

Guide to "Fleischmann's Recipes: Excellent Recipes for Baking Raised Breads" booklet C0342

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1916



Title Statement

Guide to "Fleischmann's Recipes: Excellent Recipes for Baking Raised Breads" booklet C0342

Subtitle: "Fleischmann's Recipes: Excellent Recipes for Baking Raised Breads" booklet

Author: Meghan Glasbrenner

Publication Statement

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Fenwick Library, MS2FL
4400 University Dr.
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Business Number: 703-993-2220
Fax Number: 703-993-8911
speccoll@gmu.edu
URL: <https://scrc.gmu.edu>



Profile Description

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Descriptive Summary

Unit ID

C0342

Unit ID

/repositories/2/resources/670

Unit Date

1916

box

1 (folder)

Language

English

Abstract

Recipe booklet published by The Fleischmann Company in 1916 featuring baking tips and recipes using Fleischmann's yeast.

Creator

Fleischmann Company

Extent

.01 Linear Feet 1 folder

Physical Location

R 72, C 3, S 6

Repository

George Mason University. Libraries. Special Collections Research Center

Administrative Information

Access Restrictions

There are no access restrictions.

Use Restrictions

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Acquisition Information

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Preferred Citation

"Fleischmann's Recipes: Excellent Recipes for Baking Raised Breads" booklet, C0342, Special Collections Research Center, George Mason University Libraries

Historical Information

The Fleischmann Company, also known as Fleischmann's Yeast, was founded by Jewish-Hungarian immigrant brothers Charles and Max Fleischmann. In circa 1868, the brothers arrived in Cincinnati, Ohio and partnered with James Gaff, an American businessman, to build a manufacturing plant where they put Charles' experience in yeast production to use. To increase demand and awareness of their product the brothers initiated a large-scale marketing campaign, beginning with introducing their compressed yeast cakes to a wider audience at Philadelphia's Centennial Exposition in 1876 through a Vienna Model Bakery.

Promotional cookbooks giveaways were another early marketing strategy, and one already being used successfully by other companies. To distinguish themselves and their product, the Fleischmann brothers focused heavily on branding, including using colorful illustrations and introducing the use of a cartoon mascot, John Dough, in circa 1912. The Fleischmann Company saw great success from these campaigns, controlling over 93% of their market by the late 1920s and expanding their manufacturing plants, including adding a research laboratory to their plant in Peekskill, New York in 1900. During World War II the company's research division developed a new product, Active Dry Yeast, which did not need to be refrigerated, allowing American soldiers to enjoy home-baked bread even when serving overseas.

Scope and Content

Recipe booklet published by The Fleischmann Company in 1916 featuring baking tips and recipes using Fleischmann's yeast, as well as recipes for Summer Drinks. The back cover features the company's mascot, John Dough, along with a reminder to consumers to check for the Fleischmann's signature to guarantee they are using genuine Fleischmann's Yeast.

Related Materials

The Special Collections Research Center also holds other rare books and manuscripts pertaining to cooking, such as the Cookbooks and cooking pamphlets collection, the Elizabeth Fairfax cookbook, and "The Westinghouse Refrigerator Book: Hints, Helps and Recipes" booklet.

The Henry Ford Archive of American Innovation and the Archives Center of the Smithsonian's National Museum of American History hold collections of cookbooks and promotional recipe booklets.

Keywords

Cookbooks
Cooking
Baking
Advertising

Bibliography

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Arrangement

This is a single item collection.