

KINGSFORD'S
CORN MEAL
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"Pure Lard" Doesn't Mean Leaf Lard

Any lard can be labeled "Pure Lard" even though it is made from various hog fats. Such lard is made from hog fat, beef fat, and other animal fats. There is just as much difference between "Pure Lard" and "Leaf Lard" as there is between "Pure Lard" and "Leaf Lard".



"Leaf Brand" Doesn't Mean Leaf Lard

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How to be Sure of Leaf Lard

There is not enough leaf lard produced to supply one-tenth of the people. It is made from that flaky bit of fat which surrounds the hog's kidneys. There is plenty of other fat in a hog, but only this trifle of leaf fat. So it goes only to those who insist on it.

You can know leaf lard by the label. Any lard which is Government inspected must be branded correctly. Labels today can't lie. But be sure that the label says "Leaf Lard"—"Armour's 'Simon Pure' Leaf Lard"—not merely "Pure Lard;" not any "Leaf Brand." Look for the words "Leaf Lard." Then the law insures that it's made from leaf fat only.

Leaf fat is to other hog fat what beef suet is to tallow. Suet is the kidney fat of beef—leaf, the kidney fat of hogs. You would not accept tallow if you wanted beef suet. Be just as sure, when you want leaf lard, that you don't get a common lard.

Some of our mothers, back on the farm, made a lard that we remember. It had only leaf fat. They knew. "I wish I could get that old-fashioned lard," they would say. "I wish I could get that old-fashioned lard," they would say. "I wish I could get that old-fashioned lard," they would say. "I wish I could get that old-fashioned lard," they would say.

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You Don't Get Leaf Lard from a Tub

When one asks simply for "lard," the dealer will usually dip it out of a tub. Such people, he thinks, are not very particular. Else they would not buy from an open tub, exposed to all the dirt, all the odors of the store. So you may be certain the dealer doesn't have leaf lard in that tub.



See that the Label Says Leaf Lard

When the label reads "Armour's 'Simon Pure' Leaf Lard," you get what the label says. The laws forbid misbranding. Note the deeply wrinkled top—the sign of the purest leaf. The pail is air-tight, with a seal over the top. No other lard reaches the housewife with this Government seal unbroken.

Armour's "Simon Pure" Leaf Lard
Sold Everywhere in 5, 10, 15, and 10's

What the Name "Armour" Means

Our products are clean, and healthful, and correctly branded. The laws insure that. We have a small army of Government inspectors around us. From the animal to the consumer, every process is watched by them. We could not put out anything deceptive, unclean or unhealthful, even if so inclined. But the name "Armour" means more. It means that the highest skill that we know has been employed in the making. It means that years of experience have served to perfect it. It means that our vast reputation, and all that depends on it, is deliberately placed at stake on it. We are not so unwise to seek your trade in this expensive way, without knowing that our products will keep it.

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