"One sentence in my cook-book"...

Showed me a simple way to be sure my doughnuts would be light and wholesome. I just counted sixty while I watched the bread-crumb brown."

"I'd always watched mother fry good things to eat. But when I started cooking and tried it myself, my fried things were never as nice as I wanted them. Then one sentence in a cook book interested me. It said to be sure about two things when you fry: The temperature of the fat and the goodness of the fat itself. Before I fried these doughnuts, that you like so well, I dropped a bit of bread into the fat, counted 60 and saw that it browned. So I knew the oil was hot enough. And I know the fat is goodness itself, because it's *Wesson Oil.* You can taste it for yourself and tell that it has just the right delicate flavor."

"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.

Why is temperature so important?

It's easy to know the proper temperature for frying. And your own good judgment is a mighty good guide. You know that the fat must be hot enough to form the crust quickly, or the fried food will absorb too much of the fat, and will not be light and wholesome as all fried foods deserve to be. Perhaps you've found that the fat starts to smoke before it's been heated enough. Ordinary fats do smoke too soon. It's a sign that they are burning, that acrolein is forming. And food chemists will tell you that acrolein is the thing that mars the flavor and goodness of fried foods.

Wesson Oil helps you

Without burning it, you can heat *Wesson Oil* hot enough to fry perfectly. Even at 50 degrees above correct frying temperature, *Wesson Oil* keeps its goodness, doesn't burn. A glowing brown crust seals in the flavors of the food almost as soon as it's put into the pan. And your food is cooked within the crisp crust . . . so light and wholesome that all the family can enjoy as much of it as they like.

There's another real difference in foods fried with *Wesson Oil.* Each thing keeps its own delicate flavor and does not taste of the fat it's fried in. For *Wesson Oil* quickly forms the crisp crust that seals in all the good, rich flavor of the food itself.

Try the frying size can

Because so many good cooks are following the two secrets of proper frying, there's a special 4-Pint Frying Size Can of *Wesson Oil* at your grocer's. It costs less than you think. You'll be surprised when you see the price of *Wesson Oil,* in this size, compared with ordinary fats.

There's economy too in using *Wesson Oil.* You don't have to melt a fat in the frying pan, but pour *Wesson Oil* right from the can, using just the amount you need. And after frying with it, you can use again and again, straining it to remove any crumbs or particles. *Wesson Oil* does not retain any odor or taste of food fried in it.

Price the Frying Size Can today. And let *Wesson Oil* make frying easier...and give all your fried foods a lightness and goodness that will win new praise from the family.

> > > > > > > *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	
Oysters, small fish, fish cakes, croquettes, cooked food generally	40
Doughnuts, fritters, uncooked mixtures	60
Chops, cutlets	30 to 60
French fried potatoes	40

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°

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