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Ms. Paula Guerrein
6701 NW 52 Terrace
Gainesville, FL 32653

Dear Paula:

On behalf of the Postum brand and all the people of the former General Foods Corporation, I wish to extend my heartfelt congratulations to all the participants of the Postum Hikanation on the 50th Anniversary of your historic hike across the United States.

Back in 1981, I was a newly appointed Associate Product Manager assigned to the Postum brand in the Beverage Division of General Foods Corporation in White Plains, NY. The hike was to promote the wholesomeness of hiking, its rightful place as a low energy consumption form of recreation for people of all ages, and draw attention to the need to build and care for hiking trails. The Postum brand was a natural tie-in as a wholesome grain beverage and we were proud to be a sponsor.

I recall sitting in conference rooms seeing local video news stories shared by our Public Relations Agency, Carl Byerly & Associates of interviews with the hikers as they moved from state to state and reading newspaper clippings of the coverage. In May of 1981 I was able to meet up with some of the hikers in Harpers Ferry, West Virginia as they approached the final stretch heading to the Washington DC.

I have enclosed two copies of the General Foods headquarters newspaper dated June 5, 1981 that covered the Hikanation event celebration at the Washington Monument. I was fortunate enough to represent the Postum brand and General Foods and congratulate the hikers and all their support team on their tremendous accomplishment, including the establishment of the American Discovery Trail. And thanks to all the Hikers, I got a lifetime memory of a personal photo speaking at the event in front of our Nation's Capitol (My boss thought I was running for office!).

Please post and share the article with your fellow Hikers—and enjoy your upcoming celebration!

Best wishes,


Mark Kapsky

Candid

For
General Foods
Westchester
People



HIKANATION



Mark Kapsky addressing the hikers on the steps of the Capitol Building, Washington, D.C.

Postum and hiking—It's a natural arrangement

Some people enjoy walking a couple of miles for the exercise. But how about a 4,500 mile trek to promote the wholesomeness of hiking?

More than 70 backpackers did just that during the yearlong Pacific-to-Atlantic Postum Hikanation, which officially ended in Washington, D.C., on May 13.

GF sponsored Hikanation through Postum instant grain beverage—and it was a natural arrangement. The theme of the odyssey noted that Hikanation and Postum are "Natural... Like the Great Outdoors." The link was ideal—Postum, a 100 per cent natural blend of wheat, bran, and molasses, sponsoring outdoor hiking as a wholesome form of recreation.

Much of the Hikanation success was thanks to the efforts of GFers Deborah Edwards, product manager; Mark Kapsky, associate product manager, and Chuck Merlini, category manager.

Hikanation was the brainchild of Jim Kern, president of the American Hiking Society, and was sanctioned by the U.S. Department of the Interior. Jim organized the hike to call atten-

The popularity of hiking was demonstrated by the diversity of the hikers who made it to the end.

tion to the popularity of hiking and its place in a low-energy future.

GF had two objectives in supporting the hike: first, to generate increased awareness of Postum, and second, to convey the natural, wholesome and healthful image of the product.

Considering the extensive national publicity that Hikanation has received, it appears that the goals of both the American Hiking Society and GF have been met. Coverage of this event was included in such TV programs as *Good Morning America* and *PM Magazine*, many local TV and radio news shows, and thousands of newspaper articles. Undoubtedly, thousands of Americans are more aware now of the natural goodness of Postum and of hiking.

The media followed the hikers throughout their transcontinental trek, which began a year ago, April, when 10,000 hikers crossed the San Francisco-Oakland Bay Bridge. Thirteen

months and 14 states later, 73 of them reached the steps of the Capitol where senators, dignitaries and GF representatives honored them.

The popularity of hiking was demonstrated by the diversity of the hikers who made it to the end, including 14-year-old Robert Burns, a student from Benecia, Calif., and 69-year-old John Stout, a retired machinist from Seattle, Wash. Stout, who took up mountain climbing at the age of 50, says he wasn't serious about Hikanation until his wife bought him a down jacket and sent him off with her blessings.

The most unusual member of the group was young Jiamie Pyles of San Diego, Calif. Now 1½ years old, Jiamie began the trip at the age of six months. She was pushed along by her parents, in a contraption designed especially for her by one of the hikers.

