

Announcing

CANADA PACKERS' DOMESTIC SHORTENING

CROSS-CANADA BAKEFEST

YOUR FAVOURITE RECIPE MAY BE A WINNER

\$15,000

IN PRIZES
BIG CASH awards plus famous appliances by



FRIGIDAIRE

ENTER TODAY!

FIRST PRIZE

\$2,500.00 in cash plus the glamorous Frigidaire 14.3 cubic feet Cold-Pantry refrigerator; the Frigidaire Imperial range with the Wonder Oven and Thinking Top, and the Imperial Pair—Frigidaire's automatic washer and electric dryer.

SECOND PRIZE

\$1,500.00 in cash plus the fabulous Frigidaire 12.0 cubic feet Cold-Pantry refrigerator; the Frigidaire Imperial range with the famous French Door design; and the DeLuxe Pair—Frigidaire's automatic washer and electric dryer.

THIRD PRIZE

\$1,000.00 in cash plus the DeLuxe Frigidaire 9.5 cubic feet Food Freezer refrigerator; the ever popular Frigidaire Thrifty Thirty electric range; and the DeLuxe Pair—Frigidaire's automatic washer and electric dryer.

SEVEN RUNNERS-UP

Each **\$200.00 in cash** plus the Frigidaire Compact Apartment range.

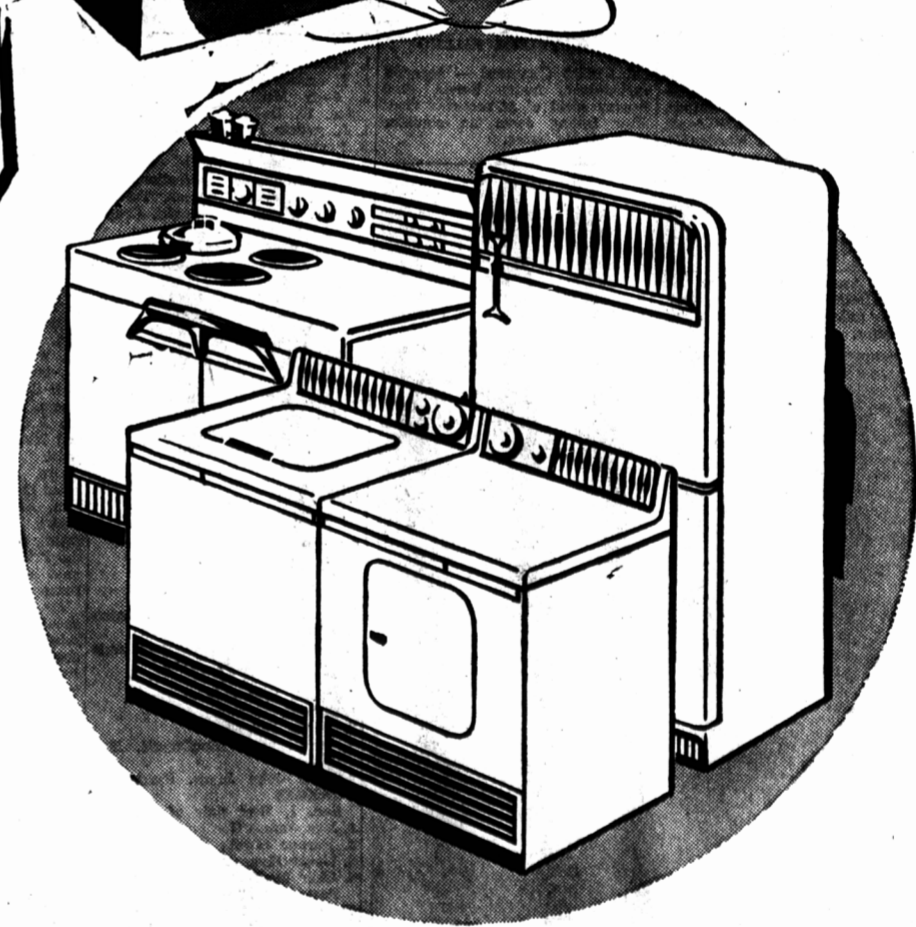
Plus 100 exciting consolation awards

CANADIAN COOKS COAST TO COAST

Have you a favourite baking recipe with Domestic Shortening? Maybe a special cake or pie that's a little different! Don't delay! Send it today! It may be a prize winner in Canada Packers-Domestic Cross-Canada Bakefest and win you big money and breathtaking Frigidaire appliances for the kitchen of your dreams. Sounds easy? It is! Just as easy as turning out perfect baked goods with Domestic—the favourite shortening of good cooks right across Canada. Domestic is a winner every time—cuts down mixing time, blends completely with both wet and dry ingredients.

GRAND BAKE-OFF IN TORONTO!


You may be one of the lucky ten selected to compete in the grand bake-off in Toronto. As guests of Canada Packers, there'll be fun for all, and most exciting, a chance at all ten prizes. And there are 100 consolation prizes as well. Just look at the sensational prize list. Read the simple rules. Your official entry form is inside every package of Domestic.



CONTEST RULES

1. Mail your favourite baked goods recipe, made with Canada Packers' Domestic Shortening, to Cross-Canada Bakefest, Box 3600, Postal Station "A", Toronto, Ontario. Entries must be post marked no later than midnight Sunday, November 18th, 1956.
2. Contest open to residents anywhere in Canada.
3. Send as many recipes as you like, each accompanied by the official entry form, printed on the inside of every package of Domestic Shortening.
4. Write all ingredients in standard measurements.
5. Senders of ten top recipes only will be invited to compete at grand bake-off in Toronto early in December. All expenses paid. Judging will be by a panel of well-known home economists. Judges' decision will be final.
6. Consolation awards to be given to senders of next 100 best recipes.
7. All recipes entered become the property of Canada Packers Limited, for use as seen fit.
8. Contest not open to employees of Canada Packers Limited; Frigidaire Products of Canada Limited; and their advertising agencies, or members of their immediate families.

CANADA  PACKERS

*This mark  on any product is Canada Packers' pledge of finest quality.

BETTER BAKING BEGINS WITH DOMESTIC SHORTENING