



**Vitamin for you, Sir!**  
 Here's Pillsbury's Farina, with  
 Vitamin B<sub>1</sub>, to help you grow...  
 from square pants to long ones!

Vitamin B<sub>1</sub>  
 —has been added  
 wheat cereal  
 cost to you.

And—you know  
 the family eat it. Babies  
 With cream and sugar, or served  
 It's smooth, delicate, delicious.

A bowl of Pillsbury's Farina belongs a  
 place at your table—from baby's high chair  
 spot where father sits. Pillsbury's Farina contains  
 added vitamin B<sub>1</sub>, to help you build up your daily  
 intake of this food essential. Nutrition authorities  
 say vitamin B<sub>1</sub> is essential to proper growth  
 in children . . . and that the whole family needs  
 it for sound nerves, good appetite, the ability to  
 thrive on hard physical  
 activity.

And . . . this unusu-  
 ally valuable cereal  
 sells at a price so low  
 it will amaze you. In  
 fact—not even pota-  
 toes bring you calori-  
 es at so low a cost.

Look for the baby's  
 face on the package—  
 at your grocer's.



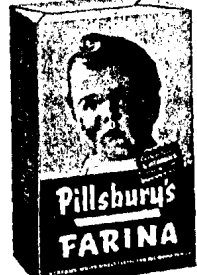
Even jaded husbands say "thank you, ma'am!" Is your  
 husband an experienced old pancake fancier? He'll  
 sit up and take notice the first time he tastes that  
 "4-kernel" blend of flavors in Pillsbury's pancakes.  
 It's a true "close harmony" of taste—KERNEL WHEAT  
 with his rich wheat flavor, KERNEL CORN and KER-  
 NEL RYE with distinctive flavor touches all their  
 own, KERNEL RICE for an amazing lightness and  
 tenderness.

Tell your grocer "Pillsbury's Pancake Flour!" Try  
 "Pillsbury's BUCKWHEAT," too. Both are ready-pre-  
 pared—simply add milk or water. And . . . the prices  
 are mighty low!



Now to make Pillsbury's Peppermint Angel Surprise (The  
 real surprise will be its amazing lightness and deli-  
 cacy—from Pillsbury's "SUPER-SOFT" SNO SHEEN  
 Cake Flour): Use Angel Cake recipe on SNO SHEEN  
 box; fold in gently 1/2 c. finely chopped peppermint  
 stick candy after Step 4. Proceed as directed. Add  
 peppermint extract to 7-minute frosting; tint a little  
 frosting pink; decorate as shown.

When you take this cake from the oven, be pre-  
 pared for a NEW lightness and delicacy. For Pills-  
 bury's SNO SHEEN Cake Flour is made from nothing  
 but the rarest, softest "tender-gluten" wheats—  
 sifted through silk so fine a single yard costs over  
 \$10! Get a package of "SUPER-SOFT" SNO SHEEN  
 Cake Flour—see for yourself!



# Pillsbury's FARINA

WITH ADDED VITAMIN B<sub>1</sub>

A CREAMY-WHITE WHEAT CEREAL—HELPS YOUR CHILDREN GROW!



STERLING (SOLID) SILVER . . .  
 other luxury premiums . . . all  
 yours for Pillsbury THRIFT STARS!

Save Thrift Stars, which come  
 with Pillsbury's Best Flour, SNO  
 SHEEN Cake Flour, Pancake  
 Flour, Farina, and other Pills-  
 bury products. They can be re-  
 deemed for a host of luxury and  
 utility items—colorful towel sets,  
 silverware, etc. For details, see  
 recipe folder in Pillsbury's Best  
 Flour bag, or see outside of other  
 Pillsbury packages. For full list  
 of THRIFT STAR premiums,  
 write Pillsbury Flour Mills Com-  
 pany, Dept. D9, Minneapolis, and  
 ask for THRIFT STAR BOOKLET.

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