

# Bethinking of Old Orleans

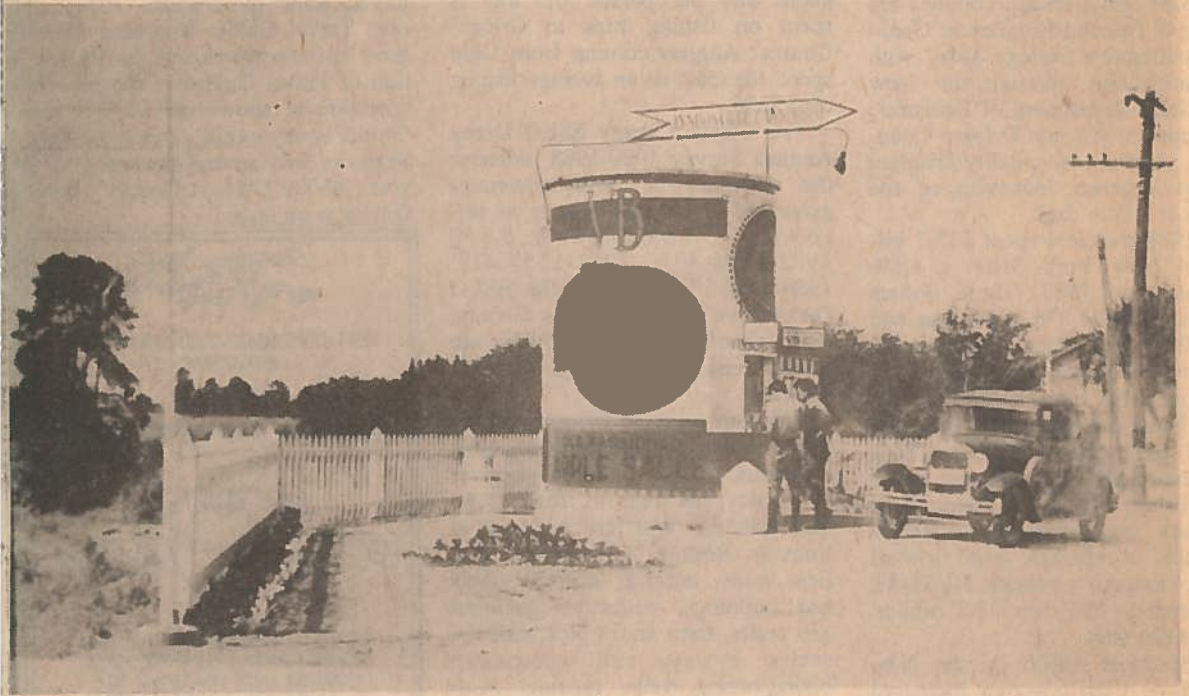
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## AN ADVERTISING GIMMICK



It wasn't as tall as the Colossus of Rhodes or as famous as the Statue of Liberty, or as big as the once popular Coney Island elephant, but it was an architectural oddity unequalled by anything else we ever had in Orleans County. We think of Madison Avenue advertising as being pretty clever but obviously one never had to go to New York to see the outlandish.

It seems that in 1916 farmers in Yates formed a co-operative canning factory which operated one season. The following year the interests were sold to Theodore and Frank Visscher, two brothers who took over the operation. They canned peas, tomatoes, applesauce, cherries and other fruits which carried the label "V B" for Visscher Brothers. Later this cannery, known as the Lyndonville Canning Co., was taken over by Mr. William Smith who retained the VB label denoting the VB for "Very Best."

Along about 1929 or 1930 Visscher Brothers in order to increase their applesauce sales, erected a large replica of an applesauce can complete with the VB label. This can (building) stood at the head of Route 63 (Lyndonville Road) on the south side of 104 at Ridgeway. The object was of course, to get people to buy VB applesauce and other products. As added enticement, you could get a free sample of applesauce in a small dixie cup so you could taste-test the delicious product on site. In fact, a small sign over the passthrough stated "Stop and taste VB applesauce." The photo included here was probably taken in the early 1930's shortly after this unique structure was built. When Ridge Road was widened around 1950 this somewhat humorous landmark was demolished. However, one can still see its round foundation near the guard rail in the berm.