

## Why the modern woman insists on Cottolene

Because Cottolene was in the van of the great movement for the improvement of food products and the bettering of household service - that is part of the reason.
Because Cottolene established its leadership as a cooking fat over a quarter of a century ago - that is part of the reason. But, three times a day there appears on the table the best reason why the modern woman insists on

## Cottolene

Cottolene cannot be excelled and never has been equaled for quality, purity, and for producing foods that are more wholesome, more digestible and more delicious.
There is an appetizing appeal
in the knowledge that Cotto-
lene is made of the highest
grade of pure, fresh, ultra-
refined cottonseed oil-so high
a grade it is not listed on the
market - combined with beef-
stearine from clean, fresh, leaf
seef suet.

