

The Fleischmann Company announces \$5,000⁰⁰ IN PRIZES in a great nation-wide HEALTH CONTEST

for the best true stories
on What Fleischmann's
Yeast has done for you

THE first Yeast for Health contest—announced a year ago—brought an instant and astonishing response: letters from all over America, from men and women in every walk of life.

But during the past twelve months the increased demand for this simple fresh food has been more astonishing still. There are literally hundreds of thousands more Yeast enthusiasts today—hundreds of thousands of former sufferers whom Yeast has restored to health.

And so we are announcing a second contest.

During the past seven years a long series of experiments, conducted by eminent medical authorities in the leading scientific institutions of the country, has definitely established the value of Fleischmann's Yeast as a health food.

Constipation conquered—stomach troubles relieved—vitality restored and skin disorders removed—from every state in the Union comes confirmation of these amazing facts.

And every one of the thousands of letters which reach us has its definite value. Classified, analyzed, these reports play an important part in studying the effects of Yeast on American health.

Adding Fleischmann's Yeast to the daily diet has literally transformed the lives of millions of men and women. We know that. We have heard from thousands of them. We want to hear from thousands more.

JUST sit down and write the story of your experience with yeast. You can write freely, without restraint, for your letter will not be made public without your permission. Just glance below at some of the extracts from letters received recently. Your own experiences with Fleischmann's Yeast may have been even more remarkable.

Remember, the contest closes November 5th and this is the only announcement that will appear. Follow the rules carefully—keep them before you. Then send us your story. The names of the prize winners will be published in this paper about the middle of December.

If you have ever eaten Yeast—decide to enter now!



"When all the other girls were wearing their first low-necked dresses, I was staying at home—all on account of a breaking-out on my back that I simply couldn't get rid of. It was awful. One day my chum told me about Fleischmann's Yeast and urged me to take it. I took half a cake dissolved in water before every meal—it is not only easy to take but delightful—and in two weeks every trace of the eruption had disappeared. It worked like magic, really, and made me feel like a different person."

(Miss Esther Shaw of Sanford, Calif.)

"I felt 'fagged' in the morning when I went to the office. At luncheon I ate my food with a growing resentment at the necessity of eating. At dinner I merely nibbled at morsels of food. I was nervous and irritable. Then I began eating yeast—Fleischmann's—and noticed my appetite returning. My face lost its sallowness, and the pimples on my skin disappeared; my grouch went the way of the eruptions."

(Extract from a letter of Mr. A. F. Lockhart, of St. Louis, Mo.)



Prizes

1st Prize	\$1,000.00
2nd Prize	600.00
3rd Prize	400.00
10 Prizes of	100.00 each
40 Prizes of	25.00 each
100 Prizes of	10.00 each

HOW TO WIN THEM

1. This Contest is open freely to all whose health has been benefited by Fleischmann's Yeast prior to this announcement. (Employees of The Fleischmann Company alone excepted.) Simply write in not more than 200 words your story of what Fleischmann's Yeast has done for you.
2. Use white paper of standard size, 8½ x 11. This is very important. Reports received on any other kind will be disqualified. Use only one sheet of paper (both sides, if necessary).
3. Print your name, complete address, and date at top of the sheet.
4. Use pen and ink or typewriter.
5. Sign your name at the end of your report. You must also have a witness (some one who knows your report to be accurate) sign his or her name under yours.
6. Mail your report in stamped, sealed envelope to The Fleischmann Company, P. O. Box 1251, City Hall Station, New York, N. Y. All reports must be in our hands before midnight of November 5th, 1924.
7. No papers will be acknowledged or returned. We do not require photographs, and cannot return them if sent.
8. Prizes for the most interesting and convincing reports will be awarded by a board of impartial judges headed by John B. Watson, Ph.D., LL. D., Editor of the Journal of Experimental Psychology, formerly Head of the Department of Psychology, Johns Hopkins University.

"I did not eat six cakes of Yeast and feel myself improving immediately. In fact for one month I used 3 cakes a day without any visible improvement. But by the middle of August, my chronic constipation commenced to give way—I again consulted our family physician, who told me to use no other remedies but Fleischmann's Yeast. . . . Today my troubles have become ancient history—thanks to the remarkable effects of Fleischmann's Yeast."

(Miss Ruth Rolland of Utica, N. Y.)