

CANADIAN GROCER

Del Monte

CALIFORNIA CANNED FRUITS & VEGETABLES, DRIED FRUITS & RAISINS

Patriotic Business Builders— Every One of Them

Every DEL MONTE Product that you sell today is a demonstration of business patriotism—as well as a proof of your practical business sense.

Your customers are using more fruits and vegetables today than ever before because they are savers of other war needed foods, and they are demanding quality products to keep the menu healthful and appetizing.

The DEL MONTE Shield on canned fruits and vegetables, dried fruits, prunes, raisins and other food specialties, is *their* guarantee of quality. And it is *your* guarantee of better business, easier sales and quicker turnovers because the consumer knows and has confidence in the DEL MONTE Brand.

Are you ready to go “over the top” with DEL MONTE? It's just a case of preparedness on your part. The demand is there. Order through your jobber.

CALIFORNIA PACKING CORPORATION
San Francisco, California

The DEL MONTE Brand covers a wide line of fruits, vegetables and food specialties, including all varieties of California Canned Fruits and Vegetables; Jellies, Jams, Preserves, Catsup, Olives, etc.; Hawaiian Pineapple; Dried Fruits and Raisins—all famous for their goodness and purity—all of the same high DEL MONTE quality.

