

# Kool-Aid®

SOFT DRINK MIX BRAND

## Alaska Bicycle Sweepstakes

### 25 SCHWINN®

#### Varsity® Sport 10-Speed Bicycles To Be Given Away in ALASKA!

You can be one of the 25 lucky winners of a sporty Schwinn® 10-Speed to be given away by Kool-Aid® Brand Soft Drink Mix — completely assembled, serviced, ready to ride and with a Lifetime Warranty. A \$184.95 value. It's easy to enter. Just follow a few simple rules.

#### HOW TO WIN YOUR SCHWINN®

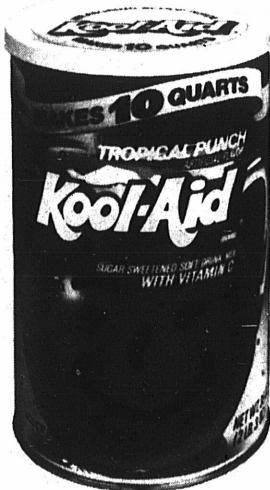
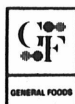
To enter, just clip out the official entry blank in this advertisement, or pick one up at the Kool-Aid® Brand display in participating stores.

Fill out the entry blank or handwrite a facsimile on a plain 3" x 5" card. And, cut the word "Kool-Aid" from a Kool-Aid® Brand label or envelope, or write the name "Kool-Aid" on a plain piece of paper.

Then mail your entry blank, together with the word "Kool-Aid" to: General Foods Corporation, 3841 Dimond Blvd., Anchorage, Alaska 99502.

Entries must be received by midnight May 14, 1979. The names of all 25 winners will be drawn by a Notary Public on May 21st. Only one prize to a person. Sweepstakes is limited to Alaska.

No purchase is required.



#### Official Entry Blank

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ Tel. No. \_\_\_\_\_

**HOW TO ENTER/RULES**

- Fill out official entry blank or 3" x 5" hand-written facsimile.
- Mail the official entry blank or facsimile, together with the word "Kool-Aid" cut from a label or an envelope of Kool-Aid® Brand Soft Drink Mix, or the name "Kool-Aid" written on a plain piece of paper, to: General Foods Corporation, 3841 Dimond Blvd., Anchorage, Alaska 99502.
- Enter as often as you wish, but each entry must be mailed in a separate envelope.
- All entries must be received by midnight May 14, 1979.
- The 25 winners will be drawn by a blindfolded Notary Public on May 21, 1979. Winners will be notified by mail.
- Prizes consist of 25 Schwinn® bicycles, Model Varsity® Sport, assembled and serviced, with a Lifetime Warranty. Each bicycle is a \$184.95 value. Prize is transferable, but not redeemable for cash.
- Only one prize to a person.
- There are no predetermined winners. Your chances of winning are dependent on the actual number of entries received.
- A list of winners will be mailed to anyone requesting same by writing to: General Foods Corporation, 3841 Dimond Blvd., Anchorage, Alaska 99502.
- Participation limited to Alaska. Employees of General Foods Corporation, or any of its advertising agencies and the judging staff and their families are not eligible.
- Federal, state and local taxes, if applicable, are to be paid by the winner.
- No purchase required.



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