

If you know as much about
canned food quality as these folks do

YOU'RE PRETTY GOOD!

Maybe you learned it the hard way, too—working in your victory garden—putting up your own fruit—helping in a Del Monte cannery last summer.

There's no substitute for that kind of experience!

It's bound to make you a smarter shopper—certain to help you get more value for your canned food points and money.



*I'm the fellow who
grew his own*

Believe me, the problems I ran into certainly make me stand back and admire the vegetables Del Monte produces, year after year. More varieties than I'd want to tackle—yet every one a prize winner! I, for one, will be glad to let Del Monte raise my vegetables again when this war pressure lets up.



*I helped out in a
Del Monte cannery*

It opened my eyes, too. Take fruit cocktail, for instance. Once you've seen how Del Monte selects those five fine fruits, proportions and sweetens them by an exact recipe, you'll know what quality in fruit cocktail really is. And when you want quality in any canned fruit, you'll head for your grocer's Del Monte shelf—just as I do!

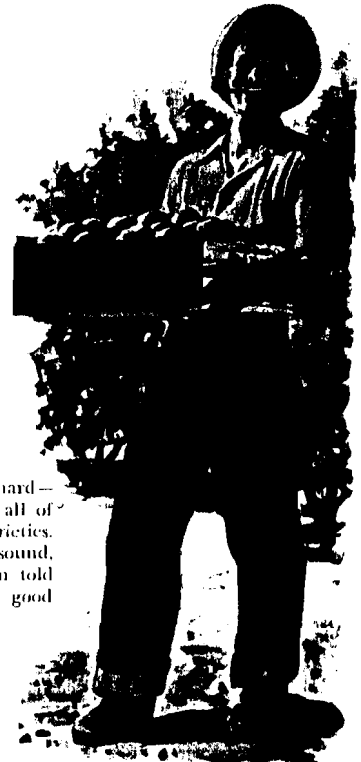
*I'm the woman who put
up fruit at home*

That's why—whenever I open a can of Del Monte, I think of the many things Del Monte must do to turn out such delicious fruit. All that careful sorting, preparing and cooking. And take it from me—it isn't easy to keep the looks and flavor in fruit—the way Del Monte does!



*I spent my vacation
picking peaches*

—in Del Monte's biggest peach orchard—nearly a quarter of a million trees, all of them specially developed canning varieties. Every bit of the fruit we picked was sound, wholesome and ripe, yet my foreman told me that only part of it would be good enough for the Del Monte label.



Are you really doing your
best for your country—
at home and when you shop?

CHECK UP ONCE MORE AND SEE!

SERVE HEALTHFUL MEALS

Follow the government chart. Include the "Basic 7" every day.

DON'T WASTE ANY FOOD

Plan, buy, store and cook to conserve every ounce.

SAVE TIN CANS

Two out of three aren't salvaged. Turn yours in. Be sure they are all clean and flat.

TURN IN WASTE FATS

A tablespoon saved every day for a month from your kitchen will make enough nitroglycerine for a hand grenade.

SHARE AND PLAY SQUARE

Don't pay more than ceiling prices. Buy rationed goods *only* with stamps, do not buy from the black markets.



FULL VALUE FOR EVERY POINT

Del Monte Foods

**CANS OR GLASS—
Enjoy the ones
your grocer has!**