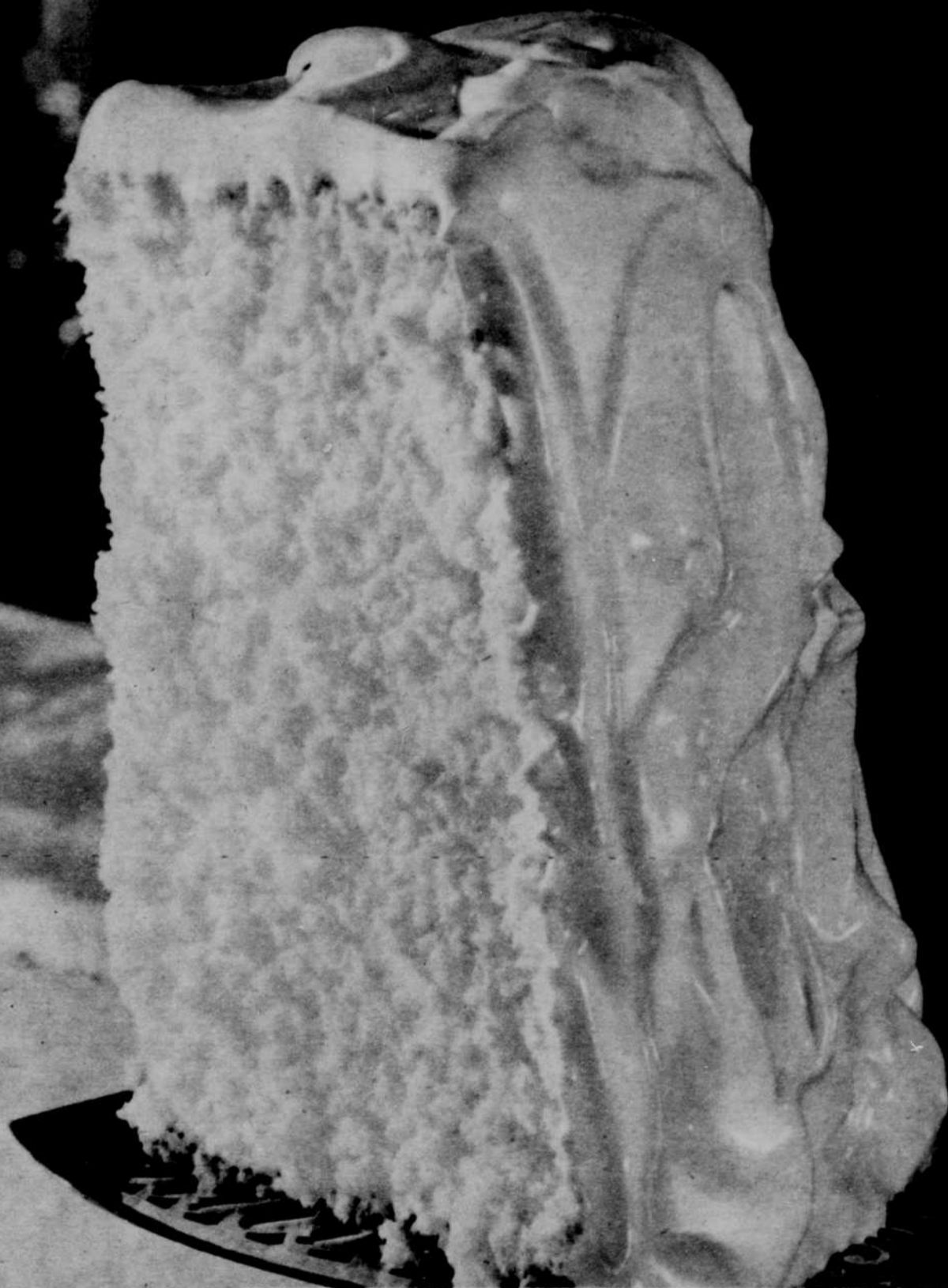


There's a new moist tenderness, a new airy lightness in

NEW BETTY CROCKER ANGEL FOOD



Soft . . . soft as candlelight. And so high!—the proudest angel food you ever made from a mix. You'll love its delicate flavor, its marvelous moist tenderness. And now you can make it so easily—there's nothing to fold in, your mixer does all the work. Try it today!

P.S. Here's a thrifty coupon to introduce you to this wonderful new Betty Crocker Angel Food.



GENERAL MILLS, INC.

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CASH VALUE 1/20 CENT



STORE COUPON

SAVE

on your next purchase of any

BETTY CROCKER ANGEL FOOD OR CHIFFON CAKE MIX

Angels: White, Fudge Swirl, Confetti, Orange Pineapple and Lemon Custard Flavors Chiffons: Lemon and Orange flavors

Mr. Grocer: As our agent, accept this coupon for 7¢ on the purchase of any flavor Betty Crocker Angel Food or Chiffon Cake Mix. Your General Mills representative will redeem for 7¢ plus 2¢ handling charge for each coupon you so accept; or mail this coupon to General Mills, Inc., Dept. 400, Minneapolis 2, Minn., for redemption. This offer void in any state or locality prohibiting, licensing, or regulating these coupons. The consumer must pay any sales tax included.

Fraud Clause: Any other application of this coupon constitutes fraud. Invoices proving purchase, within the last 90 days, of sufficient stock to cover coupons presented for redemption must be made available upon request.



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