



Iditarod Trail SWEEPSTAKES



Win an Arctic Adventure for Two ... In Nome and Kotzebue!

- Cheer the mushers across the finish line of the 1980 Iditarod Trail International Sled Dog Race!
- Attend the Mushers' Banquet!
- Join in the festivities of the Nome Iditarod Carnival...parades, races, dances, etc.!
- Cross the Arctic Circle to Kotzebue!
- Take a dog sled ride...snowmobile over the Bering Sea...visit the Living Museum of the Arctic!
- Fly Wein Air Alaska from Anchorage to the

legendary gold rush town of Nome, then on to Kotzebue the second largest Eskimo village in the state, and return to Anchorage!

- Hotel accommodations: 4 nights at the Nugget Inn in Nome, and 2 nights at the Nul-luk-vik Hotel in Kotzebue!
- \$400. for meals and incidentals. Value of trip, \$1,250.

An exciting week—7 days and 6 nights—filled with new experiences steeped in the tradition that is, Alaska!



HOW TO WIN

All entries must be received by midnight February 17, 1980 to be eligible for drawing on February 25th. Here is all you need do. Fill out the entry blank in this advertisement, or an official entry blank which is available in all participating stores, or write your name and address on a 3"x5" card or paper. Mail your entry blank together with either the words "GRAVY TRAIN" or the word "CYCLE" cut from a bag of GAINES® GRAVY TRAIN® Dog Food or from a label or a bag of GAINES® GRAVY TRAIN® Dog Food, or the name "GRAVY TRAIN" or "CYCLE" handwritten on a plain piece of paper, to: General Foods Corporation, 3841 Dimond Blvd., Anchorage, Alaska 99502. Sweepstakes limited to Alaska.

No purchase required.

Ask for your FREE "Old Iditarod Trail" 1980 calendar where you buy your GAINES® GRAVY TRAIN® and CYCLE® Dog Foods. Offer good while supplies last.



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"x5" card or paper.
2. Mail your entry blank or handwritten name and address, together with the word "CYCLE" or the words "GRAVY TRAIN" cut from a label or a bag of GAINES® CYCLE® Dog Food or cut from a bag of GAINES® GRAVY TRAIN® Dog Food, or the name "CYCLE" or the name "GRAVY TRAIN" handwritten on a plain piece of paper, to: General Foods Corporation, 3841 Dimond Blvd., Anchorage, Alaska 99502.
3. Enter as often as you wish, but each

- entry must be mailed in a separate stamped envelope.
4. All entries must be received by midnight February 17, 1980.
5. The name of the winner will be drawn by a blindfolded Notary Public on Feb. 25, 1980. Winner will be notified by mail. Prize is transferable, but not redeemable for cash.
6. Prize: 7 Day/6 Night trip for 2 to Nome and Kotzebue via air from Anchorage. As trip must be taken to coincide with the Iditarod Trail International Sled Dog Race completion by winner, tentative departure is scheduled for March 14 and return March 20, 1980.

- In addition to RT air passage, prize includes accommodations in Nome March 14-17 at the Nugget Inn, and in Kotzebue March 18 & 19 at the Nul-luk-vik Hotel; admission to the Mushers' Banquet in Nome, and the Living Museum of the Arctic in Kotzebue; a dog sled ride, and a snowmobile ride over the Bering Sea from Kotzebue; plus, \$400.00 for meals and incidental expenses. Total value of trip: \$1,250.00.
7. There is no predetermined winner. Your chances of winning are dependent on the actual number of entries received.
8. The name of the winner will be mailed to anyone requesting same by writing to General Foods Corporation, 3841 Dimond Blvd., Anchorage, Alaska 99502 prior to February 28, 1981.
9. Participation limited to Alaska. Employees of General Foods Corporation, or any of its advertising agencies and the judging staff and their families are not eligible.
10. Federal, state and local taxes not included in the package, if applicable, are to be paid by the winner.
11. No purchase required.

NOB 80610

