

Frozen vegies are cheaper

Although some people think that frozen vegetables are more expensive than fresh vegetables, the truth is that at least seven of the most popular vegetables are cheaper frozen than fresh. In spite of the price misconceptions about foods, a survey of more than 100 grocery industry leaders that frozen food would jump to eight per cent of grocery store sales by the year 2000, compared with five per cent today.

And at the same time canned goods are expected to drop one per cent and meat three per cent, with fresh produce staying the same.

The president of a major national food processor says the frozen food industry made a

major mistake in the past by hiding the dollars-and-cents benefits of its products while highlighting the speed and ease of preparation.

He doubts that the supermarket shopper is looking for highly exotic or high value added food. On the other hand, he predicts continued growth for new nationally foods and formulated products, provided they are of good quality and meet a need, and for low calorie and nutritionally balanced foods.

That's because homemakers today don't want foods that exist for novelty alone, but prefer easy-to-prepare dishes that are nutritionally sound and economically priced.

Chinese invented it

Ice cream's a treat

Once upon a time water ices were a delicacy reserved only for emperors. In the first century A. D., the Roman emperor Nero would send sprinters to fetch snow from nearby mountains. To the snow were added fruit juices and flavorings. Result: A frozen ice much as we have today.

With the fall of Rome, the secret of making this confection was lost. But in the 13th century, Marco Polo brought back a recipe from China, with milk substituted for snow. From then on, ice cream enjoyed a

vast popularity. It was brought to the American colonies in the 17th century; George Washington had two ice cream freezers installed at his home in Mt. Vernon.

The Italians enjoy delicious water ices—the Italian ices we eat here in America—called granita. And the Bavarians love their combinations of egg whites and custard—another kind of local iced dessert.

Of course, ice cream is still America's favorite iced dessert—we now eat more than 750 million gallons of it every year.



Summer is ice tea season

Think of the moment of any life-style changing discovery. The Earl of Sandwich's first two-slice creation . . . Alexander Graham Bell's opening words . . . or the very first tumbler of iced tea. The last event happened on record-breaking hot day in 1904 at the World's Fair in St. Louis.

An enterprising young tea vendor took his strong, steaming brew, added a few chunks of ice and a great big pinch of American ingenuity to create this country's favorite cooler.

Progress marches on. Today, thirst-quenching iced tea is second nature to us all, come summertime or anytime. And now instead of just ordinary tea, there are the specially flavored ice tea instant mixes.

This sun-season, why not gather the clan for a "keep-your-cool" party? Set out a trayful of glasses, jars of flavored tea, water and ice for a serve-yourself gathering.

Since one of the joys of this tea is that it's virtually calorie-free, let family members and guests alike have the choice of adding what they want: sugar, honey or sweetener.

Grownups might try a sprig of fresh mint or a wedge of lemon for a garnish—while youngsters can have the fun of dropping a bright red cherry.

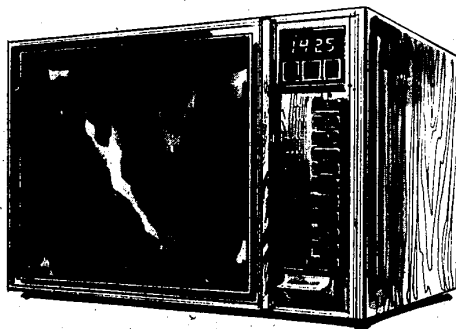
And for the growing number of campers, boaters and backpackers of this land, there's unsweetened iced tea mix.

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