

# IS THIS AD REALLY TOO LONG TO READ?

(THEN AT LEAST SKIP THROUGH TO THE BOTTOM)



TOTAL READING TIME—5 1/2 MINUTES  
[HEADLINES ONLY—60 SECONDS!]

## YOU DON'T HAVE TO BE A "GOURMET" OR A "GOURMET COOK" TO ENJOY THE WORLD'S FINEST FOODS, WINES AND CHEESES AT INTERNATIONAL CHEF GOURMET SHOP

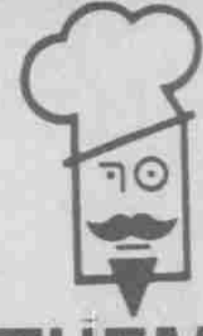
RIGHT HERE IN CHAPEL HILL!

(And Fabulous Cold Cuts, Deli Meats, and Take-Out Sandwiches, Too!)

All you need is the desire to FIND and BE ABLE TO SERVE something a little bit DIFFERENT from—and a little bit MORE EXCITING than—the routine, ORDINARY foods you may have grown tired of cooking and serving DAY AFTER DAY AFTER DAY!



INTERNATIONAL CHEF has a fantastic variety of GREAT NEW TASTE EXPERIENCES from ALL OVER THE WORLD just waiting for you to discover them in our bulging FOOD, WINE, CHEESE and DELI Sections!



—AND THE GREAT THING ABOUT THEM IS—  
YOU DON'T HAVE TO HAVE "SPECIAL" TASTES OR COOKING SKILLS TO ENJOY THEM!\*

\*(SEE "HOW WILL I KNOW HOW TO COOK THEM?" AND "WILL THEY TASTE FUNNY?" BELOW)

### COME ON DOWN THIS WEEK AND SEE WHAT WE HAVE IN STORE FOR YOU!

(Including our FREE COOKBOOK REFERENCE LIBRARY of over 150 carefully selected volumes—and free recipe cards and coffee, too!)

#### BASIC FOREIGN FAVORITES!

Sure, our foods at the Chef come from all over the world—but there's nothing really "strange" about them! They're the very same foods, in fact, that you would find on the shelves of the very finest food stores, or neighborhood groceries—in London, for example, or Paris, Berlin, Vienna, Madrid, Rome, Oslo, Copenhagen, Athens, Geneva, Istanbul and so on. And, of course, there are Mid-East, Indian, Indonesian and Oriental foods, too—all fast becoming American favorites—and all at Chefs right now—waiting patiently for you to come in! Browsing the Chef is like touring the world—except no reservations required! COME IN TODAY!

#### FLOWN-IN IMPORTED CHEESES!

International Chef's Imported Cheeses are truly imported—not just domestic imitations—although we have some great American cheeses, too. There's nothing like a true original—and that goes double in cheese!

#### FRESH-BAKED BREADS DAILY!

French, Italian, German—flown direct to us weekly from the ovens of our special baker in Washington. We freeze, and bake fresh every morning. White, Rye, Pumpernickel and Challah! Munzenmaier and Bahlsen breads, too!

#### BULK COFFEES, TEAS, GRAINS!

Over 20 carefully selected varieties of coffee beans! Fine teas in bulk, too—as well as the world's favorite brands of both in their familiar packages. Grains, peas and lentils for ethnic dishes of many lands!

#### IMPORTED WINES AND BEERS!

Connoisseur or amateur—it matters not—you'll find our Wine and Beer Department one of the largest and best-stocked anywhere in the area. Imported wines from all over the world—French, German, Austrian, Swiss, Spanish, Portuguese, Italian, Hungarian, Yugoslavian and South American among others. Something just perfect for every occasion. THE VERY BEST DOMESTIC WINES, TOO. And BEERS you may have discovered in your travels, but never expected to find back home. Dutch, English, Mexican, Japanese and others. Whether you're an old-hand at wines or just starting, you'll find exploring our shelves an adventure!

#### COOKIES, CANDIES, PASTRIES!

Genuine Middle East pastries—made of ground nuts and honey! A wide variety of cookies made with real butter. (Mix and match as you wish—sold by the pound or fraction.) And bulk or boxed candies of all lands.

#### DELI MEATS, COLD CUTS, ETC!

Rare Roast Beef like you wouldn't believe! Danish or Holland Hams. German-style Hams. Pastrami. Salami. Bologna. Bratwurst. Knackwurst... other sausages, too. Prosciutto, Prosciuttini. And on, and on, and on!

#### SANDWICHES, SALADS TO GO!

Our famous meats and cheeses—fresh-sliced in generous portions—on Rolls or French or Rye Breads. A student publication has given them top-rating, and students are hard to please! One big bite and you'll agree!

### HONEST ANSWERS TO PERFECTLY NATURAL QUESTIONS:

#### IS INTERNATIONAL CHEF "EXPENSIVE?"

If you bought all your groceries at Chefs, you'd find the total cost pretty high. But that's not the way it's done. Our regular customers have the secret. They spend only \$4.00-\$5.00, on the average, each time they visit the store! They simply pick up a few choice items now and then, and use them to perk up otherwise routine meals at home. Or they "cook foreign" at home at a fraction of the restaurant cost. Easy, inexpensive and FUN!

