



THE IDEAL COOKING FAT

HALF THE COST OF BUTTER

IN FRYING

FOODS RETAIN THEIR
NATURAL, DAINTY FLAVORS

IN ALL BAKING

A RICH SHORTENING, ALWAYS DEPENDABLE
FOR CAKE, PIE, BREAD, BISCUITS

SEE COOK BOOK OFFER ON LAST PAGE

Made in Canada

What This Booklet Tells

THE building of a factory at Hamilton, Ont., to meet the ever-increasing demand of the Canadian housewife for Crisco is evidence of the favor in which this product is held in the better homes of the Dominion.

This booklet shows why. It tells you the many superior qualities of Crisco, and gives you simple recipes by which you can test them and satisfy yourself.

It also contains directions for the use of Crisco, which, if followed faithfully, not only will make you pleased with Crisco itself, but probably will give you greater satisfaction in the outcome of your cooking than you ever felt before. Be sure to follow these directions carefully in order to get the best results.

When you have tried Crisco in one or more of the recipes given in this book, send for the books described on page 31.

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If any point in this booklet is not clear, or if you do not have entire success in using Crisco, write us about it. Be sure to describe fully just how you have worked, so that we may answer you intelligently. We shall be glad to explain doubtful matters and to indicate to you the probable cause of your trouble.

Crisco has been tested so thoroughly both by us and by the great army of housewives, professional cooks and expert dietitians who are constantly using it, that there is no longer any question about its being the ideal cooking fat for frying, shortening and cake-making.

But *you* can be sure of that only by trying it yourself, in accordance with the recipes and directions here given.

We shall be very glad to hear of your success and to give you any help that will enable you to know Crisco and use it properly. When you have used Crisco as it should be used, you will do so always.

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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.

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How Crisco Is Made

IN rooms walled with glass and flooded by sunlight, Crisco is prepared and packed to go to your kitchen. From start to finish, it is never touched by hand and never comes into contact with anything from which it might take germs, or the least bit of dust or dirt.

In the designing of the rooms devoted to the packing of Crisco, no item was considered too small to receive careful attention. The one object was to make a place where purity should reign supreme. For purity in food means protection of health—and that is the first step toward happiness and prosperity.

A Wonder Place

All machinery through which the Crisco passes is nickeled or enameled. Piping is of aluminum. The cans into which it is to

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be filled come into the packing room new and shining—yet are given a thorough cleaning with powerful vacuum cleaners.

Floors are made of terrazo that is kept spotless. Every pillar is white and glistening. Storage boxes and tables are coated with heavy white enamel.

Employees are dressed in white from head to foot, and are under the most rigid regulations regarding personal cleanliness.

Nothing known to modern science that can make and keep a food product pure has been neglected in the preparation and packing of Crisco.



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What This Means to You

All these precautions are a guarantee to you that Crisco is pure—that you can use it with complete and unquestioning confidence—that wherever a cooking fat is in place at all, Crisco will prove to be ideal for the purpose.

If you were to prepare Crisco in your own kitchen, you could not be so sure of its purity as you can be under the present conditions of its packing.

They represent the ideal methods of preparing anything which has to go into one's food and ultimately form part of one's very body. You are cordially invited to inspect the Crisco packing room any time you happen to be in the vicinity.

The more women know about how Crisco is made, the more satisfied they will be that it is all that its makers claim it to be, and the more anxious they will be to make a personal trial of its good qualities in improving and simplifying their cooking.

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Why Crisco Foods Are Easy to Digest

HOT biscuits, pie crust, fruit cobblers, and doughnuts are delicacies often forbidden but when made with Crisco they are eaten with no unpleasant results.

Crisco, being all vegetable, is easier to digest. There are four other good reasons for this important advantage.

The Four Reasons

First: Crisco is pure as has been fully explained in the preceding pages.

Second: Crisco melts at less than body temperature and is readily assimilated, thus leaving no solids to delay digestion.

Third: In frying, foods absorb but little Crisco because Crisco heats quickly, almost instantly forming a flaky crust which prevents the fat from soaking in, and lets the inside of the food cook in much the same

(Continued on Page 10)

Buttermilk Biscuits

2 cupfuls flour	2 teaspoonfuls
1 teaspoonful salt	cream of tartar
2 tablespoonfuls Crisco	buttermilk to make a
1 teaspoonful	soft dough
baking soda	

Sift the flour and salt into a basin, rub Crisco lightly into them. Add soda and cream of tartar and sufficient buttermilk to make a soft dough. Turn out on a floured baking board, pat and roll lightly to one-half inch in thickness. Cut with a biscuit cutter, place on a Criscoed tin and bake in a hot oven for fifteen minutes. The excellence of these biscuits depends largely upon the softness of the dough, light handling and quick baking.

