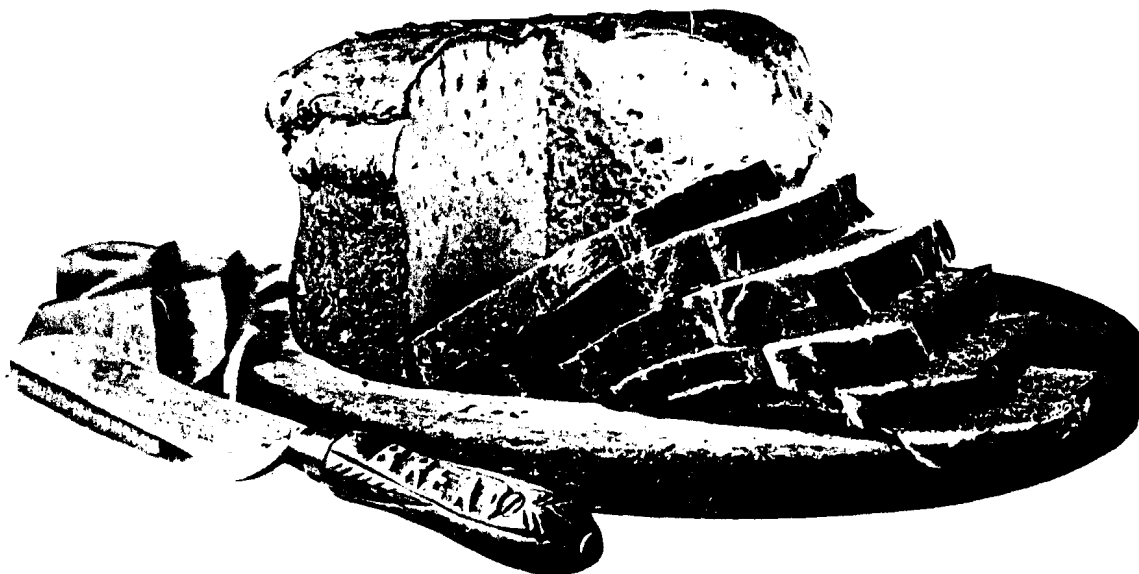
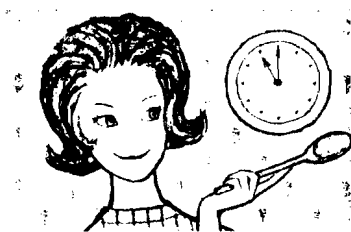


✿ NO EXPERIENCE NEEDED ✿

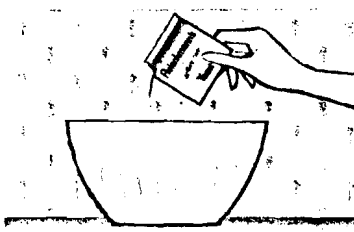


GO AHEAD—YOU CAN BAKE IT EASY!

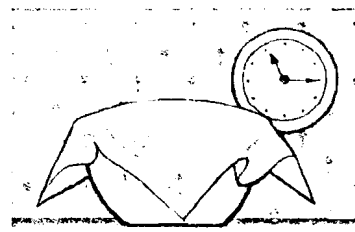
CHEESE CASSEROLE LOAF



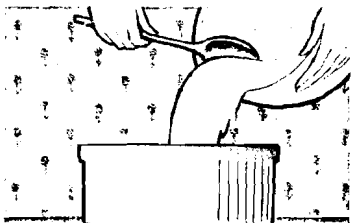
Your working time is 20 minutes... the rest is rising and baking. Here's what you do. Scald 1 cup milk. Add 3 tablespoons sugar, 1 tablespoon salt and 1 tablespoon shortening. Let mixture stand until lukewarm.



Only you and Fleischmann's Yeast can make it taste so good! Dissolve 2 packages Fleischmann's Active Dry Yeast in 1 cup very warm water. Add milk mixture, 1 cup grated cheddar cheese and 4½ cups sifted flour. Blend well.



Now the yeast works while you relax. Cover batter and set it in a warm place free from draft (perhaps near, but not on, a range or radiator). Then you relax for about 45 minutes until the batter doubles in bulk.



Beginning of the delicious ending. Stir batter down. Beat ½ minute. Turn into greased 1½ quart casserole or two 9x5 inch loaf pans. Bake uncovered at 375°F. for one hour. Easy, wasn't it? And wait till folks taste.



You can get 17 more recipes as easy and good as this one... from refrigerator rolls to electric mixer coffeecake. Send your name and address to Box 20E, Mount Vernon 10, New York for your free Bake-It-Easy booklet.



SPECIAL OFFER!

Cooking Timer! Retail Value \$3.49. Send only \$1.50 (no stamps, please) plus 3 empty Fleischmann's Active Dry Yeast packages to Fleischmann's Yeast, P.O. Box 5140, St. Paul 4, Minn.

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