



SHE HAS HER HANDS FULL... FULL OF VALUES!

TODAY'S FOOD SHOPPER gets more value in more food products than ever before. Supplying her increasing needs and satisfying her love of values is one of the biggest jobs in the country. Yet the nation's \$47 billion food distribution business does it daily and does it well.

This year an important segment of the industry marks a milestone in its history. The National Association of Food Chains—a group of 240 companies that operate 12,000 food stores and super markets in the U. S., Canada and other countries—celebrates its 25th year as a vital link between producer and consumer.

Your daily newspaper hails the NAFC for its contribution to our high

standard of living. Through better methods of warehousing and marketing, the NAFC's members and other food firms offer shoppers the highest values consistent with costs.

Because they must move tons of merchandise rapidly, food retailers invest 80 to 90% of their advertising budgets in the daily newspaper. They know that the newspaper, with its daily coverage of food news and features, and its advertising effectiveness, is a natural and vital link to you, their valued customer.

THE TOTAL SELLING MEDIUM IS THE DAILY NEWSPAPER