

AT A STRAWBERRY SHORTCAKE... WHEN MY MOTHER NEVER MADE ONE... GOOD AS THIS! HOW DID YOU DO IT?

WITH BISQUICK!

FOR HOME MEALS

DO YOU DO IT? HOW WONDERFUL!

WITH BISQUICK!

MARVELOUS!

FOR LUNCHEONS

DO YOU DO IT? WITH BISQUICK!

GREAT!

SWELL!

FOR FORMAL DINNERS



WANTED: EVERY WIFE WHOSE HUSBAND LIKES STRAWBERRY SHORTCAKE

To Accept This Friendly Challenge From Betty Crocker:

6/35 LHS

"Your Husband Will Say My Bisquick Strawberry Shortcake Is Better Even Than the Old-Fashioned Biscuit Shortcake His Mother Used to Make or I'll Give You Back the Price You Pay for a Package of Bisquick"

DEAR FRIENDS: Recently I made a statement to a very brilliant advertising writer, which I was immediately challenged to prove. I said *all* women were not convinced by flowery words and cleverly turned phrases. I maintained that women would be more apt to buy something if it were put to them on a businesslike basis giving them facts rather than imagination dressed in fancy prose.

A letter from a young wife started this argument. She had written to tell me that she had just won a friendly bet (with her mother-in-law) on who could make the best strawberry shortcake. And why didn't I tell other wives how they could use Bisquick to show their mothers-in-law a trick they didn't know about cooking?

I didn't want to pit wives against their mothers-in-law, but I was so sure the Bisquick way was better than any old-fashioned method of making strawberry shortcake, that I wanted to offer every woman her money back if results didn't prove me right.

That's where the advertising man disagreed. He said I wouldn't get very far. But I refused to give up my belief in your women. So now you have the reason for my "friendly challenge." Won't you help me show this ad writer that we women are "from Missouri"?

And when you make Bisquick Strawberry Shortcake, you'll find this way 100% faster than old-fashioned methods. It saves you 44 steps, too. Yet costs little, if anything, more. And as for results, Bisquick Shortcake is delicately browned on top, so white, so light, so fluffy inside, and so tender and delicious, your husband will say it must have come straight from heaven. See for yourself.

Sincerely yours,
Betty Crocker

P. S. If you want to save time and steps, accept the offer made in the coupon in this ad.

Caution: Genuine Bisquick—spelled B-I-S-Q-U-I-C-K—the unique invention of the millers of GOLD MEDAL "Kitchen-Tested" Flour, has the "knack" or "trick" of perfect biscuits and shortcake MADE INTO IT, keeps fresh and sweet, and is accepted by the Committee on Foods of the American Medical Association as a pure food, truthfully advertised. Refuse cheap substitutes.

GOLD MEDAL FOODS, INCORPORATED
of Since 1905, by General Mills, Inc.
GENERAL MILLS, INC., MINNEAPOLIS, MINN.



BETTY CROCKER, Desk LHJ6
Gold Medal Foods, Inc.
Minneapolis, Minn.

Dear Betty Crocker: Enclosed please find ONE (1) top from one (1) package of Bisquick (either large or small size) for which please send my free copy of the *Book of 101 Delicious Bisquick Creations*, which shows me how to make 101 things by the Bisquick Principle in half the time—with half the steps.

Name.....

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

City.....State.....

NOTE: If you do not care to send a Bisquick Box Top, send 25c for book. 3511

GRAND LUNCHEON MENU
FEATURING
STRAWBERRY SHORTCAKE
Mrs. Harold C. Strutz

- Broiled Lamb Chops on Toast Triangles
- Rice Green Peas Mint Jelly Rolls
- Avocado, Tomato, and Grapefruit Salad
- Bisquick Strawberry Shortcake
- Coffee

Harold C. Strutz, Who Entertained Gen. Balbo and His Party When They Made Their Spectacular Flight, and Who Is Daughter of Countess Carlo Filippini, as Bisquick A Life-Saver When Unexpected Guests Arrive at Her Lovely Country Home, Oakbrook Farms at Hinsdale, Illinois

When you bake biscuits at home, use Bisquick to get perfect results. And remember—the easiest way to get delicious bread, rolls, cakes, or pastry is to order them from your baker or through your grocer. For, with truly professional skill, your baker transforms wheat—the "staff of life"—into tasty, appetizing, wholesome, mealtime delights. Get acquainted with your baker and his products.

