

YOURS FOR ONLY 25¢

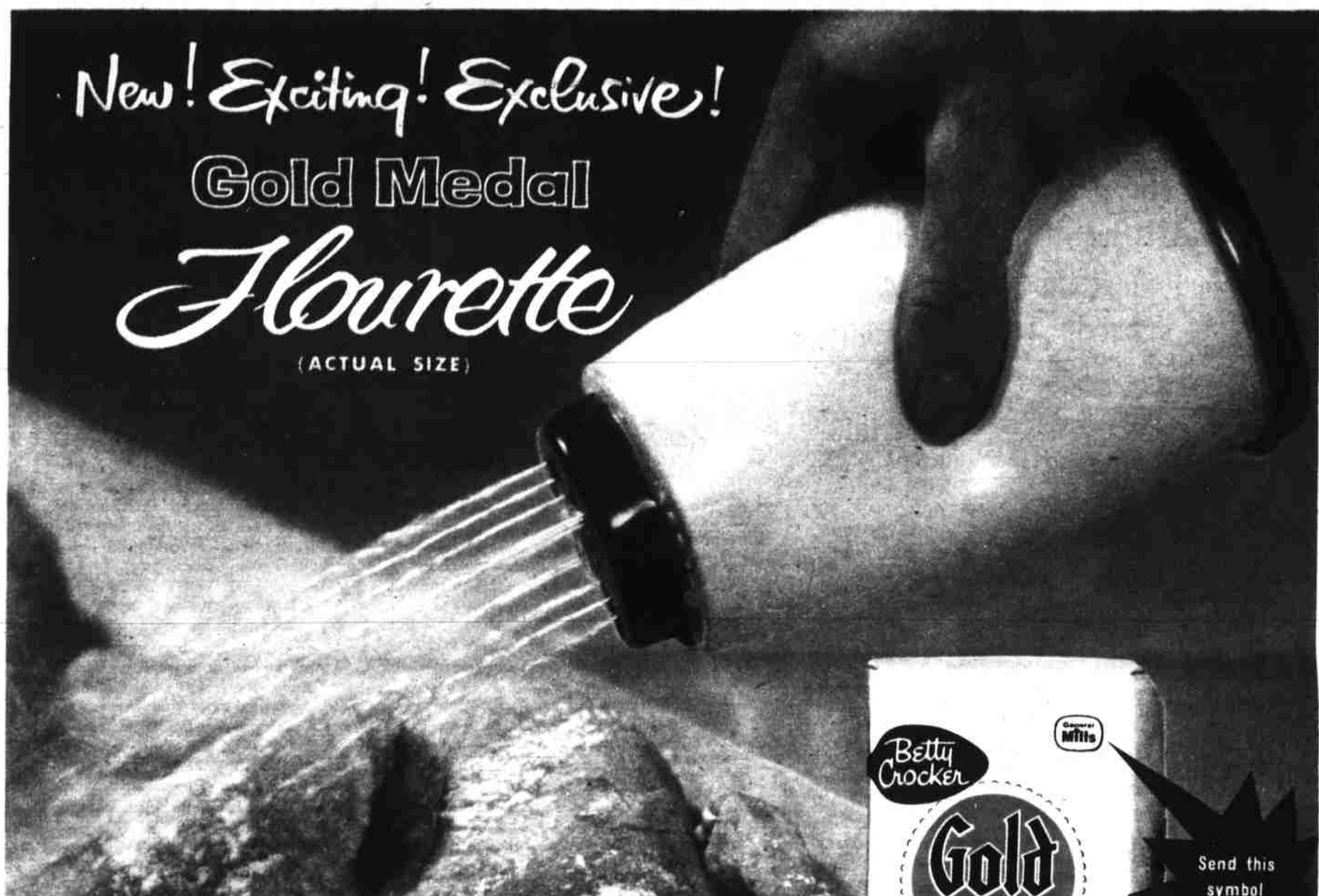
and the General Mills
symbol from any
Gold Medal sack!

New! Exciting! Exclusive!

Gold Medal

Flourette

(ACTUAL SIZE)



- The ideal way of flouring—"squeeze-spray" action!
- So handy, so convenient—for small amounts of flour!
- Will last for years—made of sturdy, flexible plastic!
- Colorful, attractive—you'll want to "show it off" in your kitchen!
- Exclusive—only Gold Medal Flour offers you this remarkable dispenser!

"SQUEEZE-SPRAY" ACTION!

Finally...the ideal "neat-and-tidy" way of flouring. Squeeze the Flourette gently for a light coating of flour...or firmly, for a heavy coating.

Flourette is ideal for small amounts of flour...for gravies and sauces...for all kinds of jobs! To measure specific amounts, either squeeze out into a container, or remove the Flourette bottom and spoon out your Gold Medal.

HOW TO ORDER

Cut out and send in General Mills symbol from any Gold Medal sack, with 25¢ and order blank below. Or, use order blank in specially-marked sacks, plus 25¢.



Send this
symbol
plus 25¢
for your
Flourette

ORDER BLANK

GENERAL MILLS, INC.
Box 784
Minneapolis 1, Minnesota

Enclosed is 25¢ and General Mills symbol. Please send me my Gold Medal FLOURETTE.

NAME _____ (PLEASE PRINT)

ADDRESS _____

CITY _____

ZONE _____ STATE _____

Bake it Better with
GOLD MEDAL
—the "Kitchen-tested" Flour