

RESTAURANTS STRESS FOOD COLOR APPEAL

Three-Fourths of Items on
Menus Chosen on
Eye Basis.

Times Special
CHICAGO—Color appeal has become so potent in the world of food that fully 75 per cent of all foods displayed in restaurants are selected because they look good.

The foregoing was disclosed in a nation-wide color experimentation survey conducted by the John R. Thompson Co., national restaurant system. It is only after the eye has been pleased that the factors of taste, nutritive value and digestibility assert themselves, it was found.

There are definite psychological and physiological reasons for color appeal in foods, the survey demonstrated. The sight of temptingly tinted food produces a pleasing effect. At the same time the salivary glands are stimulated into unusual activity and the free flow of gastric juices sets up the pangs of hunger.

Many Hues Attract

Red, green, golden brown, yellow, cream, pink and tan exercise the greatest eye appeal, it was shown. It was also found that various combinations of these colors and the combination of neutral tinted foods with those more highly colored, increased sales radically.

Tomatoes of a rich red were found to move more rapidly than those of lighter color. Other foods, including salad combinations, enjoyed greater demand when decorated with slices of red tomato. During the Thanksgiving and Christmas holidays the highly colored cranberry was found to be a distinct sales asset because of its eye appeal.

Garnishes Liked

Demand for cottage cheese was found to increase when it was garnished with a few slices of a colored fruit or vegetable. Sauerkraut sales were stimulated by display with browned, crisp appearing frankfurters. Many other food items increased in sales when combined in palatable and contrasting colors.

Meats and fish moved in larger quantity when prepared with garnishes that heightened eye appeal. Bakery goods sales increased when prepared with more color and shine. Cake icings in pastel shades, a glaze on bread rolls, glossy chocolate coatings on various types of sweet goods and certain types of fruit pies baked with strips of crust so that the fruit was visible, all tended to increase consumption.

While color demonstrated its value in food selection, the experiments disclosed the danger of overstepping the line. Too much color in association with certain foods was found to be repellent because of unnatural and unpalatable appearance.

RECORD HIGH REACHED IN CITRUS FRUIT SALES

Value of Crop for Season Recently
Closed Is \$144,000,000.

By Times Special
LOS ANGELES—The California-Arizona citrus industry sold 108,616 carloads of oranges, lemons and grapefruit, an all-time record volume, for a return of \$97,439,401, to shipping point, in the face of unusual marketing problems. Paul S. Armstrong, general manager of the California Fruit Growers Exchange, says in an annual report for the season ended Oct. 31.

Shipments were 20,000 cars ahead of last year and returns increased six and one-half million dollars, the delivered carload value of the crop reaching \$144,411,851.

Bread and Jelly Pudding
Cut bread into half-inch cubes and measure four cupfuls. Add enough milk, about one cup, to soak up the bread and to soften each piece slightly, but not to make it soggy and lose its shape. Put these cubes of bread, softened, into a buttered baking dish, about one inch deep in the dish. Cover with a layer of marshmallows, each one spread thickly with jelly, such as currant or raspberry. Cover with remaining bread, and with another layer of marshmallows spread with jelly. Bake at 300 degrees in a slow oven, about 25 minutes.

Milk for Beauty
Eat vegetables, fruit and drink milk—a quart a day. You can take off weight this way and you'll find you have unsuspected energy and pep. Your eyes will be bright and clear and you'll feel on top of the world. Drinking milk is easy beauty treatment.

Burning Bread
Two slices of bread are burned up in an hour of typing, tailoring, singing or knitting. A day of such labor would require the energy of a whole loaf of bread. And so on, down the line, burning up more bread.

Applesauce and Cider
Dissolve 1/4 package lime gelatin in 1/2 cup boiling cider and add 1 1/2 tablespoons sugar. Add 1 cup cold cider and 1 can applesauce. Freeze in refrigerator trays or in ice cream freezer.

