



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 temperature 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 be-



"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.

gin 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. You can heat it hot enough to fry perfectly before it begins to burn. Even at 50 degrees above correct frying temperature *Wesson Oil* keeps its goodness, doesn't burn or smoke.

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.

**>>> How to tell when the fat is hot enough <<<**

Correct Frying Temperature may be judged by a frying thermometer or by timing a bit of bread 'til it browns in the fat. You don't need a watch for timing. Just count slowly about as fast as your clock ticks. The length of time it takes to brown the bread tells you the readiness of the fat for the particular food. Correct frying temperatures are given in the table below at right. And at the left is the number of seconds, or counts, that it should take a one inch cube of bread to brown.

Number of seconds in which small bread cubes should brown	Temperature in degrees
Oysters, small fish, fish cakes, croquettes, cooked food generally . . . . . 40	390°
Doughnuts, fritters, uncooked mixtures . . . . . 60	360° to 370°
Chops, cutlets . . . . . 30 to 60	350° to 400°
French fried potatoes . . . . . 40	395°

# The thing you like about fried foods

THE BEST part of the fried food is the crisp, golden-brown crust that seems to "melt in your mouth". It blends deliciously with the fried fish or vegetables or whatever food you've fried.

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 all foods

