



The Shortening Wars of Mid-Century America

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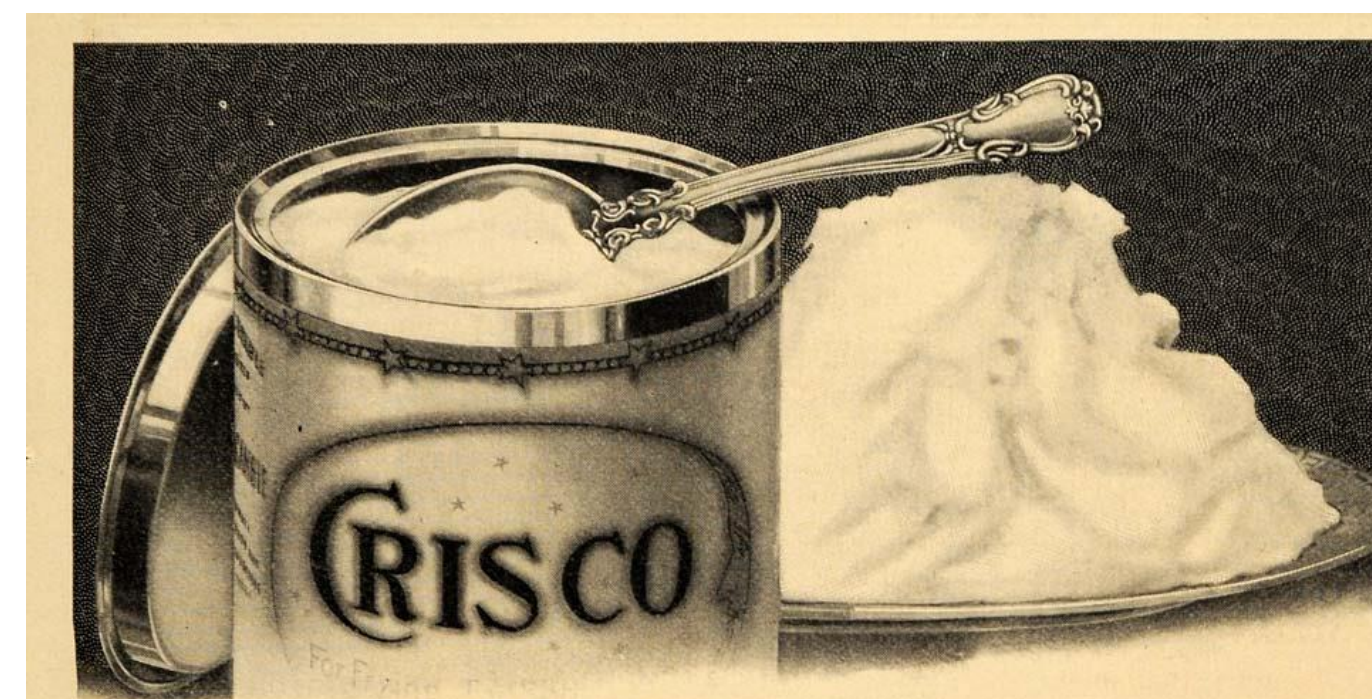
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Many household goods such as flour and sugar are interchangeable, thus advertisers have created distinctions between products; devising campaigns that position brands as unique and superior to competitors.

By early in the 20th Century, advertisers linked the manufacturing of goods to modernity, positioning the family farm as old-fashioned and that from factories as symbols of progress and cleanliness. Advertising promotions pitched shortening in particular as “pure” and “clean.” It is troubling that “whiteness,” and “purity” were constant refrains at a time when the country was undergoing rapid change.

To sell products, corporations exploited the changes occurring in American culture. Issues of race, gender, and immigration were a few of the social forces that challenged previously perceived standards of superiority. Marketing campaigns both soothed and incited the latent fears that underpinned this society in flux. Shortening ads serve as an exemplar of this.



Facts About *Crisco

It is an entirely *different* cooking fat. You never have used anything like Crisco for frying, for shortening or for cake making.

It is a pure, *all* vegetable fat.

It gives a delightful richness to foods at little expense. You will find its purchase cost small in comparison with other cooking fats. Less Crisco need be used, thus again making it economical.

