

Free lunchbag from Eckrich® Cold Cuts

Our reusable, washable nylon lunchbag, free with 3 proofs-of-purchase, measures 5" x 6¼" x 11" (H) and closes tight with velcro. Perfect for packing a lunch made with cold cuts from Our House.

Look for details on specially marked packages.



THE VERY BEST *in lunches*
FROM OUR HOUSE TO YOURS



Win up to \$10,000 in Lunch Money Up to 1,101 prizes



Official Rules:

1. NO PURCHASE NECESSARY. HOW TO ENTER: Take attached symbol to any store which carries Eckrich Cold Cuts. If you are unable to locate specially marked Eckrich Cold Cuts, you may request a facsimile by mailing a self-addressed, stamped envelope to "Eckrich Facsimile," P.O. Box 518, Sayreville, NJ 08872 by March 31, 1987.

2. PRIZE CLAIM: If the symbol on this certificate matches *exactly* (size and color) the lunch bag symbol on specially marked Eckrich Cold Cuts packages, you are a winner. Send winning symbol from this certificate via REGISTERED MAIL with your name and address to ECKRICH LUNCH MONEY SWEEPSTAKES, c/o Marden-Kane, 410 Lakeville Rd., Lake Success, NY 11042. All winning entries must be received by April 30, 1987. A random drawing from all winning entries will determine which prize you have won. Prizes: 1 Grand Prize: \$10,000; 100 2nd Prizes: \$100 each; 1,000 3rd Prizes: \$10 each.

3. VALIDATIONS: All prize claims and random drawings will be supervised by Marden-Kane, an independent judging organization, whose decisions are final. Any symbol which is tampered with, mutilated, illegible or contains printing errors is automatically void. Winners may be required to sign an affidavit of eligibility and release from liability or prize may be forfeited. Not responsible for lost, late or misdirected mail. All submissions become the property of Eckrich and none will be returned.

4. PARTICIPATION: Promotion open to residents of the U.S.A. except employees/immediate families of Eckrich, its advertising and promotion agencies and Marden-Kane. Void wherever prohibited or restricted by law. Taxes on prizes are responsibility of winners.

5. ODDS OF RECEIVING QUALIFYING SYMBOL: 1 in 4,666. Odds of winning specific prize in random drawing determined by number of qualified entries. Limit one prize per household. No substitution for prizes. Unclaimed prizes will not be awarded. Winners will be notified by mail.



ECKRICH



Take this symbol to your store. If it *exactly* matches the lunch bag symbol on any specially-marked Eckrich Cold Cuts package, you're a winner! Note: Lunch bag symbol is the same on all packages of Eckrich Cold Cuts.