

Without it, no matter how much food we eat, we are slowly starving our vital tissues

# The new mysterious factor in food

Science discovers that thousands suffer from lack of one vital element in their food

*Laxatives gradually replaced by this simple food*

It is recognized that laxatives bring only temporary relief—they cannot remove the cause of the trouble. Fleischmann's Yeast is a food, by its very nature better suited to the system than either drugs or oils—a conditioner that tends to restore the normal condition of the bowels. And it cannot form a habit. In cases of constipation remember that yeast is a corrective food, not a laxative. Eaten over a period of time—from 2 weeks to a month—it should restore normal habits. Eaten regularly it assures a complete elimination every day.

For constipation eat from 1 to 3 cakes of Fleischmann's Yeast a day.

*Helps correct the basic causes of pimples and boils*

Many physicians and hospitals are prescribing Fleischmann's Yeast for pimples (acne) and boils. It has yielded "surprisingly satisfactory results." Forty-one out of forty-two such cases were improved or cured, in some instances in a remarkably short time—boils sometimes in two weeks, and one acne case in a week. Obstinate cases of course take longer.

As yeast has a laxative action and as it acts very beneficially on all the digestive organs it helps correct the basic causes of these common ailments—so often due to wrong eating.

For pimples and boils eat 1 to 3 cakes of Fleischmann's Yeast daily. In acute cases of acne and all cases of boils don't fail to see your doctor.

*Helps all the body processes—a food factor needed throughout life*

By the addition of Fleischmann's Yeast to their diet, thousands are regaining a zest in their work which they have not known for years. Plenty of the vitamine in which yeast is supremely rich helps all the body processes, promotes vigorous health, and makes us resistant to disease. There is abundant evidence, say scientists, that this vitamine is needed throughout life.

To build up and maintain health, eat 1 to 3 cakes of Fleischmann's Yeast daily—a part of your regular diet.

**A** CERTAIN mysterious element in food called *vitamine!* Science has established that our store of energy and even health itself depend upon it.

Without it, no matter how much food we eat, we are slowly starving the vital tissues upon which we rely for our strength.

After many experiments in animal nutrition, one of America's most eminent physiological chemists says: "Long continued . . . general debility follows the continued ingestion of food containing too little of this vitamine . . . experiments have demonstrated that if an animal is to thrive it must receive daily a certain amount of the water-soluble vitamine."

In the chart at the right you will see represented the almost miraculous difference made in the health of an animal by adding to its diet or subtracting from it this one vital element. These spectacular gains and losses are characteristic of what has happened in hundreds of feeding experiments.

Primitive man secured an abundance of vitamine from his raw, uncooked foods and green, leafy vegetables. But modern diet—constantly refined and modified—often lacks this vital element.

That is why so many apparently well-fed people are slowly lowering their vitality from day to day without realizing it. That is why so many of our common foods satisfy our appetite, yet fail really to nourish us.

How, then, are we to get enough of this vitamine—so essential to the health of every individual?

The scientists have pointed the way

*With the same diet plus a little yeast they grew rapidly*

Because yeast is the richest known source of this vital substance, yeast was used in these feeding experiments as it has been used in such experiments in leading scientific centers all over the world.

It is remarkable that in all the cases tested the animals began to lose weight at the end of a month, although they were fed a diet containing beef, butter, mineral matter and plenty of energy foods.

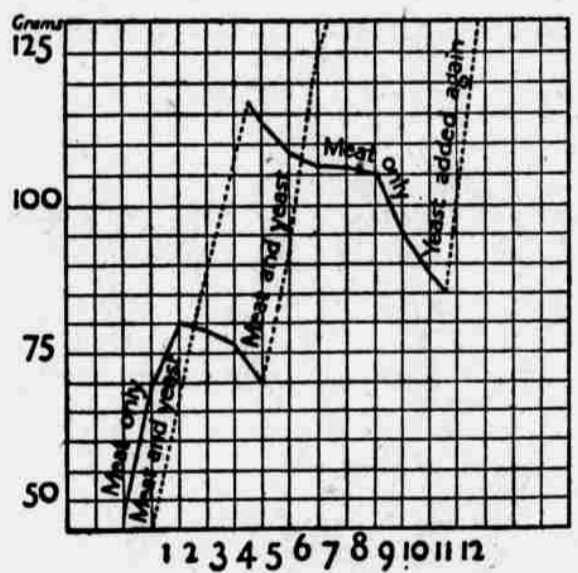


Chart reproduced from The American Journal of Physiology, Vol. XLVIII, No. 2

The heavy line for "Case 25" shows that on a meat diet a gain in weight was followed by a loss of 8 grams during the last two weeks. Then yeast was added to the diet. In two weeks there was a gain of 55 grams. (See dotted line.)

