

Easily Prepared Products Increase In Use, Variety

Did you know that every meal prepared in an American kitchen today includes two to four prepared or semi-prepared items? One out of three of these convenience foods was unheard of ten years ago, report consumer marketing information agents.

Homemakers have cast their vote of approval for convenience foods. From 1959 to 1960 consumer demand for convenience foods with built-in-maid service increased 40 per cent—10 times the four per cent increase in total grocery store sales. Today's typical grocery store displays 100 different mixes, 100 different meats, 245 million dollars in prepared mixes, more than twice as much as in 1951.

FOOD WITH built-in convenience may or may not cost more than food prepared at home. U.S. Department of Agriculture researchers recently reported that of 152 food items tested, 42 were less expensive and 115 were more expensive than home prepared foods. Orange juice concentrate, canned chicken chow mein, and instant

coffee were among the bargains in convenience foods. When cost of leading brands of cake mixes are compared to the same product homemade, there is little difference in price. Often the mix will cost less than the homemade product.

THE TREMENDOUS growth of convenience products did not come until the past 10 years when research, quality control, improved manufacturing processes and educational promotion combined to produce products as "good as Grandma made."

Surveys show that the purchase of convenience foods rises with increasing income, however, the easily prepared foods are not limited to "after five" cooks. For example, one recent study indicated that 18 per cent of the women buying cook-in pouch products were not employed.

These easy-to-prepare foods enjoyed their greatest popularity in big cities.

TODAY, A MILLION and a half Americans buy at least one complete meal from a vending machine each day. Food that requires little additional handling, or only heating, accounts for 40 per cent of the money spent for food by caterers and other eating facilities in factories in the United States.

Researchers predict that food of the future is going to become easier and easier to prepare, that it will become possible to prepare any meal in less than 10 minutes. A family may sit together, yet each person have his choice of a different meal.

Because meals will be easy to prepare, there will be a tendency to eat more meals at different times of the day. Anyone arriving late will have a hot nourishing meal ready in 10 minutes.

CONVENIENCE FOODS will continue to grow in importance because research by private and public interests will continue to develop foods to fit America's needs. From 1955 to 1975, the number of women working part-time is expected to increase 75 per cent and the number of women working fulltime is expected to increase 50 per cent. These homemakers, as well as those at home, will have a special interest in convenience foods with built-in-maid service.

Sparked by nationwide research of electrical furniture and appliance manufacturers, artificially lighted planters are available this year in more models and sizes than ever before. In both garden furniture and stores you'll find both stationary and movable models equipped with new fluorescent tubes to keep your collection of clay-potted house plants healthier.

Don't hand down outgrown shoes to a younger child unless it is necessary. No two pairs of feet are alike. A good leather shoe, when new, will conform to a child's foot after he wears it a week or two. Once the shoe is molded to the foot it won't change. If another child wears the shoe, his tender foot is apt to be twisted and turned to fit the shape of the shoe.

March 28, 1963 THE BIRMINGHAM (MICH.) ECCENTRIC 5-D



Party 'Avocado' Burger

The popular beefburger acquires a new partner—luscious California avocado—for party-pretty, palate-pleasing "avocado burgers."

Whether you are entertaining youngsters or adults, these hearty open-faced beefburgers with a well seasoned avocado-mayonnaise spread and topping of sliced avocado should receive a lusty welcome.

Or serve them to the family with a bowl of soup for a quick and delicious supper.

Sliced, diced, mashed or eaten half-shell fashion, avocados bring refreshing flavor, velvety-smooth texture and spring-like color to menus. Enjoy them often in sandwiches, dips and salads or as main dish garnishes.

AVOCADO BURGERS

2 avocados 1/2 cup chopped dill pickle
2 tablespoons lemon juice 2 lbs. ground beef
1/2 cup mayonnaise Salt and pepper
1 teaspoon seasoned salt 8 French rolls
Cut avocados lengthwise into halves; remove seeds and skin. Save one avocado half for garnish; sprinkle with half of lemon juice.

Mash remaining fruit; blend in mayonnaise, seasoned salt, pickle and remaining lemon juice. Chill.
Season beef with salt and pepper; shape eight burgers to fit rolls. Broil or pan-fry. Split rolls into halves; butter if desired and heat.

Place a burger on each of eight halves. Top with avocado spread and avocado slices.
Garnish accompanying roll halves with lettuce or tomato slices if desired. Makes eight servings.

Food Ads Important To Shopper

For food manufacturers and retailers the main purpose of advertising is to increase company or store sales—or it may be a matter of trying to maintain sales volume in competition with other sellers of similar food products.

Food advertising can be of value to the shopper. It informs the maker that certain products are available and helps one make tentative buying decisions before going to the store. Food advertising often includes factual information about products such as ingredients, sizes, prices and product characteristics that are different from substitute items.

