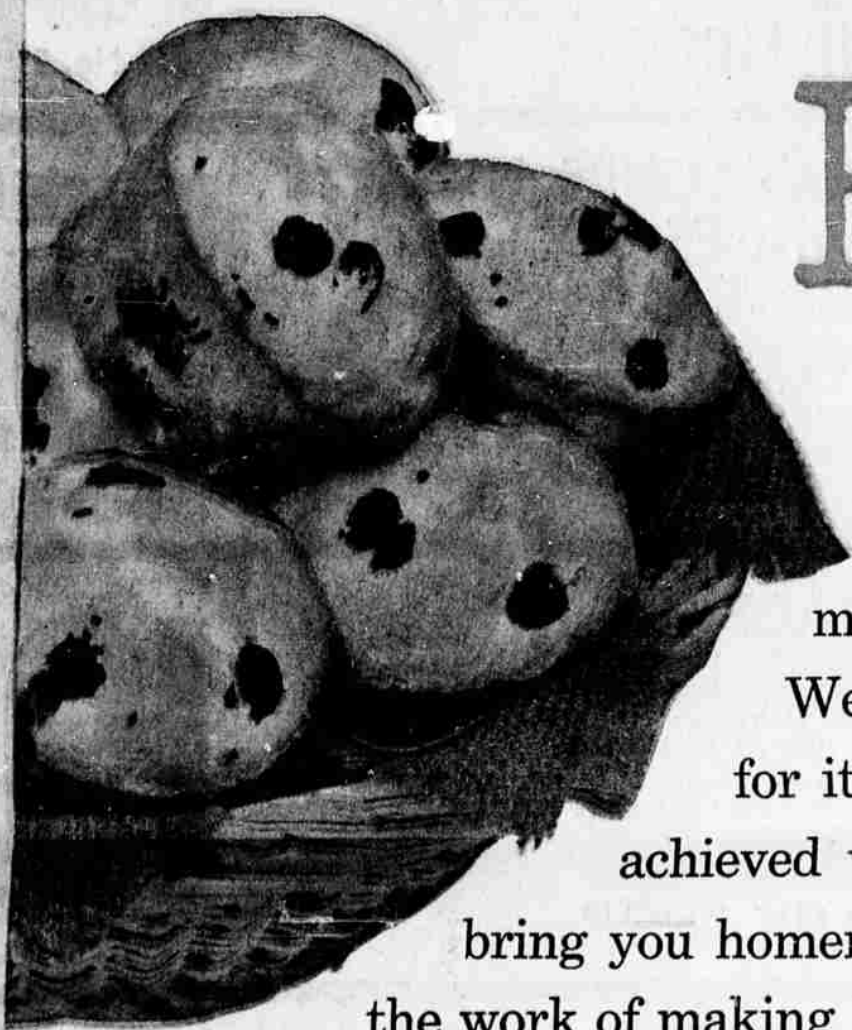


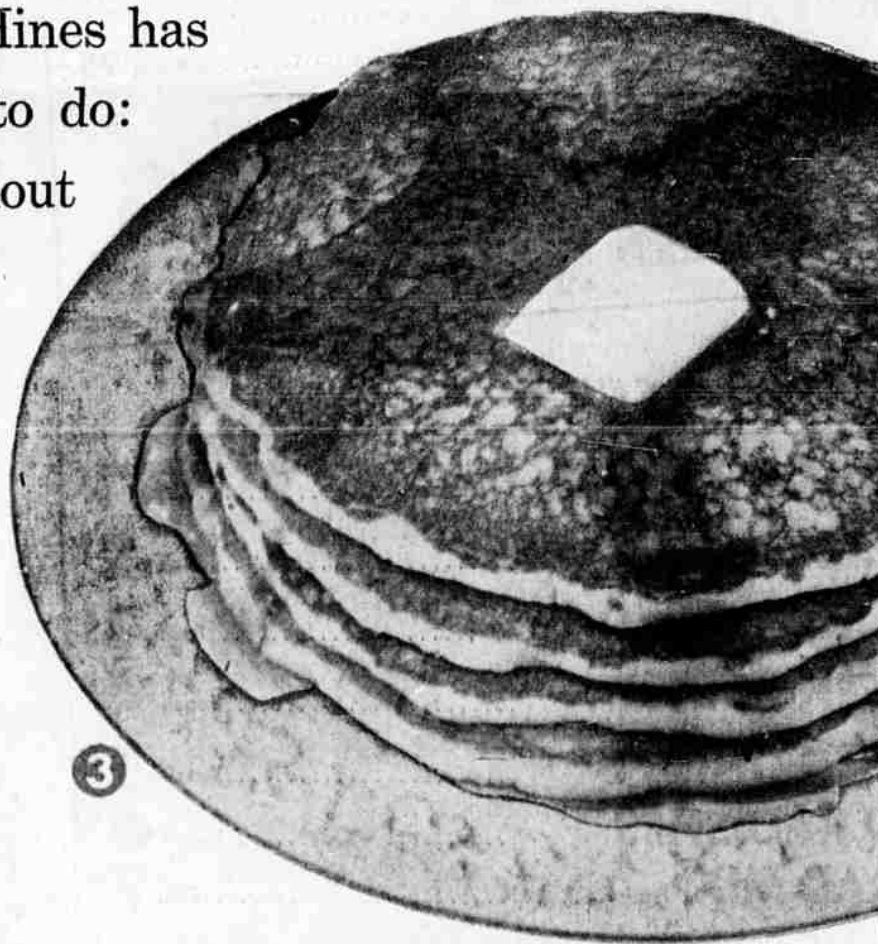
"May I have
Your

Recipe?"



That's what woman after woman reports her friends have said after she has served cakes or muffins or pancakes made with Duncan Hines Mixes. We couldn't receive a nicer compliment...

for it means Duncan Hines has achieved what he set out to do: bring you homemade quality without the work of making homemade cake.



HOW IS IT DONE? Just the way you'd do it at home! By using the very best ingredients — carefully mixed and blended according to a fine recipe... in these cases, prize Duncan Hines recipes. And by asking you to add your own fresh eggs.



Duncan Hines
AMERICA'S FOREMOST AUTHORITY ON GOOD EATING

says: "One of the secrets of fine baking is the use of strictly fresh eggs. No good cook would think of using dried eggs in her prized recipes, and yet factory-dried powdered eggs are the only kind that can be put 'right into' a package of mix. That's why I ask you to add your own fresh eggs to my mixes."

- ① Made with Duncan Hines White Cake Mix. Try Duncan Hines Yellow Cake Mix and Devil's Food Cake Mix, too.
- ② Made with Duncan Hines Blueberry Muffin Mix—a generous can of juicy, plump blueberries is inside the package.
- ③ Made with Duncan Hines Buttermilk Pancake Mix—the buttermilk is already in the mix. Buttermilk tenderizes the gluten in the flour, giving you lighter, more tasty pancakes.

