

SSC

Afraid you serve your family
fried foods too often?
Here's news...



Crisco-fried foods are so digestible
you can eat them 7 days a week!

Does your family brighten at the very thought of
crackling crisp chicken like this? Do they beg for
golden French fries . . . feather-light doughnuts . . . and
other delicious fried foods?

Well, there's no need to be afraid to serve fried foods
often! Medical tests have *proved* foods fried
tender and light in Crisco are so digestible you can serve
them 7 days a week—and never worry!

Crisco is so different from ordinary frying fats. It's pure,
entirely vegetable—comes to you fresher, stays
softer than any other shortening. Crisco has no grease
taste to make fried foods heavy. So stop worrying! Just
use Crisco and fry delicious, digestible fried foods as
often as you like!



Any day's a good day
for Crisco-fried foods.
They're so digestible!

2 out of 3 bake and fry with **Crisco**... It's digestible!

W.H.C.