

Here's good news...



...about a very **special package**

HERE'S AN AMAZING FLOUR

A half century ago, before the invention of the modern roller mill which removes the wheat germ and bran from nature's pattern of nutrition, families owned their own stone mills or used flour from larger neighborhood stone mills where grain was ground when needed. Custom dictated that flour be fresh at all times. Commercialization, however, has deprived us of the culinary delights of our ancestors.

Essential Foods Company now brings to us one of the fondest memories of old timers, that of good wholesome wheat flour.

As the source of the wheat used in our special milling process, we have chosen an area in Texas called Deaf Smith County. The question is often asked, "Why Deaf Smith County Wheat?" The answer is that we are thoroughly convinced, along with many members of the medical profession, that this particular wheat is equal or superior to any in nutritional value.

IT'S MILLED DIFFERENTLY TOO!

In Deaf Smith County Wheat Flour, we revive the past by a stone milling process employing a special mill designed to preserve in the flour substantially all of the germ, bran and endosperm of the wheat berry in nature's exact proportion.

This Lee Flour Mill is capable of milling to an outstanding degree of fineness, all but a small percentage of the wheat berry. This permits the use of this flour FOR ALL PURPOSES. The flour contains

95% of the essential oils, minerals and vitamins of the original wheat berry. It is unoxidized, unfractionated, untreated by gas, and contains no chemicals. It should reverse the trend in which per capita consumption of wheat in this country has become substantially less than it was before the roller mill.

IT IS FRESH

This flour, milled in small quantities each day, is shipped to customers immediately. This assures the freshness so necessary to taste and health.

ACTUALLY—IT'S INEXPENSIVE

This flour may appear to cost more than bleached devitalized white flour. But the worth of the food dollar must be measured by the nutrition which it will buy. Under this standard, Deaf Smith Flour actually is inexpensive.

DON'T TREAT IT AS AN ORDINARY FLOUR

Denatured flours have the common trait of keeping indefinitely. Because they are actually lacking in enough of the vital factors and due to insecticides they cannot sustain the life of microorganisms or insects. DEAF SMITH FLOUR, however, is so rich in these factors that certain rules regarding its treatment must be followed if the full advantage of this superior flour is to be enjoyed. *(over)*

AMERICA'S FINEST FLOUR

Distributed by

ESSENTIAL FOODS CO., INC. MILWAUKEE, WISCONSIN 53233

1. Always keep the flour in the refrigerator.
2. Keep only small lots on hand. (To facilitate this, regulated shipments of lots as small as five pounds will be sent to you direct.)

To assure you of the freshness you want, DEAF SMITH COUNTY FLOUR will be shipped immediately after milling. It may be purchased in single lots or at a lower price on contract.

Fill out the enclosed contract form. It is purposely designed to be flexible enough to meet your particular needs. (See enclosed sheet for suggested recipes.)