



The
MODERN GENIE
OF THE CAN

THE days of magic are gone.
The wizardry of yesterday is the reality of today.

Aladdin's lamp has long been lost—but its genie still lives in the spirit of modern science and industry.

In this sense, the DEL MONTE can is a magic container that annihilates distance and merges all seasons into one long fruitful summer.

Like the genie of the fable, it is ever at your command—ready to serve you the delicious products of the world's finest orchards and gardens—at any moment—on all occasions.

Just say DEL MONTE to your grocer and you may serve what you will—luscious, ripe pineapple from far-off Hawaii—golden, full-flavored peaches and succulent pears—ruddy, tree-ripened apricots, juicy plums and sweetest cherries—mellow apples and flavor-laden berries—red-ripe tomatoes, delicious young peas, beans, spinach, pumpkin and squash—all from the fairest valleys of the Pacific Coast—famous Santa Clara prunes — raisins from Fresno—tenderest asparagus from the Sacramento's fertile delta—or any of the many other delicious varieties in the broad DEL MONTE line.

But remember—this rich harvest is no accident. It is the result of men, resources and an ideal—aiming to produce for world-consumption the finest fruits and vegetables grown.

Not chance, but sixty years of experience and of unceasing scientific labors—of constant improvements in fields and orchards and kitchens—have established DEL MONTE Products as a standard for those who seek the best.

DEL MONTE Fruits and Vegetables are succulent and full-flavored because DEL MONTE has carried its organization of almost a hundred canneries and kitchens into the very choicest districts of the Pacific Coast.

DEL MONTE Foods come to you *fresh* because DEL MONTE has made it a plan to build its kitchens in the orchards and gardens themselves—so that these products may be packed where they ripen the day they are picked.

And they come to you in *variety*—because the founders of the organization have made it their purpose to gather under one brand and one guarantee a line wide enough, and broad enough, to meet practically every need of the busy woman at home.

Why not let the DEL MONTE “genie” serve you, too? He will do so the whole year round—faithfully and at little cost—under this label you know so well.

For hundreds of thrifty, simple suggestions for the year-round service of DEL MONTE Fruits, Vegetables and Food Specialties, write for a free copy of “DEL MONTE Recipes of Flavor.” Address Department 50, California Packing Corporation, San Francisco, California.

DEL MONTE PRODUCTS

*A Partial List of DEL MONTE Products Packed in Nearly
400 Styles of Packages*

Canned Fruits and Vegetables

Apricots	Pears	Black Cherries
Peaches, Halves	Grapes	Royal Anne Cherries
Peaches, Sliced	Plums	Prepared Prunes
Crushed Pineapple	Sliced Pineapple	
Blackberries	Loganberries	
Raspberries	Strawberries	
Asparagus	Peeled Green Chili	Spinach
Beets	Red Pimientos	Pumpkin
String Beans	Peas	Tomatoes
Sauerkraut	Squash	Sweet Potatoes

Specialties

Jams	Jellies	Preserves
Pickles	Catsup	Chili Sauce
Canned Salmon	Mustard	Maraschino Cherries
Pork and Beans	Olives	Tomato Sauce
Dried Fruits	Seeded Raisins	Seedless Raisins

and many other varieties

