

# MARKED SALES GAIN RECORDED SO FAR IN 1934

Buying of Refrigerators  
About Double Those of  
Last Year.

With the opening of the selling season the advertising campaigns of electrical refrigerator dealers are underway. In every city salesmen stress the importance of the mechanical inventions they represent and manufacturers anticipate the busiest year known to the industry. Last year's sales topped a million in number, and it is confidently expected that this year the 2,000,000 limit will be reached. Sales this year so far have been about double those of 1933.

The refrigerator trade is showing abundant evidence of the ingenuity of man at contriving new features of usefulness in a product after its more fundamental serviceability has been widely accepted by the public. Remarkable study and skill are manifest in the newest refrigeration improvements, the latter offering in themselves the answer to the industrial question, "What can be done to make a family want to buy a new one?"

## Many New Features

Only a couple of years ago it seemed as if the limit, or at any rate the scope, of refrigerator "gadgets" had been defined in the development of fittings for its interior.

There were cube and budding freezers, water bottles, egg baskets, vegetable bins.

Then exterior style claimed attention, and refrigerator cabinet design took on what salesmen know as eye value.

The season of 1934 is unique, however, for its presentation of structural and operating features that go beyond what might be called sub-surface detail. Here are a few of the "topics of 1934," individual to different lines, that are beginning to make possible for the food-preservation industry.

An "inner door" construction which adds to capacity and use convenience. A refrigerator that can be safely exposed to open air.

An electric clock that governs frosting automatically and at the same time serves as kitchen chronometer. A door-latch that springs the door open when the latch is touched and which can be simply locked to prevent juvenile pilage.

A non-coated cabinet shell of treated nickel, giving a new effect in refrigerator style.

## Replacement Market

All these aspects of the product are potent producers of "consumer dissatisfaction."

It was predicted some years ago that a replacement market for refrigeration was wholly possible and broadly profitable, and could be consummated only by the discovery of new attributes so apparent that owners of old-style "boxes" would grow ashamed of them.

While the market is notable for the small measure of saturation that prevails in it, the specialty industry approaches its true sales possibilities until it "has them coming back for another purchase."

Striking new features in refrigeration has now made this come true.

## GARNISHED WITH CELERY

Meat Accompaniment May Be Varied With Stuffing.

Stuffed celery makes an attractive edible garnish for the meat platter.

The stalks may be filled with a number of different fillings—cream cheese alone or in combination with crushed pineapple, minced green pepper, finely chopped pimiento, nut meats or olives. Roquefort cheese is a favorite for filling.

## Cabbage Pancakes

The inexpensiveness of cabbage suggests stuffed cabbage or cabbage pancakes. Hungarian style. Chop tender cabbage very fine, brown it delicately in fat, then mix it into pancake batter. Make a batter with a cup of milk, three eggs, enough flour to keep it very thin and the chopped cabbage.

## Potato Louisiana

Take a thick slice from one end of six hot baked potatoes and scoop out the contents. Mix the pulp with three chopped pimientos, four tablespoons of butter and the green pepper of four eggs. Stir until smooth. Refill the potato skins with this mixture. Sprinkle with powdered sugar and glaze in a hot oven.

## Chicken Paprika

After making sure that the chicken is fresh killed, wash it thoroughly outside and in. Cut in pieces and put these in a frying pan in which a chopped onion has been fried. Add a scant teaspoon of salt, a quarter cup of hot water and let it cook for fifteen minutes. Add two cups of sour cream and cook another ten minutes.

## Stuffed Olives

Remove insides of stuffed olives and replace with a mixture of cream cheese and anchovy paste. Serve each with a toothpick and pierce them that way.

## Icebox Delicacies

Do you find it a problem to attempt to decide upon meals in hot weather? Do the jaded appetites of your family rebel at the "regular" things you have on the table for dinner? Our Washington bureau has ready for you a bulletin on "Refrigerator Delicacies"—dainty hot weather dishes, not expensive, of all kinds, that you can concoct that will tempt your family's appetites.

