

Like a microwave

Good things sometimes come in small packages

The microwave may be small, but it packs a wallop.

The small appliance may be perched on a kitchen counter or tucked quietly under a cabinet, but in the marketplace its impact is felt nearly everywhere - in the bookstore, the supermarket and in housewares departments.

Got a microwave? You need a cookbook to tell you how to use it.

The conventional "nuts and bolts" cookbooks also pay homage to the new tool in the kitchen. Some lump microwave recipes into added sections in their newest editions. Others, like Betty Crocker's tried and true manual, include two sets of directions - one for conventional ovens and one for microwaves. Better Homes and Gardens took another tack and put out a separate microwave edition.

"Farm Journal's Country-Style Microwave Cookbook" has adapted traditional family favorites like apple crisp for the microwave. One diehard traditional manual, "The Joy of Cooking" dismisses the microwave briskly. It won't brown things, it can't cook all the layers of a layer cake at once, in the author's view. It's just overrated says, "Joy of Cooking," dismissing microwaves in a two-page article.

Got a microwave? You need a pan to

cook in it. A non-metal pan.

Some microwave products, like a lightweight Anchor Hocking line of baking pans, can also be used in conventional ovens. Others like special browning pans have been invented to make up for the microwave oven's failure to turn foods toasty brown-colored.

New microwave implements and pans sell especially well at holiday time.

Got a microwave? You're probably buying more paper towels.

Since the advent of the microwave, the paper towel isn't just for mopping the floor. It has taken on a new cooking role - serving as half-plate, half-foot topper. Today's paper towel keeps the moisture in a hot dog bun or absorbs the grease from bacon.

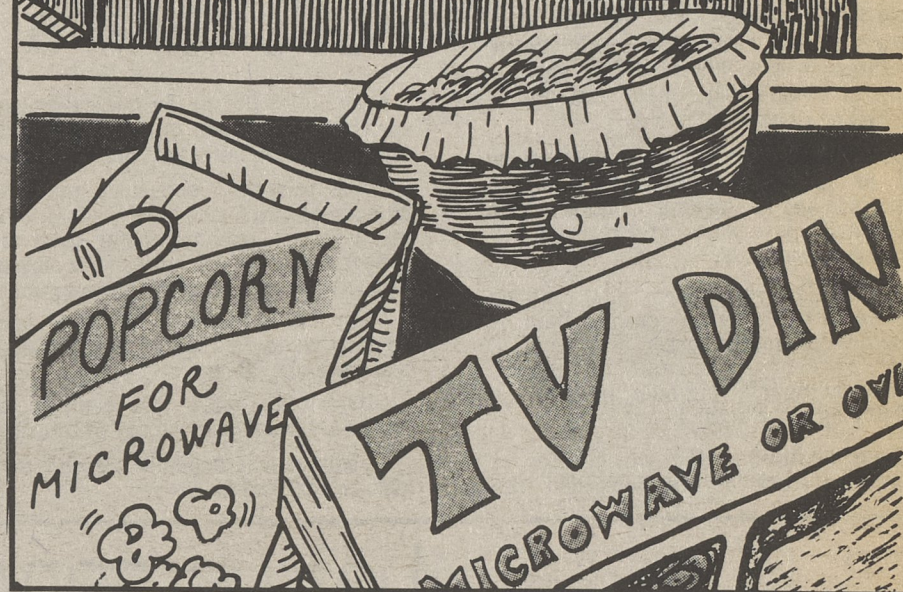
Got a microwave? The grocery shelves are now stocked with "ready-to-pop in the microwave" foods that range from homey popcorn to elegant seafood casseroles.

The microwave is definitely making its impact on the freezer section. It's caused the coining of a new word - "microwavable."

More large food companies are including microwave directions on their packages these days. That's one indication of the growing number of microwave users.

Microwave ovens made

Year	Total
1975	1,052
1976	1,749
1977	2,157
1978	2,501
1979	2,807
1980	3,608
1981	4,422
1982	4,071
1983	5,933



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