

Behold our beet

We see it first during the rains of spring. And we continue watching it as the sun of summer chills into autumn.

Here in Aunt Nellie's country, the beet is a crop to behold, every farming day. Planted and harvested several times throughout the season, it creates a never-ending patchwork

of green and red fields.

Aunt Nellie's looks on the beet with a fondness that shows in a dozen different ways.

Few crops receive such painstaking care. Planting is planned with an eye to row population, so no beet has to fight for soil nutrients. The fields are monitored for crowding, and the soil cultivated so the roots

attention the beets receive in the fields is echoed back in town. Like jewelers sorting diamonds, our graders' fingers skim over the beet tables, assuring you of nothing less than perfect spheres, slices, and wedges.

Though we use many high-tech testing procedures, when all is said and

done, we rely on high-touch experience. A perfect, purplish-red slice, held between thumb and forefinger, will snap crisply. No other response will suffice, because texture is essential to the final preparation.

And how these beets are prepared! Small rounds, and orange-segment wedges, and crisp slices either plank or crinkle-cut, are bathed in sauces ranging from lightly pickled to thick sweet-sour. Our recipes are made to enhance, and they're developed as carefully as the crop itself.

Aunt Nellie took a farm-family favorite and nurtured it to unsurpassed excellence. If you detect a deep respect and affection for our Ruby Reds, you're right.

And if you haven't tried our beets yourself, do so now. As with all Aunt Nellie's vegetables, when you taste them you'll understand our difference.



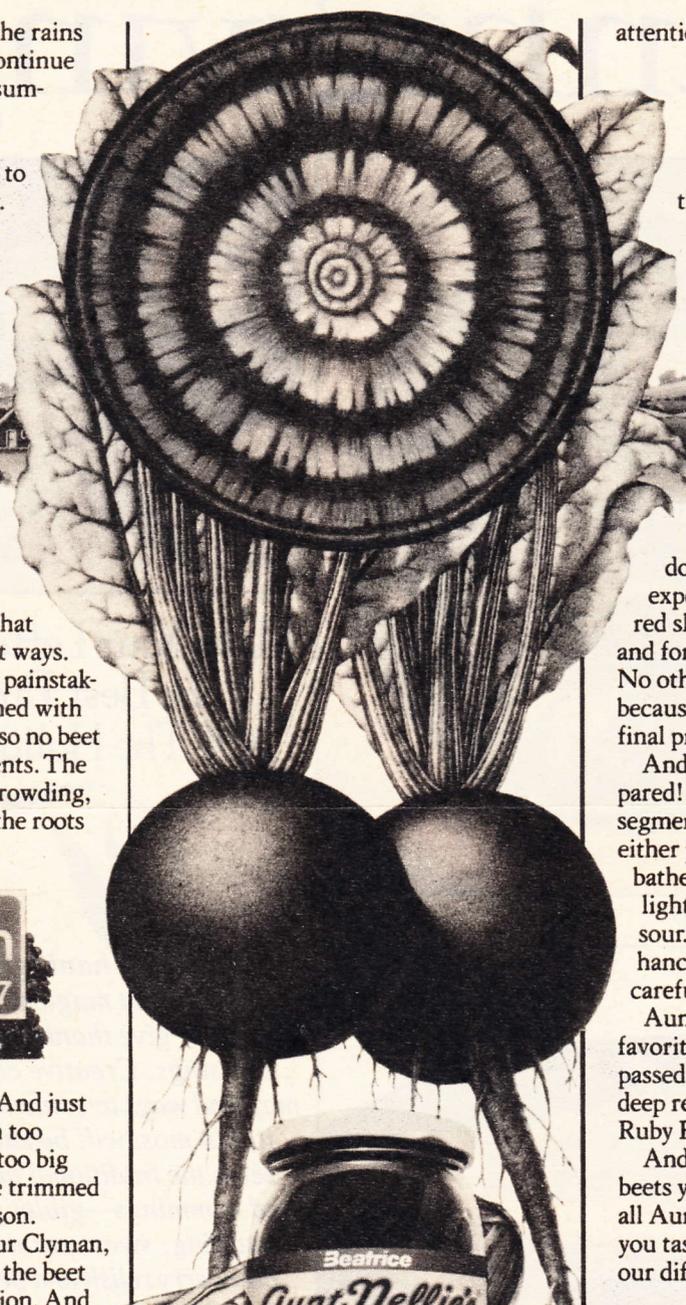
can expand and flourish. And just so the beets don't flourish too much—so they don't get too big and pulpy—the plants are trimmed mid-way through the season.

Yes, the folks around our Clyman, Wisconsin home do treat the beet with grandfatherly attention. And it's not just our field manager who has been farming

beets for 30 years. Our

crews are specially trained to care for beets. Teams have been known to take a 160-acre field in tow to weed it by hand. Beets need care. And they get it from Aunt Nellie's.

That's the only way to get 100% Fancy Grade beets. Of all the beets harvested throughout the land, only the very best are graded 100% Fancy. As with all Aunt Nellie's vegetables, this is the only grade accepted for her beets. And it's just the beginning. The same hands-on



OUR 100% FANCY



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Save 10¢
on any Aunt Nellie's canned or glass-pack vegetables.

You are authorized as our agent to allow 10 cents to this customer on the purchase of only one of the items specified in this coupon. We will reimburse you the face amount of this coupon plus 8 cents handling provided you and the customer have complied with the terms of this offer. Presentation for redemption without such compliance constitutes fraud. Invoices providing purchasing of sufficient stock of the items specified must be shown upon request. Cash value 1/20 of 1 cent. Customer must pay sales tax. Coupon good only in U.S.A. and void where prohibited, taxed and restricted.

Mail coupons for payment to Aunt Nellie's Farm Kitchens, P.O. Box 20339, El Paso, Texas 79998
OFFER EXPIRES: March 31, 1987.

10¢ If you can't pick the vegetables, pick Aunt Nellie's. 10¢

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