

RESTAURANTS STRESS FOOD COLOR APPEAL

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

Times Special
CHICAGO—Color appeal has become so patent 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 sale 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 tins in pastel shades, a glaze on bread rolls, glossy chocolate coatings on various types of sweet goods and certain types of fruit, 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, 1 o. b. shipping point, in the face of unusual marketing problems, Paul S. Armstrong, general manager of the California Fruit Growers Exchange, says in his 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 work 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.

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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

blanch. Arrange in a buttered baking dish, baking in alternate layers with nuts and thinly sliced cheese. Rub tomatoes through a coarse sieve and season with salt and pepper and sugar. Pour over macaroni mixture and bake 25 minutes in a moderate oven, 375 degrees, or until the cheese is melted.

Man's Taste Turns Most Often to Hearty Soups

American Variety Classed
With Best of Any
Nation.

BY CROSBY GAIGE
Times Special Writer

I am strongly partial to soups with personality and distinctive character, however mongrel the ingredients and uncertain the genealogy. An insipid, watery soup that is neither a wholesome drink nor a nourishing food spoils my gastronomic mood.

After years of observation and experiment I can attest that my attitude is typical of the healthy masculine taste. We demand an honest soup with a nutritious base, genuine flavor and robust body to it. If you value the good will of your men folk and male guests, provide a soup that they can remember with a watering mouth.

You can recognize a nation almost more easily by its soup than by its flag. Is there anything more Italian than minestrone, anything more Russian than a borscht? As for the French, it is true that they have some reputation for painting, literature and love making. But their chief claim to fame—at least for those of us who have penetrated below the surface of their life—is in the vineyard and the soup kettle, the pot-au-feu.

We Americans need yield to no one for our soups. Many a time I have felt a thrill of chauvinistic pride as I prepared a New England clam chowder. It has more effect on my patriotism than a parade with fifes and drums.

Clam Chowder

You first catch your clams—three dozen of them—and then you steam them. I need not say that it is highly important to save the liquor that oozes from the shells. Next you chop the delicate pink bodies into smallish bits.

Next you mince about half a pound of salt pork and pan fry it in a good-sized steel pan. You have already cubed five or six potatoes into small dice and have sliced three small onions and six shallots with their tops.

Into the kettle of sizzling pork go the potatoes, the onions, the shallots and the clam juice. Let 'em boil for about a quarter of an hour. Then add the minced clams, a good half-teaspoon freshly ground pepper, a teaspoon of salt, a quarter-teaspoon of powdered thyme and the same amount of sweet marjoram. Four tomatoes cut into small pieces are put in also. Boil all of this for nearly 20 minutes.

In the meantime you have made a white sauce of two tablespoons of bacon fat, three or four tablespoons of flour and two quarts of milk. This is brought nearly to a boil and added to the clam mixture, which has now cooked its twenty minutes and has been removed from the stove. It should be served at once.

Onion Soup

On the back of the electric range my round-bellied marmite has been simmering gently, extracting the essences from a shank of beef with plenty of marrow bones, a veal bone, a quarter of a cabbage, two turnips, 4 carrots, half a dozen small onions, and a bouquet of parsley, bay leaf, a sprig of thyme and sweet marjoram and the tops of a bunch of celery. The resulting stock has been skimmed, strained and clarified.

In the meantime four pounds of onions have been sliced into thin, translucent segments, having the texture of curiously patterned white jade.

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

CREAMED OYSTERS

4 tablespoons butter
5 tablespoons flour
1 teaspoon salt
Pepper
2 cups milk
1 pint oyster
1 cup diced celery
1 pimiento or
1 teaspoon paprika

Melt butter, stir in flour, salt and pepper and when well blended add milk. Stir over a low fire until smooth and thick. Boil one minute, add drained oysters, celery and minced pimiento or paprika. Cook gently about three minutes until the edges of the oysters curl. Serve at once on hot toast, in toasted bread cases, or in patty shells.

of salt, a sprinkling of freshly ground black pepper and a bit of cayenne, until they melt into rich golden fluency.

In the oven, meantime, a small, individual casserole for each guest has been brought to a high degree of heat. A slice of French bread has been toasted for each casserole.

Into each of the casseroles goes a generous helping of the onions, then an ample supply of the stock, next a slice of the dry toast and crowning all a teaspoon of grated parmesan cheese. Most recipes call for putting the casseroles into the oven for 10 minutes, but I do not do this, as I find that it tends to make the cheese stringy.

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