



wholesome as anything you put on your table. For, it is not *fried* foods, but *improperly* fried foods that you are thinking about. It is so easy and pleasant to fry properly—there are just two little hints that will make your fried foods crisp, nourishing and wholesome.

Much depends upon the fat you use

It's the light, crunchy crust that makes fried food delicious and different. And the crust you find so delightful in flavor is made by the fat you use for frying. When it comes to the table you eat it, and enjoy it. So your fat should really be good enough to eat. If you'll taste *Wesson Oil*, a fine salad oil, you'll know it's good to eat. And you'll understand why foods fried in *Wesson Oil* keep all their full delicious flavor.

The secret of proper frying The fat must be hot enough to quickly form the outer coating that seals in the juices and flavor. Just by watching for a minute or two, when the food starts to brown, you'll know if the fat has reached the right temperature. It's even easier to tell when it is too hot and beginning to burn.

Don't let the fat smoke

For when it smokes it is burning. And

smoke that makes your eyes water—your nostrils burn. And Acrolein mars the flavor of fried foods and prevents their being as healthful as they should be.

While most fats smoke before the frying temperature is reached, *Wesson Oil* is hot enough to fry perfectly, long before it begins to burn. It's a real help for frying wholesomely and easily, for you can heat *Wesson Oil* even fifty degrees higher than you need, without burning it or harming its fine flavor. And with your own good judgment as a guide, frying with *Wesson Oil* makes things as good for you as they are good to eat.

A kitchen economy

And here's a saving with *Wesson Oil*. Since it's already a liquid, you pour in just what you need, and no more. There is no waste. *Wesson Oil* does not take on any taste of food fried in it. So, many good cooks after using *Wesson Oil* strain it and use it again and again.

At the grocery compare the prices on the 4-Pint Frying Size Can of *Wesson Oil*. Bought in this size, *Wesson Oil* costs surprisingly little.

But, even if *Wesson Oil* costs twice as much, you would want your family to have the good, wholesome fried foods that *Wesson Oil* can give you.

Have you this notion about Fried Foods

IF YOU'VE ever said, "I like fried foods, but they don't like me", we want you to know that the good things you like so well can be just as "good for you", just as light and



"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.

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

