

*1095 meals a year* - to plan, prepare and serve. It's a big job. And we suspect most men are apt to regard it rather lightly.

But a woman never can. Nor can we.

Our job is to make the woman's job easier... by making available, under one label, the finest-tasting fruits and vegetables that ever came out of orchard and garden... by offering, in a whole family of delicious foods, the most reliable standard of quality and flavor you can buy.

That's why... out of the thousands of brands, each claiming excellence in some degree... more women have come to depend on DEL MONTE for quality in canned fruits and vegetables, than any other brand in the world.

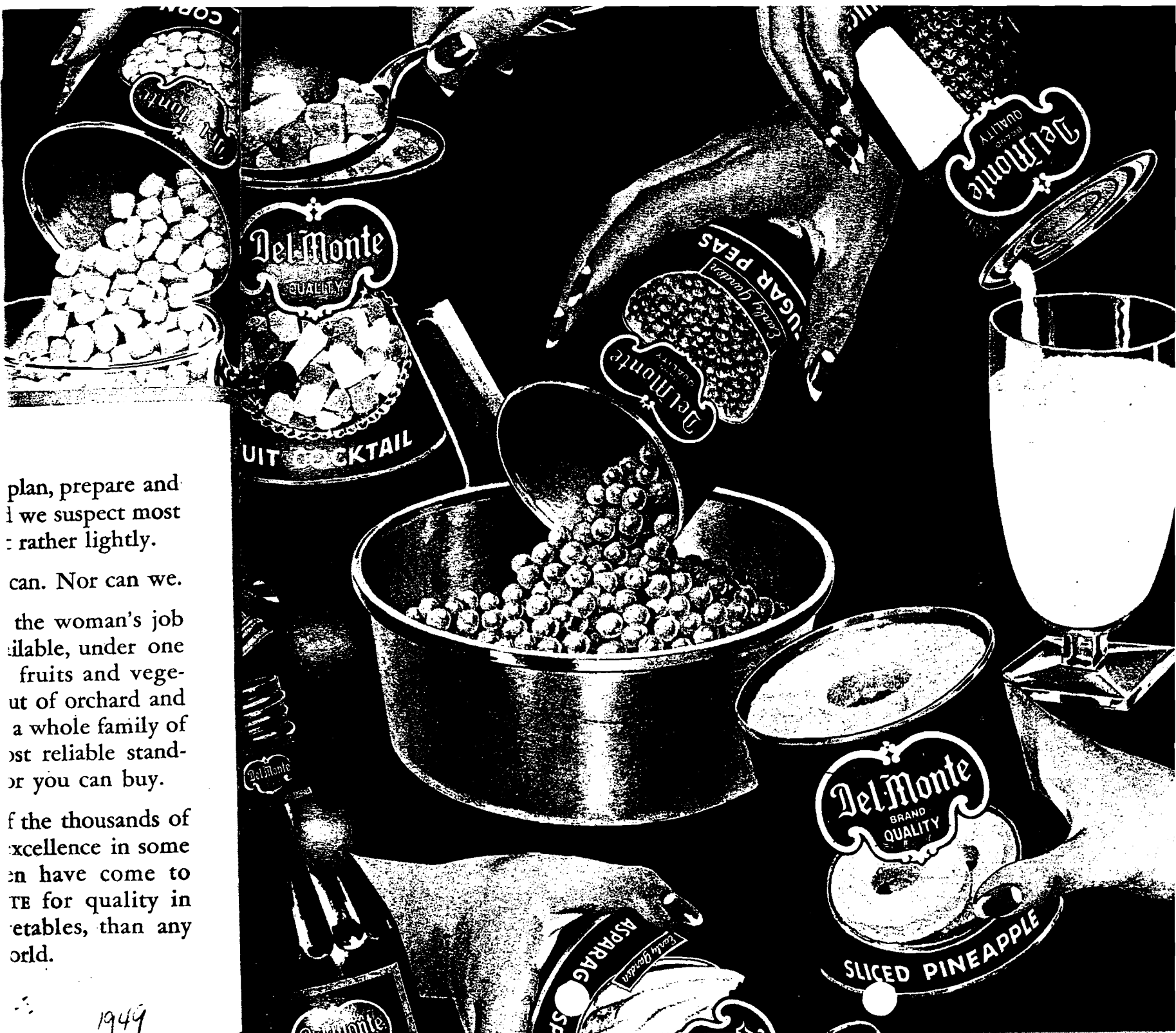
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