

A Challenging
Game of Skill
for the
Whole Family

Win \$100,000 in the

Beatrice

TREASURE HUNT

Everyone
is a
Winner

Step I: Enter the World of Beatrice

This Treasure Map has 10 Beatrice products hidden from view.

Look closely, you'll find some spelled out and others pictured for you. Write your answers on the Official Entry on Page 3.



Now you're
ready for
Step II.

Turn the page
and unravel
the clues.



WIN

The Grand Prize Of

\$100,000 IN GOLD!

plus up to an additional \$25,000 BONUS PRIZE

To enter, you will need to complete Steps I, II, III & IV, and write your answers on an official entry form. Enclose with your entry, three proofs-of-purchase from Beatrice products.

Enter the World of Beatrice Treasure Hunt Contest...It's a game of skill that will challenge you and your whole family as you join the search for the hidden Beatrice products in the magical Treasure Map, and then, unravel the secret clues to reveal where we have hidden \$100,000 in golden treasure.

\$25,000 BONUS: If you are the grand prize winner, you will receive

an additional \$1,000 for every proof-of-purchase, over three, you submit with your entry, up to 25.

STEP I: Find the 10 Beatrice products hidden in the map on page one. Write your answers on the official entry on page 3.

STEP II: Here are 12 riddles which are the clues you must solve. Some are easy, others are a little more challenging. The answers to all can be found on the labels of the Beatrice products revealed in each clue. Each answer is a number. When you have solved the riddle, write the number in the space provided next to the clue.

1.

EVERY GREAT JOURNEY BEGINS
AT THE START.
AND SOUP WITH A MEAL DOES
MORE THAN ITS PART.
Soup Starter's fixin's
will feed quite a group.
How many servings per
container of soup?
Take this number
and add two. _____

2.

PETER PAN'S HERE.
HE'S CALLING TO YOU.
HE HOLDS IN HIS HAND,
A JAR WITH A CLUE.
The answer is simple,
he wants you to count.
First ingredient letters,
now write that amount. _____

3.

ANYONE'S HUNGER CAN LEAD
TO A SANDWICH.
BUT, A TASTE FOR ADVENTURE
CALLS FOR A MANWICH.
For the best sloppy joe
that ever you had,
Name the only ingredient
that you must add. _____

Count letters

4.

FOR JUICY FRIED CHICKEN,
THAT'S CRISPY AND LIGHT,
USE 100% ALL NATURAL WESSON
WHEN YOU COOK TONIGHT.
You will learn a
healthy lesson.
When you count what's
not in Wesson.
Count the statements,
then multiply by seven. _____

5.

AT BREAKFAST TIME,
UNCOVER A CLUE,
WITH HALF THE FAT,
IT'S BETTER FOR YOU.
Discover why Sizzlean
makes more sense.
Tally the letters
beneath 50 percent. _____

6.

OUR LITTLE SWISS MISS
IS AS SWEET AS CAN BE.
BUT WHY SHE'S SO SWEET
IS A MYSTERY.
Her Sugar Free Cocoa
can't be beat.
But tell us why it
tastes so sweet.
Count the letters and
subtract three. _____

7.

IN TREASURE HUNT'S
DON'T WASTE TIME,
AND TOMATO PASTE
JUST DOESN'T RHYME.
Once you taste it,
you'll be sold.
Look for the clue
in the seal of gold. _____

Count letters

8.

HERE'S A CLUE FOR A BRAND
YOU'LL ENJOY.
THE ANSWER TELLS WHY
YOU LA-LA-LOVE LA CHOY.
It's a basic ingredient,
on that we'll agree.
Under the Soy Sauce,
count the letters you see,
then subtract two. _____

9.

TROPICANA FOR BREAKFAST,
IT'S MOST OFTEN POURED.
BUT ANYTIME OF DAY,
IT'S A GOLDEN REWARD.
Tropicana's purity rates
a top score.
Take that number,
divide by four,
then subtract fourteen. _____

10.