If you wish a copy of this bulletin, fill out the coupon below and mail as directed:

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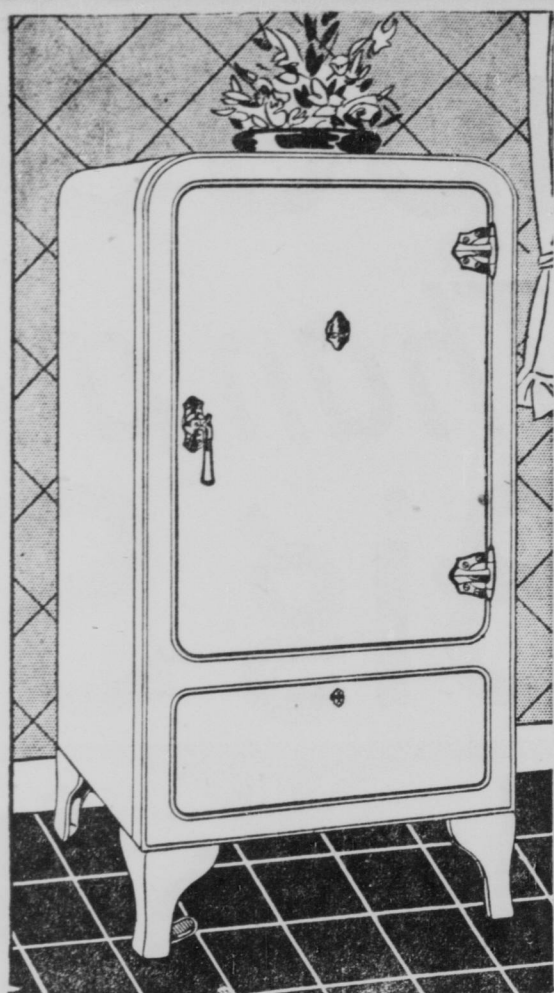
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## GRUNOW OFFERS BEAUTY AND EFFICIENCY



Grunow's pleasing lines and its great storage space make it a most satisfactory adjunct to any kitchen. The small space used in the mechanical portion of the box is another distinctive feature of the Grunow.

Contrary to popular belief, electricity has nothing directly to do with freezing ice cubes or maintaining a cold temperature in an electric refrigerator.

What really accomplishes this is the "refrigerant," which in circulating through the freeing compartment removes the heat from the cabinet. The refrigerant, therefore, is the most important part of any refrigerator, according to Louis Reynel of the Banner-Whitehill Company.

For more than ten years a super-safe refrigerant, carrene, has been used in large commercial installations, where safety is a most important factor, such as the Chicago stadium, Radio City and the United States Capitol.

Grunow engineers have adapted this refrigerant to domestic refrigerators and have exclusive use of carrene for domestic purposes for the next ten years.

Grunow refrigerators are built of the finest materials and employ the latest features. The cabinets are built of heavy gauge bonderized steel, insulated with Dry-Zero

and lined with acid resisting porcelain.

All modern labor-saving accessories are provided, such as foot pedal door opener, lighted interiors, metal-free trays, fast freeze tray, ice tray releases, semi-automatic defrosting, vegetable crisper and flush type door.

Shelf arrangements such that in addition to providing storage space for tall bottles, large objects such as a roast turkey or watermelon may be conveniently stored in the refrigerator.

The new Grunow silent rotary unit is mounted on cushioned rollers, has only one major moving part, and has its own permanent supply of oil sealed in. No belts, pulleys, gears or shaft seals are used on the new Grunow.

The Grunow line consists of six models, ranging from 4.6 cubic feet to eight cubic feet. In addition to the standard white color, several models are available in either green or ivory.

Banner-Whitehill Furniture Company is dealer in Indianapolis handling the Grunow line of electric refrigerators.

# MODERN DEVICE ADDS INTEREST TO APPETIZERS

Refrigeration Permits of  
Early Preparation: Assures Freshness.

