

THE YEAST

Fleischmann's Yeast is a plant which needs warmth, air and moisture for its growth, but it is killed by an excess of heat or cold. Anything too warm for the hand is too warm for the yeast, and anything which chills the yeast will stop its growth. For these reasons all liquids should be lukewarm and the flour also should be warmed in cold weather.

Additional yeast may be used in these recipes with advantage to the baked goods and a saving of time. Proportionately more yeast may be used in sweet doughs, as a large amount of sugar makes the dough dense and hard to raise.

Whenever possible, keep yeast in ice box, placing it where it will be dry as well as cold. Where ice is not obtainable and yeast cannot be secured fresh for each baking, it can be kept in good condition for a week or ten days by keeping in a cellar or other cool place. In order to keep an unused portion it should be rewrapped in the tinfoil.

The yeast may discolor at times, but this does not in any way affect its quality. If it is firm it is in good condition, if too soft to handle it must not be used.

Your grocer always has on hand a fresh supply of Fleischmann's Yeast.