

More synthetics in supermarkets 'Artificial foods' grow

By Laurence F. Stuntz
Associated Press Writer
Beef stew that never saw a stockyard; bacon that never heard an oink. Both were born in the soybean field, then flavored, textured and colored to look like meat.

These synthetic foods are spreading into supermarkets and larders. Their coming may be good news for soybean growers and for consumers — and bad news for cattlemen and dairymen.

The significance of the synthetic foods was underscored recently by a leading public health official, who called on the food industry to "engineer a safe diet" for Americans.

Dr. George James, president and dean of the Mt. Sinai School of Medicine in New York, said there is enough evidence linking high levels of cholesterol in the blood with heart disease to justify changing the nation's diet habits by reducing fat content and saturated fat in foods — by providing synthetic foods that may be more nutritional.

Already a good part of the population is exposed to the simulated foods. Inmates of in-

stitutions, diners-out and even the housewife buying "vegetable protein 'bacon' bits" are eating them.

Many of the big food suppliers are already in the market and others are doing research on such things as artificial cream cheese and synthetic eggs.

List of Materials
The materials have a long list of names: Analogs, synthetics, extenders, simulated foods.

"Artificial foods" is the choice favored by opponents of the whole thing. But whatever they are called, they are nearly all vegetable proteins dressed up to look and taste like meat protein.

The Wall Street Journal recently estimated the volume of the analogs this year would be \$10 million, three times as much as in 1965. The newspaper cited a market survey showing probable 1980 sales of \$1.5 to \$2 billion. Simulations that now account for less than 1 per cent of total meat volume could rise to 5 per cent in the next decade.

The main selling point of the synthetic foods will be a price half the cost of animal meat.

Another argument going for them is the ease of preparation.

Makers can claim uniform quality from one batch to another, with every "steak" as tender as the next one. Since the analogs are made to formula, they can be tailored to meet diet fads.

Some might be surprised at the palatability of present-day analogs. Members of one dairy cooperative in Arizona, a state where synthetic milk is legal, had their usual glass of milk with their monthly luncheon. Afterward, the secretary of the cooperative told them had drunk synthetic milk, at 15 cents a quart.

Classes of Synthetics
The synthetics fall into three classes: Artificial foods which can be eaten alone, extenders added to make a little of the real thing into a lot, and the high-protein drink mixes for underdeveloped countries.

The food extenders for meat have been around for a long time, since a \$3 bushel of soybeans cost less than the equivalent weight of meat at 33 cents per pound. But now the

extenders are even being used to stretch vegetable products.

A newly-developed method of preparing soy or peanut opens the way to a tremendous expansion of the selling possibilities for meat extenders. The new method makes the extenders taste and look and feel more like the real thing. They must still, however, be mixed with natural foods by the packing company.

Makers — they include W. R. Grace Co., Archer-Daniel-Midland and Swift — say the extenders have all the nutrition of animal meat. Vitamins and trace minerals are added to the soy flour as it is prepared.

Most of the real analogs — preparations intended to stand alone as substitutes for steaks, pork chops and bacon strips — are made by a spinning process. This is very similar to the way rayon is made, extruding tiny fibers into a solution which coagulates them.

In the final analysis, the success of the analogs will depend on how well they can repeat the taste and texture of the originals.



Crusade film set four days

The motion picture "For Pete's Sake," a Billy Graham Crusade benefit, will be shown at the Grand Theater in Du Quoin Wednesday through Saturday.

The full-length, color film is sponsored in Du Quoin by a group of laymen with A. T. Atwood as general chairman. Profits will go to the Graham crusade.

In an introduction to the picture, the producers say the story is taken from the everyday lives of persons like the viewers. Billy Graham makes a special guest appearance in the movie.

The film will be shown at 6 and 8:30 p.m. Wednesday, Thursday and Friday; and at 2, 6 and 8:30 p.m. Saturday. Advance tickets sell for \$1, and box office tickets for \$1.50.

Basketball queen named

Debbie Sanders, daughter of Mr. and Mrs. Vernon Sanders of Johnston City was recently crowned basketball queen at the Washington School, Johnston City.