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Catch & Fetch

This year's Catch & Fetch competition will be held in several Westchester towns. One local competition has been scheduled for Saturday, July 18, at Delfino Park in White Plains.

The contest, sponsored by Cycle dog food, the makers of Frisbee flying discs and local parks and recreation departments throughout the United States is open to all dog owners. There is no entry fee.

Other local competitions will be held in South Salem, Valhalla, Ardsley, Elmsford, Harrison, Ossining, Peekskill and Pelham. For contest locations and dates in these areas, GFers should call toll-free 800-423-3268 or (213) 995-4260, or the local recreation department.

Winners of local competitions will advance to 15 sectional events to be held throughout the United States on July 25. These will be followed by three regional contests with five sectional champions competing in each. The regional winners and runners-up will be eligible for the World Finals in August.

Cycle is making a special offer to help dog owners prepare their pets for the contest. A booklet, "How to Teach Your Dog to Catch a Frisbee," is available by sending an 18-cent stamp to Cycle Booklet, P.O. Box 1007, Kankakee, Ill., 60901. The booklet also includes a by-mail discount on official Catch & Fetch discs.

Win by saving

The Credit Union will celebrate the opening of its 1,000th share draft account—expected soon—by crediting \$100 to the account of the individual opening it.

Helen Bremner, Credit Union manager, said that the 1,000th account could be opened as early as next week since the number of share draft accounts was 922 as of last Friday.

The share draft program has grown rapidly since it was first offered to the general membership last September. By the end of the year, the number of accounts had reached 615.

Members use share drafts just like checks. Share draft accounts, however, pay a dividend on the daily balances in the account. The current dividend is 5½ per cent.

notes about people

On The Move

Beverages

Peter Salmon joins as a senior food technologist. He was a research food scientist in the Betty Crocker division of General Mills Inc., Minneapolis, Minn. **Sharon Schweizer** starts as secretary to **Rachel Leung**, assistant manager, financial planning. She was service manager and office clerk at First National Food Stores Inc., Ossining.



Steve Conley promoted from category promotion development manager to assistant division promotion manager.

S. Conley

Central Engineering

Russell Myers starts as an engineer. He was a process engineer for Ford Motor Company, Green Island, N.Y.

Corporate Controller's

Arnold Casola starts as an accounts payable clerk. He has been a casual in that position for the last six months. **Monica Sharma** begins as a senior financial analyst. She was a cost accountant at H. Muehlstein & Company, Greenwich. **Linda Russo** begins as secretary to **Jack MacKinnon**, manager, CEIC. She was an executive secretary at Savin Corporation, Valhalla.

Design Center

Nancy Manno starts as secretary to **Ray Sixsmith**, creative manager. She was a cashier at Buyers Factory Outlet, Yonkers.

Information Services

Ann Meuse joins as a teletype operator. She was a data entry operator with RHP Bearings Inc., Elmsford. **Joseph Auerbach** joins as a systems programmer specialist. He was a senior member of the technical staff at DVI Communications Inc., Manhattan. **Evan Waitman** starts as an assistant systems engineer. He received a B.S. in engineering last month from the University of

Evansville, Ind. **Jim Gift** joins as a programmer specialist. He was a senior performance analyst at Blue Cross and Blue Shield of Greater New York.

Main Meal

Pamela Ahlbeck begins as secretary to **Gerald Rhodes**, category manager. She was a secretary with Stanley E. Esposito, Esq., Thornwood.

Marketing Research

Dick Moon starts as a project supervisor. He was manager, new products, at Burger King, Miami, Fla. **Bill Cook** begins as a consultant, methodologies. He was a research associate at E. I. Dupont de Nemours & Company, Wilmington, Del. **Phyllis Saiken** joins as secretary to **Charles Bunnell**, associate marketing information manager. She was a secretary in the financial division of Chesebrough-Pond's Inc., Greenwich.

Maxwell House

Ted Pappayliou begins as a senior financial analyst. He was an accountant with the National Institute of Corrections, Department of Justice, Washington, D.C.

