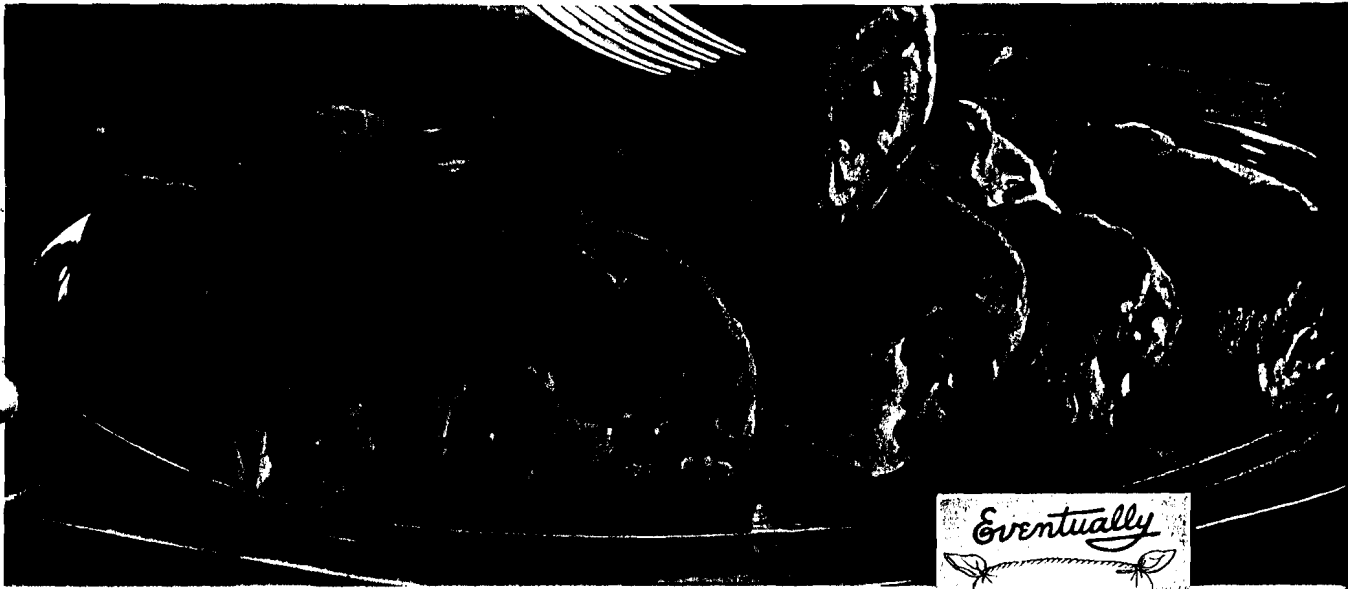


NO MAN CAN RESIST

Pigs in Blankets

By Unanimous Vote, 80% Husbands Elected This Their Favorite Snack, Say Their Wives



Accept FREE the SIMPLIFIED Recipe for It and 14 Others Now Given Inside Every Sack of Gold Medal Flour. Or, Send 10c With Coupon Below

Due to a New Milling Development
Gold Medal "Kitchen-tested" Flour
It's Very Easy To Make

If you would like to be in your husband's "My wife is the greatest cook in the world!" then you are sure to try the remarkable new set of 15 Simplified Recipes For Foods Men Like. Now you can make every sack of Famous Gold Medal Flour. Or, send for 10c and the coupon below.

The recipe for the selection of each Food, tested by cooking editors at Life, Home of Ladies' Home Journal, Blue Jaynet of Pictorial Review, and others collabored with Betty Crocker, would not of Gold Medal Flour. They given to wives throughout the United States to try on their husbands.

For instance, Pigs in Blankets was the unanimous vote elected the favorite snack of 80% husbands, according to their wives.

Try this recipe on your husband. What response will delight you both. And you'll find Pigs in Blankets surprisingly easy to make.

Home Baking Has Gently Simplified

By the development of a new type of flour—Gold Medal "Kitchen-tested" Flour—And this has been remarkably simplified for the housewife. And the ease of most baking dis-

appointment, finished lack of uniformity in the flour made the chance of two sacks of the same brand varying greatly in result.

GOLD MEDAL "Kitchen-tested" Flour means flour that has been tested in a home oven, just like yours, for uniformity of results, before it goes to you. Every batch tested for home baking of cakes, pies, pastries, breads, by a number of experts directed by the noted cooking authority, Betty Crocker.

"Kitchen-tested" Recipes are likewise "Kitchen-tested" scientifically the same way. Thus the flour acts the same way, the recipe the same way every time you bake. No guesswork, no uncertainty. Results are unvarying. Baking simplified amazingly.

For the Great Kitchen Thrill, try this way today. Get Gold Medal "Kitchen-tested" Flour at any grocery store. The "Kitchen-tested" Recipes For Foods Men Like—including the one for Pigs in Blankets—are inside the sack.

WASHBURN CROSBY COMPANY
of
GENERAL MILLS, INC., MINNEAPOLIS, MINN.
Opp. 1932 by General Mills, Inc.

LET BETT BAKERS today are making fine cakes on which you can rely when company comes, when you entertain, or when you want a fine cake in a hurry. And remember, baker's flour is still the "staff of life."



Why Not Now?

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. GOLD MEDAL "Kitchen-tested" Flour has this acceptance.

TUNE IN Betty Crocker's Cooking School over NBC Network, Wednesdays and Fridays 9:15 A.M., E.S.T.; 8:15 C.S.T. — Pacific Coast, Columbia System, 9:30 P.S.T. (Where daylight-saving time time in 1 hour)

BRINGS "15 WAYS TO A MAN'S HEART"

INCLUDING RECIPE FOR

Pigs in Blankets

Same recipe set given FREE inside every sack Gold Medal "Kitchen-tested" Flour. If you buy Gold Medal "Kitchen-tested" Flour you do NOT need this coupon.

Betty Crocker, Gold Medal Flour,
Minneapolis, Minn.

Dear Betty Crocker: Enclosed please find 10c for the "15 Ways to a Man's Heart" Recipe Set containing 15 simplified recipes. (Offer limited to U.S.A. Only)

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