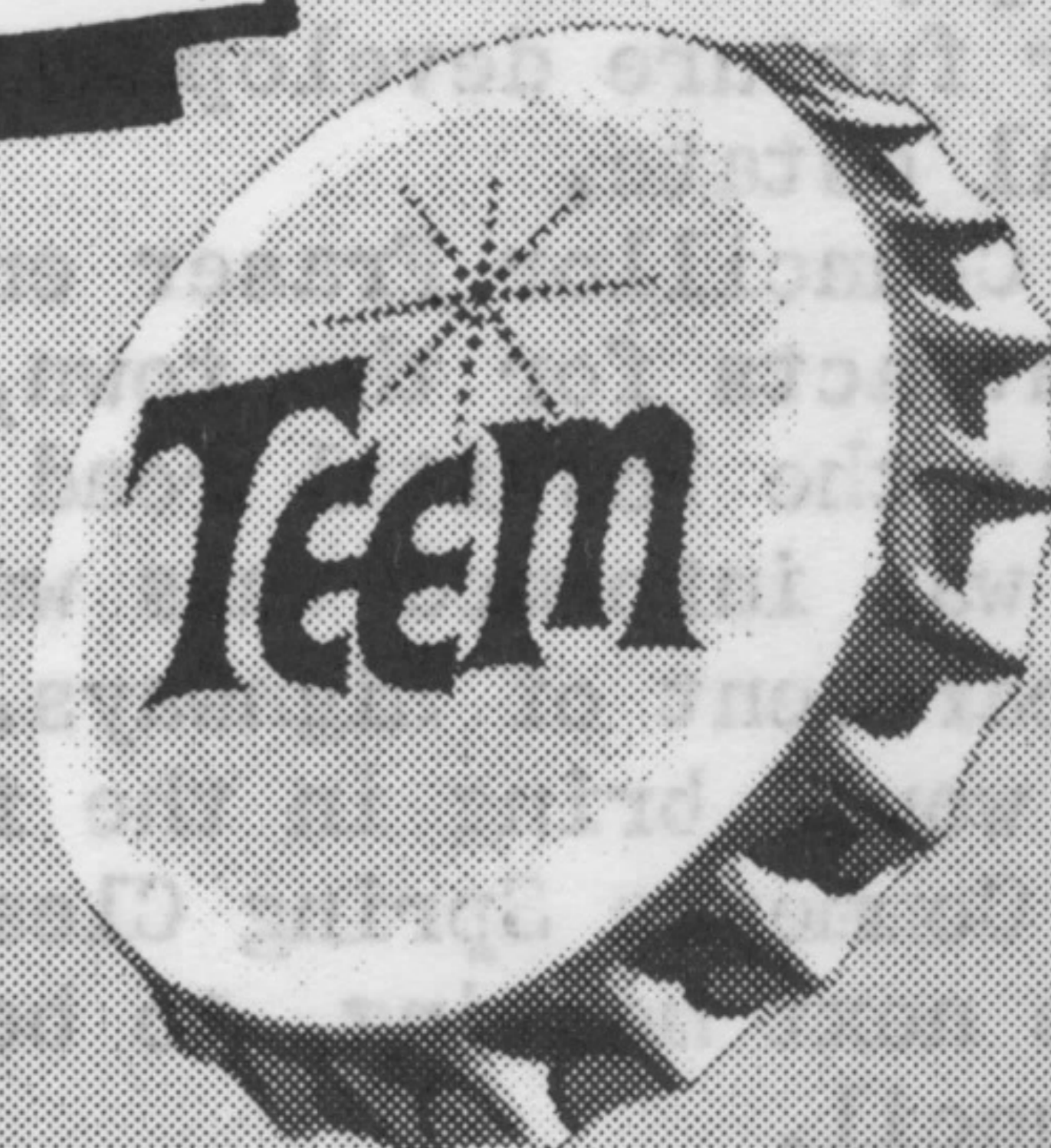


NOW OVER
\$300,000*



**HIDDEN UNDER
 PEPSI & TEEM
 CAPS**

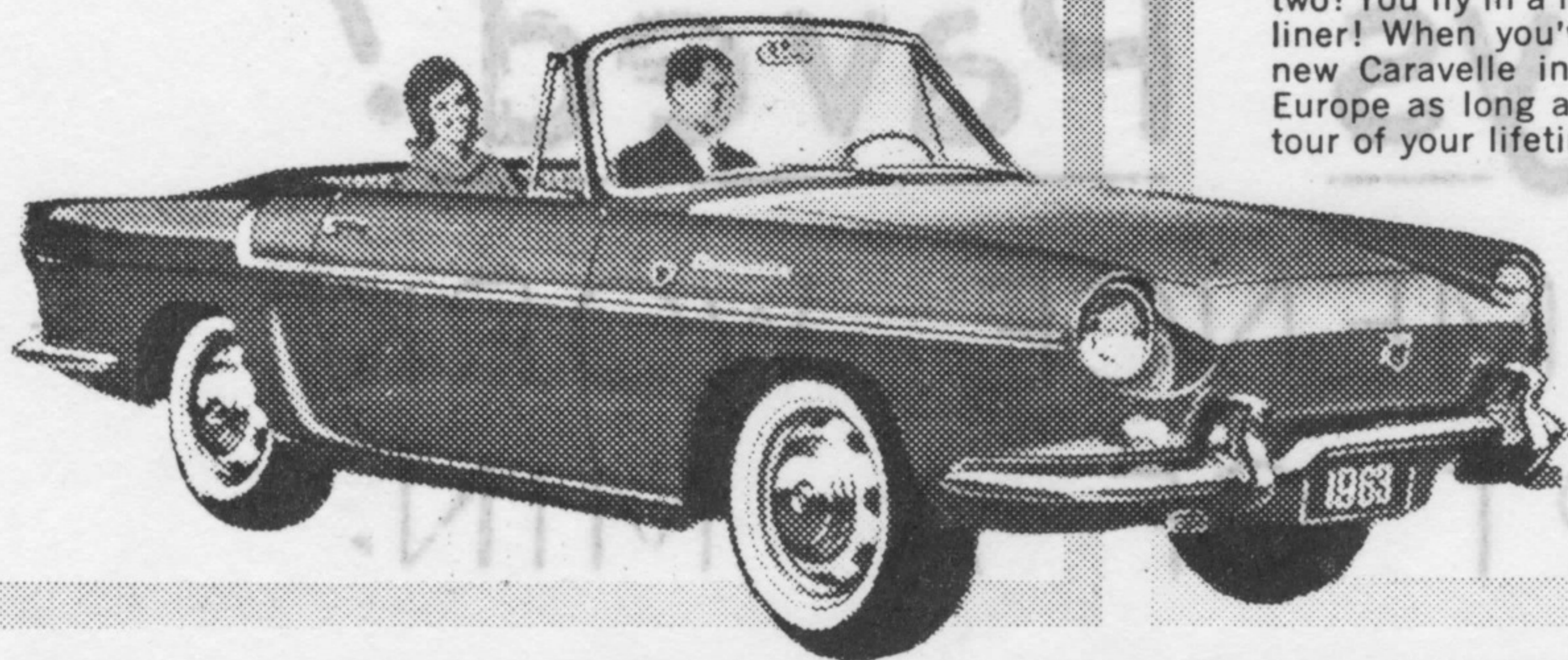
**THOUSANDS MORE LUCKY CASH AND CHANCE TOKENS!
 MORE GRAND PRIZES! MORE CHANCES FOR YOU TO WIN!**

11 LUCKY CANADIANS WILL WIN...

(A WINNER A WEEK FOR 11 WEEKS)

**A
 Renault Caravelle**

Here's your chance to win a world famous Renault Caravelle! This new Caravelle 'S' features a five-bearing engine... disc brakes on all four wheels... a sealed cooling system... and it's a convertible that actually converts into a hard-top! You'll ride in luxurious comfort in your Caravelle 'S', the ideal sports car whatever the weather.



**... AND
 A RETURN TRIP TO
 PARIS FOR TWO
 VIA TCA JETLINER**

Yes, you also get a return trip to Paris for two! You fly in a magnificent TCA DC-8 Jetliner! When you've picked up your brand new Caravelle in Paris, you may stay in Europe as long as you wish and have the tour of your lifetime in your new car!



**... AND
 \$1,000
 EXPENSE
 MONEY**

To complete this fabulous 3-part grand prize, you'll get \$1,000 expense money to spend as you please!

AFTER YOUR TOUR, YOU WILL RETURN TO PARIS FOR YOUR FLIGHT HOME... AND YOUR CARAVELLE WILL BE SHIPPED RIGHT TO YOUR OWN DRIVEWAY, COMPLETELY FREE OF CHARGE!



*TOTAL VALUE OF ALL PRIZES

Every time you open a bottle of Pepsi-Cola or Teem, look under the cork inside the cap. If you find a token, it is valuable to you. **Every** token (or reasonable facsimile) gives you a chance to enter up to 11 weekly contests for "a Renault Caravelle, and a return trip to Paris for two via TCA, and \$1,000.00 expense money to tour Europe"... in addition, **some** tokens also have an **immediate** cash value of from \$1.00 to \$1,000.00. Start your search today!

