Seal design two changes "Good Housekeeping Bureau of Foods, Sanitation, and Health" into simply the "Bureau of Foods, Sanitation, and Health," as shown in this food product of **"BUTTER-NUT COFFEE"**. The center star is reduced in size to sit in the center top third of the oval. The printing itself has changed to a more modern style as well. When either of these seals is present on the packaging, the item can be no older than 1924.

With the designs and testing functions settled, it should be noted that this two-seal system proceeded into the 1940s with very few changes. The seal given at the time of its testing approval was not required to be used at all by the manufacturer, nor was any regulation of seal use as to where to display it on packaging determined by the editorial staff at Good Housekeeping. Once the seal was earned, the manufacturer could use it in any way they wanted and for as long as they wanted if there were no product changes. This is why a package may have earned the seal in the 1920s, but the product package might continue through the 1940s, and dating can only state when the seal was issued originally unless the package is dated.

In the late 1920s, some manufacturers began turning the seal at a 45-degree angle to better place the seal on their products, and some say to interpret the seal as a sort of badge or medal. As Good Housekeeping had no guidance for the placement of seals on packaging, this feature cannot be used as a dating feature. When applied in this 45-degree manner, it was done completely by the manufacturer, and this practice went on through the 1930s.

SEAL OF APPROVAL: 1934-1941

There were a couple of changes that occurred in the 1930s which help with dating. The first meaningful change took place in 1934 when the editorial staff made a change to the Bureau of Foods, Sanitation, and Health seal. The seal was reformatted to shorten the wording to just the Good Housekeeping Bureau. This allowed for easier printing and aligned the structure of the Bureau seal more closely with the Institute seal.

The 1938 Federal Food, Drug, and Cosmetic Act (FD&C Act) changed the regulatory environment for product claims, safety standards, and advertising practices. This forced Good Housekeeping to tighten its testing protocols and revise how the Seal's approval was described, especially for foods, drugs, and cosmetics. The 1938 FD&C Act gave the FDA authority over labeling and advertising claims for foods, drugs, devices, and cosmetics, which prompted a change for the seal.

Here is an example from my collection representing the 1934 change to the Bureau seal.





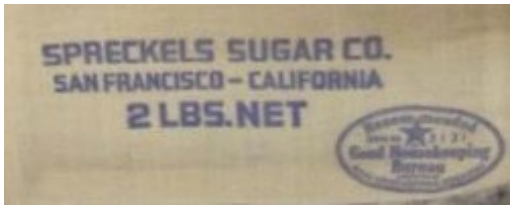


Seal design changes from "Bureau of Foods, Sanitation, and Health" wording to a simplified editorial change to read the "Good Housekeeping Bureau," as shown by this food tin example of **"BOSCUL COFFEE"**. This seal means the item can be no older than 1934.

Here is an example from my collection representing the 1938 wording for an additional Bureau seal.







With the 1938 FD&C Act beginning to address how companies advertised with seals generated by unregulated testing facilities, Good Housekeeping magazine needed to adjust its seal qualifications. This **"SPRECKELS HONEY-DEW SUGAR"** represents a bulk food product. Because there was no single production source, but instead a company with several different mill sites, the approval could not be used as representative of the product. Good Housekeeping then adjusted the wording on seals where there was no single source by removing the "tested and approved" wording at the top and changing it to "Recommended." With this wording, it can be no older than 1938.

SEAL OF GUARANTEE: 1941-1946

The end of the 1930s brought a huge change to Good Housekeeping's ability to market the Seal of Approval. During this period, customers relied on the Seal of Approval to help justify where they placed their trust and money. Legal issues arose around seals of approval, including manufacturers making up new seals or simply using an oval around their own wording to give the impression that they, too, had verified the product. Because customers were using their limited resources to purchase products that gave them an assurance, many manufacturers came to print ads in Good Housekeeping. More ads led to more sales for the magazine, which made it one of the most successful of the 1930s. This led to legal troubles because other manufacturers began complaining about the unfairness of what a Seal of Approval granted for protection.

With the passing of the FD&C Act and with the new government oversight, Good Housekeeping agreed to change the whole seal structure and present it as a Guarantee of the product instead of merely an approval of the product. They abandoned the two-seal system and produced a single seal style which, with several style changes, continues to this day. Although only one seal was now to be used, the Institute and Bureau both continued their product testing. This 1941 event means that the item can be no older than 1941.

Here is an example from my collection representing the 1941 introduction of the new Seal of Guarantee.







Now the seal is shown as a Guarantee of the product's claims and uses, with the words "If Defective" included in the seal, as shown by this food product example of a **"NASH'S COFFEE"** tin. This single seal is applied to all products, which are still tested by the Good Housekeeping Institute and the Good Housekeeping Bureau.

