

Consumer News
Let's All Help!

WHAT IS YOUR MILK PROBLEM?

According to nutrition experts, children should consume a quart of milk a day, and adults should consume a pint of milk a day. Yet few of us live up to this generally recognized, fundamental of good nutrition. Why is this true? Have You Failed To Understand The Importance Of Milk In Your Family's Diet?

According to the Department of Agriculture bulletin, "Milk for the Family," "milk contributes more to good nutrition than does any other single food. It has no equal among foods as a source of calcium, which is needed to keep the teeth and bones healthy, and is valuable also for other materials necessary throughout life. One-fifth to one-third of the allowance for food should be spent for milk and its products... at least as much as for meats, poultry and fish."

Do You Find It Difficult To Include Milk In Your Menus?

The nutritive value of the various forms of milk is the same, whether consumed cooked or uncooked. This gives a wide range of recipes which can be used to fill the milk quota, and includes beverages, cream soups, cream sauces and gravies, milk puddings and other desserts, ice cream, etc. Cheese dishes also count as milk, and can be prepared in many ways.

It is a simple matter to determine how much of any of these dishes should be included in your menus, first, by computing the total amount of milk which your family should use, and then estimating the equivalent in terms of the various kinds of milk products which you propose to use. Here is an easy table to use for this purpose. One pint of whole milk equals:

- One cup evaporated milk
- One pint skim milk or buttermilk and one teaspoon butter.
- 2 1/2 ounces dried whole milk
- 2 1/2 ounces American cheese
- 2 1/2 ounces cottage cheese

Do You Find It Difficult To Get Milk?

Large quantities of milk are now being channeled into making cheese and other milk products for soldiers and our allies. On top of that, dairy farmers are having trouble getting and keeping people to milk cows, what with men going off to war or being lured into better-paying jobs. What to do about these two main causes of city milk shortages is being threshed over by various government agencies. So rationing may come early in 1943.

Do You Find Milk Too Expensive?

The Department of Agriculture "Consumers' Guide" has the following suggestions: Milk, delivered by milkmen at the doorstep is the most expensive; if you are paying 14 cents for a quart of milk so delivered, almost 7 cents may be the service charge. However, you may be able to bargain with the driver for lower prices by reducing his delivery costs. He might leave milk only on specified days; he might bring the milk in quantity containers; he might give a discount on a large monthly amount subscribed to in advance; he might give a special price to a neighborhood group.

Cash-and-carry milk saved consumers from one to eight cents a quart, according to a survey of 99 cities made recently.

Boys End Course As OCD Messengers

Another group of boys is completing a course of instruction as civilian defense messengers, with Larned G. Goodrich, high school instructor, in charge. In the class are:

- Paul Peck, Robert Watts, Amos Gregory, Jr., William Lenke, Kenneth Burnett, Jack Hayward, Ormand Sherwood, Gordon Clark, Charles Coley, William Hooper, Jr., Norman Schwallie, Tom Batters, Homer Corsi, Fred Zoellin, Charles Martz, Carleton Patterson, Jack Kramer, Ralph Coryell, Ed Bush Everall, Edward Davey, Wilmer Hoge, Allen Aikens, Fred Mason, Robert Erwin, Charles Hood and William Axler.

NEW LEADER COMING

Scouting's new national leader, Dr. Elbert K. Fretwell, formerly of Columbia University, will make his first public appearance in Detroit as Chief Scout Executive as guest speaker at the annual meeting of the Scout Council to be held Saturday evening, Jan. 30 in the Ruckham Memorial Auditorium located at Farnsworth and Woodward. Dr. Fretwell was elected the new Scouting chief at the national annual meeting to succeed Dr. James E. West who served in that capacity since his appointment shortly after the movement began in 1910.

Nationally known as an educator, Dr. Fretwell is just as widely admired as an orator of merit. He has been connected with Scouting in a volunteer capacity for over 20 years, serving on many important committees of the National Council Executive Board.

CRASH IN THE RAIN

Raymond Bethards, 1944 South Woodward avenue, collided Sunday night with Cecil Williams of Ferndale, as both cars were traveling south on Woodward avenue. Bethards reported that because of the rain he did not see the other machine as he changed lanes.

CARS IN COLLISION

Frank Kane, Jr., of 844 Purdy street, driving east on Park after having rounded a corner, collided with the parked car of Robert J. True, 12137 Winthrop, Detroit, Friday morning. The street was icy. Damage was estimated at \$25 for each car, according to the police report.

State Has Vast Deposits of Dolomite

LANSING—Michigan's pre-eminent position as a source of high-grade deposits of dolomite, an ore containing the "new" light metal magnesium, is charted in a new report, on a high-grade dolomite de-

posits of the nation by the U. S. bureau of mines. Magnesium is essential now in vast quantities in the manufacture of war machines and is destined for a multitude of post-war uses. Four other lake states—Wisconsin, Illinois, Indiana and Ohio—share the same limestone formations Michigan has in a broad belt along the southern shore of the upper peninsula in Chippewa, Mackinac and Schoolcraft counties. These other states' deposits, however, do not have Michigan's easy access to cheap water transportation and freedom from overlying material that makes for low-cost quarrying. Besides being the purest and most accessible of America's magnesium-bearing rocks, these dolomites of the lake

states are so immense that deposits in other parts of the country are minute in comparison.

Maybe

Now they want to feed cows yeast to add vitamin D to the milk but maybe the only result would be to make the milk men rise ever earlier.—Omaha World-Herald.

