

Lithography Replaces Labels for Hill

HILL PACKING CO., of Topeka, Kan., has replaced paper labels on redesigned cans with high quality, half-tone lithography for the firm's dog food.

The four-colored lithographed designs, although higher priced than labels, were chosen to impart greater detail and beauty to the cans, reports Lloyd Sheetz, merchandising manager at Hill's.

The restyled can was designed, manufactured and lithographed by the Metal Division of Continental Can Co., which explained that the can body was completely enameled inside with a special release agent lacquer. Layout and lithography allow for random mixture of three differently designed cans at the customer's plant.

Every Dog Has Its Day



Six breeds of dogs, representative of six major classifications, are featured on the 15-ounce containers, two breeds per can: (1) Sporting dogs are represented by the Labrador retriever; (2) hounds, by the beagle; (3) working dogs, the collie; (4) terriers, a fox terrier; (5) nonsporting dogs, the poodle, and (6) toy dogs, the Pe-kingese.