

-new from Duncan Hines! Deluxe Cake Mixes

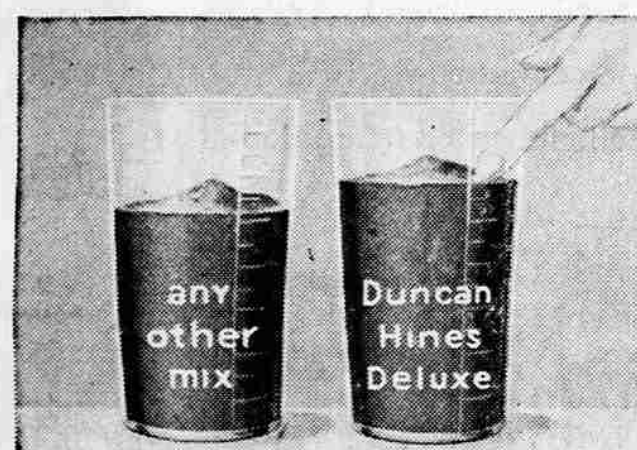
Entirely different!

Never—by any name—a mix like this before!

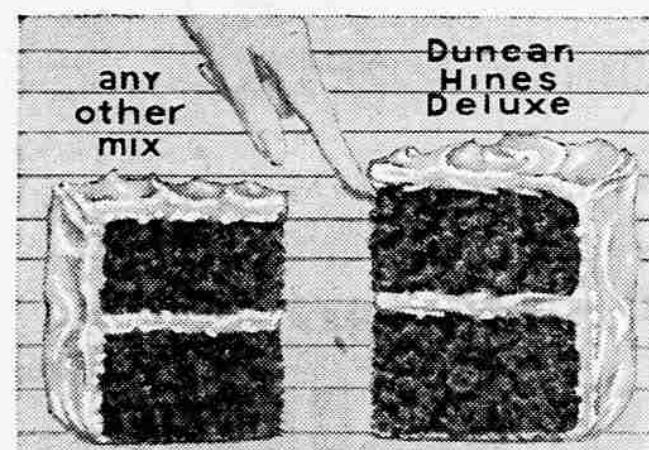
Till now you couldn't bake a *cake* like this—because you couldn't buy a *mix* like this! To bring you this new *deluxe* mix from Duncan Hines, a whole new process had to be developed... an entirely different blend of ingredients created. And what a delicious difference it makes in cake! This new mix gives you higher cake than any other mix can make. Tall, tender layers—so tall you can split each

layer in two and make a beautiful *four-layer* cake. Look at it—the height of the cake tells how good every bite of the cake will be! Cake that's meltingly moist... lusciously tender, so tender it cuts at a touch. Just wait till you taste your first Duncan Hines Deluxe Cake! Then you'll know how *different*, how *deluxe* cake mixes can be.

Compare them with any other mixes you've ever used!



FLUFFIER! You can measure the difference. Ounce for ounce, Duncan Hines Deluxe Mix is up to this much fluffier than any other—so it holds more moisture.



TALLER! You can see the difference in the finished cake. Duncan Hines Cake is taller—up to this much taller than any other mix can make.



MORE FLAVOR, TOO! The final test of any cake is the way it tastes. We search the globe for the best flavorings to bring you extra luxury in every Duncan Hines Cake.



EVEN THE PACKAGE IS NEW!

Every Duncan Hines Deluxe Mix comes in a new *deluxe* package. Just pull the Zip-Tape—and z-z-zip—it's open. And the easy-to-open zip-top plastic envelope inside protects the mix, keeps it fresh and full of flavor till used.

DISCOVER great new cake flavor SAVE 10¢ when you do

This coupon is our invitation to you to compare New Duncan Hines Deluxe Mixes with any other mixes you've ever used. See how *different*, how *deluxe* cake mixes can be!

CUT ALONG DOTTED LINE

32-EP96 93.03.94

TAKE THIS COUPON TO YOUR DEALER

SAVE 10¢ WHEN YOU BUY ONE PACKAGE OF

Duncan Hines Deluxe CAKE MIX

OR ANY OTHER DUNCAN HINES CAKE MIX

10¢

TO THE DEALER: You are authorized to act as our agent for the redemption of this coupon in accordance with the terms of our coupon offer as stated below, provided that you and the consumer have complied with these terms. Each redemption value 1/20¢ of 1¢. **TERMS OF COUPON OFFER:** We will reimburse you for the face value of this coupon or, if coupon value for face merchandise, we will reimburse you for such face goods, plus 5¢ for handling, provided this coupon has been redeemed in accordance with our consumer offer. The consumer must pay any cash tax involved. Services, printing purchase of sufficient stock of our goods to cover coupons presented must be shown upon request and failure to do so may, at our option, void all coupons submitted for redemption for which no proof of products purchased is shown. Coupons are good only on brands specified, are non-transferable, and will be accepted for redemption only if presented to our salesman by a retail distributor of our merchandise, or shipped direct, at our expense, to Procter & Gamble, 2120 Scottsbluff Drive, Cincinnati 32, Ohio, by such retail distributor or by a forwarding agent, providing each such shipment of coupons is identified as being the property of an individual retail distributor and divided in the name. Reimbursement for coupons presented for redemption as outlined above is obtainable only in cash paid direct to a retail distributor of our merchandise, or as credit against an open account for such retail distributor, or by check made payable only to such retail distributor. PROCTER & GAMBLE

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