



Ice Cream CURRENTS



VOLUME 8

FEBRUARY, 1944

NUMBER 1



Ice cream and cake was the lot of the soldiers and their guests after an evening of dancing at the company dance held by the 33rd Signal Co. at the U.S.O., Tullahoma, Tenn.



USO ACTIVITIES IN ALASKA. After the concert, pie, ice cream and cocoa were served to service men by local Nurses Association.



Ice Cream in the Army. Quartermaster Replacement Center. Troops at Camp Lee, Va., flock to the Post Exchange.

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Vol. 8 ★ No. 1

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ICE CREAM MERCHANDISING
BARR BUILDING *Institute* WASHINGTON, D. C.
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Washington, D. C.

OUR BIRTHDAY, TOO!

February, month of birthdays of two of the great men of history—and birthday of ICE CREAM CURRENTS!

With this issue, we begin the eighth volume of ICE CREAM CURRENTS—designed and developed to help the retail Ice Cream dealer present Ice Cream attractively to the consuming public, while proving a profitable part of his business

During these war months, emphasis on merchandising Ice Cream as a stimulus to sales has been stopped.

However, the phases of merchandising which have to do with care of Ice Cream—of refrigerated equipment—with knowledge of correct dipping and dispensing, are being more than ever emphasized. One of our subscribers wrote us recently:

"I want to tell you what a grand job I think you are doing with ICE CREAM CURRENTS during these trying days. The information that you are furnishing to the dealers through this medium is even more timely and helpful than was furnished during the boom days."

As you read through the pages of each issue, we hope that you will find help for your immediate problem.

The pages of ICE CREAM CURRENTS are designed for you. If there is information you would like, write us, and if possible, we will print it for you.

We celebrate our birthday by resolving to make ICE CREAM CURRENTS better in every way possible. We'll be coming to you every month as usual—and in the forthcoming issues, we'll have many ideas and suggestions for you.

Gust Kummerich
Managing Director

Ice Cream Merchandising Institute, Inc.

HERE AND THERE IN MERCHANDISING

The Follow Through on Self Service

We have reported to you in recent ICE CREAM CURRENTS, some devices in use at short-handed soda fountains, to serve customers quickly and with as little help as possible. Since our first report, some criticisms by customers have reached us—so we would caution those of you who contemplate this type of service. Here are some points to check:

Have signs explaining the service *large enough*. Have them displayed so prominently that each customer can see them. Place signs at intervals on fountain in front of stools—so that customers will not go and sit, expecting to be waited on.

A good sign to use would be worded as follows:

(For use on counter slab)
HELP US HELP YOU
Please go to Front Counter
Place your Order
And take it to the Stool you Select

(For use at work counter)
WE MAKE IT . . .
YOU TAKE IT . . .
Please Place your Order Here
And Wait for it . . .
THANK YOU . . .

Above the soda fountain should be a sign—

"WARTIME SERVICE"
We have inaugurated this "help yourself" service to give you quicker service, with the personnel we have. Please cooperate with us—to make this service—serve us all, while the war emergency is here.

Personnel

The soda fountain which is using the cafeteria style service should spend time training personnel for exact station work. It would be well to lay out the whole plan on paper (sort of blueprint fashion) and discuss with your

employees before putting it into practice. As mentioned in an earlier column, one operator for milk drinks and sodas and carbonated drinks, one for sundaes and specials, one for luncheonette items, is almost necessary if speedy service is to be realized. For a four or five bay fountain or a straight fountain seating thirty or more, some modification or change may be necessary.

Work space should be arranged so that each dispenser has necessary materials to meet menu requirements, arranged in good order for speedy service.

Then—dispensers should be at their posts, particularly through peak periods, and be alert to turn out incoming orders. If dispensers gather for personal conversations and customers wait, a great deal of ill feeling is created. Even if the dispenser has no order in the making, he or she should be at the assigned work station, ready for the next customer, or clearing up after the last service.

