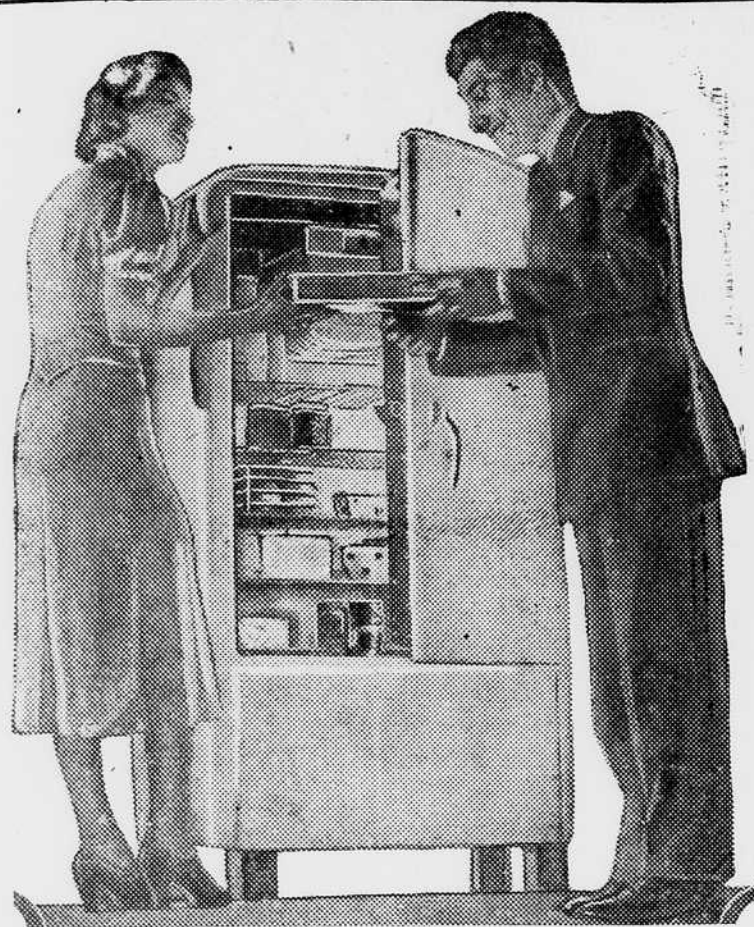


### Speed Freezer of Refrigerator Makes Perfect Salads



Prevents Formation of Crystals Which Spoil Salads and Desserts

If anyone should ask us "What is so rare as a day in June" it wouldn't take us off our guard. We'd probably speak right up and say, "Frozen Pineapple Salad." For we've just explored the sweet mystery of this summertime delicacy, and after relentlessly pursuing the last morsel which tried to evade us by slipping behind a crispy lettuce leaf, we sighed and punned, "Ah, what food these morsels be!" But seriously, a taste of Frozen Pineapple Salad will electrify even jaded appetites, for the clever combining of crunchy almonds, shredded pineapple and cabbage, plus mayonnaise and beguiling flavoring has resulted in a sophisticated "something-good-to-eat" that has all the hallmarks of a culinary masterpiece.

#### An Old Smoothie

Although some frozen salads are spoiled in the making by the formation of crystals in the freezing process, this Frozen Pineapple Salad is an "old smoothie." At least, it is when made in the Speed Freezer of the new Hotpoint refrigerator. And this is easy to understand, for this clever unit freezes with such miraculous speed that crystals "don't stand a chance" and the homemaker can be assured of a smooth ice cream, ice or frozen salad in every case. And speaking of quick-freezing this Speed Freezer makes ice cubes post haste, too, which is a boon to the hospitable hostess now that warm weather is here. The large chiller tray located directly underneath the Speed Freezer provides an extra cold temperature for the storing of ice cubes, as well as space for the quick congealing of desserts.

However, here is the recipe for our frozen salad. Don't just cut it out and put it away with the intention of trying it out sometime

or other. Have it for dinner tonight and see if your family doesn't put their seal of approval on it by saying, "Let's have this again—real soon!"

#### FROZEN PINEAPPLE SALAD

- 1 cup shredded pineapple
- 1 cup finely shredded cabbage
- 1 cup finely shredded celery
- 1/2 cup shredded almonds
- Juice of 1 lemon
- 1 cup mayonnaise
- 1 cup whipped cream
- 1/2 teaspoon salt
- 1/2 teaspoon paprika

Blend together pineapple, cabbage, celery, almonds and lemon juice. Add the mayonnaise, whipped cream, salt and paprika and mix lightly. Pour mixture into freezing tray of Hotpoint refrigerator. Place in Speed-Freezer compartment and freeze from 1 1/2 to 2 hours. Freeze only long enough for mixture to become firm. Serve sliced on fresh tomatoes on crisp lettuce, or on cabbage leaves, and garnish with radish roses.

