



**A Health Giver ICE CREAM A Body Sustainer**

**I**CE CREAM, we might say, is milk in its most palatable form, only that it contains a much higher percentage of butterfat than milk. Consequently, it is a concentrated food, rich in vitamins—the life-giving, life-sustaining, life-protecting vitamins so necessary in the daily diet.

As far back as the time of Job and Solomon the Bible tells us indirectly that the people appreciated the refreshing qualities of cold drinks. Alexander the Great is said to have been very fond of iced beverages, while snow and ice were used at the table of Henry III.

The Italians were the first to use salt in connection with ice to develop a low enough temperature to freeze a mixture which was frozen in a vessel slowly turned by hand. Records show that a frozen dessert was made as early as the 16th century.

Ice cream was first mentioned, though not by that name, by Marco Polo, who visited Japan in the 13th century and brought back tales of water and milk ices which were among the delicacies then known to the people of the east. Heller claims that ice cream was invented by a native of Naples named Florin in 1770 and is still made and sold in Florin's cafe by his descendants.

Ice cream was first sold in America at 76 Chatham street, now Park Row, New York City, in 1785. The first advertisement of ice cream appeared in the *Post Boy*, a New York paper, in 1786, but it was not until 1851 that ice cream was manufactured in a wholesale way. Since that time ice cream has come in favor with the public, until today it is the favorite refreshment and dessert for parties and all social occasions.

**Ice Cream a Food**

Since ice cream contains a considerable quantity of butterfat, it has the vital food element, vitamins, which are indispensable to the health and growth of children and the efficiency of adults. In addition to the vitamins, it also contains proteins or muscle makers and a plentiful supply of starches and sugars for energy. Ice cream contains all these food values in proper proportions. To all these food values add fresh or preserved fruits and you have about everything called for in a "health promoter food."

Doctors prescribe ice cream for those who are convalescing from serious illness to promote health and strength. Why not eat it to guard against sickness?

Children should have ice cream often—in fact, ice cream should be a daily food for them. Healthy, active children need it to provide muscle and bone-building material. If not healthy and active, they should have it to build them up. In fact, no luncheon, dinner, party or social occasion is complete without ice cream being served as a dessert.

At the national capitol in Washington ice cream is generally served as a dessert at all functions where a repast is provided or freshments are served.

Washington is the chosen field for the play of the ingenuity of some of the most famous designers of distinctive ice cream forms.

**Ice Cream in Neat, Attractive and Sanitary Packages**

The merchandising of ice cream has developed by leaps and bounds and today it is packed in neat and attractive sanitary packages. Your dealer has ice cream in quart and pint packages ready for you to take home. No delay in waiting to have it packed. If fruits or nuts are wanted, most dealers will be glad to supply you at a small cost.

For those who take a delight in preparing dainty dishes to surprise their family and friends the following are suggested recipes for ice cream dishes without elaborate or difficult preparation:

**MAPLE WALNUT SUNDAE**—Place a serving of vanilla ice cream on a dish and pour over it a maple sauce made as follows: Heat one cup of maple syrup and when hot beat into it two eggs, the yolks and whites of which have been beaten separately until very stiff. Cool and mix with whipped cream before serving. Sprinkle liberally with chopped walnuts.

**CHOCOLATE SUNDAE**—This pleasing variation in the serving of ice cream is easily prepared at home. Mix a quarter cup of cocoa with one cup of sugar. Slowly add a half cup of boiling water. Bring to the boiling point and boil for five minutes, stirring constantly. Add one teaspoon of vanilla. Serve this syrup over vanilla or chocolate ice cream. The syrup may be served hot, if desired, making the popular hot chocolate sundae.

**COMBINATION FRUIT SUNDAE**—Chop up and mix together the following: Oranges, pineapple, pears, peaches and walnut halves. Add simple syrup. This makes the fruit combination. Serve a ladle of this over a serving of vanilla ice cream and top with whipped cream.

**BEAUTY SUNDAE**—Place in a dish a serving of strawberry ice cream and cover with crushed pineapple. Place a few cherries around the side and top with whipped cream and chopped nuts.

**TROPICAL FRUIT SUNDAE**—Place a thin layer of pineapple on the bottom of the dish. Add a helping of vanilla ice cream. Over the ice cream pour a ladle of crushed pineapple, sprinkle with ground walnuts and top with a cherry.

**SURPRISE SUNDAE**—Place two Nabisco wafers on a small plate. On the wafers serve a helping of vanilla ice cream and pour over it a serving of heavy chocolate syrup. Place two more wafers over the ice cream and add more syrup. Top off with chopped nuts and whipped cream.

