



HERE WE MEET our young acquaintances, Conny and Prudence and Jack and Jim, in the lot back of their quaint little home. Like most young savages, Jack and Jim insist on playing football. But unlike most mothers, their mother doesn't worry—too much. For she knows that wholesome digestible foods make young warriors who easily shake off knocks and bumps. And mothers of other boys and girls will find, below, some interesting new thoughts about their family foods and their children's health.

Two simple home tests

Low Melting Point Easy Digestibility

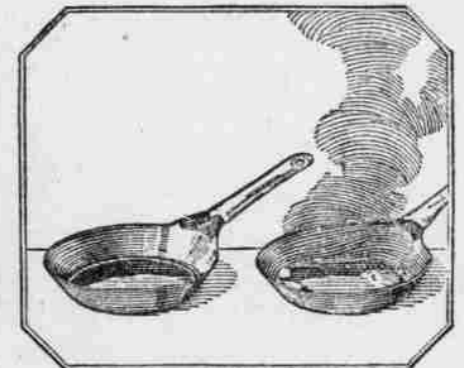
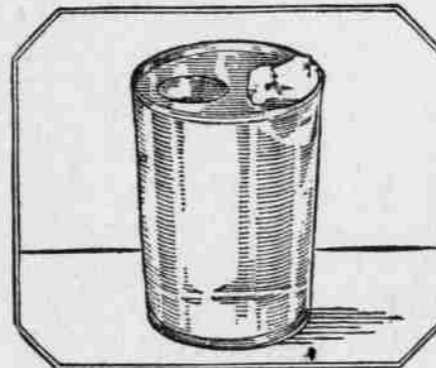
Into half a glass of lukewarm water drop a small lump each of Crisco and any other shortening. With a spoon gradually add hot water until Crisco melts. You will find that few other fats melt at this point. Food authorities say that an easily digested fat should melt near body heat—98½ degrees. Crisco, 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.



What official examinations show about children's health And how this digestible shortening rewards careful mothers

MOTHERS can hardly believe the reports that one-third of all our boys and girls are under-nourished.

Yet, official examinations of 101 different groups in different parts of the country show this to be true. They reveal a pressing need for more thoughtful home care.

Speaking of the surprising number of under-nourished children disclosed by this health survey, one authority says:

"Wherever comparisons have been made, it has been found that the proportion among the so-called better classes is as great, or often greater, than among the poor and immigrant groups."

Answers to some food questions

Any mother who reads this will naturally ask: "How can I assure healthfulness in foods I serve to my own

boys and girls?" And thoughtful housekeepers will be especially anxious to secure a wholesome digestible shortening, because they know that children must have fats to supply youthful energy.

There is a simple way, mothers, to make sure that your shortening is perfectly digestible. If you will adopt Crisco as your one family shortening you may discard all anxiety about the healthfulness of your cookies, pies, cakes and fried foods.

For Crisco is a vegetable shortening and digests readily.

Crisco naturally costs, during an average week's baking and frying, a few cents more than do average shortenings. But thoughtful mothers, we find, would no more deliberately choose indigestible shortening than they would deliberately choose inferior milk.

The few extra pennies you spend for Crisco will bring you, then, two welcome rewards:

First, freedom from anxious doubts about the digestibility of many family foods and a care-free satisfaction in giving your children, in healthful form, the foods they crave. Then, a new pride in your delicious, wholesome Crisco results. Digestible fried foods with a crisp crust and a delicate flavor! Digestible pies, cakes and pastries which are just as delicious as any you ever tasted!

The really progressive grocer, you will find, prefers to sell the most healthful food ingredients. He is more and more recommending Crisco to take the place of shortenings whose ease of digestion may be questioned—such shortenings, for example, as are often sold in bulk.

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 ½ less of Crisco than you would of animal fats.

YOU may anticipate digestible, fine-flavored foods when you find a bakery, hotel or restaurant which uses Crisco.

These proprietors, of course, pay considerably more for Crisco than they need pay for "average" shortenings. But thoughtful owners, wide awake to their customers' interests, seldom hesitate over these few extra pennies per pound. For Crisco, they have learned, assures to their foods healthful digestibility.



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

Digestible Vegetable Shortening