Lou Hinton got an extra holiday bonus this year.

First came a generous year-end bonus check from his law firm. And then Lou received a 6 lb., 8 oz. tax deduction from his wife, a genuine bonus baby boy. With all that good fortune, Lou just had to break out the holiday bottle of Harper's a little early and celebrate. The first bonus would easily cover the second.

Enjoy I.W.Harper 86 Proof Gold Medal, 100 Proof Bottled in Bond, or our superb new 12-Year-Old, all handsomely gift-wrapped in holiday colors at no extra cost.

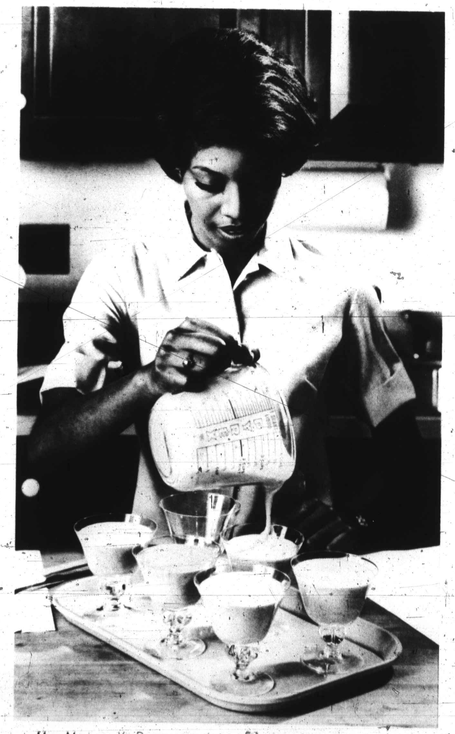
I.W. Harper.
Sometimes the bourbon has to be this good.

Four Women on Business End of Foods

An interest in consumer education through mass media led Lenore Moragne to a career as a product publicist for General Foods Kitchens. Her work involves planning press releases on her company's many products and providing general information on the many aspects of foods and nutrition.

Since last summer, when she first came to General Foods, Dr. Moragne has prepared publicity material that has been sent to almost 100 black newspapers across the country. This material may be meal planning suggestions, recipes or any other information that might be of help to the black homemaker. The newspapers, in turn, may use these releases for their woman's pages or incorporate them into food- and nutrition-oriented articles.

Dr. Moragne feels the most important aspect of any material she prepares is its relevancy to the readers. The recipes given are for economical yet imaginative dishes that would be enjoyed by both low- and middle-income families. In any photographs that accompany these recipes, the settings are basically simple and either only Black or both black and white models are used.



Miss Marjorie V. Dyson, a technician in one of the General Foods Creative Cookery Kitchens, develops and evaluates a variety of recipes featuring one or more of the 230 products marketed under 30 brand names.

There is a great need, Dr. Moragne believes, for advise to black consumers on buying and budgeting. Consequently, she likes to include such information in the material she prepares.

A native of Evanston, Illinois, Lenore Moragne first became interested in foods and nutrition while working after school in a dietary food service. She later attended Iowa State University where she received a degree in the subject of hospital dietetics.

Dr. Moragne has had broad educational and professional experience in foods and nutrition. After working for two years as chief dietician at Community Hospital in Evanston, she went to Cornell University where she received a master's degree in institution management. She taught at Cornell for two years and later at North Carolina College in Greensboro. Later she returned to Cornell where she received a Ph.D. in foods and nutrition.

Her past experience has made a significant contribution to her present work, Dr. Moragne believes. Her doctor's dissertation on the food habits of a selected sample of East Harlem residents, together with her own knowledge of the problems of the black homemaker, have helped her in addressing other black women, as wellas homemakers of other minority groups, on specific problems of foods and nutrition.

Dr. Moragne finds her work with General Foods interesting and challenging. She is an official hostess for General Foods and represents the Kitchens at national and local conventions. Her position brings her into contact with many different people.

As her company's representative to Plans for Progress, a national organization concerned with recruiting black people into business, she often visits schools and speaks to students interested in her work. She also frequently gives talks on nutrition and meal planning to women's groups, produces publicity for several Jell-O Division products, including Minute Rice and Minute Rice Mixes, Dream Whip, Baker's Chocolates and Coconut; and is coordinator of the General Foods Fellowship Fund given to home economics graduate students in several land grant colleges throughout the country.

To make her work as pertinent as possible, Dr. Moragne feels it is important to keep in constant contact with black homemakers. She often spends a Saturday afternoon strolling in supermarkets in the Harlem area, trying to find out what people are buying and how much they are spending for it.

How effective has Dr. Moragne been in dealing with the black press? One noteworthy point is that much of the material she has sent out has stimulated several newspapers to begin regularly featuring a woman's page where previously they had none. Many newspaper editors have also begun to develop an interest in short items oriented to foods and nutrition.

Miss Elynor A. Williams edits recipes and copy for General Foods Corp.

Dr. Lenora Moragne is publicist for General Foods Kitchen, providing general information on the many aspects of foods and nutrition and publicity material to almost 100 black newspapers across the country.

Dr. Moragne feels that the black newspapers have an opportunity to stress the need for a well-balanced diet and how the consumer can plan a variety of dishes that are both tasty and money-saving. She feels that more information on meal planning and nutrition can be directed to black families, and looks forward to the time when the black press, as well as radio, will give the subject more attention.

After several years of teaching Dr, Moragne did not find it too difficult to make the adjustment into business. As in teaching, she must be very flexible in both her thinking and her way of doing things. "This flexibility," she says, "must be combined with patience."

Dr. Moragne enjoys working with the press. "You may not see the results of your work as quickly as in a classroom," she says, "yet there is a certain satisfaction in knowing you are able to reach such a large number of people."

As a technician in the Creative Cookery Kitchen of General Foods Kitchens in White Plains, N. Y., Miss Marjorie V. Dyson develops and evaluates a variety of recipes featuring products marketed under 30 brand names.

She also conducts recipe showings where the details of a product's performance in a recipe prepared (Cont. page 33)