



be thinking of improperly fried food. And you can't blame the frying-pan for that. With just two simple things in mind, you can prepare all your fried foods so they'll be tempting golden-brown ... delicious ... and just as good for you as they are good to eat.

**The fat you fry with should be "good to eat"**

The first easy thing to do is to use a good fat ... good enough to eat all by itself. For it will be the thing you like best about fried food ... the crisp, crunchy crust. The fat can't be too good, because nothing can be too good for you to eat. You probably use *Wesson Oil* for your favorite salads. You've tasted its goodness by itself. So you will appreciate the extra-goodness, the fresh, delicious flavor of all foods fried with *Wesson Oil*.

**Fry hot enough**

Frying temperatures are simple things to know, but they are very important. If the fat isn't hot enough, it doesn't quickly form the crust. The food is apt to be too rich. Yet many fats burn before they are hot enough for frying. You've noticed the annoying smoke when they burn. That

smoke is the sign that acrolein is forming. And acrolein becomes part of the fried food, marring its delicate flavor, robbing it of wholesomeness.

So if you wonder how to have the right temperature, we say, "Use your own good judgment". And let *Wesson Oil* help you. For it is unharmed by ordinary frying heat. Even at 50 degrees above frying temperature there isn't a sign of smoke or burning. You have a wide range of temperature for wholesome frying. And your food will be a tempting golden-brown ... good to look at, mighty good to eat. And *good for you*.

**Wesson Oil is a kitchen economy**

The 4-Pint Frying Size Can of *Wesson Oil* costs less than you think. Compare prices. Bought in this size *Wesson Oil* costs so little that you can enjoy it for all your frying.

Very economical to use, too. You just pour the amount you need right from the can to frying pan. The best cooks after using *Wesson Oil*, strain it to remove crumbs and use it again and again because it does not retain the odor or taste of food fried with it.

Resolve to fry this wholesome way everyday.

You can get *Wesson Oil* today 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 . . . . .	390°
Doughnuts, fritters, uncooked mixtures . . . . .	360° to 370°
Chops, cutlets . . . . .	360° to 400°
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.



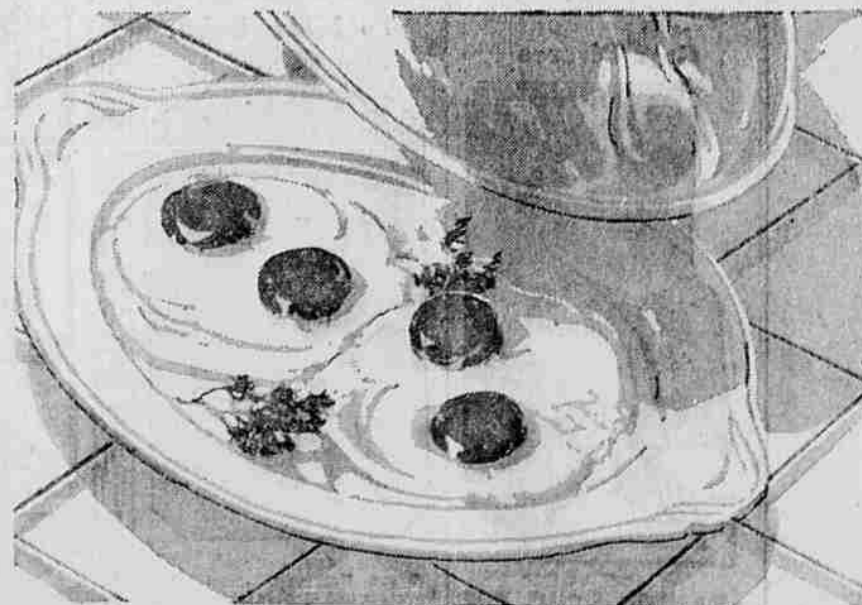
You can heat *Wesson Oil* hot enough to fry perfectly before it begins to burn. Even at 50 degrees above correct frying temperature *Wesson Oil* keeps its goodness, does not burn.



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

# Why blame the FRYING PAN

TO MOST of us there's nothing better than fried food. Chicken or doughnuts, potatoes or fritters ... it's frying makes them all taste so good. But some people think that light, crisp fried things aren't "good for them." They must



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