

MANUFACTURERS OF VICKS PLAN ADDED PLANT EXPANSION

GREENSBORO, N. C., March 13.—(Sp.)—Plans by Vicks for further expansion of its production facilities in Greensboro were announced today by L. Richardson, president of Vicks Chemical Company. These plans call for a separate laboratory for exclusive production of Vicks Medicated Cough Drops—one of Vicks latest products—the new plant to be completed and in operation by mid-summer.

This step is but one in a program of expansion that Vicks carried on throughout the years of depression—more than doubling its employment rolls during that period. Four years ago, in both Greensboro and Philadelphia, Vicks laboratories were considerably enlarged and facilities added to take care of new products production. Two years later, these facilities in Philadelphia had to be increased by half again, to meet increasing production quotas from both domestic and export departments. Last year, the steadily growing demand for Vicks VapoRub and Vicks VapoInhaler made necessary extensive alterations and added equipment in the Greensboro laboratories.

Increased production facilities are now found necessary for Vicks Cough Drops. Introduced four years ago, Vicks Cough Drop won immediate nationwide popularity and is now the leader in its particular field. The new cough drop laboratory here will be a two-story brick structure with 15,000 square feet of floor space. Layout and assembly were planned by a leading firm of industrial engineers. Bids are already in on construction work and equipment has been ordered. The latter includes especially built mixing, filling and packaging machinery required for the production of Vicks Cough Drops, as well as the most modern and up-to-date air-conditioning and other miscellaneous equipment necessary.

Addition of this modern cough drop unit here is in line with Vicks policy of a dual laboratory supply system (Greensboro and Philadelphia) by which each center is able to supply all Vicks products to its natural distribution area. Manufacturing quotas for each plant are based chiefly on carload freight rates to 25 warehouses. These warehouses, located at key distributing points, in turn, supply Vicks products quickly to the country's wholesale and retail druggists. This manufacturing and distributing system not only insures against strikes, fire or shortages, but gives quickest possible deliveries to the trade.

Fruit Cobblers

In this country we call them cobblers—in England they call them deep-dish fruit pies—but, cobbler or deep-dish fruit pie, this is a dessert to warm the heart and tickle the palate. In our grandmothers' time they sometimes arrived at the table in a brown stone baking dish—sometimes they were served from a cake pan in the kitchen. But, however served, they were always eaten up to the last scrap, with the fragrant, juicy fruit filling topped by a crisp, tender upper crust. You can make a cobbler from almost every fruit and berry that grows, but here are three tried and true favorites:

- Apple Cobbler**
2 cups sifted cake flour
2 teaspoons double-acting baking powder
1/2 teaspoon salt
6 tablespoons butter or other shortening
2-3 cup milk
4 to 6 medium apples, thinly sliced
4 tablespoons granulated sugar
1/4 cup brown sugar, firmly packed
1/4 teaspoon cinnamon
1 tablespoon vinegar
Sift flour once, measure, add baking powder and salt, and sift again. Cut in shortening. Add milk all at once and stir carefully until all flour is dampened. Then stir vigorously until mixture forms a soft dough and follows spoon around bowl. Turn out immediately on slightly floured board and knead 30 seconds. Roll two-thirds of dough into strip, 2 inches wide and 1/4 inch thick; line sides of 8x8x2-inch pan, fitting closely into corners. Fill with cherry mixture. Roll remaining third of dough 1/4 inch thick; with sharp knife make slits to permit escape of steam. Fit over cherries, pressing edges of dough together with fork dipped in flour. Bake in hot oven (450 degrees F.) 15 minutes. Then

of dough into strip, 2 inches wide and 1/4 inch thick; line sides of 8x8x2 inch pan, fitting closely into corners. Arrange apples in pan and sprinkle with mixture of sugars and cinnamon. Dot with butter. Add vinegar. Roll remaining third of dough 1/4 inch thick, with sharp knife make slits to permit escape of steam. Fit over apples, pressing edges of dough together with fork dipped in flour. Bake in hot oven (450 degrees F.) 15 minutes. then reduce heat to moderate (350 degrees F.) and bake 25 minutes longer. Sprinkle powdered sugar over top, if desired.

Cherry Cobbler
3 tablespoons quick-cooking tapioca
3/4 cup sugar
2 tablespoons melted butter
3 cups pitted and drained sour red cherries, fresh or canned
1 cup cherry juice
2 cups sifted cake flour
2 teaspoons double-acting baking powder
1/2 teaspoon salt
6 tablespoons butter or other shortening
2-3 cup milk
Combine quick-cooking tapioca, sugar, butter, cherries, and cherry juice; let stand while crust is being made. Sift flour once, measure, add baking powder and salt, and sift again. Cut in shortening. Add milk all at once and stir carefully until all flour is dampened. Then stir vigorously until mixture forms a soft dough and follows spoon around bowl. Turn out immediately on slightly floured board and knead 30 seconds. Roll two-thirds of dough into strip, 2 inches wide and 1/4 inch thick; line sides of 8x8x2-inch pan, fitting closely into corners. Fill with cherry mixture. Roll remaining third of dough 1/4 inch thick; with sharp knife make slits to permit escape of steam. Fit over cherries, pressing edges of dough together with fork dipped in flour. Bake in hot oven (450 degrees F.) 15 minutes. then

SCOPE IS WIDENED FOR HIGHER STUDY

PRINCETON, N. J.—(UP)—Two important strides have been taken by the Institute for Advanced Study to increase the efficiency and capabilities of the institution. First a 200-acre plot was purchased to "provide for future expansion," and secondly three professors were appointed to the faculty of the school of humanistic studies. The new faculty members are Prof. W. A. Campbell, now directing an excavation expedition at Antioch; Prof. E. A. Lowe, Oxford University; and Prof. Ernst Herzfeld, University of Berlin. Definite plans for use of the 200-acre plot have not been formulated, but upon it may be constructed students' living quarters and research buildings.

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