

HikaNation

features a

PHOTOGRAPHY CONTEST

Sponsored by

POSTUM
GRAIN BEVERAGE

Natural Like the

Great Outdoors!

To dramatize the need for more — and better — hiking trails, hikers are currently walking the 4,500 mile route from San Francisco to Washington, D.C. Why not discover Postum instant grain beverage while you rediscover America? Capture our country's beauty on film and if your entry is selected as a winner you can win one of the following prizes:

- | | |
|---|--|
| 1st Prize:
(10 to be awarded one per state) | Top quality goose down sleeping bag with a maximum retail value of \$175. |
| 2nd Prize:
(10 to be awarded one per state) | Top quality backpack, your choice of style, color, size with a maximum retail value of \$80. |
| 3rd Prize:
(10 to be awarded one per state) | Camper's cooking set with a maximum retail value of \$50. |
| GRAND PRIZE:
(1 to be awarded) | Your choice of a 35mm SLR camera with a maximum retail value of \$500. |

OFFICIAL RULES

Here is how to enter:

1. Take a snapshot of a naturalistic setting. Your snapshot may depict any element(s) of a naturalistic setting; however, human beings cannot be depicted in your snapshot. Your picture may be taken with any brand of camera, may be a color or black/white print no larger than 8" x 10". Do not submit contact sheets, negatives, slides or transparencies. All entries become the exclusive property of General Foods Corporation and **NONE WILL BE RETURNED**. Your entry in this contest constitutes permission for General Foods Corporation to use your entry photograph in any advertising, publicity or promotion events of the Company without further consideration or payment to you.
2. On a plain piece of 3" x 5" paper, hand print your name, address, and mail it with your snapshot along with the location of the photo view and a label from any size jar of POSTUM® instant grain beverage to POSTUM® HikaNation® photo contest, P.O. Box 9446, Blair, Nebraska 68009. You may enter as often as you wish, but each entry must be mailed separately. Each entry envelope must note on its face the name of the state where the photo was taken. This contest is open only to residents, eighteen years of age or older at the time of entry, of the following states: Utah, Colorado, Kansas, Oklahoma, Arkansas, Missouri, Illinois, Kentucky, Virginia, and West Virginia. You must be a resident of the state where your photo submission was taken.
3. Entries received will be judged under the supervision of the D. L. Blair Corporation, an independent judging organization, whose decisions are final, based on the following criteria: visual effectiveness (appeal, creativity, originality) — 40%; appropriateness of subject matter to naturalistic theme — 40%; technical ability — 20%. All photos must have been taken after June 1, 1980.
4. All entries must be received by June 15, 1981. All state winners and the grand prize winner will be announced on July 4, 1981. There will be one grand prize winner awarded from all entries received. There are ten first prize winners (one for each state), ten second prize winners (one for each state), and ten third prize winners (one for each state). Taxes on the prizes are the sole responsibility of the prize winner. No substitution of prizes is permitted. Limit one prize per family. All prizes will be awarded. In case of a tie, duplicate prizes will be awarded.
5. This contest is void where prohibited by law. Professional photographers, employees of General Foods Corporation, its affiliates, subsidiaries, advertising agencies, the employees of D. L. Blair Corporation, the employees of Backpacker Magazine, the employees of Carl Byoir & Associates, the employees of the American Hiking Society, and the families of each, are not eligible. All Federal, State and local laws and regulations apply to this contest.

HikaNation is co-sponsored by the American Hiking Society and the Department of the Interior
Postum is a registered trademark of General Foods Corp., White Plains, NY 10625.

From: Robert C. Noble
Carl Byoir & Associates, Inc.
380 Madison Avenue (212) 986-6100
New York, New York 10017

For Immediate Release

Contact: Rhoda Kaufman, Assistant Manager
Corporate Communications
General Foods Corporation
(914) 683-2404

CROSS-COUNTRY PHOTO CONTEST

FOCUSES ON GREAT OUTDOORS

Amateur photography buffs and nature lovers in 10 states will have plenty to snap, click and flash about during a special photo contest sponsored by Postum instant grain beverage in connection with HikaNation, a coast-to-coast hike currently being conducted by the American Hiking Society.

The 10 states are the last ones through which a core group of some 50 hikers will have traveled during the HikaNation trek, which is scheduled to reach Washington, D.C. in the spring of 1981. The 10 include: Utah, Colorado, Kansas, Oklahoma, Arkansas, Missouri, Illinois, Kentucky, Virginia and West Virginia. Residents of these states are eligible to submit photographs of naturalistic settings -- without any human subjects. The photo must be taken in each photographer's home state.

