



Lady, these "hot-from-your-oven" rolls are made by your Baker

"Brown 'n Serve" Hot Rolls

Made with the same skilled care and high quality ingredients your baker lavishes on his delicious Ready-to-Serve Rolls!

Just look at those tempting, golden-crust beauties—"Brown 'n Serve" Rolls! Made by your baker—browned by you. Quicker than quick. Yes, hot rolls without any work!

And what rolls! Tender, fragrant and piping hot through and through. Hot from your oven. Good? Say, you've never spread butter on any-

thing better—or better for you. Because our "Brown 'n Serve" Rolls contain vitamins provide you with healthful 6-way nourishment in every delicious bite.

So, when you hanker for hot rolls, take a Get "Brown 'n Serve" Rolls from your baker or grocer. Today's a good day to try some while you're at it, try some of the other wonderful baked foods that your baker makes for you. You'll enjoy them all. That's a promise.

Developed by General Mills . . . made by bakers . . . browned by you



Buy rolls ready to brown
No mixing. No kneading. No waiting to bake. Ready to Serve rolls are fully



Serve hot 'n fragrant

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