



Every cake of Fleischmann's **Yeast now rich in Vitamin D**

FLEISCHMANN'S YEAST is the richest food source of vitamin D. Unlike other foods, its richness in this vital factor is unvarying.

Yeast, you know, contains ergosterol, a substance present in human skin. In the body, sunlight converts this substance into vitamin D. In Fleischmann's Yeast the same conversion is accomplished by ultra-violet irradiation. All *Fleischmann's* Yeast (in the familiar foil-wrapped cake with the yellow label) now contains vitamin D (produced by the Steenbock Process as licensed by the Wisconsin Alumni Research Foundation).

Fleischmann's Yeast is also rich in vitamin B. It exerts a gentle laxative action, stimulates gastric secretion and is of marked value as a general tonic.

Recommend 2 or 3 cakes daily, before or between meals—plain or in water (cold or hot). At grocers', restaurants and soda fountains.