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## Mention SHORTCAKE... and even the men become interested in this new modern method of cooking

In fact, that's the only danger about talking about strawberry shortcake—this new modern way of cooking with a choice salad oil. Because once the man of the house discovers that it's easy and convenient to make shortcake this way—and discovers also how more than usually good to eat it is—he is going to demand it more often than ever...

But then, if this method didn't offer definite advantages, there'd hardly be so many women turning to Wesson Oil for all their baking and frying... It is easy and convenient, of course. For with Wesson Oil you simply *pour* to measure and *pour* to mix—and your measurements are always accurate. And the idea of using the same pure salad oil that you use on the table—for your most particular French Dressing and mayonnaise—appeals to almost every modern woman.

Wesson Oil, you know, is pure and wholesome. It's light in color—crystal clear—and exquisitely delicate in flavor. And it gives to whatever you bake with it—cake, muffins, biscuit, cookies, waffles, pie crust—that light,

### STRAWBERRY SHORTCAKE

$\frac{1}{2}$  Cup of Wesson Oil • 2 Cups Flour  
 $\frac{1}{2}$  Cup Milk • 4 Teaspoons Baking Powder  
 $\frac{3}{4}$  Teaspoon Salt

Sift together the dry ingredients and stir in the milk, then the oil. Divide the dough and on a board roll or pat into two rounds nine inches in diameter. Place one in a deep round pie tin or on a baking sheet. Brush with Wesson Oil and place other round on top. Bake for twenty-five minutes in a hot oven of 400 degrees F. raising the temperature to 425 degrees F. the last ten minutes to brown well.

With a fork lightly separate the two sections and butter the lower one. Cover with slightly mashed and sugared berries. Put on the upper section. Cover with whipped cream and garnish with whole berries. Serve preferably while still warm.

### WESSON OIL IN A NEW CAN—WITH A SPOUT

Turn the spout out, punch the holes where marked, and pour. When not in use, turn the spout in over the can and it covers up the hole. No more missing the cup or the cruet. And no more oil dribbling down the sides of the can. More convenient and much more practical.

delicate, fine-textured quality that you expect from anything so fine and delicately flavored and good-to-eat as Wesson Oil itself. Whatever you fry with it comes to your table wholesome and truly delicious... Perhaps you'd like us to send you our recipe book. Address the Wesson Oil—Snowdrift People, 210 Baronne Street, New Orleans, La.

No need for special recipes—your old favorites are quite good. Simply use Wesson Oil wherever the recipe calls for shortening... and always be sure to add a pinch of salt, for there is no salt in Wesson Oil.