

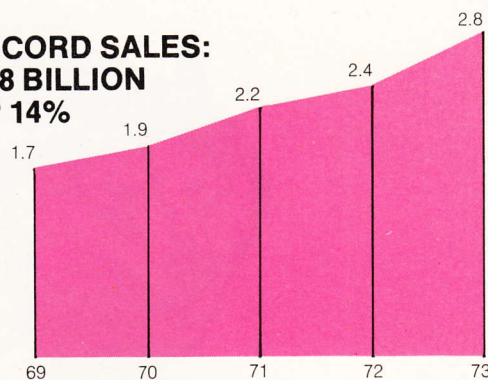
Beatrice celebrates 21 beautiful years

Beatrice Foods Co.

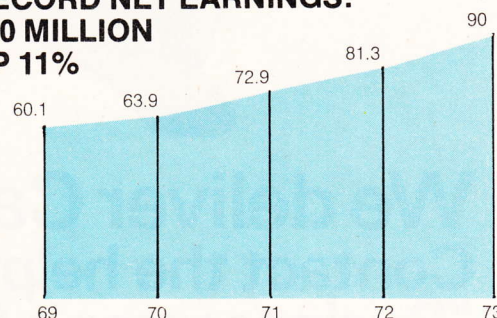
Sales, net earnings and earnings per common share increased for the 21st consecutive year as Beatrice achieved all-time highs in virtually every phase of domestic and international operations.

The fourth quarter of the fiscal year, ended February 28, 1973, was the 84th consecutive quarter in which sales, earnings and earnings per share exceeded those of the same period of the previous year.

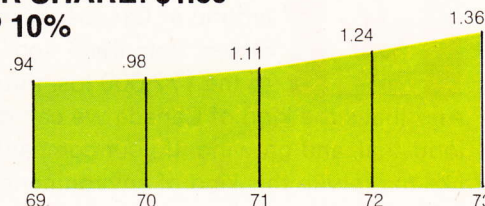
RECORD SALES: \$2.8 BILLION UP 14%



RECORD NET EARNINGS: \$90 MILLION UP 11%



RECORD EARNINGS PER SHARE: \$1.36 UP 10%



If you'd like to know more about Beatrice, just ask for a copy of our 75th annual report. Write: Treasurer, Beatrice Foods Co. Department T, 120 South LaSalle Street, Chicago, Illinois 60603.