

Enter Pillsbury's BEST Flour 11th Grand National Bake-Off today!

Your BEST recipe belongs in the Bake-Off ...it could win the \$25,000 prize!

We're giving **\$100,000** in prizes
to find America's BEST home recipes!
(so we can share them with everyone who appreciates the BEST)

\$25,000

First Grand Prize

\$5,000

Second Grand Prize

\$6,500 Seniors	\$4,500 Juniors	\$4,000 Senior 'Best of Class' Awards
1st prize.....\$3,000	1st prize.....\$3,000	\$1,000.....Cakes
2nd prize.....\$2,000	2nd prize.....\$1,000	\$1,000.....Breads and Main Dishes
3rd prize.....\$1,500	3rd prize.....\$ 500	\$1,000.....Cookies
		\$1,000.....Pies and Desserts

100 G-E Liberator "All Automatic" Ranges
100 G-E All-Purpose Mixers
\$100 in Cash to Each of the 100 Winners

Plus 120 All-Expense Trips to Los Angeles. Stay at the Beverly Hilton

Each winner will receive an all-expense-paid trip to Los Angeles, will receive \$100 in cash, and will stay at the Beverly Hilton Hotel. 80 Senior winners and 20 Junior winners will make the trip. Pillsbury will provide the same trip for one parent or approved adult for each of the 20 Junior winners.

It's fun to share your very BEST... enter your BEST now!

RULES

1. On an official 1959 Entry Blank print or type your name, address, the name of your recipe, and every ingredient and amount used in making it. Give measurements in level (not scant or heaping) cups, tablespoons, teaspoons, or in fractions ($\frac{1}{4}$, $\frac{1}{2}$, etc.). Give baking temperature and time. Check the division you are entering (one only): Junior or Senior. Also check the type recipe you consider yours to be.

2. Attach firmly to the Official Entry Blank an extra-value coupon or trademark from any size package of Pillsbury's BEST Flour and one or more sheets giving instructions for making your recipe. Use one side of paper only, using any recipe style. Brand names of ingredients used (other than flour) may be given if desired, but are not required. Print your name and address at the top of each sheet.

3. Enclose your entry in an envelope addressed to Pillsbury's BEST Bake-Off, Post Office Box 1010, Evanston, Illinois. Entries must be postmarked not later than June 30, 1959, and must be received not later than July 5, 1959. You may send in as many entries as you wish, but only one per envelope. All recipes and entries become the property of The Pillsbury Company and cannot be acknowledged or returned.

4. To be considered, every entry:
• must comply with above rules.

• must call for at least one-half cup of Pillsbury's BEST All Purpose or Self-Rising Flour (not cake flour or mixes).
• must not call for an intoxicating beverage.
• must not call for ingredients not usually found in grocery stores.

5. Everyone twelve years or over on March 1, 1959, and living in the United States, Alaska, Hawaii or Puerto Rico and overseas members of the U.S. Armed Forces and their dependents may enter—except employees of the following organizations and members of their immediate families: The Pillsbury Co., its advertising agencies, the Lloyd Herrold judging organization and practicing professional home economists. Entrants 19 years or over on March 1, 1959 are eligible for Senior Grand National Awards; entrants 12 through 18 are eligible for Junior Grand National Awards. All entrants are eligible for the two top awards of \$25,000 and \$5,000.

6. The Lloyd Herrold Company and a staff of home economists will judge qualified entries in the Recipe Contest on the basis of general appeal, ease and speed of preparation, novelty or unusual character and aptness of name of the recipe. No entrant will be eligible for more than one award in the Recipe Contest.

7. The Baking Contest will be limited to the 80 Senior Recipe Contest Winners and the 20 Junior Recipe Contest Winners. Entrants will prepare their prize-winning recipes without assistance. Entries will be judged on the basis of general appeal, taste, appearance and novelty. No entrant will be eligible for more than one cash award in the Baking Contest.

8. These rules are binding on all entrants. The decisions of the judges will be final. In the case of ties, duplicate awards will be made. This contest is subject to federal and local laws. Names and addresses of all winners will be furnished after November 1, 1959 on request.

Your entry must be postmarked before midnight June 30, 1959.



The flour you find
in kitchens where
only the BEST will do!



No one is hurried on Bake-Off Day. Some cooks bake their recipes several times before being satisfied. Everything the contestants need—equipment and ingredients—are all supplied for them.



\$25,000 richer, Mrs. Don DeVault excitedly waves her first prize check just presented by TV star Art Linkletter. She was the 10th lucky lady to win the grand prize in 10 years of Bake-Offs.



Her own simple twist on an idea she found in her daily paper won the 10th Bake-Off for Mrs. DeVault. These are her Spicy Apple Twists. You'll never know if your pet recipe can win unless you enter it.

Pillsbury's BEST 11th Bake-Off OFFICIAL ENTRY BLANK

Mail to Pillsbury's BEST Bake-Off, Post Office Box 1010, Evanston, Illinois.

PLEASE PRINT:

Name _____ Address _____

City _____ Zone _____ State _____

CHECK DIVISION (One Only)

☐ JUNIOR (Any boy or girl 12 but not over 19 on March 1, 1959)

☐ SENIOR (Anyone 19 or over on March 1, 1959)

CHECK TYPE OF RECIPE:

Cakes ☐ Cookies ☐ Breads ☐ Main Dishes ☐ Pies ☐ Desserts ☐

BASIC RECIPE (dough, batter, or pastry):

List below each ingredient and amount used in column indicated: FILLING, TOPPING, SAUCE, etc. (if necessary for serving):

AMOUNT	INGREDIENT	AMOUNT	INGREDIENT

If space is insufficient, use separate sheet and attach.

Give Baking Temp. _____ °F. Baking Time _____

NAME OF RECIPE _____

I buy my flour from (list one store only) _____

IMPORTANT:

- (1) Print your name and address. Give full directions on separate sheet and attach.
- (2) Attach to this entry blank THE EXTRA-VALUE COUPON OR TRADEMARK from any size package of Pillsbury's BEST Flour.

Enter now! This year's Bake-Off closes June 30th!