SEAL OF GUARANTEE: 1946-1962

The new Guarantee seal needed to be refined to meet the goal of its use. Originally, it stated that Good Housekeeping would replace the product or refund the money used to purchase it if the product was defective. This turned out to be too broad of a reason for this Guarantee, and so the seal was adjusted to remove the "If Defective" wording. This mid-century form of the seal became widely used and was unchanged for many years. 1941 cut off the old system immediately, but there was a little overlap with the change removing "If Defective" in 1946.

Here is an example from my collection representing the 1946 change to the Seal of Guarantee.







In 1946, "If Defective" is dropped from the wording of the seal. This is the form of the seal through the 1950s, as shown by this food product example of a **"SEXTON COFFEE"** tin. This seal can be used to date the item to no earlier than 1946.

SEAL OF GUARANTEE: 1962-1975

New government requirements were being introduced to the Guarantees. In response, Good Housekeeping again modified their seal. They now state that if product or performance is defective, a replacement or refund to the consumer will be provided by Good Housekeeping. This strengthens the Guarantee and shows who is to be guaranteed and by whom. This change creates a new seal by eliminating "Guaranteed by Good Housekeeping" and changing it to "Good Housekeeping Guarantees."

Here is an example from my collection representing the 1962 change to the Seal of Guarantee.







1962 saw the introduction of a new single seal to reflect changes in required policy. With this dental product **"FASTEETH"**, you can see how the new wording shows "Good Housekeeping Guarantees" going through the center of the oval and reaching each side edge of the oval. This is a change from the 1950s version stating, "Guaranteed by Good Housekeeping," and with some advertising change overlap, dates this box to no older than 1962.

There is a small editorial change to this seal in 1965 which changes the layout of the seal wording. The Good Housekeeping wording is bookended with dots to clarify the beginning and end of this feature. This two-dot feature means the item can be no older than 1965.

Here is an example from my collection representing the 1965 change to the Seal of Guarantee.







Adding the two dots in 1965, as shown in this food item of **"LUZIANNE COFFEE"**, dates this can to no older than 1965. This is the last change to the Guarantee seal before the introduction of a new seal design in 1975.

SEAL OF PROMISES: 1975-1997

In 1975, a regulatory change to the use of seals prompted another design change. "Guarantee" was stripped from the seal, and the term "Promises" was used. Now the seal represented a limited warranty of the product once approved by the Institute. The oval remained the same, but the wording in the oval changed as shown. Good Housekeeping was now promising, instead of guaranteeing, to replace or refund if the product was defective. This form of the seal did not change for the next 22 years.

Here is an example from my collection representing the 1975 change to the new Seal of Promises.







The "Good Housekeeping Guarantees" became the "Good Housekeeping Promises," as shown in this home-aids product, a **"KRYLON"** can of spray paint. This seal first appeared in this form in 1975 and can be no older than that. Notice here that at the same 1975 date the barcoding system was introduced. You will not find items with a bar code and the Guarantee unless it is an incorrect reproduction or fake.

SEAL OF PROMISES OVAL REDESIGN: 1997-2009

In the 1997 centennial redesign, the oval was intentionally left open-ended to introduce a lighter, more contemporary silhouette while retaining the Seal's historic form. Designer Louise Fili used the break to prevent the mark from appearing overly dense or mechanically enclosed, creating a controlled visual release that allowed the composition to breathe. This open termination modernized the Seal's profile without altering its traditional oval identity, aligning the anniversary redesign with its broader goal of restoring classic elements in a refined, contemporary manner.

This example is from the counter area of the Good Housekeeping Institute, 1997 dateline.



There is no change to the limited warranty or its promise for consumers. This is strictly an editorial change to reinvigorate the Seal's use. It shows a modernization of the magazine's testing facilities with new and broader research.

CURRENT SEAL NOW IN USE: 2009-PRESENT

In 2009, the Good Housekeeping Seal adopted a new form to accommodate the introduction of the Green Good Housekeeping Seal, an environmental extension of the magazine's long-standing warranty emblem. The redesign created a unified, contemporary visual system that distinguished the traditional performance Seal from the newly launched green variant, which carried its own colorway and leaf motifs. This update modernized the Seal's silhouette and typography to support clearer consumer guidance at a time when environmental claims were becoming widespread and often unreliable, marking the first structural expansion of the Seal family since its creation in 1909.





This example is from the counter area of the Good Housekeeping Institute, present dateline. The current seal closes the open-ended seal and goes back to its traditional style. A new Green Seal is provided to warranty products on an environmental basis. The digital age has come to the seal.