The ceremony was held during half-time of the school's first game of the season. Miss Sanders was crowned by Keil Peables, captain of the varsity team. Members of the varsity squad were escorts.

Princess was Pam Karcher, daughter of Mr. and Mrs. Harry Karcher.

Selection of Queen and princess was by the students.

Correction

The Country Store Sale in the First Presbyterian Church, Carbondale, will be from 8:30 a.m. until 7 p.m. Friday and from 8:30 a.m. until noon Saturday. The times were incorrectly listed in Sunday's Southern Illinoisan.

SHORTCUT?

In a really harsh winter, a motorist can drive from Finland to Sweden, more than 50 miles away, across the frozen Gulf of Bothnia.

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Americans give record amount to various charities Contributions total \$18.5 billion

By Nathan Miller
Editorial Research Reports
Once again, it's the time of the year when Americans are asked to open their pocketbooks for contributions to the poor. Although unemployment and prices are up and business is

News analysis
down, generous Americans are expected to contribute a record

\$18.5 billion to various charities before the end of 1970. This is nearly \$1 billion more than last year — and double the contributions made a decade ago.

Individuals account for three-fourths of all the giving. The

\$13.6 billion they donated amounted to 77 per cent of the \$17.6 billion collected this year. Foundations and corporations gave the rest. And 60 million Americans donate their time, too.

But within the growing annual sums being given to charity, there are major shifts, reports the American Association of Fund-Raising Councils. More is being spent to help the urban poor and in fighting drug addiction. Less is going into building funds and agencies sending food and clothing overseas.

The changes are in response to growing criticism that some United Fund drives — which collected \$817 million across the country last year and are asking about six per cent more this year — are not delivering help to people who need it most. Critics charge that establishment businessmen who lead many drives are more concerned with reaching their goals than serving the poor.

Beatrice Dinerman, director of a Ford Foundation study into the ways voluntary welfare agencies use their donations, has written that in some cases the influence of an agency is measured by the amount its supporters are able to bring in.

Militant black leaders in some communities — such as Washington, Boston, Cleveland and San Francisco — charged last year that black-operated inner city agencies for the poor were being ignored in favor of organizations that primarily serve middle class needs.

In some cases, blacks set up their own fund-raising organizations. While Washington's United Givers Fund collected a record \$15 million in 1969, officials said the militants' charges had an "adverse effect" on the drive, which fell \$3.2 million short.

To meet these objections, the United Community Funds and Councils of America, which serves some 1,400 local funds, has suggested they support "new and innovative services aimed at helping families and individuals break out of the poverty circle." Reaction has been good, a spokesman told Editorial Research Reports.



'Wings of Hope'

E. A. DeRosa, second from left, inspects plane presented to him Friday at Southern Illinois Airport by Wings of Hope, a private non-profit organization supported by private donors to furnish aircraft and pilots for missionaries throughout the world. With DeRosa, clockwise, are Joe Fabick, president of U. S. Wings of Hope; Ed Schertz,

graduate of Southern Illinois University's school of Aviation Technology; and John LeBerge, president of Canadian Wings of Hope, Montreal. The plane was given to DeRosa on his 30th wedding anniversary in recognition of his 25 years of work in training flying missionaries. DeRosa is giving the plane to the Wewak

Missionary in New Guinea. Schertz will fly the plane to New Orleans where it will be shipped to New Guinea. Schertz will leave next month for Peru where he will fly Wings of Hope aircraft. DeRosa is faculty chairman of the SIU School of Aviation Technology located at Southern Illinois Airport.

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Facts Of Interest from the "Center of Interest"
By Don Meyer
Is a bank obligated to pay on an oral order? The answer is no.
While some banks have honored oral orders, this is not common practice. Banks are obligated to pay only on written orders.
Is a bank compelled to make partial payment on a check? A check wherein funds are insufficient to pay the amount in full? A bank is not compelled to make partial payment on an NSF check.
It is not unlawful to post-date a check.
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