Sufficient for 16 biscuits.

(Use Level Measurements)

manner as if it were baked. Naturally, such fried foods are much easier to digest than those soaked with grease.

Fourth: Also, in frying, Crisco can be heated to the proper temperature without smoking or burning. When fat does smoke an acid irritant known as acrolein is formed.

Prove This Yourself

As a proof of clean, quick frying with Crisco, try a couple of eggs—and note how much they resemble poached eggs in their appearance, their delicacy of flavor and their digestibility.

The biscuit and doughnut recipes on pages 9 and 11 will show you how dry, light and wholesome these delightful tid-bits can be when made with Crisco.

Ontario Doughnuts

3 tablespoonfuls
Crisco
1 cupful sugar
2 beaten eggs
 $\frac{2}{3}$ cupful milk
 $\frac{1}{2}$ teaspoonful salt
 $\frac{1}{2}$ teaspoonful
grated nutmeg

1 teaspoonful
lemon extract
2 teaspoonfuls
cream of tartar
1 teaspoonful
baking soda
4 to $4\frac{1}{2}$ cupfuls
flour

Cream the Crisco and sugar together, beat in the eggs, add milk, salt, nutmeg, lemon, cream of tartar, soda and sufficient flour to make a soft dough. Roll out and cut with a doughnut cutter and fry in hot Crisco. Heat Crisco until a crumb of bread becomes a golden brown in sixty seconds.

Sufficient for 45 doughnuts.

(Use Level Measurements)

Why Crisco Foods Are Appetizing

CRISCO, being practically tasteless and odorless, allows the natural, dainty food flavors to show themselves. Your favorite foods reveal new, appetizing tastes.

Crisco's purity and the small amount absorbed in frying also aid in attaining this delicacy of flavor.

A Welcome Result

This means that when you use Crisco in all your cooking, your meals will give you and your family a pleasure in food that you never may have known before. More than one housewife has admitted that she really had not dreamed of the true flavors of certain foods until she tried cooking them with Crisco.

(Continued on Page 14)

Emily's White Cake

$\frac{1}{2}$ cupful Crisco	1 teaspoonful salt
$1\frac{1}{2}$ cupfuls sugar	1 cupful water
3 cupfuls flour	1 teaspoonful
3 teaspoonfuls	flavoring
baking powder	whites of 3 eggs

Cream Crisco, add sugar and cream together. Sift dry ingredients and add alternately with water. Add flavoring, beat mixture thoroughly, and last fold in stiffly beaten whites of eggs. Grease cake tin with Crisco, pour in cake mixture and bake in a moderate oven for fifteen minutes. Note: Cream Crisco and sugar more thoroughly than you would butter, as there is no moisture in Crisco to dissolve the sugar. Use your favorite icing.

(Use Level Measurements)

In frying, so little Crisco is absorbed that the food is left crisp and dry, and full of its original taste and aroma.

Again, Crisco reaches a proper frying temperature without either smoking or burning, and so need never leave the black, burnt specks which so often render a dish unpleasant to look at as well as to eat.

The full flavor of Crisco cakes is retained because Crisco does not dry out and become hard. Try saving a part of the Jelly Roll (recipe on page 15) for a day or two, and note how soft and fresh it remains.

In the White Cake (recipe on page 13) you will observe that Crisco meets the most difficult tests to which a shortening can be put. If there is any place where a poor shortening reveals itself it is in this delicate, delicious sort of cake. Follow the recipe carefully, observe the directions given in the latter part of this booklet for using Crisco, and you will make a cake that will be a genuine triumph and joy.

Jelly Roll

3 eggs	1 teaspoonful baking powder
1 cupful sugar	1 tablespoonful
$\frac{1}{2}$ tablespoonful milk	melted Crisco
1 cupful flour	
$\frac{1}{4}$ teaspoonful salt	

Beat eggs until light, add sugar gradually, milk, then flour, which has been sifted with salt and baking powder, and lastly the melted Crisco. Grease a dripping pan with Crisco, cover bottom of pan with mixture and spread evenly. Bake twelve minutes in a moderate oven. Remove from pan, spread with jelly and roll. This must be done quickly, or the cake will crack while rolling.

(Use Level Measurements)

Why it Pays to Use Crisco

THE price of Crisco is only half that of butter—and less than the year-round average price of pail lard.

But in addition to the advantage in price, Crisco is more economical than butter or lard in four ways:

First

In baking, about one-fifth less of Crisco should be used than of butter or lard—that is, a pound goes one-fifth further than a pound of the others. The best creamery butter is nearly one-fifth water, salt and curd. The salt is added to preserve the butter. Salt gives flavor but not richness. Crisco contains no water. It needs no salt to keep it sweet and wholesome. It is all shortening.