The dotted line for "Case 31" shows that on a yeast diet a gain of 77 grams was made in 3 weeks. When yeast was removed from the diet, there was a loss of 32 grams in 3 weeks. When yeast was added again, the gain was immediate. (See dotted line.)

for us by discovering the value of yeast—the richest source of this life-giving vitamine!

*A simple food—which is freeing thousands from minor ailments*

To supply the deficiencies of our ordinary modern diet, Fleischmann's Yeast—the same yeast that you have been familiar with for years for baking bread—has a unique value for every man and woman.

Already thousands are eating it as an addition to their everyday diet. Eaten regularly it assures new stores of health and energy for the vitamine-starved body, and brings back to men and women a vigor and strength unknown for years.

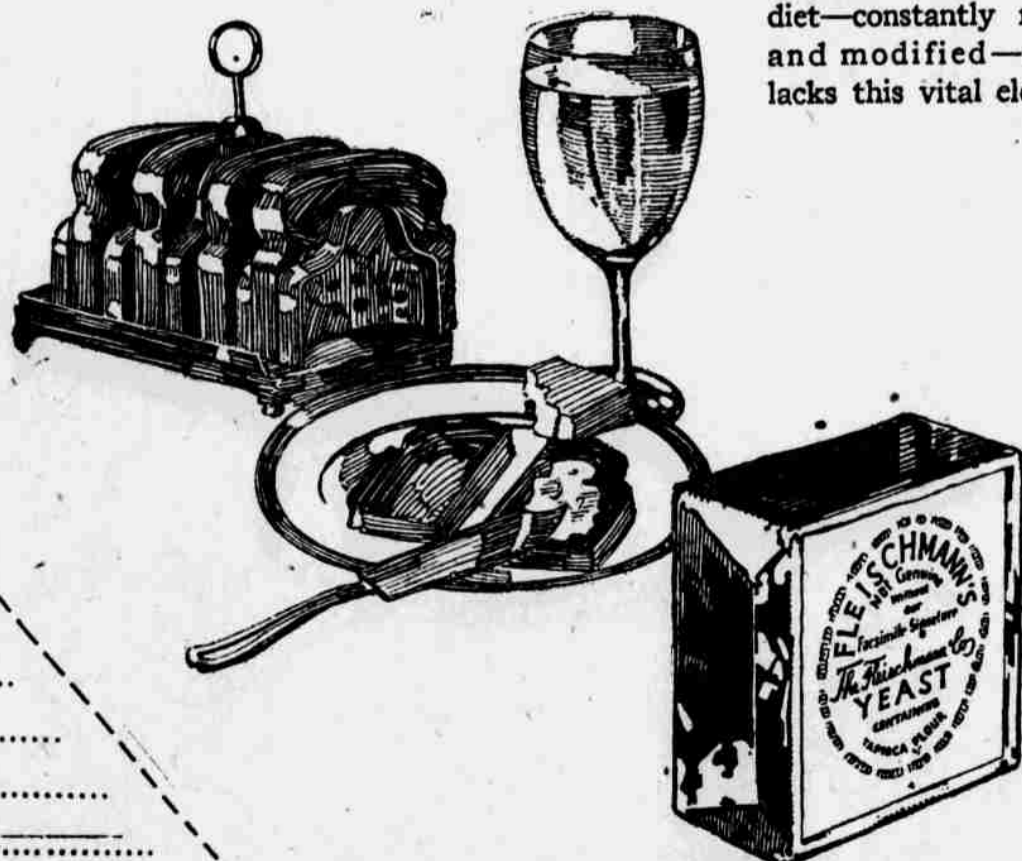
Physicians and hospitals are prescribing it for the common ailments of lowered vitality such as pimples, boils and constipation. It stimulates the appetite, helps digestion and gradually takes the place of laxatives. If eaten regularly it should assure regular and complete elimination daily.

Read details of this important discovery in the panel at the left.

Eat Fleischmann's Yeast at any time—from 1 to 3 cakes a day. It has a rich, cream-cheesy consistency and a fresh, distinctive flavor that you will like. It is very palatable nibbled from the cake. Spread with butter on crackers, toast or bread, it is delicious. Only one precaution: if you are troubled with gas, dissolve the yeast first in boiling water.

Place a standing order with your grocer for Fleischmann's Yeast and get it delivered fresh every day!

To learn many interesting facts about the health-giving properties of Fleischmann's Yeast, what it has done for others and what it can do for you, fill out the coupon at the left and send for the booklet on this subject. Address THE FLEISCHMANN COMPANY, 1609 Chicago St., Omaha, Nebraska.



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Send me without cost a copy of your new book, "The New Importance of Yeast in Diet."

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