Packaged Convenience Foods

Barbara Dolan joins as a distribution cost analyst. She was an accountant at IBM, Fishkill, N.Y. **Vicki Kern** starts as a financial analyst. She received a B.S. in economics last month from the Wharton School of Finance, Philadelphia.

Personnel

Marilyn Kaufman starts as a personnel associate. She was director of professional recruitment at General Reinsurance Corporation, Greenwich.

Public Affairs



E. Mednick

Elaine Mednick promoted from editor, *Candid*, to assistant manager, internal communications.

Purchasing & Materials

Grace Masiello begins as secretary to **Mike Calandrino**, senior buyer, premiums. She was graduated from the Berkeley Secretarial School, White Plains, last month.

Tax

Tom Lane begins as a property tax accountant. He received a B.S. in accounting from St. John's University, Queens, last month.

Technical Research

Joe Schmueller begins as a project specialist. He was an assistant professor in the department of psychology at Clark University, Worcester, Mass.

Service Anniversaries



John Morrison
30 Years
Info. Services
June 11



Nancy Kiehnle
30 Years
Treasurer's
June 14



Tom Prohl
15 Years
Foods Svc. Prod.
June 13



Pat Colucci
10 Years
Personnel
June 14



Tim Farrell
10 Years
Beverages
June 14

Ron Trudeau of Logistics celebrates his 15th anniversary on June 8.

Leroy Wyatt of Technical Research celebrates his 20th anniversary on June 14.

BEA Library Adds Books

The following books have been added to the BEA Library at 250 North Street. The library is open from 11:30 a.m. to 1:15 p.m. every Thursday in the employee lounge.

Fiction

Aztec Gary Jennings
Myamidon Project Chuck Scarborough
Westfield Roderick Thorp
Bellefleur Joyce Carol Oates
American Gold Ernest Seeman
M.D. Neil Ravin
Brain Robin Cook
Daniel Martin John Fowler
Come Pour the Wine Cynthia Freeman

A Creek Called

Wounded Knee
The Delta Decision
Threat
Creation
The Hill of Summer
The Aviator
Spectrum
Reflex
Gorky Park
A Man

Douglas C. Jones
Wilbur Smith
Richard Jessup
Gore Vidal
Allen Drury
Ernest K. Gann
David Wise
Dick Francis
Martin Cruz Smith
Oriana Fallaci

Non-Fiction

Strangers At Home
The Second Season

Charles Figley
Estelle Fuchs



ACHIEVEMENT RECOGNIZED—Presenting a Chairman's Award to Mike Coffey (c.), senior systems development manager in Information Services, are GF Vice President Ed Schefer (l.), Information Services, and GF Vice President Hal Golle, group executive, Operations. Mike received the award for his technical leadership and management in the development and implementation of logistic systems within GF which have led to significant inventory reductions and savings to the corporation.



Candid is the weekly General Foods headquarters newspaper published by Corporate Communications for people like Deborah Edwards (l.), product manager in Beverages. Editorial offices are at 250 North Street, White Plains, New York, 10625. News items may be submitted by calling Ext. 2413 or 2426.

Elaine A. Mednick, assistant manager,
internal communications

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John Stout (c.), oldest member of the Hikanation group.

Hikanation (From page 1)

All told, Hikanation members represented more than 30 states and Canada, and many walks of life, including: bankers, photographers, librarians, longshoremen, housewives, students and television directors. They were on the move six days a week, carrying 50 pounds of survival equipment on their backs.

As in covered wagon days, this expedition had its own trailmaster. Lawrence "Monty" Montgomery, a 64-year-old retired Air Force colonel, guided the hikers across the country in a van that pulled an Airstream trailer as a support vehicle. Monty earned the affection and respect of every

Hikanation participant by combining military discipline and grandfatherly advice.

Throughout the adventure, GF was with the hikers providing them with T-shirts and caps, Postum and the financial assistance they needed to fulfill their dream.

As Mark Kapsky said when he addressed the hikers on the steps of the Capitol, "This hike began as just a dream. Its completion has set an example of what great things can be accomplished through individual initiative, courage and determination. This achievement has set a marvelous example for us all."



