

P1110 LHAS 6/51

A Cup of Milk and You...

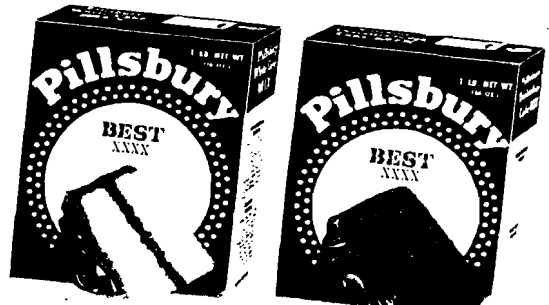
The idea here is so simple a ten-year boy (or girl) could write this ad. You get the Cake Mix with Pillsbury on the front of the box at your grocery store. You get the milk out of the icebox. You get the you into it by reminding yourself that you can now make cakes

(white or chocolate fudge) as glamorous, spellbinding and delicious as the one you see here. See what we mean by Pillsbury, a cup of milk and you? Shouldn't you do something about it?

*Remember - You and Ann Pillsbury
can make a great team*



Just add milk —



Pillsbury