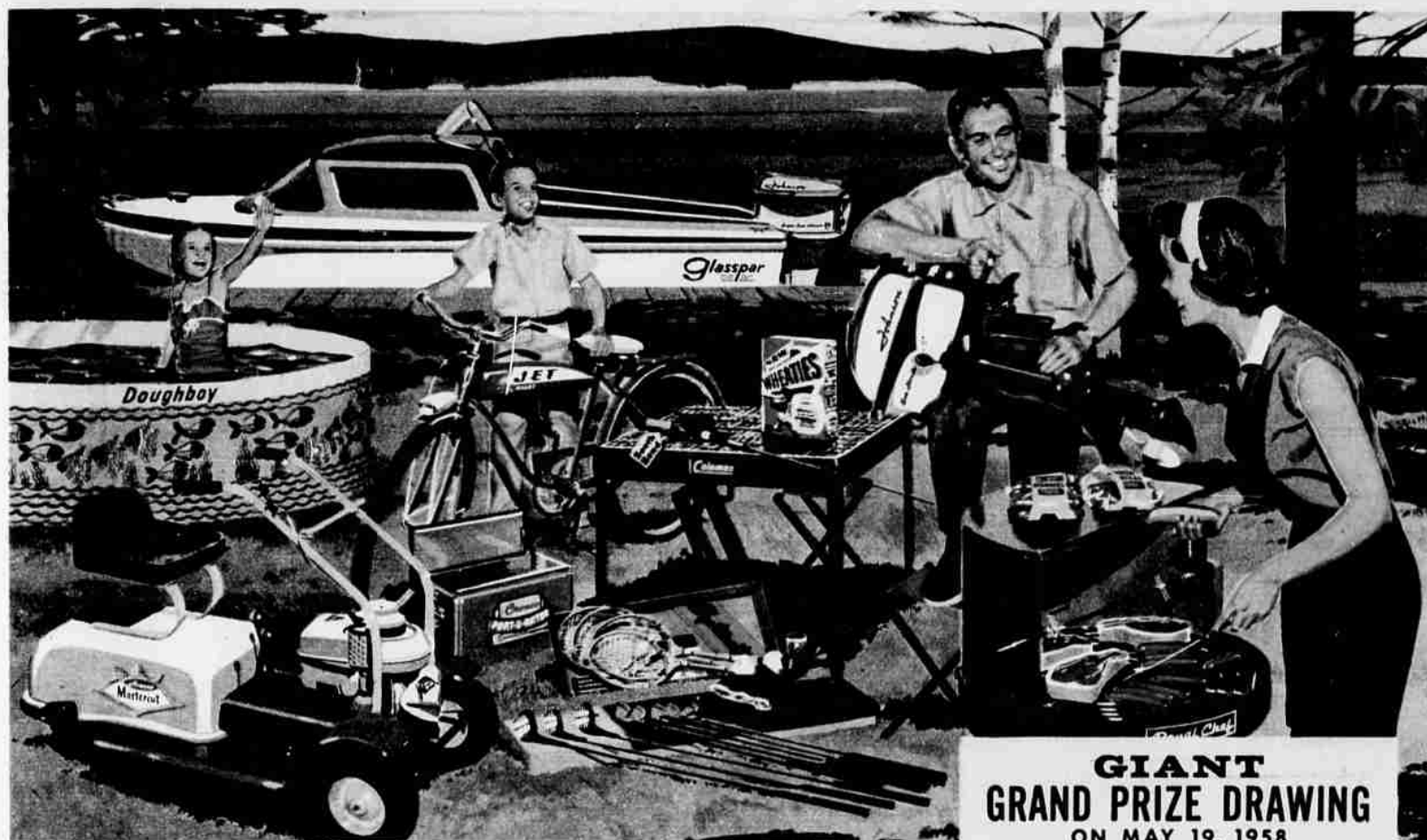


NEW WHEATIES OUTDOOR LIVING SWEEPSTAKES

WIN EVERY PRIZE IN THIS PICTURE!



