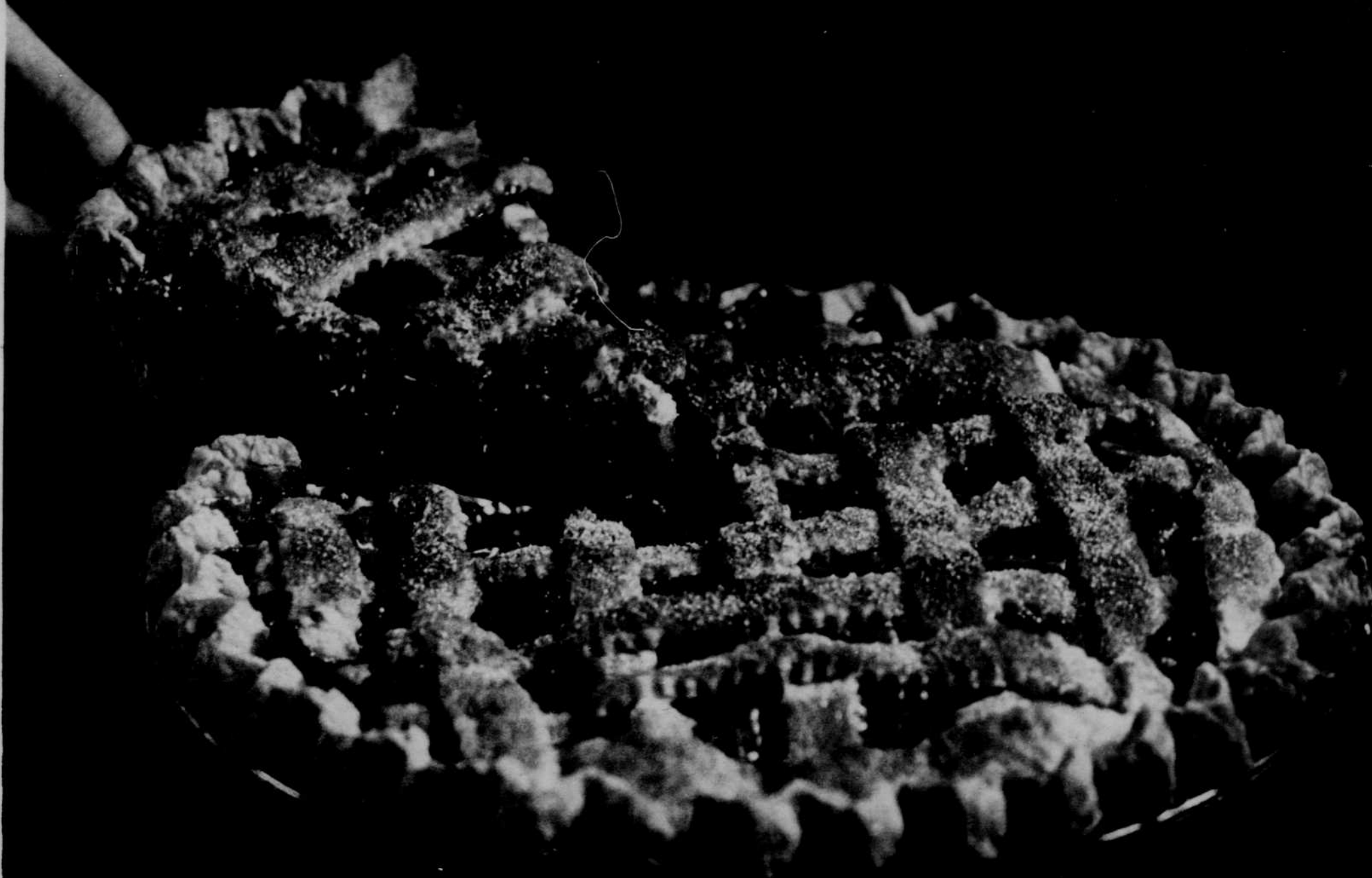
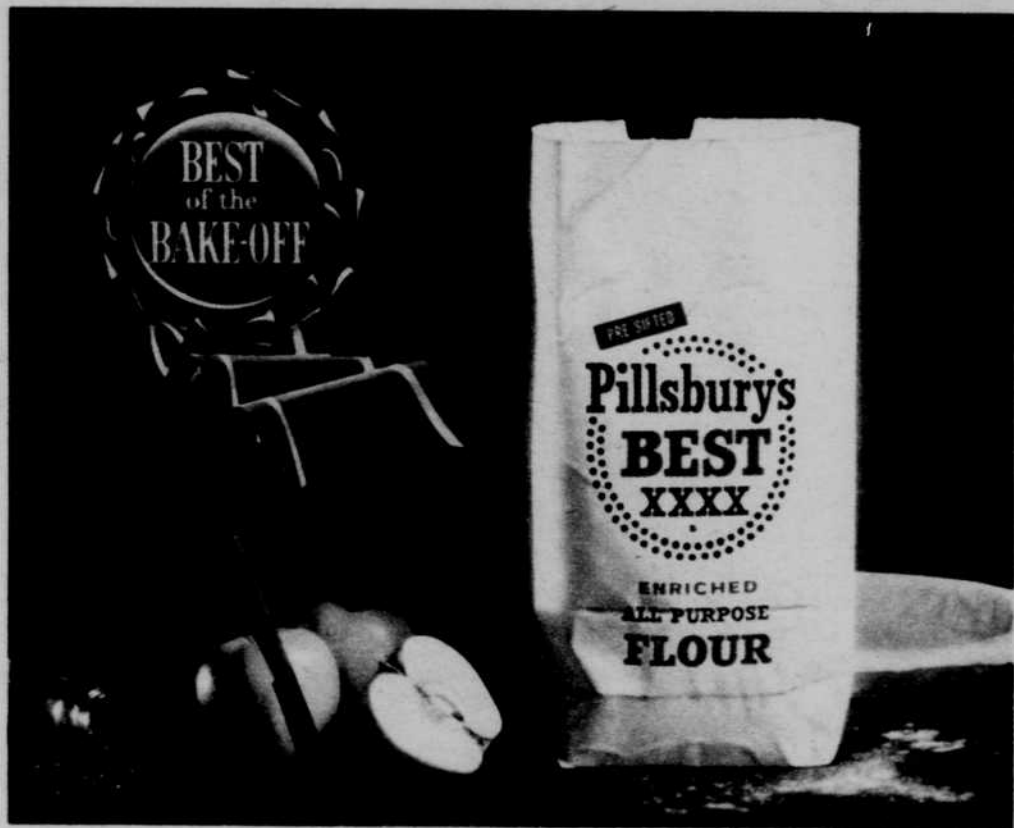


*Nothing says "I love you" better than
the old-fashioned Pillsbury's BEST.*



New kind of pie . . . Red Cinnamon Apple!



Because you know a little boy
who loves apple pie . . . you put your whole heart into
doing for him. And it's because you care so much that you begin with Pillsbury's
BEST. (Pre-sifted? Of course; has been for years.)

Sift or not? You decide. The reason you sift is to measure. When you want
the accurate measurement that guarantees your very BEST pie crust . . . sift
before measuring.

Apple Pie news! Flavor livelier, color brighter . . . with little red cinnamon
candies. Special pastry twist makes pastry fail-proof. A Bake-Off winner from Xenia, Ohio
. . . to Pillsbury . . . to you. *Get the recipe* in sacks of Pillsbury's BEST Flour, or write Ann
Pillsbury, Box 317, Minneapolis 60, Minn.

And, because only the best will do:
Pillsbury's BEST Flour