

Tastes as fresh and moist tomorrow  
as the day you bake!

**NEW BETTY CROCKER  
COUNTRY KITCHEN RECIPE  
CAKE MIXES**



Betty Crocker Says:

**A new moisture secret makes  
our Country Kitchen Recipe  
Cakes melt in your mouth  
like homemade butter cake!**

*"Melts in your mouth like home-made butter cake!" "Stays fresh as any homemade cake!" "Tastes so rich and moist and good my husband ate three pieces!"*

That's the kind of thing that our home testers have been writing us about our new Betty Crocker Country Kitchen Cakes.

We've never had a mix that bakes a cake like this before. For the good cooks in our Betty Crocker kitchens and our good research people have put their heads together to make your favorite cake mixes better than ever.


We've made the flour softer than ever, we've made the sugar finer than ever, we've found a new rich, creamy shortening. We've come up with a wonderful new way to pre-cream all these good ingredients for you. And it all adds up to a rich, moist, tender, honest-to-goodness-homemade kind of cake.

Find out for yourself. It's one-step-easy! For you put everything into the bowl at once—your cake mix, your two fresh eggs, and water. Isn't that nice and simple? And isn't it wonderful to have the batter fluff-up thick and rich in just four minutes, ready to bake a cake as fresh and moist and just plain good as grandmother's best butter cake?

Look at the actual photograph of the eight cakes on this page—we baked every one from our new Country Kitchen Recipe Mixes. Pick the one you like best—and bake it up for your family tonight!

**Homemade moist!  
Homemade rich!  
Homemade tender!  
Homemade good!**

That's our Country Kitchen Cake—we guarantee it on every package!

Betty Crocker 

Look for these new packages at your grocery store



Actual photograph of our eight new Betty Crocker Country Kitchen Cakes.