GIANT GRAND PRIZE DRAWING ON MAY 19, 1958

All entries received by 8 A.M. on May 19, 1958, are eligible for:

1st Grand Prize—\$10,000 IN CASH!

Plus one each of every other prize in the Sweepstakes!

- 16-Ft. Glasspar Del Mar Cabin Cruiser with Johnson Super Sea-Horse V-50 Outboard Motor.
- Aircap Master-Ride Power Mower.
- 5½ H.P. Johnson Sea-Horse Outboard Motor.
- Boy's or Girl's Roadmaster Jet Pilot Bicycles.
- Coleman Pak-Table with 4 folding chairs.
- Wilson, Patty Berg, or Sam Snead Golf Club Set.
- South Bend Spin Cast* Rod, Reel and Line Set.
- 8-Ft. Doughboy Splasher Pool.
- Cronco Port-O-Rator Cooler.
- Royal Chef Charcoal Brazier.
- Sportcraft Official Badminton Set.
- Full case of Hormel Dairy Brand Franks.
- Year's Supply of New Radiant-Crisp Wheaties (120 12-oz. packages).

Plus Year's Supply of Hormel Prime Choice Steaks—(Choice of a deluxe gift box of 8 New York Cut or 12 Tenderloins each week for 52 weeks).

1125 Other Grand Prizes!

- 75 2nd PRIZES**—Johnson Sea-Horse 5½ H.P. Outboard Motors.
- 100 3rd PRIZES**—Wilson Golf Club Sets (3 woods, 5 irons, your choice of Patty Berg or Sam Snead Models).
- 100 4th PRIZES**—Roadmaster Jet Pilot Bicycles (Your choice of boy's or girl's model).
- 200 5th PRIZES**—8-Ft. Doughboy Splasher Pools.
- 400 6th PRIZES**—South Bend Spin Cast* Rod, Reel and Line Sets.
- 200 7th PRIZES**—Royal Chef Charcoal Braziers.
- 50 8th PRIZES**—Year's Supply of New Radiant-Crisp Wheaties (120 12-oz. packages).

2,350 prizes worth over \$100,000

No jingles to write... no boxtops to mail!

Get in on the celebration of the birth of a wonderful new Wheaties! All you do is write your name and address and mail in accordance with the easy Sweepstakes rules. For Sweepstakes rules see the specially marked New Wheaties "Sweepstakes" packages in your store, or write to General Mills, Inc., Dept. 185, 623 Marquette Avenue, Minneapolis 2, Minnesota.

Four Great Weekly Drawings

Each week New Wheaties is giving away 306 Prizes!

1st PRIZE—16-Ft. Glasspar Del Mar Cabin Cruiser with Johnson Super Sea-Horse V-50 Outboard Motor.

5 2nd PRIZES—Aircap Master-Ride Power Mower.

50 3rd PRIZES—Coleman Pak-Table with 4 folding chairs.

50 4th PRIZES—Cronco Port-O-Rator Cooler.

100 5th PRIZES—Sportcraft Official Badminton Set.

100 6th PRIZES—Full case of Hormel Dairy Brand Franks.

Weekly Drawings Will Be Held On

APRIL 21 • APRIL 28 • MAY 5 • MAY 12

After each drawing, all entries are saved and added to the following week's entries. Thus, every entry you send in has a chance to win a wonderful prize in any or all of the remaining weekly drawings! In addition, all entries received by 8 A.M. May 19, 1958, are eligible for the mammoth Grand Prize Drawing! So enter early and often!

LOOK FOR THIS
SPECIAL SWEEPSTAKES
PACKAGE!



NEW WHEATIES takes your taste outdoors! Take the "ho-hum" out of breakfast. Try the new taste that shows you how good whole wheat can really be. Big, golden flakes, radiant-crisped clean through to stay crackling crisp in milk. Chock-full of the food value whole wheat's famous for. Your family would enjoy the New Wheaties tomorrow morning!

NEW "Breakfast of Champions"