

PHOENIX

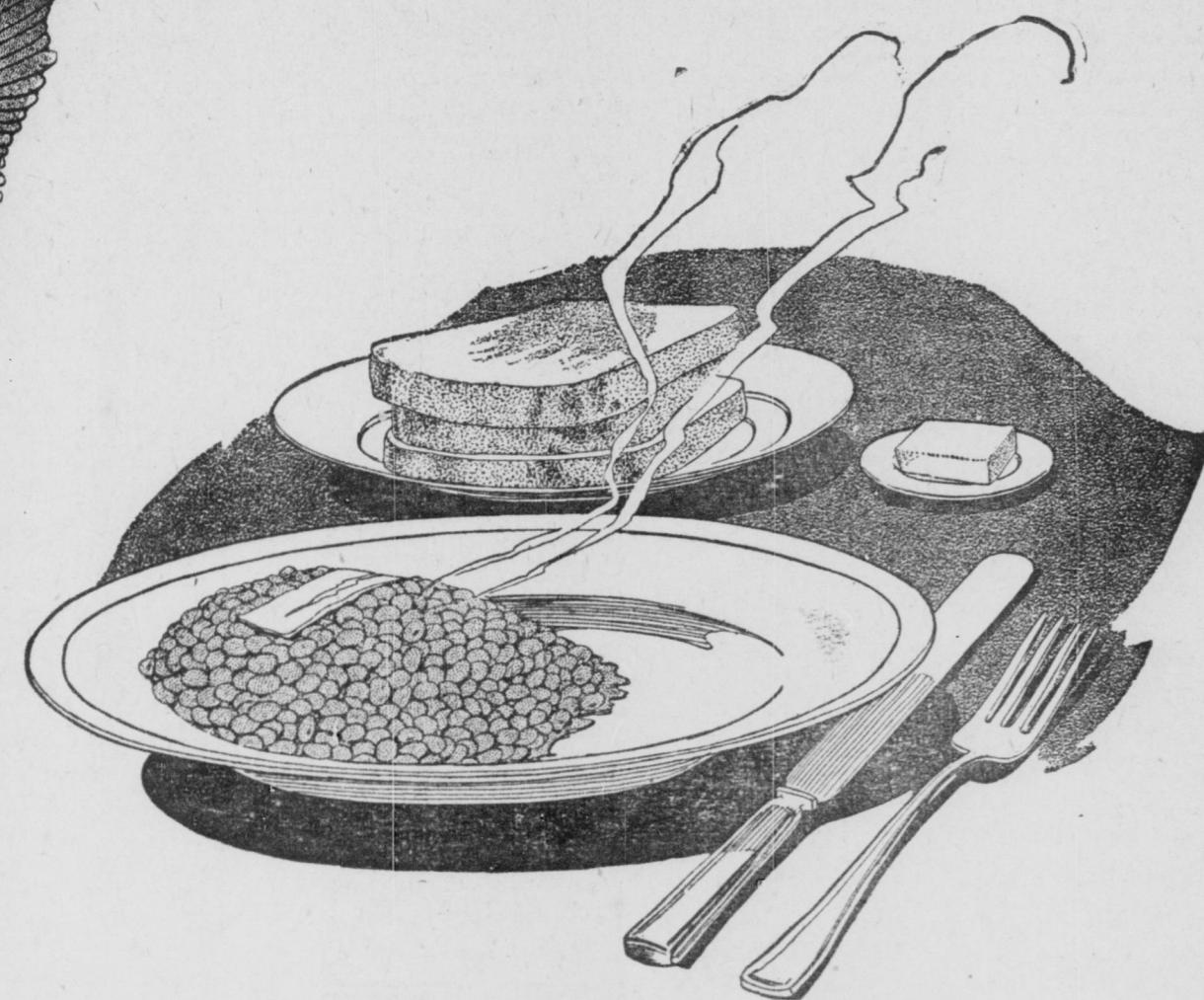
BRAND



Piping hot
pork and
beans



Ask your grocer today for PHOENIX products. If he hasn't them, let us know and we will see that you are supplied.



SELECTED navy beans properly baked—blended with the richness of savory pork and the appetizing tartness of tomato sauce—is a favorite dish on most tables.

No dish is quite so appetizing—none so inexpensive. Today, in fact, Phoenix canned beans are sold at practically prewar prices.

You want the home-baked flavor. You get it in Phoenix Beans.

We aim to make these beans so surpassingly desirable that, once tasted, you will have no other kind.

First we give the beans a brief boiling to free them of all surface impurities. Then we add a piquant sauce made from Indiana tomatoes, choicest in the country, also tasty pork and seasoning.

The beans are then sealed and baked at a higher uniform temperature than can be reached in any kitchen oven—just long enough to cook thoroughly each bean cell and bring forth the full rich flavor.

They reach you ready-to-serve, either by heating in the can or in a sauce pan. Served piping hot, there is nothing more wholesomely delicious.

Once tasted, they will win your palate—forever.

Phoenix Beans in the larder make the unexpected guest welcome—and glad he came. Buy them by the dozen or case—it's more convenient. And remember, Phoenix cans are full size.

Today when you order your groceries, just add—"and some Phoenix Beans, too, please."

Other Appetizing Phoenix Foods

There are many other delicious Phoenix foods—Tomato Ketchup, Coffee, Peanut Butter, etc. All are prepared in an immaculate and wholesome way, and rigidly selected from the best the raw markets provide.

Phoenix stands for pure food—skillfully prepared—truly delicious—and at no greater cost than ordinary kinds.