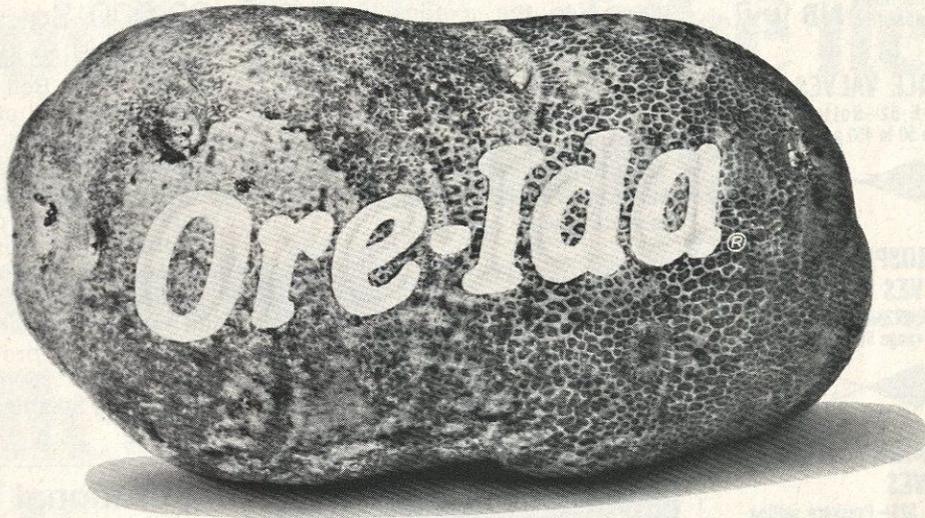


The nation's biggest seller in frozen potatoes*



is getting even bigger.



Good eatin' from Boise.

Bigger in advertising (up 382 million impressions over last year).

8 pages in Reader's Digest.	340 million impressions
7 pages in Good Housekeeping and Better Homes & Gardens.	270 million impressions
6 pages in Woman's Day.	85 million impressions
5 pages in McCall's, Redbook and Family Circle.	213 million impressions
4 pages in American Home and Ladies' Home Journal.	<u>104 million impressions</u>
	1,012 million impressions

Bigger in couponing (up 21 million over last year).

7¢ coupon in Family Weekly, Parade and Sunday Metro.	May.	45 million coupons
7¢ coupon in Reader's Digest.	July.	18 million coupons
7¢ coupon in Reader's Digest.	Nov.	16 million coupons
7¢ coupon in Reader's Digest.	Feb. '74.	<u>18 million coupons</u>
		97 million coupons

Bigger for you. In turnover. In sales. In profits for '73.

Add 'em all up. That's no small potatoes.

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*America's No. 1 brand of retail frozen potatoes.

Circle No. 158 on Information Card