

Figure 4 is a sample of a stencil that is highly commendable. 'Canadian apples' stands out prominently, which is the first consideration. The second point is the packer whose name appears in fair sized letters. Having these two items, the address, grade mark and variety follow in good sized letters but not so large as to obscure other features. There is the least possible work in stencilling the head of the barrel, a consideration that must not be neglected where thousands of barrels are handled.



Fig 5.

In figure 5 the general balance of the stencil would be greatly improved by having 'Canadian Apples' in larger letters. 'Brighton' would be, perhaps, quite as distinct and in better balance if in smaller letters. A feature of this stencil is the star as a brand, stencilled in red. This is undoubtedly good and will quite repay the extra work of having a pot of red stencil ink at hand as well as the black.

Figure 6 has several objectionable features. Altogether too much is attempted. The ornamental marks at the outside if well done might serve a purpose, but this is too fine a class of work to be attempted on the coarse surface of an apple barrel, and consequently has a dauby look that is objectionable. 'Canadian Apples' should be more prominent and the words 'Grown and' omitted. The name of the company, unfortunately, is too long to be convenient for stencil purposes, yet is it necessary that it should be used; consequently all other features that unnecessarily take space should be eliminated. The phrase 'Perfection Brand' is objectionable. If the word 'Perfection' carries with it its ordinary meaning, then it is contrary to the provisions of the Inspection and Sale Act, inasmuch as it is inconsistent with No. 1 which is not a perfection grade. If it is simply a name indicating one kind of No. 1 then it is a very clumsy attempt at a designation of grade. What should be aimed at in a brand is to give as prominently as possible the essential facts with refer-