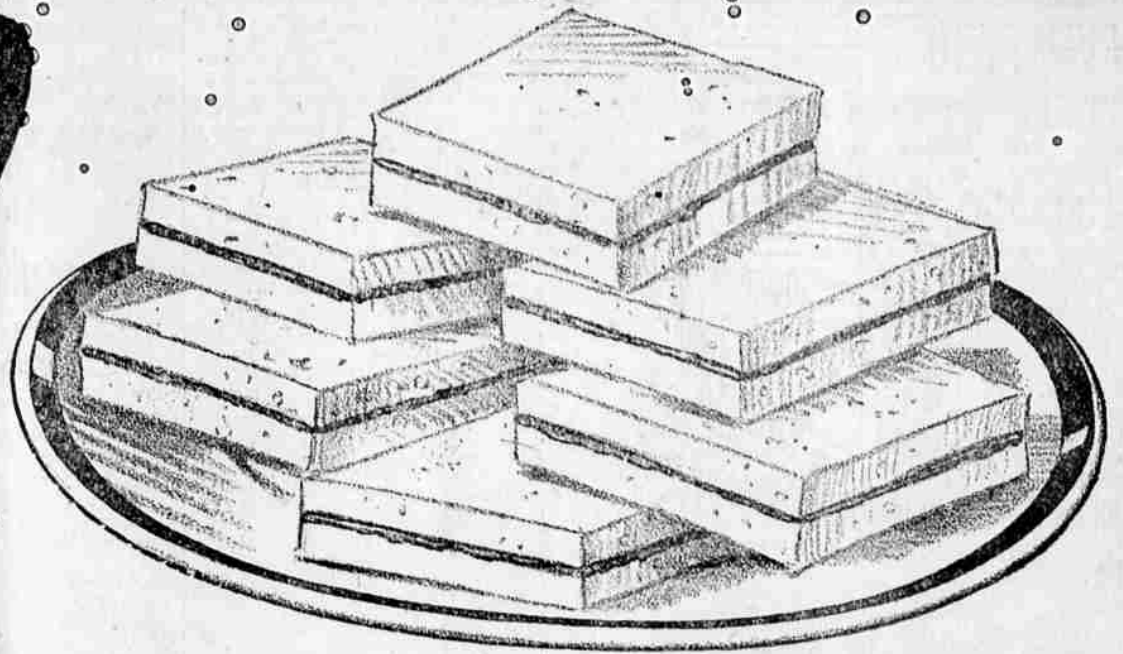


Free!

6 of the Most Delicious Meat Sandwiches You Ever Ate



At Your Grocery and Delicatessen Store

TAKE the coupon on this page to your grocer's today and receive with our compliments, one full-size, fifteen-cent can of the most delicious sandwich spread you ever tasted. We give this to you absolutely free. We are doing it because we *know* you will like it, and because it is the only way we can make its merit clear to you.

A Flavor that Only a Trial Can Describe

Can you describe a flavor? We can't. Neither the printed word nor the spoken language can do it. But we have a flavor to introduce to you—a blend of meats and seasonings—a blend of flavors, each flavor one that you've always liked. And the combination produces a *new* flavor—a flavor so appetizing, so zestful, yet so dainty that it makes the most delicious sandwich that ever melted on the human tongue.

But we can't describe it. Only your palate can do that. So we're adopting the only course that is available to us. We are giving you—*free*—one regular-size can of Delicia Sandwich Spread. And we are paying your grocer fifteen cents in cash for the can he gives you.

Solves a Troublesome Household Problem

Acceptance of this free offer will do far more for you than merely bring to you a new flavor. It will open for you an easy way to provide the principal feature of many an informal repast. Think of the practical usefulness of such a savory, wholesome, hunger-satisfying delicacy!

When friends drop in unexpectedly. When the little one says, "Mamma, I'm hungry." When you, yourself, would enjoy "just a bite" between meals, or after the theatre or motor ride. For school luncheons it provides a nutritious, toothsome dainty, high in food value, easily packed and greatly relished by every youngster. In the dinner-pail it supplies the brawn-and-bone-building elements that the worker must have, and at a surprisingly moderate cost.

For afternoon teas, entertainments, card and mah jongg parties, dancing parties—social affairs of every kind—as well as to give variety to home meals, there never has been a delicacy that could even approach Delicia Sandwich Spread in its appeal to the taste and ease of preparation.

Clip the Coupon Now

Don't wait until this paper is mislaid or until our offer is forgotten. Clip the coupon while it is before you. Then take it, or send it, to your grocery

or delicatessen store with 15 cents. You will receive two cans of Delicia Sandwich Spread. You will pay 15 cents for one of them. We will pay 15 cents for the other. *You* get both.

Make this trial at our expense. Learn for yourself what there is about Delicia Sandwich Spread that has caused this delightful food discovery to spring into such tremendous popularity all over the land. Taste it yourself. Then give those in your family all they want of it. Every member will enjoy it. Every element used is nourishing and easily digested.

Delicia Sandwich Spread is composed of choice meats and enough condiments to impart a piquant, delicious seasoning. Delicia Sandwich Spread is more than a mere detail of a meal or luncheon. It is a condensed, concentrated meal in itself. The first can will make you a Delicia enthusiast forever.



Six Recipes for DELICIA Sandwich Spread Sandwiches

1. Spread on bread, toast or crackers just as it comes out of the can. Use lettuce leaf if desired.
2. Mix Sandwich Spread with a little mayonnaise.
3. Mix Sandwich Spread with chopped blanched almonds.
4. Use Sandwich Spread with chopped stuffed olives.
5. Mix Sandwich Spread with chopped hard boiled egg.
6. Mix Sandwich Spread with chopped mixed pickles.

Other Uses:

Baked green peppers, tomatoes, or potatoes with Delicia Stuffing, seasoned and garnished to taste, for dinner.

On toast with tomato and hard boiled egg as appetizer.

Make croquettes of Delicia, adding egg, onion, and bread crumbs as desired, for luncheon.

On toast with melted American cheese as appetizer.

Use Delicia instead of ham or jelly in special omelets, for breakfast.

Fill chilled tomato with Sandwich Spread, add mayonnaise. Place on lettuce leaves as appetizer.



Take this Coupon to Your Dealer
Pay Only for One Can
We Will Pay the Dealer for the Other
 Baker Food Products Co., Chicago

Packers also of Delicia Sliced Dried Beef

HERE IS THE COUPON

Get Your FREE Can Now!

Take this coupon to any grocer or delicatessen store anywhere in the United States. Buy a 15 cent can of *Delicia Sandwich Spread* and the dealer will give you an extra 15 cent can *FREE*—you get *two* cans for the price of *one*. We will pay the dealer for the extra can. Go while this special free distribution is on. Don't hesitate to ask for the free can. This coupon entitles you to the extra can free.

RETAILER: This Coupon Good for 15c Cash
 When customer presents this coupon and buys 1 can of *Delicia Sandwich Spread* for 15 cents, give her an *EXTRA* can *FREE*. Remove the wrapper from one of the cans and attach it to this coupon. Send all your coupons, with wrappers attached, either to us or to your jobber, and you will be paid 15 cents apiece in cash for them.

Baker Food Products Co., Chicago