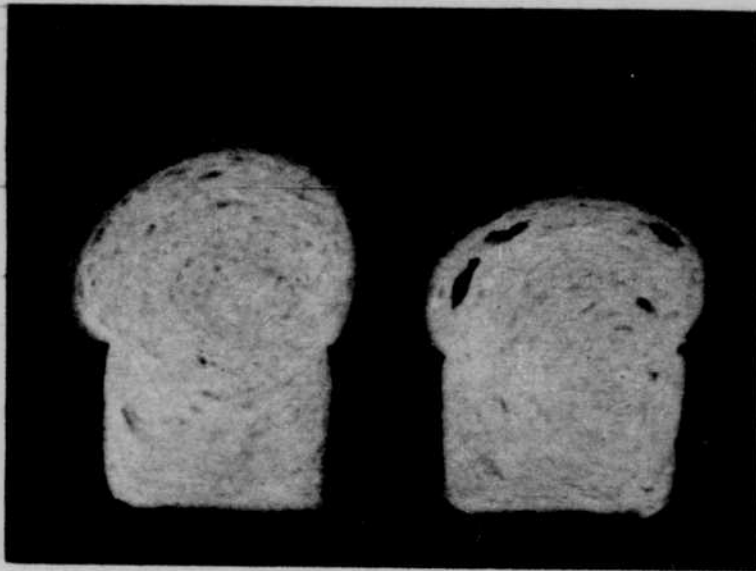


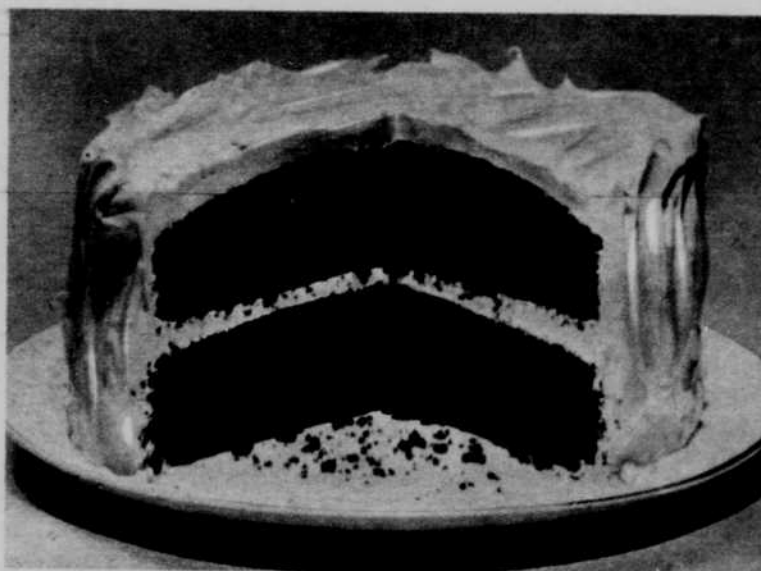
Now from Pillsbury!

The pre-sifted flour with better-balanced protein! Makes perfect bread and great cakes, too!



Whiter! Lighter! Finer Texture!

No sifting needed! This different flour, milled a different way, gives you bread texture like angel food cake (See Pillsbury loaf on left.) Reason: more flour particles contain protein, so essential for better bread!



Higher cake than bread flour ever made yet!

Never before could so perfect a bread flour do so well with a cake. And only Pillsbury mills this new flour! Sift or not? You decide. Just remember sifting's for accurate measure . . . which guarantees your very BEST Cake!

Takes the "scare" right out of bread making even for beginners

Here's a flour so different that even a beginner can turn out a fine loaf of bread with it. And no sifting!

So different that one lady in Scott County tried it and, after *thirty years* of bread making, turned out the finest loaves of her career.

So different that even though it costs us more, we're selling it for the regular price. It will pay us in the long run. You'll buy more.

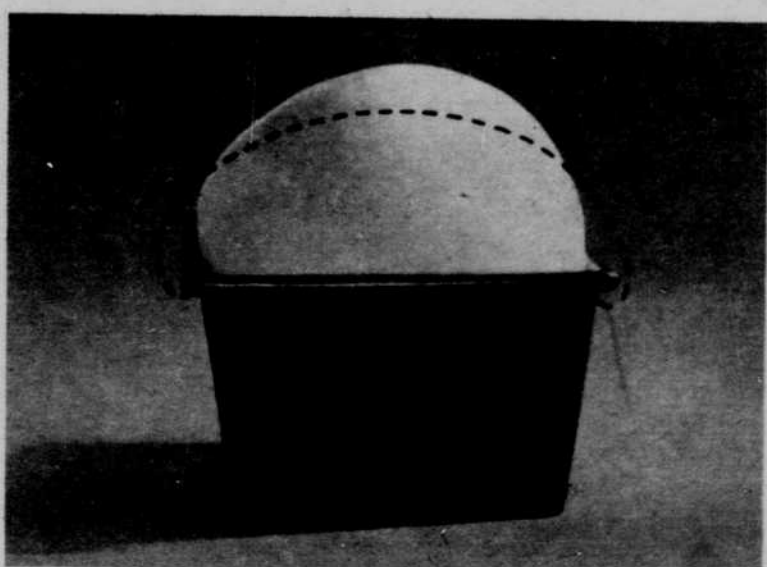
So different that your loaves will stay fresh and moist longer . . . if you can keep the family from eating them up long enough to prove it.

Making bread is a happy thing to do. It makes you feel good. And it makes you proud, when you turn out perfectly shaped, glowing loaves. Try it. Try it with this *different* flour.



Bread dough handles nicer!

Both doughs above have been kneaded equally; new Pillsbury Flour dough (left) already cleans board, isn't sticky. It's easy to work with! Requires shorter kneading time!



Strong dough! Won't mushroom!

Dough made with ordinary flour sometimes mushrooms. But it can't happen with Pillsbury's new Flour. This dough firms up, stands up . . . in the pan, in the oven. Better-balanced protein!

Look for the big Red Arrow Sack!
NO EXTRA COST!



BEST OF ALL BARGAINS!


XXX STORE COUPON XXX 1138 XXX
25¢

SAVE 25¢
On New Improved Pillsbury's BEST Flour in the big Red Arrow Sack
25 lbs. and up



25¢
XXX STORE COUPON XXX 1138 XXX

TO GROCER: If you allow 25¢ toward the purchase price of the above product when this coupon is presented to you by a retail customer, issuing manufacturer will redeem for 25¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Limit one coupon per purchase. Void unless initially acquired in the manner provided above or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

THE PILLSBURY CO., P. O. BOX 802, MINNEAPOLIS 60, MINN.
(Store Coupon)



Comes in the 25-lb. and larger sacks that most breadbakers prefer

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