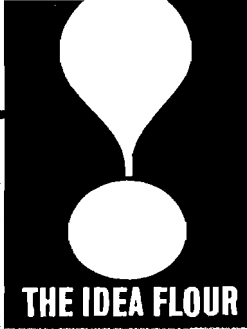
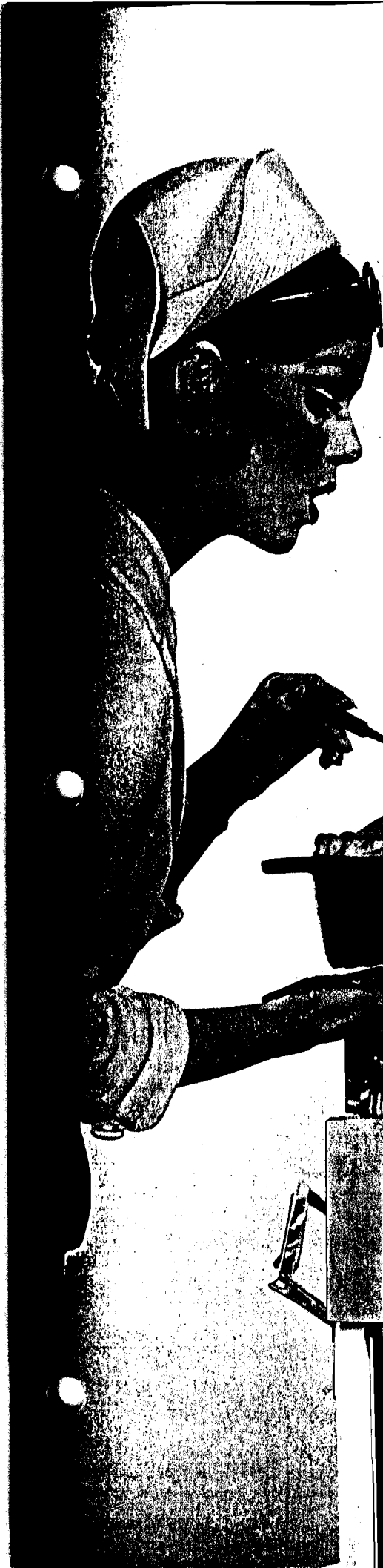


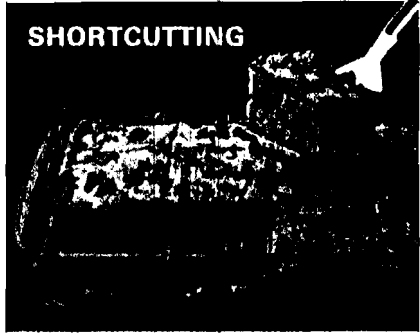
WIN \$25,000  
 \$100,000 TO  
 \$100,000 TO



# Pillsbury's BUSY LADY BAKE-OFF

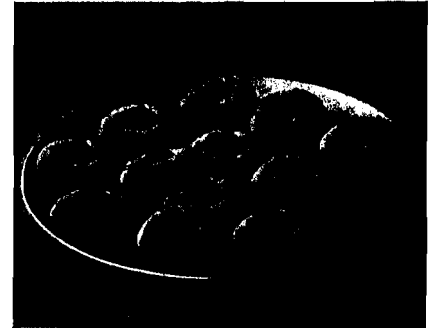


Bright ideas like these  
 count as much as skill

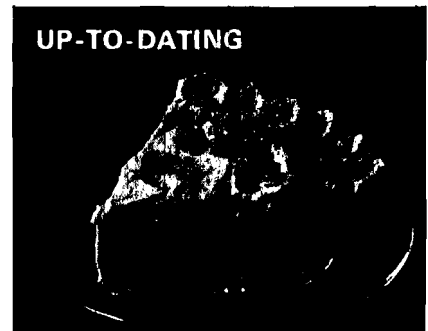


**SHORTCUTTING**

This delicious Orange Kiss-Me Cake recipe's been shortcutted to take only  $\frac{1}{2}$  the former time; 14 steps cut to only 8;  $\frac{1}{2}$  less utensils used. And it tastes even better!



These popular Peanut Blossom Cookies are now made in  $\frac{1}{2}$  the time. Mixing is reduced from 5 steps to 1! The kind of streamlining that counts in the Busy Lady Bake-Off.



**UP-TO-DATING**

A modern convenience product—easy lemon pudding—brings Lemon Cloud Pie up-to-date by cutting preparation, actually *improving* flavor. Just as the use of modern techniques and products improves *your* chance of winning the Busy Lady Bake-Off!

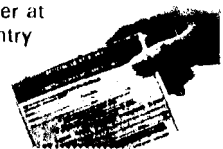
*Get above shortcut recipes free inside every sack of Pillsbury's Best Flour*

**\$100,000 IN PRIZES**  
**\$25,000 Grand Prize plus over 100**  
**other cash and travel prizes.**

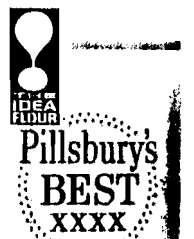
**Bonus Prizes Include:** 120 expense-paid trips to Pillsbury's 17th annual Bake-Off in San Francisco (January 23-25), 100 General Electric Americana Ranges and 100 General Electric Mixers, plus special Junior Cash Awards. See full prize list on official entry blanks at your grocery store now.

**Even a beginner can win!**

Come on you quick-idea girls, you busy homemakers. This year's 17th Annual Pillsbury Bake-Off is wide open for your shortcutted, up-to-dated idea recipes. This year even a beginner at baking can win! Entry period closes October 31, 1965.



*Get official entry blank and complete prize list inside Pillsbury's Best Flour or at special displays at your grocer's now.*



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