

**Love Declared
Greatest Reward**

Corvallis - A give-and-take feeling of love and affection between mothers and their children is one of the main satisfactions mothers say they get from rearing their families, according to Mrs. Roberta Frasier, Oregon State college extension specialist.

Mrs. Frasier reports a recent U. S. department of agriculture survey of 11,500 homemakers in 15 states. Regardless of where they lived, ages, or number of children in the home, mothers reported greatest pleasure came from giving and receiving love from their children, in sharing experiences, in feeling needed by someone, and getting a sense of fulfillment of their "main role" in life.

A third of the mothers found satisfaction in children who had "good" traits - honesty, good grades, good health and habits of neatness and cleanliness. Mothers also were pleased to see their children take part in community activities.

Although they frequently complain of cooking, clean-up, and the constant care required by the family, a third of the mothers listed feeding, clothing, and looking after family needs as one of the rewards of being a mother, Mrs. Frasier says.

Some Times Puzzled

Mothers reported some puzzling moments, too. More than half of them wanted help in disciplining and handling social relationships between youngsters. Some of the mothers felt "at a loss" in handling children when they were in different, moody, and angry. Most mothers said they wanted to learn more about what to expect in individual differences between children.

Mothers rated disobedience as the number one discipline problem, followed by showing off in front of guests, bad

**Cold Fish Plus Hot Idea
Results In Big Industry**

By JEANNE LESEM
United Press International
New York - A cold fish provided a hot idea for a naturalist - the result, a billion-dollar industry in terms of cold cash.

Thirty years ago, Clarence Birdseye, of Gloucester, Mass., went on a fur trading trip to Labrador. He ate fish that had been frozen on Arctic ice in below-zero winds and noticed that the thawed fish retained its fresh characteristics. That prompted Birdseye to develop a cumbersome but workable freezing process to do the job mechanically.

The industry has grown from a \$203,000 a year business for the first company (now the Birds Eye Division of General Foods) to a two and a half-million dollar industry for 1,600 processors. Top processors today are Birds Eye, Libby, Stokely-Van Camp and Seabrook Farms.

The first frozen foods customers lacked electric refrigeration, so they were forced to use the products quickly to avoid spoilage. But quick freezing now is much improved, and so are the food products.

A working knowledge of cooking isn't necessary to prepare epicurean meals from these products. Single and multiple servings of elaborate dishes, ready to heat and eat, are available in foil trays and

manners, untidiness, resisting advice, arguing, talking back, shirking home responsibilities, wanting too much freedom, dishonesty, and disagreement over allowances. Teasing and fighting among brothers and sisters, jealousy, selfishness among children, and lack of interest in what goes on about them, were listed as "concerns" by mothers.

Purpose of the study was to collect information that would be helpful in setting up extension education programs throughout the country.

sealed plastic bags. Ready-cooked fancy foods loom large in the industry's future, says a marketing manager, George Mentley (of Birds Eye).

Mentley expects continued improvement in food quality and packaging convenience.

This should cut the odds against boners like that of a New York hotel chef in the industry's early days. The chef welcomed a contribution of frozen asparagus to serve at a banquet. But he'd never seen the frozen product before and thought the only preparation necessary was thawing. So he served it raw.

The selection in those days was tiny by 1959 standards. Only 27 products were available, 18 of them meats. The actual count in U. S. groceries and delicatessens today is in the hundreds.

Two of the three favorites in 1929 still are tops today - peas and strawberries. Meat products have been superseded in popularity by orange juice concentrate.

In the first four years of the industry, nearly 23-million pounds of frozen foods were processed by the original company. This figure sounds impressive until you look at the current annual production of 4.5 billion pounds.

Such popularity reduces the chances of salesmen meeting the fate of one young man, fresh from college, who visited stores in 1929 to demonstrate the new frozen products. He was showing a meat cut one day when a butcher, afraid of losing customers for unfrozen meat, took off after the salesman with a cleaver.

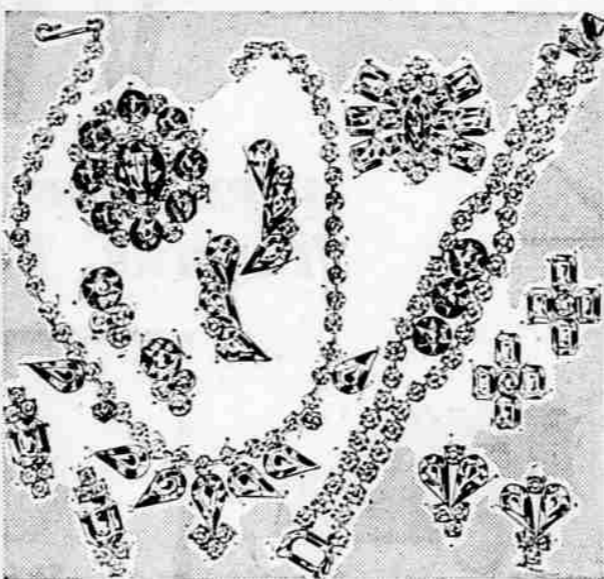
The young man didn't let this scare him away from the job. He stuck with it and today is the firm's general manager in Canada.

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