IN THE WORKS—Looking over a project booklet of NAACP Legal Defense and Educational Fund Inc. at the organization's 27th annual luncheon held recently at the Sheraton Center, New York City, are (l. to r.) Valerie Levy, director of the Office of Aging for the City of New York; GF Senior Vice President and General Counsel Peter De Luca; GF Vice President Lee Archer, Urban Affairs, and Dr. Roscoe Lee Brown, president of Bronx Community College of the City of New York. General Foods has been a corporate sponsor for 11 years.

short takes

New headquarters progress—A four-minute video tape showing progress on the GF headquarters building under construction in Rye will be shown at lunchtime at GF-Westchester locations beginning Monday.

Produced by the Corporate Communications department, it can be seen on the following schedule:

Monday-Wednesday, employee lounge, 250 North Street and in the executive lobby at the Tech Center; June 15-16, lobby, Red Oak; June 17-18, cafeteria, 222 Westchester Avenue; June 22-23, lobby, Prospect Avenue, and June 24-25, lobby near cafeteria, Rye.

Playland—The BEA is again offering GFers discount tickets for the Playland Amusement Park, Rye. However, instead of the discount vouchers offered in previous years, GFers can now purchase books at a 20 per cent discount. The 30-ticket ride books cost \$5.95

each and can be obtained by sending names, mail codes, and checks made payable to Playland to Doris Papsy, TA-3.

Light opera—The Westchester Light Opera Players will present *The Pirates of Penzance* on Saturday, June 13, at 8 p.m. at the Highlands School, White Plains. Tickets, normally \$10, are being offered for \$5 to Westchester GFers through the BEA. Those interested should call Hartley Bither, Ext. 3933.

Scuba diving—The BEA will sponsor Scuba Diving instruction beginning Friday, July 10, for GFers interested in becoming certified divers. The \$100 cost includes 15 hours of classroom instruction and 30 hours of water activity. Also included are five open-water training dives at Lake Mahopac, Long Island Sound and Newport, R.I.

Course instructor will be Joe Timmons of FSPD. Joe is a member of the Professional Association of Diving Instructors, an international certifying organization, and has taught scuba diving for nine years.

Since the class will be limited to 10

people, GFers are asked to call Joe, Ext. 3315, as soon as possible.

\$1.99 lunches—The \$1.99 luncheon specials that have been offered in the cafeterias at 250 North Street, Rye and Prospect Avenue since Monday have been well received and will be continued, Office Operations announced today.

Specials scheduled for next week at 250 North Street include:

Monday, veal steak parmigiana; Tuesday, skinless knockwurst with sauerkraut or baked beans; Wednesday, baked rigatoni, sausage and meatball en casserole, and Thursday, chicken tetrazzini en casserole.

Similar specials will be on the menus at the other GF-Westchester locations on various days.

GFers who plan to hold business luncheons in the service dining room are reminded that they can no longer charge those luncheons. Luncheons should be paid for and then charged to the appropriate center through the regular expense voucher procedure.

Great Adventure—The BEA is offering discount tickets, good through Oc-

tober, to Great Adventure, Jackson, N.J. The tickets, regularly \$13.95 are \$10.45. GFers should contact Anne Carinci, Ext. 4693, to purchase tickets.

Memberships in the Passport Club are also available to GFers at no cost for Busch Gardens in Tampa, Fla., and The Old Country Busch Gardens in Williamsburg, Va. This membership entitles GFers to discounts for hotels and other attractions in the area. For information, GFers should also contact Anne.

Free Frisbee—Tarrytown GFers opening new accounts or adding \$25 or more to existing accounts at the new Tarrytown branch of the GF Credit Union are getting a bonus.

"We're giving them Frisbee discs imprinted with the General Foods Credit Union name," says Helen Bremner. "They'll be given out as long as the supply lasts."

The Credit Union branch is open from 9:30 a.m. to 2 p.m. in an office opposite the cashier's window.