There will be three prizes awarded in each state and an overall grand prize of a 35mm SLR camera, valued up to \$500 at retail, to be selected by the winner. At the state level, first prize will be a top quality goose-down sleeping bag with a retail value of about \$175. Second prize will be a top-grade backpack, with a store value of up to \$80, to be chosen by the winner. Third prize will be a camper's cooking set, carrying a maximum retail value of \$50.

The makers of Postum are sponsoring the HikaNation project to help the American Hiking Society focus public attention on the need for more and better trails throughout the country. The photo contest is their way of inviting those who may not be able to hike from coast to coast to participate by capturing some of America's outdoor beauty on film.

Those interested in entering the contest should mail a self-addressed stamped envelope to Photo Contest, P.O. Box 7127, Blair, Neb. 68009. A complete set of rules and related details will be returned in the mail.

All photo entries must be received by June 15, 1981.

HIKANATION update

HikaNation features a PHOTOGRAPHY CONTEST

To dramatize the need for more - and better - trails, hikers are currently walking the 4,500 mile route from San Francisco to Washington, D.C. POSTUM instant grain beverage is sponsoring a photography contest during the Hika Nation event with first thru third prizes awarded in each of ten states through which the hikers pass. You are invited to enter this contest. Capture our country's beauty on film and if your entry is selected as a winner you can win one of the following prizes:

1st prize (ten to be awarded - one per state): Top quality goose down sleeping bag with maximum retail value of \$175.

2nd prize (ten to be awarded - one per state): Top quality backpack, your choice of style, color, size with a maximum retail value of \$80.

3rd prize (ten to be awarded - one per state): Campers cooking set with a maximum retail value of \$50.

GRAND PRIZE (one to be awarded): Your choice of a 35 mm SLR camera with a maximum retail value of \$500.

For a copy of the official rules in POSTUM's photography contest, write Ann Burnsed, Rt. #3, Box 182, Shawnee Oklahoma 74801 or call 405-273-2092.

Marika Matyus, Gomer Pyles and Kurt Burke like this.



Keith Wright It was not me or Linda.

August 10, 2013 at 11:25pm · Like



Julie Whittaker I've been hoping someone would post the answer to this question. It may have been my mother 'Butch' as I found a broken link to an old Postum site that seemed to be for a photographic essay associate with her name. I wish she could answer a question, but sadly she no longer speaks.

August 31, 2013 at 6:23pm · Like



William Ewart Julie, Unfortunately I missed downloading this story about "Butch" when it was on-line: Basecamp's Women's Page: Susan "Butch" Henley :

http://www.bpbasecamp.com/.../profiles/proarchs_butch.shtml

August 31, 2013 at 9:13pm · Like



William Ewart I posted the contest photo to Postum's facebook page to see if anyone there knows who the winners were:

<https://www.facebook.com/postumgoodness>

August 31, 2013 at 9:22pm · Like



Julie Whittaker Thanks, William, I've tried the link but get an oops message. 😞

September 1, 2013 at 9:57am · Like



Keith Wright I was wrong. I just got a chance to ask Linda about it and now I remember. It was Linda Hull (Wright) before we were married. She recieved a sleeping bag as the prize, which we gave to one of my brother-in-laws at the next Christmas. (With all of the sleeping bags we had on Hikanation and before and after that was all we needed was another sleeping bag.) As a matter of fact, except for the first sleeping bags we each carried at the beginning of Hikanation, we still have and use the others!

September 1, 2013 at 12:41pm · Like



William Ewart Excellent...thanks for the update Keith.

September 1, 2013 at 1:25pm · Like



GENERAL FOODS CORPORATION / 250 North Street, White Plains, N.Y. 10625

August 27, 1981

Ms. Linda Hull
10 Park Avenue
Danbury, CT 06810

Dear Ms. Hull:

CONGRATULATIONS! We are pleased to announce that you are the 1st Prize Winner in the POSTUM HikaNation Contest. The prize you have won is a Mesa II Goose Down Sleeping Bag.

We will proceed to make arrangements to have your prize shipped directly to you at the address indicated above. However, if you wish to have your prize shipped elsewhere, please advise us immediately.

It will take approximately sixty (60) days for your prize to arrive. If you have not received it by then, please notify me directly, referring to the name of the contest and your prize.

It is not possible to substitute another prize, or cash, for the prize you have won. Prizes can be awarded only as indicated in the contest rules. Tax liability on any prize is to be the responsibility of the prize winner.

On behalf of General Foods, we thank you for entering this contest and hope that you will enjoy your prize.

Cordially,

Karen J. Goyette

Karen J. Goyette
Promotion Coordinator
GENERAL FOODS CORPORATION

KJG/emk

