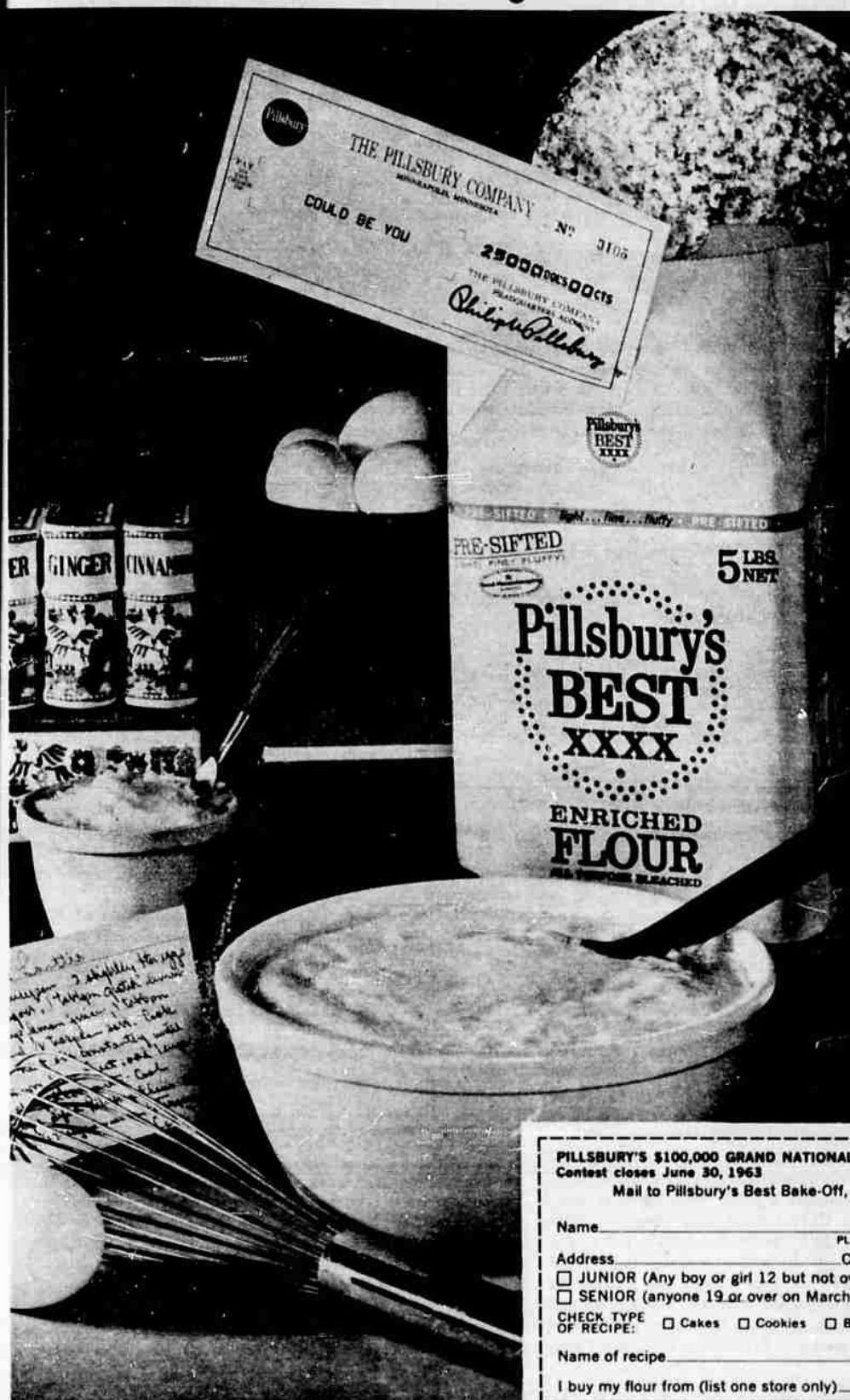


Your favorite recipe could win \$25,000 in the Pillsbury Bake-Off! Enter now!



Over \$100,000 in Prizes!

FIRST GRAND PRIZE \$25,000
SECOND GRAND PRIZE \$5,000

Senior Prizes **Junior Prizes**

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

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

PLUS: 120 All-Expense Trips to Los Angeles
100 G.E. Deluxe Double Oven Ranges
100 G.E. All-Purpose Mixers

It's easy to enter. A simple recipe could win! Maybe you've added a new flavor, or come up with a different filling or topping. Maybe it's a recipe you've adapted from one that's been in the family for years. Send it in.

100 finalists will be selected. (80 Seniors, 20 Juniors.) If you're a finalist, you'll be officially notified that you've won a trip to the Bake-Off, September 15, 16, 17 in Los Angeles, where you'll stay at the Beverly Hilton Hotel. You'll bake your recipe on Bake-Off Day to compete for cash prizes. Pillsbury will provide trips for one parent or approved adult for each junior winner.

EASY RULES FOR WINNING

Contest Closes June 30, 1963

1. On an official 1963 Entry Blank print or type your name and address. Check the division you are entering (one only): Junior or Senior. Also check the type recipe you consider yours to be. Attach sheet giving recipe ingredients and amounts. 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.
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 instructions for making your recipe if necessary. 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 699-E, Minneapolis 40, Minn. Entries must be postmarked not later than June 30, 1963 and must be received not later than July 5, 1963. 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 each from Puerto Rico, District of Columbia, and the U.S. Armed Forces, making a total of 530 state finalists. The 100 Bake-Off winners will be selected from these 530 state finalists and will compete at the Bake-Off.
6. Everyone twelve years or over on March 1, 1963, 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, 1963, 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. An international firm of Certified Public Accountants 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, 1963, upon request.

Clip entry blank now. Contest closes June 30!

PILLSBURY'S \$100,000 GRAND NATIONAL BAKE-OFF OFFICIAL ENTRY BLANK.

Contest closes June 30, 1963

Mail to Pillsbury's Best Bake-Off, Box 699-E, Minneapolis 40, Minn.

Name _____ PLEASE PRINT

Address _____ City _____ Zone _____ State _____

JUNIOR (Any boy or girl 12 but not over 19 on March 1, 1963)

SENIOR (anyone 19 or over on March 1, 1963)

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 finalist: (150 cash wardrobe gift), have G.E. dealer sign here.

NAME _____

ADDRESS _____

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.