

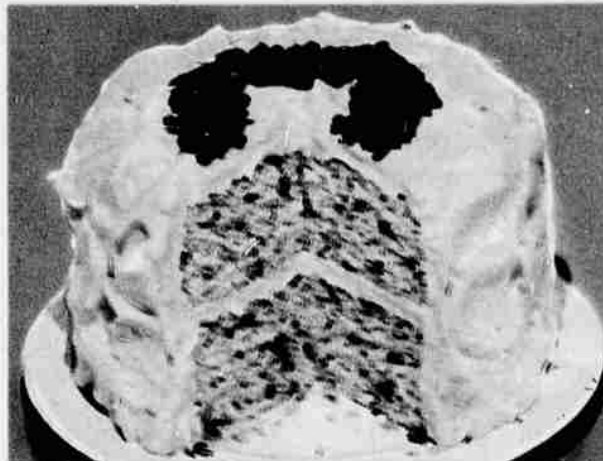
VOTE FOR THIS YEAR'S BEST MIX IDEA and

WIN \$10,000

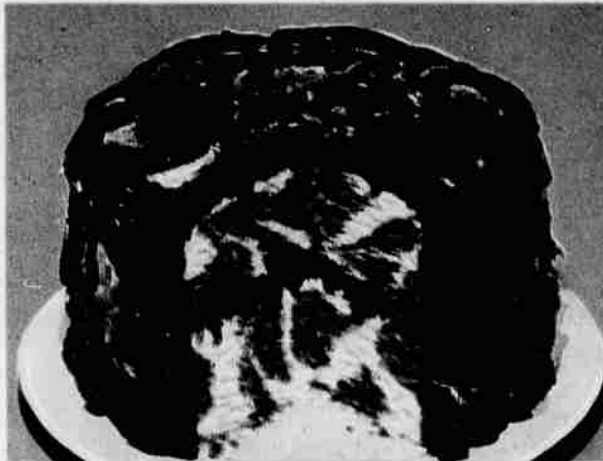
(THE EASY WAY TO CHOOSE IS TO TRY ALL 6)



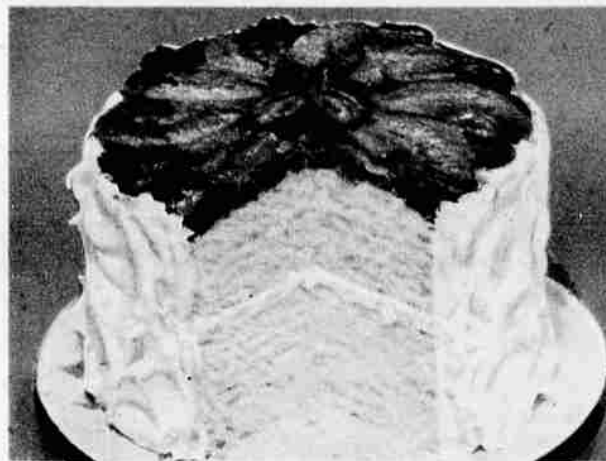
BANANA FUDGE CAKE. Fresh bananas and Pillsbury Chocolate Fudge Cake Mix make a perfect flavor duet. The new idea is ripe bananas in the batter, and in the easy fudge cream cheese frosting.



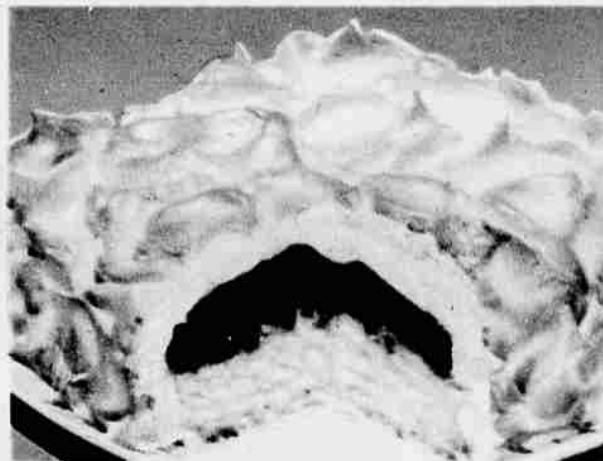
ORANGE CRANBERRY CAKE. Cranberry-orange relish adds new texture and color to Pillsbury Orange Cake Mix. Cranberry juice gives Fluffy White Frosting a pretty pink color and delicate flavor.



CHOCOLATE PEANUT BUTTER MARBLE CAKE. You "marble" Pillsbury White Cake Mix batter with a mixture of peanut butter, cocoa, and brown sugar. Peanut butter adds flavor to the frosting, too.



PEACH SUNSHINE CAKE. A "surprise" layer of yellow cake batter, combined with pecans, peaches, and spices, tops a layer of Pillsbury Yellow Cake. Fluffy White Frosting is the final pretty touch.



BLUEBERRY MERINGUE UPSIDE-DOWN CAKE. Pour Pillsbury White Cake Mix batter over a mixture of blueberries, sugar, butter, egg yolks and flour. After baking, invert cake and cover with meringue.



MARBLE FUDGE SANDWICH. Fudge-nut filling is spooned between two layers of Pillsbury White Cake batter. Filling bakes down, marbles all through bottom layer. Fluffy White Frosting covers all.

The Pillsbury MIX IDEA "VOTE OFF"

Nothing to write, nothing to buy! Just send in the ballot with your name and address

Here's the easiest way to qualify for a \$10,000 prize you ever saw! And so much fun. Pictured above are the six top winners in the "Mix, Minneapolis" Mix Idea Contest that ran last spring. We'd like your help in deciding which one is the favorite of all America. Just fill in ballot at right.

If you vote for the winning idea, your name may be drawn for the \$10,000 prize.

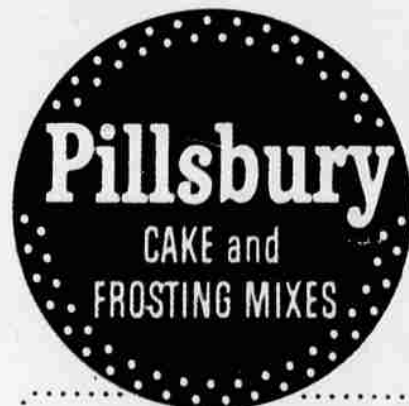
Complete recipe tear-offs available at your grocers and in specially-

marked Cake and Frosting Mix packages, or write Ann Pillsbury, Box 32, Minneapolis 40, Minnesota.

HERE'S ALL YOU DO!

Fill out and mail Vote-off Ballot and Registration Form (or a reasonable facsimile). All ballots must be postmarked before midnight, Oct. 31, 1958 and received before midnight, Nov. 7, 1958.

This contest is subject to federal, state, and local laws. Any resident of the continental United States is eligible to enter, except Pillsbury employees, its advertising agencies, judging organizations, and the families of all the above. No purchase necessary to enter.



Nothing says lovin' like something from the oven... and Pillsbury says it best!

OFFICIAL BALLOT AND REGISTRATION FORM

to: Pillsbury "Vote-off"
P. O. Box 40
Minneapolis 40, Minnesota

(Check one). My vote for the best mix idea of the year is...

- | | |
|--------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Banana Fudge Cake | <input type="checkbox"/> Peach Sunshine Cake |
| <input type="checkbox"/> Orange Cranberry Cake | <input type="checkbox"/> Blueberry Meringue Cake |
| <input type="checkbox"/> Chocolate Peanut Marble | <input type="checkbox"/> Marble Fudge Sandwich |

Name _____

Address _____

City _____ Zone _____ State _____