

Yeast Wisdom

IN baking Bread, the most important point to consider is the yeast. This should be both pure and complete.

Fleischmann's Yeast is the one yeast possessing both these virtues. You can depend not only upon its goodness but it needs nothing added to it. You do not have to bother with either potatoes or scalded flour to render it effective.

Keep your yeast with care. Wherever possible, keep it in an ice-box, where it will be dry as well as cold. Where ice is not obtainable, and yeast cannot be procured fresh for each baking, it may be kept in good condition for a week or ten days in a cellar or other cool place. Wrap any unused portion carefully in tin-foil.

Yeast is a plant requiring warmth, air and moisture for its growth. An excess of either heat or cold kills it. In adding liquids to it, always see that they are lukewarm. The flour should also be warmed in cold weather.

When time counts in the preparation of any of these Breads, use additional yeast: you will save precious minutes in the "hurrying" of a meal, and also add to the quality of the Bread.

Though Fleischmann's Yeast may discolor at times, this in no way impairs its quality. So long as it is firm it is good to use.

When it becomes too soft to handle, do not use it.

Remember the name—Fleischmann's Yeast.

Standard of Yeast Excellence for 53 years.