

NOW! HAVE PERFECT BISCUITS!

Ready for Oven in 90 Seconds!

**Amazing New Food
Invention Banishes All The
Mussing, Trouble and Fail-
ure From Biscuit Making!**

**Simply Add Water or Milk to Bisquick
and Have the Kind of Biscuits Your
Husband Says His Mother Used to Make!**



1. NO MUSSING!

Add water or milk... Nothing else!



2. NO TROUBLE!

Put in oven... And...



3. NO FAILURES!

Have your husband say "Great"

**WE PAY YOU TO TRY
FIRST PACKAGE**
Note Coupon, Please! Remarkable Introductory Offer Makes First Package Cost You Nothing

A Unique and Scientific Invention

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

Then too, the "knack" or "trick" of perfect biscuits is made into Bisquick. By a remarkable new process which mixes the shortening into the dry ingredients (something few 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 35c) 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 "stuff of life."

**Accept this 35c Value FREE
SIMPLY FOR TRYING BISQUICK**

GOLD MEDAL FOODS, INCORPORATED
Minneapolis, Minn.
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.....

...a new and marvelous food invention makes anybody—even the most inexperienced bride—a perfect biscuit maker!
...eliminates entirely all the mussing, trouble and that's kept you from making biscuits until now.
...add water or milk to Bisquick... stir... cut... put in oven... and surprise your husband with biscuits he'll say are better than those his mother made. Delicious creations... golden-brown on top, flaky white inside... they simply melt in your mouth!
...and you have Bisquicks (the name for these new-day biscuits) ready for the oven in less time than it takes to make a cup of coffee—in 90 seconds or less!
...at Bisquick at any grocery store. And, note in coupon, the remarkable, free introductory offer.

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.