BY ANSWERING THIS
QUESTION,
YOU'LL BE SITTING
PRETTY...
The home of Fisher
Nut Company,
Is in which
Twin City? _____

Count letters

11.

ONCE YOU START EATING
YOU WON'T WANT TO STOP.
THE SNACK THAT COMES FROM
THE KING OF THE POP.
His Popping Corn name is
known near and far.
It's under his picture,
which graces the jar.
Count the letters,
then subtract two. _____

12.

HERE'S YOUR LAST CLUE ON YOUR
QUEST FOR THE TREASURE.
THE ANSWER REVEALS THE
BROWN 'N SERVE PLEASURE.
Two words on the package tell
why there's less wait.
For Brown 'N Serve sausage
to arrive on your plate. _____

Count letters

STEP III: Each number above represents a letter of the alphabet. Use the alphabet decoder below to convert your clue answers to letters. Each number has a corresponding letter. Take each number, convert it to a letter and write it in the boxes below.

STEP IV: Don't quit now; you have almost solved the mystery. Unscramble the letters to reveal the location of the treasure. The answer is a twelve-letter phrase, two or more words. Blank spaces do not count as letters. You'll find it's tougher than it looks, no doubt, as Treasure hunters through the ages have found out. Write your answer on the official entry blank at the top of the next page.

3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

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If you are one of the lucky few who have made it all the way, mail your answer and 3 proofs-of-purchase without delay.

Beatrice

Treasure Hunt

Earn up to a \$3.00 cash refund.

Beatrice

Official Refund Entry Form

Mail to: Beatrice Treasure Hunt
P.O. Box 90110
St. Paul, MN 55190

I have enclosed the correct
proofs of purchase* for the
refund amount circled at the
right

\$1.00 \$2.00 \$3.00

Name _____

Address _____

City _____

State _____

Zip _____

*Proof of purchase for all products with a paper label is the UPC symbol on the label. For all products without a paper label, write the UPC number on a piece of paper and enclose a Cash Register tape with the purchase price circled.

Only one refund per name, address or organization. This official refund entry form must accompany your request. The official refund entry form must not be copied or reproduced. Offer void where taxed, restricted or otherwise prohibited. Offer expires December 31, 1985. Allow six weeks for delivery.

\$2.00 BACK

Level 2 \$2.00 Cash Back to you

Requirements: Complete requirements for level 1 plus purchase 4 of the 5 products shown below: Any Fisher® Nut product, Hunt's® Barbecue Sauce, Soup Starter® or Stew Starter®, Sunlite® Oil, Swiss Miss® Sugar Free Milk Maker.

\$3.00 BACK

Level 3 \$3.00 Cash Back to you

Requirements: Complete requirements for levels 1 and 2 plus purchase 4 of the 8 products shown below: Wesson® Oil, Peter Pan® Peanut Butter, Manwich® or Rosarita® Dry Mix, Swiss Miss® Pudding, any Beans, Swiss Miss® Pudding Bars.

\$1.00 BACK

Level 1 \$1.00 Cash Back to you

Requirements: Purchase 5 of the 6 products shown below: Wesson® Oil, Peter Pan® Peanut Butter, Manwich® or Manwich® Dry Mix, Hunt's® Ketchup, Snack Pack®, Swiss Miss® Sugar Free Hot Cocoa Mix.

Beatrice

Your Favorite Spaghetti Sauce Recipe May be Your Ticket to Italy



*Chosen the Best Tasting
of All Leading Brands*



- Sixty winners compete in 5 regional cook-offs.
- Final cook-off in Los Angeles.
- Grand Prize—an exciting tour of Italy for two.
- See Recipe Contest Rules for complete details.

