


There's always something new from Betty Crocker

NEW

YOU MAKE IT WITH BETTY CROCKER CAKE AND FROSTING MIXES



You'll be so proud  of this cake! Deep, dark curls of rich chocolate nestling through a meltingly tender soft white cloud of a cake. The recipe's on the White Cake Mix package. Frost with our Fluffy White Frosting Mix. Trim with shaved chocolate curls.

GENERAL MILLS, INC.

Take this coupon to your grocer

SAVE



on your next purchase of any
BETTY CROCKER CAKE OR FROSTING MIX

Mr. Grocer: As our agent accept this coupon for 5¢ only on the purchase of Betty Crocker Cake or Frosting Mix. Your General Mills representative will redeem for 5¢ plus 2¢ handling for each coupon you so accept, or mail this coupon to General Mills, Inc., Dept. 400, Minneapolis 2, Minn., for redemption.

Fraud clause: Any other application of this coupon constitutes fraud. Invoices proving purchase, within the last 90 days, of sufficient stock to cover coupons presented for redemption must be made available upon request. Coupons limited to one per customer. This offer void in any state or locality prohibiting, licensing, or regulating these coupons. The consumer must pay any sales tax included.

Offer expires 60 days after receipt.

CASH VALUE 5 CENTS