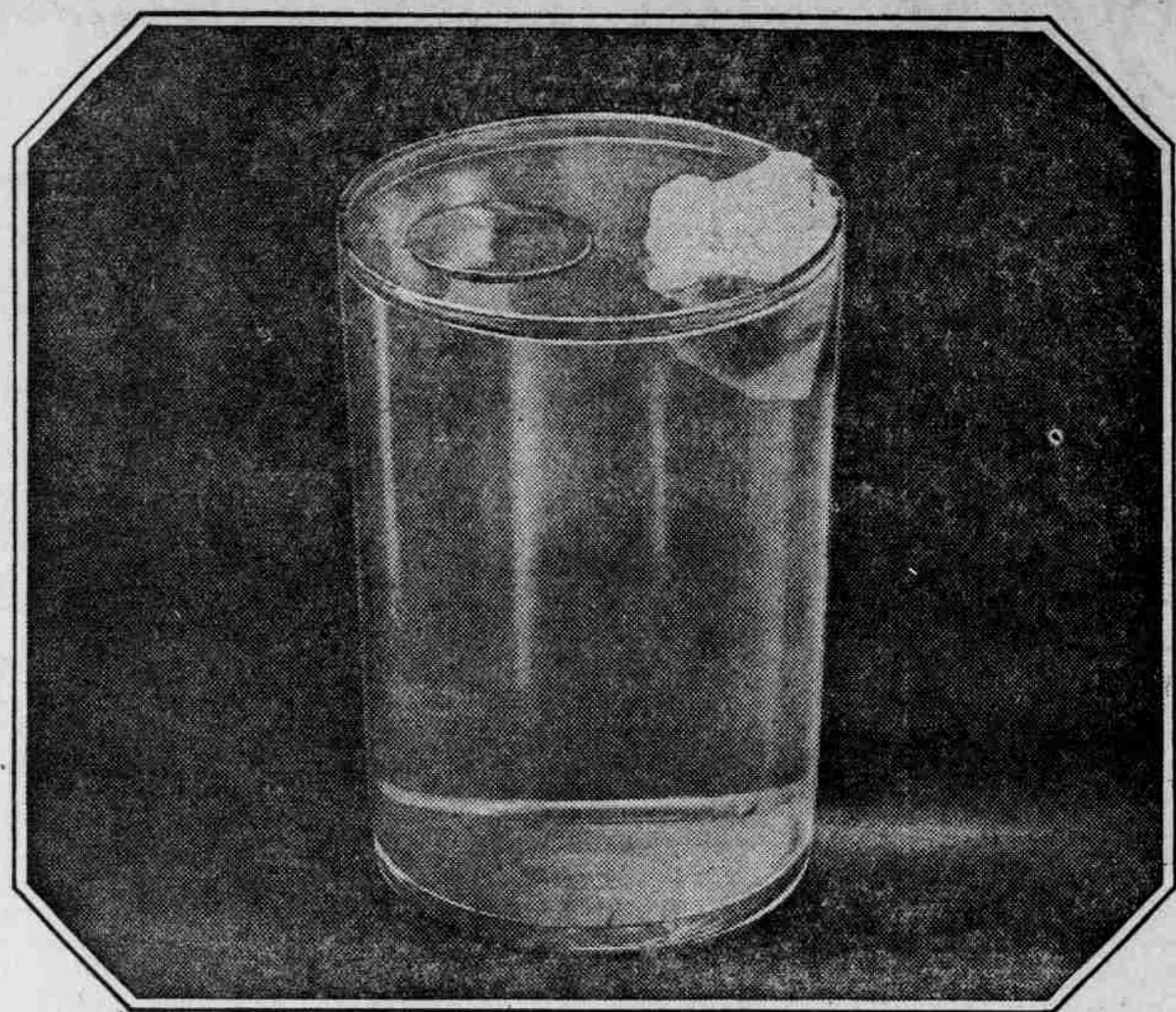


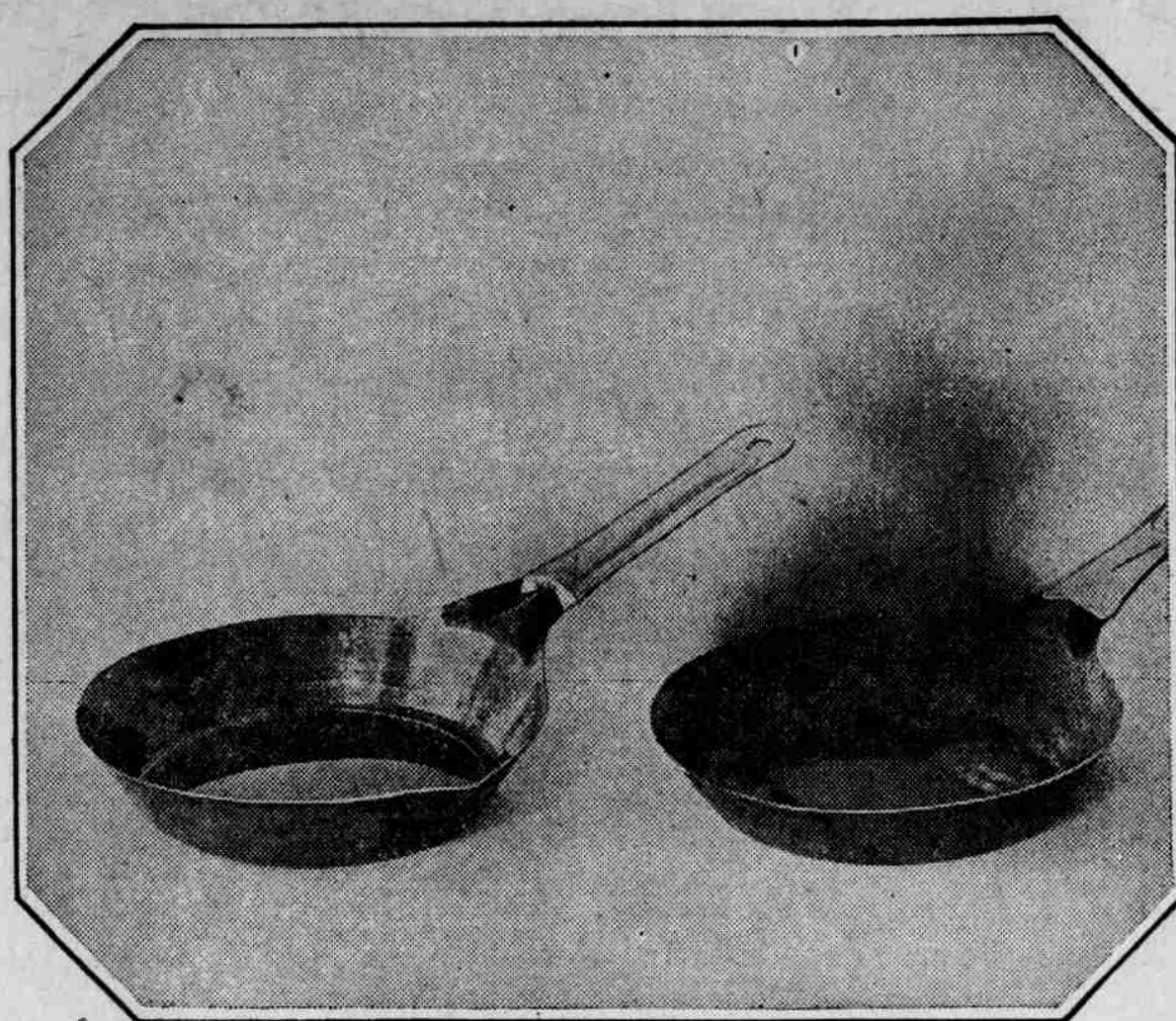


TEST NO. 1

Low melting point. Easy digestibility!

Into half a glass of lukewarm water drop a small lump each of Crisco and any other fat. With a spoon gradually add hot water until Crisco melts. You will find that few other fats melt at this point. Food authorities say that an easily digested fat should melt near

body heat—98 2/5 degrees. Crisco, you will find, melts even below this temperature. It melts at 97 degrees. (This test does not necessarily condemn the digestibility of the other fat, but it will aid you to establish Crisco's fine digestibility.)



TEST NO. 2

Avoid smoke and odor!

Put into separate pans equal amounts of Crisco and any other fat. Heat slowly for eight minutes or until they reach a temperature where a bread crumb browns in 40 seconds.

Notice that the Crisco, unlike most cooking fats, does not smoke at this proper frying temperature. You will find that frying with Crisco will be very helpful in keeping your whole house fresh and free from the odor of cooking fats.

How these 2 tests concern:

—your children's health

LIKE ALL WELL-POSTED MOTHERS you realize, of course, that fats are a vital necessity in supplying childhood's energy. You know that boys and girls would lose their "go" if deprived of fat in foods.

On the other hand, you doubtless question the digestibility of many fats.

Your children need fats! But many fats are considered indigestible! This situation causes much motherly anxiety.

Do you wish finally to settle the question: "Will my boys and girls easily digest foods made with my shortening?" Would you welcome care-free assurance of easy digestion in the foods your little ones crave?

We suggest, then, that you make, in your own home, test No. 1 explained in detail above.

—your housekeeping reputation

AS you enter an otherwise inviting home, how often the odor of cooking fat gives you intimate news of kitchen activities.

Wouldn't it be gratifying to have the assurance that your own home will always be sweet, fresh and free from the odor of cooking fats?

You can have that assurance.

Test No. 2, explained above, will show you how. We suggest that you make this simple test.

The twofold reward of a few extra pennies

After you have made the above tests you will understand why Crisco is a trifle higher in price than shortenings whose digestibility is very doubtful; than fats which may carry kitchen news to the front door.

But we find this:

When the health of their children is concerned, mothers cease to consider pennies. They would no more deliberately choose a cheap indigestible shortening than they would deliberately buy inferior milk.

When a housekeeper's reputation is involved she rightly considers the slight extra cost of Crisco a good investment in more comfortable hospitality.

Your grocer doubtless sells Crisco. Practically all modern grocers do.

For delicious, digestible cakes
For digestible and flaky pastry
For crisp, digestible fried foods



Digestible Vegetable Shortening