

CANADIAN GROCER



Here is Better War-Time Business

Not only because they are true conservation foods which you can sell patriotically—

But because they have the quality that brings your customers back for more—which means quick turnovers—

That's why it pays to sell DEL MONTE Products.

Your customers are using more quality fruits and vegetables than ever before to keep their war-time menu healthful and appetizing. And they know DEL MONTE quality.

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.

We are doing our best to supply the increased demand, but never before has the call for DEL MONTE Products been as heavy as it is right now. *Order through your jobber.*

CALIFORNIA PACKING CORPORATION

San Francisco, California



Del Monte

CALIFORNIA

CANNED FRUITS & VEGETABLES.

DRIED FRUITS & RAISINS