PEDESTRIANSTODAY
TO HEED WHITIES

## Cottolene-Unequalled for purity and wholesomeness

The shortening you use in cooking and baking should be as pure and wholesome as the food that is prepared with it.
Cottolene is itself a pure, wholesome food, consisting of ultrarefined cottonseed oil-as fine as the choicest salad oil-and beef stearine from selected leaf beef suet.
The purity of Cottolene is indicated by its rich creamy tint. It is unbleached, contains no salt or water, and possesses high food values.

## Cottolene

for more than a quarter of a century has been giving complete satisfaction in thousands of homes.
Cottolene is not "just as good" as other cooking and frying fats-it is better than any other-more nutritious, more wholesome, more digestible-better in every way. The purity of Cottolene is safeguarded not only in the refining processes, but in The pareful selection of the choicest cottonseed oil and beef suet. Nothing else is used in the production of Cottolene, the supreme cooking fat.
Cottolene does not absorb tastes or odors. Heat it slowly and use it over and
 over for all kinds of frying.
Always use a third less of Cottolene than of any other shortening or frying fat. Cottolene goes farthest and gives the most gratifying results.
Pails of various sizes, to serve your convenience. Arranige with your grocer for a regular supply.
Write our General Offices, Chicago, for a free copy of our real cook book, "HOME HELPS."

THEE R.K. FAIRBANK COMPNMC
"Cottolene makes good cooking better"

## - Tres The Nation's Food

made in America of the choicest selected American wheat -a food that builds sturdy men, fit for the day's work contains more real nutriment than meat or eggs, is more easily digested and costs much less,

## Shredded Wheat

the one universal breakfast cereal that has survived all the food fads and has become a staple breadstuff, good for any meal in any season, for youngsters and grown-ups.

## Made in America





## That's right:

 Read the labelFollow the simple directions printed there and you'll find the making of delicious Cream-of-Tomato Soup as easy as "rolling off a log." In other words you can't belp it.

This is one of the most tempting ways to prepare this favorite Campbell kind; and makes it heartier and more nourishing than ever. Try it again for dinner today, and see how fine it is.

Your money back if not satisfied.
21 kinds 10 c a can

## Zambtelen Soups

Phone Your Want Ads to
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