



So good to eat.. and just as good for you

THERE'S certainly nothing mysterious about the popularity of fried food. Take something good to eat... "seal in" its full goodness with a crisp crust, golden-brown... and there's a dish that seems always to have a flavor that's new... tempting and delightful.

Often the things we like best aren't the best things for us. But that's not true of food fried the proper way... light, crisp, healthful.

And that's the way your fried foods will come to the table, if you'll take care of two simple things: the fat you use and the temperature at which you fry.

The fat should be "Good enough to eat"

Some folks think anything is good enough for frying. "Anything that will grease the skillet," as our old cook used to say. But the fat makes the thing you like about fried foods... the crisp, golden-brown crust. You eat this crust... and it can be only as good to eat as the fat that made it. Certainly nothing can be too good to eat... nothing too good to use for frying. *Wesson Oil*, your favorite salad oil, is good to eat all by itself. And foods fried with *Wesson Oil* are delicate in taste... delicious... giving you all the good flavor of the food itself.

Frying temperature is important

And there's another reason for using a good fat if you want wholesome fried foods. Wholesome frying depends on getting the fat hot enough. When it's too cool and your food must cook too long, too much of the fat is absorbed. And the fried food can't be crisp and light.

When the fat reaches the right tem-

perature and the food is placed in the pan, it will start dancing in a cloud of golden bubbles. At once, all the flavor and juiciness is sealed in, and the food when served is just as healthful as it is crisp and delicious.

But don't let the fat get too hot and begin to smoke. The trouble is that most fats will smoke before they're ready for frying. That smoke that smarts your nose and eyes is a sign that acrolein is forming. And acrolein becomes part of the food, keeping it from being enjoyable and thoroughly wholesome.

Here again *Wesson Oil* is helpful. For it gives you a wide range of temperatures for wholesome frying. You can heat this pure vegetable oil far above your necessary temperature... without a sign of burning or smoking.

You know the heat at which food fries best. Just use your own good judgment. And use *Wesson Oil*... to be easily on the safe side for having the fat hot enough, but not too hot.

You'll economize in several ways

Because you'll want to use *Wesson Oil* for all your frying, there's an economical 4-Pint Frying Size Can at your grocer's. If you'll compare prices, you'll find that *Wesson Oil* bought in this size costs surprisingly little. Then, as you use it, there's no waste, because you pour just the amount you need. And after using *Wesson Oil*, you can strain it and fry with it again and again. *Wesson Oil* does not retain any taste of the food you've fried.

> > > Clip and save the handy tables below < < < <

If you'll follow these easy figures, you can always be sure that your fried foods will be wholesome and good. Just remember that there's no chance that *Wesson Oil* will burn or smoke before you have the right frying temperature.

Number of seconds in which small bread cubes should brown		Temperature in degrees	
Oysters, small fish, fish cakes, croquettes, cooked food generally	40	Oysters, small fish, fish cakes, croquettes, cooked food generally	390°
Doughnuts, fritters, uncooked mixtures	60	Doughnuts, fritters, uncooked mixtures	360° to 370°
Chops, cutlets	30 to 60	Chops, cutlets	360° to 400°
French fried potatoes	40	French fried potatoes	395°



"Fry hot to fry well," is an old saying. When the fat isn't hot, the crust doesn't form quickly. Too much fat absorbed keeps the fried food from being light and crisp.



You can heat *Wesson Oil* hot enough to fry perfectly before it begins to burn. Even at 50 degrees above correct frying temperature *Wesson Oil* keeps its goodness, does not burn.



Smoking fat is burning fat. Acrolein is forming and ruins the wholesomeness and flavor.

