



**THE AUSTERITY
KITCHEN**
BY CHRISTINE
BAUMGARTHUBER

Where the alimentary is
elementary.



Previously by
[CHRISTINE BAUMGARTHUBER](#)

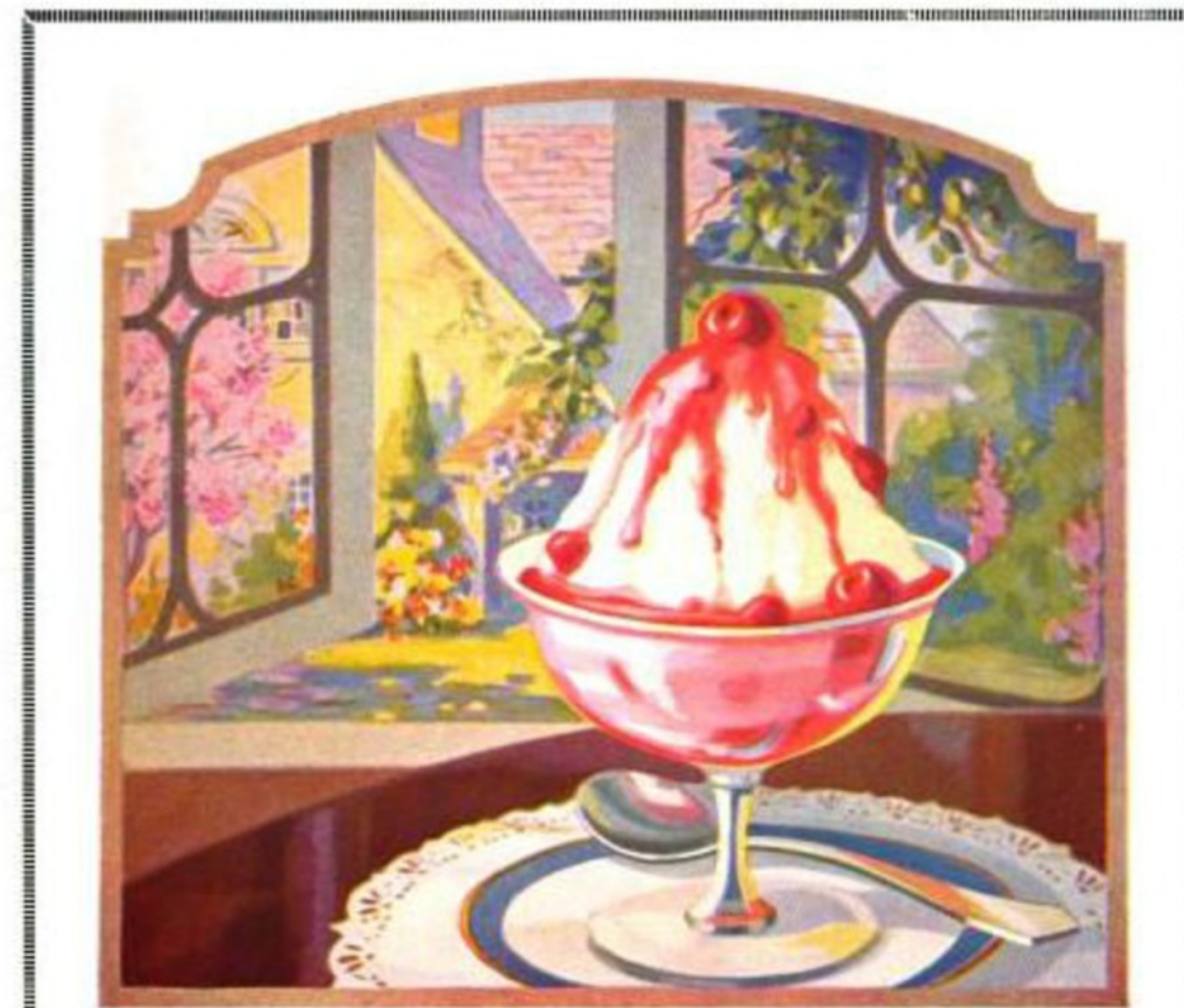
*Coweye Burgers and
Plastic Malts*
Dinner with Caligula
*A Contrary Image of
Steaming Excrement*

The Eructator of Ice Cream

By [CHRISTINE BAUMGARTHUBER](#)

May 28, 2015

Advertisement from *The Ice Cream
Trade Journal*, Volume 18 (1922)



HAVE you learned how to "speak the language"
of the better class women folk of your city?

To raise ice-cream from a child's "treat" to the
plane of a delicious frozen dessert servable as a
regular thing at the family meals—*that's* your
problem!

Do that and it's "all over but the shouting!"

"Mathews" illustrations of ice-cream dishes that
have the "class" and "character" of the above; well
—*you* see where they'd come in, in *your* ice-cream
advertising.



FREDERICK C. MATHEWS COMPANY
"SERVANTS TO THE DAIRY INDUSTRY"
P. O. BOX 834 DETROIT, MICH.

This insert was produced complete by the Frederick C. Mathews Company, Detroit, Mich.

"And they would go across the Square to the cool depth of the
drugstore, stand before the onyx splendor of the fountain,
under the revolving wooden fans, and drink chill gaseous
beverages, limeade so cold it made the head ache, or foaming
ice-cream soda, which returned sharp delicious belches down
his tender nostrils." —Thomas Wolfe, *Look Homeward, Angel*
(1929)



TIDBIT