

Recommended by *Duncan Hines*

Talk about a small, hard category! This is it! A fellow collector got me started on this one less than a year ago, and I've been fascinated with it ever since. Of course, we're all familiar with the *Duncan Hines* name through all the company advertising over the years, but if you're a Post-War Baby-Boomer, such as myself, chances are you're unaware of the story behind the "Recommended by *Duncan Hines*" label that the covers here bear...

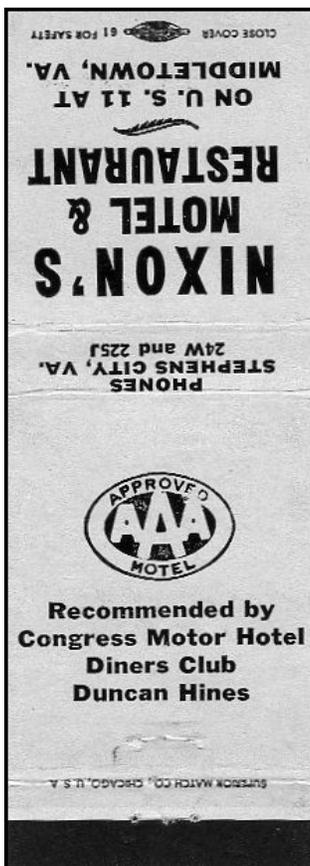
In the late 1920s and early 1930s, Duncan Hines and his wife, Florence Chaffin, traveled across our country, Canada, and Mexico, finding delicious, penny-wise food fare (imagine extensively traveling during that period—not an easy feat!). Hines eventually compiled a list of their tasty finds and published them in a book appropriately titled *Adventures In Good Eating*, first printed in 1936, which detailed over 2,000 restaurants from coast to coast (Kevin Fleming, CA, actually has 4 editions of this book). Hines' first book proved to be very popular, and he authored three other helpful books: *Adventures in Good Cooking*, *Lodging For A Night*, and *The Vacation Guide*. It may even have been the stimulus for AAA beginning to "certify" hotels, motels, and restaurants in the following year.

The public devoured his books! At last the perils of traveling at mealtimes became a joy and a pleasant culinary experience. Proud proprietors would display signs indicating they had been approved by Hines, who became known internationally as "foretaster" for the traveling public. One restaurant owner wrote that if Hines ever withdrew his approval, he's have to close up shop.

In 1949, Roy H. Park and Hines established the Hines-Park Foods Company, which produced and sold food under the label Duncan Hines. Together they founded the Duncan Hines Institute, which conducted food research and granted scholarships to students interested in the food service industry. In

1956, the Hines-Park Foods Company was bought out by the Proctor and Gamble Company of Cincinnati. Through their products, the name Duncan Hines is still remember daily at dinner tables across America.

I thought I was doing well to come up with 96 of these covers...then I found out that Cliff Zeckser, FL, has 225! Look through your H/M/R covers. You'll often find both the AAA and Duncan Hines recommendations on the same cover.



Duncan Hines Backlash?

Here are two businesses that “proudly”(?) proclaim that they are *not* recommended by Duncan Hines! Why? Could be an attempt at humor...playing on the then popular Duncan Hines theme; could be some sort of legal requirement for these establishments...perhaps some sort of attempt to avoid confusion or legal infringements; or, could be that they just didn't wish to be associated with the Duncan Hines publicity campaign that others were engaging in.

Anyone have any knowledge of this, rather than my guesses?