OFFICIAL ENTRY FORM Second Annual Hunt's® Great Spaghetti Hunt

Name _____
Street _____
City _____ State _____ Zip _____
()
Tel. No. _____

Attached on 3" x 5" piece of paper is my favorite recipe for Spaghetti Sauce using Hunt's® Tomato Paste or Tomato Sauce.
Mail To: Hunt's® Great Spaghetti Hunt
P.O. Box 82213
St. Paul, MN 55182

CONTEST RULES 1. To enter, complete the entry form (or print your name and address on a 3" x 5" card) and attach a 3" x 5" card containing your legible recipe for spaghetti sauce, using Hunt's® Tomato Sauce or Hunt's® Tomato Paste as its featured ingredient. The recipe must be original and must not contain any commercially prepared spaghetti sauce or mix and must include complete instructions, readily available ingredients and standard measures. The recipe must not have been previously published or have won another award and the right to submit it must not be restricted. Mail your completed entry and recipe, along with proof of purchase (the UPC bar code from Hunt's Tomato Sauce or Paste printed on a 3" x 5" piece of paper and cash register receipt with the purchase price circled), to Hunt's Great Spaghetti Hunt, P.O. Box 82213, St. Paul, Minnesota 55182. All entries must be postmarked no later than January 1, 1986 and received no later than January 10, 1986. 2. The contest will be divided into five (5) regions throughout the U.S.A. The address of the entrant will determine the applicable region. Judges, consisting of independent home economists, will review all recipes and will, by March 15, 1986, choose twelve (12) finalists from each region. The finalists' recipes will be chosen on the basis of uniqueness, ease of preparation, and appetite appeal. Judges' decisions are final. 3. Each participant agreeing to participate shall receive instructions as to the date, time and location of, and the availability of supplies at, his regional cook-off, plus a check for \$400.00 to defray any transportation, food, hotel, and ingredient expenses incurred to compete in the cook-off. The participant will prepare his recipe, and judges will taste each recipe to determine a winner in each region. Judges' decisions are final. 4. Each regional winner will win a three (3) night, four (4) day trip for two to Los Angeles, CA, to compete in the national cook-off on June 5, 1986. The trip includes round trip coach air transportation from the Gateway city nearest to the winner's home, ground transportation as required, hotel accommodations plus \$150.00 per day for meals and miscellaneous expenses. The value of the trip will be determined by the winner's geographic location, but is approximately \$2,500.00. 5. Each regional winner will prepare his recipe at the national cook-off. Judges will taste each recipe and the national winner will be announced that day. Judges' decisions are final. 6. One Grand Prize. The national winner will win a seven (7) day, six (6) night trip for two to pre-determined destinations in Italy, which trip shall include round trip coach air transportation from the Gateway city nearest to the winner's home, ground transportation as required, hotel accommodations plus \$125.00 per person per day for meals and miscellaneous expenses. The value of the trip will be determined by the winner's geographic location, but is approximately \$10,000.00. Trip must be taken by December 31, 1986 and will be subject to availability of accommodations. The national winner may elect to receive \$5,000.00 cash in lieu of the trip. 7. Contest is open to residents of the U.S.A. eighteen (18) years or older, except for employees and agents of Beatrice Companies, Inc., its subsidiaries and its advertising agencies, and their immediate families and/or household members. Contest is void where prohibited by law. 8. All taxes are the sole responsibility of the prize winner. 9. Winners may be required to execute an affidavit of eligibility and release from liability. By entering into the contest, all cook-off participants consent to the commercial use of their names, pictures and recipes (with rights to adapt those recipes) without further compensation. 10. All entries become the property of Beatrice Companies, Inc., none will be returned. For full details see your store display.

Let Hunt's® Make Your Favorite Spaghetti Sauce Recipe a Winner

Celebrity Judges will Pick The Greatest Spaghetti Sauce Recipe. If it's Yours, You'll Win a Seven Day Italian Vacation and Be Our Guest for a Gourmet Dinner Prepared Especially for You. Hunt's® Tomato Sauce and Tomato Paste Make Your Best Recipes Even Better.