Plays reach Broadway fame or oblivion on the strength of their first acts; kingdoms rise or fall on the first acts of their rulers; and many a meal is made or marred by the first course, the appetizer.

An appetizer, you know, is the glamorous flourish that turns eating into dining; that turns an ordinary meal into a gala affair.

It is the note that sets the tempo for the entire meal. It does just what the name implies—stimulates the appetite and gives zest to eating. Just here is where the electric refrigerator is invaluable.

## Two Groups Cited

Appetizers may be divided into two classes—Those which are served in the living room as the guests are gathering, and those which are served at the dining table.

These two classes are again divided into beverage appetizers and food appetizers; the latter may be served either piping hot or ice cold—never lukewarm.

In the beverage family are the cocktails and highly spiced fruit and vegetable juices; in the food family are the hors d'oeuvres, fish or fruit cocktails, canapés or tiny salads with pungent dressings.

## Freshness Assured

These are especially popular as luncheon appetizers. But no matter which division they belong in they must have a piquant flavoring and must be intriguing enough to tempt the most reluctant appetite.

With an electric refrigerator you can be sure that your meal is going to be a complete success for the extra flourish, that glamorous and intriguing touch, is very easy to achieve.

With the superfast freezing tray to assure plenty of ice for cocktails, with the assurance of garden-freshness in the vegetables for salads, and with plenty of food storage space, it's a simple matter to serve a French food that look as if a French chef had spent hours of patient care in preparing them.

And best of all, they can be made early in the morning and still have that "fresh-from-the-hands-of-a-master" look about them when you are ready to serve, if they have been carefully stored in the refrigerator.

By careful storing we mean placing them on a plate and wrapping them, plate and all, in a damp cloth and wrapping them in waxed paper, then storing them in the food chamber.

## DESSERT RECIPE GIVEN

Cabbage and Gelatin Contained in Chilled Dish.

Have a cup of shredded cabbage and half a cup of finely chopped green pepper.

Dissolve a package of lemon flavored gelatin in two cups warm water. Add one-fourth teaspoon of salt, a tablespoon of vinegar and three tablespoons of grated fresh horseradish.

Set this in the refrigerator until slightly thick, then fold in the cabbage and peppers. Turn into little moulds or cups and let these chill until firm.

# Meat Problem Solution Given for Small Family

Loaf, Individual Roasts and Tenderloin Serve Purpose.

The problem of what to serve when the family is small is especially puzzling when it is a question of the meat dish. Although left-over dishes are tasty, one doesn't want to have too many of them. Monotony must be avoided.

Here are a few suggestions for the cooking and serving of meat in small amounts.

## Individual Meat Loaf

1/2 pound ground beef  
1/2 pound ground pork  
1 egg, slightly beaten  
Salt and pepper  
1 tablespoon onion, chopped fine  
1 tablespoon celery, chopped fine  
Celery salt

# Standard Products Will Keep Right Temperature

Units Will Be Found Safe for Homes in All Parts of Nation.

With the assumption that 50 degrees average is the most desirable and most practical temperature range for household refrigerators, accepted by common agreement of authorities on the subject as well as by those who have commercial interests at stake, the question naturally arises as to whether or not any particular type of refrigerator will provide this accepted standard temperature.

The manufacturers of mechanical and chemical refrigerators all tell us that their refrigerators will provide such temperatures.

Excepting only the improperly insulated, improperly powered and those that are poorly designed mechanically, there is but little if any question but what safe temperatures can be and are maintained by the mechanical type boxes.

