

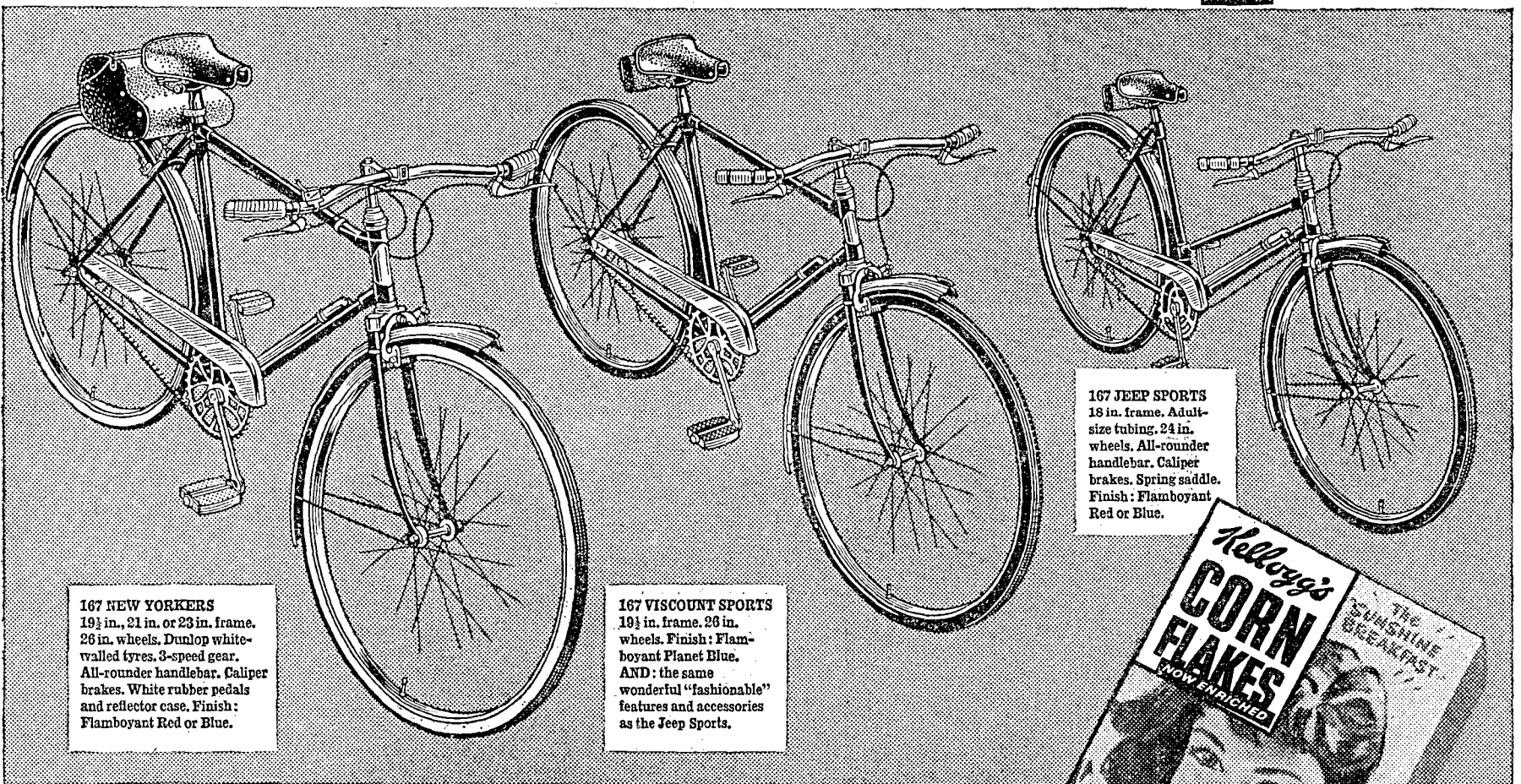
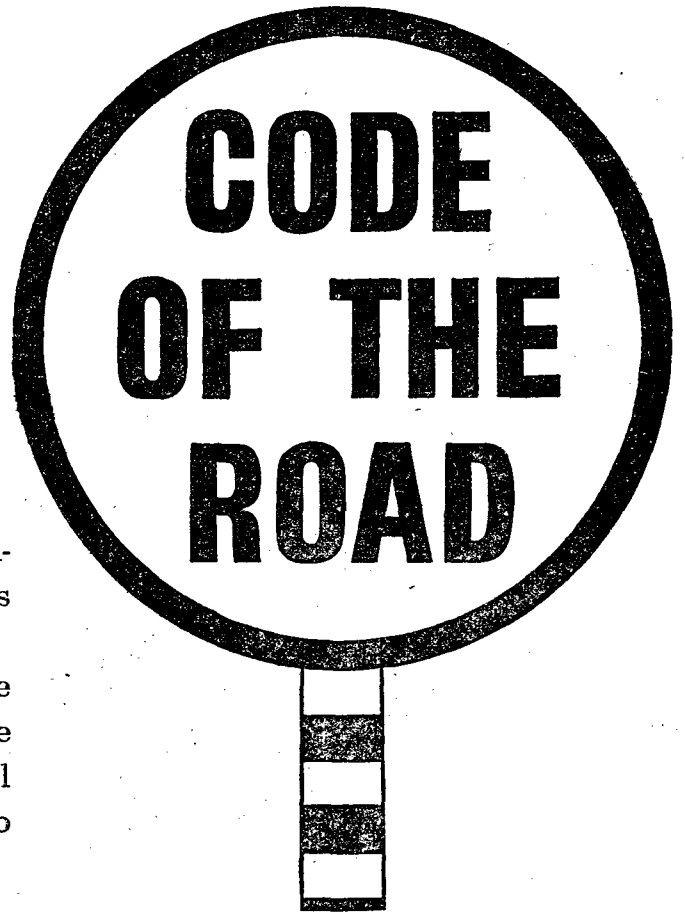
NEW Kellogg's CORN FLAKES COMPETITION

