

Two Big Firms Merge To Meet Convenience Foods Challenge

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New York — They say you can't teach an old dog new tricks.

But two of the oldest companies in food distribution and frozen food processing are out to prove this saying wrong.

Seeman and Henry Bechtold Brothers, New York food distributor, and Seabrook Farms, one of the largest integrated fresh food freezing operations in the country, succumbed to the modern merger trend late this year to meet the challenge of a dramatic revolution in eating habits — convenience foods.

Actually, Seeman Brothers acquired control of Seabrook common stock in May, 1959 as the first step in the new management headed by president John Fowler Jr.

Dramatic Increase
Fowler said sales of the two firms already have shown a dramatic increase. Combined sales in the nine months ending Nov. 30 ran above \$93 million, and earnings should hit approximately \$1 million. An even bigger rate of increase is expected this quarter.

While the food business as a whole will increase this decade, the real expansion-prone segment is the processing and marketing of convenience foods. Fowler said there are no signs of this trend leveling off since the penetration of the potential market has not been very deep.

Recent surveys show that many families now are using two to four prepared or semi-prepared products as base ingredients for their meals. Estimates are for convenience foods to grow at twice the pace expected for the food industry as a whole in the next 10 years.

Number of Factors
Behind this rapidly growing demand are a number of social and economic factors. The rising income of the average family and the additional business, social and community activities of the housewife have made convenience foods highly desirable.

Fowler noted that intensified interests in nutrition and increased sophistication in the variety of menus required also are significant factors. Seeman and Seabrook represent over 150 years of business in the food business. In 1886, Seeman Brothers engaged in the warehousing, distributing and marketing of foods and other grocery items, mainly in the New York area.

Two years ago, new management took over Seeman, which until then had been family run. Today, exclusive of food chains, the company accounts for approximately 15 per cent of all the wholesale

grocery business in the area. The Seabrook name has been associated with the growing of quality fresh products since 1880. It also has been a pioneer in the quick-freezing of foods since 1932. Its main farm and packing plant in southern New Jersey takes in 50,000 acres of land, and has a processing capacity of more than one million pounds daily. Besides the natural distribu-

tor-processor relationship between the two firms, the merger also offers many other advantages. It puts the combined operation in an excellent position both capital and credit-wise, according to Fowler. And not only does it simplify the capital structure of the two firms, but makes substantial economies possible in distribution, warehousing, billing and many other areas.



TV PERSONALITY—Joanne Jordan, above, is one of television's best known faces but few people would know her name even though she appears on TV screens more often than most stars. Miss Jordan is a pitchgirl who has sold more than 80 products in appearances on TV commercials. (UPI Telephoto)

Pretty Girl Likes Job of Selling on Television Shows

Hollywood — One of television's best-known faces belongs to a pretty girl whose name is unfamiliar to millions of viewers yet she is seen more often than most top video stars. She is Joanne Jordan, a \$200,000-a-year pitchgirl. In the past dozen years Joanne has sold more than 50 different products ranging from cosmetics to cigarettes and canned tuna.

With a face like her's, she could sell razor blades to Castro. Female hucksters are becoming more popular now that the word is out how much money they make. Many dramatic actresses are invading the field, but without much success, and Joanne has the answer.

Commercials Difficult
"Established performers find it difficult to give commercials," she said. "They are so accustomed to playing a role they can't relax and just be themselves." "Some others have a hard time forgetting who they are and try to sell themselves instead of the product." "For years people in show business looked down on those

of us in the commercial business. Now we are getting more respect and recognition." The pert brunette has overcome the "social barriers of being a TV saleswoman and appeared in 12 movies and some 200 TV shows, but commercials are her first love.

Women Better Salesmen
"Some products are better sold by women than men," she said. "A man can't give as good a commercial for lipstick or girdles as a woman. And I'd hate to see a woman giving a pitch for cigars."

Joanne's good looks and easy manner have brought her a regular show of her own — the five-days-a-week "Here's Hollywood" aired by the National Broadcasting Co. She and Dean Miller travel around Hollywood taping interviews with movie and TV celebrities, setting up shop in the stars' homes, in bowling alleys, golf courses, studios and wherever they can catch the pretty people at work or play.

Klamath District Court Judge Dies

Klamath Falls — District Court Judge Dayton E. Van Vactor, 85, died Wednesday at Hillside Hospital here.

He had been active until two weeks ago, when he was hospitalized suddenly with leukemia.

Van Vactor was first elected district judge in 1949. Prior to that he was district attorney of Klamath county. He is survived by his widow, Mary.

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