

New! Small Size Cake Mix

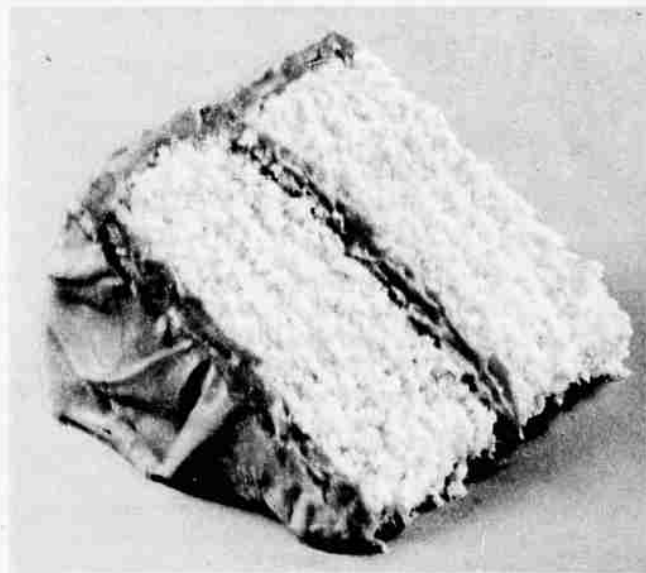
Just enough to make a loaf cake, half a 2-layer cake, Boston cream pie or 12 cup cakes!

NEW!

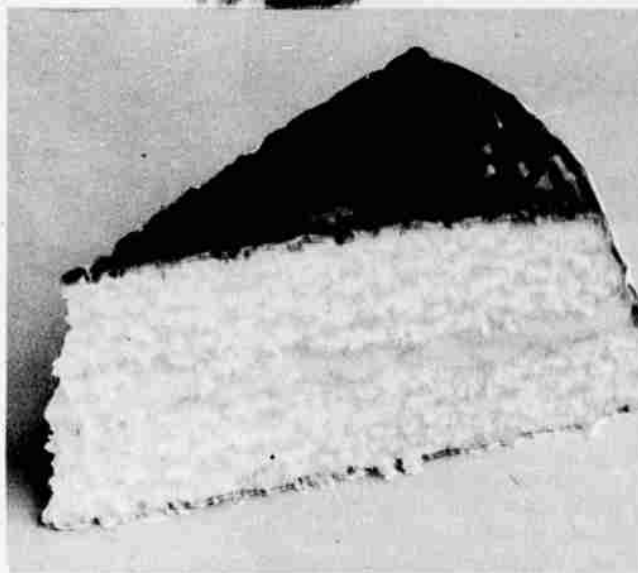
Pillsbury LOAF-SIZE Cake Mixes



MAKE A LOAF CAKE! Just right for an 8-inch or 9-inch square cake. Then frost and serve in either slices or squares. Or you can bake it as an upside-down cake.



MAKE HALF A LAYER CAKE! Cut layer in half, frost like a 2-layer cake. Or use 2 flavors for a 2-tone 2-layer cake!



MAKE BOSTON CREAM PIE! Bake in piepan, split layer in half and fill with pudding mix. Glaze with Pillsbury Creamy Frosting Mix.



MAKE 12 CUPCAKES! Just right for a family-size batch! Swirl on Pillsbury Frosting. Serve half for dinner, half in lunch boxes.

How many times have you wished for this size in a cake mix of Pillsbury quality?

Now, here it is. A cake you can stir up fast for your family or a few guests . . . and feel confident it will have the same moist homemade texture and the rich flavor of your big Pillsbury cakes.

Comes in five favorite flavors . . . White, Chocolate Fudge, Golden Yellow, Marble and Applesauce. Try one soon. You'll think of even more ways to enjoy this happy new size!



**NEW
Pillsbury
LOAF-SIZE
CAKE MIXES**