

Look who's made "centerfold" in Reader's Digest!



It's the
Jolly Green Giant
 and he's dropping
72,000,000
7¢-off coupons!

There he is in all his suave, scarf-bedecked glory . . . surrounded by four of his most luscious dishes! The Giant has teamed up with the Digest in a provocative triple-foldout . . . in full color in November Reader's Digest . . . to literally swamp his millions of quality-loving fans with these money-saving coupons:

- 18MM on Vegetables in Butter Sauce**
- 18MM on Vegetables in Cheese/Creamy Sauces**
- 18MM on Vegetable Casseroles**
- 18MM on Niblet Ears Corn-on-the-Cob**

This could well make Frozen Vegetable history for you and the Giant. Get ready for the fantastic response from the Giant's female fanatics. They'll be redeeming these coupons in early November . . . so start featuring Green Giant frozen products the week of November 12.

Guess who's coming to dinner?
 Ho ho!

FOUR 7¢ COUPONS INSIDE

And look what he's bringing!

The Jolly Green Giant brings you all kinds of good frozen vegetable meals for dinner at good savings.

Famous little baby Le Suer peas freeze in a pouch with butter sauce. You cook the peas in butter sauce, not water. So they taste specially good.

Cauliflower in cheese sauce. Plump, white and tender. Frozen in a pouch with the Giant's smooth delicate cheese sauce.

Fancy vegetable casseroles, like Broccoli Amantine. Tender, cut broccoli and egg noodles in a rich sour cream sauce, topped with crisp sliced almonds. Frozen in a bake 'n serve tray.

Corn-on-the-cob. The Giant's famous Niblet Ears corn-on-the-cob, frozen by a special super-fast process to preserve the sweet, tender taste of fresh-picked corn-on-the-cob.

Bring your Green Giant favorites home to dinner. And save 2¢. Ho ho!



save 7¢

SAVE 7¢ on any Green Giant vegetable frozen in butter sauce



851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS

save 7¢

SAVE 7¢ on any Green Giant frozen vegetable frozen in butter sauce



851-12-1800/20 BOLLIS
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 851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS

GIANT SAVINGS (on his good things from the freezer)

save 7¢

SAVE 7¢ on any Green Giant vegetable frozen in cheese creamy sauce



851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS
 851-12-1800/20 BOLLIS

save 7¢

SAVE 7¢ on any Green Giant frozen Niblet Ears corn-on-the-cob



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