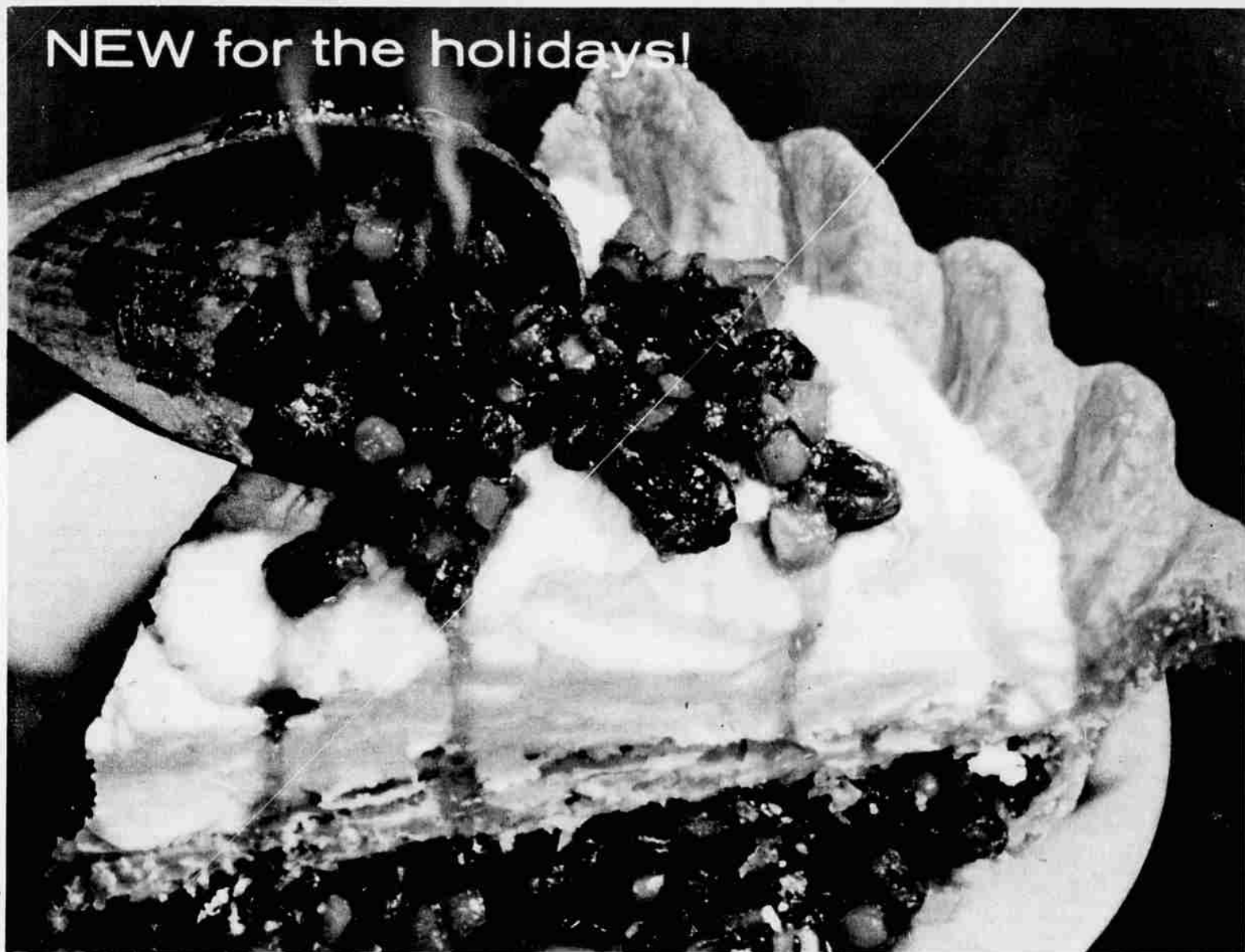


NEW for the holidays!



Hot Mince 'n Ice Cream Pie!

NONE SUCH makes the delicious filling and hot pour-on sauce

This is a mince pie a child will like! . . .

New! Hidden Crust Pie made with Hot Mince 'n Ice Cream

Make Two-crust Pie as directed on Betty Crocker Instant Pie Crust Mix package, using 1½ cups Borden's None Such Mince Meat for filling. (Top crust forms slight hollow for ice cream topping.) Bake 30 to 35 min. at 425°.

Just before serving pie, heat rest of mince meat. Spoon 1 qt. vanilla ice cream onto top crust to fill pie. Serve mince meat over wedges of warm pie.



Look for the specially marked None Such Mince Meat jar . . . with the 5¢-off label! Your grocer will give you 5¢ off the regular purchase price!

Betty Crocker Instant Pie Crust Mix makes the perfect crust



(It's new! It's instant! You make it with boiling water!)

My new boiling-water method for mixing pie crust is far different, easier, far surer and better. You just add 2 tablespoons boiling water to each crumbled stick . . . stir. Roll out a big 9" crust with plenty left over for fancy trim.

"I guarantee a homemade-perfect pie crust every time!" Betty Crocker

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



Do this and SAVE 12¢

Look for this specially marked Betty Crocker Instant Pie Crust Mix package! Inside is a coupon worth 7¢ toward a purchase of None Such Mince Meat!