



What has TEMPERATURE to do with TASTE

WE ALL like fried foods. The glowing golden-brown crust tempts us the minute that fried things come to the table. And everything seems to taste its best when fried. The delicious flavor is ever new . . . and always enjoyable.

Many of the best cooks don't realize the part played by two simple things in making fried foods the things you like so well. You probably know them already. And if you'll remember them always, your fried things will have extra-lightness and enjoyment. The taste of fried foods depends for its goodness upon the right frying temperature and the goodness of the fat you use for frying.

Don't start cooking while the fat is too cool

When it is hot enough, the fat quickly sears the outer coating of the food and seals in all the flavor and juices—forms a protective coating that prevents the food from absorbing too much of the fat.

But, be just as careful not to let the fat get too hot. Don't let it smoke, for when it smokes, it is burning. And when fat burns it is forming what food chemists call Acrolein. Acrolein mars the taste of fried foods and robs them of their wholesomeness. It is the principal reason why people have said fried foods don't agree with them. As you may have noticed, most fats burn and smoke before they're hot enough for frying.

Make frying pleasant and sure of success

Wesson Oil safeguards your frying. It not only makes fried foods more

wholesome, but it makes them taste better and look better. For, Wesson Oil gives you a wide range of proper frying temperatures. You can trust your own knowledge of frying to get your Wesson Oil hot enough. And then—even if you get it 50 degrees too hot Wesson Oil will keep its fine flavor—remain unharmed—and fry the food so light, so crisp that it's certain to be good for you.

The fat should be good enough to eat

The tasty, crispy crust, the thing you like so well about fried foods, is really the fat you use in frying. You eat this crust, that's why you like fried foods. And it takes a fat that's good-enough-to-eat to make this crust crisp, golden-brown and wholesome. Taste Wesson Oil. See how good it is all by itself. It is the choice of so many folks, because foods fried with this fine salad oil have delicate flavors that are extra-good . . . and always enjoyable.

Kitchen economy

There's no waste with Wesson Oil. It absorbs none of the odors or flavors of the foods you cook in it. Pour out just as much Wesson Oil as you need, and no more. And, after you have finished frying you simply strain it through a folded cheese-cloth to remove the crumbs or bits of food that remain, and use it again and again.

And here is buying economy too! Price the 4-Pint Frying Size Can at your grocer's. Bought in this quantity you'll be surprised how little Wesson Oil costs. So little that any family can afford to use it, for wholesome frying every day.



"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 mars the wholesomeness and flavor.

> > > > 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	390°
Doughnuts, fritters, uncooked mixtures	360° to 370°
Chops, cutlets	360° to 400°
French fried potatoes	395°

