

MEN JUST SIMPLY GO FOR

Cranberry Roly Poly

Say 407 Out of 409 Wives Who Recently Tried This Delicious Creation On Their Husbands

Accept FREE the SIMPLIFIED Recipe for 11 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 hear your husband say—"My wife is the greatest cook in the world"—then you are urged to try the remarkable new set of 15 Simplified Recipes For Foods Men Like, now given free inside every sack of famous Gold Medal Flour. Or—sent for 10c and the coupon below.

The recipes are the selection of such famous magazine cooking editors as Lita Bane of Ladies' Home Journal, Bliss Joyner of Editorial Review, and others collaborating with Betty Crocker, world-noted Gold Medal expert, then given to wives throughout the United States to try on their husbands.

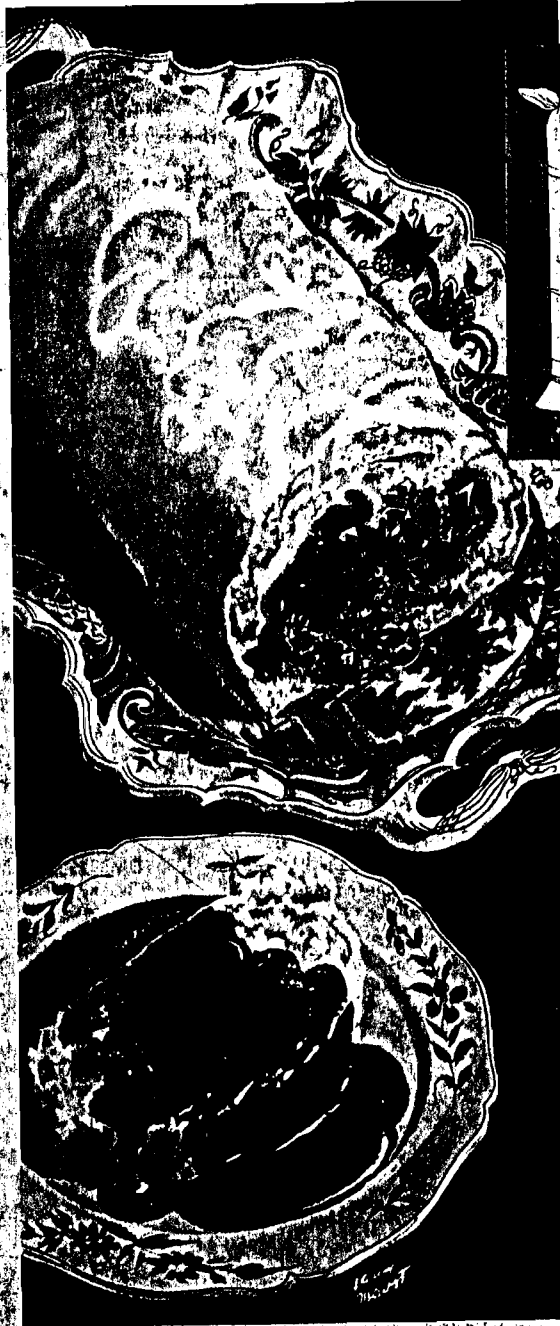
For instance, Cranberry Roly Poly was voted "great" by 407 out of 409 husbands, according to their wives. Try this recipe on your husband. What happens will delight you both. And you'll find Cranberry Roly Poly surprisingly easy to make.

Home Baking Now Greatly Simplified

By the development of a new type of flour—GOLD MEDAL "Kitchen-tested" Flour—baking has been remarkably simplified for the housewife. And the cause of many baking disappointments banished—lack of uniformity in the flour used, the chance of two sacks of the same brand yielding greatly in results.

GOLD MEDAL "Kitchen-tested" Flour means flour that has been tested in home ovens just like yours, for uniformity of results. Because it goes to you. Every sack tested for home baking of cakes, pies, pastries.

THE GOLD MEDALS today are making fine cakes on your table when company comes, when you



A Pure Food
Honestly Advertised



The Seal of Acceptance Committee On Foods American Medical Association is your best guarantee of quality of any product. It is the highest claim made for it. Look on every food you buy MEDAL "Kitchen-tested" was the first all-purpose flour accepted.

bread, by a number of experts directed by the cooking authority, Betty Crocker.

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

For the Great Kitchen Thrill, try this way to Get GOLD MEDAL "Kitchen-tested" Flour at grocery store. The "Kitchen-tested" Recipes For Foods Men Like—including the one for Cranberry Roly Poly—are inside the sack.

WASHBURN CROSBY COMPANY
of Minneapolis, Minn.
GENERAL MILLS, INC., MINNEAPOLIS, MINN.

TUNE IN Betty Crocker's Cooking School over NBC on Wednesdays and Fridays, 10:45 A.M. E.S.T.; 9:45 P.M. M.S.T. — Pacific Coast, Columbia System, 9:30 P.M.

BRING 15 WAYS TO A MAN'S HEART INCLUDING RECIPE FOR

Cranberry Roly Poly

Send for it FREE inside every sack of Gold Medal "Kitchen-tested" Flour. You may buy Gold Medal "Kitchen-tested" Flour for 10c.

Betty Crocker, Gold Medal Flour, Minneapolis, Minn.
Dear Betty Crocker: Enclosed please find 10c for "To A Man's Heart" Recipe Set containing 15 simplified recipes. (Offer limited to U.S.A. Only)

Name _____
Address _____
City _____