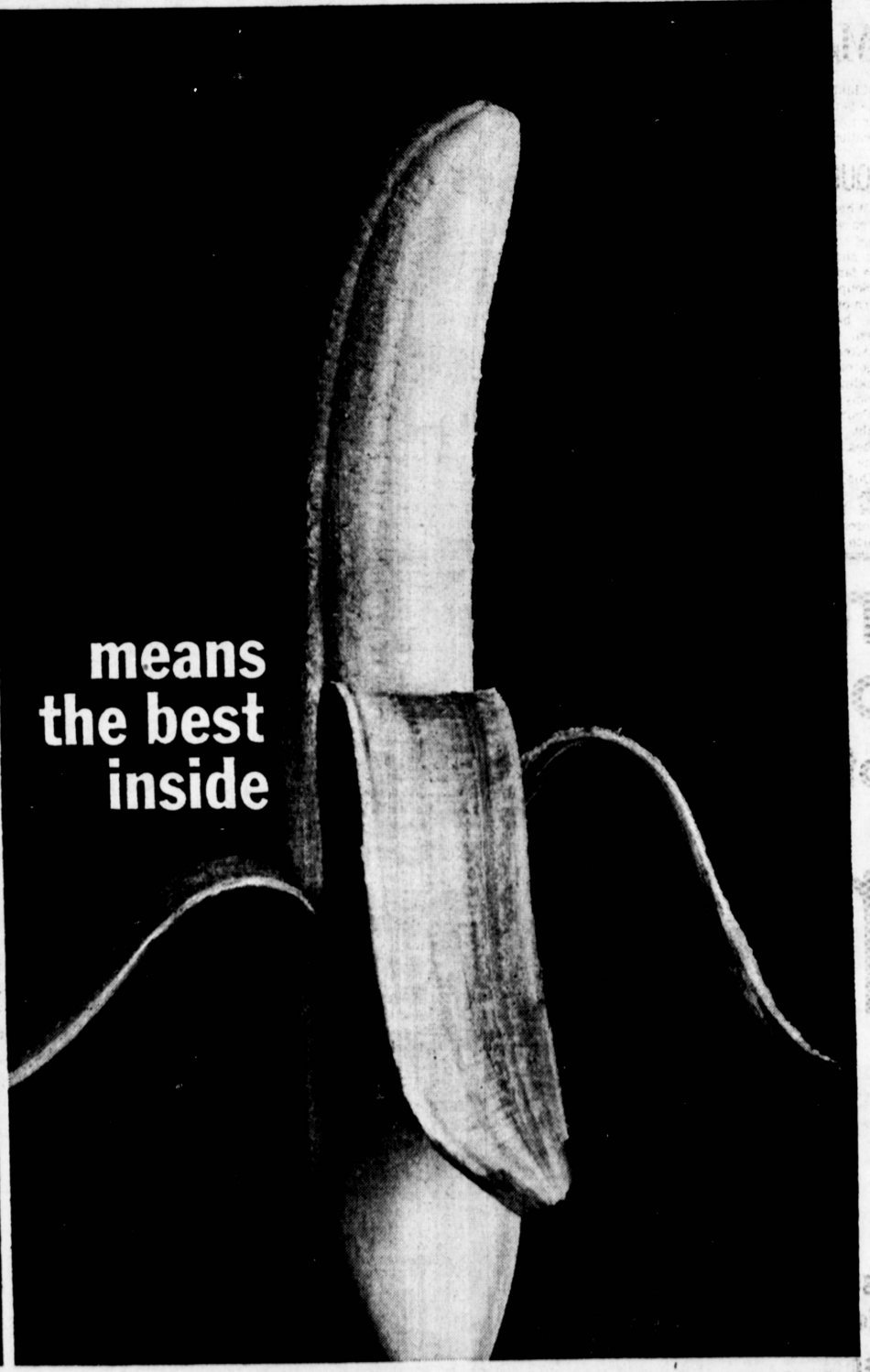


Meet Chiquita Brand Bananas



This seal outside



means the best inside

Some bananas come from the tropics unprotected, exposed to bumps and bruises all the way. Not Chiquita Brand Bananas. They're shipped up in boxes—to cut down on bruises.



Remember how it used to be? You could never really tell, when you bought a banana, whether you were getting a peach—or a lemon.

Inside, it might be bruised, but, from the

outside you couldn't always be sure.

But now—at long last—some of the guesswork is gone.

Meet Chiquita Brand Bananas.

Instead of coming from the tropics in their birthday suits—on stems—unprotected—Chiquita Brand Bananas are shipped up in

strong fiber boxes. To cut down on bruises!

So next time you shop, make sure you get Chiquita Brand Bananas.

Look for the seal on the peel; it's the mark of a well-brought-up banana.

TROPIC BOXED Chiquita Brand Bananas

*CHIQUITA IS A REGISTERED TRADEMARK OF UNITED FRUIT COMPANY

SUM
In this c
in elega
Me
Children
the young
for thirst
weather
SOUP
When t
keep a
beef brot
for the
the famil
Soup, o
born of a
ago, has
fresher v
After a
rigorous
tinkling
roomy g
Pour o
right cu
cubes,
lime.
One of
ings. C
beef br
Consum
which th
TH
DI
of
n
Regu
6 fo
SPEC
INTR
OFFE
for So
4
L
Bottled