Second

In deep frying, when done properly, less Crisco is absorbed than is the case with

any other fat because Crisco imparts its heat more quickly to the food.

Third

The same Crisco can be used over and over again for different foods. Onions, then fish, then potatoes can be fried in the same Crisco—and neither the fish nor the potatoes will taste of the onions nor will the potatoes taste of the fish. It is necessary merely to strain the Crisco through cheesecloth after each frying. This means that you no longer need to keep separate dishes of fat for different purposes—one can of Crisco will do for them all.

Fourth

Crisco will keep indefinitely without spoiling. It has been exposed to the air for six months without changing in odor, color or taste. This is because it is pure in origin and the process of manufacture, exclusive to us, changes the properties which tend toward rancidity.

Special Note on Weight of Crisco

MANY cooking fats packed in tins are sold by gross weight—that is, the weight of the tin or other container is included. For example: a five pound package does not contain more than 4 pounds 3 ounces of the actual product. Note, however, that on the Crisco package the statement of weight refers to what is called the *net* weight; that is, the actual weight of the Crisco alone. The weight of the tin is not included in the figures given for Crisco. Therefore, in comparing the cost of Crisco with other fats be sure to figure the cost of the other fat on the basis of the *net* weight—the actual fat you get after subtracting the weight of the tin.

Gingerbread

6 cupfuls flour	$\frac{1}{2}$ teaspoonful
$\frac{1}{2}$ cupful brown sugar	powdered cinnamon
1 teaspoonful	2 teaspoonfuls
baking soda	powdered ginger
$\frac{1}{2}$ teaspoonful salt	$\frac{1}{2}$ cupful Crisco
1 teaspoonful	$1\frac{1}{2}$ cupfuls molasses
powdered allspice	$\frac{1}{2}$ cupful milk
3 beaten eggs	

Sift the flour, sugar, soda, salt and spices into a basin; heat the Crisco with the molasses and the milk, then cool and add to the flour mixture with the eggs. Pour the mixture into a Criscoed and floured cake tin and bake in a moderate oven for one hour.

Just before it is done, brush the top over with the yolk of an egg beaten up with a little milk, and put it back into the oven to finish baking.

Sufficient for one large cake.

(Use Level Measurements)

Why Crisco Can Be Depended Upon

NEARLY every housewife has at some time or another experienced disappointment in her pastry or cake making. To be safeguarded against all such possible results, often coming from use of cooking fats that are of variable quality, the wiser thing is to use Crisco because Crisco has the *dependable* quality of uniformity.

Crisco Always the Same

It always pays to use Crisco for Crisco is the same the year round. It never varies. Each package is exactly like all the others. See that the other ingredients are right and you need not worry about results. You can depend upon Crisco to show constant purity and freshness.

Crisco is ideally adapted to any kind of dough. It combines perfectly with the

(Continued on Page 22)

Breakfast Muffins

1 $\frac{1}{4}$ cupfuls flour
1 teaspoonful
baking powder
 $\frac{1}{2}$ teaspoonful salt
1 teaspoonful sugar

1 cupful milk
1 beaten egg
2 tablespoonfuls
Crisco
maple syrup

Sift the flour three times with the baking powder and the salt, add the sugar, milk, egg and the Crisco, melted. Beat for five minutes. Bake in buttered muffin rings for twenty minutes in a hot oven. Serve hot with maple syrup.

Sufficient for seven muffins.

(Use Level Measurements)

flour or sugar and works up into light, uniform, smooth, evenly textured dough.

Pastry, as you know, requires a dry dough worked very slightly, and with the least possible quantity of cold water. Crisco chopped in with a knife makes a tender, flaky, light, crisp crust that cannot be surpassed.

For biscuits also the dough should not be worked too much, but it must be wet—not dry. With Crisco you can prepare a batch of biscuits with very little mixing.

In cake making, cream Crisco thoroughly.

A very severe test for any shortening is its use in hot muffins where both smell and taste betray any shortcomings. Try Crisco and you will be delighted both with the appetizing odor as you break open the muffin, and with the delicious flavor that greets your palate as you eat it.

In case you have any disappointments in following the recipes given in this book, you may be sure that it is due to some cause outside of the Crisco itself. Write us and maybe we can help you.

Plain Crisco Pastry

1½ cupfuls flour
1 teaspoonful salt
½ cupful Crisco

4 to 6 tablespoonfuls
cold water

Sift flour and salt and cut Crisco into flour with knife until finely divided. Finger tips may be used to finish blending materials. Add gradually sufficient water to make stiff paste. Water should be added sparingly and mixed with knife through dry ingredients. Form lightly and quickly into dough, roll out on slightly floured board, about one-quarter inch thick. Use light motion in handling rolling pin and roll from center outward. Sufficient for one small pie.

