

Concord Council on Aging  
**HIGH SPIRITS**  
 Mid-Month Notes from Your COA

November 2022

Volume 11 No. 3

“Fallen leaves lying on the grass in the November sun bring more happiness than the daffodils.” - **Cyril Connolly**. It was a happy and busy November at the COA. CCHS’ Honor Society plus Boy Scout Troop 132 used their brawn to rake your leaves; the fantastic wreath (below) created by talented COA volunteers is presently featured at The Concord Museum; photographer Edie Lipinski’s work (in the frame) is now featured on our ArtSpace walls; and those ukulele -playin’ witches and warlocks entertained you for Halloween! Be on the outlook for our December newsletter...



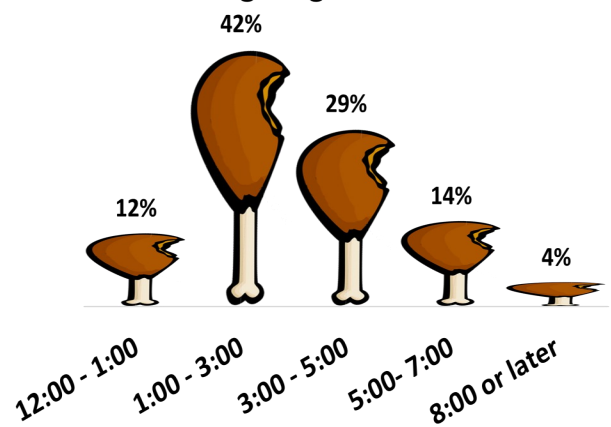
**TV Corner**

**96th Macy’s Thanksgiving Day Parade**  
 9:00 AM - Noon on NBC

Animated guests include “Bluey” the dog and ‘Baby Shark” with a barrage of human guests from Jimmy Fallon to Gloria Estefan.



**Thanksgiving Start Times**



**Your Top 5 Details of How Swanson Turned a Problem into a Hit Product**

**5.** Thanksgiving leftovers are usually a good thing, right? But in Dec. 1953, food company **Swanson** had too much of a good thing. Sales of Thanksgiving turkeys had fallen way short, and Swanson was left with *260 tons* of frozen birds packed into ten refrigerated rail cars. The train was shuttling between Swanson’s Nebraska headquarters and the East Coast, because it had to stay in motion to keep the refrigeration going. **What to do?**

**4. Gilbert Swanson** had seen aluminum food trays on airlines and came up with the idea of packaging sliced turkey with gravy, sweet potatoes, peas, and cornbread dressing, in compartmentalized trays.

**3.** Then Swanson salesman **Gerry Thomas** saved the day, by sketching a compartmentalized aluminum tray like he’d seen in a distributor’s warehouse. Desperate Swanson executives tumbled for it. Thomas said he got a \$1,000 bonus for inventing the TV dinner.

**2. Whoever the hero was, Swanson played it right.** The 260 tons of frozen turkey meat, in a tray with the aforementioned sides, was shipped to grocery stores. The price: 98 cents. Swanson cleared its inventory of unsold turkeys in no time flat!

**1. When microwave ovens came along,** Swanson and its competitors switched from aluminum trays to microwave-safe plastic ones.

In **1987**, Swanson’s original “TV dinner” tray was placed in the Smithsonian Institution.



**“ After a good dinner one can forgive anybody, even one’s own relatives.”**

**- Oscar Wilde**

**Tech Corner**

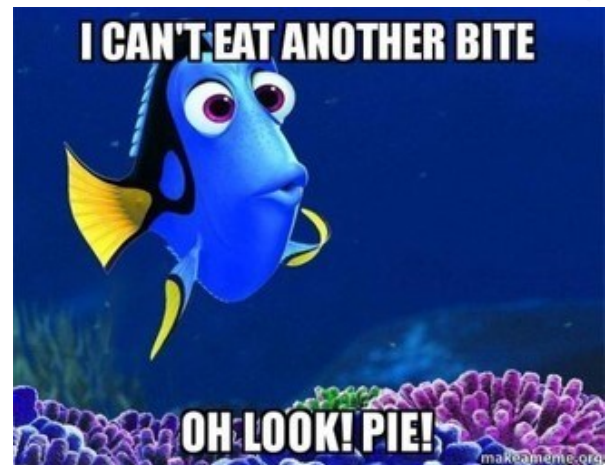


The Artemis I mission successfully launched on NASA’s rocket Space Launch System (SLS) on **Nov. 16, 2022** from Kennedy Space Center in Florida. NASA has now kicked off it’s ambitious plan to return humans to the moon! Artemis I is uncrewed so the trip’s commander is the “moonkin” CAMPOS, names after a NASA engineer who helped save the lives of the Apollo 13 crew.

CAMPOS, a human sized mannequin, wears the same survival suit that future missions’ flesh & blood passengers will wear.

With Artemis missions NASA plans to land the first woman and first person of color on the moon. NASA hopes a crew of four will make a trek in May 2024 as part of Artemis II.

**Comedy Corner** 😂



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