

6/20 LHS
P87



Smell it Look at it

And see how *fresh* and sweet Snowdrift is. After the airtight can is open, Snowdrift stays sweet a long time, because it was really fresh when you opened the can—as fresh as the day it was made.

Whiteness does not make it pure, but Snowdrift's purity makes it white. Snowdrift is made only of the finest vegetable oil, always light in color, and then refined to a purity which leaves Snowdrift *white*.

Cream it Taste it

Cream it with a spoon. Snowdrift never is too hard nor too soft, no matter what the weather. It is *always* easy to cream—just the right consistency that you find easiest and quickest to use.

And discover how *good* shortening can be. Snowdrift is made entirely of vegetable oil as choice as any salad oil. It has no flavor. No cook wants food to taste of the fat she used.



IN 1, 2, 4, AND 8 POUND AIRTIGHT TINS. NEVER IN BULK