12005 MANUFACTURER COUPON EXPIRES 10/31/85

SAVE 15¢ WHEN YOU BUY 3 8-OZ. CANS
OF HUNT'S® TOMATO SAUCE

Coupon also good on Hunt's® No Salt Added Tomato Sauce



To Retailer: This coupon will be redeemed at face value plus 8¢ handling if used in accordance with the offer stated hereon. Coupon is void if taxed, prohibited or restricted by law. Cash value of 1/100 of a cent. Valid only in U.S.A. This coupon not assignable or transferable. Mail coupon to Beatrice Companies, Inc., P.O. Box 3185, Elm City, NC 27898. © 1985 Beatrice Companies, Inc. Offer limited to one coupon per purchase.

15¢
OFF 3

Beatrice

50021

82005 MANUFACTURER COUPON EXPIRES 12/31/85

SAVE 15¢ WHEN YOU BUY 3 8-OZ. CANS
OF HUNT'S® TOMATO SAUCE

Coupon also good on Hunt's® No Salt Added Tomato Sauce



To Retailer: This coupon will be redeemed at face value plus 8¢ handling if used in accordance with the offer stated hereon. Coupon is void if taxed, prohibited or restricted by law. Cash value of 1/100 of a cent. Valid only in U.S.A. This coupon not assignable or transferable. Mail coupon to Beatrice Companies, Inc., P.O. Box 3185, Elm City, NC 27898. © 1985 Beatrice Companies, Inc. Offer limited to one coupon per purchase.

15¢
OFF 3

Beatrice

50028

42005 MANUFACTURER COUPON EXPIRES 12/31/85

SAVE 15¢ WHEN YOU BUY 3 6-OZ. CANS
OF HUNT'S® TOMATO PASTE

Coupon also good on Hunt's® No Salt Added Tomato Paste or Hunt's® Italian Style Tomato Paste



To Retailer: This coupon will be redeemed at face value plus 8¢ handling if used in accordance with the offer stated hereon. Coupon is void if taxed, prohibited or restricted by law. Cash value of 1/100 of a cent. Valid only in U.S.A. This coupon not assignable or transferable. Mail coupon to Beatrice Companies, Inc., P.O. Box 3185, Elm City, NC 27898. © 1985 Beatrice Companies, Inc. Offer limited to one coupon per purchase.

15¢
OFF 3

Beatrice

50024



Beatrice

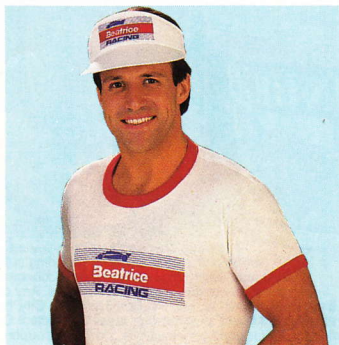
RACING

1985-86 SPORTSWEAR



BASEBALL CAP

- 100% Cotton Twill Front and Visor
- Nylon Mesh Sides and Back
- Cotton Sweatband
- Beatrice Racing Logo
- Item #: VS66W



SIZE CHART				
ADULT SIZES	S	M	L	XL
Men's	34-36	38-40	42-44	46-48
Bustline	34-36	38-40	42-44	
Blouse	10-12	14-16	18-20	

T-SHIRT

- Poly Cotton Blend for Minimal Shrinkage
- Machine Washable
- Beatrice Racing Logo
- Color: White with Red Trim
- Size: S,M,L,XL
- Item #: JS5050R

Please enclose \$6.49 and two proofs-of-purchase from any Beatrice product for each item ordered. (Proof-of-purchase may be 1. a label; 2. a UPC bar code or "proof-of-purchase" symbol cut from any package; or 3. only for products in cans or other containers without detachable labels or detachable UPC codes, the numbers from a UPC bar code printed on a 3" x 5" piece of paper together with a store receipt with the item circled.)