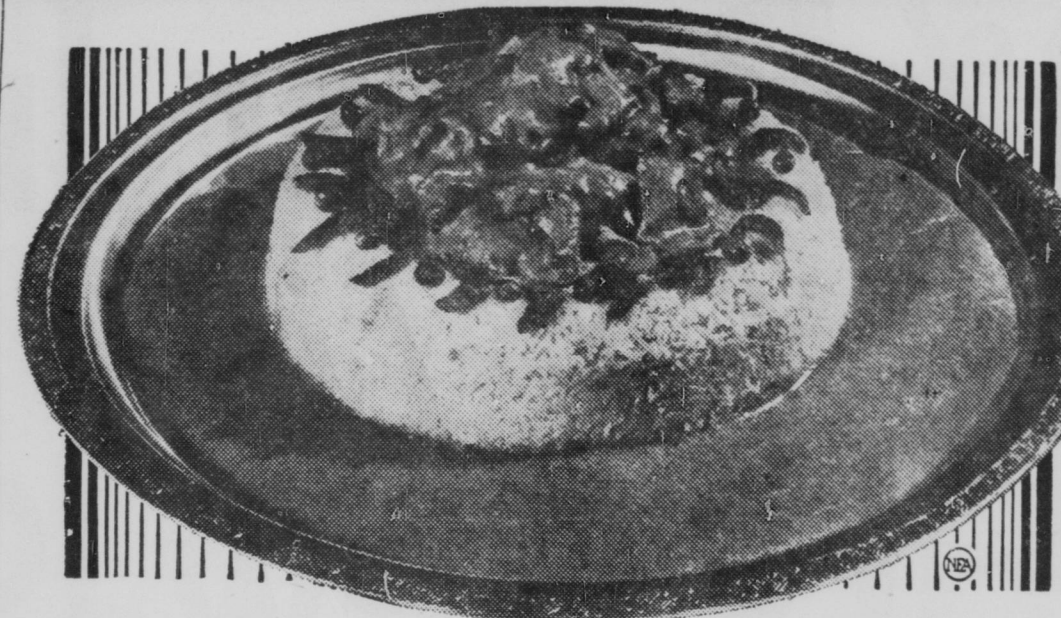
Of course there are extreme operating conditions under which almost none of the mechanical or chemical type refrigerators will give satisfactory temperatures. But this is because they are designed for average conditions.

These cold storage boxes can be so made as to give safe temperatures under any condition prevailing in homes within the United States.

## Date-Cutting Hint

When cutting dates use scissors or a sharp knife frequently dipped into hot water and dates will not stick.

## ZEST GIVEN MENU BY CURRIED DISH



# CHILDREN WILL GIVE FAVOR TO CHEESE STRATA

Luncheon Menu Offered for Satisfaction of Youthful Taste.

Do you have trouble in getting your children to eat what is good for them? If you don't, then you are extremely fortunate, because almost every mother has at least one important food on her list which is cordially disliked by one of the family's small bosses.

Right now you are wondering: "But how in the world can I make Jimmy eat carrots and things like that, when he positively hates the thought of them?"

But even carrots, which assist the blood in its work, can be made attractive to Jimmy.

Here is a luncheon menu, guaranteed to bring those pleasing squeals of delight and also guaranteed to help in building strong bodies and alert minds.

## Cheese Strata

1 1/2 cups milk  
1/4 lb. cheese  
1/4 teaspoon salt  
6 slices bread (crusts removed)  
1 egg  
Butter baking dish and line bottom with three slices of bread. Slice cheese very thin and cover bread. Top with other three slices. Beat egg until light, add seasoning and milk.

Pour over bread mixture, cover and store in refrigerator overnight. Bake in a hot oven, 400 degrees, for forty-five minutes and serve piping hot. Placing the strata in the refrigerator causes it to puff up like a soufflé. Children will love it and it's very nourishing. Serves four.

## Carrot Surprise

2 eggs  
1 cup spiced apple sauce  
1/2 cup strained carrots  
Beat egg yolks until light and fluffy, add apple sauce and strained carrots. Add stiffly beaten egg whites, beat briskly for five minutes, and freeze. Serves four.

Instead of the carrot surprise stuffed baked apples could be used on the above menu.

A curried dish gives a menu a certain zest that lifts it out of the everyday class and puts it into the "special occasion" category. Yet curried needn't be used only for party menus. Try adding it to your favorite creamed concoctions and see if the family doesn't greet your efforts at originality with loud cheers of approval.

