

Pints and quarts. (Well, okay, the phrase, "Mind your P's & Q's" probably originally comes from the printing trade during the age of movable type, when it was easy for printers to confuse p's and q's in the lower case since the small pieces of type themselves were, of course, reversed from their appearance on the printed page. But we in the ice cream business enjoy obfuscating the issue by suggesting the phrase refers to something more a part of our daily life, namely, pints and quarts. And what fun would it be to call them litres and half-litres? Tradition need not be dash(er)ed to the ground! What words sounds more familiar, more comforting, than "I'll have a quart of Vanilla"?).