

Share with  
a child



Last year Elizabeth Ann almost got a present for Christmas

**This year you can put a smile on her face. Through General Mills' Share With A Child Fund and The Salvation Army, you can help a lonely or neglected child when you buy a General Mills product.**

Here's how: (1) Look for the General Mills symbol on every package of General Mills foods you buy—on Big G cereals, Betty Crocker products, Gold Medal flours and Bisquick. (2) Cut out symbols. (3) Drop them in the Share kettle in your food store before December 21st.

Each symbol is worth money toward gifts for children who might otherwise not get any.

The Salvation Army has agreed to distribute the presents your symbols will buy. For example, just 40 symbols will buy a toy panda bear for a child. 20 symbols will buy a pair of mittens. And for 200 symbols a needy family will enjoy a Christmas dinner.

To be sure gifts arrive by Christmas, General Mills has started the Share With A Child Fund with \$100,000. With your help, it can grow to much, much more.



Drop General Mills symbols in the Share kettle at your food store or mail to Share Fund, Box 6, Minneapolis, Minnesota.



General Mills symbols

Tonight, Judy Garland will launch the General Mills' Share With A Child Fund on The Judy Garland Show, CBS TV Network. See your TV listings for time.