### OUR PUZZLE CORNER



Sir George Schuster, K.C.S.I., K.C.M.G., C.B.E., Former Finance Minister of India, Succeeds Sir Thomas Lipton

NEW YORK CITY—The announcement has just been made at the general offices of Thos. J. Lipton, Inc., at 110 Nassau St., that Sir George Schuster, K.C.S.I., K.C.M.G., C.B.E., former Finance Minister of India, was elected president of Thos. J. Lipton, Inc., succeeding the late Sir Thomas Lipton, famous tea merchant and yachtsman.

Sir George Schuster also announced, on boarding the Normandie to return to England, that Lipton, Ltd., of England, has purchased all the shares of Thos. J. Lipton, Inc., the American company, formerly held and operated as a separate company by the trustees of the Lipton estate. Sir George went on to say, however, that the management and personnel of the company in America would remain the same under the direction of W. W. Shannon, executive vice president and general manager.

In assuming the presidency of the American company, Sir George Schuster carries on Sir Thomas Lipton's work of international goodwill. "Never has there been a time," said Sir George, "when the strengthening of the economic ties between the United Kingdom and the United States of America has been more important to world peace than at present, nor a time when the conditions toward effecting such a bond of goodwill have been more favorable. I personally welcome this new arrangement between the two Lipton companies, because it will give me a chance to visit your country more often and further my friendships and contacts on this side of the Atlantic."

Sir George is also Chairman of the Board of Directors of Lipton, Ltd., of England, holding important government posts for many years. Sir George served the Crown as Chancellor of the Exchequer of India and also as the reorganizer of the entire financial system of the Sudan. For these services he was knighted by the King. He is now Chairman of Allied Suppliers, Ltd., the largest chain store group in England, having under his direction over 4,500 stores, 27,000 employees, and a yearly business turnover of over \$250,000,000. He is a director of Westminster Bank, a member of the Colonial Advisory Committee and Chairman of the Unemployment Assistance Board.

He graduated from Oxford in 1903. The reunion of the two Lipton companies, Sir George says, results in several advantages to the American company. Arrangements will be made to ship tea direct to America from the Lipton tea estates in Ceylon and the export organization of tea buyers and tea blenders of Lipton, Ltd., of England, will now be available to the American company. The Canadian company, Thos. Lipton of Canada, Ltd., is wholly owned by the Lipton family.

"We look forward to a rapid increase in tea drinking in the United States," the new president said. "We have already noted a definite trend with the American public toward preferring the better grades of tea."

"There is vast room for increased sales here," Sir George continued, pointing out that the per capita consumption of tea per year is as follows:

- 7 lb. per person in the United States.
  - 4.0 lb. per person in Canada.
  - 9.0 lb. per person in England.
- Thos. J. Lipton, Inc., therefore proposes to intensify its sales efforts in America and substantially increase its advertising appropriation here. "We believe in newspaper advertising which represents the bulk of our advertising expenditures, as we think that newspapers are the most effective and best controlled method of promotion we know," said Sir George.
- Liptons now has the largest sales in this country of any internationally known brand of tea and it is believed that this campaign will substantially increase its position in the market.
- "The workers on both sides of the Atlantic are happy to be working together again," concluded Sir George, "and we all rejoice in preserving the name of that great merchant and sportsman, Sir Thomas Lipton."

### YOUR HEALTH COMES FIRST!!!

**FIREWORKS, SHARP POINTED OBJECTS SUCH AS SCISSORS, KNIVES AND OTHER SIMILARLY DANGEROUS INSTRUMENTS SHOULD ALWAYS BE KEPT OUT OF CHILDREN'S REACH!!!**

**RICKETS IS CAUSED BY A DEFICIENT DIET!!!**

**NEVER AIR FAMILY DIFFERENCES WHEN EATING... GLOOM AND TEMPER RUIN A GOOD MEAL!!!**

**REMOVAL OF THE TONSILS AND INFECTED TEETH, CURE MANY PHYSICAL AND MENTAL AFFLICTIONS!!!**

### NEW USES FOR BY-PRODUCTS OF MILK

It certainly would astonish little Miss Muffet if she knew how many uses science has discovered for milk since the days of curds and whey.

