



Because Bob Davis knows his brands... He sells Hanover!

Bob Davis, of Bob Davis' Supermarket, received a Brand Names Foundation Merchandising Award in 1965—proof that Bob knows how to sell . . . and what to sell. That's why he features Hanover Guest Quality Vegetables. He knows that they're tops in quality, tops in sales, tops in profit . . . because they're priced right, packaged attractively and his in-store efforts are backed by progressive, sales-producing advertising and promotional programs.