A scant cup of Spanish olive oil has been put into each of two stainless steel frying pans, and there the onions are sauteed with a touch

BRAZIL NUTS FLAVOR BAKED MACARONI



A topping of chopped Brazil nuts adds not only to the flavor of savory baked macaroni, but to the nutritive elements as well.

Recipe for savory macaroni is as follows:

Five ounces macaroni, 3 quarts boiling water, 1 teaspoon salt, 1/4 pound cheese, 1 cup chopped Brazil nuts, 2 cups canned tomatoes, salt, pepper, sugar.

Cook macaroni in boiling salted water until tender. Drain and

KROGER OFFERS

BIG VALUES...

KROGER STORES and Piggly Wiggly

FLOUR SALE

GOLD MEDAL Kitchen Tested 24 lb. sack \$1.19

FLOUR AVONDALE A Quality Flour 24 lb. sack 89c

COUNTRY CLUB FLOUR Laboratory Tested 24 lb. sack 99c

FLOUR Miller's Brand 24 lb. sack 75c

SWANS DOWN CAKE FLOUR The Flour of Champions pkg. 27c

SOFTASILK CAKE FLOUR Made by Gold Medal pkg. 27c

Latonia Club

GINGER ALE

Pure, Sparkling—The Life of the Party. Also Rocky River Beverages.

2 24-oz. bottles 15c

Case of 12 Bottles

79c

Plus 2c Bottle Deposit

HER GRACE

Rare and Mellow
Fruit and Nut Packed

FRUIT CAKES

1-lb. cake, 45c; 3-lb. cake, \$1.35

2-lb. cake 79c

Vacuum Packed in Rum, each 99c

OLEO

Eatmore 2 lbs. 25c

SEMINOLE Cotton Soft Tissue 4 rolls 25c

Milk 4 16-oz. cans 23c

Mincemeat can 15c

Olives 6-oz. jar 19c

Premium Flax Crackers pkg. 10c

Angel Food Cake each 39c

French Brand 16-oz. can 21c

Coffee 16-oz. can 25c

Margarine 1/2-lb. pkg. 23c

Fresh Milk 16-oz. can 9c

No. 1 Quality Storage

doz. 28c

SALAD DRESSING

Embassy qt. 25c

MAXWELL HOUSE

Coffee lb. 25c

CALUMET

Baking Powder Lb. Can 23c

Premium Chocolate

For Thanksgiving Baking and Desserts 1/2-lb. bar 17c

CRANBERRIES

16 1/2c

While They Last

Sweet Potatoes

Southern Red Yams 4 Lbs. 15c

Indiana Medium Jersey 5 lbs. 14c

Grapes

Fancy California Emperors 2 lbs. 15c

Oranges

Florida Pineapple Variety—Thin Skin Sweet, Juicy doz. 23c

Grapefruit

Florida Juicy 3 for 17c

Iceberg Lettuce

Fresh Crisp 2 heads 13c

Cabbage

Solid, Medium Size Heads lb. 2c

APPLES

Staymen Winesaps 6 lbs. 15c

Delicious

Extra Fancy Washington 1 lb. 5c

Milk-Fed

Veal Roast

27c

Rolled Boneless—No Waste

Sausage

Armour's Ring Hickory Smoked lb. 25c

Corned Beef

Armour's Star Sliced, Ready to serve lb. 29c

Fish Fillets

Arctic Pure Cellophane Wrapped, Selected lb. 19c

Herring

Fresh Lake lb. 10c

CONTROLLED QUALITY

BEEF

Always the same. More economical. Better flavor. Juicier. Government inspected. If you enjoyed that roast or steak last week you can depend on your next being the same quality.

Smoked Picnics

4 to 6-lb. Avg. Dry Sugar Cured Shankless lb. 21c

Mincemeat

Armour's Bulk 2 lbs. 29c

FOOD BASKETS

The gift that makes life worth living. 98c and up at all stores or call Food Service Dept. CH. 5162.

KROGER STORES and Piggly Wiggly

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