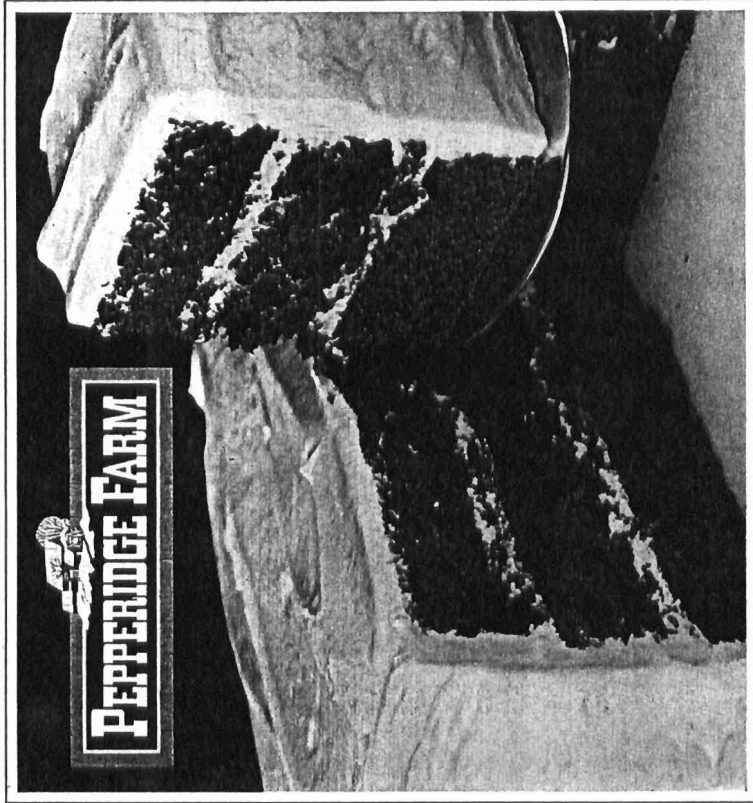


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Remember Mrs. Mills down the block, and how the neighborhood kids hung around hoping for some of her layer cake? Pepperidge Farm remembers.



In every neighborhood, there used to be a woman who was a natural-born cake-baker. Her kids were the envy of the block. Naturally, you'd play in their backyard a lot, trying to look hungry and polite. Pepperidge Farm® remembers. These days, however, natural-born cake-bakers are becoming harder to find. So we bake that kind of cake for you.



We've made it three layers high, and iced it all around—top and sides—with icing generously laid on. We make our cakes in five varieties—Vanilla, Golden, Chocolate Fudge, Devil's Food and Coconut. But our cakes are different from Mrs. Mills' in one way—they're frozen. So you can store them on hand to serve fresh and moist any time. And if you notice neighborhood kids hanging 'round your house at snacktime, you don't even have to tell them who made the cake.



When she made strudel, your grandmother spent hours at it. Peeling, coring and cutting apples. Chopping hazelnuts, and picking out plump raisins. Then mixing the ingredients, and then making a flaky crust and packing the filling inside. But Grandma went through it all gladly, because strudel was her idea of a special-occasion treat. And your visits to her



Remember the golden strudel, packed with apples, hazelnuts and raisins, that made a visit to Grandma worthwhile? Pepperidge Farm remembers.

were a special occasion. Pepperidge Farm® remembers. We've taken a leaf from Grandma's cookbook, and we make her kind of strudel today. Just the way she did, we use juicy-ripe apples, selected raisins, hazelnuts and the right amount of sugar. And we wrap it up in a flaky crust, firm enough to hold its shape, but not too thick. Pepperidge Farm also



## Pepperidge Farm remembers the times when Mother didn't bake your favorite pie. And makes personal Pie Tarts.

Oh, the exquisite misery of it all, when Mother almost made apple pie, but changed her mind and made lemon. You had nothing against lemon pie, but it just wasn't the same as your favorite. But, in your household, the problem can be settled. You can please all the people all the time with Pepperidge Farm® Pie Tarts. They're individual pieces of pie, each wrapped in a tidy square of crust. You can keep Pie Tarts on hand frozen, pop them into your

oven, and serve hot or let them cool. Why, for dessert one single evening, you could cater to the man of the house with a Blueberry Pie Tart. You could please a young lady with a Lemon Pie Tart, and a young man with Coconut Creme. And you could still make yourself happy with your own Apple Pie Tart. And you'll know you're a mother who manages to please everybody.



Serve everyone their favorite pie, and save 50¢ in the bargain.

Send us the left end panels from two different flavor packages of Pie Tarts along with this coupon to:  
Pie Tart Offer  
P.O. Box 19-P, Mt. Vernon, New York 10559



Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Limit one refund per family, group or organization. Void if taxed, restricted or forbidden by law. Subject to state and local regulations. Offer good in U.S.A. only. Offer expires July 31, 1970.