

Hints for Homemakers

by **SONDRA REID**

1965--a Lean Year for Fat Consumers

Americans, showing a desire to eat less fat and more protein foods; probably will consume more lean beef, fresh fruit and non-fat milk per person in 1965.

According to yearly food consumption summaries by the University of California Agricultural Extension Service and the American Meat Institute, Americans looked for low



Sondra Reid

fat meat and dairy products and low starch fruits and vegetables in 1964 and probably will continue to do so during the new year.

The nation consumed an average of four more pounds of red meat per person in 1964 than in the previous year, though less pork, mutton and lamb were used than in 1963.

Turkeys in the amount of seven more pounds per person appeared on American tables.

Frozen Foods

Though we are eating fewer canned and fresh vegetables, we are eating more frozen ones. Canned fruits as well as fresh citrus fruits are more popular than ever before.

Americans used two pounds per person less total-milk products last year but more non-fat dry milk, low-fat fluid milk and cottage cheese. Consumption of animal fat has dropped 13% but use of vegetable fat has increased 17% since 1959.

Studying these consumer trends, farmers will produce more beef and

poultry and less pork and lamb in 1965. These trends are only a partial indication that America's eating habits have changed profoundly in the last 20 years.

New Products

About 60% of the more than 6,000 products available on supermarket shelves had not been invented at the end of World War II. Many of these new products — convenience foods — emphasize weight control and health in relation to overweight.

Americans are interested in eating a more sparse meal of selective foods rather than an abundant meal of starchy vegetables and fatty meats.

The winter menu — steaks, roasts, macaroni, white potatoes, sweet potatoes, turnips, cole slaw, fried apples, stewed tomatoes and dessert—of an average family in a Midwestern town 60 years ago seldom appears on the average family's table today.

Leading Industry

Many of these changes have come from a food industry which has grown faster than the economy since 1940 and which employs more than one-seventh of the working population.

This is larger than the combined steel, automobile, chemical manufacturing, communications, public utilities and mining industries. It includes seven million farmers plus those in the marketing, processing, research, transportation, wholesale distribution, retail distribution and restaurant businesses who fill America's bread basket.

The restaurant industry, particularly, is expanding. Americans are spending 25% of their food budgets for food away from home.

Though these changes are great, the food industry expects even greater ones in the years to come as it searches for new and more efficient ways to feed an expanding population.

Bright Idea From the Dark Continent

GROUNDNUT BREAD

African food was a conversation piece at the New York World's Fair last summer.

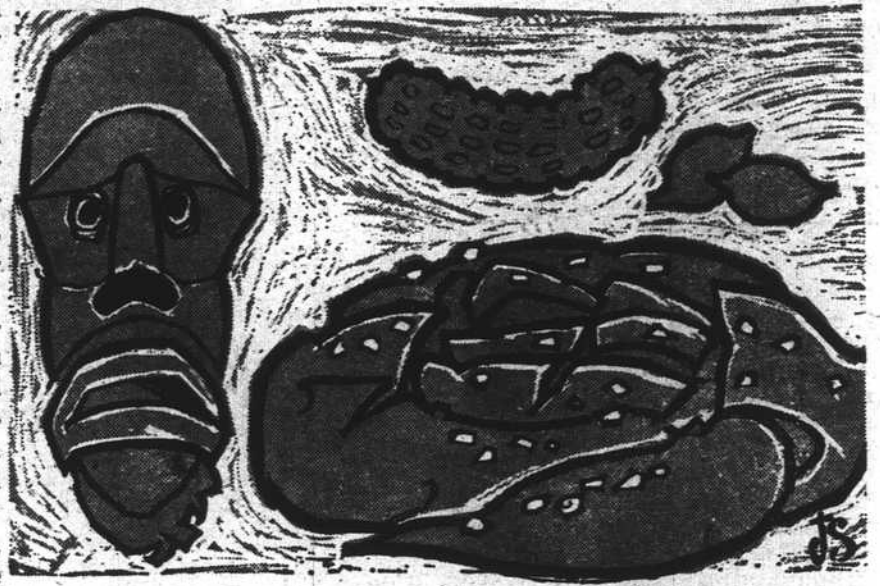
Food of this complex continent has been virtually unknown, even by dedicated gourmets and culinary observers. Diners in the African Pavilion found the food fascinating, and much of it practical for American kitchens.

Groundnut Bread was a star attraction. Groundnuts, better known in this country as peanuts, are used extensively by Africans. The yeast-raised Groundnut Bread uses both peanut butter and chopped roasted peanuts.

The dough is shaped into rolls, then coiled into round loaves. The loaves are cut crosswise both ways into chunks for serving. The peanut butter filling swirled into the rolls is revealed when loaves are cut.

To make the bread, measure 2½ cups warm water into a large warm bowl. Sprinkle or crumb'e in 2 packages or cakes of yeast and stir until dissolved. Add 1 tablespoon salt and 1 tablespoon melted margarine or butter. Stir in about 7 cups flour, enough to make a soft but sticky dough.

Place dough in a greased bowl and turn to grease the top. Cover and let rise in a warm place until doubled in bulk, about 1 hour.



Turn the dough out onto a lightly floured surface and divide into two equal portions. Roll half the dough to a 15x10-inch rectangle. Blend 1 cup crunchy peanut butter and 1/4 cup softened margarine or butter. Spread half this mixture on the rectangle of dough.

Beginning at the wide side of the piece of dough, roll tightly toward you. Taper ends and seal edges by pinching together. Starting at one end, coil the roll of dough onto a greased baking sheet to make a circle. Repeat this procedure with the other half of dough.

Cover the loaves and let rise in a warm place until doubled in bulk, about 1 hour. Score tops of loaves with a sharp knife, criss-crossing tops three times in each direction.

Bake the loaves at 450 degrees, 25 minutes. Remove from oven and brush with an egg white beaten with a tablespoon of cold water. Sprinkle each loaf with about 2 tablespoons chopped cocktail or dry roasted peanuts. Return to oven and bake 5 minutes longer.

The bread can be served warm or cold. It is especially good with salads, coffee, ham or poultry.

Look for a Furry Spring



CHIFFON, and organzas, pastel frocks and frilly blouses may all do their part in giving your spirits a lift these sad and soggy days.

But if you or that male angel in your life decide that it's time for a real morale booster—start thinking spring furs.

Related to their wintry cousins mostly in elegance, the smaller, lighter furs of spring have one enormous advantage: Not being as concerned with the practical business of keeping you warm, they (or if you want to be precise, their designers) can spend all their energy on the delightful business of being opulent.

The all-1965 designs from the salon of William Pinkus shown here are typical of that marvelous breed, the spring fur.

Too soon after Christmas? Such a chilling attitude — what more heartwarming Valentine's gift could there be?

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