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Is Betty Caldwell cheating on her husband?

Not Betty! You can't call baking a Mrs. Smith's pie cheating. Not really.

It's only that Betty lets us do her first four pie-making steps for her. We shop around the world for *her* ingredients, we mix and roll out *her* crust dough, we make *her* fillings, and we put *her* pies together.

She certainly puts all her love into baking them, doesn't she?

This way, Betty and Amanda Smith share the 15 pie-making secrets that come locked in every one of our fruit, custard and cream pies.

Try a Mrs. Smith's pie.

You won't be cheating anyone.

We make frozen pies for women who wouldn't think of baking frozen pies.



In 2-lb., 12-oz. Golden deluxe, and 1-lb., 10-oz. regular sizes.

MRS. SMITH'S PIE COMPANY • POTTSTOWN, PA.



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Good Housekeeping

OR CENTER