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"The Easiest Way to Make a Man Brighten Up at Dinner Is to Put HOT BISCUITS on the Table"



Here's That Marvelous New Food Invention

That Now Makes Anybody—Anybody Who Can Add Water or Milk to Bisquick—A Perfect Biscuit Maker!

Send Coupon Below For FREE Gift That Pays You To Try Bisquick

... a new and marvelous food invention ... anybody—even the most inexperienced ... a perfect biscuit maker! And banishes ... the muss, trouble and grief!
... add water or milk to Bisquick ... cut out ... and have biscuits like ... your husband's mother made. Light, ... fluffy, gold brown-topped creations ... make a man sit up and take notice at ... table!
... you have Bisquicks (the name for these ... day biscuits) ready for the oven in less ... than it takes to make a cup of coffee— ... seconds or less!
... Bisquick at any grocery store. And, note ... coupon, please, the remarkable free intro- ... ry offer.

A Unique and Scientific Invention ★
... the discovery of the millers of famous Gold ... "Kitchen-tested" Flour, Bisquick is ... different from anything ever before ... n.
... "knack" or "trick" of perfect biscuits is ... into Bisquick. By a remarkable new ... which mixes the shortening into the ... ingredients (the thing few women ever ... to do) about ten times more perfectly ... than human hands can do. Then, too, this ... shortening is of an utterly new type made ... usively for use in Bisquick—it stays fresh



and sweet long after ordinary shortenings turn rancid!
"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.
Accepted by the Committee on Foods of the American Medical Association, Bisquick needs no better guarantee as to its quality

and the truthfulness of the advertising claims made for it.

Accept Offer in Coupon
To induce every woman to try Bisquick we offer two lovely, genuine Bonnyware Biscuit Cutters (retail value 35c) FREE for the top from one package of Bisquick and coupon below. One, a delicate jade green, cuts big man-size dinner biscuits; the other, a beautiful ivory, cuts tea or bridge-size. Each cuts cleanly, quickly and easily. Accept this offer—which 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. Incidentally, every package contains a valuable coupon redeemable for Wm. Rogers & Son 35 year guaranteed silverware in the smart, new Friendship Pattern. But, meantime, send the coupon below! You'll find the Biscuit Cutters great to have.

GOLD MEDAL FOODS, INCORPORATED
Of Copr. 1933, by General Mills, Inc.
GENERAL MILLS, INC., MINNEAPOLIS, MINN.

Accept this 35c Value FREE SIMPLY FOR TRYING BISQUICK
Offer Good Only in Continental Limits of U.S.A.

GOLD MEDAL FOODS, INCORPORATED 1205-R 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 Biscuit Cutters as illustrated and described here.

Name..... 43381

Street or R. F. D. No.....

When you bake biscuits at home, by all means use Bisquick. It is so easy and you are sure to avoid disappointments. . . . The easiest way, however, when you want delicious bread, rolls, cake or pastry is to simply order them from your baker direct or through your grocer. With truly professional skill, your baker transforms wheat, our basic cereal food, from nourishing body-building grain into tasty, appetizing, wholesome, mealtime delights. Get acquainted with your baker and his products. . . . Wheat provides an infinite variety of temptings.