Incidentally, someone should be assigned to remove soiled dishes from counter or tables—and one to wash and replace supplies at dispenser stations.

The public will accept interruption to or change in the regular type of service given at your store if they understand the reasons—and can see that the change is a wartime necessity and a time-saver, designed for their satisfaction.

If, on the other hand, they get the idea that you are just trying out an idea about which even you are doubtful, the whole thing may go sour. That's why we suggest planning and "rehearsals" with your employees first.

Streamline Menu

When cafeteria type service is undertaken, the fountain menu should be simplified. Such combinations as you can furnish should be listed above the order section—in clear type—name and price given. This simplifies order-giving and order-filling.

Remember to make well the items you offer.

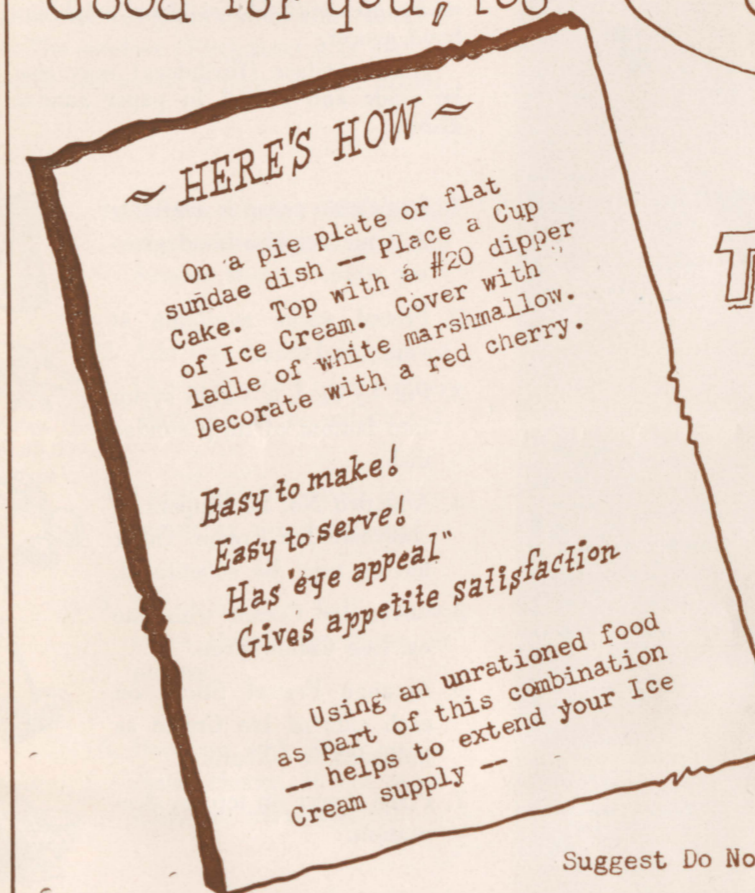
ICE CREAM



MAKES THIS



A taste thrill... and
Good for you, too

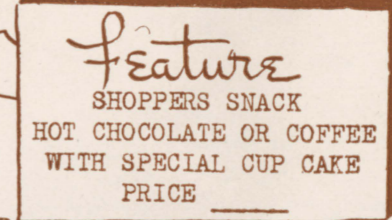


~ HERE'S HOW ~

On a pie plate or flat sundae dish — Place a Cup Cake. Top with a #20 dipper of Ice Cream. Cover with ladle of white marshmallow. Decorate with a red cherry.

Easy to make!
Easy to serve!
Has 'eye appeal'
Gives appetite satisfaction

Using an unrationed food as part of this combination — helps to extend your Ice Cream supply —



TIMELY TIPS

Acquaint your clerks with this Special.
Make one up — Sample it — Sell yourself on it.
Use Iced or plain cake.
Vanilla or devils food.
Cup cakes are available at your neighborhood grocer or bakery supply.
Also available in packages of two's.
Display these packages.
For added eye appeal and sanitation use doily covered plates.

