



WE BEAT THE BLAND!

100% Stone Ground Whole Wheat. A real old-fashioned taste with wheat germ added.

Grainola. No cellulose or artificial preservative in this natural bran, whole wheat and rye meal loaf.

Announcing the end of bleached-out bread. No more slices so soft and bland—they're tasteless! Introducing Country Hearth bread. It's not hard. To taste great! Because all the fresh, light Country Hearth breads give you honest, natural ingredients. No artificial preservatives.

Butterloaf. Four flours and all butter! Delicious old-fashioned taste and texture. Butterloaf Wheat, too!



Bran N' Honey. Wheat bran and honey for nut-like flavor. Delicious taste and texture.

Wheat Berry. Crunchy rolled wheat, hearty bran and rye with the taste of honey and raisins.

**Country
Hearth®**
BREADS
It's not hard.
To taste great!

15¢ 15¢ off ON ANY LOAF OF COUNTRY HEARTH BREADS 15¢

**Bran N' Honey • Wheat Berry
Butterloaf • Grainola • 7 Grain
100% Stone Ground Whole Wheat • Butterloaf Wheat**

TO RETAILER: This coupon will be redeemed for 15¢ plus 8¢ for handling.
PROVIDING: 1. you receive it as part of a retail sale of the products specified hereon, 2. you mail it to: Interstate Brands Corporation, P.O. Box 101, Winnetonka, Minnesota, 55460, 3. you supply on request, evidence proving sufficient stock purchases to cover coupons presented for redemption. Customer must pay you any sales tax. Void where prohibited, taxed or restricted by law. Cash value 1/20 of one cent. Limit one coupon per package. Expires 12-31-78.

15¢ STORE COUPON 15¢