TOPIC WAS RESEARCH—GFers from the U.S. and Europe met recently in Banbury, England, for a seminar on "Sensory Evaluation Applications to General Foods Products." Members of the Tech Center's resource sciences groups conducted the meeting. Attending were (l. to r.):

Barbel Rathjen and Strid Schmand, GF Germany; Boel Ostlund, GF Sweden; Michele Baubli-
lier, GF France; Giuseppe Pastore, GF Italy; Irene Liska, Tech Center; Mavis Carroll, Tech
Center; Ann Duffield, GF England; Elaine Skinner, Tech Center, and Ray Stock, GF England.

sell shop swap

Car Pools

Wanted: Ride between Manhattan (East 30's or 40's) and 250 North St. T. Fassburg, Ext. 2405.

Wanted: One or two persons to form car pool between Hopewell Junction/Fishkill area and Red Oak. M. Hand, Ext. 5718.

Wanted: Ride between Manhattan (west side) and Tech Center. D. Perman, Ext. 121-6570.

Wanted: Ride/car pool for summer student between White Plains and Tech Center. T. Kelly, Ext. 121-6066.

Wanted: French family seeks American family for exchange of children for one mo. during summer or later, 11 yr.-old son, American child (same age). E. Drouart, Ext. 3960.

Lost & Found

Lost: Gold chain bracelet, 3/4" wide, on May 13. J. Petrucci, Ext. 2733.

Bowling results

The Special Delivery team (Bob Bruckmann, Larry Baum, Tom Johnston, Diane Motard and Rich Mihalco) finished in first place as the Tech Center Bowling League wound up its season recently.

In second place was the MH Drips team (Bob Hudson, Dennis Hayes, Connie Riley, Willie Richards and Tom Wagner).

Among the men, individual honors went to Rich Mihalco, high average of 180; Mike McGuire, high game of 258, and Bob Schutz, high series of 660.

Among the women, Angie Burns had high average of 155, Tracy Tobin, high game of 218 and Diane Motard, high series of 523.

Team and individual awards will be presented at the league's annual dinner at the Showboat, Greenwich, Friday, June 5.

Appliances

For Sale: Niteair attic fan, 24", ceiling/wall mount, 2-speed, 1/2 hp., \$95. T. Lorusso, Ext. 2887.

For Sale: Regina rug shampooer, heavy duty, cleans wood floors/carpets. \$30. D. Matteo, Ext. 4745.

Wanted: Whirlpool or Sears washer, portable, gold, reasonable. A. Waterhouse, Ext. 5867.

For Sale: Hotpoint range, harvest gold, self-cleaning oven. N. Munder, Ext. 3466.

For Sale: Caloric gas range, pilotless, self-cleaning oven, less than 1 yr. old, originally \$680, asking \$400. S. Gittlitz, Ext. 4261.

Scores, Schedules

Intramural

Food Prod. 8, Mkt. Res. 2
B&BF3, Office Op. 0
DPC 10, MH Controller's 7
Pet Foods 5, MH Res. 4
Corp. Controller's 11, ISD 9
MH Controller's 18, International 0
MH Mkt. 26, Desserts 10
Mgt. Science 8, Pet Foods 5
DPC 13, D-SSD 12

Monday—Pet Foods vs. Mkt. Res., Delfino Park (softball); Office Op. vs. Intl., Eastview Jr. H.S.

Tuesday—MH Mkt. vs. MH Controller's, Delfino Park (softball); FSPD vs. DPC, Eastview Jr. H.S.

Wednesday—D-SSD vs. Food Prod. Res., Delfino Park (softball).

Thursday—Pet Foods vs. Desserts, Delfino Park (softball); Office Op. vs. Mgt. Science, Eastview Jr. H.S.

Friday—FSPD vs. Pet Foods Res., Delfino Park (softball).

Industrial

Generalettes 11, Reader's Digest 10
Williams Cars 5, GF Generals 2
GF Mets 9, Bank of N.Y. 4

Tuesday—GF Mets vs. W. P. Nautilus, Delfino Park (hardball), 7:15 p.m.

Thursday—GF Generalettes vs. IBM, Eastview Jr. High School, 6:00 p.m.; GF Generals vs. IBM, Delfino Park (softball), 6:30 p.m.

Audio/Visual

For Sale: Fisher stereo MC-4040, audio component system, cassette tape deck, FM tune-o-matic, Dolby, asking \$200. W. Banez, Ext. 121-6168.

