



HOME.

Remember the rich, warm feeling you got in your mother's home every time she baked? The smell? The taste?

It seemed to tell you just how much she cared.

There's nothing stopping you from giving your own family the same good feeling.

All it takes is fine ingredients like Fleischmann's Yeast, a little imagination and love.

You too, can bake beautiful breads and cakes like these the

first time you try. It's that easy.

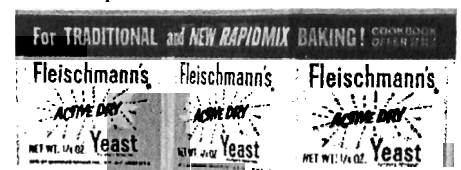
To start, why not try an Apple Cake, some Rye Bread Sticks, a basketful of Breakfast Bow Knots, Cheese Bread or any one of the seven tempting baking ideas pictured above.

You'll find the recipes for these, as well as a host of others, in Fleischmann's Bake-it-Easy Yeast Book.

For your copy, send 50¢ (no stamps) to the following address: Fleischmann's Yeast, Box

1396, Elm City, North Carolina 27822.

Allow 4-5 weeks for delivery. No orders accepted without Zip Code. Offer good only in U.S.A. while supply lasts. Void where prohibited or restricted.



Another fine product of *Standard Brands*

FLEISCHMANN'S YEAST. BAKE SOMEONE HAPPY.

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