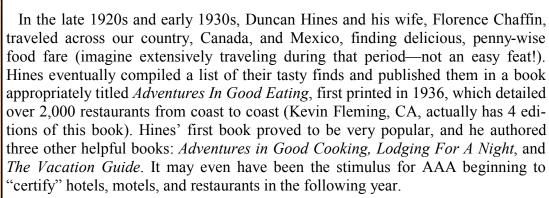
## Recommended by Dincan Fines

## by Mike Prero

Talk about a small, hard category! This is it! A fellow collector got me started on this one some 20 years 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...



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, had 225! Today, I have 789, and maintain a Recommended by Duncan Hines listing (811 currently listed). Bob Hofaker also has a listing.

Look through your H/M/R covers. You'll often find both the AAA and D u n c a n H i n e s recommendations on the same cover. It's a great small category and delightfully rewarding!





