

WHAT DO THE MEN-FOLKS SAY ABOUT YOUR SHOPPING?



JANE: Lucy—that certainly was a lovely dinner last night. Honestly, the way Jim raved about going home, you'd think I never fed the man.
LUCY: That's a laugh, Jane—if you remember his famous shopping lecture. That time I'd bought some peaches in a hurry—remember?



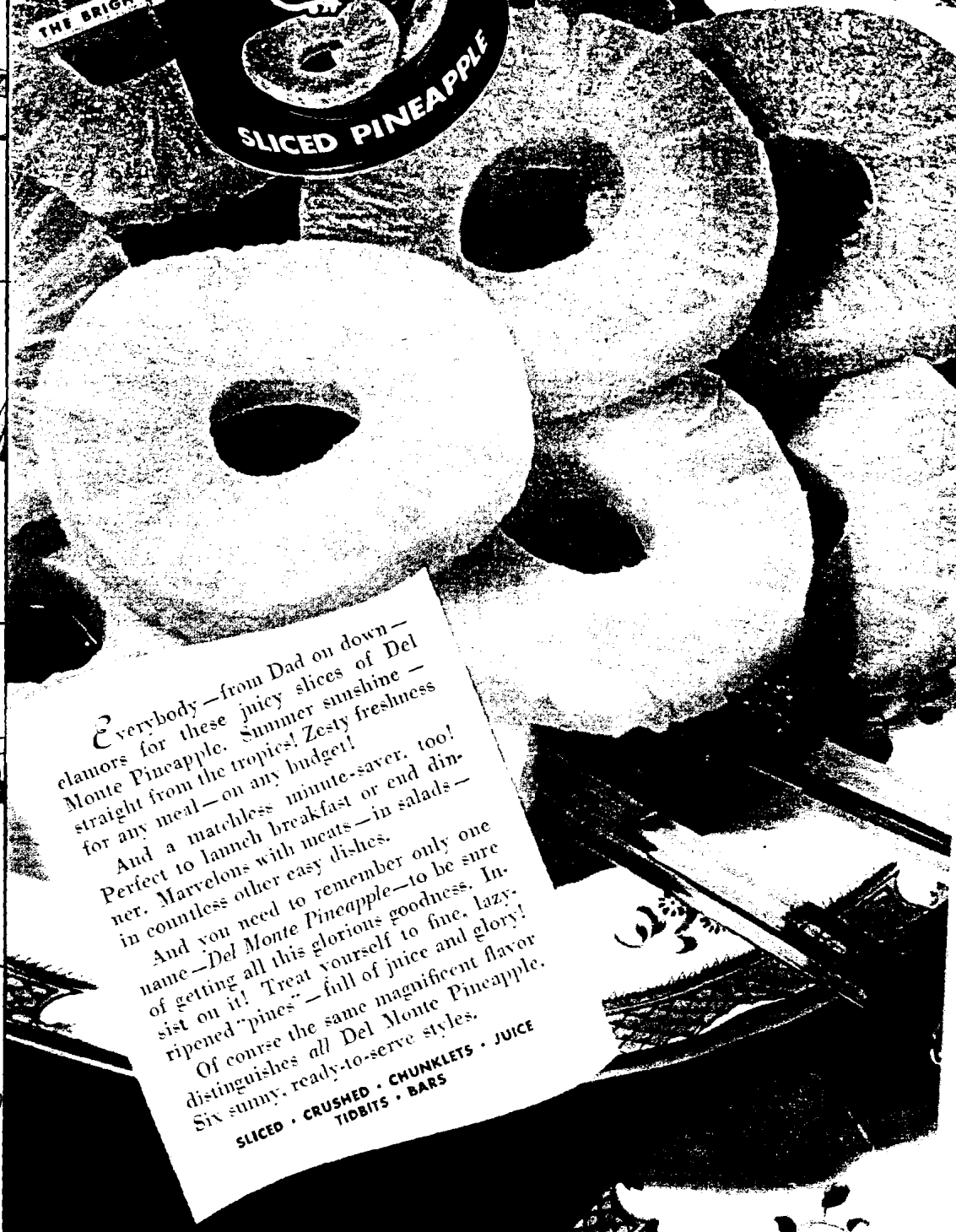
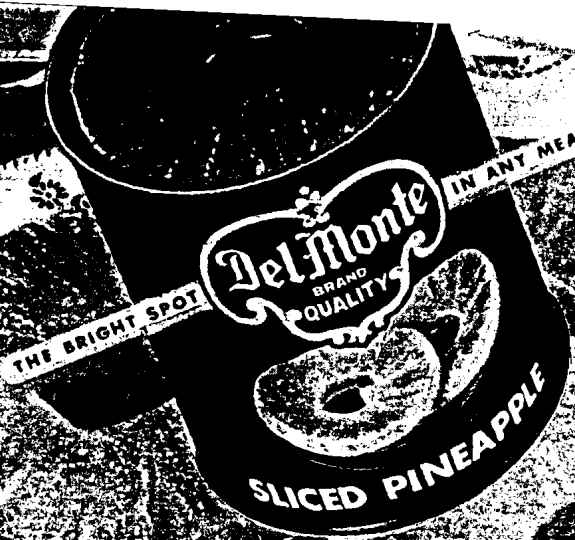
JANE: No.
LUCY: Well, I'd said something about how hard it was to be sure of quality these days—and he said "Women are so smart about most things, I can't see why they aren't just as smart about shopping. Why not find out what brands are dependable—and stick to them?"



JANE: He's my husband—but I hope you told him a thing or two.
LUCY: Oh, you can't get sore at Jim! Anyway, I knew he was right. Next morning I told my grocer when it came to canned fruits and vegetables, just to make mine Del Monte every time. Do you know what he said?



JANE: He's a good grocer!
LUCY: He certainly is! He said "If you like a particular brand, we want to see that you get it. This store is built on that principle—that's why we have so much Del Monte. And that's one reason we do such a big business!"



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