

Listen to this

There are a lot of sound reasons why KRAFT DINNER* Macaroni & Cheese is a favourite course on so many campuses. It's easy and nutritious. It's got the great taste of KRAFT cheddar.

And it fits tight schedules and budgets.

Now here's an extra sound reason: you could win one of 25 Mitsubishi® sound systems (approximate retail value of \$299.95 each) just by choosing KRAFT DINNER*. You're automatically entered in the draw when you cash in this coupon.

SAVE 25¢

when you buy 3 boxes of the one-and-only KRAFT DINNER*

TO THE DEALER: Please treat this coupon contest entry form as a regular store-coupon by submitting for redemption in your usual way, along with all other coupons, ensuring adequate shipping time to reach Nielsen Clearing House by the CONTEST CLOSING DATE OF JUNE 30, 1986. Upon receipt these coupons will be transferred to the contest Department to be included in the draw.

REIMBURSEMENT: Upon presentation of this coupon toward the purchase of the product specified, we will reimburse you 25¢ plus 9.9¢ for handling. Application for redemption on any other basis may constitute fraud and will at our option, void coupons presented. Application for reimbursement accepted from principals only—mail to: Kraft Limited, P.O. Box 3000, Saint John, New Brunswick E2L 4L3. *T.M. of KRAFT LIMITED

25¢ THIS COUPON EXPIRES MAY 31, 1986.



CONTEST ENTRY FORM

Fill out this coupon and redeem it at a participating retailer, and you will be entered in the KRAFT DINNER* Sounds Sweepstakes. KRAFT LIMITED and the independent judging organization will not be responsible for coupon entries lost or delayed.

Name _____ Age _____

Address _____ Apt. _____

City _____ Province _____

Postal Code _____ Telephone _____

CONTEST CLOSING DATE: JUNE 30, 1986.

For complete rules and alternate means of entry see the following complete set of rules and regulations. Please note: By entering this contest, I acknowledge that I have familiarized myself with the complete rules and regulations and agree to be governed by them.

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STORE COUPON
REDEEM PROMPTLY

and you could end up listening to this.



KRAFT DINNER* SOUNDS SWEEPSTAKES (No purchase required.)

Here's how to enter. Rules & Regulations

- 1** Fill out and redeem the coupon/entry form OR print your name, address, age and telephone number on a 3" x 5" piece of paper, and mail along with three (3) UPC symbols, the small box with the series of black and white vertical bars and a number appearing immediately below it, of KRAFT DINNER* Macaroni & Cheese, or a hand drawn facsimile of the label of said product. (mechanically duplicated entries will be disqualified) to: KRAFT DINNER* SOUNDS SWEEPSTAKES, P.O. BOX 9123, ST. JOHN, NEW BRUNSWICK E2L 4X9
- 2** Enter as often as you wish, but each entry must be mailed in a separate envelope bearing sufficient postage, and must be received no later than the CONTEST CLOSING DATE, MIDNIGHT, JUNE 30, 1986. KRAFT LIMITED will not be responsible for late, lost, destroyed or wrongly addressed mail in connection with this contest.
- 3** There will be a total of twenty-five (25) prizes awarded. Each prize will consist of a Mitsubishi TX-65 Portable Audio System. Approximate Retail Value: \$299.95 each. Each prize will be delivered to the winner.
- 4** A random draw will be made by an independent judging organization on July 16, 1986, in Saint John, New Brunswick, at 8:30 a.m. from all eligible entries received on or before the CONTEST CLOSING DATE. In order to win, the selected entrants must first correctly answer a time-limited mathematical skill-testing

question to be administered by mail, and will be required to sign a standard declaration and release form confirming compliance with the contest rules and acceptance of the prize as awarded. All prizes will be delivered only to confirmed winners. No substitution for, or transfer of the prize will be allowed.

- 5** The contest is open to all residents of Canada, who have reached the age of majority according to the law of the Province in which they are domiciled, except employees of KRAFT LIMITED, its affiliated companies, its advertising and promotional agencies, the independent judging organization, and all persons residing in their respective households.
- 6** All decisions of the independent contest judging organization are final. The chances of being selected depend upon the total number of entries received. This contest is subject to all applicable Federal, Provincial and Municipal laws. Only one prize per family, household or address will be awarded.
- 7** All entries become the property of KRAFT LIMITED, 8600 Devonshire Road, Mount Royal, Quebec H4P 2K9, and no correspondence will be entered into except with selected entrants who will be notified by mail or telephone. Entrants, by entering this contest, consent to the use of their name and/or photograph, without compensation, in any future publicity carried out by KRAFT LIMITED in connection with this contest.
- 8** Quebec residents may submit any litigation respecting the conduct and awarding of a prize in this publicity contest to the Régie des loteries et courses du Québec.



The One & Only



*Mitsubishi
*T.M. of KRAFT LIMITED © 1986 Kraft Limited