#### MAY I COME IN AND JUST "BROWSE?"

ABOVE ALL ELSE, that's the main thing we want you to do! It's the reason we're running this ad and special "Rebate" offer. We WANT you to come in just to look around and get the feel of the store. Because, if you do—and really see what we're like—and inspect our Foods and our Deli and our great Wines and Beers, we feel sure you'll come back again and again. Almost everyone does. Because you're always welcome at Chefs!

#### WILL THE FOODS I BUY TASTE "FUNNY?"

Not much chance of that! Almost all of our foods come from countries where Americans travel frequently or whose national dishes are American favorites already. French, German, Italian, Mexican, Indian and Chinese, for example. Chefs has them all—and many others equally delicious, although maybe not yet so familiar. Play it safe by checking the ingredients on the labels—but have a little adventure now and then, too!

#### IS CHEFS A "SNOB" KIND OF STORE?

Far from it! Just come in any day and see who's shopping with you! Faculty, students, student wives and townpeople. A perfect cross-section of Town and Gown alike. All income levels, all different ages, all different manners of dress, and all different tastes in the foods that they buy. But one thing binds them all together—the sheer fun and adventure of shopping at Chefs! Come down and join them today!

#### HOW WILL I KNOW HOW TO COOK THEM?

Two easy ways. First—ingredients and directions for cooking are printed in English on almost all the labels or boxes. Often there are helpful suggestions for serving, too. It's usually just a matter of warming, boiling or baking them just as they are. Second—if you want to build a really great meal from the beginning—our 150-plus volume FREE COOKBOOK REFERENCE LIBRARY has all the ideas you could possibly need!

#### IS CHEFS A FRANCHISE OR CHAIN?

Definitely not. We are a local store only, owned and staffed by local people. Our only interest is modest—to perform our particular role well in the community and region we serve. Shopping the Chef is an exciting experience, but the atmosphere and pace are leisurely most of the time. Whether you're from Chapel Hill itself or nearby, we think you'll feel right at home in our store. And that's the way we sincerely want it to be.

#### WHAT IF I DON'T LIKE WHAT I BUY?

Very simple. We'll cheerfully give you a full-value exchange or credit. But do take one simple precaution for our mutual protection—just check the ingredients on the box or label before you buy. Take only those that seem likely to please. In the case of the wines, please be doubly careful. Wines can be pretty tricky when you're over-adventurous, and you might find yourself disappointed when the wine actually tastes the way it's supposed to!

#### WHAT IF I AM A GOURMET COOK?

Well, we don't sell the cooking meats or produce you start with, but we do have almost everything else to help each dish along to a glorious eating conclusion! Herbs, spices, seasonings, flavorings, condiments, appetizers, Imported Cheeses—and Wines that, for this area, are almost beyond belief! Our unique FREE COOKBOOK REFERENCE LIBRARY runs from Basic through true Haute Cuisine! Free recipe cards and coffee, too!

### ONE MORE THING: "SHOPPING THE CHEF" IS A BREEZE!

No Parking Problems • No Crowded Lots • No Parking Meters • No Long Walks to Get In • No Big Throngs Milling Around • No Long Lines at the Check-Out • Just Drive Right Up and Walk Right In • You're IN AND OUT IN MINUTES!

WHAT COULD BE SIMPLER, EASIER OR FASTER THAN THAT?

### SPECIAL "REBATE" NEXT 6 DAYS - JUST TO GET YOU TO GIVE US A TRY!

**\$1.00 OFF! - \$2.00 OFF!**

on any total purchase of \$5.00 - \$9.99 on any total purchase of \$10.00 or more  
(WINES AND BEERS EXCLUDED)

Offer Good Thursday, Oct. 2 through Tuesday, Oct. 7 Only

TRY TO MAKE IT ON THE WEEKDAYS OR EVENINGS—THIS WEEKEND COULD BE SUPER-CROWDED!

INTERNATIONAL CHEF GOURMET SHOP

103 South Elliott Road, Chapel Hill

OPEN 11-9 WEEKDAYS • 10-9 SATURDAY • 1-6 SUNDAY

#### HOW TO GET TO THE STORE

BY CAR: Drive straight down East Franklin towards the University Mall and Eastgate. Pass the light where Estes Drive crosses through to the Mall. Turn right at the next light (Elliott Road). We're at the far end of the big Kroger building.

BY BUS: Route "L" direct to Kroger Plaza. "F" to Elliott Road. That's where we are!

TEAR OUT AND BRING IN TODAY!

INTERNATIONAL CHEF  
SPECIAL 6-DAY INTRODUCTORY PROMOTION  
This Special Coupon Entitles

NAME \_\_\_\_\_  
TOWN \_\_\_\_\_  
OCCUPATION \_\_\_\_\_  
to \$1.00 off on any total purchase of \$5.00 - \$9.99 or \$2.00 off on any total purchase of \$10.00 or more  
(WINES AND BEERS EXCLUDED)  
DTH \_\_\_\_\_  
THURSDAY THROUGH TUESDAY, OCT. 2-7 ONLY, 1975



HAVE YOU EVER BEEN IN OUR STORE BEFORE?  
YES  NO