

# Now Blue Boy® offers up to 10¢ a label.

Last year, thousands of non-profit organizations earned extra cash. Just by saving our labels.

In 1977, churches, schools, scouts and community service groups participated in Blue Boy's first Good Neighbor campaign.

They collected thousands of our labels and returned them to Blue Boy. And for every label saved, we gave them 5¢.

Now you can get more. Most Blue Boy labels are still worth 5¢. But, as a **SPECIAL BONUS**, you can earn 8¢ for all "Tiny Tin" 8 oz. size labels (the size preferred by singles and couples), and 10¢ for all regular-size Blue Boy green bean, wax bean, beet (in glass and cans), red cabbage and applesauce labels.


With so many delicious Blue Boy products to choose from, it's an easy way for your group to earn extra cash.

It's our way of lending your good group a helping hand.

Another good reason to buy Blue Boy, is garden fresh flavor. Blue Boy vegetables are grown in Upstate New York, and packed in cans with a special white plate lining.

Join in our Good Neighbor campaign. All non-profit organizations are eligible.

Just follow the coupon, fill it in, and mail it back to Blue Boy, along with our labels.

		
Most Blue Boy labels worth	All Blue Boy "Tiny Tin" (8 oz. size) labels worth	All Blue Boy green bean, wax bean, applesauce and beet labels worth
<b>5¢</b> each	<b>8¢</b> each	<b>10¢</b> each
No. _____ of 5¢ labels enclosed.	No. _____ of 8¢ labels enclosed.	No. _____ of 10¢ labels enclosed.

Mail to: **Blue Boy Good Neighbor Campaign**  
P.O. Box 22689, Rochester, N.Y. 14692 C-J

Name of organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Tax Exempt No. \_\_\_\_\_

All labels must be postmarked no later than Dec. 31, 1978. Blue Boy will forward a check as our contribution to your group's activities.

Good vegetables  
from good neighbors.

