



heavy Southern drawl. May be contacted only through business agents, World-Wide Celebrity Entrepreneurs, Inc.

Strummin' Joe Schaeffer: First baseman and long-ball hitter. Thirty homers in AAA league last year. Gets nickname from playing baseball's favorite musical instrument, the guitar. Specialized in flamenco music and has been praised by classical guitarist Andres Segovia.

Little Augie Lutts: Bonus baby and catcher. Was a big disappointment last season, batting only .298, but was named "salesman of the year" by the Wead Tobacco Company, which employs him during the off season.

—Parke Cummings

The Genie-us By JACK MARKOW



HEINZ BABY FOODS CONTEST... CELEBRATING NATIONAL BABY WEEK

WIN A SECOND HONEYMOON



• Fly TWA Superjet from New York. Enjoy 1st Class luxury and gourmet meals. Only 7 hours! You fly the finest when you fly TWA.

• Win a RENAULT, too—in addition to your "2nd Honeymoon" trip. Up to 40 miles per gallon, easy to drive and park. Over 800 U.S. dealers assure top service.

4 GRAND PRIZES!

Be one of four lucky couples to win de luxe, all-expense "Second Honeymoons" abroad!

- You'll live like millionaires for two full weeks—visiting London, Paris, the fabulous Riviera—while a Registered Nurse cares for your children at home!
- You'll fly 1st Class via TWA, THE SUPERJET AIRLINE, stay at world-famous hotels, dine in Europe's finest restaurants, be given your own new 1961 RENAULT Dauphine sedan to drive (and keep—with Heinz Baby Foods paying shipping charges back to the U.S.). All this plus \$200.00 cash to spend as you please!
- Enter this easy contest—you have every chance in the world to WIN!

TO
LONDON·PARIS
AND THE RIVIERA
PLUS
A NEW RENAULT
FOR YOUR VERY OWN!

884 PRIZES IN ALL!

It's easy, fun...read these helpful clues:

• All you do is jot down what you think your baby—if he could talk—would tell you about Heinz Baby Foods.

• For example, your baby would surely tell you that Heinz Baby Foods taste better... that they help him grow strong and healthy (because they're extra-rich in vitamins and minerals). Maybe he'd also know that doctors everywhere recommend Heinz Baby Foods... that Heinz Research helps guard his health day in, day out... and that Heinz Baby Foods are the only kind with handy screw-on caps on all varieties, including Meats and High Meat Dinners!

• Enter and WIN! Just complete sentence below, using space provided or plain paper. Mail entry, with your name and address and 6 (or 12—see BONUS offer) Heinz Baby Food labels or tops from Heinz Baby Cereals, to address on coupon. Entries must be postmarked by June 15, 1961. All entries become property of H. J. Heinz Co. Duplicate prizes in case of ties. Enter as often as you like—get extra blanks at your food stores.

10 SECOND PRIZES!



Magnificent Extravoice
HAMMOND ORGANS

• Completely new—with the special magic of Hammond's exclusive Extravoice! Rich, brilliant tone. Beautiful decorator styling. An instrument your whole family will enjoy!

20 THIRD PRIZES!



De luxe Filter-Flo
G. E. WASHERS

• General Electric's top model—with automatic cycle selection, automatic bleach dispenser, lighted push-key controls! Washes all fabrics lint-free. Extra-large 12-lb. capacity!

100 FOURTH PRIZES!



Automatic Electric-Eye
ARGUS CAMERAS

• New Autronic 35 color-slide camera! Electric eye automatically sets lens opening for light conditions, assures perfect pictures every time. Complete with flash and carrying case.

150 FIFTH PRIZES!



REGINA
Clean-up Teams

• Two prizes in one—famous Elektrikbroom lightweight vacuum cleaner plus separate electric floor polisher-scrubber! Perfect team for easy floor care.

600 SIXTH PRIZES!



De luxe Chrome
DORMEYER MIXERS

• 10 full power speeds! Detaches for portable use. Automatic beater release. Includes bowl, food grinder. Another Dormeyer appliance that belongs in your kitchen.

*BONUS

• All entrants sending 12 Heinz Baby Food labels (or tops from Heinz Baby Cereals) instead of the required 6 will receive—FREE—a coupon worth 20¢ on the purchase of Heinz Instant Baby Cereals or Heinz Baby Juices.

(TWA THE SUPERJET AIRLINE is a service mark owned exclusively by Trans World Airlines, Inc.)



**HEINZ
BABY
FOODS**

If my baby could talk, here is what he (she) would say about Heinz Baby Foods:

(complete in 25 additional words or less)

PLEASE PRINT

Mail entry with 6* Heinz Baby Food labels to: Heinz Baby Foods, Box 157D, Mt. Vernon, N.Y.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

STORE NAME _____

(where you buy Heinz Baby Foods)

Contest subject to rules on entry blanks available at food stores everywhere. Not valid where prohibited, taxed, or restricted.