501 Hercules Bikes *must be won!*

—and every entrant wins 12 new coloured bicycle cards

The latest Corn Flakes packets—marked "Code of the Road"—carry an entertaining contest for boys and girls up to and including the age of 16, run by Kellogg's in collaboration with the Royal Society for the Prevention of Accidents.

All you have to do is: (1) have a good look at the picture on the back of the packet and find the twelve ways in which the rules of the Highway Code are being broken; then (2) make up a simple safety slogan (like "Do your kerb drill *before* you cross!"); and (3) fill in the entry form on the packet; and (4) send it to us, enclosing two Kellogg's Corn Flakes packet tops with your entry.



167 NEW YORKERS
19½ in., 21 in. or 23 in. frame.
26 in. wheels, Dunlop white-walled tyres. 3-speed gear. All-rounder handlebar. Caliper brakes. White rubber pedals and reflector case. Finish: Flamboyant Red or Blue.

167 VISCOUNT SPORTS
19½ in. frame. 26 in. wheels. Finish: Flamboyant Planet Blue.
AND: the same wonderful "fashionable" features and accessories as the Jeep Sports.

167 JEEP SPORTS
19 in. frame. Adult-size tubing. 24 in. wheels. All-rounder handlebar. Caliper brakes. Spring saddle. Finish: Flamboyant Red or Blue.



501 Hercules Bikes—BOYS' OR GIRLS' MODELS

- 3 AGE GROUPS** For the up to 9 years old—167 Jeep Sports
 For the 10 to 13 years old—167 Viscount Sports
 For the 14 to 16 years old—167 New Yorkers

Everyone who enters, whether they win a bike or not, gets a new series of 12 coloured picture cards, describing the colourful history of the bicycle.

SEND IN YOUR ENTRY NOW—KELLOGG'S CORN FLAKES 'CODE OF THE ROAD' CONTEST