



**A YEAR'S SUPPLY OF FOOD,\* WORTH \$1300 AND WEIGHING TWO AND A HALF TONS, DWARFS CLEVELAND WORKS SHIP**

\*Photographs based on figures by U. S. Dept. of Agriculture and United Nations.

**UNITED KINGDOM.** Lacking the meat and other items blanked out in white below, its annual food supply offers less energy value.

**BELGIUM.** Calorie content of a day's food in this country is even less. Many foods available in U.S. are not to be found abroad.

**GERMANY.** Still feeling bare minimum diet, and m



# WHY WE EAT BETTER

## Industrial Advances In U.S. Open the Way To Rich, Varied Diet

Du Pont Employee Steve Czekalinski and his family, left, are surrounded by two and a half tons of food—the amount they will eat this year. This remarkable scene, set up for BETTER LIVING by the A & P Food Stores in a Cleveland cold-storage warehouse, documents better than any words the wide and varied diet the U.S. family enjoys today.

Here are displayed 699 bottles of milk, 578 pounds of meat, 131 dozen eggs, 1190 pounds of vegetables, and 440 pounds of fresh fruit, plus sugar and flour, bread and cereal, and the other items which today comprise the standard diet of an average American industrial family.

This picture of plenty and variety contrasts sharply with any yardstick the world has ever seen. In America, since 1900, new foods and fresh foods have become available year-round to everyone. Hand in hand with improved methods of food growing, handling and distribution, has come a seven-fold increase in wages for the average industrial worker. So now, a Du Pont employee like Steve Czekalinski, a shipping leader at Grasselli's Cleveland Works, not only eats better than his 1900 counterpart, but also he has more money left over to purchase other goods.

To the rest of the world Steve Czekalinski's 1951 diet looks even better. For, as indicated below, the variety and supply of food which are available in England, Belgium, Germany, Poland and China fall far below the standard familiar to every American. How this has all come about is reported on the following five pages.

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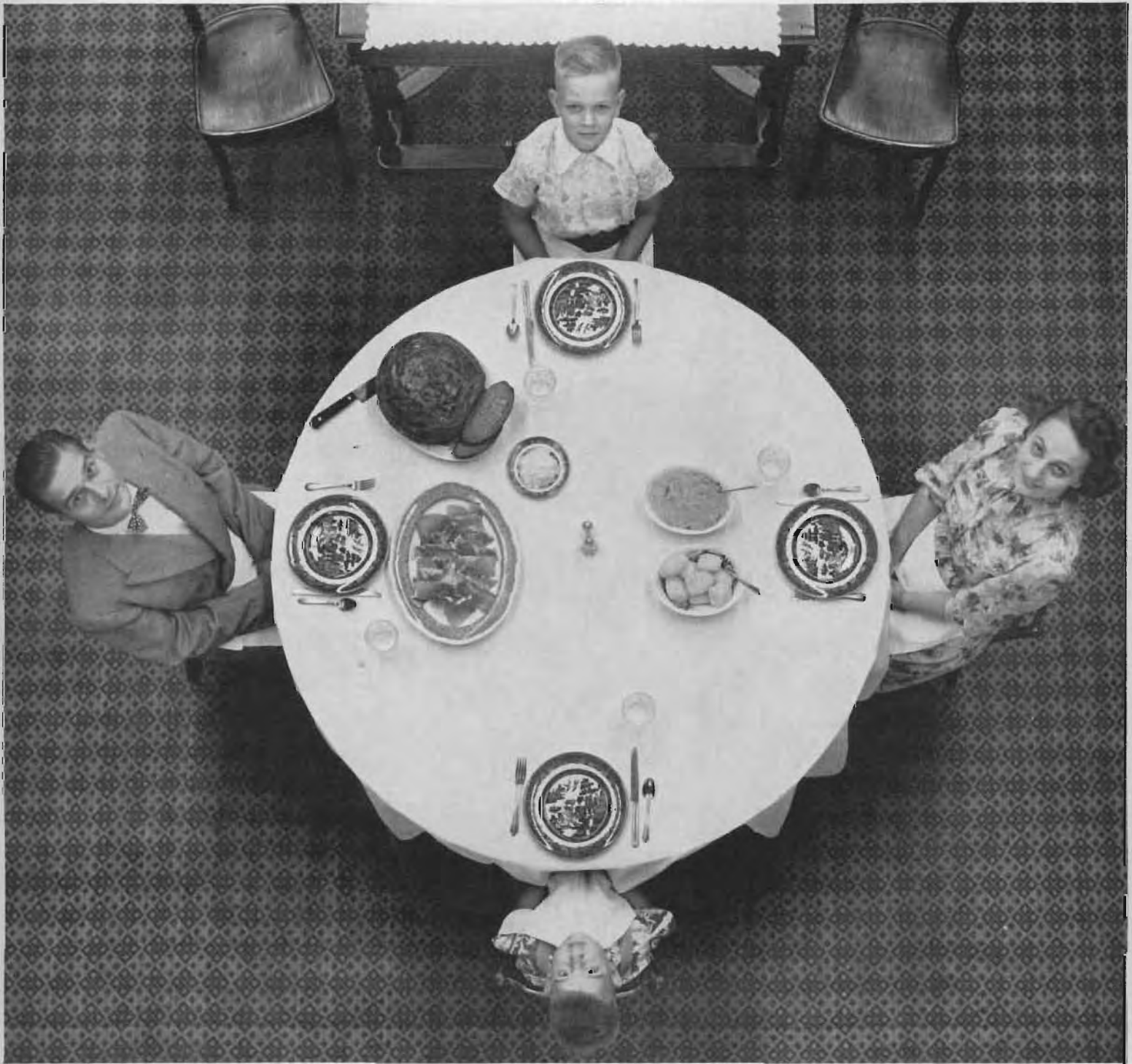
LEADER STEVE CZEKALINSKI AND HIS FAMILY IN AN A & P COLD-STORAGE WAREHOUSE.