Suppose, for example, that Miss Muffet's modern granddaughter is invited out to a bridge luncheon. Her ivory-like vanity case,



The belt buckle and clip on the young lady's dress, the vanity case, hat ornament, manicure stick and other articles are made from casein by-products from milk.

cigarette holder, lipstick container and her pocket comb are made from milk by-products.

She shuffles cards that owe their gloss to milk, keeps score with a pen, whose barrel is derived from milk, on a pad of glazed paper whose glaze is a by-product of the same universal fluid.

The little ornament that adds gaiety to a chic sport hat may be manufactured from a dairy by-

product. So are the buttons on a new blouse or father's spring suit, or mother's shining belt buckle.

For there are innumerable articles in daily use that derive from the original atelier of Madame Moo.

Milk by-products enter into the process of making such dissimilar articles as dominoes, book bindings, buttons, wallpaper and knitting needles.

To find wider uses for the so-called "surplus" milk and thereby further aid the dairy farmers income is a widening activity.

Butter-making extracts from milk the fat and a small proportion of the soluble constituents. The remaining milk solids are left in the skim, buttermilk and whey. In producing the butterfat for the 1,650,000,000 pounds of creamery butter which this country found use for in a recent year, there were some 3,000,000 pounds of milk solids left over. In addition to that, the cheese-makers had 300,000,000 pounds of milk solids not included in the cheese.

The important by-products of milk are casein, which comes from skim milk, and the various chemicals contributed by the whey, such as lactic acid, sodium lactate and calcium lactate.

Lactic acid may play a part in making the appetizer at dinner and the pastry at the end. It is used in leather goods and in paints and may also have helped make the soft drink at your soda fountain.

The vigorous youth of the milk by-products industry is strikingly shown by government figures.

As recently as 1920, this country produced only a third of the casein it needed. By 1934 imports were mere four per cent. American milk

companies furnished the rest, with Wisconsin and California sharing honors as the largest producers.

Used in plywood for airplanes, casein helps man to fly, in chemical sprays, it helps insects lose interest in flying. Experiments have even been made with it as a synthetic fabric resembling wool, an undertaking that must make the cow feel rather sheepish.

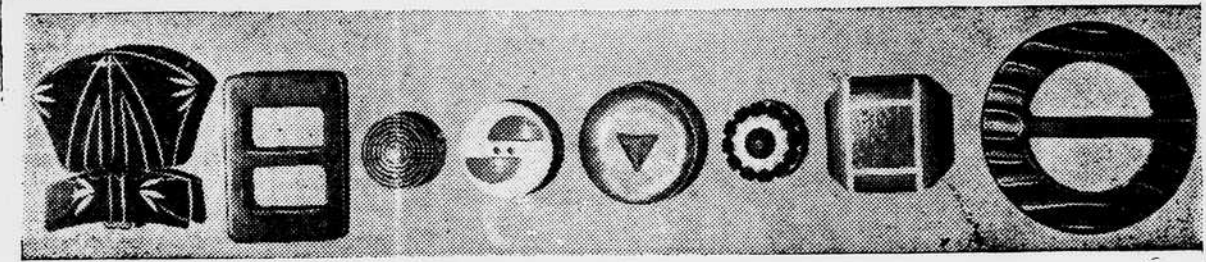
Casein products are of two sorts—the plastics and the glue family. Beads and buckles, pocket combs and poker chips belong to the former group. Casein glue figures in



Coat, vest and sleeve buttons of the busy executive, cigarette holder, pencil, calendar pad base and blotter are made of milk plastics.

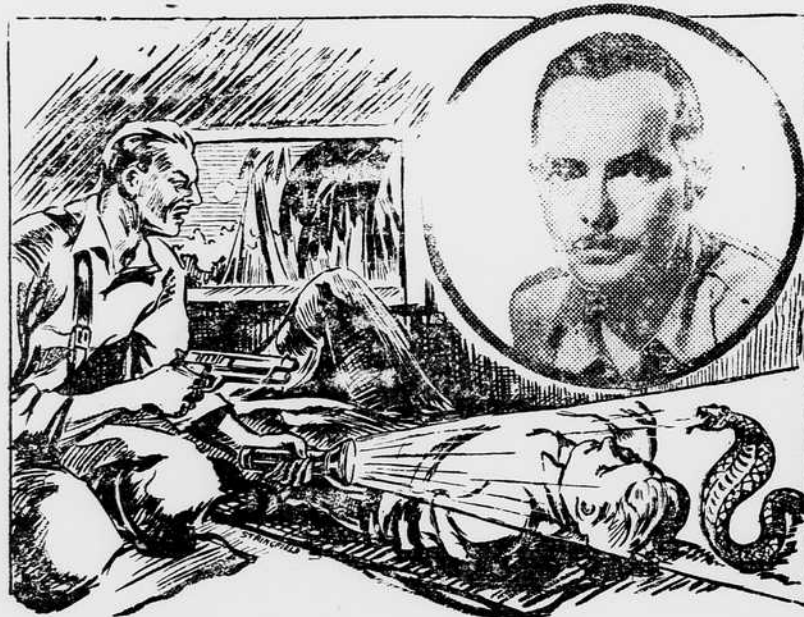
paper and paint, linoleum and leather, upholstering and book binding—to mention just a few.

