

How Pure Crisco Is

AS YOU open a can of Crisco, you are struck immediately by its spotless, creamy appearance and its wholesome aroma. But these are only the outward signs of the perfect purity of its make-up.

Crisco is a strictly vegetable product. Nothing but the purest and sweetest of vegetable oil is used in its making. It contains no animal fat of any kind. It is merely the cream and richness of the original oil treated by the scientific Crisco process. It will remain pure and sweet for as long a time as you are likely to keep it; and it will not turn rancid.

Crisco represents perfect purity—and chiefly because of that purity it has won a hearty welcome in the kitchens of good cooks everywhere. For now, as never before, the Canadian housewife insists upon the utmost purity in all the food she buys.