

Fewer "Don'ts" for boys and girls

How this digestible shortening
enlarges their list of wholesome foods

MORE INTELLIGENT COOKING—this is a subject in which most American mothers are vitally interested.

Isn't it true that you put more into your foods than mere ingredients? Do you not put motherly thought into the selection of the ingredients—to insure wholesome digestibility for your boys and girls?

That many children still need such care is shown by the following, quoted from the published report of a benevolent society:

Surprising facts about Chicago children

This report said in part: "The 35 per cent of under-nourished children in Chicago were found equally in the homes of the poor, the well-to-do and even the wealthy. Great benefits would follow *more intelligent cooking.*"

While little Eskimo boys and girls may digest, in heavy form, the fat which is essential to all of us, intelligent American mothers recognize that civilized little stomachs are not so ostrich-like.

In the home where the mother has seri-

ously considered—"What cooking fat is best for my children," you will generally find Crisco. For women seem instinctively to appreciate the healthfulness and *digestibility* of this *vegetable* shortening.

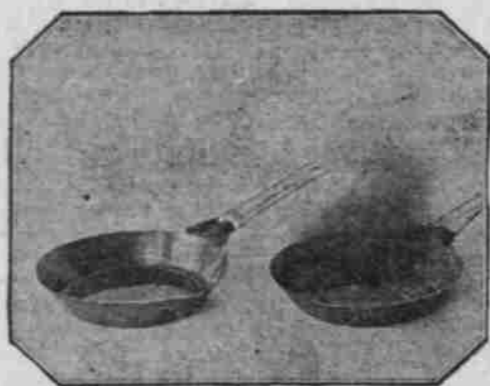
Common sense tells mothers that so healthful a shortening as Crisco must cost, in a week's cooking, a few cents more than do fats of questionable digestibility. They would no more deliberately use a cheap unwholesome shortening than they would deliberately buy inferior milk.

And mothers often write, too, of the pleasurable pride they take in their delicious Crisco results. They find that digestible Crisco cakes are light and tender and stay fresh longer; that Crisco pies have such flaky crusts; that Crisco browns fried foods so quickly that the fat cannot soak in.

Up-to-date grocers everywhere take a real pleasure in selling this healthful food ingredient—Crisco.

How to use Crisco

IN PAN FRYING: As in deep frying, Crisco has reached proper frying heat when it browns a bread crumb in 40 seconds. (Do not wait for Crisco to smoke.) By straining Crisco you can use it again and again. **AS SHORTENING** use 1/5 less of Crisco than you would of animal fats.



Two simple home tests

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.)

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.

Special Cook Book Offer:

This unique book is entitled "THE WHYS OF COOKING." It answers 164 puzzling questions about cooking and serving. Contains 143 delightful recipes. Gives 45 standards for cooking measurements. Illustrated in 4 colors. Written by the well-known authority, Janet McKenzie Hill. To receive this book simply mail 25c in stamps or coin to Section 4-22, Dept. of Home Economics, The Procter & Gamble Co., Cincinnati, Ohio.



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

Digestible Vegetable Shortening