For Sale: Philco TV, 19", black/white, \$60. D. Matteo, Ext. 4745.

For Sale: JVC Cassette Deck, Super ANRS, Dolby, one yr. old, \$150. M. Santella, Ext. 2615.

Boats

For Sale: Fiberglass sloop, 28', 9.5 hp. outboard, sleeps 4, cruising equipped, 5 sails, many options, asking \$16,900. G. Malunis, Ext. 4582.

Cars

Wanted: Two E78-14 or G78-14 tires, very good condition. L. Carricato, Ext. 121-6545.

For Sale: 1973 VW Beetle, new snows, new stereo cassette, \$3,100 (negotiable). B. Botta, Ext. 121-6549.

For Sale: 1973 VW Beetle, new snows, new stereo cassette, \$3,100 (negotiable). B. Botta, Ext. 121-6549.

For Sale: 1975 Chevy Impala, 2-dr., automatic, power brakes, steering, A/C, AM/FM radio, 53,000 mi., \$1,995. J. Griffin, Ext. 2538.

For Sale: 2-dr. 1973 Plymouth Satellite Sebring, 318, asking \$1,300. R. Weiss, Ext. 3017.

Home Furnishings

For Sale: Couch, beige, used one year, \$350. D. Robinson, Ext. 5356.

For Sale: Kroehler couch, 90" contemporary, forest green, walnut trim, \$150. J. Bail, Ext. 121-6942.

For Sale: Bedrm. set, dark pine, queen-size bed, armoire, dresser, end tables, \$995 or best offer; wood burning stove, \$250. J. Costa, Ext. 5390.

Musical Instruments

Wanted: Used guitar for beginner, good condition. T. Hirasuna, Ext. 121-6097.

Rentals

Wanted: 2-bedrm. apt., Tarrytown/White Plains area, for 2 males. J. Lopez, Ext. 121-6875.

For Rent: New 2-bedrm. garden apt. (2-family home), Katonah, private entrance, spacious garden, walk to town, near train, 20 min. to 250 North St., avail. now, no pets, \$500. D. Roja, Ext. 4907.

For Rent (Summer): 5-rm. house, Hampton Bays, sleeps 6, on water, avail. immediately. R. Hewsenian, Ext. 5560.

For Rent: 4-bedrm. house, East Fishkill, 2 fireplaces, deck, 1 acre, less than 2 yrs. old, 55 min. to 250 North St., GF commuter bus avail., \$590 mo. plus utilities. R. Wilks, Ext. 2519.

For Rent: One bedrm. in private home, New Rochelle, (Iona College area), semi-private bath, kitchen/laundry privileges, avail. June 20, reasonable rent. J. Briand, Ext. 5332.

For Rent: 3-bedrm. chalet, southern Vermont (Manchester), washer/dryer, near lakes, tennis, golf, hiking, antiquing, avail. July/Aug., very reasonable. T. Allen, Ext. 3839.

Wanted: Rental housing for 2 co-op students, July-Dec., within 20 min. of Tech Ctr., to \$450 mo. R. Westmoreland, Ext. 121-6138.

For Rent: Farmhouse, Narrowsburg, N.Y., boating, fishing, swimming, summer season, 100 mi. from Westchester. P. Weiden, Ext. 5743.

Real Estate

For Sale: Two recreational lots, Poconos, 1 1/2 hrs. from Tech Center, pool/tennis/skiing/boating/snowmobiling, all year use, yearly dues \$280 incl. electricity/water, \$3,000. J. Trotta, Ext. 121-6850.

For Sale: 3-bedrm. condominium, Hartsdale, eat-in kitchen, dining rm., new appliances, pool, 5 min. to 250 North St., \$97,500. A. Grosz, Ext. 2227.

For Sale: 4-bedrm. house, Chappaqua, 2 1/2 baths, screened porch, patio, fireplace, finished basement, workshop, 2-car garage, dead-end street, walking distance to train, 1-3/4 acres, \$160,000. R. Graham, Ext. 3081/3049.

Pets

Giveaway: Siberian Husky, female, black/white, pedigree, 7 yrs. old, friendly. E. Durando, Ext. 5895.