Suggest Do Not Require

FEBRUARY 12

FEBRUARY 22



The
"BIRTHDAE"



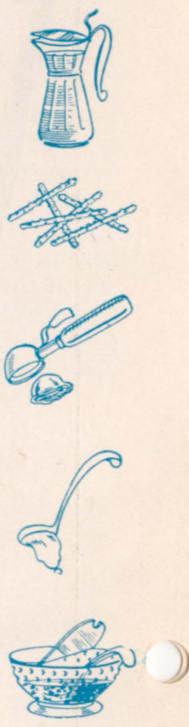
THE "BIRTHDAE"

Into a tulip sundae dish put 1/2 ounce Log Cabin syrup. Add two No. 20 dippers of chocolate ice cream, cover with one ounce of Log Cabin syrup. Lay two pretzel sticks on each side of the dish forming a square. Place a cherry on top.

Both the Log Cabin syrup and pretzel sticks are available at your neighborhood grocer.

These sundaes (Birthdaes) may also be made and served in paper sundae dishes.

1. Log Cabin syrup is available at your neighborhood grocery store.
2. Pretzel sticks available at your local store.
3. Put 1/2 oz. Log Cabin syrup into bottom of tulip sundae dish.
4. Add two No. 20 dippers of chocolate Ice Cream. Other flavors may be substituted.
5. Cover Ice Cream with one oz. Log Cabin syrup.
6. Arrange Pretzel Sticks on each side of Ice Cream as indicated in picture.
7. Place cherry on top for decoration.



Into a Tulip Sundae Dish drop a whole maraschino cherry, add two No. 20 dippers of chocolate Ice Cream, cover with butterscotch or marshmallow and dot with four half maraschino cherries and one stem maraschino cherry in center (or plain maraschino cherry).

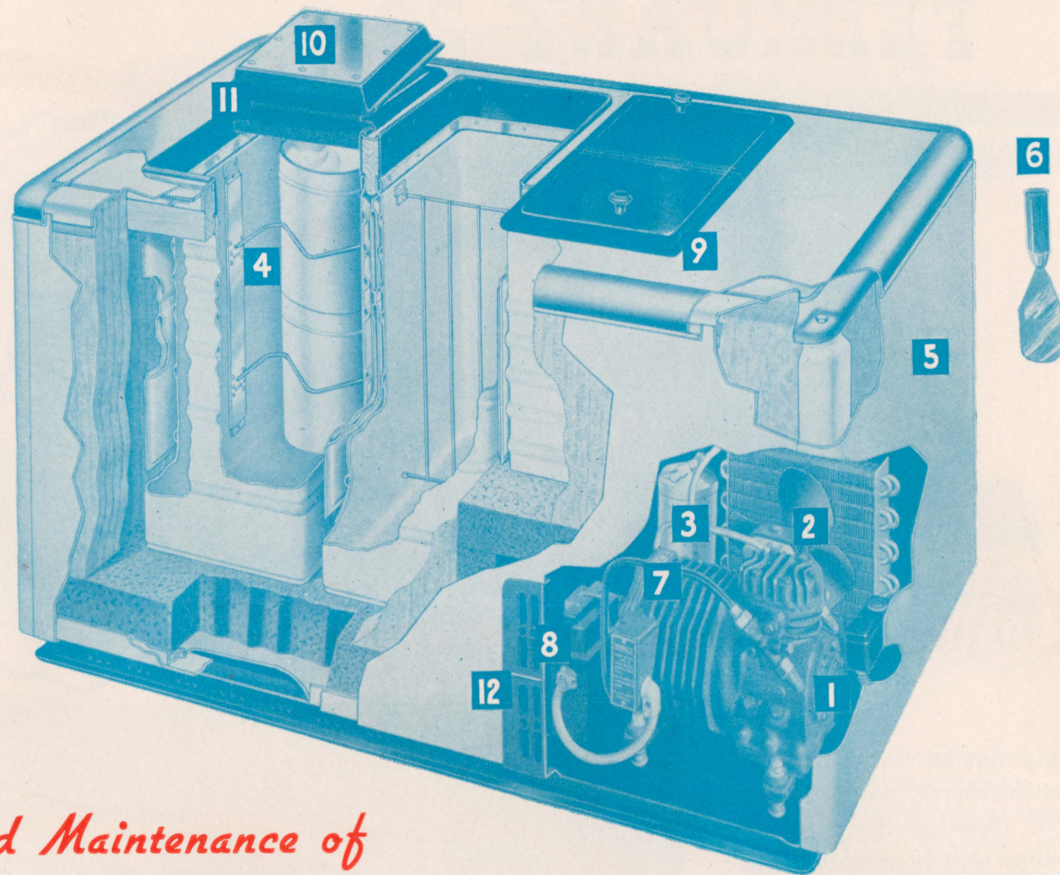
The sundaes (Birthdaes) may also be made and served in paper sundae dishes.