Magazine paper acquires its glossy finish by being dusted with fine china clay after being surfaced with casein glue.



Types of buttons and belt buckles in many colors that are made from by-products of milk.

### Light and Bullets Save Explorer Trapped in Dark by Deadly Cobra



QUICK action with an automatic pistol and a light is believed to have saved the life of one member of the Griswold-Harkness expedition to Tibet when a deadly cobra was discovered in their camp headquarters in the Sulu Archipelago.

Lawrence T. K. Griswold, head of the expedition, had stopped with two companions at Laum Secubun, a small native settlement on the Sulu Sea. They were quartered in a grass hut set up on stilts at the margin of the beach. All had gone to sleep, lying on mats spread on the floor.

"Tired as I was," said Griswold, "I woke up suddenly, taut with nervousness. The hut was pitch dark. The only sound was the quiet breathing of my two friends, but I was obsessed with a fear of some imminent danger.

"Fumbling along the edges of my sleeping mat, I found my flashlight and switched it on. The first blink revealed a cobra. He was up, weaving from side to side, ready to strike, and less than two feet away from the head of one of my com-

panions. A cobra's bite, often fatal, is doubly venomous in the face or neck because the poison goes more swiftly into the blood stream.

"Something told me to flash my light directly in the snake's eyes. Instantly the ghastly weaving stopped, the reptile acting puzzled and blinded by the brilliance. Carefully transferring the light to my left hand, I got hold of my revolver and blazed away. My companions awoke amidst the din and smoke to find a dead cobra lying beside them. I never before realized how much the life of a person engaged in exploration work depends upon firearms fitted with the right ammunition and flashlights equipped with fresh batteries. If either fail, he is in danger."

Cobra bites take thousands of lives every year. Formerly the only effective treatment consisted of cutting away the area of the bite. An "anti-venine" has now been developed, but it is effective only if administered immediately after the bite, a condition that cannot often be fulfilled in regions infested by the deadly reptile.

### Pinpoint Of Light Far At Sea Saves Gale-Driven Fishermen



AFTER being adrift three days in a disabled power boat, constantly pumping to keep the craft afloat, two fishermen are alive today thanks to the smart work of an oil tanker's crew and the beam of a small portable light.

The fishermen, Warren Brown of Beverly, Mass., and William Neher, of New York, shown in insert, former merchant ship sailors, were a few miles off Charleston when their motor went dead. For hours they worked over it without getting it to turn again.

Meanwhile, the tide was rapidly taking them to sea. Trouble piled on trouble when the wind blew up strong. The boat, heavy-laden with their catch, began leaking, and Brown and Neher manned the pumps. Soon the blow increased to gale-like fury. Working in shifts, the two men could scarcely pump water out as fast as it poured in. Instead of being a short distance off shore, they were now nearly 100 miles out at sea.

For two days the men kept at their back-breaking toil. On the third night, when almost helpless from exposure, lack of sleep and their continuous exertions, they sighted a ship. Their only chance of signaling was by means of a small flashlight, which had been rolling about in the bottom of their boat, drenched by the storm.



On the bridge of the A. S. Hansen, bound from Carteret, N. J., to Port Arthur, Texas, was Third Mate Charles Guy, of Port Arthur. Guy spotted the light and awakened the captain, who came on the bridge. Working their ship closer to see what the light might be, the tanker's officers heard calls for help. They maneuvered their ship alongside in the heavy seas and finally got Brown and Neher aboard.

"I doubt if our boat would have stayed up another hour," Neher said. "We surely owe our lives to the good seamanship of the Hansen's officers and to our flashlight. The batteries in it were fresh and they stood up under all that pounding of storm and waves."

Brown and Neher soon recovered from the effects of their ordeal. The skipper of the Hansen saw to it that they were taken care of aboard, and has sent them on their way to their homes near New York.