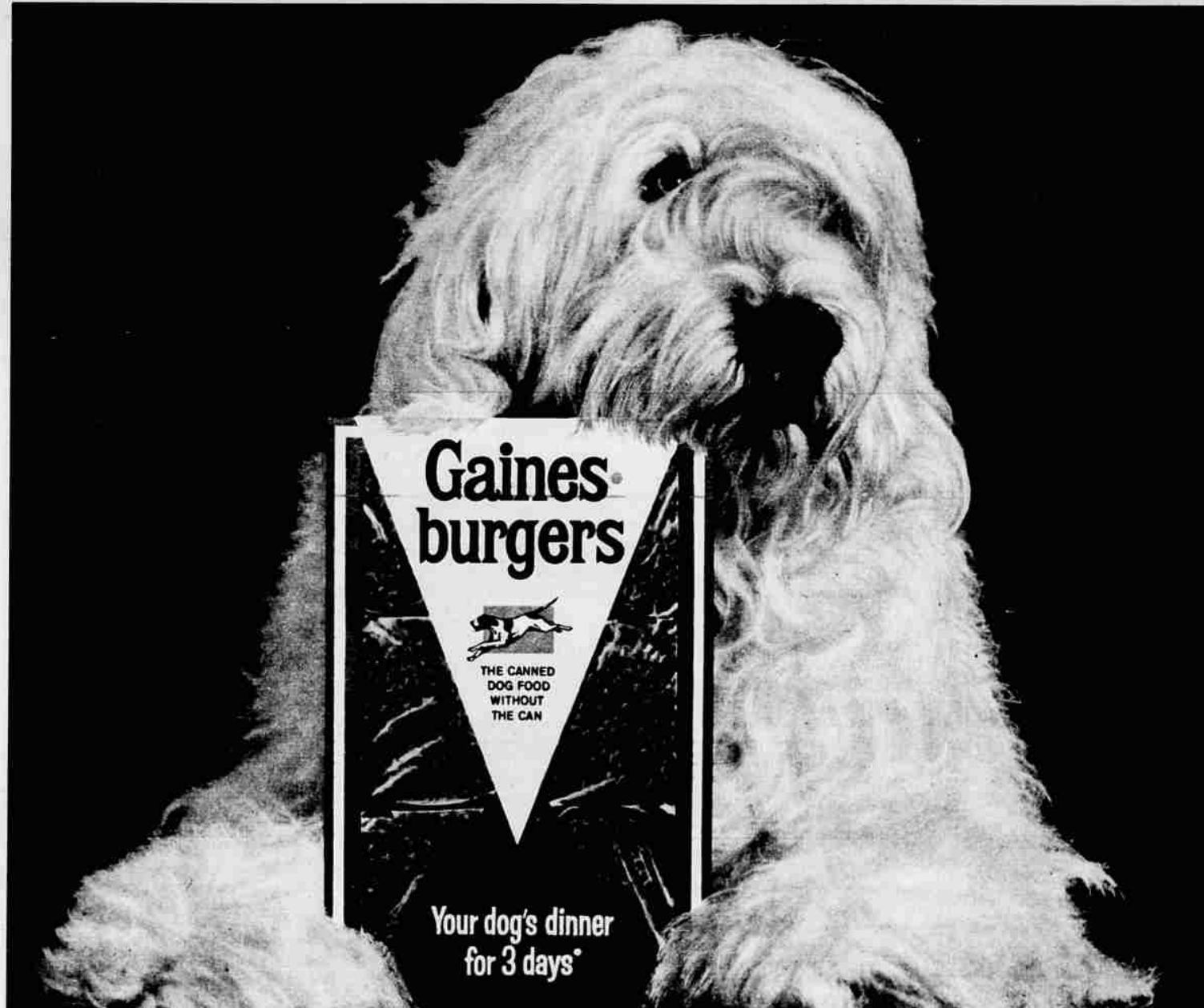




GAINES • BURGERS IS A REGISTERED TRADE MARK OF GENERAL FOODS CORPORATION.

Bet you a dime your dog goes for Gaines-burgers

(this dime ... right here!)

Most dogs do go for new Gaines-burgers—the canned dog food without the can. They're beefy. Soft, moist and satisfying. We're so sure your dog will like them too, we're offering you a dime off the regular price.

New Gaines-burgers give your dog the nourishment of canned dog food—beef, a vegetable, minerals, milk solids and vitamins—without all the water of canned dog foods.

Convenient? You bet! Nothing to scoop, scrape, mash or spill. And no refrigeration needed.

Take us up on our bet? Better clip the coupon at the right. Take it to your grocer. He'll take ten cents off the regular Gaines-burgers price. Another good reason to start your dog on Gaines-burgers today.

10¢	STORE COUPON		10¢			
GENERAL FOODS	THIS COUPON WORTH 10¢ ON YOUR NEXT PURCHASE OF NEW GAINES • BURGERS OFFER LIMITED TO ONE COUPON PER PACKAGE Mr. Grocer! Post Division, the makers of Gaines-burgers, will redeem this coupon for 10¢ plus 2¢ for handling, if you received it on your sale of any size package of Gaines-burgers. For payment, present it to your Post Division representative, or mail it to General Foods Coupon Redemption Office, P. O. Box 103, Kansas City, Missouri. Coupon may not be assigned or transferred by you. Invoice proving purchase of sufficient Gaines-burgers to cover coupons presented for redemption must be shown upon request. Customer must pay any sales tax. Void where prohibited, taxed, or restricted by law. Good only in U.S.A. Cash value 1/20¢. General Foods Corporation. 111B-4 C			GENERAL FOODS		
	REDEEM NOW AT YOUR GROCER					
	10¢				10¢	