Curry of chicken, served with steaming rice, makes a perfect main course for a luncheon or a Sunday night supper. Here's the way it is prepared at the Waldorf-Astoria.

Place two and one-half pounds of sliced cooked chicken in a saucepan with six ounces of warmed butter. Stir in one teaspoon of curry powder, one tablespoon of flour and one chopped onion. Season with salt and pepper and pour in one quart of chicken stock. Allow to cook slowly for eight minutes. Add one-half cup of shredded coconut and let it boil for two minutes. Then pour in one cup of heavy cream and set aside.

In a second pan place six ounces of warmed butter and one chopped onion. Add two cups of cooked rice and simmer for two minutes. Pour in a quart of chicken stock and season. When boiling, cover and bake in a moderate oven for twenty minutes.

When you're ready to serve luncheon, arrange the rice mixture in a mold-like form in the center of a platter and place the creamed chicken in the middle of the mold.

Decorate rice mold with pieces of chutney ginger and raisins and pour the rest of the chicken around the mold on the platter.

# NOVEL SETTING GIVEN TO PORK

Sweet Potatoes Served in Orange Cups Adorn Roasted Meat.

Sweet potatoes and roast pork are an old story, but roast pork and sweet potatoes served in orange cups are a new version of this old time favorite. Simple to prepare, economical, and yet quite grand enough for the most festive occasion.

## The recipe follows:

1 pork loin  
6 oranges, uniform size  
6 marshmallows  
Butter, flour, salt, pepper

Have a loin of pork prepared at the market with the chine bone sawed loose from the ribs. Wipe the meat with a damp cloth, dredge with flour, and season with salt and pepper.

Place roast on a rack in an uncovered roasting pan. Sear for fifteen minutes in a hot oven, 450 degrees. Reduce the temperature to 325 degrees, and continue cooking until the roast is done. Allow thirty minutes per pound for roasting.

Cut a slice off the top of the oranges and scoop out the pulp. Scallop the edges with a sharp knife. Pare and boil sweet potatoes. Mash. Mix with some of the orange pulp, season with salt, pepper, and butter.

Fill the orange cups with this mixture and place in the oven to heat.

Two or three minutes before serving time, remove from the oven top, each orange with a marshmallow and put back in the oven to puff and slightly brown the marshmallows. Serve orange cups around roast pork on a large platter.

## Horseradish Butter

Mash one-quarter pound of butter to a cream and work in a tablespoon of freshly ground horseradish that has been moistened with dry white wine. Serve on rye bread or crackers.

# DAILY LECTURE ARRANGED FOR SHOW PROGRAM

Miss Patricia Cook Also Will Demonstrate Cold Dishes.

Lectures and free demonstrations will be given afternoons and nights by Mrs. Ellen Beard, known to thousands of Indiana-housewives as Patricia Cook, dietetics authority, at The Times 1934 Refrigeration Show tomorrow, Thursday and Friday.

Miss Cook has a state-wide reputation as an expert dietitian. Her special field, however, is in desserts and salads. It is in these that she will give free demonstrations to patrons of the show, at 1525 North Meridian street.

She will explain the many possible creations and ideas in frozen desserts, salads and appetizers that can be made with a minimum of trouble with an electric refrigerator. Free samples of frozen delicacies will be offered to visitors.

A parade of all types of new electric refrigerators will be on view at the show, which is sponsored by The Times in conjunction with refrigerator dealers of Indianapolis.

Do not pass up this three-day opportunity to make yourself familiar with the latest in electric refrigeration. Miss Cook will give free demonstrations each afternoon and night of the show. A surprise is in store for you, but we'll let Miss Cook tell you about it.

# MEXICAN STYLE OF TAMALE EXPLAINED

Three Kinds of Meat Offer Choice to Cook.

Make a dough of one and one-half pounds cornmeal flour, one pound lard and a teaspoon of salt. Wet the dough with chicken broth or any good stock and mix until bubbles appear.

For the meat filling have two pounds of chicken, or chicken with pork or beef, finely chopped.

