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Baking from scratch is great... but what's in it for you?

All those happy faces are what's in it for you. Plus an affectionate hug—and the satisfaction of baking a special gift for your family and friends.

What's in it for them?

Only real and wholesome ingredients.

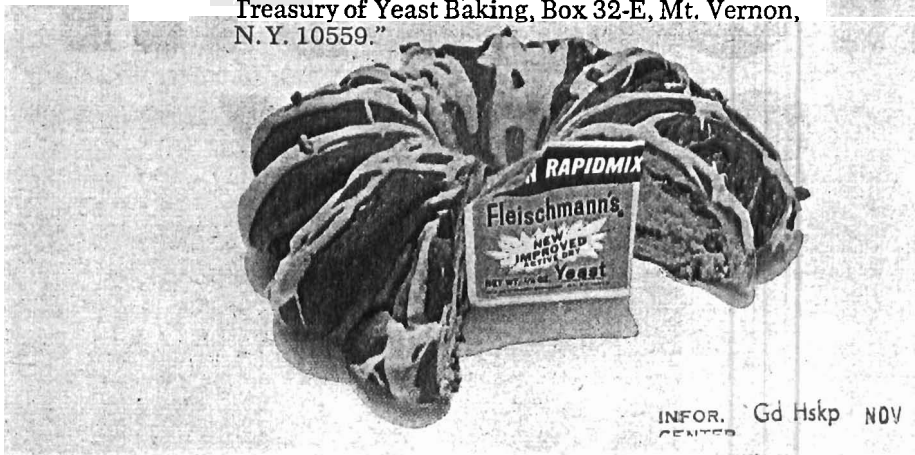
And its low cost means there's something in it for your budget, too.

Now Fleischmann's new Rapidmix method makes baking-from-scratch easy.

Just mix Fleischmann's Yeast with your other dry ingredients according to the recipe, then bake.

It's that simple.

For many great recipes—like the Maple Pecan Ring below—just send 25¢ to: "Fleischmann's New Treasury of Yeast Baking, Box 32-E, Mt. Vernon, N. Y. 10559."



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