



Beginning today, this newspaper will begin a concerted two-week drive to focus attention on one of the basic necessities of your life - Food! Manufacturers, distributors and local retailers will be co-operating in this movement, identified by the slogan "Better Meals Build Better Families". The desire of this newspaper and people in the food business is to emphasize the importance of the family meal as the traditional gathering place for the family. The family meal rather than meals on the run is not only more nourishing but it makes for a better, more cohesive family relationship. A closer family . . . is a better family.

THE PURPOSE OF THIS PROMOTION WILL BE:

1. To show consumers the important role that food manufacturers, distributors and retailers play in their daily lives.
2. To show families that the nutritious products on the shelves of their food stores are the finest in the world . . . and offer them the best values for their shopping dollars.
3. To emphasize the importance of the traditional family mealtime in building healthier, happier family relationships.

Daily Newspapers are Spearheading This Promotion Because:

- The daily newspaper is the only medium that reaches and sells all your customers.
- Only daily newspapers can put to work 15,000 sales people . . . and 65,000,000 circulation.
- Only the daily newspaper is big and flexible enough to organize, coordinate and follow through a promotion of this size and scope

This Important Food Promotion Is Brought To You in Prince Edward Island by

The Guardian - The Evening Patriot

"PRINCE EDWARD ISLAND'S TOTAL SELLING MEDIUM"