DAWN RECIPES:

At Last A No-Bake Cheesecake

The development of a new product, soft Philadelphia Brand cream cheese, led to the introduction of cheesecake that does not have to be baked in the oven.

Fresh Start Cheesecake

Cheesecake isn't at all new. People have feasted on "chess pyes" and cheesecake for centuries. Part of the timeless popularity of the dessert has been due to the easy accessibility of the recipe's ingredients. Wherever there have been dairy products, there's been fresh curd for the cake.

Through the years, cheesecake-making has gotten much simpler and thanks to the abundance of many different types of cheeses, also much more varied. Today's cheesecakes run the gamut from firm and rich to almost souffle light to creamy. Some are baked, some are not.

One of the last cheesecake challenges has been to develop a no-bake cake that achieves a truly creamy, yet light and fluffy consistency. Fresh Start Cheesecake is a recipe that truly fits this cheesecake category.

The secret of this dessert from the Kraft Kitchens is found in a new product: soft Philadelphia Brand cream cheese.

Being introduced in selected markets, this unique product has the same flavor as brick cream cheese, but it's soft—right out of the refrigerator.

Because the body and texture of this soft product is significantly different from other cream cheeses, it is ideal for use in recipes requiring spreadability and the quick blending of chilled ingredients.

(Because of the product's consistency differences, it is not recommended for certain types of cooking nor should it be substituted in recipes calling for brick cream cheese.)

Make a Fresh Start Cheesecake and you have the base for innumerable toppings. Canned mandarin oranges crown the cake that's shown here served with caramel flavored ice cream topping.

Canned pie filling, fresh berries, or an assortment of fruits, fresh or canned, are other flavorful choices. Preserves, nuts, chocolate shavings, and toasted coconut are other appropriate additions.

FRESH START CHEESECAKE

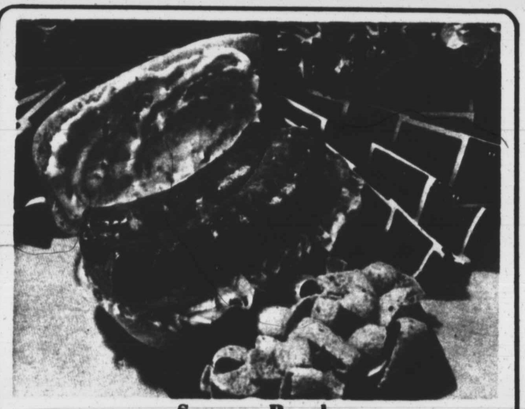
1 cup graham cracker crumbs
3 tablespoons sugar
3 tablespoons margarine, melted
1 envelope unflavored gelatin
¼ cup cold water
2 8-oz. containers soft Philadelphia Brand cream cheese
½ cup sugar
Dash of salt
Three - fourth cup milk
2 tablespoons lemon juice
½ teaspoon vanilla
1 cup heavy cream, whipped

Combine crumbs, sugar and margarine; press onto bottom of 9-inch spring-form pan.

Soften gelatin in cold water; stir over low heat until dissolved. Combine cream cheese, sugar and salt, mixing until well blended. Gradually add gelatin, milk, lemon juice and vanilla; chill until slightly thickened. Fold in whipped cream; pour over crust. Chill until firm.

A booklet of quick and easy soft cream cheese recipe ideas has been developed by the Kraft Kitchens. Free copies are available (while supplies last) at many local food stores, or simply send your name and address to:

Soft "Philly" Recipes
P. O. Box 826
South Holland, IL 60473



Sausage Poorboy

1 lb. hot Italian sausage
Three-fourth cup water
4 individual French bread loaves, baked, split
Kraft sandwich spread
2 cups shredded lettuce
12 thin tomato slices, halved
¼ cup green onion slices

Place sausage and water in 10-inch skillet. Cover; simmer 30 minutes. Drain; brown sausage. Cut sausage into 6-inch pieces; slice in half length-wise. For each sandwich, spread bread with sandwich spread; fill with lettuce, tomato, onion and sausage. 4 servings.

If a chocolate Peanut Butter Milk Shake contains your favorite flavors, you'll want to make it: to try four cups, place in your blender one pint of softened vanilla ice cream and ½ cup creamy peanut butter and blend until smooth. Gradually add 2 cups cold milk and ½ cup instant chocolate flavored mix. Blend and serve.

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