

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 pudding freezers, water bottles, egg baskets, vegetable bins.

Then exterior style claimed attention, and refrigerator cabinet design took on what sales sense knows 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-preparation 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, no specialty industry approaches its true sales possibilities until it "has them coming back for another purchase."

Striking new features in refrigeration have 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 pimento, 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 onions, four tablespoons of butter and the yolks of four eggs. Stir until smooth. Refill the potato skins with this mixture. Sprinkle with powdered sugar and glaze in a hot oven.

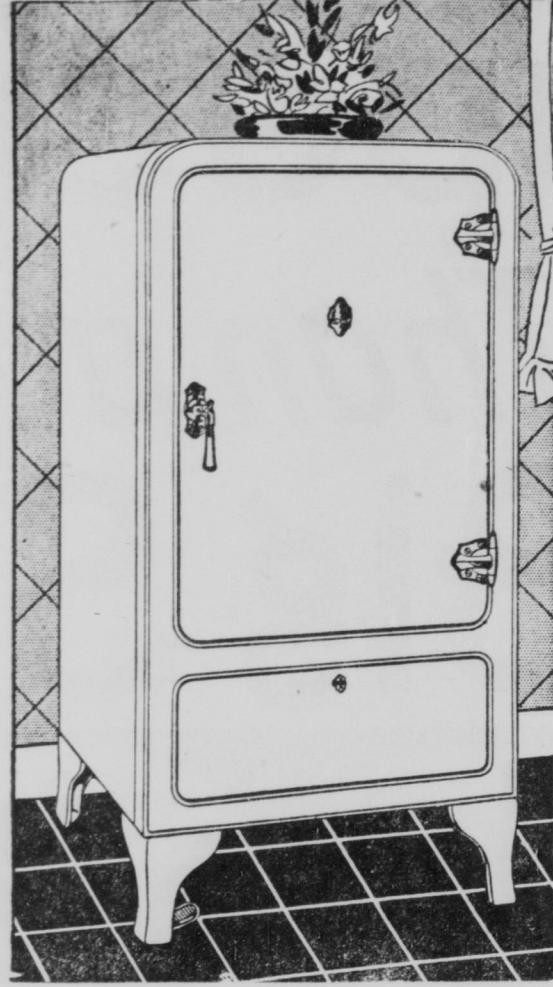
Chicken Paprika

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. Pierce each with a toothpick and serve them that way.

GRUNOW OFFERS BEAUTY AND EFFICIENCY



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 luke-warm.

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, canapes 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 look 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 distinctive 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 tantalizing foods 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.

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