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Wasn't That a Dainty Dish...

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Wasn't That a Dainty Dish . . .
By Clara Austin

In 1856 he opened a factory in Washington, D.C. His business continued to grow and in 1862 he established a factory in Boston and another, two years later, in New York. As the East ate more and more of Russell's product, and as his business prospered, his student, Perry Brazeleton, decided to give the Middlewest ice cream. He opened the first plant west of the Mississippi at St. Louis in 1858. The middlewesterners liked it as well as their eastern relatives, and bought lots of it, and Brazeleton opened two more plants, one in Chicago and the other in Cincinnati.

Before 1900, there were few plants producing more than one hundred thousand gallons of ice cream yearly because it was difficult to keep it properly refrigerated. In that year, mechanical refrigeration became practical and caused the industry to grow as it never had before. In the decade that followed, ice cream consumption increased four-fold.

The World's Fair in St. Louis in 1904 thrilled the world in a number of ways. To give the people a real thrill, the ice cream industry came forth with the still popular ice cream cone. It made a big hit and sold amazingly. Another novelty, the Eskimo Pie, a chocolate-coated ice cream bar, was introduced in 1921 by C. Nelson of Waukon, Iowa.

Ask Me Another

How much do you know about food terms? Try yourself on these.

1. Can you give any of the Southern names for johnny-cakes?
2. What is a gourmand?
3. For what cheese is Holland famous?
4. In what country did tamale originate?
5. What is gastronomy?
6. What is salami?
7. Where do we get our best caviar?
8. What do the English mean by bubble and squeak?
9. What are scrooches, and of what country are they native?
10. What country has leek as its emblem?
11. What is brioche?
12. What is the American name for an animal cooked whole in the open?
13. What is Pate de Foie Gras?
14. What dish of chopped meat is named for a German city?
15. What is the Mexican name for beef?

(Aanswers on page 9)

Ahead of the Joneses

GOING to have club tomorrow? Do you want something to serve that will be just a shade smarter than Mrs. Jones had? How about colored sugar cubes for your tea, and a bright design on your ice cream?

Both the colored cubes and ice cream designs may be prepared very easily and attractively at home at less cost than they can be purchased.

To prepare sugar cubes, purchase plain white sugar cubes and liquid food coloring. Dilute the coloring with water to the desired hue, take a paint brush and cover the surface of each cube. Allow ten minutes for the coloring to soak in, then paint them again. Repeat this process several times, then lay cubes on a flat surface to dry for four hours.

For brick ice cream decoration, purchase the regular bricks of ice cream. Draw and cut out a design on a piece of cardboard the size of the brick. Dip the card into hot paraffin and lay it aside to cool.

Best cream until it is stiff, then add coloring matter. Just before serving, lay each individual piece of ice cream on a plate. Place over it, the prepared card dipped into cold water, and with a cold silver knife, spread thinly and quickly the colored whipped cream over the top. Lift the card at once, and the design is frozen whipped cream is left on the ice cream. Serve at once.

Would anyone recognize the ice cream industry today as the child of the snow-cooled ices of the ancient Caesars, the fruit ices of European royalty, or the old-fashioned home made product of England and America? In the first place, our American ice cream is far from being the sickening sweet product of old Europe. The ice cream made today contains more milk solids.

Compare the present large scale of the industry with Jacob Russell's first plants in the sixties. Picture 6,618 separate manufacturers of ice cream in the United States, and four and a half billion pounds of milk to supply the manufacturers so that they can make 252,000,000 gallons yearly. It takes the total production of one million cows to satisfy the demands of the ice cream makers, 571,000 barrels of sugar, 76,000 tons of ice, and 51,000 men to carry on the work. Most of these 252,000,000 gallons are made in June, July and August.

Quite a large industry! But it could hardly help growing when we know that where each person consumed about one gallon of ice cream a year in 1910, today each person consumes three gallons. Yes, ice cream is America's favorite dessert, and not only "for those who walk with kings."