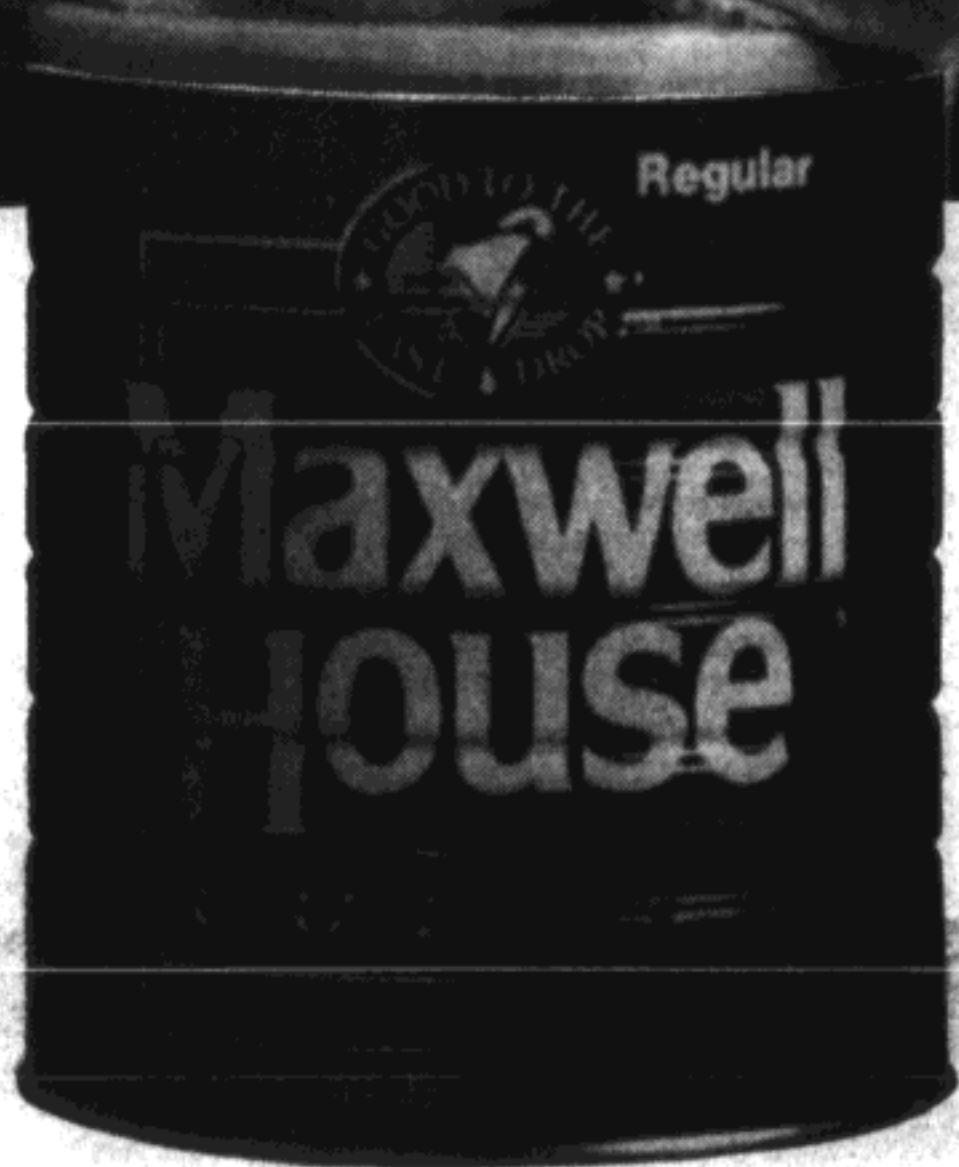


*"I work hard. I train hard. But I know how to relax, too. Simple pleasures. Honest pleasures. Like a good cup of Maxwell House coffee."*



# Big Blue. Big Flavor.

You don't have to be an Iditarod Musher to enjoy the flavor of Maxwell House®.

Next time you reach for coffee, make sure it's in a big blue can. Make sure it's Maxwell House®. The official coffee of the 1989 Iditarod, and Joe Redington Sr.

**\$100**
Store Coupon
**\$100**

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**on 3 lb. Maxwell House® Ground Coffee**

To the retailer: General Foods Corporation will reimburse you for the face value of this coupon plus \$4 if submitted in compliance with General Foods Corporation Redemption Policy C-1, incorporated herein by reference. Valid only if redeemed by retail distributors of our merchandise or anyone specifically authorized by General Foods Corporation, P.O. Box 103, Kansas, IL 60902.

This coupon good only on purchase of product indicated. Any other use constitutes fraud. Cash value 1/20 cent, non-transferable.

Coupon expires June 30, 1989. LIMIT—ONE COUPON PER PURCHASE.



**\$100**

General Foods Worldwide Coffee and International  
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Maxwell House® salutes Alaska and 30 years of statehood.