

"Quiet MOM'S GETTING DINNER!"

"Still peeling fruit—can you beat it?
And Dad due home any minute!"

Don't blame the young man for being surprised!

Why on earth should anyone take the time and trouble to peel, cut and mix fruit for fruit cocktail? When Del Monte saves you all that bother!

And what an inviting get-together

of fruits! Peaches, pears, pineapple, grapes and cherries. Ample quantities of each, too—enough of every fruit for the right proportion of each in every serving.

If you haven't learned for yourself how convenient Del Monte Fruit Cocktail is, why not make it a point to ask your grocer for several cans today? Taste how tempting it is—how fine in flavor. Served in treats like those below—and dozens of others.



Del Monte Fruit Cocktail

Many Del Monte Foods now packed in both cans and gifts. Both the same quality.



Your best desserts can be easy! This economical tapioca pudding with Del Monte Fruit Cocktail owes its goodness to Del Monte's skillful blending of five fine fruits—just the right proportion of each.



Tonight's meat will taste better! Prove it by sautéing drained fruit cocktail with your next chops or ham. But don't expect all fruit cocktails to be alike. Del Monte specializes in flavor—has for years!

No more peeling, paring or coring for you! No more shopping around either, for just the fruits you want in fruit cups and desserts. Del Monte selected them—right when each one of these fruits was at its best!

SUE MOTHER: "THEY DON'T GIVE ANY DEL MONTE FRUIT COCKTAILS ANY MORE! I'D LOVE TO GET THEM AGAIN!"



OF COURSE WE WANT DEL MONTE FOODS! WE'VE BEEN TRYING TO GET THEM FOR YEARS! THEY WANT TO KNOW HOW WE GET THEM!



PERHAPS—BUT WHY EXPERIMENT? YOU CAN ALWAYS DEPEND ON DEL MONTE QUALITY—IT'S JUST SMART TO INSIST ON IT ALWAYS.

