

Oh Boy, **SNOBOY**-Pillsbury Happy Apple Cake!

A joy of a cake to serve... with the happiest apples, by **SNOBOY** and the most lovin' cake mixes, by Pillsbury

Nothin' says lovin' like something from the oven. And Pillsbury says it best with this Happy Apple cake. Delicious **SNOBOY** apples, the happiest apples because they're picked for flavor, then gaily combined with new, deluxe Pillsbury cake mixes. The result? A new taste treat... so rich, so moist, so quickly gone.

HAPPY APPLE CAKE

Put 3 tablespoons butter and $\frac{1}{4}$ cup firmly packed brown sugar in each of two 8 or 9-inch round pans. Place over low heat just until butter melts. Arrange 1 cup thinly sliced **SNOBOY** apples in each pan.

Prepare your favorite Pillsbury Deluxe Cake Mix as directed on package. Divide batter between pans. Bake at 350° for 35 to 40 minutes. Cool 5 minutes. Loosen sides of cake layers and turn upside down on cool-

ing rack; remove pans. Cool. Stack layers with apples in center for "filling."

Frost with Pillsbury Fluffy White Frosting Mix. Make a "Happy Apple" face by cutting unpeeled **SNOBOY** apples in wedges for hair, eyebrows, nose and mouth.

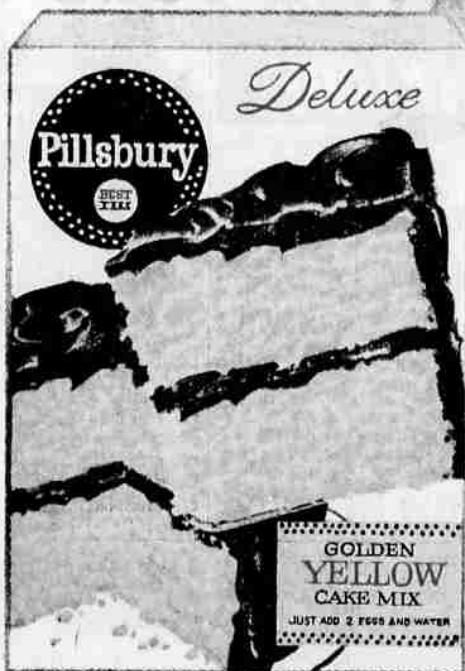
Use apple quarters to form ears; use apple circles for eyes. Finally, cover the cut edges of apple sections with Fluffy White Frosting.

2-PIECE CAKE SERVING SET \$2.25 VALUE... ONLY \$1.00!

—with coupon in **SNOBOY** bag and Pillsbury Deluxe Cake Mix box top.

This lovely cake server set is yours when you try your first Happy Apple Cake! Plate is big 11½" size! Attractive pattern is permanently locked under zircon-hardened glaze. Made by a famous creator of fine dinnerware, it makes a perfect setting for your proudest cakes!

Simply send money, coupon, and box top to: Cake Serving Set, Box 90, Minneapolis 60, Minnesota.



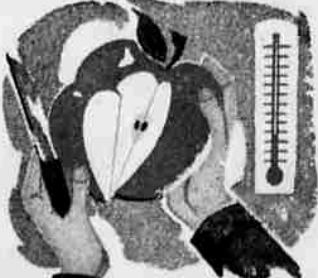
Why there is no Apple like a **SNOBOY**.



Soil, sun and temperature work in unique combination in the famed Yakima-Wenatchee Valley of Washington State to produce **SNOBOY**'s vivid coloring, extra juiciness, and superb flavor! There **SNOBOYS** are selected from the finest orchards.



Every apple has its day—the day when its flavor peak is reached. On that exact day, **SNOBOY** field inspectors order the apples picked—and they specify the sun-drenched apples from the top and outside of the finest trees!



Within the hour after picking, **SNOBOY** apples are rushed to cool storage rooms. There, at a constant 31 degrees, the flavor "matures"... starches change to natural fruit sugars... and **SNOBOY** inspectors say "Ship!"



Once they're fully matured and ready to ship, **SNOBOY** apples are showered, sorted, wrapped and packed by hand to protect against bruising during shipment... to guard **SNOBOY**'s brilliant flavor!



SNOBOY's tree-to-grocer control continues as the apples are rushed in cool, cool trucks to your grocer's. There you get famous **SNOBOY** quality... true picked for flavor quality!



To enjoy all the eating pleasures **SNOBOY** has worked so hard to protect, do your share: Always keep your **SNOBOYS** in the refrigerator until you eat them. They'll be full-flavored and crisp!

 picked for flavor