1. Drop whole maraschino cherry into bottom of Tulip Sundae Dish.
2. Add two No. 20 dippers of Chocolate Ice Cream—other flavors may be substituted.
3. Cover with one ounce butterscotch or marshmallow.
4. Dot with four half maraschino cherries as shown in picture.
5. Decorate with stem maraschino cherry. If not available, use plain cherry.



THE "BIRTHDAE"

The taste thrill of these two sundaes—like the memory of Washington and Lincoln—lingers on!



Care and Maintenance of ICE CREAM CABINETS

It has always been good business to keep your cabinet in repair and in good working order. Today, it is one of your first necessities. Parts are hard to get. New cabinets are off the market. In addition to this, most of you have untrained help using the cabinets. The following suggestions are given you to enable you to keep your cabinet in working order, avoiding the mistakes which shorten the life of this important equipment.

The above sketch of an Ice Cream cabinet has numbered on it, various points which you need to check regularly to keep your cabinet functioning efficiently. The exact location of some of these points may be slightly different, depending on the make cabinet you are using, but similar points will be found on all cabinets and should be watched.

1. **OIL MOTOR**—Once a month drop oil into the oil holes of electric motor.
2. **CHECK FAN BELT**—If belt is frayed, replace or repair.
3. **WIPE OFF CONDENSER**—Wipe off dust and lint which collects on the condenser screen. This will improve motor's

efficiency, and prevent necessity of having the screen blown out later by compressed air.

4. **DEFROST FREQUENTLY**—Frost and Ice even one-fourth inch thick, on the cabinet walls become an insulator against refrigeration. Motor then runs longer and uses more power.

5. **PRESERVE PAINT**—Wash cabinet exterior frequently with mild soap and water or warm soda solution.

6. **DEFROSTING**—Use a blunt object or round-edged spatula for defrosting. Never use an ice pick.

7. **WIRES**—When electric cord covering wears thin, repair immediately. Short circuits damage motors.

8. **TEMPERATURE CONTROL**—Call your cabinet supplier for any temperature control adjustments.

9. **RUBBER SEAL**—Avoid slamming lids—prevent breaking the rubber seals at the base of the lid. Any lid not properly sealed admits warm air and taxes refrigeration.

10. **CABINET LIDS**—Water-soaked lids deteriorate insulation. Clean lids, but do not immerse in water.

