

Which of your BEST Recipes will you enter in the 1960 Pillsbury Bake-Off? Decide today!

100 homemakers like you will win a trip to Washington, D.C., in September

If your recipe is selected, you'll be notified, and you're off to Washington! All expenses paid! Stay at the Statler-Hilton Hotel! See the Capitol, the White House! On Bake-Off Day, bake up your recipe to compete for one of the top prizes listed below!



For the 12th year Pillsbury shares the BEST in recipes . . . from all over America to Pillsbury to you!

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

FIRST GRAND PRIZE		SECOND GRAND PRIZE
\$25,000		\$5,000
Senior prizes	Junior prizes	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

EACH OF THE 100 TRIP WINNERS GETS: A General Electric Deluxe "All Automatic" Range! A General Electric All-Purpose Mixer! \$100 cash!

General Electric Bonus Award! A \$300 wardrobe!
(See your General Electric dealer for details)



What's it like on Bake-Off Day? Now you get to show how well you work. No one is hurried. Make your recipe several times if you choose! All the ingredients and equipment are furnished.



When awards are announced everyone has a wonderful time. You'll meet celebrities. Make new friends. Be treated like a queen! An experience you'll never forget.

What does it take to win the Washington trip?
A recipe with a special touch of your own . . . or one of the family's favorites! Send it in today! You may win the trip.

What happens when you get there?
The friendly Pillsbury people meet you, take you to your hotel. Not a care in the world for you. On Bake-Off Day you bake up your recipe for the big cash awards.

What happens before Bake-Off Day?
You'll meet 99 other women like yourself. Go sight-seeing. Pillsbury pays for it all. Expenses for Junior chaperones, too!

Tips from two '59 winners:
Mrs. Marie J. Siers, LaGrange, Illinois—\$2,000 winner: "I've made 'Taffy Treat' cookies for years! (Caramel-coated cookies kids love.) To make them special, I put a creamy walnut mixture inside for a surprise. Surprise to me, I won at the Bake-Off!"

Mrs. Shirley Ordway, Jamesville, New York—\$2,000 winner: "My husband loves lemon pie, and I've made dozens. One time I tried adding an egg and lemon rind to the crust. We both loved it, so I sent in the recipe to the Bake-Off . . . and won!"

RULES

- On an official 1960 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 (1/4, 1/2, 3/4, 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.
- 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.
- Enclose your entry in an envelope addressed to Pillsbury's Best Bake-Off, Box 999, Evanston, Illinois. Entries must be postmarked not later than June 30, 1960, and must be received not later than July 5, 1960. 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.
- 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.
- Everyone twelve years or over on March 1, 1960, and living in the United States, 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, judging organizations and practicing professional home economists. Entrants 19 years or over on March 1, 1960 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.
- The Lloyd Herold 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.
- 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.
- 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, 1960 on request.

CLIP THIS ENTRY BLANK NOW

Send us your favorite recipe and you may win a trip to Washington, D.C. plus another top prize in PILLSBURY'S \$100,000 12th GRAND NATIONAL BAKE-OFF

Mail to Pillsbury's Best Bake-Off, Post Office Box 999, Evanston, Illinois.

PLEASE PRINT:

Name _____ Address _____

City _____ Zone _____ State _____

CHECK DIVISION: (One only)

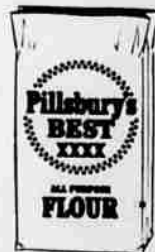
Junior (Any boy or girl 12 but not over 19 on March 1, 1960) Senior (Anyone 19 or over on March 1, 1960)

CHECK TYPE OF RECIPE: Cakes _____ Breads _____ Pies _____
Cookies _____ Main Dishes _____ Desserts _____

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

ATTACH COMPLETE RECIPE TO THIS ENTRY BLANK. BE SURE TO INCLUDE BAKING TIME AND TEMPERATURE. ALSO ATTACH THE EXTRA-VALUE COUPON OR TRADEMARK from any size package of Pillsbury's BEST Flour. Good luck!

Pillsbury's BEST Flour
12th Grand National Bake-Off



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**CLOSING DATE
JUNE 30**

ENTER NOW!