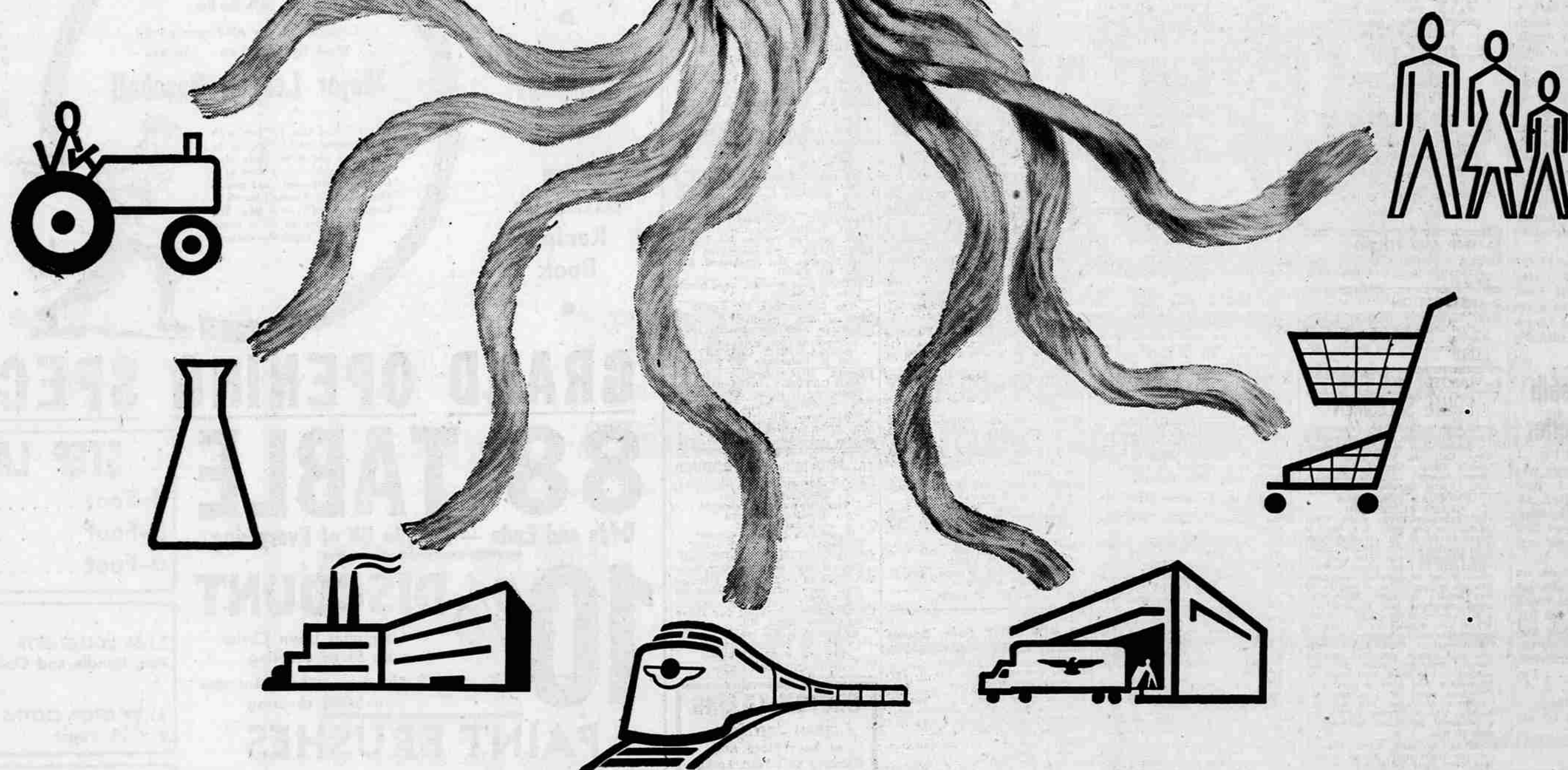


Salute to a **LIFELINE**



America's food industry is one of the great wonders of the modern world. Before food in the field becomes fare on your table it must be harvested, inspected, processed, packaged and distributed. This is the lifeline of America.

Among those protectively watching over this lifeline is the Grocery Manufacturers of America, Inc., an association of more than 400 leading food companies. The GMA and others in the food business are constantly searching for ways to make your food better and more convenient to buy.

This year the GMA reaches its 50th birthday. The newspaper industry salutes the Grocery Manufacturers of America, Inc., for contributing so much to our high standard of living.

Probably nothing has changed more than the food field in giving so many new things to the American family. New products mean *news*. Traditionally, the best way to carry that news is in food ads and food features appearing in the pages of your daily newspaper — another vital strand in the golden lifeline that nourishes the nation.