

PREFABRICATED DINNERS SHOW WHAT'S COOKIN'

In the form of frozen meals the housewife gets a break at last - so far only in America. She buys a complete dinner - meat and two veg - which has been cooked and then frozen and just wants hotting up.

A quarter-of-an-hour before dinner time the prefab ^{meal goes} dinners go into the oven - gas or electric - with the regulator set at top heat. That gives you time for a cocktail and the oven does the rest - taking only fifteen minutes to do it. Then the meal goes direct to the table.

(aft CU) This looks like the end of the old complaint - if only she could cook. The prefab dinner brings the creations of top-grade chefs to the suburban dining-room. And what a break for husbands who wash up! The plates are plastic and you just throw them away. So far they haven't made a plastic husband. 400 plants are in the game ^{several} ~~now~~ up to now, with ~~many~~ ready to muscle in when rationing ends. Then there'll be a lot more variety. At present most of the output goes to airlines.

(SV weigh af CU) Each plateful of perfectly cooked dinner is packed for cold storage. The food keeps its flavour and vitamin value for a year - ~~that is, longer than any railway refreshment room has ever kept a sandwich~~. When the plan really gets going there'll be 6,000 cold storage plants from coast to coast. Soon we'll all eat prefabricated dinners in prefabricated houses. Science marches on.

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1. TITLE: WHAT'S COOKIN'? PREFABRICATED MEALS!
2. Big news for the harassed housewife! Complete meals -- pre-cooked and frozen for storage -- soon to be sold over the counter in packages -- a new idea that promises to revolutionize the American dinner table. You buy a well-balanced, prefabricated meal of meat and vegetables and put it in this special electronic oven to defrost and heat it. A dinner that once took hours to prepare is now only a matter of minutes -- 15, to be exact! Most gas ovens at top heat will do the trick -- and out comes a tempting dinner, saving wear and tear on mother's temper and calling forth a chorus of praise from the whole family! But wait! The meal comes on a plastic plate costing only a quarter of a cent. When finished with the dinner you didn't prepare you throw away the dishes you don't have to wash!
18. Today 400 companies are already cooking food for freezing into prefabricated meals and, as meat shortages are eased in the future, a great variety of dinners is promised. Available chiefly to airlines now, for the housewife it's still a post-war dream.
26. Cooked to a turn by professional chefs, the dinner is packed and ready for sub-zero storage where it can keep its flavor and vitamins for over a year. Six thousand storage plants are already in operation from coast to coast.
30. Preview of things to come for the American housewife, the prefabricated meal may soon turn her kitchen chores into duck soup!