

Party Needs Made Easy By Freezer

With a little planning, a freezer owner can prepare for a big party well in advance and serve delicious snacks to impromptu guests at a moment's notice.

Birthday and anniversary cakes can be baked and decorated beautifully, frozen, and stored for as long as four months. Fancy cupcakes un-freeze for company in just a few minutes. When you're really feeling inventive, make up

some special ice cream treats, such as a ribbon cake with alternating layers of ice cream and cake. They're ready to serve at any time.

Cookies, sweet rolls, coffee cakes, and bread can all be warmed up in a hurry for a snack. Extra-fancy tea sandwiches and appetizers can be fussed over at

your convenience, instead of occupying those precious last minutes before the party.

Thanksgiving and Christmas dinners can really be enjoyed when most of the work is done ahead of time. Prepare your turkey for stuffing, wrap and freeze. Dressing can be made and frozen in a separate package (if you use

a lot of spice, add it after thawing the stuffing ready to cook — lightly spiced dressings can be frozen with the spice in). Freeze your cranberry sauce, pies and cakes (baked or ready-to-bake), and those special holiday candies and cookies, too.

Here's a good check-list of foods to keep handy all the time:

Cakes, pies, sweet rolls, bread, several flavors of bulk ice cream, ice cream and sherbet balls, appetizers and full-size sandwiches,

cookies, candy, ice cream sauce, whole berries, shortcakes, whipped cream, bags of extra ice cubes, frozen juice concentrates, filled

cream puffs, nuts, and your own fast-to-prepare specialty (chow mein, chili, Irish stew, spaghetti sauce, etc.).

Keep a special section of your freezer just for items like these, and you'll never be caught short of hospitality.

Better Living Is Possible With Freezer

A home food freezer is an investment in better living. You will get the greatest return on this investment by making complete use of your freezer. The menu for every meal should include at least one item from the freezer, and you can often plan entire meals around it.

When you establish your freezer plan, make it flexible. Use a certain part of the freezer for storage of quantity in-season buys of meats, fruits, and vegetables. Another part should be reserved for storage of fish and game in season. Save a section for freezing leftovers and advance party dishes. Another part can hold quantity-prepared favorite dishes divided into enough-for-one-meal packages.

Bread, cakes, snacks, lunch-box sandwiches, and special freezer treats should have their own area. And, although your freezer should be well-stocked at all times, there should always be some space for unexpected bargains which will add further variety to the family meals. Don't let foods get lost in the freezer. Be sure that every package is labelled clearly, and that you use those stored the longest.

A good freezer plan saves a homemaker time in every way. Larger quantities of food at one time, for use as you need them. Frozen fruits and vegetables are quick to prepare at meal-time. And you can do nearly all your shopping in one or two trips a month.

Use your freezer every day. You'll find it makes a wonderful difference in your family's eating pleasure, as well as in the family budget.

Advice Given By Retailers

What size freezer should I buy? Will I really save money with a freezer?

Is it easy to freeze foods? Do frozen foods taste as good as fresh ones?

Are frozen foods actually more nutritious?

Can I afford a freezer? How do I prepare frozen foods? How long can I keep frozen foods?

Anyone considering the purchase of a home food freezer should ask these questions and many more. Generally, you can be sure that a freezer will cut down your food bills, provide you with foods more nutritious than those preserved in any other way, save you time and work, and add variety and interest to your meals at all seasons of the year.

But a freezer is a very personal purchase. The size of your family, your tastes in food, your method of shopping—all enter into the picture.

You'll get the best answers to your questions about home food freezers by talking with several freezer dealers. They know the freezer facts, and can help you decide on the size and model that would suit your needs best.

They are also your best source of information on preparing and packaging foods for freezing, keeping foods in the freezer in proper rotation, cooking frozen foods, care of the freezer, newest freezer recipes.

If you're considering a freezer, ask a freezer dealer for his free literature on home food freezing.

Freezers Retain Vitamin Values

It is possible for frozen foods to retain at least 50 per cent more of their vitamins and other nutrients than foods preserved in any other manner.

However, certain rules must be followed to attain this maximum preservation of a food's healthful value.

Foods should never be purchased for freezing at end-of-season "bargain" prices. Nearly all foods are in mid-season.

Freezer dealers have literature which shows you the best bulk-purchase time for meats, fruits, and vegetables in your area. Your local county extension office can give you additional information. You will find that your meals are best and your food savings highest when an in-season purchase plan is followed.

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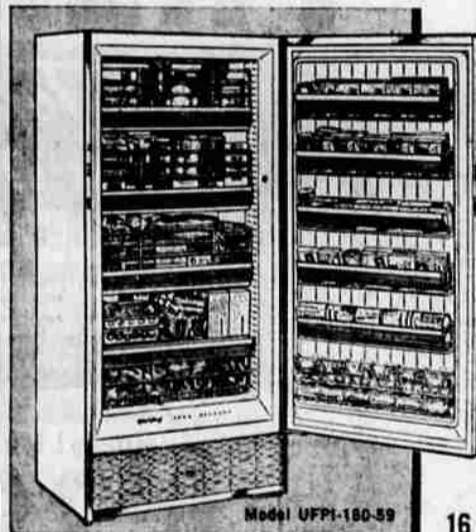
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Count your savings in DOLLARS... not pennies... with your own

HOME FOOD FREEZER!

Facts and figures (from independent university research) prove that the average family of four can save approximately \$200 a year on food bills with the proper use of a home food freezer.

FREE... For delicious freezer recipes and complete information on how to save the most with your freezer, write the Cal/Ore Electrical League, Box 231, Medford... and ask for your free copy of Bev Lyons' "FREEZER-LEISURE—Tips on How, What, and When to Freeze."

SEE YOUR CAL/ORE ELECTRICAL LEAGUE DEALER

We will be glad to help you pick the right size freezer for your family and set up your own freezer plan—to give your family the best meals all year 'round—at the lowest prices.



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