RULES 1. When you find a token, simply send it by mail along with your name, address, and telephone number printed on a plain piece of white paper to Pepsi-Cola Contest, P.O. Box 580, Montreal 35, Quebec. (If you are submitting a token redeemable for cash you will be required to correctly answer a skill-testing question. We suggest that you send it by registered mail.)

2. Weekly contest winners will be selected April 23rd, 30th, May 7th, 14th, 21st, 28th, June 4th, 11th, 18th, 25th and July 9th, 1963. Contestants will be required to correctly answer a skill-testing question before being declared a winner. The decision of the judges is final.

3. Tokens redeemable for cash may be exchanged at any time. However, to participate in one or more of the eleven weekly contests, entries must be received by midnight on the Friday preceding a selection. All entries submitted will remain eligible for subsequent weekly contests.

4. Enter as often as possible. Each entry must be accompanied by a token (or reasonable facsimile) and mailed in a separate envelope.

5. Prizes must be accepted as awarded. No substitutions

will be made. Only one weekly contest winner per family.

6. This contest is open to all residents of Canada, except the employees and immediate families of Pepsi-Cola Canada Ltd., its Franchised Bottlers, Advertising Agency, and the judging organization.

7. Entries and contents thereof become the exclusive property of Pepsi-Cola Canada Ltd. No entries will be returned, nor will any correspondence be exchanged with contestants other than with the winners.

8. For a complete list of major award winners, send a separate stamped, self-addressed envelope to: WINNERS, PEPSI-COLA CONTEST, P.O. BOX 581, MONTREAL 36, QUEBEC.

SEND ONLY THE TOKEN - NOT THE BOTTLE CAP