

# \$100,000 IN PRIZES

3057 CHANCES TO WIN!

5 THIRD PRIZES

Win  
**\$10,000**  
Cash  
(FIRST PRIZE)

Win  
**\$5,000**  
Cash  
(SECOND PRIZE)



Win a 1960 RAMBLER  
America's Most Imitated Car

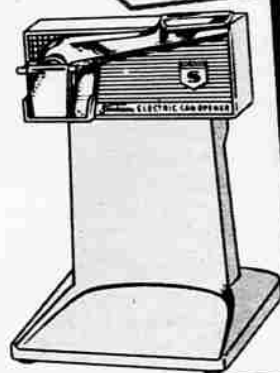
We're giving away five 1960 Rambler Super Cross Country Station Wagons, each equipped with Flash-O-Matic Transmission, transistor-powered radio and Weather Eye Heater.

Rambler is the Compact car. It's ahead by 10 years and 25 billion owner-driven miles. Only Rambler has the best of both—big car comfort, small car economy.

1550  
FOURTH  
PRIZES

Win a famous  
**Sunbeam**  
AUTOMATIC ELECTRIC  
CAN OPENER

Opens any can in seconds! Exclusive fingertip one-control action. All-new flip-up magnetic lid holder. Stainless steel cutting wheel. Abundant power and compact size! Regular retail value \$25.95.



1500  
FIFTH  
PRIZES

Win an Automatic  
**Sunbeam** ELECTRIC  
FRYPAN

Here's the original and genuine controlled even-heat automatic Frypan! Easy to wash—completely immersible with control removed. Easy-to-see Fryguide on handle! Sunbeam triangular-shaped heating element gives greater efficiency. \$19.95 value.



EASY TO ENTER  
HERE'S HOW: ▶

• Tell us in 25 additional words or less why Heinz Ketchup is Red Magic on foods and in cooking. Use blank below or your own paper. Mail entry with one neckband from regular Heinz Ketchup (14-oz. or Family-size), Hot Ketchup

or Chili Sauce to: Heinz Red Magic Contest, Box 157F, Mt. Vernon 10, N.Y. Entries must be postmarked by March 31, 1960 and received by April 10, 1960. Complete, official rules available at food stores everywhere.

Just complete this sentence (in 25 words or less):

Heinz Ketchup is Red Magic because ...

PLEASE PRINT

Mail with neckband from regular Heinz Ketchup (14-oz. or Family-size), Heinz Hot Ketchup or Heinz Chili Sauce to: Heinz Red Magic Contest, Box 157F, Mt. Vernon 10, N.Y.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



No other  
ketchup  
tastes like  
Heinz!

