Feeding the Family

By ZOLA VINCENT
Food Editor

Newspaper Food Editors Meet and Eat Again

Chicago—Here we go again! The 17th annual conference of newspaper food editors is in session with more than 150 food editors representing America's leading daily newspapers assembled at the Drake hotel in Chicago.

Before the week is done, 50 food firms and associations will have brought us up to date on what is going on in the food world; each telling his story of progress, research, new products, accomplishments and of future hopes and plans.

Hospitality, eating and entertainment are all part of it. Food editors are paid the compliment of fraternizing with the top brass. It is not all unusual to find a score of top executives at a single meeting, each listening as well as being listened to because all know that both host and guest, food merchandiser and food editor, cater to Mrs. Consumer. Both recognize a mutuality of interest, hope for satisfied "customers".

Conference Report

We know that many readers look forward to this annual report so we, editorially speaking, shall start making it.

Having covered the Pillsbury Grand National Bake-Off at the Beverly-Hilton hotel in Beverly Hills last week and having flown here by American Airlines' jet plane, we were greeted and refreshed by Florida Citrus Commission at an elaborate buffet brunch Sunday mid-day.

Sunday afternoon's tour of the Chicago Sun-Times new lake-shore building and attendant reception was followed by a late afternoon reception hosted by the Angostura-Wupperman Corporation. Here in a necromantic atmosphere created by strolling magicians, popping top hats, silver wands and bags of tricks, we were enchanted, bewitched and fascinated by innumerable good foods of many lands given a magic touch with Angostura bitters, the all-purpose liquid seasoning made in Trinidad, West Indies and combining many secret spices.

Rice Industry Dinner

Dinner motif was a Harvest Festival Supper, hosted by the Rice Industry with the following menu: Essence of Wild Pheasant with Rice, Supreme of Duck au Grand Mariner, Saffron Rice Souffle, Braised Endive au Vermouth, Baby Belgian Carrots, Fine Herbs, and Rice Conde with Pineapple Flambe.

We were reminded that rice is the leading food crop of the world and also of Arkansas, Louisiana, Mississippi and Texas; that the U.S. has about 1.6 million acres planted to rice and the harvest yields more than 48 million hundred weights of rice annually. We have milled rice, brown rice, par-boiled rice, pre-cooked rice, rice bran, rice polish, rice oil, rice flour, rice cereal—all Americas!

Early Breakfast

Came the dawn and 9 o'clock found food editors assembled for breakfast with several score Swift and Company men and women. We saw a premiere presentation of a new color filmstrip, "Party Plans for Pigs", heard Swift's Dr. R. E. Robinson, vice president in charge of research, give an emphatic "No" to the question "Is all protein of equal value?", "Years of research conducted in Swift's Research Laboratories", said Dr. Robinson, "reveals that proteins differ greatly in nutritive value, that all meat protein is complete." He also stated the protein quality of breads and breakfast cereals can't compare in protein quality to meats, milk and eggs.

Breakfast menu: Prune 'n serve sausage patties served atop ramekins of hard cooked eggs that had been folded into a rich cheese sauce, touched with curry powder. Flaky, rich pastry circles formed the edging. Juice, corn sticks and coffee sent us, well fortified, to the next meeting.

Quaker Quickie

Monday noon and food editors were assembled in Chicago's famous Casino Club where The Quaker Company presented "Recipes 'n Rhythm", produced by Jack Morton, a humorous skit set to music in a food editor's office with Miss Jemima Quaker providing sparkling dialog along with pertinent information "in tune" with today's living.

Quick barley, rolled oats and grits in quick varieties, a hit parade of packaged easy mixes that are mixed in plastic bag, squeezed into the foil pan included in the package were presented. (Quaker quickies can become homemaker originals by simply adding ingredients such as almond paste, chocolate, raisins, dates or nuts.)

We were reminded that Aunt Jemima Pancake Mix goes way back to 1889; was long ago joined on our pantry shelves by buckwheat and buttermilk pancake mixes and more recently by corn muffin mix and pie crust mix; all popular hits because of quality and convenience.

Luncheon menu: Jemima for his delicious food. Cuisine chef offered Chilled Saratoga Melba Toast, Veal Scaloppine al Marsala, Noodles Polonaise, Buttered Zucchini, Corn Muffins Raspberry Champagne Coupe, Lace Cookies, Coffee.

Progress Report

Making a memorable progress report, spokesman for the Borden Company entertained food editors elegantly on Monday evening at the Ambassador-West. A "Travels Across the Border" dinner saluted Canada in recognition of the increasing trade relationship between Canada and the U.S.A.

Featuring two of Borden Company introduced one product—Instil milk and one packaging change, the milk bottle—during its first 87 years—G. D. Webster, executive vice president announced 39 new Borden products developments. "Indicative of the ferment of activity bubbling within the food industry".

Recent Borden developments include a new premium quality Cheddar cheese, cottage ring, new "Instex" jars housing their 11 processed cheese spreads, their Eagle all cream cheese, a new pasteurized cream cheese, a new Dutch chocolate flavored mix, a new line of desserts under the Borden banner and other items for future marketing in our shopping area.

Soup Gang Painting

While food editors strolled through a lovely country garden (in the Grand Ballroom of the Drake Hotel) Campbell Soup company introduced two new soups following an elaborate luncheon. Both of the new soups are available locally; old fashioned tomato rice soup and cream of vegetable. Both are hearty; both tempting.

Cookery Genius

Tuesday afternoon, editors were fascinated by a "Genius in Advanced Cookery" as guests of Standard Brands in the Four Georges Room at Ambassador West Hotel. Diane Lucas, Cordon Bleu alumna, food authority and teacher of advanced cookery presented a famous coffee dish known as Viennese Coffee Cream Sauce and an Austrian veal secret, both relying on Chase and Sanborn coffee for distinctive goodness.

Two new Royal gelatins, watermelon flavor and peach flavor were introduced in recipe ways followed by a Danish fruit soup with a Tender Leaf Tea base.

Holiday Ahead

Lawry's Foods, Inc., telling the story of Lawry's rapidly growing family of distinctive salad dressings, salad dressing mixes, dips, spaghetti sauce mix and seasoning salts announced results of a contest for food editors only; the prize an all-expense-paid vacation for two to southern California for New Year's Tournament of Roses, Rose Bowl Game, Disneyland, Palm Desert, Palm Springs and way points. Subject of essay: "The Future of Convenience Food . . . As I See It". A judge in this contest, your food editor will tell you about it another week.

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Round Steak	lb. 89c	Rib Steak	lb. 79c
T-Bone Steak	lb. 98c		
Sirloin Tip Steak	lb. 93c		
Half Beef	175 to 198 lb. Avg.	49¢ lb.	

- 25-lb. Beef Roast
- 10-lb. Short Ribs
- 20-lb. Ground Beef
- 5-lb. Boneless Stew
- 10-lb. Rib Steak
- 10-lb. Round Steak
- 3-lb. Cube Steak

83-lb. BEEF $48.39

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