

Some 800 leading nutritionists, medical men, food technologists, advertising and public relations representatives, and business leaders in the food industry took part in this conference. One of the outgrowths of the meeting was the establishment of a National Nutrition Committee, with sub-committees for each state.

Promoting good nutrition through educational channels was one of the first things the conference decided to do in stimulating interest of Americans in this vital subject. Further agreement was reached in using motion pictures as one of the educational mediums for telling the story of good nutrition.

There are certain factors concerning distribution of educational movies in American theaters which are of first importance. Few, if any, theaters will show a straight educational film simply because the general public goes to the movies to be entertained, not trained.

When Swift & Company elected to sponsor a first-class Hollywood film as one contribution of this industry to the National Nutrition Program, it was decided that the production should be as entertaining as possible, and yet put across a factual, authentic story of right eating.

For that reason, "Hidden Hunger," the film you are about to see, has been produced in an allegorical style. You will see the famous character actor, Walter Brennan, three-time Academy Award Winner, and star of many pictures, including "Judge Bean," "Come and Get it," and "Sergeant York" play the part of an average, good American farmer.

Walter Brennan was lent by the famous producer, Sam Goldwyn, for this film. Brennan was intensely interested in the subject of good nutrition. This interest helped him turn in an outstanding

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