When should the Potatoes go in the Pan?

YOU KNOW that the temperature at which you fry has to be right. Not too hot. Not too cool. We've all enjoyed delicious foods fried at just the right temperature ... crisp, golden-brown delicacies as wholesome as they are good to eat.

And you wish you knew how to be sure always that the temperature would be right. You don't want the fat to be too cool. For then the crust doesn't form quickly and the food is greasy, instead of light and wholesome as all fried foods deserve to be. But perhaps you've found that you couldn't heat the fat hot enough without having them smoke.

Smoke is a warning

Smoke doesn't mean, as some cooks have thought, that it's time to put the food in the pan. Smoke means it's too late. When fat smokes, it's burning. And when it burns, it is forming acrolein. Food chemists have found that acrolein is the real reason why folks think fried foods are hard to digest.

Use *Wesson Oil*

Wesson Oil permits you to use a degree of heat that sears over the surface of the food the moment it drops into the pan, sealing in the flavor and juices. You need never risk using *Wesson Oil* too cool for fear of having it too hot. Fifty degrees above your frying temperature, *Wesson Oil* is still unharmed. So there's your secret for having the right frying temperature ... and for having an oil that will be just right for quick frying when that heat is reached. Of course, there's really nothing so new or different about frying with *Wesson Oil*. The real difference is in the lightness and wholesomeness of your fried foods, so that you can indulge your natural liking for them as often as you wish.

"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.

Adds delicate flavor

When you use *Wesson Oil* for frying, you will find the light, golden-brown crust that makes fried foods so enjoyable ... even more crispy ... even more delicious. This fine salad oil, good enough to eat by itself, adds to the natural flavor of everything you fry.

A kitchen economy

Wesson Oil appeals to thrifty women because its use means economy. It comes to you in liquid form ... you can pour the exact amount right from the can into the frying pan. No more than you need ... no waste. And because *Wesson Oil* is unchanged by frying temperatures, you can use it over and over again. Simply strain it through cheese-cloth to remove any crumbs or particles of food. There will be no trace of the taste or odor of the food you have just fried.

Price the frying size can

Bought in the 4-Pint Frying Size Can, *Wesson Oil* costs surprisingly little. Price it at your grocer's.

> > > > **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°

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