



**A NEW MOISTURE
SECRET makes our
Country Kitchen
Recipe Cakes taste
as fresh and moist
tomorrow as the
day you bake!**

We've found a new softer flour, a new finer sugar, a new rich, creamy shortening . . . and a new way to *pre-cream* all these good ingredients. It all makes our new cake mix bake up into a just plain good country kitchen kind of cake . . . a cake as rich and moist as grandmother's best butter cake!

And it's one-step-easy. You pour everything into the bowl at once—your cake mix, eggs and water. The batter fluffs up thick and rich in just four minutes—ready to bake up a richer, moister, more tender cake than ever before. Bake one for your family tonight, why don't you?

Good cooks say:

"Never thought a cake mix could taste so good . . . and stay so fresh!"

"My neighbor couldn't believe I'd baked yesterday morning—the cake tasted that fresh and moist!"

"My husband says now my cakes taste even better than his mother's homemade cakes!"

As rich and moist as homemade butter cake . . . tastes as fresh and moist tomorrow as the day you bake! That's our Country Kitchen Cake—we guarantee it on every package!

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more packages at your grocery store!

