



# You'll Enjoy It Most --- When Canned!!

*For Breakfast*  
*For Appetizer*  
*For Salads*  
*For Desserts*

THAT TREE-RIPENED GRAPEFRUIT can always be on hand—ready to use, processed only to increase its healthful value, and its rich tropical citrus flavor to the fullest degree.

**ALWAYS  
THE SAME  
ANY SEASON**

... Canned during the short period that the fruit reaches its peak of fineness and maturity so that the American public can secure this really delicious fruit at all seasons of the year, and in a convenient manner.



Very little has ever reached the public through the press or through other mediums of advertisement, posting the buying consumer of one of the fastest growing canning industries of the present day, that of the canning of one of the country's most prized citrus fruits—GRAPEFRUIT.

Unfortunately, little has been said of the product's value to health, its convenience of serving, its natural goodness of flavor and texture—but daily this wonderful canned product is finding its way into new consuming channels and its popularity is becoming more pronounced.

Canned Grapefruit this season has reached, like other canned fruit products, a new selling prospective—first, from the standpoint of vast quantity consumption, and secondly, from its low selling cost to Mrs. Consumer—selling at a price well within the financial reach of almost everyone. Canned Grapefruit has sold this season at prices comparable to most other canned fruits, yet the buying public little knows the expensive preparation necessary to can Grapefruit, a preparation not required for any other canned fruit—for instance, consider that in the handling of Grapefruit no mechanical or chemical treatment can possibly be used. Each fruit must be individually peeled by hand—each section individually removed, the seeds removed, the section placed (not thrown) into the can—an exclusive hand operation—not likened to any other canned fruit—yet sold in great consuming popularity at no extra cost.

Canned Grapefruit reaching out in popularity daily, is bound to find its way into your home soon, if it has not already done so. I personally know you will enjoy it and become a permanent user once you try our canned Grapefruit.

C. H. ECKERSON



## Eckerson Fruit Canners, Inc.

SANFORD, FLORIDA

Located On The Beautiful St. Johns River