ADVERTISING OF food products by food processors, wholesalers and retailers has increased greatly in recent years. In 1961, advertising amounted to about 3.5 per cent of the total cost of marketing farm-produced foods. Food processors accounted for three-fourths of the total spent for food advertising, and have doubled their outlay in the past 10 years.

The biggest percentage gain in food advertising has been by food retailers. They have increased their spending for advertising more than four-fold since 1950, from \$60 million to nearly \$267 million in 1961.

WHAT HAS CONTRIBUTED to the increase in food advertising? The rapid development of new foods in recent years is one reason for increased advertising. As new products are developed, they are usually highly advertised in order to introduce them to the public and to help them compete with established products and brands.

Another reason for increased food advertising is that a larger proportion of food that is processed and sold in prepackaged form than in the past. This encourages using brand names to differentiate products that are otherwise similar.

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Food Information Week Scheduled

Consumers interested in food are invited to participate in "Food Information Week" activities Mar. 31 through April 6, says consumer marketing information agent Mrs. Josephine Lawyer.

Among local people participating in the week's programs are Mrs. Stephen Malina, 1601 Kirkway, and

Mrs. Kenneth Butterfield, 4714 Ranchland, both of Bloomfield Hills, and Mrs. Robert Hagan, 88 Manor Road, Mrs. Theodore L. Guarnieri, 6945 W. Dartmoor, Mrs. Belle Hamman, Miss Jean Hardy, 220 Merrill, and Mrs. Katherine Klaus, 1480 Fairway, all of Birmingham. The advisory councils of the "Marketing Information for Con-

sumers" programs in the Greater-Pontiac Mall Shopping Center, Elizabeth Lake and Telegraph Roads, April 1 through 6. This will consist of exhibits by food companies showing new food processes, forms or packaging and daily demonstrations at 2 and 7 p.m.

The Detroit program is scheduled at the Ford Auditorium Tuesday beginning at 7:45 p.m.

3 Sculptors' Work Accepted for Show At Indiana College

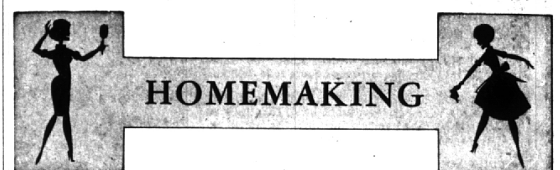
Two Birmingham artists and one from Bloomfield Hills have been accepted in the ninth annual drawing and small sculpture show now on display in the art gallery at Ball State Teachers College. They are Roger Mack and Frank E. Safranek, Birmingham, and Marvin Anderson, Bloomfield Hills.

A record number of entries—228 sculptures and 804 drawings—were submitted by artists from three countries, according to Dr. Alice Nichols, head of the college art department. From this field 111 sculptures and 183 drawings were selected by Judge Philip Rhys Adams, director of the Cincinnati Art Museum.

All three area artists entered sculptures in the show. Artists and their entries include: Roger Mack, 132 N. Woodward, Birmingham, "Untitled," cast bronze; Frank Safranek, 770 Ann St., Birmingham, "Construction," bronze; and Marvin Anderson, Cranbrook Academy of Art, 500 Lone Pine Rd., Bloomfield Hills, "Couple," bronze.

In Academy Show

Work by two Birmingham women, Mrs. Paul Averill and Winifred Heizer, was included in the 67th annual fine arts exhibition of the Michigan Academy of Science, Arts and Letters in the student center at Western Michigan University last week.



Processed Foods Have Had Impact on Food Industry

One of the most dramatic changes in foods in the past half-century has been the increase in processing. It is estimated that 85 to 90 per cent of all food eaten in the United States today is processed. The food processing plant of today does not resemble the plant of 10 years ago. Product research and equipment development groups constantly work on new methods to make plants more efficient. For example, one large food processor reported approximately 500 changes in formulas and procedures in its food processing plants last year.

PROCESSING A FOOD adds to its dollar value because a useful function has been performed, often the form of a food is changed.

Homemakers accept the food processing change when the quality is good and the price is right. The retailers each week. The products service added by processing helps the homemaker, may increase the competitive position of the processor and also helps farmers. For of sales to be profitable to the example, the more potatoes that retailer remain, the balance are removed.

Frozen food processing has been widely accepted by consumers, and has created a whole new market for many processors, producers and food handlers in the wholesale and retail business. The demand for convenient frozen foods has grown from 1.2 billion pounds in 1957 to about 10 billion pounds today.

IT PAYS TO CHECK each time one shops for changes in form, process and packaging of foods in

FROZEN PREPARED foods rep-
(See INDUSTRY, 7-D)

Garage Doors May Detract From Beauty

You may not think of your garage doors as being a part of your home landscape, but they are, and a common household disease called "ugly garage doors" often means less attractive landscapes for home owners whose garages face the street.

