

Send your son to college on a little can of spaghetti sauce.

This is the sweepstakes for anybody who ever wondered how he was going to send his son to the college he should go to.

Or really, for anybody who ever dreamed about a \$10,000 windfall falling into his hands.

Or anybody who's ever wanted to take off to see the world—but never had the wherewithal to do it.

And to think a little spaghetti sauce could be the beginning of it all. So could a spaghetti dinner, or a meat ball stew, or any one of 43 good things from Chef Boy-ar-dee.®

7000 prizes

There's more than one prize in this sweepstakes. There are more than 7000. Here are the things that you can win.

The grand prize. It's a \$10,000 scholarship to any college that accepts your kid. Or, a lump of the green stuff to use any way you want. Or, a trip around the world for your whole family, everything included, up to ten grand.

Then there are 6 first prizes. Big, fat \$3,000 one-year scholarships. Or, if you'd rather, educational tours of Europe for two, for two whole weeks, everything included up to three grand. Or, \$3,000 in cash.

There are 30 second prizes, RCA Color 14" TVs. 60 third prizes, Olivetti Underwood Portable Typewriters. 120 fourth prizes, RCA Cartridge Tape Players. 180 fifth prizes, RCA Travel Clock Radios. And 6,612 American College Dictionaries for the people who come in sixth.



This is your entry blank for the Chef Boy-ar-dee® \$100,000 College/Travel Sweepstakes.

Here's all you have to do to be eligible to win:

1. Send us a picture of the Chef and the words "Chef Boy-ar-dee" from the label of any Chef-Boy-ar-dee product or hand print the words "Chef Boy-ar-dee College/Travel Sweepstakes" on a 3" x 5" piece of white paper. NO PURCHASE IS REQUIRED.

2. Then clip the name of any Chef Boy-ar-dee product from a grocer's newspaper ad or handbill or hand print the words "Grand Prize Chef Boy-ar-dee College/Travel Sweepstakes" on a piece of paper. Send the above two items with this entry blank to: Chef Boy-ar-dee \$100,000 College Sweepstakes, P.O. Box 716, Rosemount, Minn. 55068. Entries must be postmarked by June 23, 1970 and received by June 30, 1970.

Name _____
 Address _____
 City _____
 State _____ Zip _____

Enter as often as you wish. Each entry must be mailed separately. Winners determined in random drawings conducted by Marden-Kane, Inc., an independent judging organization whose decisions are final. Sweepstakes open to residents of U.S.A., Puerto Rico and Canada except employees and their families of American Home Products, its advertising agencies and Marden-Kane, Inc. VOID in Wash., Wisc., and Ga., and wherever prohibited by law. Winner notified by mail. Canadian residents, if chosen, in order to win, must first correctly answer a skill-testing question.

Chef Boy-ar-dee. In the interest of your body and your mind.

STORE COUPON

10c 4172 10c

10 cents off Chef Boy-ar-dee Spaghetti Sauce, Pizza Mix or Packaged Dinners

To Grocer: We will redeem this coupon for 10c plus 3c for handling provided you received it on your retail sale of one of the above products. Any other application constitutes fraud. Coupon void and forfeited at our option if invoices proving purchase of sufficient stock to cover all redemptions are not produced on request or if coupon assigned, transferred or

Chef Boy-ar-dee®

distributor of this product. Coupon void if taxed, prohibited or restricted by law. Customer must pay any sales or similar tax. To redeem, mail to Chef Boy-ar-dee, P.O. Box 1752, Clinton, Iowa 52732, or present coupon to our sales representative. Coupon redemption not necessary for sweepstakes participation.

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