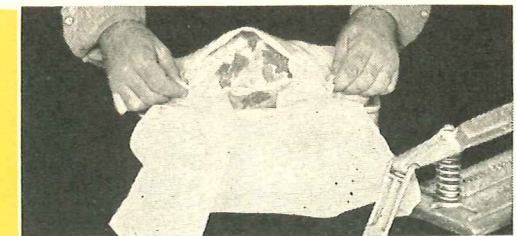
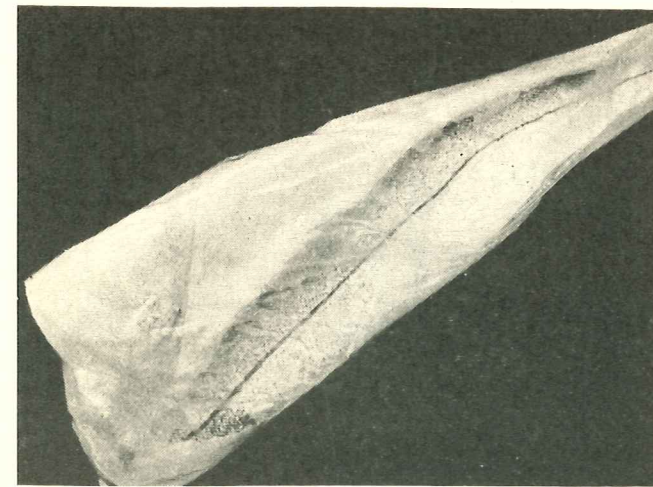
The safe protection of nursery stock is another important use for Whalehide, its great strength and water-proofness making it ideal.



For Vegetables

FOR CELERY

GENUINE Vegetable Parchment has changed the marketing of celery by making it more appetizing. Parchment wrapping of celery takes it out of the "bulk" class and places it with the "package" products and smart growers are identifying their product with their trade names on printed parchment wrappers. It has meant better prices for the growers, and at the same time, has given the consumer a means of identifying quality celery, crisp and fresh for the table.

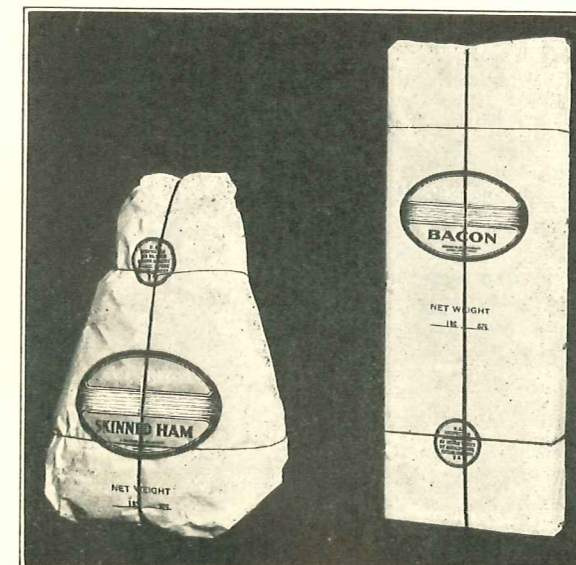


For Fillets

THE tremendous increase in recent years of fish fillets, both fresh and frozen, delivered safely to inland markets, has been due in no small measure to *genuine vegetable parchment*. No other paper will give such complete protection.

It is not affected by salt, by brine, by the fatty oils of the fish, or by water. It does not go to pieces. It keeps the fresh-from-the-sea flavor in, and other odors out. And its snow-white color makes it a showy, appetizing package. It is itself so pure, odorless and tasteless that many housewives cook the fish in the parchment thereby retaining the natural flavor.

It gives similar protection to a wide variety of sea foods, being used in lining cans of shrimp, lobster, crab, clam, etc.



For Meats

BECAUSE it is by far the most greaseproof paper available, and because of its beauty and strength—wet or dry—genuine vegetable parchment is indispensable to the meat packing industry.

Smoked hams wrapped in parchment are never "out at the seat." Bacon is kept fresh and mild. Pork loins, green hams, picnics, and a great variety of other packing house products look to parchment to deliver them to the consumer with all their natural goodness intact.

For HAM JACKETS

A NEW development has been the use of a sheet of crinkled parchment as a jacket in cooking hams. This Ham Jacket has unusual strength, does not deteriorate in water or steam, is easy to apply, and is becoming increasingly popular. Users claim better yield, improved flavor, and a more sanitary way of handling.