For the sauce, melt one-quarter pound of sweet butter in a frying pan. Add a section of garlic and brown the butter. Add four ounces of chili powder. Stir well and cook to a thin paste.

Save a portion of this sauce to spread over the tamales when they are served. To the remainder add the chicken meat, cut in small pieces.

Hold a clean corn husk in the palm and with a large spoon apply a thin coating of the cornmeal dough. Spread it well, apply a portion of the meat mixture, then more dough and roll the corn husk or tie it. Wrap this in another husk and secure with a string. Place in a steamer and cook for one hour. Remove from husk and serve with the sauce prepared above. This makes twelve tamales.

Orange Drop Cookies

Cream together two tablespoons grated orange rind, four tablespoons butter and a cup of sugar. Add two well beaten eggs, four tablespoons of orange juice and two cups of flour sifted with four teaspoons baking powder and one-half teaspoon salt. Drop batter from a spoon on to a greased baking sheet and bake in a moderate oven about ten minutes.

# USE OF FRUIT EXPLAINED IN FOUR RECIPES

Strawberries, Oranges and Cherries Suggested for Cold Dishes.

Unfortunately we can't all afford to have in and out of season on our table the great blushing perfect peaches, enormous cherries, and prize strawberries that we see in show windows. But that's no reason for not serving the specimens of these fruits not so beautiful in dozens of delightful ways.

Try a few of these, for instance:

## Strawberry Fluff

Use one egg white, 1 cup hulled strawberries, 1 cup powdered sugar. Cut strawberries in quarters and put all ingredients into a mixing bowl. Beat with a rotary beater for about twenty minutes. The mixture will expand and become exceedingly light and fluffy. Pile into sherbet cups or parfait glasses and chill thoroughly. Serve with cake or cookies or with a garnish of whipped cream.

Other small fruits and berries can be used in place of strawberries.

## Fruit Cups

Fruit cups make tempting desserts. They should be somewhat richer and sweeter than when prepared for appetizers.

Diced strawberries, pineapple, oranges, bananas, sweet cherries and grapefruit can be used in various combination.

Prepare the fruit carefully and let stand in a heavy syrup for several hours to chill and sweeten. Serve in sherbet glasses.

## Ambrosia

Peel fine, large, seedless oranges and slice as thinly as possible. Arrange the slices on individual serving plates and sprinkle lightly with powdered sugar and then with shredded coconut.

Cover each slice of orange with a layer of shredded fresh pineapple. Add another layer of orange, sugar and coconut. Add a third layer of orange and cover thickly with coconut. Strew with slices of strawberries and put a perfect whole berry right in the very center. Chill several hours and serve.

## Sugared Cherries

This is a concoction which has been used by the country housewife since the days of the cradle and fall.

When there were more hands than had been expected and the pie was short in the buttry, cherry sauce was resorted to. Use the sour pie cherry for the best results, although the large, sweeter varieties are good, too.

Wash and pit the fruit. Sprinkle heavily with granulated sugar and let stand an hour or longer to chill. Serve with plain sugar cookies or unsalted crackers and cream cheese and black coffee.

# MEAT'S IMPORTANCE IN DIET EMPHASIZED

Reasons Advanced by Best Authorities Listed.

During the last several years meat has assumed a more important place in the diet than it formerly was credited with having.

Much of our knowledge of the true food value of meat has been revealed in scientific research with proteins of different sources, from studies in blood regeneration, and the very important work with anemia.

The best authorities advocate the intelligent use of meat in the diet for the following reasons:

Our bodies need high quality protein daily.

Meat is palatable food and well digested.

Aside from protein, meat contains minerals and vitamins.

Meat is an important pellagra-symptom preventing food.

Liver and muscle meat play an important part in blood regeneration.

The extractives of meat provide a pleasant stimulation to appetite and digestion.

## Oriental Nectar

To a quart of tea add the juice of six lemons and three oranges, six whole cloves, three sticks of cinnamon and one cupful of sugar syrup. Mix thoroughly and serve over cracked ice.

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