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Foods of the Future

Shirley Rolfs
Iowa State College

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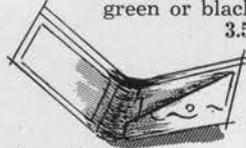
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DES MOINES

Foods Of The Future

Frozen foods will be popular in the home-maker's new kitchen, says Shirley Rolfs

A FREEZING unit promises to be as popular as the automatic refrigerator in the postwar home. Manufacturers are ready to start mass production immediately after the war because of the enthusiastic response which frozen foods have received. Increased incomes and wartime food shortages have encouraged the use of frozen foods. The 4 or 5 million families who had victory gardens have discovered the advantages of stocking their rented food lockers.

Every freezing unit manufacturer is making plans for intensifying post-war production. Increased competition will result in a reduction in price for both the frozen food products and the freezing units. It is predicted that this decrease will be gradual and in proportion to the production increase.

The freezing of certain foods in the home is still in the experimental stage, but it is probable that freezing will replace some canning. The freezing process, though it must be adapted to the food, is simple and quick.

The walk-in freezer will appear in many homes and may be sold as a complete unit. An old pantry or room in the basement may be converted into a freezing unit if it is insulated and temperature-control equipment added. Many plans for new and remodeled homes will include space for such a room.

The newly-designed drawer and shelf cabinets will make it possible to file food in the freezer.

After the war the automatic refrigerator will have a compartment for storing frozen foods at a zero temperature. This accommodation will be helpful to those who use lockers or commercial frozen foods because it will keep frozen food supplies for a week or more.

Some food markets will specialize in frozen foods which may be dispensed by automatic machines. By pressing a lever, the packages awaiting selection in the glass front compartments of the automat will be released to the customer. Super-markets will feature frozen foods because they fit into the self-service policy of the market and eliminate the waste of fresh products.

Experimenters in the field believe that in the future a satisfactory method of freezing lettuce and celery may be discovered. A modern frozen foods store in New York now carries special products for household pets.

Kitchens or the basements of apartment houses will be equipped with freezers. Weekly and bi-weekly deliveries of frozen foods will make it possible for nearly every household to be supplied with out-of-season foods the year around.

The freezer eliminates the necessity of daily food preparation. In the future the freezer may hold entire packaged meals which will require only thawing and heating before serving.

Some day planes may pick up fresh food in one part of the country and freeze it in sub-zero temperatures of the stratosphere enroute or by a mechanical process, and automobiles also may have freezers.



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