circulated to a long list of newspapers, food publications, food editors, dietitians and food buyers. Potato people can advance the interests of their business by seeing that such facts and figures receive wider publicity.

Viewing the potato industry as a whole, only a comparatively small number of its leaders are contributing their time, ideas and money to help trade organizations fight a "holding action" until the industry unites in a national merchandising program comparable to the size of the problem. Declining potato consumption is a hard fact and not a theory. It means that, if the decline is unchecked, potato production must be drastically reduced either voluntarily or by ruthless competition.

Consumers of food demand clean, well-graded, attractive merchandise, honestly packed. They'd like to know in advance that it will cook well for specific purposes, and taste good when they eat it. They're accustomed to these things when they buy other foods and they don't think potatoes should be any exception. Promotional activities that are soundly planned, adequately financed and aggressively conducted can help satisfy these natural consumer desires, and build business. The answer seems to rest with potato people themselves.

ERRATUM

In the August, 1951 issue, in the article entitled, "Mechanical Separation of Potatoes into Specific Gravity Groups Shows Promise for the Potato Chip Industry" by R. Kunkel, J. Gregory and A. M. Binkley, table 6, page 694 should read as follows :

TABLE 6.—*The effect of specific gravity on the absorption of ether extractable fat by potato chips*

Specific Gravity	Mean Per cent Fat**
1.0916	32.64 ± .65
1.0777	37.05 ± .61
Diff. 0.0139	4.41