Please send orders to:

Beatrice Racing Order Desk
Stange Apparel
7521 Madison Street
Forest Park, IL 60130

Enclosed is \$_____ and _____ proofs-of-purchase.

Please send me:

Item # Quantity Size

Price: Each item is \$6.49 with two proofs-of-purchase from any Beatrice product. Shipping, handling and taxes are included.

Payment: ☐ Check ☐ Money Order

Please ship my order to: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Date: _____

Please allow 3-4 weeks for shipping.



Introducing A Treat Your Cat Would Dive For.

Your cat will go Bonkers™ for this new taste treat. Every box is packed with real Seafood. And there's Bonkers Liver Treats and Bonkers Chicken Treats, too. Three delicious ways for your cat to go Bonkers.

25¢

MANUFACTURER COUPON EXPIRES 3/31/86

Save 25¢

on Bonkers™ Cat treats,
 Liver, Chicken, or Seafood.

25¢



25¢

Beatrice

Retailer: You will be paid the face value plus 8¢ handling for each coupon you accept, provided you and the consumer have complied with the terms of this offer. Valid only on product(s) and size(s) indicated. Any other use constitutes fraud. Failure on request to submit proof you bought sufficient stock to cover coupons submitted may void all coupons. Void if taxed, restricted, prohibited, reproduced, assigned, transferred or presented by other than retailers of our products. The consumer must pay sales tax. Cash value 1/100¢. Mail coupons to Beatrice Companies, Inc., P.O. Box 3185, Elm City, NC 27898. Limit one coupon per purchase.

It's a honey of a yoghurt.

Other yoghurts use sugar. Not Mountain High. It's sweetened with pure honey. And honey brings out all the luscious flavor of fruit. Experience this legendary taste for yourself. Come up to Mountain High.



MANUFACTURER COUPON

Beatrice

Save 25¢
on any 2 cups of
Mountain High
Yoghurt.

Offer good on any size container.

To Retailer: Beatrice Companies, Inc. will redeem this coupon for its face value plus 8¢ handling provided you and the consumer have complied with the terms of this offer. Invoices providing sufficient purchase of stock must be shown upon request and failure to do so will void all coupons submitted for redemption. Coupon good only with purchase of the brands/sizes offered. Any other use constitutes fraud. Mail this coupon to Beatrice Companies, Inc. PO Box 3185, Elm City, NC 27898. This coupon is non assignable, non transferable. Void if taxed, prohibited or legally restricted. Cash value 1/20 of 1¢. Consumer must pay any sales tax. Offer good only in U.S.A. Limit one coupon per purchase. Expires 3/31/86.

05045

Enjoy a Butterball®...any time, any place.



LI'L BUTTERBALL®

4 lbs.-9 lbs. Plump and tasty! Perfect size for small occasions.

STUFFED TURKEY

5 lbs.-16 lbs. From freezer to oven without thawing. Old-fashioned bread stuffing.

BONELESS TURKEY

2 lbs.-4 lbs. Juicy white and

dark meat. Perfect dinner for small families.

BREAST OF TURKEY

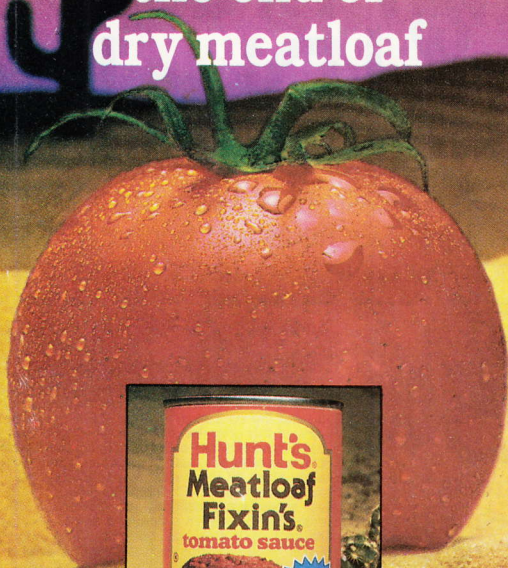
2 lbs.-9 lbs. Juicy all-white meat... ideal for indoor or outdoor cooking.

