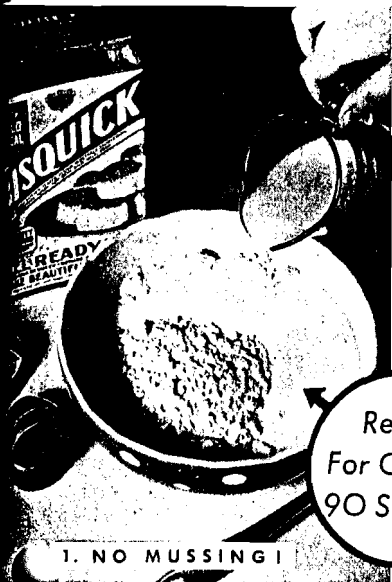


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SCIENCE'S MOST THRILLING FOOD INVENTION!

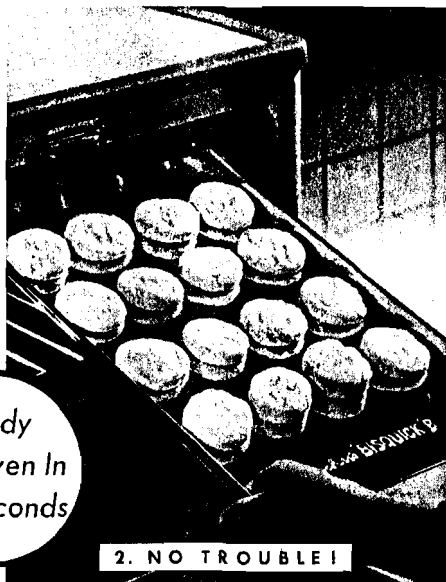
Makes Anybody a Perfect Biscuit Maker!



Ready For Oven In 90 Seconds

1. NO MUSSING!

Add water or milk . . . Nothing else!



2. NO TROUBLE!

Put in oven . . . And . . .



3. NO FAILURES!

Have your husband say "Great!"

Simply Add Water or Milk to Bisquick

Have Biscuits Your Husband Will Say Are Better Than The Ones His Mother Used To Make!

COUPON PLEASE for Remarkable Introductory Offer—You Are Paid to Try Bisquick

New and marvelous food invention makes anybody the most inexperienced bride—a perfect biscuit maker! Eliminates entirely all the mussing, trouble and grief kept you from making biscuits until now.

Add water or milk to Bisquick . . . stir . . . cut out in oven . . . and surprise your husband with biscuits that are better than those his mother made. Delicious . . . golden-brown on top, flaky white inside . . . simply melt in your mouth!

Have Bisquicks (the name for these new-day biscuits) for the oven in less time than it takes to make a coffee—in 90 seconds or less!

Bisquick at any grocery store. And, note in coupon, the remarkable, free introductory offer.

A Unique and Scientific Invention

Discovery of the millers of famous Gold Medal "Kitchen-Flour," Bisquick is utterly different from anything before known. Made with a remarkable new-type flour which is manufactured exclusively for use in biscuits, there is nothing else like it.

The "knack" or "trick" of perfect biscuits is made by a remarkable new process which mixes the dry ingredients (something few

A PURE FOOD, HONESTLY ADVERTISED

The Seal of Acceptance of the Committee on Foods of the American Medical Association is your best guarantee of the quality of any product and the truthfulness of the advertising claims made for it. Look for it on every food you buy. Bisquick has this Acceptance.



NOTE COUPON

These 50c Value Bisquick Cutters

Given Free! Simply For Trying BISQUICK

women ever learn to do) about ten times more perfectly than human hands can do.

"Kitchen-tested" for uniformity of results under the direction of the noted Gold Medal Cooking Authority, Betty Crocker, Bisquick brings you perfect biscuits every time.

Based on an historic old Southern recipe, every Bisquick you make is an exquisite adventure in deliciousness.

Accept Offer In Coupon

To attract every woman reader of this magazine to try Bisquick, we make this valuable offer: Two lovely, genuine Bonnyware Bisquick Cutters (retail value 50c) will be given free to every woman who sends in the top from one package of Bisquick. One, a delicate jade green, cuts big man-size dinner biscuits; the other, a beautiful ivory, cuts tea or bridge size. Each is designed to cut Bisquicks cleanly, quickly and easily. Accept this offer—which more than pays you to try your first package of Bisquick.

Get Bisquick at your grocer's today. You'll be glad you did. It's economical—makes 80 man-size biscuits or 125 tea biscuits. And—send the coupon! You'll find the Bisquick Cutters great to have.

GOLD MEDAL FOODS, INCORPORATED
of
GENERAL MILLS, INC., MINNEAPOLIS, MINN.

BISQUICKS are nourishing, healthful food for your family. Just as the breads that present-day bakers make with their scientific equipment and methods, and that you serve daily to your family, are indeed the "staff of life."



Accept this 50c Value FREE SIMPLY FOR TRYING BISQUICK

GOLD MEDAL FOODS, INCORPORATED
Minneapolis, Minn.

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Gentlemen: Enclosed please find the TOP which I have torn off from a package of Bisquick, for which please send free and postpaid the pair of Bisquick Cutters as illustrated and described here.

This Offer Good Only in Continental Limits of U. S. A.

Name
Street or R. F. D. No.
City State