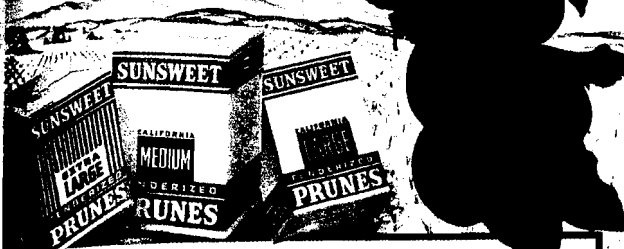


What!
OVER
**30 MILLION
POUNDS!**

And thank you for buying that many
SUNSWEEET Tenderized Prunes in cartons every year!



OVER FIFTY MILLION POUNDS!
In cartons! Every year! Of this one favorite
fruit alone! More SUNSWEEETS than any
other carton prunes packed!
There must be a reason! There is a reason!
SUNSWEEET Tenderized Prunes are
different from any other prunes you have
ever tasted.
They're the best of whole-wound plump
over-ripened California Prunes to begin
with. Then they're prepared by the exclusive
SUNSWEEET Tenderized Process.
Quick-cooking, heat-devised, better eating
cooked or uncooked.
Finally, they're packed in delectable

fruit-filled cartons which keep all the fresh
fruit's "Tenderized" goodness in the prunes
until the carton is opened in your own
home.

Dollars for Incentives . . .

Prunes for Prunes
It's not right. No, no, it's not right! When
you can buy a carton of SUNSWEEET Tenderized
Prunes for ten or fifteen cents,
and you know what prunes do for you!
There's a wholesome grade used to regular
kitchen in a simple natural way.

Eat 'em Like Candy

Tenderized SUNSWEEETS are a natural
fruit confection. Eat 'em just as they

come from the carton! Many people like
them even better than when they're cooked.
Children especially are fond of them.

**Remember . . . only SUNSWEEETS are
"Tenderized" . . . only SUNSWEEETS
are full-protected!**

Look for the gift or silver foil cartons, the
name SUNSWEEET, and the word "Tenderized"
across the face of the package.

Three sizes of Prunes: Medium,
Large, and Extra Large, the size
plainly marked on the carton. All are SUNSWEEET
"Tenderized" quality.

SUNSWEEET Tenderized PRUNES

Sunsweet Prunes, 1938

"Superb pineapple, Marie!
Libby's center slices,
did you say?"



It's only to be expected that Libby's center slices should cause
comment. For they are the very choicest part of hand-picked
Florida pineapples. Most juicy and delicious in flavor. Most
uniformly fine in color, texture, shape. And so thank what Libby
means you can have this delicacy as often as you wish. When in your
case you enjoy Libby's Center slices when having your pineapple. For
health, it is delightful to have and because, perhaps, that the Pineapple
Center Slice is a most delicious variety for Libby's Hawaiian Pineapple
Libby, 187 North W. 10th St., Minneapolis, Minn.

Never! "Pineapple" Libby's natural Pineapple Center Slices are in
perfect condition. Unseasoned and uncooked. A most delicious delicacy.

© 1931 LIBBY'S MANUFACTURING COMPANY

just the center slices

Dole Pineapple, 1931 ◀ Libby's, 1934



**No Soaking
Quick Cooking
or
no cooking at all!**

No cooking at all—because they are a delicious treat
just as they come from the carton.

Eat 'em Like Candy

"Tenderized" Prunes are a natural and wholesome
treat. . . Children love them. Put a handful in the
school lunch. Leave an open carton handy for the
after-school hunger. . . Office workers keep a carton
in the desk for between-meal eating. . . Mothers, par-
ticularly, treasure like them for their fruit goodness
and their quick energy. . . For fast meals everywhere—the
likes sweet likes "Tenderized" SUNSWEEETS right
from the carton. And they're good for everybody, too.

Send a stamped for more SUNSWEEET Prunes by filling many
every year to SUNSWEEET Prunes, 1000 California Prunes and Prune
Association, San Jose, California.

There's another favorite way to enjoy prunes without
any cooking at all.

DRINK YOUR PRUNES

Wholesome and
Candy Goodies

SUNSWEEET PRUNES
are the "Tenderized" Prunes
in your prunes from
the carton. . . They are
the best of the whole
fruit in the carton.
The original Prunes
of California.



Make it more wholesome than
any other Prune Juice. . . It's
the best of the whole fruit
in the carton. . . It's the
best of the whole fruit in
the carton. . . It's the best
of the whole fruit in the
carton. . . It's the best of
the whole fruit in the carton.



TO SUNSWEEET Prunes
of America, Prunes, and
Prune Juice. . . They are
the best of the whole
fruit in the carton. . . It's
the best of the whole fruit
in the carton. . . It's the
best of the whole fruit in
the carton. . . It's the best
of the whole fruit in the
carton. . . It's the best of
the whole fruit in the carton.

SUNSWEEET PRUNES FRUITS

Sunsweet Prunes, 1934

"Congratulate Hal. He discovered
this gentle press juice"



He asked if it was not good. . . Had no doubt
it was that he actually tasted by the man in
the suit.

The Libby's Gentle Press Tomato Juice is
made from the best of the whole fruit
of the tomato. . . It's the best of
the whole fruit in the carton.

This Libby's Gentle Press Tomato Juice
is made from the best of the whole
fruit of the tomato. . . It's the best
of the whole fruit in the carton.

It's made from the best of the whole
fruit of the tomato. . . It's the best
of the whole fruit in the carton.

LIBBY'S gentle press TOMATO JUICE
FROM LIBBY'S FAMOUS FOODS

Libby's, 1934