Other uses for crinkled parchment are—liners for burlap bags, liners for tierces for back-pack S. P. meats, and barrel covers and as a wrapper for tamales.

OTHER USES

THE use of parchment for lining lard and shortening cartons has been indicated on page 17. And in common with butter, it is the only satisfactory wrapper for margarines, etc. Regularly used for wrapping cooked hams, sausage, and sliced bacon.

In summary, the resistance of parchment to fats and oils, to water and to rough handling, combined with its strength and beauty, bear witness in the packing house that "there is no substitute for Genuine Vegetable Parchment."



**Our Research Laboratory is always
busy Solving Problems
. Let It Help Solve Yours**

IN case your product presents special packaging difficulties, feel free to submit your problem for study in the KVP Research Laboratory. This department, in charge of trained chemists, has solved scores of food packaging problems, and has created many new KVP Papers to meet special needs. The KVP Laboratory will perform experimental work on your product without obligation or charge.

DO YOU KNOW THAT

ON every hand there is abundant evidence that better packaging and better wrapping creates additional sales volume. Producers of many food products, faced with the keenest competition, have won increased public favor and secured greater volume, through the improved packaging of their goods.

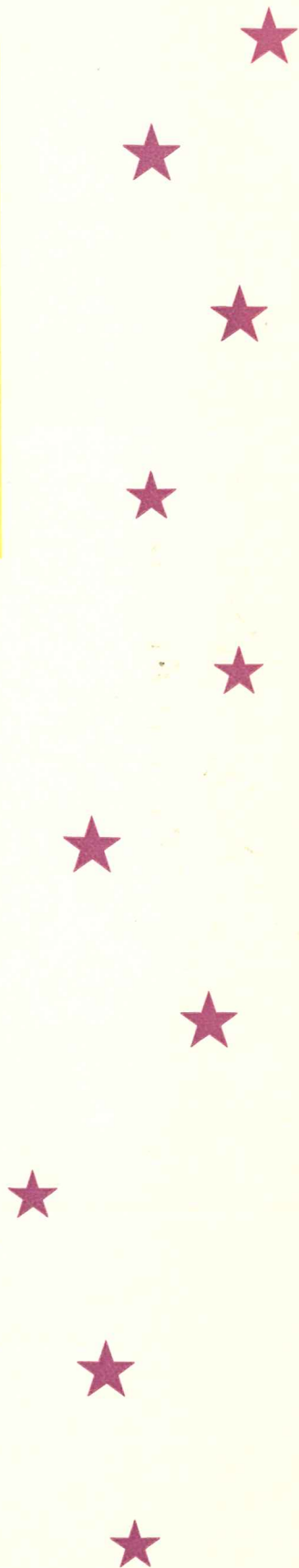
A number of progressive manufacturers today are using national advertising to capitalize fully on their improved, sealed packages. The consuming public is thus being educated to a preference for the moisture-proof, airtight package, in which food remains fresh and wholesome for indefinite periods.

¶ Careful tests have been made of the sales appeal of the product in the wax wrapped carton, as against the product in the unprotected carton. In every such test, the wax wrapped carton has outsold the other.

The wax wrapped carton likewise is a great aid to repeat sales. Although intensive merchandising may create initial sales of a product, the consumer will not re-order unless the product is fresh, wholesome, tasty, and nutritious. The KVP Waxed Wrapper or Liner is the best possible insurance that the product will stay fresh until sold over the retailer's counter.

Wax wrapping and lining is NOT expensive. The cost, in fact, is remarkably small, and when you consider the merchandising value of the wax wrapper or liner, you realize that such wrappers and liners will pay for themselves many times over, in additional sales volume, broadened markets, and increased public liking for your goods.

Get in touch with KVP now. Allow us to make an analysis, and submit a report showing just what benefits you may expect from the use of KVP Waxed and Parchment papers on your product.



THIS BOOKLET
**Truth About Modern Food
. . . Packaging . . .**

Was Designed and Printed by
THE ROYCROFTERS, East Aurora,
N. Y., for *Kalamazoo Vegetable
Parchment Company*, Parchment,
(Kalamazoo County), Michigan.

¶ The paper used in this booklet
is Prosperity Offset Supered and
manufactured by KALAMAZOO
VEGETABLE PARCHMENT COM-
PANY of Parchment, Michigan



