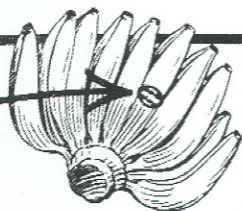


Like
this



but
Blue



Look for this Blue Label
when you buy bananas.
It appears on every hand
of Fyffes' bananas. The
Blue Label protects you
and guarantees that you
really *are* getting



ELDERS & FYFFES LIMITED.

Illustration No. 2

July 1929. First advertising campaign for branded fruit at retail in world. The famous Fyffes blue label is born.