

Twitter Thread by Pulp Librarian



Pulp Librarian

[@PulpLibrarian](#)



11 months of Lockdown got me feeling like...

OSCAR MAYER'S GREAT NEW "SACK O' SAUCE IN A CAN O' MEAT"

brings you quick meat meals with rich Fresh Cooked flavor!

An amazing improvement in canned meat meals! It's Oscar Mayer's exclusive new invention, a separate Sack O' Sauce in a Can O' Meat. Keeps sauce and meat from mingling and losing their distinctive flavors!

Keep several cans of the Beef, Pork, and Wieners on hand for delicious Barbecue-burgers in 7 minutes! Your whole family will love the richer, fresh-cooked flavor of the savory meat with the mild, tempting Barbecue Sauce. It's a delicate blend of tomato paste, sugar, celery, vinegar, Worcestershire sauce, onion, salt, and select

flavorings. This Sauce is a product of Oscar Mayer's own modern test kitchens.

The richer, fresh-cooked flavor of these quick meat meals is possible only because of this separate Sack O' Sauce! Only Oscar Mayer has it! Get Oscar Mayer Sack O' Sauce in a can of Beef, Pork, or Wieners.



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Wiener Barbecue-burgers—New twist to a summer favorite! Heat the 7 Wieners and snuggle in buns. They're regular-size, all-meat wieners—made only of select beef and pork. Cover with the tempting, mild Barbecue Sauce. Also delicious with baked beans.

Beef Barbecue-burgers—Delicious summer meal on a bun in just 7 minutes! Simmer the tender morsels of extra lean Beef in mildly piquant Barbecue Sauce. The 12-oz. can makes 5 big Beef Barbecue-burgers! Also makes quick, tasty one-dish meat meals with noodles, macaroni, or spaghetti.

Pork Barbecue-burgers—New summer favorite—juicy morsels of sweet, savory Pork mingled with luscious, mild Barbecue Sauce. Ready to heap on bread or buns in 7 minutes! A 12-oz. can makes 5 big Pork Barbecue-burgers! For exciting one-dish meals, serve with whole-kernel or cream-style corn.



FINE MEATS



SINCE 1883

GENERAL OFFICES, CHICAGO, ILLINOIS

Ask for Oscar Mayer "Yellow Band" Wieners, Liver Sausage, Pork Sausage, and Sliced Bacon at the fresh meat counter!

But once lockdown ends...

"THE WIENER THE WORLD AWAITED!"

"Quickie" meals

revolutionized by Wieners

and Barbecue Sauce . . .

flavor kept

separate in can

by "Sack O'Sauce"



"Sack o' sauce" is easy to open.



WITH MILD
Barbecue Sauce
IN SEALED SACK

OSCAR MAYER
Wieners
WITH SEPARATE *sack-o-Sauce*
PACKED IN BRINE



See how tempting—and easy to serve! A meal for the family in one can.

WIENERS that get their **FLAVOR** from the meat itself

Made solely of **SELECTED** Beef and Pork . . . absolutely no cereal filler added . . . only mild seasoning to bring out the goodness of the meats.

Now comes a new way of packing foods—an invention which makes it possible to can two delightful food flavors together and yet keep them unmixed

ed. You notice the all-meat firmness and goodness with the first bite because they are made solely of *selected* extra lean beef and flavorful, tender pork.

different it's patented

U.S. GOVERNMENT INSPECTED



Mystery third meat alert!

Amazing new meat packaging creation
brings you
HOME-COOKED GOODNESS

YOUR CHOICE OF
3 MEATS
Each with a sack of
MILD
BARBECUE SAUCE

Each
delicious flavor
kept separate in
its full, original
richness



Try all 3 of
these delicious
SELECT MEATS

Each has a different
barbecue sauce
specially blended
to bring out its
flavor

U. S. GOVERNMENT
INSPECTED

Easy now to serve **QUICK MEALS**
and enjoy treats that formerly took hours to prepare

Now you can enjoy canned meat
with home-cooked goodness—
new kinds of meat, each packed
with a sack of barbecue sauce
right in the same can. Both the
mild tasty sauce and the select,
top-grade meat thus retain
their fresh-cooked flavor. Try
these delicious new treats.

OSCAR MAYER & CO.
General Offices, Chicago, Illinois

FINE MEATS



SINCE 1883