

We've added milk ..
and suddenly,
real flavor
has happened to
instant mashed potatoes



If you believe "instant" potatoes don't taste as good as those you mash yourself . . . you used to be right . . . until now!

Milk is already in them! These are quick potatoes with all the fragrance and flavor you expect of your proudest homemade. And all you add is water and a bit of butter!

Fresh Potato Flavor . . . fresh potato texture . . . in a quick potato that is creamy, mealy and rich.

Guaranteed, Too! If you don't agree that these are the finest mashed potatoes you've ever eaten, send box top and letter with your reasons to Betty Crocker, Box 200, Minneapolis 40, Minn. General Mills will refund the price you paid for this product.



You'll love the fresh, homemade flavor of our Scalloped and Au Gratin Potatoes, too. We've put meal-planner recipes on every box!

REC'D TO W AP 9 '61 Betty Crocker

Only Betty Crocker brings you this fresh potato flavor in a box.

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JUST SIMPLY GOOD



Betty Crocker Quick Bake Potatoes with individual serving boats

Tiny morsels of real potato; only waiting for water, butter and a breeze of a stir to burst into true Idaho baking potato flavor. Scoop them aboard trim aluminum boats, 4 to a package. Seal them in and out of the oven in jigtime: 20 minutes total to mix and bake.

choose your package by its sauce

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8/15/61

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