(Use Level Measurements)

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.

French Fried Potatoes

Cut the potatoes into strips less than a half-inch thick. Heat Crisco to such a temperature that it will brown a bread crumb in twenty seconds. You can count seconds by saying one hundred and one, one hundred and two, etc.

Drop in the potatoes, a few at a time. They will cook in four to eight minutes—less time than it usually takes and your kitchen will be free from stifling, greasy smoke.

How to Succeed with Crisco

THE great advantages to be gained by the proper use of Crisco justify your careful attention to the directions given below. If faithfully followed, they will make your cooking more satisfactory in every way.

Cake Making

Watch the proportions of the ingredients carefully. Whatever recipe you may be using, make sure which kind of measurements it calls for—level or heaping. All recipes contained in modern cook books, including those given by us, call for *level* teaspoonfuls, *level* cupfuls, etc.

Sift flour before measuring. When measured add baking powder and salt. Put the measured Crisco into a bowl, cream thoroughly, add sugar slowly, creaming them together with a wooden spoon until a soft consistency is obtained.

Cool eggs in cold water before whipping and they will beat stiffer and lighter. Beat whites and yolks separately and add the beaten yolks to the creamed Crisco.

Next sift the flour, baking powder and salt into the creamed mixture, adding them alternately with the milk, or water. Fold in whites last.

Beat the batter with an upward motion of the spoon. Do not stir it. Grease pans with Crisco or line them with paper greased with Crisco. See that the oven is hot enough. Small cakes require a hotter oven than large cakes.

Use one-fifth less Crisco than you would butter. Add one level teaspoonful of salt for each cupful of Crisco when used in place of butter for shortening.

Pie Making

Have Crisco at the proper consistency; that is, see that it rounds up egg-shaped on the spoon when taken from the can.

Cut Crisco into the flour with a knife. Use the smallest amount of water that will take up the flour. Use cold water—ice

water in summer. Be sure to handle lightly in blending the Crisco with the flour and in rolling the pastry upon the board.

Use one-fifth less Crisco than lard.

Deep Frying

In deep frying do not wait for Crisco to smoke. Heat Crisco until a crumb of bread becomes a golden brown in

60 seconds for raw dough mixtures, as crullers, fritters, etc.

40 seconds for cooked mixtures, as croquettes, codfish balls, etc.

20 seconds for French fried potatoes.

Seconds may be counted thus: one hundred and one, one hundred and two, etc.

The fat may be tested also by dropping into it a little piece of the food. When it rises to the top, bubbles vigorously and browns quickly, the fat is hot enough.

Points to Remember

It is not necessary to keep Crisco in the refrigerator; but it does no harm to do so.

When you use Crisco in place of butter, be sure to add salt in the proportion of one teaspoonful for every cupful of Crisco.

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The Best Way to Buy Crisco

THERE are four sizes of Crisco, as listed below. In buying the larger packages you get a little more Crisco for each cent you spend.

We are able to give you more because, in selling one large can instead of two or three small ones, we save the cost of the extra cans, and of the many operations necessary to get them properly filled and delivered at your kitchen door.

You need not fear that Crisco will spoil or in any way deteriorate before you use it up. It stays pure and sweet indefinitely.

You may find some valuable uses for the roomy, convenient larger-sized Crisco cans after they are emptied.

Package of 1 pound 8 ounces net weight
Package of 3 pounds 1 ounce net weight
Package of 6 pounds 3 ounces net weight
Package of 9 pounds 5 ounces net weight

(Above weights are exclusive of can)

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PAGE TWENTY-NINE

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Hamilton, Canada

Please send me books checked with "X". I enclose required stamps.

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Books of the Crisco Library

"The Whys of Cooking"
"Balanced Daily Diet" and
"A Calendar of Dinners"

HANDSOMELY bound. Illustrated in color. Invaluable to every woman. Each volume costs 10 cents. They make acceptable gift books. In *"The Whys of Cooking"* hundreds of important household and cooking questions are asked and answered by Janet McKenzie Hill of the Boston Cooking School and editor of *"American Cookery"*. *"Balanced Daily Diet"*, another new book by the same high authority, describes a simple and new system of meal planning showing how to include the proper food elements in our meals. Both books contain many *new* recipes. *"A Calendar of Dinners"* by Marion Harris Neil, famous cooking authority, contains 365 dinner menus and 615 tested recipes.

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PAGE THIRTY-ONE

A BETTER PRODUCT
PURELY VEGETABLE



ODORLESS, TASTELESS
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HALF THE COST OF BUTTER

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