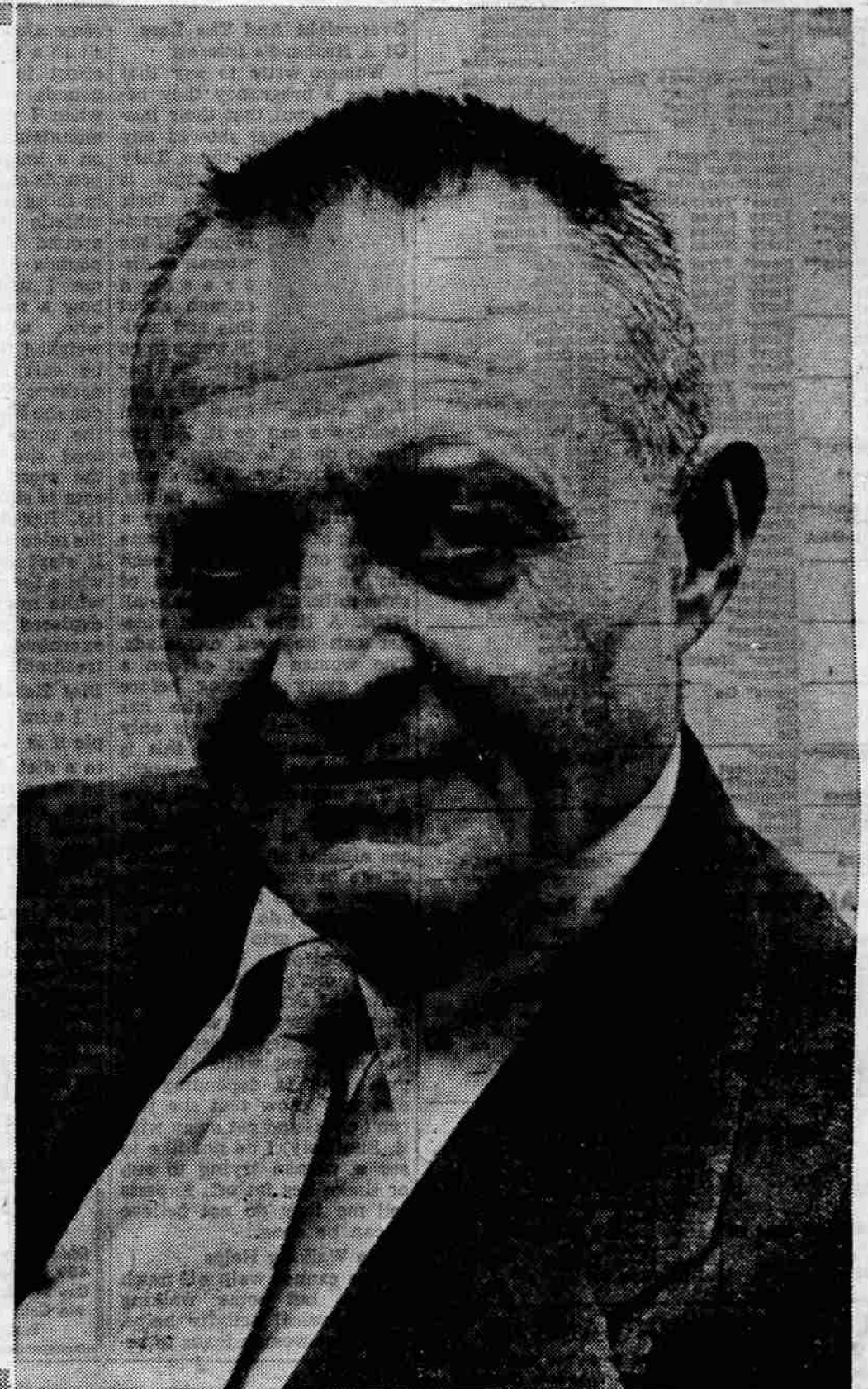
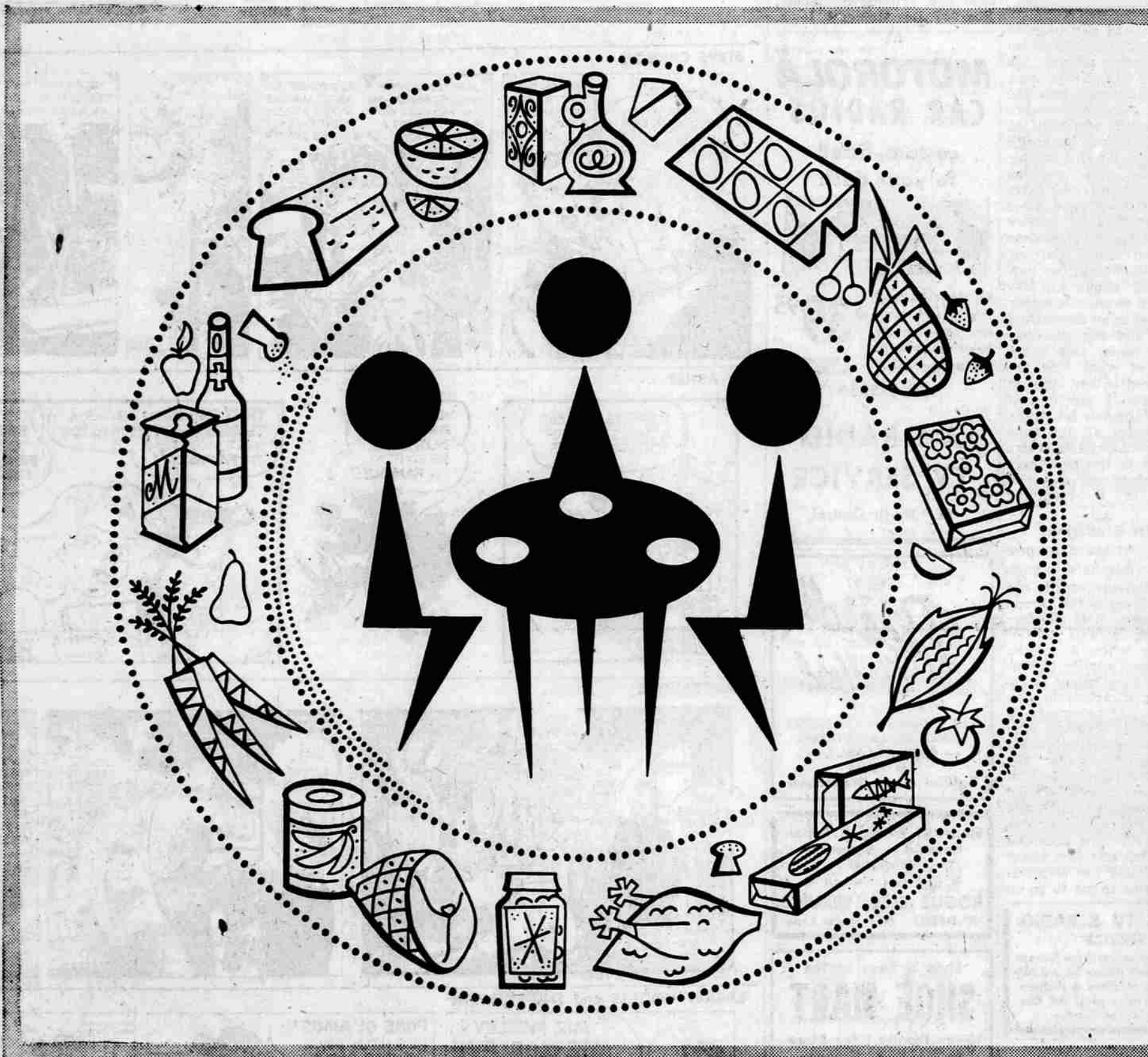


*"Super Market Institute is glad to rally
its nationwide membership behind the
promotion of..."*



DON PARSONS, Executive Director, Super Market Institute "The University of Food Retailing"

...BETTER MEALS BUILD BETTER FAMILIES!"

SUPER MARKET INSTITUTE, an organization of 756 super market firms, is among the leading food trade associations that have heartily endorsed the nationwide movement called "Better Meals Build Better Families."

Says Don Parsons, Executive Director of Super Market Institute: "Super Market Institute is glad to rally its nationwide membership behind the promotion of 'Better Meals Build Better Families.' This is a practical expression of SMP's own precept: 'That there may be more for all.' Better meals mean more health, more vigor, more achievement, and more happiness for America's families. Since better meals mean more nutritious meals, using more of our land's bounty of plentiful foods, it follows that such a program will benefit farmers, processors and retailers as well as consumers."

During September 14-26, your local food stores and your daily newspaper will emphasize the importance of good food and regular family meals in building a healthier nation.

Watch the pages of this newspaper for complete details of the "Better Meals Build Better Families" drive, and for special announcements to be issued by your local food retailers.