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How to work your way to the back of the pack.

Mushing is nothing new to Alaskans. It's been an important mode of transportation for centuries, and has now become a growing international sport. There is really no special time or place for mushing in Alaska, but in early spring the excitement seems to build as the big names of dogsled racing gather for Alaska's championships.

Among those special names is a familiar one not heard often lately — Leo Kriska. In 1961, the world champion musher. In 1962, a man with only five dogs left from his victorious team — the other nine dead from frozen lungs and lacerated feet when Leo pushed them to the rescue of a

neighbor couple suddenly stricken ill. Last year, Leo came back to the championships after ten long years. He came back under Humble sponsorship. And this year he'll be racing for Humble again.

This year there's another new member on the Humble mushing team: Donna Bruce, our gal in the lineup for the women's world championship. Like Leo, Donna has come a long way. From Laconia, N.H., with three dogs of her original team, and a lot of spirit. To the racing trails and hard-working teams of Alaska.

Diverse as they seem, these two Humble racers have the most important things in common: they're eager to compete, aching to win. We're glad that we've helped to give them that chance. Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing more.



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