

An *Armour* Contribution to Cut the High Cost of Living

# VEGETOLE

## For Frying and Shortening

**T**HIS is to be a "VEGETOLE Year" for those demanding utmost value; because lard is UP.

Do not misunderstand. We do not recommend vegetable fat as being better than good lard; grade for grade, a vegetable fat cannot excel lard.

But for every ordinary use in shortening and frying, VEGETOLE can be used in place of lard.

And its cost today is much less.

### Why We Recommend VEGETOLE

While we are producing lard at prices as low as possible considering the high cost of the raw product, we realize that with 43% of the average income being spent for food, this is a time when many must economize.

We feel that at a time such as this we have a responsibility to shoulder. And we are ready with VEGETOLE — to help keep household expenses down.

In no way can we better serve producer and consumer than

to relieve the strain on production by supplying at less money an **alternative shortening**. And this is why we offer VEGETOLE to the American housewife.

### What Is VEGETOLE?

VEGETOLE is an absolutely pure vegetable fat, processed to proper cooking consistency without anything being added to it.

VEGETOLE supplies every body-need for fat without taxing digestion, is economical both in first cost and in use, and in cooking brings out the natural flavor of the foods.

The fact that it is an Armour Oval Label Product is, in itself, proof positive

of its quality and purity. Recipes cannot go wrong if you use VEGETOLE.

### What VEGETOLE Will Do

VEGETOLE can be used wherever a shortening or fat is needed in baking, cooking or frying.

As a shortening, it makes delicious, flaky pie-crust, cakes and biscuits.

For frying, it quickly forms that rich, golden-brown crust which permits thorough, digestible cooking. Further, because it can be used over and over without carrying flavors from one food to another, it is highly economical.

And best of all, because of its extremely high smoking point—over 150° above the temperature required for cooking—it will not smoke up the kitchen and house.

### The Improved VEGETOLE Pail—

The VEGETOLE Pail is not the usual "Friction" or "Syrup-can" top. Nor has it the common "Slip-over" cover.

VEGETOLE is put out only in the New Armour Pail with the tight-fitting lid which makes three points of contact with the rim.

The VEGETOLE goodness is kept in! Foreign odors are kept out!

In your ice-box, alongside any strong smelling foods, the snugly fitting cover keeps VEGETOLE sweet and pure to the last spoonful.

Remember, VEGETOLE is never sold in bulk. Look for the pail with the convenient handle and the Armour Oval Label.

### VEGETOLE is an Armour Oval Label Product.

The Oval Label on the VEGETOLE pail means that Armour guarantees VEGETOLE by putting back of it the reputation of every other first-quality Armour product.

For, to permit the use of the Oval Label on anything less than a top grade food, would be to cast doubt on every other product bearing this famous trademark—a risk too great to be taken.

This is the famous Oval Label that Armour puts on "Simon Pure" Leaf Lard, the highest grade lard made. Hence, on VEGETOLE, this same label is your assurance of best quality vegetable fat, bar none. Buy a pail of VEGETOLE today.



### ARMOUR COMPANY

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Phone Main 7816.

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