**FRUIT CREAM**—Chop very finely equal quantities of dates, figs and raisins. To each half cup of the mixture add one cup of whipped cream. Serve with vanilla or strawberry ice cream.

**CHERRY PARFAIT**—Mix thoroughly a large dish of vanilla ice cream and a ladleful of crushed cherries. Top off with either marshmallow or whipped cream flavored with cherry syrup and place a cherry on top.

**NEAPOLITAN SANDWICHES**—Serve a slice of Neapolitan brick between two layers of angel cake or plain sponge cake. Cover with whipped cream and garnish with preserved fruit or jelly.

**BAKED ICE CREAM**—An interesting and novel way of serving ice cream is as follows: Place a brick of ice cream on a square of sponge cake that is an inch larger all around than the cream. Cover the ice cream and cake with a thick meringue. The meringue is made of whites of eggs and powdered sugar, using one teaspoon of sugar to each white of egg. Have meringue ready before opening the package of ice cream. Put meringue-covered brick and cake into the oven and brown.

**Two Appetizing Specials**

**Fancy Omelet**

1 tablespoon butter, 1 tablespoon each diced boiled ham and mushrooms, 1 chopped pimento. Saute ham, mushrooms and pimento in butter, add 1 teaspoonful flour, then 1/2 cup hot water. Beat 2 eggs thoroughly, make same as plain omelet, only put filling in center and roll.

**Chicken a la Tip Top**

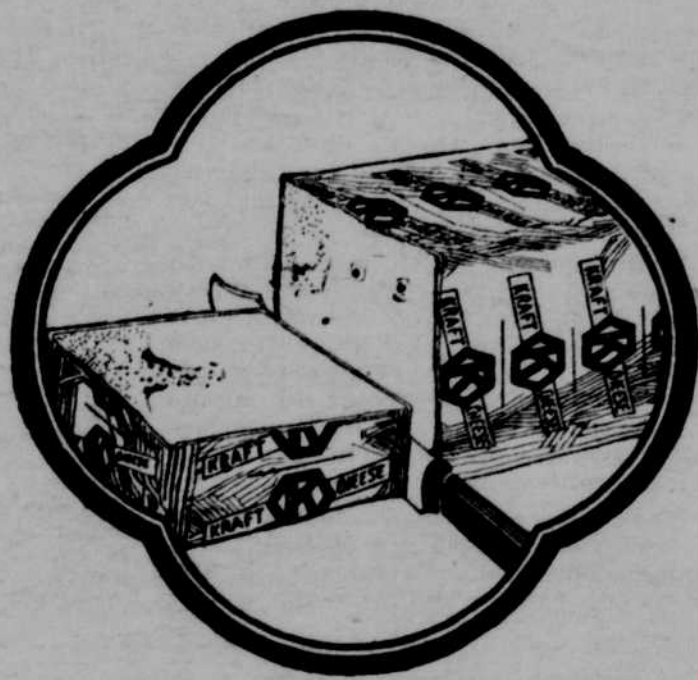
1 green pepper, diced; 1 chopped medium onion, 1 chopped sprig of garlic, butter, size of egg; 1/2 cup of flour, 1/2 cup chicken broth, 1/2 cup cream paprika and salt to season. Mix butter, onions, garlic and green pepper, add flour and paprika, then add cream and stock mixed with the chicken, serve red hot on toast.

**When to Use Sauces**

No matter how good a dish may be, a fine sauce makes it better. The extra flavor in foods at the better hotels and restaurants is generally due to the sauces, which seem so unusual, so delicate, that they add a zest and pungency to the most familiar foods.

Canned foods are, as a rule, ready for immediate use, but even they may be improved by the addition of a fine sauce. Many a seemingly elaborate dish is merely a very simple one masquerading under a fancy name given because of its sauce.

Canned vegetables, fish and fruits also lend themselves to the making of good sauces for other dishes; therefore it would be well to keep a stock of specially desirable canned foods at hand in order that the sauces may not be lacking from the menu.



**Order by Name**

That's a good thought; it's a wise precaution too. You order other things by name, why not buy your cheese the same way? If you order "just cheese" that's about what you'll get; but if you order Kraft Cheese—and make sure that you get it—you'll have cheese with a quality and flavor that will more than repay you. You can tell Kraft Cheese by the label. Look for that.

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**CHEESE**  
IN LOAVES

*Decidedly Better*

