1951

All In One

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Recommended Citation
Miller, Marjorie (1951) "All In One," The Iowa Homemaker: Vol. 31 : No. 7 , Article 9.
Available at: http://lib.dr.iastate.edu/homemaker/vol31/iss7/9

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Rosenberger declares, “This new milk concentrate is the first milk processed and finished with a better flavor than the original.”

Users praise concentrate

Homemakers who have used the milk praise its fresh, uncooked flavor. The reason that this milk does not have a cooked flavor is a very simple one. To concentrate the milk, water is evaporated from it in a vacuum pan. High temperatures are not needed for boiling and evaporating under reduced pressures so the milk is not cooked.

Mr. and Mrs. Farmer avoid contact with undulant fever by using pasteurized milk. Fresh concentrated milk is twice pasteurized and homogenized. When the homemaker pours a glass of milk for Junior’s afternoon snack, she is doubly sure he is getting a safe product. Before the milk is placed in the vacuum pan, it is homogenized and pasteurized. Then it is reduced to one-third its original volume, homogenized and pasteurized again.

Buying back enough pasteurized milk for their needs once was a problem for 350 homemakers on the Iowa State College rural milk route. Now the homemaker can buy a week’s supply at a time and mix it as she needs it. The nutrition level of her family may rise because it is easy for her to use this concentrated milk, and she will serve it often.

Homemakers mix one quart of the concentrate with two quarts of water to make three quarts of regular milk. Half-and-half milk is made by adding one part of water to one part of the concentrate. Poured from the bottle without adding water, the concentrate is used as cream. It will whip to twice its original volume, but it is not as stable as ordinary whipped cream.

Claim no magic

“We claim no magic as to the keeping qualities of fresh concentrated milk,” said Rosenberger, “but we know it will keep three or four weeks under refrigeration. We suggest, however, that it be kept no longer than a week.” Rosenberger thinks that two weeks safety margin is necessary since the product is so new that no definite standards have yet been set.

Sparkling milk drinks which taste like ice cream sodas can be made from one-third glass of concentrated milk and two thirds glass of a carbonated beverage. Children love these nutritious fizz drinks which contain all the nutrients found in a full glass of milk. Some parents use this as a way to get their children to drink more of the milk they need. One mother commented that she couldn’t afford to buy concentrated milk “because the kids drink so much of it with pop.”

For the economy minded homemaker the new concentrate saves two cents on every three quarts of milk. This saving will probably increase as more and more homemakers discover this convenient and delicious fresh concentrated milk.