



Active in general fair work—and a prize cook, too

TAKES TOP COOKING HONORS AT INTERSTATE FAIR

Ninety-two top prize ribbons—that's the total won by Mrs. C. P. Neis at the Interstate Fair in her home town of Coffeyville, Kansas. She took her first blue and red ribbons back in 1930 and has been winning honors for her cooking ever since. That blue ribbon she holds was added to her collection just last fall.

Mrs. Neis is superintendent of the culinary department at the Interstate Fair, so she's an all-around cooking expert. And she says that the best all-round yeast

she's found is Fleischmann's Active Dry Yeast. "It's so fast," she says. "And the handiest ever!"

Out of 5000 prize-winning cooks surveyed, 97% prefer Fleischmann's Active Dry Yeast. It's so much more convenient than old-style perishable cake yeast—needs no special care, stays fresh for months on your pantry shelf. Now, when you bake at home, it's easy to use yeast. But use the best—Fleischmann's Active Dry Yeast. Look for the label and be sure you get Fleischmann's Active Dry Yeast.

Ad #345

1-4 page
Kansas Farmer—January 3, 1953
P. O. 3061



Carroll and Eugene Smith admire their mother's cooking awards

Wins Two Top Cooking Awards at Monroe County Fair

Although she teaches school, leads girls' club meetings and has active youngsters to take care of, Mrs. Robert Smith of Sparta, Wis., still finds time to be a prize-winning cook. Last fall she entered cooking contests at the Monroe County Fair and won 2 first prizes. No wonder her two sons look so proud of her!

With her many responsibilities, Mrs. Smith certainly appreciates handier ways of doing things . . . and that's one reason she uses Fleischmann's Active Dry Yeast.

"It's so convenient," she says. "Keeps for months on my pantry shelf. And it's so easy to use!"

Out of 5000 prize-winning cooks surveyed, 97% prefer Fleischmann's Active Dry Yeast. It's so much more convenient than old-style perishable cake yeast—needs no special care, stays fresh for months on your pantry shelf. Now when you bake at home, it's easy to use yeast. But use the best—Fleischmann's Active Dry Yeast. Look for the label and be sure you get Fleischmann's Active Dry Yeast.

Ad #357

1-4 page
Wisconsin Agriculturist & Farmer—January 3, 1953
P. O. 4029



Passes on prize-winning tips to the younger generation

Busy Mother Wins Top Honors In State Fair Cooking Competition

With her four children Mrs. Frank Weinholzer looks over some of the recipes that have won prizes for her at the Minnesota State Fair. Mrs. Weinholzer entered her first cooking contest ten years ago and won a first prize—and she's been taking first prizes ever since. At last fall's State Fair she again walked away with top honors!

Mrs. Weinholzer loves to fix special treats for her family at their home in St. Paul—and like so many top cooks, she uses Fleischmann's Active Dry Yeast. "It gives me

wonderful results," she says. "And I do find it convenient—the way it keeps for months!"

Out of 5000 prize-winning cooks surveyed, 97% prefer Fleischmann's Active Dry Yeast. It's so much more convenient than old-style perishable cake yeast—needs no special care, stays fresh for months right on your pantry shelf. Now when you bake at home, it's easy to use yeast. But use the best—Fleischmann's Active Dry Yeast. Look for the label and be sure you get Fleischmann's Active Dry Yeast.

Ad #339

1-1 page
The Farmer—January 3, 1953



Shows latest blue ribbons to daughter Rose Marie

Mother and teacher is top cook as well

Teaching kindergarten and caring for her teen-age daughter keep Mrs. Dan Olin busy . . . but not too busy to enter cooking contests. For the past 5 years she has taken top honors at the Elko County Fair!

Mrs. Olin of Elko, Nev., is another expert cook who praises Fleischmann's Active Dry Yeast. "It's so much more convenient," she says.

"Stays fresh for months at a time."

5000 prize-winning cooks have been asked what yeast they use—and 97% prefer Fleischmann's Active Dry Yeast. It keeps for months on the pantry shelf, always rises fast. Now when you bake at home, it's easy to use yeast. But use the best . . . look for the label and get Fleischmann's Active Dry Yeast.

Ad #331

Improvement Era—January, 1953
P. O. 2910

Standard Brands DA Box 2