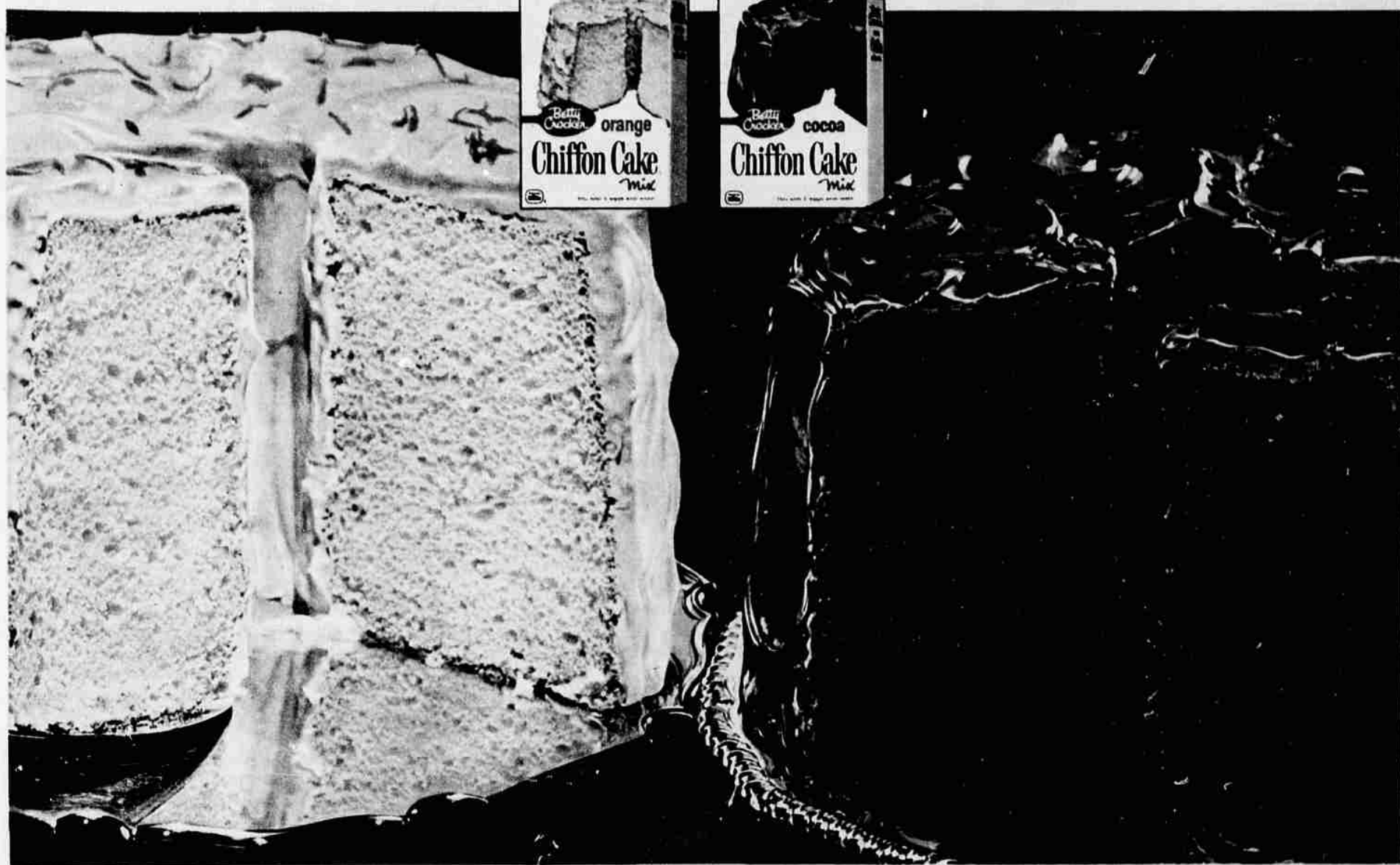


# Save 10¢ on NEW Betty Crocker Chiffon Cake Mixes



High and light as angel food!  
Rich and moist as butter cake!  
Easy! No eggs to separate!  
Easy! Complete in one package!

and *Betty Crocker* says—

**"We guarantee a perfect\* chiffon cake—  
chiffon-light, chiffon-lovely—  
cake... after cake... after cake!"**

\*PERFECT! Yes, every mix we make for you is guaranteed to come out perfect, or send the box top with a letter describing your baking to Betty Crocker, Box 200, Minneapolis 40, Minn., and General Mills will send your money back.



Offer expires 60 days after receipt



## 10¢ OFF



**This coupon is worth 10¢ toward the purchase of  
NEW Betty Crocker Chiffon Cake Mix... Orange or Cocoa!**

Mr. Grocer: As our agent accept this coupon for 10¢ only on the purchase of Betty Crocker Chiffon Cake Mix. Your General Mills representative will reimburse you 10¢ plus 2¢ handling charge for each coupon you so accept, or mail this coupon to General Mills, Department 400, 623 Marquette Ave., Minneapolis 2, Minn., for redemption. Customer must pay sales tax, if any. This offer void in any state or locality prohibiting, licensing, taxing, or regulating these coupons. Offer expires 60 days after receipt.




ONE TO A CUSTOMER ONLY

**GENERAL MILLS, INC.**



