

You are under no obligation, no commitment, ever. You can suspend or cancel the program anytime and still keep your special FREE GIFT, to enjoy forever with our best wishes.

Please refer to your Free Gift Certificate. You will see eight stamps on it, six of which feature different popcorn canister designs, and two which refer to "Butter-Flavored" or "Natural-Flavored" popcorn.

Choose the one popcorn canister of your choice and tell us whether you prefer "Buttered" or "Natural-Flavored" popcorn from the remaining two stamps. Remove the stamps of your choice and affix them according to your desire. (Of course if you prefer, you can phone in this information directly by calling our Toll-Free number, 1-800-722-9235.)

In any event, please do not delay. This exclusive introductory invitation to try MOVIE TIME Microwave Popcorn in your home — and to receive a FREE GIFT — is available at the guaranteed price only if you act quickly.

We may not be able to accommodate you with this same offer at a later date, if ever. So why not mail your Free Gift Certificate right now? Your FREE DECORATOR POPCORN CANISTER awaits your prompt decision!

Yours,



James D. Watkins  
President and Chief Executive Officer  
Golden Valley Microwave Foods, Inc.

P.S. If you are undecided about ordering, please read the handy (and helpful) Q/A guide inside. You will find it extremely valuable in answering any questions you may have.



# FREE POPCORN

We invite you to enjoy a FREE sample bag of  
the world's most delicious gourmet microwave popcorn  
—MOVIE TIME™—  
which we have enclosed for you to try without  
cost or obligation.

In addition, we invite you to accept  
a FREE DECORATOR POPCORN CANISTER of your choice  
just for agreeing to try a single shipment of  
MOVIE TIME popcorn in your home for 14 days.

(you'll love it, guaranteed.)

Dear Fellow Popcorn Lover,

Go ahead. Be our guest.

Pop it. Taste it. Enjoy it. Judge it.

It's FREE!

Your own personal Free-Sample bag of MOVIE TIME Microwave Popcorn is right here in this package. Why not pop it in your microwave right now and try it yourself?!

over, please

And with your FREE popcorn comes this exciting invitation to receive MOVIE TIME Microwave Popcorn in your home on a regular basis.

Direct by mail. At a guaranteed low price. Every month or every other month, as you wish.

And just for saying "yes" to an initial order of MOVIE TIME popcorn, we'll send you a FREE DECORATOR POPCORN CANISTER of your choice, yours to keep forever with our compliments, as a special introductory gift to you.

Now let me fill you in on the details.

As a connoisseur of fine foods, you have been chosen as one of a select few to receive a FREE sample of MOVIE TIME Microwave Popcorn — and to receive this special invitation to join other gourmet lovers who regularly bring MOVIE TIME popcorn into their homes, conveniently by mail.

If you accept our offer, you agree ONLY to "try" this delicious microwave popcorn in your home for 14 days. Nothing more.

Specifically — by accepting our invitation — we will send you, immediately, 24 bags of MOVIE TIME Microwave Popcorn at a special direct-to-you low price of \$13.95, plus shipping and handling. You will also be given the opportunity to enjoy subsequent shipments of popcorn on a regular monthly or bimonthly basis.

Included with your initial shipment will be a lovely — and extremely valuable — DECORATOR POPCORN CANISTER of your choice, which is yours to keep forever as a FREE GIFT.

When you receive your first order, please feel free to sample your popcorn to your heart's content. Share a bag with your spouse or kids. Pop another and let your friends or co-workers enjoy. Microwave still another bag for a late-night snack, while watching TV, a movie, or reading a book. Each bag pops to a full 2 quarts, and you are under no obligation.

If you decide — for any reason — that this isn't the greatest popcorn you've ever tasted, just return whatever unused bags you have and we'll issue you an immediate and full refund. You keep your gift and that's that. No more shipments!

If however, you want to continue receiving popcorn on a regular basis — if you are a true popcorn aficionado as I am — then simply prepay the invoice for your next shipment by check or

money order (credit card buyers will automatically be invoiced), and you will automatically receive another 24 bags of MOVIE TIME Microwave Popcorn as agreed, monthly or bimonthly.

Thereafter, you will receive shipments according to your preference — and always at the same guaranteed price, no matter what.

Each will come on a 14-day approval, during which time you can send back any number of unused bags for a prorata refund on that shipment. Suspend or cancel the program ANYTIME simply by writing or calling the company Toll-Free, 1-800-722-9235.

Really, nothing could be easier or more convenient. And nothing really, could be better for you. Consider . . .

Popcorn is nutritious. Popcorn is low in calories. Popcorn energizes the body. Popcorn helps supply the vital "bulk" or "roughage" needed to maintain proper digestion and good health!

And popcorn's high fiber content has earned recommendations from both the American Cancer Society and the National Cancer Institute. It's also included on the American Dental Association's list of sugar-free snacks.

But what really makes popcorn — or any other food enjoyable — is taste. And once you've tasted gourmet MOVIE TIME Microwave Popcorn, you'll be hooked!

Big, fluffy, golden kernels of popcorn. Just the right amount of salt, the perfect blend of seasonings. Every kernel carefully inspected for quality, for freshness, for firmness. Vacuum-sealed in moisture-proof packs to lock in freshness and ensure extraordinary shelf-life.

Yes, this is microwave popcorn at its very best — like none you have ever tasted before. MOVIE TIME!

Enjoy it as a mid-morning or mid-afternoon snack, as an appetizer, late at night, after a workout, while watching TV, having a drink, playing cards, at parties, backyard picnics, with your family, while listening to music . . . OR JUST BECAUSE. There's no end to the occasions when MOVIE TIME Microwave Popcorn is just right. You can even serve it as a light lunch or dinner, it's that good, that nutritious, that fulfilling!

Why not see for yourself how truly delicious it is? Start now by trying your sample bag enclosed. Then return your Free Gift Certificate (or call Toll-Free) and we'll send you your initial 24 bag shipment — and FREE DECORATOR POPCORN CANISTER — immediately.