

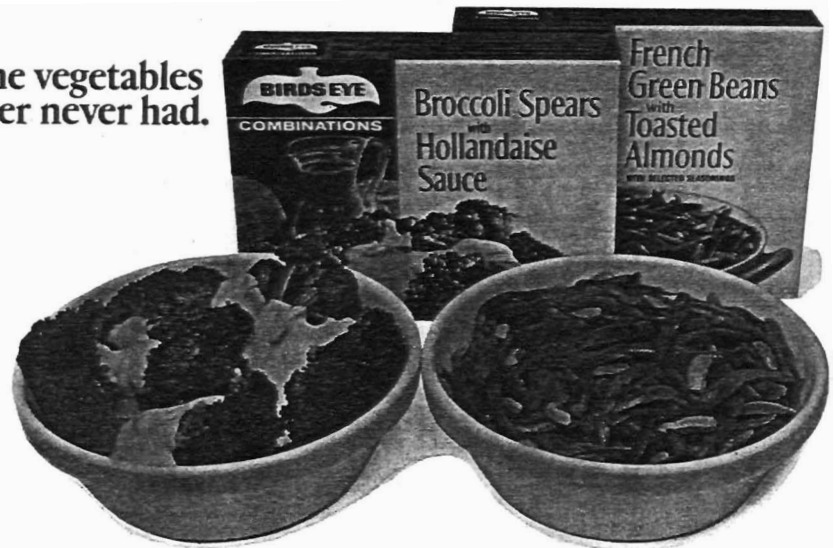
When your man was a little boy, he had to be coaxed to eat his vegetables. Now that you've got Birds Eye® Combinations he doesn't.



Before After

Oh, the things mother had to go through to get your man to eat his vegetables when he was a boy. At Birds Eye, we never forget the little boy who lives inside every man. That's why we've come up with Birds Eye® Combinations: 20 interesting vegetable combinations a man can love. Our beans aren't just beans. We add selected seasonings...and then, something extra: toasted almonds.

When we prepare our broccoli spears, we even add hollandaise sauce. Tomorrow night, zip up your man's meal with some Birds Eye Combinations. They're nothing like the vegetables he had when he was a boy.



The vegetables mother never had.



DECEMBER 1972

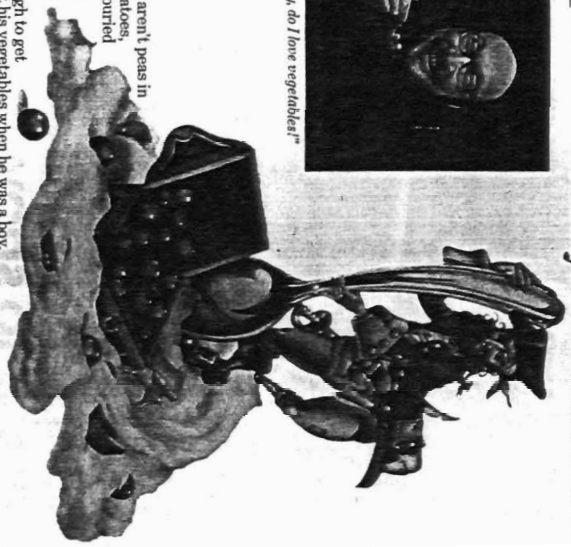
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His mother needed peg-legged pirates. All you need is Birds Eye® Combinations.



"Boy, do I love vegetables!"



"Those aren't peas in the mashed potatoes, Gregg, they're buried treasure. Gold, Gregg, gold..."
The things mother had to go through to get your man to eat his vegetables when he was a boy.

At Birds Eye, we never forget the little boy who lives inside every man. That's why we've come up with Birds Eye® Combinations: 18 interesting vegetable combinations a man can love. Our peas aren't just peas. We've added something extra: tender pearl onions. Tonight, surprise him with Birds Eye Combinations. Mchearthy will swab the plate clean.

The vegetables mother never had.



72

His mother needed bug-eyed bunions. All you need is Birds Eye® Combinations.



"Boy, do I love vegetables!"

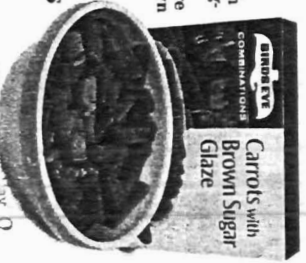


"Eat your carrots, Johnathan, you'll have eyes like a hare..."
The things mother had to go through to get your man to eat his vegetables when he was a boy.

At Birds Eye, we never forget the little boy who lives inside every man. That's why we've come up with Birds Eye® Combinations: 18 interesting vegetable combinations a man can love. Our carrots aren't just carrots. We've added something extra: a golden brown sugar glaze.

Tomorrow night, feed him Birds Eye Combinations. And watch the carrots hop off his plate.

The vegetables mother never had.



72

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