



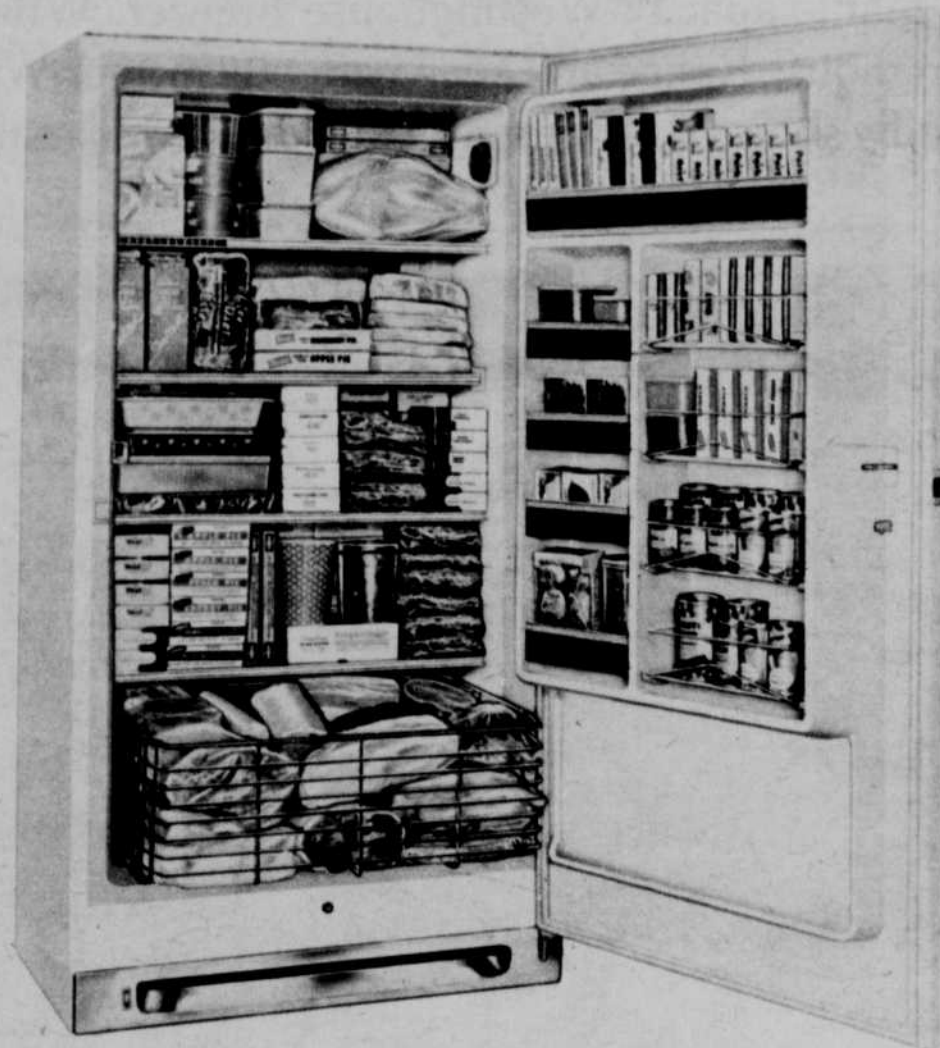
BAKE AHEAD... FREEZE AHEAD!

SPECIAL LIMITED TIME OFFER!

BUY



OR



BUY A 1960 WESTINGHOUSE RANGE OR FREEZER AND BETTY CROCKER WILL SEND YOU FREE OF EXTRA COST A COUPON BOOK GOOD FOR 1 YEAR'S SUPPLY* OF GOLD MEDAL FLOUR!

GET...

OFFER EXPIRES DECEMBER 31, 1961



**THIS COUPON IS GOOD FOR A
FREE 25 lb. sack
of GOLD MEDAL FLOUR**

FREE
25 lb. sack
with this
COUPON

MR. GROCER: As our agent, accept this coupon for a free 25 lb. sack of Gold Medal Flour. Your General Mills representative will redeem paying you your normal shelf price for a 25 lb. sack of Gold Medal Flour plus 2¢ handling for each coupon you so accept, or mail this coupon to General Mills, Inc., Dept. 400, Minneapolis 2, Minnesota, for redemption. If you mail this coupon to General Mills, please indicate the normal shelf price for a 25 lb. sack of Gold Medal Flour. Coupons are non-transferable. This offer void in any state or locality prohibiting, licensing, or regulating these coupons.

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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*100 POUNDS

SEE YOUR WESTINGHOUSE DEALER WHO DISPLAYS THIS SIGN



YOU'LL BAKE IT BETTER WITH GOLD MEDAL "KITCHEN TESTED" FLOUR! YOU CAN BE SURE... IF IT'S WESTINGHOUSE