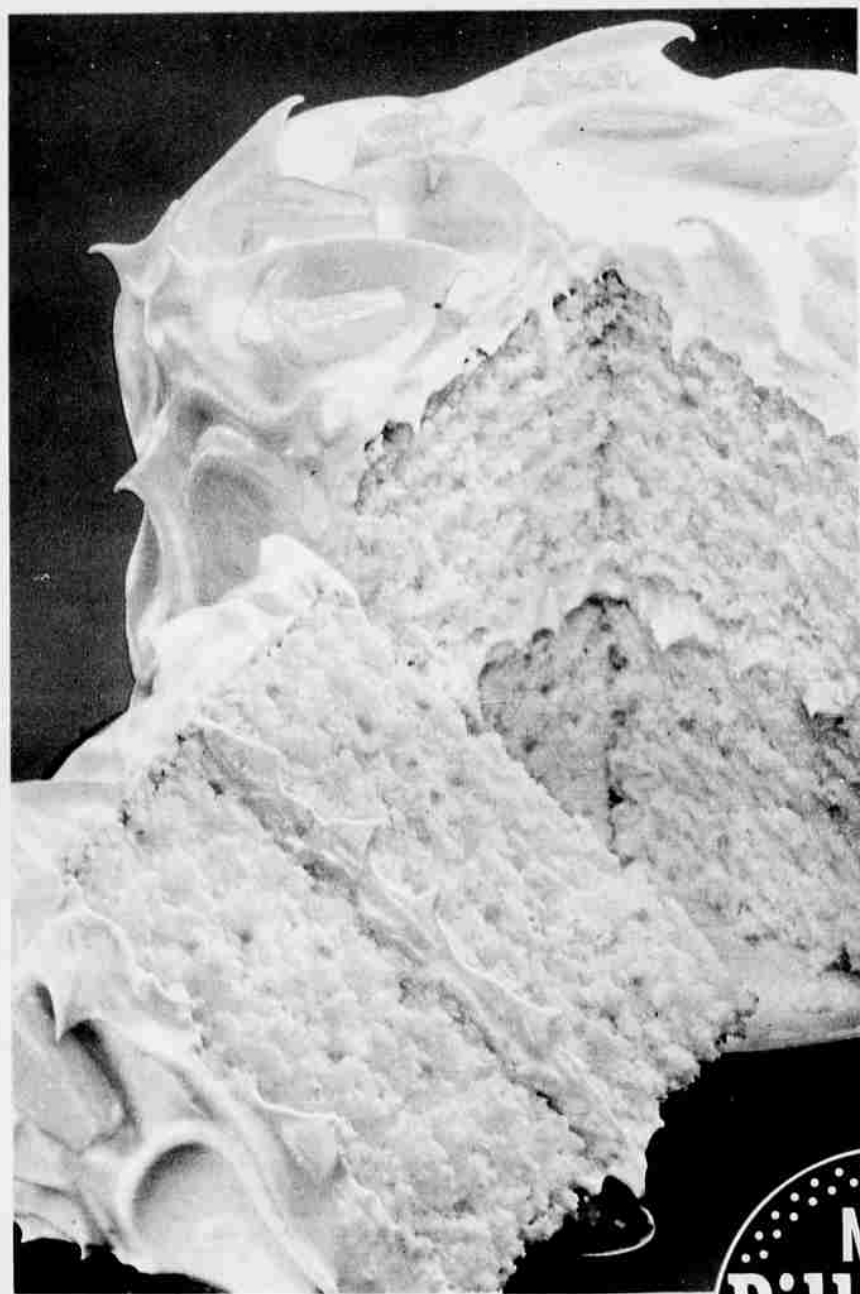


**CRYSTALS MADE FROM FRESH HAWAIIAN PINEAPPLE
ARE THE SECRET OF ITS FRESH FRUIT FLAVOR**



New! Pillsbury PINEAPPLE Cake Mix

*One of America's favorite flavors—
never before in a cake mix*



THE CRYSTALS ARE RIGHT IN THE MIX



These little crystals are made from the fruit and juice of fresh, ripe Hawaiian pineapple, and they're right in the mix. You get a cake never possible before from a mix—and not possible now from any other cake mix.

You've just never had a cake like this before! You see the pineapple crystals! You get that wonderful fresh pineapple aroma and flavor! Because crystals made from fresh Hawaiian pineapple are right in the mix. This one is as light and moist as the other Pillsbury cakes you've enjoyed. And for real home-made flavor, try New Pineapple soon. You'll love it!



*Nothing says lovin' like something
from the oven—and Pillsbury
says it best!*

