

Enter the



# SWEEPSTAKES

**Help to commemorate the Iditarod Trail  
...and the spirit which it exemplifies!**

Many of us can just dream about mushing down the Old Iditarod Trail as we follow the daily progress of the race 'till the trail's end...when the last musher has crossed the finish line in Nome.

The Iditarod Trail International Sled Dog Race doesn't just happen. It is the result of many long hours of dedicated work

of hundreds of volunteers all along the Iditarod Trail from Anchorage to Nome...and, their loyal supporters across the breadth of the State.

Now you, too, can take part in this uniquely Alaskan experience!

## 5 1st PRIZE WINNERS

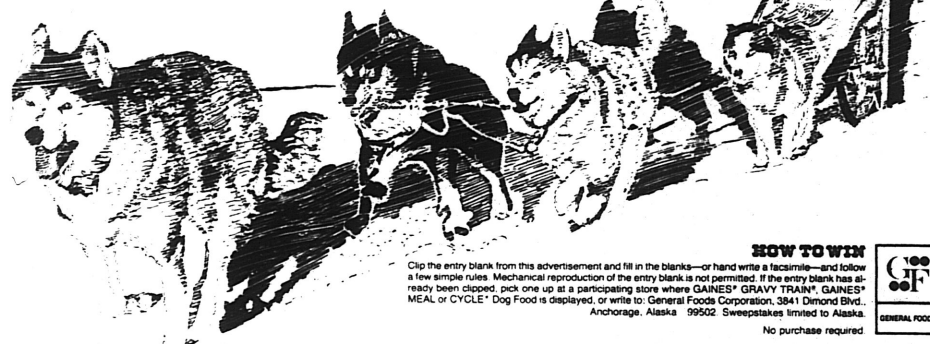
(Approx. retail value of each, \$365.00 plus value of donation.)

- Will become "HONORARY IDITAROD MUSHERS" - the makers of GAINES' GRAVY TRAIN®, GAINES' MEAL AND CYCLE® will donate \$200.00 in the name of the winner to the Iditarod Trail Committee, Inc. The Committee will give public recognition to the winner for his donation and present him with one of the numbered, limited edition "Honorary Iditarod Musher" plaques from the series by Alaskan artist Bill Devine. Plaques are etched in marble and feature each year's Iditarod Trail race winner and his dogs.
- Will be given a 1 year's Membership to the Iditarod Trail Committee...and enjoy all of its privileges. Vote for the board of directors. Keep up with developments during the year through the "Iditarod Runner" monthly newsletter. And, wear the official Iditarod patch.
- Will be given a 1 year's supply of GAINES' Dog Food. Winner can choose between 20 50-lb. bags of GRAVY TRAIN® or GAINES' MEAL, or a combination of CYCLE® Dry and Can products suited to the nutritional needs of his dog. 24 25-lb. bags in crunchy nuggets and 12 cases in meaty chunks. (Winner may choose to receive a year's supply of TANG Brand Instant Breakfast Drink—9 cases of 27-oz. jars—if he does not own a dog.)

## 25 2nd PRIZE WINNERS

(Value of each, \$45.00.)

- Will receive a 1981 Commemorative IDITAROD BELT BUCKLE. Distinctive brass buckle designed by noted Iditarod Artist Jon Van Zyle, numbered.
- Will be given a 1 year's Membership to the Iditarod Trail Committee with all of its attendant privileges, including a year's subscription to the "Iditarod Runner" monthly newsletter, membership card and the official Iditarod patch.



### HOW TO WIN

Clip the entry blank from this advertisement and fill in the blanks—or hand write a facsimile—and follow a few simple rules. Mechanical reproduction of the entry blank is not permitted. If the entry blank has already been clipped, pick one up at a participating store where GAINES' GRAVY TRAIN®, GAINES' MEAL or CYCLE® Dog Food is displayed, or write to: General Foods Corporation, 3841 Diamond Blvd., Anchorage, Alaska 99502. Sweepstakes limited to Alaska.

No purchase required



### OFFICIAL ENTRY BLANK

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zip \_\_\_\_\_ Tel No. \_\_\_\_\_

**HOW TO ENTER/RULES**

1. Fill out official entry blank or write your name and address on a 3" x 5" card or paper.
2. Mail your entry blank or handwritten facsimile, together with the word "CYCLE" or the words "GRAVY TRAIN" or "GAINES MEAL" cut from a label or bag of GAINES' CYCLE® Dog Food or from a bag of GRAVY TRAIN® or GAINES' MEAL Dog Food, or the name "CYCLE" or "GRAVY TRAIN" or "GAINES MEAL" handwritten on a plain piece of paper to: General Foods Corporation, 3841 Diamond Blvd., Anchorage, Alaska 99502.
3. Enter as often as you wish, but each entry must be mailed in a separate stamped envelope. Mechanical reproduction of entry blank is not permitted.
4. All entries must be received by midnight March 22, 1981.
5. Names of all winners will be drawn by a sanctified Notary Public on March 30, 1981. Winners will be notified by mail. Prizes are transferable, but not redeemable for cash.
6. All prizes will be awarded. Additional drawings will be made if prizes are not claimed.
7. Each of the 5 1st prizes consist of: General Foods Corporation will donate \$200.00 in the name of the winner to the Iditarod Trail Committee, Inc. who in turn will present the winner with an "HONORARY IDITAROD MUSHER" limited edition plaque, etched in marble, from the Iditarod Champions Series by Alaskan artist Bill Devine; 1 year's

paid up membership to the Iditarod Trail Committee with its attendant privileges, official Iditarod patch and year's subscription to the "Iditarod Runner" monthly newsletter; and, a year's supply of GAINES' GRAVY TRAIN, GAINES' MEAL or CYCLE® Dog Food. Winner's choice between 20 50-lb. bags of GRAVY TRAIN or GAINES' MEAL, or 24 25-lb. bags of CYCLE® and 12 cases of CYCLE® in cans (winner may substitute 9 cases of 27-oz. jars of TANG Brand Instant Breakfast Drink if he does not own a dog); approx. retail value of each 1st prize, \$365.00 plus value of donation.

Each of the 25 second prizes consists of One 1981 Commemorative Iditarod Belt Buckle, and a 1 year's membership to the Iditarod Trail Committee, Inc. with attendant privileges, official Iditarod patch and 1 year's subscription to the "Iditarod Runner" monthly newsletter.

8. Value of each 2nd prize, \$45.00.
9. Only one prize to a person.
10. There are no predetermined winners. Your chances of winning are dependent on the actual number of entries received.
11. Participation limited to Alaska. Employees of General Foods Corporation, or any of its advertising agencies and judging staff and their families are not eligible.
12. Federal, state and local taxes, if applicable, are to be paid by the winner.
13. There are no warranties of the prizes for merchandise awarded hereunder except as expressly set forth and provided by the manufacturer of the merchandise. General Foods Corporation hereby disclaims all warranties, including the implied warranty of fitness for a particular purpose on all merchandise not manufactured by it.
14. No purchase is required.