

"HOW TO BLOSSOM IN THE KITCHEN IF YOU HATE TO COOK"

Peg Bracken, author of *The I Hate to Cook Book*



"With these radiant roses on the table, who'll notice you're serving plain hamburgers?" says Peg Bracken. And the roses can be yours—a gift from Birds Eye.

Free with 5 labels. Just hustle to your freezer and collect 5 Birds Eye Vegetable labels. Mail them in with the coupon. Soon, a bunch of delicate, everlasting roses will be on their way.

Real roses, too. 5,000 speedy people will win a bonus gift certificate for a dozen real red roses from their local FTD florist. Your 5 labels will automatically enter you in this sweepstakes. Or, to enter the drawing only, send in the words BIRDS EYE in plain block letters on 5 pieces of 3" x 5" paper. No purchase required. All drawing entries must be received by March 25, 1968.

But, in all the rush, don't forget: flowers or no flowers, cooking can be rosy with help from Birds Eye.



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ROSES OFFER

Check one:

I enclose 5 Birds Eye Vegetable labels. Please send me a bunch of everlasting imitation red roses and enter me in the real roses sweepstakes. Mail to Birds Eye, Box 4047, Kankakee, Ill. 60901.

I enclose the words BIRDS EYE printed in plain block letters on 5 pieces of 3" x 5" paper. Please enter my name in the real roses drawing only. Mail to Birds Eye, Box 501, Bradley, Ill. 60915.

Name _____

Address _____

City _____ State _____ Zip _____

You must fill in your zip code. Bonus offer void where prohibited, regulated or taxed. Employees of General Foods Corporation and its advertising agencies and their immediate families are not eligible for the drawing. Imitation roses offer expires May 30, 1968. Limited to one per family. Missouri residents need not submit facsimile.