More Legible

We don't know about the suggestion that everybody ought to be fingerprinted, but would help a lot if some folks would use fingerprints at the bottom of letters instead of their so-called signatures.—Worcester Gazette.

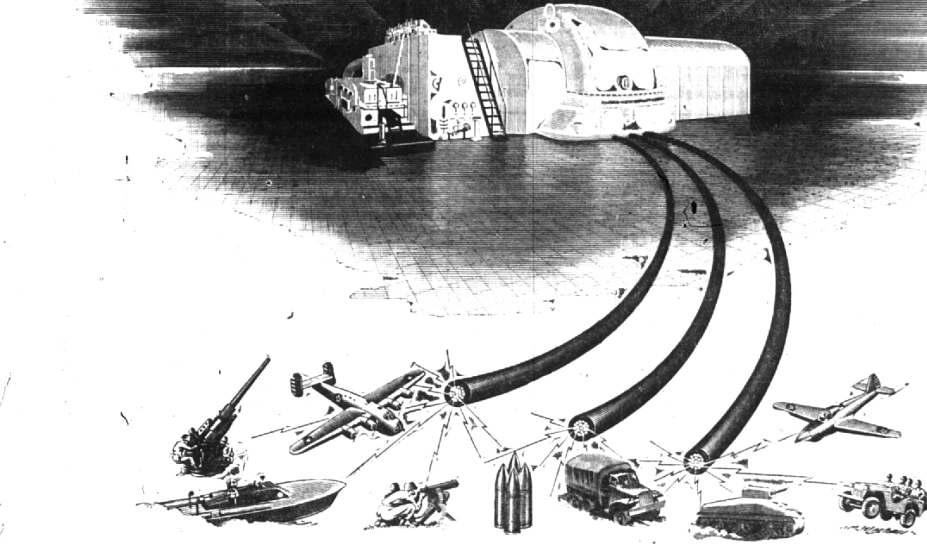
WINTER NIGHT

Out in the night, the cold dark night, Wending its lonely way, Alone with the stars in ebon dark, Chanting its lonely lay Goes the wind, The moaning restless wind. BEATRICE McDONALD

WANT FOREIGN PHOTOS

Wanted: Snapshots, films, postcards and photos of places in Europe, Africa, Asia and the Far East. If anyone in Michigan traveled in peacetime and has such items, apply for a questionnaire from Col. L. E. Norris, Strategic Photos, Box 46, Station "G," New York City.

a weapon of war!



It will never spear a Jap. Never sink a sub. Yet an electric turbo-generator's a weapon of war—a deadly weapon. And this one is doubly so. Because it is destined for use in a Detroit Edison Power Plant, where it will generate power for a host of war industries in this area. It is deadly because the flood of war products from Southeastern Michigan will help tip the scales and seal the doom of our enemies.

NOT A SECRET WEAPON

But the turbo-generator is not a secret weapon. All the world knows that the United States has more electric power to forge the tools of victory than all the countries of the Axis combined. The Detroit Edison Company is a conspicuous example, with 5 1/2 times the capacity that it possessed in World War I. Without that tremendous capacity, it is unlikely that the Detroit area could have become—so quickly—the bustling arsenal that it is today—producing planes, guns, tanks, ships, and countless other instruments and materials of war for the free peoples of the world.

WHY AMERICA IS SUPREME

Why is America supreme in electric power? The answer can be found in the American economy of abundance, based on the concept—"The more electricity that is used, the less it costs to produce it. And the less it costs, the more it will

be used." Influenced by the public benefits to be gained from this policy, the electric companies of America have consistently followed a program of improvement and expansion in order to provide the most dependable service for their customers and the greatest abundance of electric power for the country.

TWO YEARS TO BUILD

Now this new turbo-generator is being added to The Detroit Edison Company's generating capacity. Since it takes nearly two years—and approximately a million and a half dollars—to complete one of these huge marvels of modern science, you can see that your electric company has always had to prepare for the future far in advance. The new generator which brings its urgently needed power at this critical time was on order long before the blow at Pearl Harbor shocked a peaceful people and set the wheels of war production turning madly.

ENOUGH FOR 250,000 FAMILIES

This newest turbo-generator provides an additional 75,000 kilowatts—or enough electricity to care for the normal needs of 250,000 average families. Yet, this 75,000 kilowatts is only a small portion of the entire present Detroit Edison capacity. In a world of peace, this added capacity would have been utilized to assure ample electric

power for homes and industries. It would have offered further assurance of the dependable service to which the customers of The Detroit Edison Company have become accustomed. It would have meant greater comfort and convenience for larger numbers of people. It would have brought added promise of the continuation of the reasonable rates for electricity which customers of The Detroit Edison Company enjoy. But circumstances have changed its immediate destiny. Marked for continuous action behind the lines, this industrial weapon will be devoted largely to the grim needs of war.

A MODERN MIRACLE

There are many vital elements that participate in the complete cycle for the production and supplying of electricity to homes and industry. However, the turbo-generator is the heart of the enormous operation. It is the mechanism that converts the energy of extremely hot steam at high pressure into electric current. The Detroit Edison Company, in selecting a General Electric turbo-generator, gave well-merited recognition to 40 years of leadership in the building of these great machines and in improving their design to obtain greater efficiency. Your section of the Country is getting the finest equipment that technological skill has devised—the most reliable equipment that money can buy.



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