

Win a Bike

FROM THE MAKERS OF

Kool-Aid®

SOFT DRINK MIX

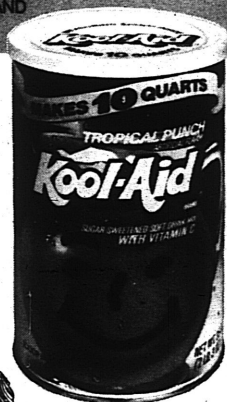
BRAND

25 SCHWINN®

**Varsity® Sport 10-Speed Bicycles
to be given away...in ALASKA!**

Cycling can be fun, and is becoming more popular each day. Safety dictates that your bicycle be in good working condition, and that it fits you properly. The 25 Schwinn® bicycles to be given away in the KOOL-AID® Brand sweepstakes will be individually fitted to each winner—whatever the age, sex and physique. It will be assembled, serviced and ready to ride. Your Schwinn® will be covered by the manufacturer's Lifetime Warranty. Value of each bicycle, approx. \$214.95.

Whenever you cycle, observe the Rules of the Road. Ride defensively and ride safely. And when daylight wanes, help the motorist—make it easy for him to see you. Check your bike. Your front light should throw a good, strong beam. Rear and side reflectors should be clean. Reflective clothing should be worn at night.



"HOT DOTS"™ FOR SAFETY...



FREE! Kool-Aid®
(While supplies last)
WITH THE PURCHASE OF
SOFT DRINK MIX BRAND

4 Hot Dots FREE at participating stores while supplies last when you purchase KOOL-AID® Brand Soft Drink Mix—sugar sweetened in the canister or the pouch, or regular in the envelope to which you add your own sugar.

Place red Hot Dots along the rear fender.

Place red Hot Dots on your carrier.

Place red Hot Dots on your clothing.

Place red Hot Dots anywhere that their reflective qualities contribute to safety.



**HOW TO WIN
YOUR SCHWINN®**

Clip the official entry blank in this advertisement, fill in the blanks and follow the few simple rules. Mechanical reproduction of the entry blank is not permitted. If the entry blank has already been clipped, pick one up at a participating store where KOOL-AID® Brand Soft Drink Mix is displayed, or write to General Foods Corporation, 3841 Dimond Blvd., Anchorage 99502. Enter as often as you wish. Sweepstakes limited to Alaska.

No purchase required.



RULES OF THE ROAD



- Obey all applicable traffic regulations, signs, signals and markings.
- Observe all local regulations for bicycle operations.
- Keep right, drive with traffic, not against it. Drive single file.
- Watch for road surface hazards—such as drain grates, soft shoulders, etc.
- Watch for car doors opening, or for cars pulling out into traffic.
- Don't carry passengers or packages that interfere with your vision or control.
- Never hitch a ride on a truck or other vehicle.
- Be extremely careful at all intersections, particularly when crossing traffic during a turn.
- Use hand signals to indicate turning or stopping.
- Protect yourself at night with the required reflectors and lights.
- Drive a safe bike. Have it inspected to insure good mechanical condition.
- Drive your bike defensively; watch out for the other guy.

OFFICIAL ENTRY BLANK

Name _____
Address _____
City _____ Zip _____ Tel. No. _____

HOW TO ENTER/RULES

1. Fill out official entry blank or 3" x 5" handwritten facsimile.
2. 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.
3. Enter as often as you wish, but each entry must be mailed in a separate stamped envelope. Mechanical reproduction of entry blank is not permitted.
4. All entries must be received by midnight June 15, 1980.
5. The 25 winners will be drawn by a blindfolded Notary Public on June 23, 1980. Winners will be notified by mail.
6. Prizes consist of 25 Schwinn® Varsity® Sport 10-Speed bicycles, assembled and serviced, with a Lifetime Warranty from the manufacturer. Value of each bicycle, approx. \$214.95. Prize is transferable, but not redeemable for cash.
7. Only one prize to a family.
8. There are no predetermined winners. Your chances of winning are dependent on the actual number of entries received.
9. 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.
10. Federal, state and local taxes, if applicable are to be paid by the winner.
11. No purchase required.

For free sponsored
16 MM film short subjects
write Dick Norman
at

PICTURES, INC.

811 W. 8th Ave., Anchorage
—Serving Alaska Since 1939—