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What frozen vegetable do people eat more of than any other?

POTATOES!

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More pounds of frozen potatoes are sold than all other rozen vegetables combined. All together, we Americans gobble up about two and a half billion pounds of them annually. French fries are the favorites, but the newer, convenient forms, such as shredded hash browns, diced potatoes and potato rounds, are making significant gains in

popularity. "Value" sums up the reasons frozen potatoes are the top frozen vegetable item. In addition to eliminating a chore most homemakers dislike-peeling potatoesthe handy frozen tubers give consistent potato quality, plenty of nutrition, and they're economical. USDA studies have found that, on an average, the cost per serving of frozen French fries is no higher than the cost of home prepared. Other frozen potato products may cost a few cents more per serving, but the time saved is greater.

With all frozen potatoes, you use every bit you buy. Waste from peeling or spoilage is totally eliminated.

Nutrition and diet-conscious homemakers can include potatoes in menus without feeling guilty. Far from being just a "starchy"

washers has improved on the

food, potatoes are a good source of Vitamin C, several vitamins and minerals, and even a little protein If your family loves potatoes but watches waist-lines, eat this favorite vegetable in moderate amounts You'll get needed food energy, plus important nutrients and appetite satisfaction. All are necessary to successful, long-range weight control.

Frozen potatoes have appeal for weight watchers, budget watchers and clock watchers. No wonder they're the best selling frozen vegeta-

Consumers Want to Know

BY MARGARET SPADER Director of Consumer Affairs National Association of Manufacturers

I have space for a portable lishwasher in my apartment. Can portable models be installed in case we decide to buy a home?

Some manufacturers are offering a "convertible" model of dishwasher which would be a practical choice for you. It looks like a portable and is mobile, but its casters, top and side panels can be removed when you're ready to have it installed. This model is somewhat more expensive than a portable, but may save you money in the long run.

My husband says that dishwashers are not timesavers because I spend so much time getting dishes ready, loading and unloading. Are statistics available on this subject?

Laboratory studies confirm that the time used for the complete process of clean-up and dishwashing is cut approximately in half with the use of a dishwasher. Depending on the size of the family and the amount of entertaining done, a dishwasher can save from 28 to 52 eight-hour days a year. Another factor proven by USDA tests is that a dishwasher significantly lowers bacteria count on dishes.

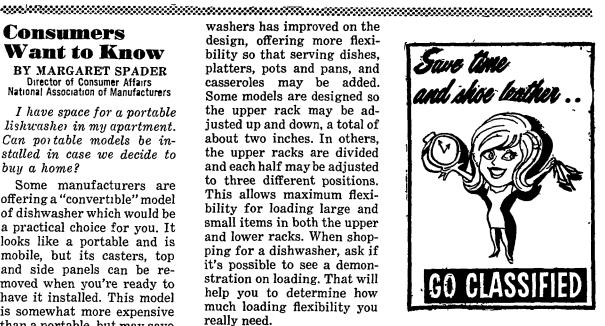
What types of dishwashers have the greatest capacity? Each generation of dish-

design, offering more flexibility so that serving dishes, platters, pots and pans, and casseroles may be added. Some models are designed so the upper rack may be adjusted up and down, a total of

about two inches. In others, the upper racks are divided and each half may be adjusted to three different positions. This allows maximum flexibility for loading large and small items in both the upper and lower racks. When shopping for a dishwasher, ask if it's possible to see a demonstration on loading. That will help you to determine how

much loading flexibility you

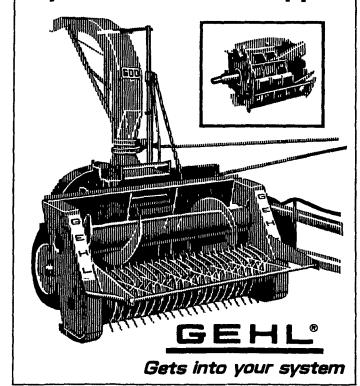
really need.



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BEEF PRICES TOO HIGH? COMPARED TO WHAT??

Yes, food prices have risen this year, as much or more than most consumer goods. BUT ... THEY NEEDED TO COME UP! This week choice beef brought the farmer \$46 to \$48 per CWT.

- If beef prices had risen as much as 1ST CLASS POSTAGE since 1950, the farmer would have received \$77 CWT this week.
- If beef prices had risen as much as HOSPITAL COSTS since 1950 . . . beef prices would have been \$135.36 CWT this week.
- Compared to the rise in WAGES since 1950 beef would be selling on the hoof for \$80.69 the week.
- Compared to the price of a NEW MEDIUM SIZED CAR beef would have to sell for \$68.80 this week.

Food prices paid to farmers have risen on average of 11 percent in the last 20 years. Their average costs have risen 109 percent. The American housewife spends a smaller percentage of the family's take home pay than other housewives in the world for consumable food.

Food prices to high? Compared to the rest of the economy . . .

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