

Why Crisco is Convenient to Use

YOU can heat Crisco hot enough for all kinds of frying without its burning or smoking. Crisco is really the ideal cooking fat because it can be heated to 455 degrees before it will either burn or smoke. This is much higher than necessary.

All this makes for a clean sweet kitchen and removes one of the most disagreeable features of cooking. The smokelessness of Crisco will appeal to the discriminating housewife because it enables her to enjoy the advantages of a wholesome kitchen atmosphere. A good way to test the smokelessness of Crisco is with the recipe for French fried potatoes on page 25.

Again, Crisco can be kept in ordinary kitchen temperature the year round without getting too soft or too hard. It need not take up valuable space in the refrigerator or near the stove.