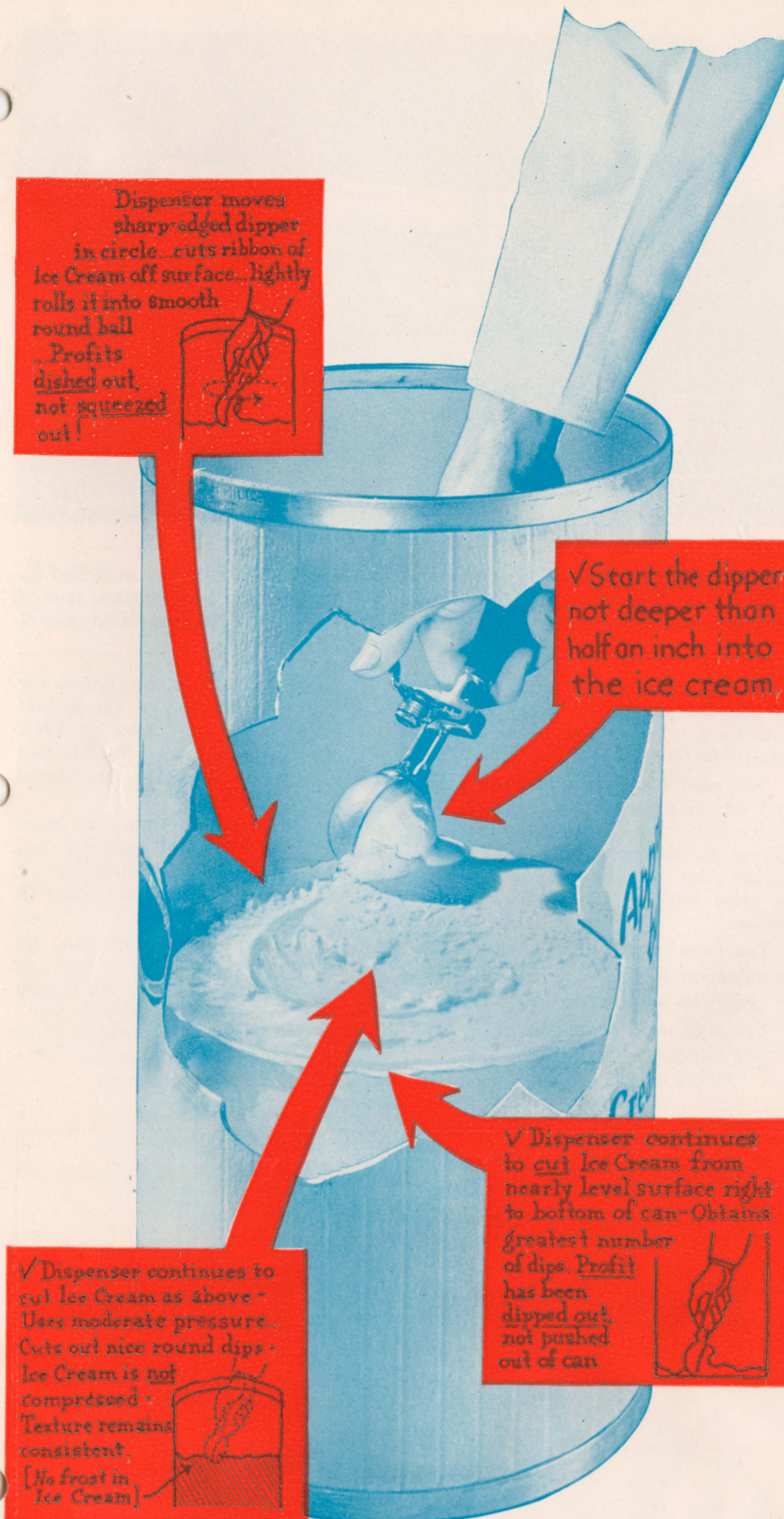
11. **LOOSE SCREWS**—Tighten all loose screws frequently.

12. **GRILL PLATES**—Prevent accidents or damage to motor. Keep grill plates in place.

Shortage of manpower makes it necessary for you to give your Ice Cream company advance notice when your cabinet needs servicing.

Breakdowns are expensive—cause losses and delays—Report any cabinet difficulty promptly, giving as much detailed information as possible.

Your Ice Cream company will appreciate your cooperation.



