

Your recipe could win \$25,000 in the Pillsbury Bake-Off! Send it in!

This could be you winning \$25,000 and a pat on the back from Art Linkletter! Imagine the thrill of flying to New York, staying at the fabulous Waldorf Astoria, going sight seeing. It's a dream that could come true. Enter the Bake-Off!



Over \$100,000 worth of prizes to be won!

FIRST GRAND PRIZE \$25,000

Senior Prizes

1st prize.....\$3,000
2nd prize.....2,000
3rd prize.....1,500

4 \$1,000 prizes each for best cake; bread or main dish; cookies; pie or dessert.

PLUS: 120 All-Expense Trips to New York City
100 G.E. Deluxe Double Oven Ranges
100 G.E. All-Purpose Mixers

SECOND GRAND PRIZE \$5,000

Junior Prizes

1st prize.....\$3,000
2nd prize.....1,000
3rd prize.....500

The 100 finalists sending in the best recipes will win a trip to the Bake-Off in New York... stay at the Waldorf Astoria... then bake their recipes on Bake-Off Day, September 17, to compete for the cash prizes!!

80 Senior Winners and 20 Junior Winners (12 through 18 years of age) will make the trip. Pillsbury will provide the same trip to one parent or approved adult for each of the 20 junior winners.

Here's how to pick a Bake-Off Winner from your recipe box:

It could be a recipe for cookies, bread, rolls, a cake, pie, main dish or dessert... something the family loves and asks for often.

Maybe you've added a new frosting or filling, or switched flavors to give it your own special touch. Maybe you've taken the best of two recipes!

because only the best will do:

Pillsbury's BEST Pre-Sifted Flour



ENTER! CONTEST CLOSES JUNE 30! CLIP THIS OFFICIAL BAKE-OFF ENTRY BLANK!

RULES

1. On an official 1962 Entry Blank print or type your name, address, and every ingredient and amount used in the recipe. Give measurements in level (not scant or heaping) cups, tablespoons, teaspoons, or 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.
2. Attach firmly to the Official Entry Blank an extra-value coupon or trademark from any size package of Pillsbury's BEST Flour. Attach one or more sheets giving recipe. Use one side of paper only, using any recipe style. Brand name of ingredients used 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, Box 1607, Milwaukee 1, Wisconsin. Entries must be postmarked not later than June 30, 1962, and must be received not later than July 5, 1962. 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 call for ingredients usually found in grocery stores.
5. 10 Finalists will be selected from each state and 10 from Puerto Rico, District of Columbia, and the U.S. Armed Forces

- combined, making a total of 510 state finalists. The 100 Bake-Off winners will be selected from these 510 state finalists and will compete at the Bake-Off.
6. Everyone twelve years or over on March 1, 1962, 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. Practicing professional home economists, professional chefs and bakers are not eligible. Entrants 19 years or over on March 1, 1962, 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.
7. The Lloyd Harrold 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. No entrant will be eligible for more than one award in the Recipe Contest.
8. 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 Recipe Contest.
9. 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 December 1, 1962, upon request.

PILLSBURY'S \$100,000 GRAND NATIONAL BAKE-OFF OFFICIAL ENTRY BLANK. Contest closes June 30, 1962

Mail to Pillsbury's BEST Bake-Off, Box 1607, Milwaukee 1, Wisc.

Name _____ PLEASE PRINT
City _____ Zone _____ State _____
Address _____
☐ JUNIOR (Any boy or girl 12 but not over 19 on March 1, 1962)
☐ SENIOR (anyone 19 or over on March 1, 1962)
CHECK TYPE OF RECIPE: ☐ Cakes ☐ Cookies ☐ Breads ☐ Main Dishes ☐ Pies ☐ Desserts
Name of recipe _____
I buy my flour from (list one store only) _____

To qualify for G.E. Bonus Award for 100 Bake-Off finalists (\$150 wardrobe), have G.E. dealer sign here.

IMPORTANT: 1. Print name and address. Write recipe on separate sheet, (use one side only). 2. Attach to this entry blank: recipe and THE EXTRA-VALUE COUPON OR TRADEMARK from any size sack of Pillsbury's BEST Flour.