

So rich... so moist...
so quickly gone!



New Pillsbury *Deluxe* Cake Mixes

So rich... with a velvety crumb. So moist... with a light and tender texture. So quickly gone... the finest cakes ever baked from a mix. Pillsbury's exclusive new Turbo-Sifted cake flour, and the way Pillsbury puts everything together make it easier for the shortening and flavoring to spread richly and

evenly all through the cake. So the cake keeps its moist fresh taste longer than any mix cake ever did before.

Baking is believing. Pillsbury Deluxe Cake Mixes. Try your favorite and see.

You'll also enjoy the handy Pillsbury Loaf-size Cake Mixes.



YOUR 7 FAVORITE FLAVORS IN BEAUTIFUL NEW PACKAGES

Golden Yellow • Caramel • Orange • Chocolate Fudge • Pineapple • Old Fashioned Spice • White

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