

TEAR ME OUT TEAR ME OUT TEAR ME OUT

Dear Fleischmann's® Yeast,

**Company's coming—constantly.
I always like to serve fresh-baked bread.
But I don't always get the time.
What can I do?**



"Busy, Busy, Busy."

Dear Busy,
Relax! If you've got
a refrigerator and
Fleischmann's Yeast
you've got the time.

It's almost like baking in your refrigerator first. And it gives you time to take the children to school, go to the office, attend a meeting or play tennis. We call it the CoolRise Method.

Your dough is mixed, kneaded and shaped all at once. Then, left to rise in the refrigerator. You can bake whenever it's convenient...from two to twenty-four hours later.

You can make CoolRise white bread or dinner rolls, oatmeal bread or poppy seed braid, apple cake or rich cherry walnut coffeecake. Why not start now? With this easy recipe for authentic Italian bread.

You'll need:

4½ to 5½ cups unsifted flour
1 tablespoon sugar
1 tablespoon salt
2 packages Fleischmann's Active Dry Yeast
1 tablespoon softened Fleischmann's® Margarine
1¾ cups very warm tap water (120°F.-130°F.)
Corn meal
Planters® Peanut Oil
1 egg white
1 tablespoon cold water



The fun begins.

In a large bowl thoroughly mix 1½ cups flour, sugar, salt and undissolved Fleischmann's Active Dry Yeast. Next, add softened Fleischmann's Margarine.

Gradually add tap water. Beat 2 minutes at medium speed of electric mixer, scraping bowl occasionally. Add ¾ cup flour. Beat at high speed 2 minutes, scraping bowl occasionally. Stir in enough additional flour to make a stiff dough.



Turn out onto lightly floured board. Knead until smooth and elastic—about 8 to 10 minutes. Cover with plastic wrap, then a towel. Let rest 20 minutes.

Makes 2 loaves.

Divide dough in half. Roll each half into an oblong shape, approxi-

mately 15 x 10 inches. Beginning at wide side, roll up tightly; pinch seam to seal. Taper ends by rolling gently back and forth.

Rising on ice.

Place on greased baking sheets sprinkled with corn meal. Brush dough with Planters Peanut Oil. Cover loosely with plastic wrap. Refrigerate 2 to 24 hours.

When ready to bake, remove from refrigerator. Uncover and let stand at room temperature 10 minutes. Make 3 or 4 diagonal cuts on top of each loaf with sharp knife.

Bake at 425°F. for 20 minutes. Remove from oven. Brush with egg white mixed with cold water. Return to oven; bake 5 to 10 minutes longer, until golden brown.

And enjoy... That aroma and taste of fresh-baked...the creative satisfaction of baking from scratch with Fleischmann's Yeast. It's more than a matter of doing your own baking. It's a wonderfully warm way to express yourself and to express your love for family and friends.



Another fine product of Standard Brands

For "BAKE-IT-EASY" RECIPE! see back of pack.



You get more than a rise out of Fleischmann's Yeast.

For additional CoolRise recipes send \$1 to: Fleischmann's Yeast Bake-It-Easy Book, P.O. Box 3050, Teaneck, N.J. 07666. Allow 4-6 weeks for delivery. No order accepted without zip code. Offer good in U.S.A. while supply lasts. Offer void where prohibited or restricted.