

### 1. FEDERAL EXPRESS

Okay, so you used the other guys and now your package is, well, maybe it's not lost, but it sure didn't get to the client's office by 10 a.m., and now the boss wants to see you. So, next time, use Federal Express. Reliable, on time, courteous service, so your package arrives where it's supposed to, when it's supposed to ... and at a very reasonable price. FEDERAL EXPRESS gets it there.

### 2. GOODYEAR TIRES

Does peace of mind have a name? Can confidence and trust be summed up in one word? Can innovation really mean security? In 90 manufacturing centers in 27 countries, Goodyear scientists and engineers are working every day to answer those questions. And to ensure that your family is riding on the safest, most durable tires we can make. Peace of mind does have a name – it's Goodyear.

### 3. BORDEN'S MILK TRUCK

The Borden's Milk Truck was part of the fabric of American life in the 1950s. In fair weather or foul, yellow and white trucks with the familiar, smiling face of "Elsie the Cow" on their sides would make their rounds delivering the day's milk. Now, you have the opportunity to own an authentic die-cast metal replica of a classic piece of Americana...the "1950 Borden's Milk Truck".

#### 4. **Kroger**

LIKE A LOT OF PEOPLE, I'M TRYING TO TAKE CARE OF MYSELF A LITTLE BETTER. SOME THINGS ARE WORK...LIKE EATING WELL. OTHERS...WELL...I'M TRYING. BUT ONE THING I KNOW FOR SURE. EATING BETTER IS SO MUCH EASIER WITH SIMPLE TRUTH. YOU'LL FIND SIMPLE TRUTH AND SIMPLE TRUTH ORGANIC ITEMS THROUGHOUT YOUR KROGER STORE. THE GREEN CIRCLE TELLS YOU THAT ONLY GOOD STUFF GOES IN. PLUS SIMPLE TRUTH IS DELICIOUS AND AFFORDABLE. AND THAT MEANS A LOT. SIMPLE TRUTH. EASY TO FIND. EASY TO UNDERSTAND. ONLY AT KROGER.

#### 5. **CRATE AND BARREL**

A night at the Opera. The house lights dim. The conductor begins the overture. A great, round sound unfolds. A tenor of incredible presence, beautiful color, well-crafted phrasing resonates. A sensual, rhythmic vocal line unfurls. The staging is opulent, the atmosphere rich. An enormous experience of dramatic value. Bravo. The Lyric sofa. For the Crate and Barrel store near you, call 800:996-9960 or visit [crateandbarrel.com](http://crateandbarrel.com).

#### 6. **LONG JOHN SILVER'S**

When it comes to eating out, there's a nice little place in town. You might even miss it, 'cause it's not one of those flashy glass and neon places. It's, well, it's different. Serves real meals at prices that are hard to believe these days. LONG JOHN SILVER'S. Come on in.