It is always the same. Always fresh and pure. It remains so indefinitely without refrigeration in ordinary kitchen temperature.

Crisco does not smoke when it reaches frying heat. Your kitchen will be free from smoke.

Crisco comes in three sizes. It costs less per pound in the larger sizes.

See free Cook Book offer at right.

New Cook Book Free

This new book by Marion Harris Neil, Cookery Editor, Ladies' Home Journal, gives 250 original recipes, is attractively illustrated, and tells many interesting and valuable facts about cooking and food products. It also tells the interesting story of Crisco's discovery and manufacture. It is free. There is also a quality edition of this, containing a total of 615 Neil Recipes and a Calendar of Dinners—365 menus of original and tasty meals.

This book is bound in blue and gold cloth and is sent for *free* 2-cent stamp. In writing for either, address Dept. H11, The Procter & Gamble Co., Cincinnati, Ohio.

The * marking indicates technical analysis of household apparatus, foods and toilet accessories only

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white

SNOWDRIFT

always sweet, fresh, creamy and *white*

vegetable shortening

When you open a package of Snowdrift, you see why Snowdrift was named Snowdrift. Its whiteness is not the reason it is pure, but its purity is the reason Snowdrift is white.

Shortening should have as little taste as possible so that it will not flavor the food cooked with it. No good cook wants her cake, for instance, to taste of the shortening she used. No good cook wants her fried food to lose its own flavor and taste only of the fat she fried it in.

When you use Snowdrift, you do not taste the shortening.

Snowdrift is rich fat—much richer than lard—but so pure and fresh and *delicate* that when you use it for shortening or frying, it does not alter the flavor of the food a bit.

To secure this absence of flavor in Snowdrift, we use only vegetable oil of the very finest quality. This choice oil is always light in color. It is again refined, by an exclusive process of our own, to a purity which satisfies our standard for Snowdrift quality. It is then so white that, made into Snowdrift, Snowdrift is white.

And so the whiteness of Snowdrift is not the reason it is pure, but the purity of Snowdrift is the reason it is white.

Its purity is only one advantage of Snowdrift. We believe you will like Snowdrift much better than any other shortening you ever used before, because Snowdrift is rich and creamy and *fresh*.

Snowdrift does not get too hard nor too soft, no matter what the weather. It is always just the rich, creamy consistency that the good cook prefers.

And Snowdrift is always sweet and fresh. All shortening is fat and is better when it is fresh. Snowdrift is fresh as fresh eggs are fresh. It is sweet as sweet cream is sweet.

In 1, 2, 4 and 8 pound tins—*airtight* tins—the only package we have been able to find that *actually* insures freshness. Your grocer has Snowdrift or can easily and quickly get it for you.

SOUTHERN COTTON OIL TRADING COMPANY
210 Broadway, New York

for shortening, for frying, for all cooking



When you open the can, you see where Snowdrift got its name.

Snowdrift

For making Cake Biscuit and Pastry and for Frying

Its whiteness does not make it pure, but its purity is one reason why Snowdrift is so white. Snowdrift is made by the Wesson Oil people out of oil as good as fine salad oil. It is hardened and whipped much as you beat the white of an egg, into a creamy *white* fat—the nicest fat you ever used for making cake, biscuit, pastry or for wholesome frying.

The Essentials

Cottolene

of good cooking comprise nothing that is of more importance than good shortening. Your food will be deliciously light and free from the greasiness and richness that make lard so objectionable if shortened with or fried in pure, clean, sweet

Look for the Cottolene trade marks—"Cottolene" and deer's head in outline—on every tin.

THE N. K. FAIRBANK COMPANY,
Chicago, St. Louis, New York, Boston, Philadelphia, San Francisco,
New Orleans, Montreal.

WHITEBAND

Now in **COLORFUL** REUSABLE PLASTIC CONTAINERS

Only Whiteband—the quality shortening comes to you in a carnival of gay, colorful all-purpose plastic containers

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WHITEBAND

PURE! FRESH! SAFE!

Betty King

FAMOUS HOME ECONOMIST, SAYS

"The attractive, colorful, new Whiteband plastic containers will be of great use to every household."

WHITEBAND GIVES FOOD THAT LUXURY TASTE