

Hearing Reset On Six Eastern Milk Orders

The U. S. Department of Agriculture has rescheduled for June 16 the public hearing ori-

ginally set for June 9 in New York on fluid milk (Class I) prices to farmers set by six eastern federal milk marketing orders. They are the Massachusetts - Rhode Island - New

Hampshire, New York-New Jersey, Washington, D. C., Delaware Valley, Connecticut, and Upper Chesapeake Bay federal orders.

USDA's Consumer and Marketing Service officials said the hearing is now scheduled to begin at 10 a m on June 16 in the Conference Room, Market Administrator's office, 205 East 42nd Street, New York, N. Y.

Postponement of the hearing was requested by some persons in the dairy industry planning to testify at the hearing, who said they need more time to prepare their testimony.

The hearing agenda will be the same as was announced earlier, on the proposals to (1) "floor" the Class I prices of the six orders at their current relationship with the Chicago Regional order, (2) revise the butterfat differentials and (3) revise the administrative assessment rate.

One of the world's biggest troubles is that its problems are bigger than its statesman

'Eating Out' Tastes Now Seek More Gourmet Menus

Eating out is a growing national pastime in the United States — from grabbing a bite in school or plant cafeterias, to picking up a drive-in hamburger after a move, to going out to dinner at the best restaurant in town.

There are about 371,300 away-from-home eating establishments — one for every 539 people in the country. These establishments serve some 38 billion meals a year, employ about 33 million people, and use almost 20 percent of all the food produced in the country.

Americans like to eat out — more of them dine away from home by choice than necessity. But they don't want to wait to be seated. Asked why they didn't eat out more often, respondents to a restaurant sur-

vey listed the leading deterrent as that hungry wait

Reasons they enjoyed dining out were freedom from cooking and clean-up good food; nice, quiet atmosphere good way to entertain friends, and change of pace.

What are they looking for when they dine out? First and foremost, a good meal — 85% considered quality of the food a very important factor. Next in order of importance cleanliness of restrooms, speed of service, friendliness of waiters or waitresses, then "atmosphere."

Who's the Customer? The "average" restaurant customer comes from a family composed of husband, wife and one or more children in which the head of the family is between 35 and 44 years old, earns less than \$7,500 annually and lives in the central city of a metropolitan area. The family spends about 10% of its eat-in-out dollar on meals at work, the other 80% on discretionary dining out and snacks.

Most eating places (40%) offer varied American foods. 31% serve mainly sandwiches and refreshments, 11% foreign foods. The remaining 18% of restaurants specialize in steaks, seafood, chicken and other limited menu selections.

The food service industry gets an interesting indication of the eating public's changing tastes from what menu items "sell" and which are in a decline. For instance, salads are gaining popularity on school lunch menus, with fruit and cottage cheese a pet of figure-conscious high school girls.

In dow to moderate price restaurants, demand for pies is down (except for pumpkin, apple and cherry) but patrons are splurging on more cake variations.

The lobster and steak combination is the most often reported new item on higher price restaurant menus. But chicken, popular for home cooking and ready to take out in numerous chicken specialty eateries, has gotten too "usual" for dining out in style.

Personal Selection A la carte menus and buffets give diners a chance to exercise personal selection and are gaining in popularity, but to be a solid hit the buffet needs special atmosphere.

The results of the recent fashion for gourmet cooking show up in some unusual ways — beef stew is "out" in college dining halls but Stroganoff and Goulash are "in."

Some items are fixtures on the food hit parade. When that major food service, the U. S. Army, polled soldiers' tastes most recently, they found milk the number one favorite as usual — preferred even to steak. The troops' most liked "accessory foods" or garnishes are butter and whipped cream.

Food trends don't always start with the public — sometimes restaurants invent them. Sour cream on baked potatoes was considered an unlikely combination when Lawry's introduced it in Los Angeles. Now, it's standard. Maybe there's a new favorite aborning in the West in Pickle Ice Cream — a flavor that's actually available!

It is any wonder that Americans like to eat out? There's no telling when a meal will become an adventure!

It is estimated that a hurricane generates enough power in a day to power all the world's machinery for about 3 years—nature is quite wasteful.

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7 yrs (2555 days)	141.90	5.98%
8 yrs (2920 days)	149.19	6.14%
9 yrs (3285 days)	156.81	6.31%
10 yrs (3650 days)	164.86	6.48%
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