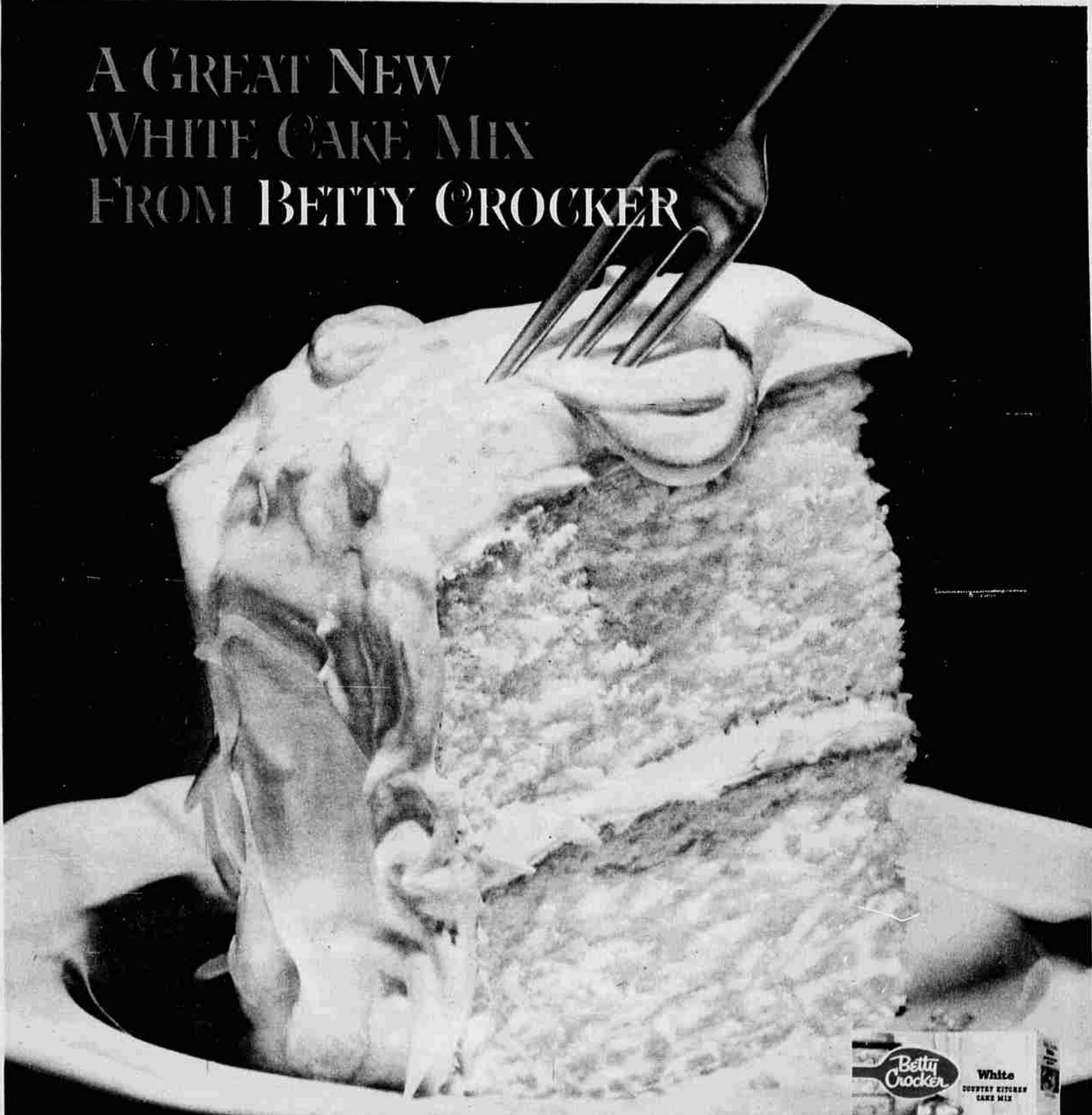


A GREAT NEW WHITE CAKE MIX FROM BETTY CROCKER



White as fresh snow. Rich-tasting as country cream. A soft, soft cloud of a white cake—tenderly moist, meltingly delicious. Only one mix could make it—our new Country Kitchen Cake Mix. The flavor secret is ours alone — discovered by



searching hundreds of prize home recipes our Betty Crocker kitchens have gathered from good friends and good cooks all over America. Look for this new white cake mix in the prettiest package on the shelf. Now turn the page to see our new yellow cake . . .

