

5 contests! 2,626 prizes!

125 FRIGIDAIRE FROST-PROOF FREEZERS!

(25 AWARDED IN EACH CONTEST)

\$10,000 CASH GRAND PRIZE!

(FOR BEST ENTRY IN ALL 5 CONTESTS)

PLUS 2,500 OTHER VALUABLE PRIZES...IN

GOLD MEDAL FLOUR'S "FREEZER FIESTA"

Here's the new FROST-PROOF Food Freezer you may win!



PLUS \$10,000 GRAND PRIZE!

Cash bonus, in addition to freezer, goes to the best entry of the 125 Food Freezer winners!

Here's the frozen pie you name to enter!



Now Frigidaire breaks the final frost barrier with this amazing freezer that *never* needs defrosting! Holds 560 pounds of food in its 16 cubic feet, yet requires little floor space. A glamorous ahead-of-its-time appliance to let you bake and freeze ahead for parties, plan ahead for every meal of every day!

Just name this luscious creation of vanilla ice cream, peppermint candy sauce and flaky-tender pastry... the kind Gold Medal is famous for! Why not try it first... then enter! The easy recipe's with all specially-marked sacks of Gold Medal Flour!

2,500 OTHER PRIZES... Handsome Ice Buckets!

These simulated green leather ice buckets have traditional American eagle design. 2 qt. capacity; ice cubes keep 12 hours.



Here's all you do to enter! Mail your name for the Frozen Pie with the General Mills symbol from any sack of Gold Medal Flour and your name and address and the name and address of your grocer to: General Mills, Box 31, Minneapolis 60, Minnesota.

In each of the 5 separate contests... 25 first prize winners will be selected. Each will receive a Frigidaire FROST-PROOF Food Freezer. The Grand Prize winner, the best of the 125 Food Freezer winners, will receive a bonus of \$10,000 in cash!

Send in as many as you wish but each entry must be mailed separately! The more entries you submit, the more opportunities you have to win! First contest closes at 8:00 a.m., July 13, 1959! For complete contest rules, see specially-marked Gold Medal sacks. Contest is subject to all Federal and State laws.



BAKE IT BETTER WITH GOLD MEDAL — THE "Kitchen-tested" FLOUR