

Home foods and school marks!

How a New York City investigation revealed a need for more digestible foods

FOR years teachers have puzzled over this problem:

Of two children with perhaps the same *native* intelligence the one, with little apparent effort, leads his class. The other struggles, yet barely "keeps up."

Lately, however, we have learned that careful home cooking has a surprising bearing on good school marks; that healthy sparkling brains are nearly always found in healthy buoyant bodies.

Child Health in New York

One striking illustration comes from New York City where the Bureau of Child Hygiene estimated that 216,000 school children, prosperous and poor alike, were seriously under-nourished.

As doctors, nurses, newspapers and magazines broadcast this newly-discovered condition, children will gain the benefit in *more digestible* home foods.

Fats, for example, are necessary to health because they supply one-third of our energy. And a mother may end her search for a digestible fat when she finds Crisco.

For in Crisco she has a truly digestible shortening—a *vegetable* shortening.

And what fine satisfaction thoughtful mothers find in cooking with Crisco! In most homes the mere assurance of healthfulness in fried foods is enough to make Crisco a prized kitchen companion. But Crisco is a versatile shortening—it gives wholesomeness to foods but it assures, also, as delicious cakes, pies and cookies as you ever tasted.

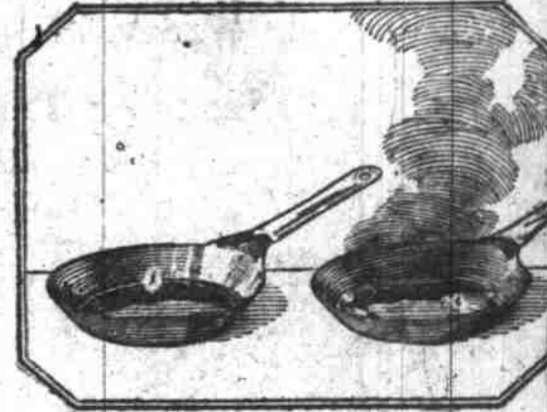
Two things, then, to remember: Crisco is a *vegetable* shortening. Crisco imparts healthfulness and easy *digestibility* to family foods.

You will appreciate, now, why Crisco must cost, during a week's cooking, a little more than do shortenings which can have no pride in their origin. These extra pennies are gladly spent by informed mothers as insurance against risk to young digestions.

Grocers may well take satisfaction in selling a food ingredient like Crisco whose healthfulness is so certain.

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 $\frac{1}{2}$ 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 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—98 $\frac{2}{5}$ 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.



YOU may anticipate digestible, fine-flavored foods when you find a bakery 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 customer's interests, seldom hesitate over these few extra pennies. 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