Dispenser moves sharp-edged dipper in circle...cuts ribbon of Ice Cream off surface...lightly rolls it into smooth round ball...Profits dished out, not squeezed out!

✓ Start the dipper not deeper than half an inch into the ice cream.

✓ Dispenser continues to cut Ice Cream as above - Uses moderate pressure. Cuts out nice round dips - Ice Cream is not compressed - Texture remains consistent. [No frost in Ice Cream]

✓ Dispenser continues to cut Ice Cream from nearly level surface right to bottom of can - Obtains greatest number of dips. Profit has been dipped out, not pushed out of can.

NOW MORE THAN EVER

The Boys and Girls behind your soda fountain need to know how to dip Ice Cream correctly.

✓ Sanitary Dipper-Well... Tap scoop on Cellulose sponge or folded towel to remove all water - No ice can form in Ice Cream

YES - there is profit in Ice Cream! ... When properly handled, and enthusiastically featured!

"PRODUCE—CONSERVE—SHARE AND PLAY SQUARE"

Menu Prices Frozen in Two-Thirds of U. S.

Abnormal population increases brought about by the war have made it necessary for O. P. A. to regulate prices of food and drink sold for consumption on the premises in restaurants, soda fountains, bars and like establishments in approximately two-thirds of the country. To date 33 regulations have been issued with varying provisions, depending on the locality.

Common to all regulations, however, is the provision establishing the ceiling price for food items at the highest price charged for the same item during the seven day period April 4 to 10, 1943, inclusive. Among items to which the regulations apply are "ice creams, sherbets, water ices, including combinations with syrups, creams, fruits and nuts."

As stated, the 33 regulations vary in certain minor particulars, but in general they agree in their major provisions. An analysis of the order for New York, New Jersey, Pennsylvania, Delaware, Maryland and the District of Columbia will serve as a guide to the regulation for other areas.

Your ceiling price is the highest price for which item sold during period from April 4 to 10, 1943. If you did not offer the item during this period take as your maximum the highest price at which you sold the item during the four weeks preceding April 4. If you did not offer the item during this four week period or have no record of your price during that time, your ceiling will be the highest price charged during the base period for an item which currently has a raw food cost equal to or less than the item to be priced. If none of these methods can be used to arrive at your maximum price, then your maximum price must be "in line" with maximum prices for other food items in the next higher cost range. To be "in line" your price must give your customer as much value for his money from one item as from another. In this case, consideration must be given to quality, size of portion and margin over food cost.

You must continue to offer sundaes, sodas, etc. at the same price range as you offered them in the April period. In other words, you cannot discontinue selling 15 cent items if you sold them in the base period.

There must be no deterioration of quantity or quality unless you make a proportionate reduction in price so as to maintain a raw food cost ratio at least equal to that maintained prior to such deterioration.



The new "Ice Cream—7 Basic Food Groups" window display, installed by Milwaukee, Wisconsin, Sentinel in a "courtesy window"—Excellent use of the material and a fine tribute to Ice Cream. Congratulations, Milwaukee!

You must not require, as a condition of sale, the purchase of other items if you did not follow this practice from April 4 to 10, 1943.

You must file with your local price and rationing board a signed copy of each menu or list of your prices in effect during the above mentioned seven day period. Also you must make such menus or price lists for examination by any person.

You must keep for possible O. P. A. examination two copies of each menu or price list used by you each day.

You must post on your menu the following statement:

"All prices are our ceiling prices, or

below. By O. P. A. regulation, our ceilings are based on our highest prices from April 4 to 10, 1943. Our menus or price list for that week are available for your inspection."

If you do not use menus, you must post the above statement where it can be easily read by your customers.

These or similar regulations are in effect in most states.

It is suggested that, unless you are sure that you operate in a state no part of which comes under the regulation and unless you are already complying, you consult your local O. P. A. price and rationing board at once as to how the regulation affects you.

Compliments of

Meadow Gold Dairies

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Denver, Colorado