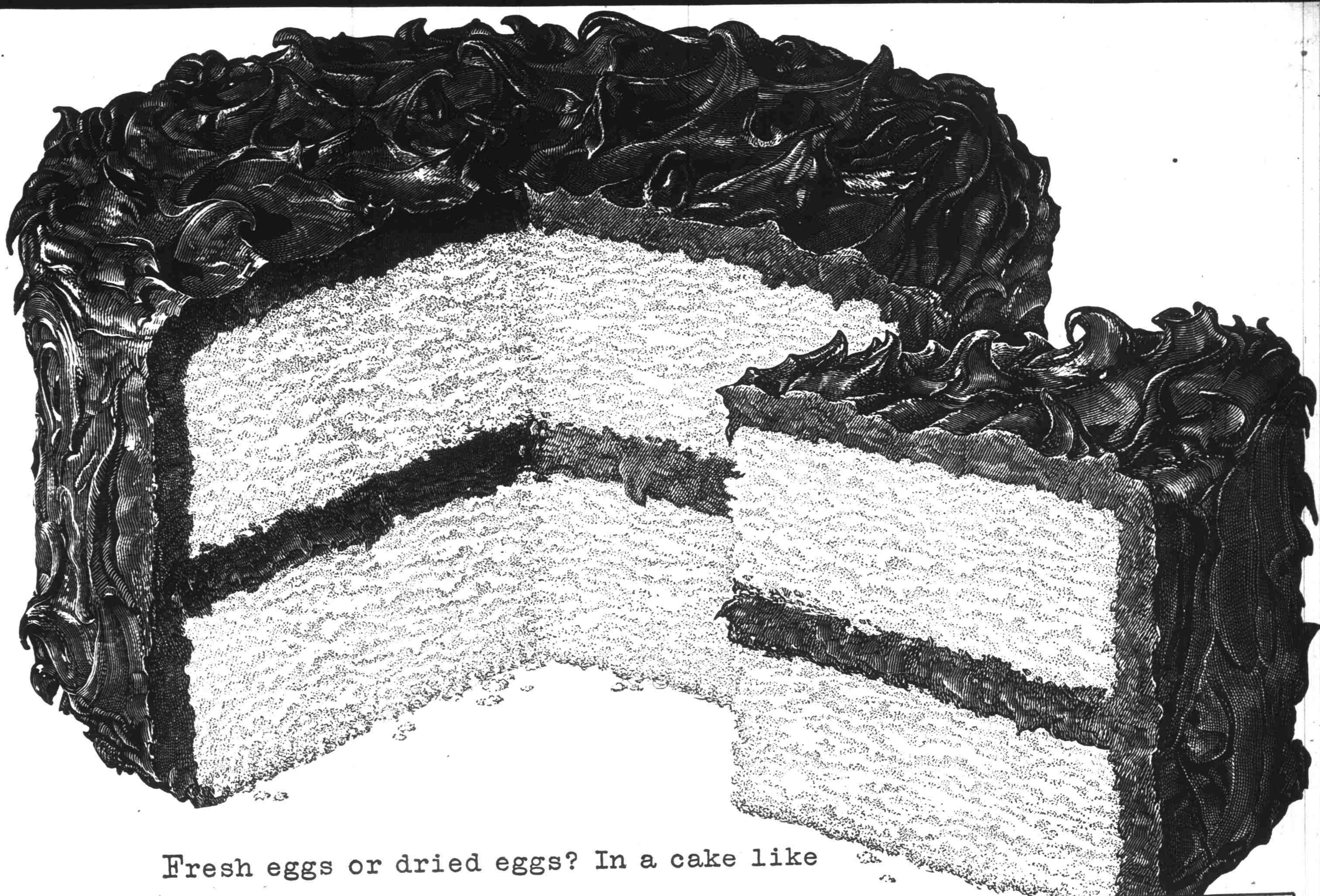




Fresh eggs or dried eggs? In a cake like this? Fresh eggs, of course. That's why Betty Crocker says, "You add the eggs to my cake mixes. You know the eggs are fresh."

Unlike most cake mixes, there are NO DRIED EGG WHITES, NO DRIED EGG YOLKS, NO DRIED EGGS OF ANY KIND IN BETTY CROCKER CAKE MIXES.

PROVE IT YOURSELF!

1/2 PRICE SPECIAL

WHILE TWIN-PACK DEAL SUPPLIES LAST



Betty Crocker Cake Mixes

PROOF THAT YOU SHOULD USE BETTY CROCKER CAKE MIXES TO WHICH YOU MUST ADD FRESH EGGS!

Betty Crocker Cake Mixes calling for fresh eggs give you bigger and better cakes than cake mixes tested containing dried eggs

An independent research organization recently tested five leading cake mix brands including Betty Crocker Cake Mixes. The cakes were judged by qualified cooking experts. The judges voted clearly in favor of the cakes made from Betty Crocker Cake Mixes, calling for fresh eggs, over the cakes made from the "dried egg" cake mixes.

Betty Crocker Cake Mixes calling for eggs make better tasting cakes than cake mixes tested containing dried eggs

Hundreds of homemakers in Philadelphia, Cincinnati and St. Paul recently compared three leading cake mix brands, including Betty Crocker Cake Mixes. Plain packages were used so the women did not know the brands they were comparing. The research was conducted by an independent marketing research organization. On the basis of flavor, as well as texture, volume and tenderness, the cakes made from the Betty Crocker Cake Mixes, calling for fresh eggs, were preferred over the cakes made from the "dried egg" cake mixes tested.

A cake from a Betty Crocker Cake Mix using fresh eggs costs less than cakes made from mixes containing dried eggs and to which you add milk

Once per ounce of cake mix batter, including the cost of all ingredients, a white cake, for example, made from a package of Betty Crocker PartyCake Mix, to which you add two egg whites and water, costs less than similar cakes made from two other leading brands, containing dried eggs, and to which you add milk. Cost comparisons made the week of February 18, 1952, in stores in New York, Los Angeles, Detroit, Kansas City and Buffalo prove this.

It will pay you to read everything on the cake mix packages
Betty Crocker PartyCake Mix and Chocolate Devils Food Cake Mix contain 20 ounces (1 1/4 lbs). More than most other brands.

