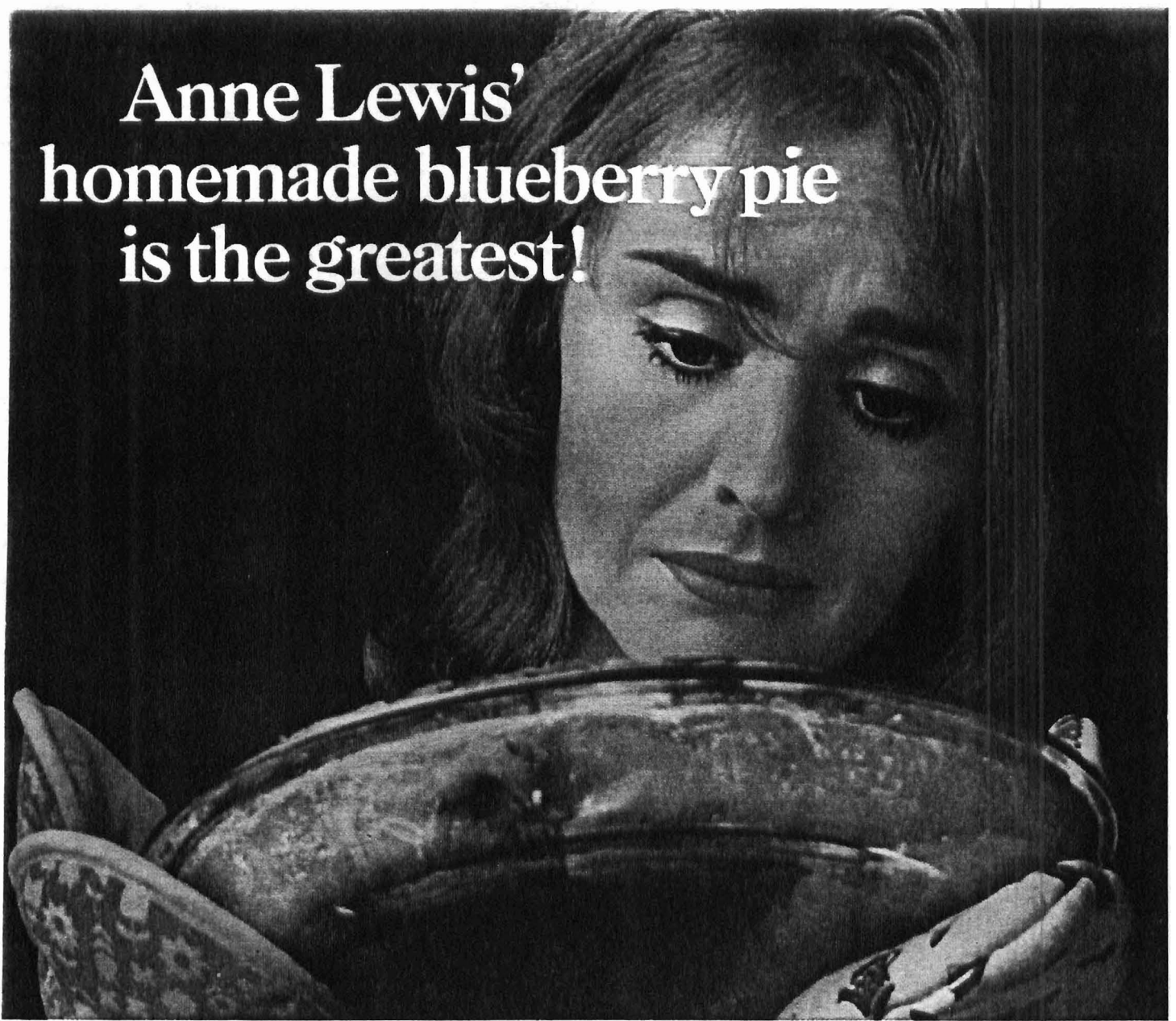


Anne Lewis' homemade blueberry pie is the greatest!



MRS. SMITH'S PIE COMPANY • POTTSTOWN, PA.

It's her coconut custard that never comes out right.

If you're like Anne, the next pie you make will probably be the same as the last one: It's your special pie. You make it well, so you make it often. But how do you with a mince? Or a tricky apple tart? Or a temperamental coconut custard?

Want to make every pie you bake as good as your "special pie?" Just let us do the first four jobs for you. We shop around the world for the right ingredients, make the fillings and crust and balance each pie perfectly.

You bake it. That way, every one of your pies will be the greatest. Try it.

We make frozen pies for women who wouldn't think of baking frozen pies.



In 2-lb., 12-oz. Golden deluxe, and 1-lb., 10-oz. regular sizes.



JWT, CA 1967