Facts, German people get only is supplied by American aid.

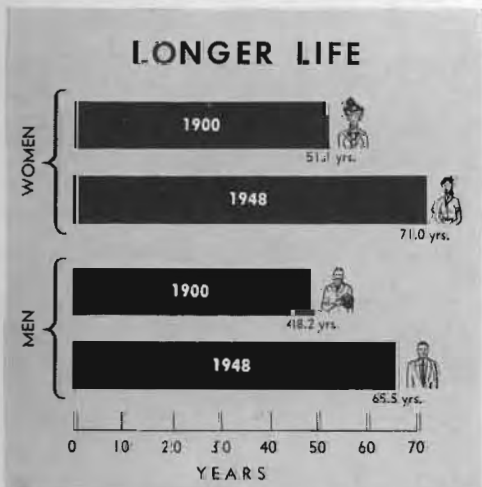
**POLAND.** Now living behind the Iron Curtain, Polish people live on food diet that is far below the familiar American standard.

**CHINA.** Despite its agrarian economy, this Oriental country supplies its people with a diet of much-reduced food-energy value.





STRIPPED TO ITS BAREST ESSENTIALS, TYPICAL 1900 SUNDAY DINNER, SHOWN ABOVE, WAS MOSTLY STARCHES AND MEAT.



**LIFE EXPECTANCY**, as reported in 1948 by Metropolitan Life Insurance Co., has increased markedly since 1900. Better food has been one of factors.

## 1900 SUNDAY DINNER WAS DULL

Changes in family menus since 1900 amazed even Steve Czekalinski and his family when they sat down to the specially arranged Sunday dinner, above, patterned after a Winter menu common half a century ago. Facing them were slices of smoked ham, boiled potatoes, turnips and dark bread. Like most meals of the day, this one featured starches and easily preserved foods. Omitted were green vegetables, frozen foods and fresh meat. While no one could find fault with the quantity of food offered in this 1900 dinner, it

could not begin to match the variety now spread before Du Pont families in their meals the year around.

Biggest change in menus since 1900 has been brought about by the 12-month availability of practically all kinds of foods. America's rising standard of health, indeed, has been paced by this greater variety and consumption of fresh and frozen foods (next page). Children like Steve's are now two to three inches taller than they were in 1900. Life expectancy has also increased sharply, as seen at left.



**FRESH VEGETABLES** have become year-round items. Corn is a favorite of Steve Czekalinski, Jr.



**ICE CREAM** consumption has increased 940 per cent since 1909. Henry Czekalinski likes vanilla.



**ORANGE JUICE** and other citrus fruits have been among factors in improved health of U.S. children.

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**DRIED FRUIT.** Dehydration was only old-time method of providing fruit through winter.



**FRESH FRUIT.** With fast refrigerated trains, citrus fruit consumption has tripled in the U.S.



**SMOKED MEAT.** In 1900, most meat had to be smoked or salted to prevent spoilage.



**FRESH MEAT.** Development of modern refrigeration has established it in U. S. diet.



**DRIED VEGETABLES.** Peas and beans were stored in open barrels and sold in small bags.



**FRESH VEGETABLES.** Today, a variety is available all year. Some are fresh-frozen.



**SALT FISH.** Mackerel, packed in wooden tubs, was big favorite. Most fish was smoked.



**FRESH FISH.** Consumption is up nearly 50 per cent with development of deep-freeze.



**MACHINES** like flaker, which Steve Czekalinski used when he was operator, have helped to boost earnings by turning out more zinc chloride in less time. In long run, increased productivity yields higher earnings.

