

- Well, looks like you bought a bundle of groceries there, Aunt Bea.

- Well, it seems to cost a bundle too.

- Yeah, it does but you know what, food's a bargain today. The consumer spends the smallest percentage of his after tax dollar for food than any time in the history of the United States, only 19 cents out of every dollar.

- Is that true?

- And what's more, people in this country spend less of their total income on food than do people anywhere in the world.

- Well, that's a good thing to know.

- So, when you hear talk about the cost of food just give out the facts. Food is a bargain.

- And I'll say you said so.

- Me and the U.S. Department of Agriculture.

Narrator: This message was brought to you by General foods.