BONELESS BREAST OF TURKEY

2 lbs.-4 lbs. Tender, moist all white meat.

Beatrice

**Announcing
the end of
dry meatloaf**



92005
15¢

MANUFACTURER COUPON

NO EXPIRATION DATE

**Save 15¢
on Hunt's®
Meatloaf Fixin's®
Tomato Sauce**



15¢

15¢

To Retailer: This coupon will be redeemed at face value plus 8¢ handling if used in accordance with the offer stated hereon. Coupon is void if taxed, prohibited or restricted by law. Cash value of 1/100 of a cent. Valid only in U.S.A. This coupon not assignable or transferable. Customer pays any sales tax. Mail coupon to Beatrice Companies, Inc., P.O. Box 3185, Elm City, NC 27898. © 1985 Beatrice Companies, Inc. Offer limited to one coupon per purchase.

Beatrice

50026

Introducing Hunt's® Meatloaf Fixin's® Tomato Sauce. Just start with ground beef, bread crumbs and eggs. And you'll be headed for

the oven in about five minutes. Try Hunt's® Meatloaf Fixin's® Tomato Sauce for a perfect meatloaf every time!

**Save 15¢ on Hunt's®
Meatloaf Fixin's® Tomato Sauce**

Beatrice



EE006

MANUFACTURER COUPON

COUPON EXPIRES 11/31/85

30¢

SAVE 30¢ NOW

on your next purchase of Orville Redenbacher's®
Gourmet® Popping Corn or Orville Redenbacher's®

**Gourmet®
Microwave
Popping Corn.**



To Retailer: This coupon will be redeemed for face value plus 8¢ handling if used in accordance with the offer stated herein. Coupon is void if taxed, prohibited or restricted by law. Cash value 1/100 of a cent. Valid only in U.S.A. This coupon not assignable or transferable. Mail coupons to Beatrice Companies, Inc. P.O. Box 3185, Elm City, NC 27898. Offer limited to one coupon per purchase. Coupon expires 11/31/85.

30¢

Beatrice

90033

**SAVE 30¢ AND TREAT YOUR GHOSTS
TO THE *BEST* THEY'LL BE GOBBLIN'!**

"This Halloween enjoy my Gourmet® Popping Corn or my Gourmet® Microwave Popping Corn. You'll discover they are gobblin' good treats for the entire family. Or my name isn't..."

Orville Redenbacher



Beatrice

SAVE \$2

BY MAIL

ON TROPICANA® ORANGE JUICE

when you buy these breakfast favorites

- Swift Premium® Brown 'N Serve™ sausage, *for that great taste without the wait.*
- Sizzlean® breakfast strips, *why sizzle fat, Sizzlean!*
- Tropicana® orange juice *for the fresh taste.*



Beatrice

SAVE \$2

MAIL IN CERTIFICATE

OFFER EXPIRES 1/1/86

Enclosed are proofs-of-purchase (UPC Codes-) from: one package any variety of Swift Premium® Brown 'N Serve™ sausage, one package any variety of Sizzlean® breakfast strips, one any size package of Tropicana® orange juice (carton, frozen, or glass). In return, I will receive \$2.00 worth of coupons (two 75c, one 50c) each good on the purchase of one any size or package of Tropicana® orange juice. **Send my \$2.00 in coupons to:**

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____ (Required)

Mail to: Beatrice Treasure Hunt Promotion, P.O. Box 8821, Westport, CT 06888. Void where prohibited, regulated, or taxed. Allow 6-8 weeks for delivery. This certificate must accompany request, and may not be mechanically reproduced. This offer expires January 1, 1986.