

Isn't "Help Yourself" more gratifying than "Be Careful"

How this digestible shortening reassures anxious mothers



IS there a mother who does not wonder—"What sort of men and women will I make of my boys and girls?" Strong? Able? Successful?

One answer, we are now learning, lies just behind our kitchen doors.

In warning mothers about the millions of improperly nourished pupils in American schools, the Government Children's Bureau says this:

"It is important to all the child's future life that his organs be not overtaxed nor his digestive system weakened while he is young. To insure this demands the provision of simple, well cooked, easily digested foods."

Easily digested foods! Mothers seem fairly hungry for information on that subject. We learn this in talking with women about the imperative need for digestible fats—the fats which play so vital a part in supplying childhood's energy. Thoughtful mothers are fast

awakening to the importance of *digestible* shortening.

We find that thousands of Crisco's loyal friends appreciate this opportunity to avoid indigestible fat in cooking.

These housekeepers—careful guardians of family health—know from full experience that their Crisco fried foods are as healthful as they are delicious; that tempting Crisco pies, cakes and cookies digest in a natural, easy way.

Crisco is a vegetable shortening endowed with healthfulness by Nature herself. Yes, Crisco is *digestible*.

Common sense tells mothers that so healthful a shortening as Crisco must cost, in a week's cooking, a few cents more than do fats of questionable digestibility. They would no more deliberately use a cheap, unwholesome shortening than they would deliberately buy inferior milk.

Ask your grocer about Crisco. He can give you further facts about wholesome Crisco foods.

How to use Crisco

IN PAN FRYING: Crisco has reached proper frying heat when it browns a bread crumb in 40 seconds. (Do not wait for Crisco to smoke.)

By frying with Crisco you keep your whole house fresh and free from the odor of cooking fat.

IN DEEP FRYING: Use Crisco as you would any other fat. But remember this: By straining Crisco you can use it again and again. For example, after frying fish in Crisco you can strain it and then fry potatoes. The potatoes will not taste of the fish.

AS SHORTENING: In welcoming Crisco to all of your favorite recipes for hot breads, cakes, pies and cookies remember this: You can secure delicious results by using 1/5 less of Crisco than you would of animal fats. Otherwise, use Crisco as you do your present shortening.

Two simple home tests

Low Melting Point Easy Digestibility!

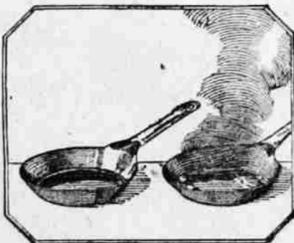
Into half a glass of lukewarm water drop a small lump each of Crisco and any other fat. With a spoon gradually add hot water until Crisco melts. You will find that few other fats melt at this point. Food authorities say that an easily digested fat should melt near body heat—98 2/5 degrees. Crisco, you will find, melts even below this temperature. It melts at 97 degrees. (This test does not necessarily condemn the digestibility of the other fat, but it will aid you to establish Crisco's fine digestibility.)

Avoid Smoke and Odor!

Put into separate pans equal amounts of Crisco and any other fat. Heat slowly for eight minutes or until they reach a temperature where a bread crumb browns in 40 seconds.

Notice that the Crisco does not smoke at this proper frying temperature.

You will find that frying with Crisco will be very helpful in keeping your whole house fresh and free from the odor of cooking fats.



Digestible [VEGETABLE] Shortening

For delicious, digestible cakes
For digestible and flaky pastry
For crisp, digestible fried foods

Send for this exceptional cook book

Entitled "A CALENDAR OF DINNERS," it was written by Marion Harris Neil, formerly cooking editor of the Ladies' Home Journal. It gives 615 exclusive recipes and 365 complete dinner menus—one for every day in the year. Complete cooking instructions. Contains helpful hints for judging and cooking meats, fish, fowl and game. Also new helpful suggestions about bread baking and cake-making. Cloth bound. Profusely illustrated. This helpful cook book will gladly be sent to friends of Crisco for 25c—considerably less than the cost of publication. Mail stamps or coin to Section 2527 Dept. of Home Economics, The Procter & Gamble Co., Cincinnati, Ohio.