"Your landscape is composed of everything you see as you view your house from the outside," explains Joseph T. Cox, extension specialist in landscape architecture at Michigan State University.

"The 'overexposure' of garage contents can detract from the appearance of the landscape you have worked so hard to perfect," he says.

THE BIG QUESTION is: how do you overcome the problem and still have a useful garage-drive-way arrangement?

Cox, who has had many meetings on landscape architecture throughout Michigan, makes these suggestions:

- Install garden tool rank dividers so that those "miscellaneous contents" are not directly exposed to public view.
- If garage space permits, mount your tools in a back corner.
- Keep the garage neatly organized.

- Store the best looking equipment in the front to "hide" older but still useful items.

He also adds that obviously keeping garage doors closed as much as possible will avoid distraction.

If you're thinking of building a house or adding a garage to your present one, Cox suggests that you consider the advantages of locating the garage doors in positions other than directly facing the road. More space will be needed for driveway turns and backroads, however.

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NEW TURF IS ALWAYS A PROBLEM!

Your Turf is Particular

Not all kinds of turf* is happy to grow in all sorts of situations. Some kinds won't grow in the shade, and others will grow in the shade, but will develop unsightly diseases. Some kinds of grass will only thrive in the sun. Some can stand wet feet, others require good drainage. Some will survive without a good circulation of air over the turf, others will not.

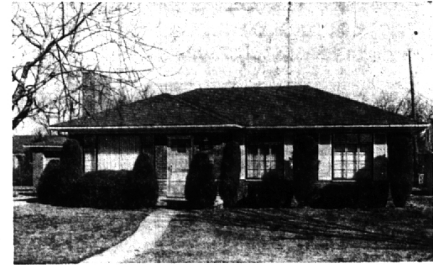
Muddy days are here. Doesn't it seem logical to turf your lawn before you carpet your floors—and so go to your carpet, which is sometimes 12 or more times as expensive?

Call us for help on YOUR turfing, or for any other landscape problems!

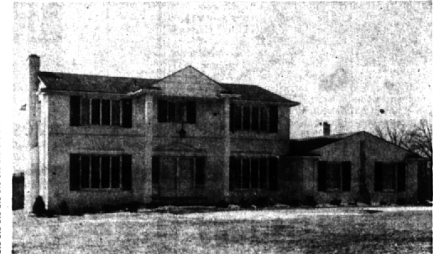
*Some people just call it sod.

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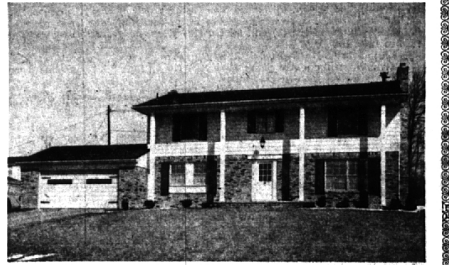
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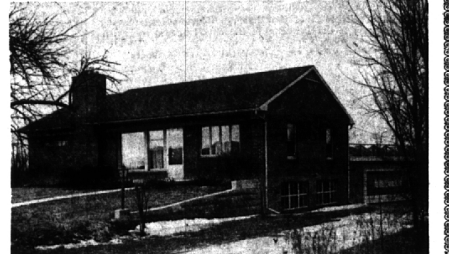
BEVERLY Solidly built and impeccably maintained inside and out. Very pretty decor and many new inclusions. Separate Dining room. Living room with ledgerock fireplace. Jalousied Porch. 3 Bedrooms, 1 1/2 Baths. Carpets, Draperies, Shutters.
You will appreciate the loving care this home indicates. Bargain priced at \$26,900.



HANDSOME Rolling Country area way out on Lane Pine Road. (Bloomfield Hills Schools). Simply charming thruout. Marble fireplace in living room. Dining room with white dado. Step-down family room with raised hearth, reverse thatched plank studio ceiling. Kitchen with everything. Pastel beige sculptured carpeting. Hardwood floors. 4 Bedrooms, 2 1/2 Baths.
TO SEE THIS IS TO LOVE IT! \$48,900.



5 BEDROOMS Better than new in charming Knob Hill—lovely country area with paved roads and in Bloomfield Hills School district. Large Living room. Separate Dining room. Family room. 2 fireplaces. Kitchen with all built-ins and breakfast area. Beautiful carpeting and draperies. EVERY WINDOW IS THERMOPANE.
Terrific Family home. Look at the price! \$37,900.



COUNTRY Solid masonry construction with brick veneer. Stainless steel kitchen counter. Full basement with Recreation room with fireplace and playground and separate furnace areas. Living room and Dining all opens up well for company. Fireplace, too. 2 Bedrooms and paneled Den or 3rd Bedroom. Bath with corner tub and tiled to ceiling. Garage so constructed that extra room can be built over it.
Pretty Country lot with trees. Priced at \$23,000.

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