



Seeing things? Not at all! This is Del Monte you see in a jeweler's window! The occasion: the Snohomish County (Wash.) Golden Jubilee Payroll Festival. The display: executed by H. W. Stohlton of Wallgren's Inc., Everett jewelers, in cooperation with the Pacific Grocery Co., Del Monte distributors at Everett. The grocery company also used the celebration to promotional advantage by advertising prizes of assorted Del Monte Foods for the best amateur photographs of this display. The winning picture is reproduced here by permission of G. W. Fowler, president, and J. S. Van Gasken, sales manager.

Rainbow Stores Make Big Success of Del Monte Sale

"Starting the New Year right" was no idle term as far as the Rainbow Food Stores, a voluntary group of San Francisco retailers, were concerned.

No, indeed! These progressive stores which are sponsored by the V. Traverso Wholesale Grocery Co., got off to a fine busi-

ness start for 1940 by making an outstanding success of a Del Monte sale held Jan. 5, 6 and 8.

Through their advertising manager, L. G. Stevenson, the group planned and organized the event, which they called an Inventory Adjustment Sale.

They decided to advertise Del Monte exclusively in order to stimulate store traffic. 23 Del Monte products were featured in an attractive circular, reproduced here. Each Rainbow member received a supply imprinted with his store name. The circulars were then mailed out to customers to assure maximum attention.

Many Displays

In addition, all stores used generous quantities of Del Monte and special store material furnished by V. Traverso Co. The majority also featured interior selling displays and several arranged elaborate Del Monte window displays.

Before the sale, members took delivery of over 3,000 cases of Del Monte Products from the Traverso Company. They expected this label to bring the customers flocking in—just as it had in past similar events—and they were not disappointed.

At the sale's close, all members reported exceptionally fine movement of Del Monte and highly satisfactory business increase in all departments, according to Bert Neider, Del Monte general sales representative.

RAINBOW FOOD STORES		Big Inventory Adjustment SALE	
Shredded Pineapple	10¢	3 for 25¢	10¢
Whole Pineapple	16¢	3 for 39¢	10¢
Whole Peeled Pineapple	10¢	3 for 40¢	10¢
Apricots	18¢	3 for 28¢	10¢
Plums	12¢	3 for 20¢	10¢
Figs	12¢	3 for 20¢	10¢
String Beans	11¢	3 for 15¢	10¢
Spinach	13¢	3 for 25¢	10¢
Potatoes	8¢	3 for 22¢	10¢
Tomatoes	11¢	3 for 25¢	10¢
String Beans	11¢	3 for 22¢	10¢
Asparagus	14¢	3 for 25¢	10¢
Peas	13¢	3 for 25¢	10¢
Spinach	13¢	3 for 25¢	10¢
Potatoes	8¢	3 for 22¢	10¢
Tomatoes	11¢	3 for 25¢	10¢
String Beans	11¢	3 for 22¢	10¢

Inside spread of handbill distributed by San Francisco Rainbow Food Stores, advertising Del Monte Sale. Inset: left to right, "Vic", "Bill", and "Jack", the three Traverso brothers of V. Traverso Co., sponsors of the Rainbow group.

Sunshine Theme Packs Selling Punch In New Pineapple Juice Ad Campaign

It's new—it's national! No matter where you do business, it's going to turn the sun full blast on your pineapple juice volume!

Yes, sir—it's a sip o' sun for everyone—ready to put the skids under winter—and boom your business right from the word go!

What's it all about? Well, you know Del Monte Pineapple Juice. Who doesn't! But now stop and think of it this way—as tropic sunshine—as a *sunshiny* treat for everybody, everywhere!

And there you have it—the theme of the new campaign on Del Monte Pineapple Juice—a sip o' sun for everyone!

And what a campaign! Starting February 11, the ads will appear regularly—in brilliant color—in 53 leading Sunday newspapers from coast to coast. All those carrying *American*

Weekly—plus all those carrying *This Week*—plus nine more Sunday supplements besides. Together, they'll deliver 13,794,597 copies of each ad!

In fact, this campaign is the biggest ever put back of Del Monte Pineapple Juice!

And to help every grocer to cash in—there's a whole array of sunshiny new store display material. The photo below shows the big poster and two pennants "in action." Besides that there are two smaller posters, a jumble display bin, and a bright, new counter card—all free—all printed in full, cheery color.

Now—turn the page and see the first ad of the campaign for yourself. Look it over—and you'll agree you can expect a real lift in your Del Monte Pineapple Juice business—from here on out!