## INCREASED PRODUCTIVITY ON JOB PACES AMERICA'S FOOD STANDARDS

Every week-end Steve Czekalinski and his wife, Stephanie, get into the family car and drive a few blocks to the neighborhood supermarket. There, they move up and down the maze of aisles, carefully selecting the \$25 worth of food which the Czekalinski family will consume during the following week.

Steve now buys this food with earnings that are five times as much as his starting wage of 18 years ago. A portion of this increase has been the direct result of his own abilities which qualified him for new, higher-rated jobs and broader responsibilities.

Of equal importance to increased earnings for employees like Steve Czekalinski is the company's huge investment of money in new equipment, new processes

and research. Expenditures for new products and better ways to make old ones have kept Du Pont on a competitive footing and thus have helped to provide Steve and his associates with steady employment through the years.

An outstanding example of this industrial progress is the recently completed sulfuric acid unit at the Cleveland Works, upper right. Replacing inefficient, obsolete equipment, the new unit has tripled production. With such modern machines and equipment, which produce more goods in less time, Czekalinski and thousands of other employees have become far more productive. Today, they share the gains every time they step into the supermarket, where they can buy more food in a week than their parents did in almost three.



**CAPITAL INVESTMENT** by Du Pont has totaled almost \$550,000,000 since 1945. New sulfuric acid unit at Cleveland Works cost \$1,460,000.



**TECHNOLOGY** has given employees new tools to increase their output. Engineer Ken Giguere points out features of new acid unit at Cleveland Works.



**RESEARCH** promises new products in the future. In the past, new products brought new job opportunities. Ed Jennings is chemist in the plant lab.



**1900** Shipping Leader Steve Czekalinski shows what \$1.60—a day's wage for an average employee in 1900—would then buy in food.



**1951** With one day's work today, average employee can now buy this amount of food. Increased productivity has spelled the difference.

## MENUS NOW REFLECT HIGH AVERAGE WAGE

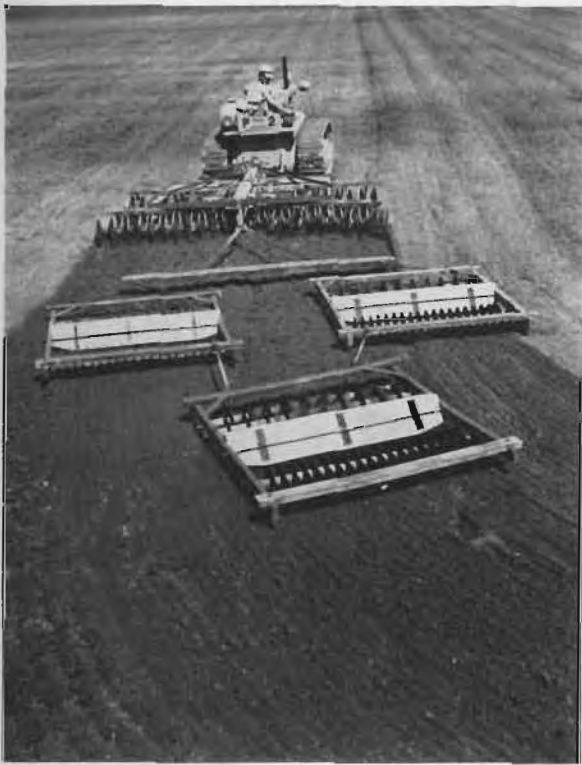
Fifty years ago, industrial workers put in a ten-hour day, six days a week. In those days, it is estimated, the average family spent up to 63 per cent of its income on food. Even at that, a day's wages pur-

chased very little, left above. In 1951, Czekalinski, working a 40-hour week, uses about 30 per cent of his earnings for food, purchasing over two and a half times as much as turn-of-the-century counterpart.



**SUPERMARKET** is the place where Stephanie Czekalinski buys most of her food. On once-a-week trips she finds more than two dozen different vegetables

from which to choose. Similar variety is offered in other departments of this market which brings together food from entire country and overseas as well.



**MECHANIZATION** of tools, including tractors, cultivating and harvesting implements, has made farmers more productive.

## NEW ADVANCES WRITE TODAY'S RICH MENUS

The Czekalinskis' abundant and appetizing diet is compounded of many advances. Combined with Steve's increased purchasing power are important developments pictured here, which stretch from the farm to supermarket. All reflect America's continued climb to higher standards of living.



**HIGH-SPEED TRANSPORT** of farm products by rail and truck has brought distant produce to metropolitan centers.



**MASS PROCESSING** of foodstuffs has reduced manufacturer's production costs and introduced new kinds of sanitary packaging materials like cellophane. Consumer has reaped the benefits.



**MASS DISTRIBUTION**, symbolized by supermarkets everywhere, has kept food handling costs to a minimum. Consumers have found variety of foods under one roof with savings in shopping time.



**REFRIGERATION** of meat, dairy products, vegetables has been extended all the way from food processor to the family refrigerator. Food can now be easily stored for year-round use.