



The fats they need —now easy to digest

*What this digestible shortening
means to thoughtful mothers*

That "hollow-legged" son of yours! That gentle, shy little daughter! What a glad responsibility is their rearing! We know, for example, that buoyant health in middle life often depends on childhood food—on mother's loving supervision of the kitchen.

Dr. Robert Hutchison (the English authority) says that your 14 year old boy needs practically as much food as a grown-up man. But he stresses the need for special digestibility in the child's foods.

What Official Investigations show:

Many official investigators interested primarily in the health of our American children have made this discovery.

Hundreds of thousands of children from prosperous homes are under-nourished.

Important among the several causes is a need for more easily digested foods.

So, nowadays, well-informed mothers appreciate the importance of digestibility in family foods.

Knowing that fats produce a full third of the body energy of both children and grown-ups, these mothers naturally aim to use a *digestible* shortening. In homes where the mother herself keeps a watchful eye on the family health you will

find that Crisco is displacing less digestible fats.

These mothers prefer—because of its digestibility—this *vegetable* shortening, Crisco.

Crisp, *easily digested* fried foods! Wholesome, delicious cakes, pies and cookies. What a real comfort to bake and to fry with Crisco—free from anxious doubts about the digestibility of the foods you serve. With Crisco you may take a motherly satisfaction in giving your children the foods they love—in digestible form.

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.

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

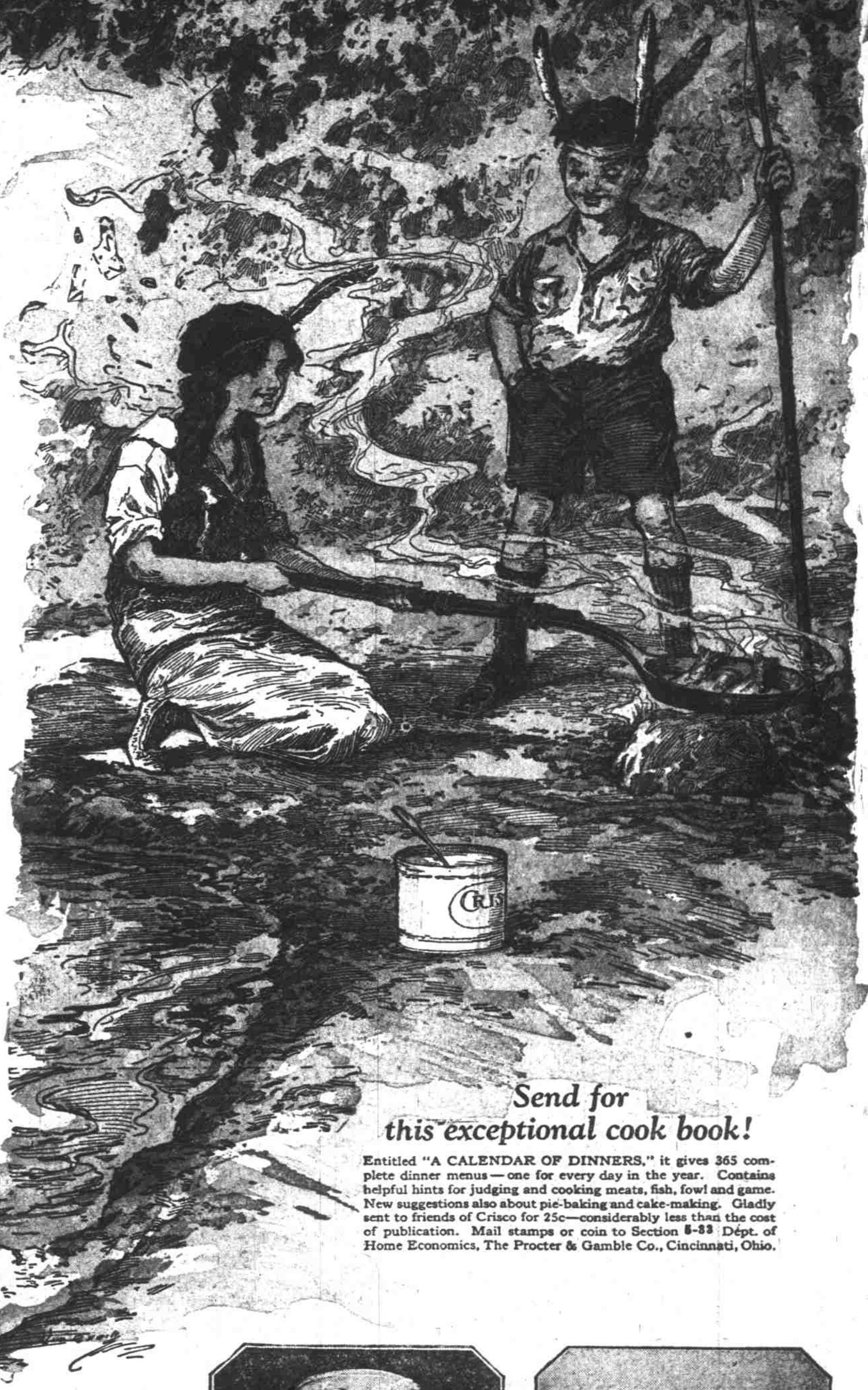
How to use Crisco

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.



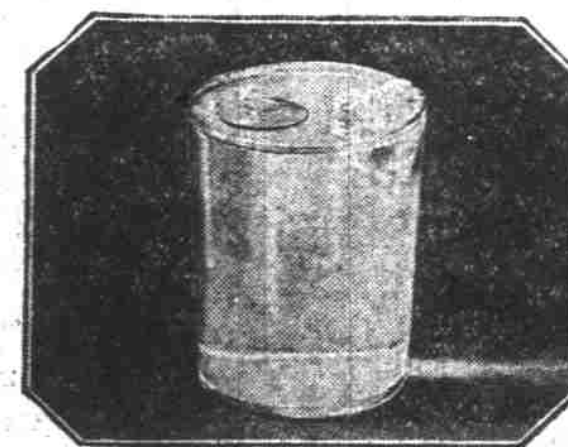
For delicious, digestible cakes
For digestible and flaky pastry
For crisp, digestible fried foods

Digestible Vegetable Shortening



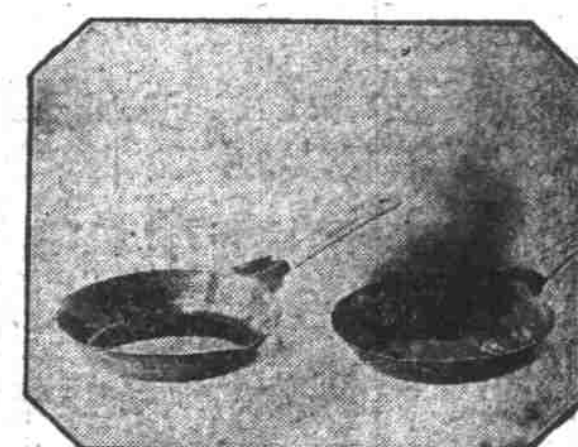
Send for
this exceptional cook book!

Entitled "A CALENDAR OF DINNERS," it gives 365 complete dinner menus—one for every day in the year. Contains helpful hints for judging and cooking meats, fish, fowl and game. New suggestions also about pie-baking and cake-making. Gladly sent to friends of Crisco for 25c—considerably less than the cost of publication. Mail stamps or coin to Section 8-33 Dept. of Home Economics, The Procter & Gamble Co., Cincinnati, Ohio.



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.

Two simple home tests