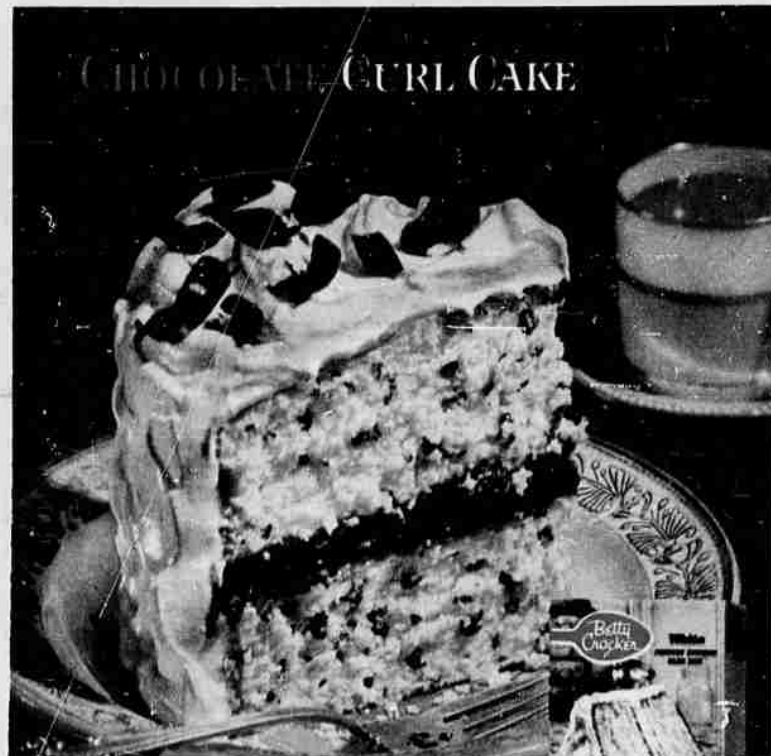


THERE'S ALWAYS SOMETHING NEW FROM BETTY CROCKER



CHOCOLATE CURL CAKE

Deep, dark curls of rich chocolate nestling through a meltingly tender soft white cloud of a cake. The recipe's on the Betty Crocker White Cake Mix package. Frost with our Betty Crocker Fluffy White Frosting Mix. Trim with chocolate curls.



BANANA SPICE CAKE

Here's a cake the family will love! Fragrant with spices, meltingly moist, mellow with fresh bananas. You make it with our new Betty Crocker Honey Spice Cake Mix. You'll find the recipe on the package . . . and it's easy as easy!



MARBLE CAKE MIX

There's specially selected cocoa in the chocolatey swirls of our new Betty Crocker Marble Cake. You mix it all in one bowl . . . frost it with Betty Crocker Chocolate Fudge Flavor Frosting Mix for a marvel of a cake. Other recipes on package.



VELVET CREAM CAKE

Here's Betty Crocker's recipe-of-the-year - Velvet Cream Cake. You make it with Betty Crocker Yellow Cake Mix and Chocolate Fudge Flavor Frosting Mix. It comes out wonderfully soft and moist. Recipe's on the Yellow Cake Mix package.



SPUMONI CAKE

A rainbow of creamy fillings in a deep, dark devil's food cake that tastes as rich as homemade fudge. Only one mix could make a cake like this—our new Betty Crocker Devil's Food Cake Mix. Look for the Spumoni Cake recipe on the package.



NEW TOASTED COCONUT CAKE MIX

There's never been a mix like this! Real coconut—roasted coconut—adds a golden surprise to this rich, tender cake. It's fresh, moist, light and luscious. Look for Toasted Coconut—an exclusive new Betty Crocker Cake Mix. Do bake one soon.



NEW MILK CHOCOLATE CAKE MIX

There's real candy-bar milk chocolate right in this new mix! You'll taste that chocolatey goodness in every tender bite. Look for Betty Crocker Milk Chocolate Cake Mix at your store. Try it with your favorite Betty Crocker Frosting Mix.

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CAKE OR FROSTING MIX**

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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.

Other expires 60 days after receipt.

CASH VALUE 5 CENTS