

# ICE CREAM



# CURRENTS

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## WE HAVE A JOB TO DO!

### Face the Facts

War requirements take one-fifth of the milk and cream supply.

Dairymen are producing as much milk as possible in the face of feed and labor shortages.

Therefore, Uncle Sam limits output of Ice Cream for civilians.

So, there's less Ice Cream for us.

"Share and play Square."

This is a challenge to everyone in the Ice Cream industry—the manufacturer, the merchandiser, the dealer.

As a retail store operator, you know that you must have products to sell, in order to keep a department operating—yes, to keep your store open.

When the manufacture of Ice Cream was to conserve milk solids, limited by Government Order FD08, your Ice Cream manufacturer was immediately concerned with its effect upon the operation of your Ice Cream department. The merchandising of Ice Cream, through recent years, has led to a constantly increasing consumer demand, which you would now be unable to supply completely.

### Fruit Sherbets

The Government has encouraged the manufacture of fruit sherbets as one way to extend the available supply of frozen dairy products—allowed manufacturers to use up to 10% of their milk solids supply in this product—and fruit sherbets are good.

They are not a substitute for Ice Cream—in fact, make up a small fraction of the total output of frozen dairy foods. Even last year, Ice Cream led by a high percentage frozen dairy products made in commercial plants. But even a small amount of fruit sherbet or fruit ice can be a real help to the retail store owner if he realizes the possibilities.

### Don't Force Sale

We can't get any place in creating consumer acceptance for fruit sherbets and ices, by forcing the purchase of fruit sherbet to get Ice Cream. In the first place, it is contrary to law—in the second place, it is bad business to try a forced sale. It destroys good will for the store, and the product; and arouses active antagonism among your customers.

"Take it or leave it" may be a fine name for a radio show, but as a business statement to a customer, it's not so good. In fact, not good at all.

### A Selling Job

This whole proposition is a selling job—for the Ice Cream industry, to help make the supply of frozen dairy products go as far as possible—for you as a store owner, to help keep your department operating—When you do a real job of this fruit sherbet and ice situation, you are helping the whole war effort.

In attempting this selling job, there are certain fundamentals to remember—first, fruit sherbets and ices are not substitutes for Ice Cream. They are good products, made with the same care and under the same sanitary conditions of Ice Cream manufacture, and can well be sold on their own merits. The fruity flavor of high quality fruit sherbets and ices, gives them a zesty tanginess, which is particularly appealing during warm summer days.

Sherbets are a combination of milk solids, fresh or frozen fruits or fruit juices, and a sweetener frozen to a finished weight about one-third heavier than Ice Cream.

They are high energy foods, and have value as thirst quenchers. They combine with Ice Cream to produce many popular soda fountain items, and

can be served alone or in combination with other foods to produce items which will be in demand.

### "Extenders"

We all know how popular cup cake with Ice Cream and hot fudge is (incidentally, such combinations help extend your Ice Cream supply!). "Orange Angel" is good, too. A slice of orange angel food, topped with a dipper of orange sherbet or ice, with a measure of orange syrup—Try it on your customers. Perhaps they won't all like it, but enough of them will to make it a good selling item, profitable, too; and so simple to fix that even untrained employees can make it quickly and well.

### Sherbet Combinations

Look on page 3 of this issue for other sherbet combinations which have been tried and tested—None of these takes any Ice Cream—All have real taste appeal.

The needs for the available milk and cream supply are many. Every means we employ to use wisely and to its fullest extent, our available supply of Ice Cream and other frozen dairy foods—is part of our duty as Americans.

### Ask Your Ice Cream Manufacturer

Your Ice Cream manufacturer is back of you in your attempt to keep serving your customers to the best of your ability, and to the best of their liking, so far as you are able. Talk over your problems with your Ice Cream merchandiser and look for continued help in the pages of "Ice Cream Currents".

**Yes—we have a job to do—  
and with every one helping, we'll  
get it done.**



**THEY GET THE IDEA!**

One night this last February, many of you radio fans heard Fibber McGee and Molly go through a hilarious half hour, trying to get some Ice Cream. And now comes an aftermath, as reported in an Ohio newspaper. The story is:

"When a couple of customers came into their store all out of breath Tuesday night and bought Ice Cream, Nat Friedman and his wife thought nothing of it, although it was cold and snowy outside.

"When several others came to their store to purchase the frozen dainty they considered it perhaps unusual, but not startling. Then when customers began to flock in by twos and threes, all asking for Ice Cream, they started to ask questions.

"Upshot of it all was that the customers had been listening to Fibber McGee and Molly. And if you heard their attempt to get an Ice Cream Sundae at their favorite corner drug store, perhaps you, too, got a hunch that a dish of Ice Cream would just about hit the spot with you. The Fibber show, over WTAM, left Fibber and Molly unable to get their Ice Cream because of the rush and stampede of customers when the supply finally arrived at the store.

"Which reminds us, we must stop in at the corner and get a dish ourselves."

Just another instance of reminder advertising! We all can learn by listening.

Right now it may seem to be embarrassing at times to have reminder advertising for Ice Cream when your supplies are low—But why not overcome this with your own reminder or suggestive advertising—call attention to the combinations you do have. It is good business.

*Gust Hennrich*  
 Managing Director

Ice Cream Merchandising Institute, Inc.

**HERE AND THERE IN**

*Merchandising*

Sunday, May 21, has been designated as "I Am an American" Day. Together with other patriotic citizens, you will want to give some recognition to it. Here is a suggestion for a special item for your soda fountain, in keeping with the day which also conserves Ice Cream.

**YANKS SPECIAL**

Ingredients:

- Red Fruit Sherbet or Red Fruit Ice—
- Vanilla Ice Cream—
- Blueberries (canned, frozen or preserved)

Procedure:

Into a tulip dish put a No. 24 dipper of red Fruit Sherbet or red Fruit Ice. Add a No. 20 dipper Vanilla Ice Cream. Cover with Blueberries.

With water colors, put this sign on your mirrors and windows—

**"I Am an American" Day**

**The  
 YANKS SPECIAL  
 is here**

**Flies**

The elimination of flies, certainly plays an important part in sanitation and a clean, well-kept, healthy store.

Spray your entire store just before closing. Keep all out-door trash and garbage cans tightly covered.

All doors and windows must be screened. Check the wire occasionally and repair broken places.

Remove fly specks from back-bar mirrors, woodwork, tables, and booths, windows, glassware, etc.

Get rid of flies—water bugs and roaches, and you'll have a better chance to maintain and increase customer patronage.

**Eyes Right!**

It has been claimed that 87% of all our impressions are received through sight; 7% through hearing; 3-5/10% through smell; 1-5/10% through touch and 1% through taste.

Have you checked your soda fountain or Ice Cream department to judge what impression the eyes of your customers are receiving? Spring is house cleaning time at home; what about taking a little time to check up on corners and crevices which may be offending the eyes and noses of your customers?

**Prevent Shut-downs**

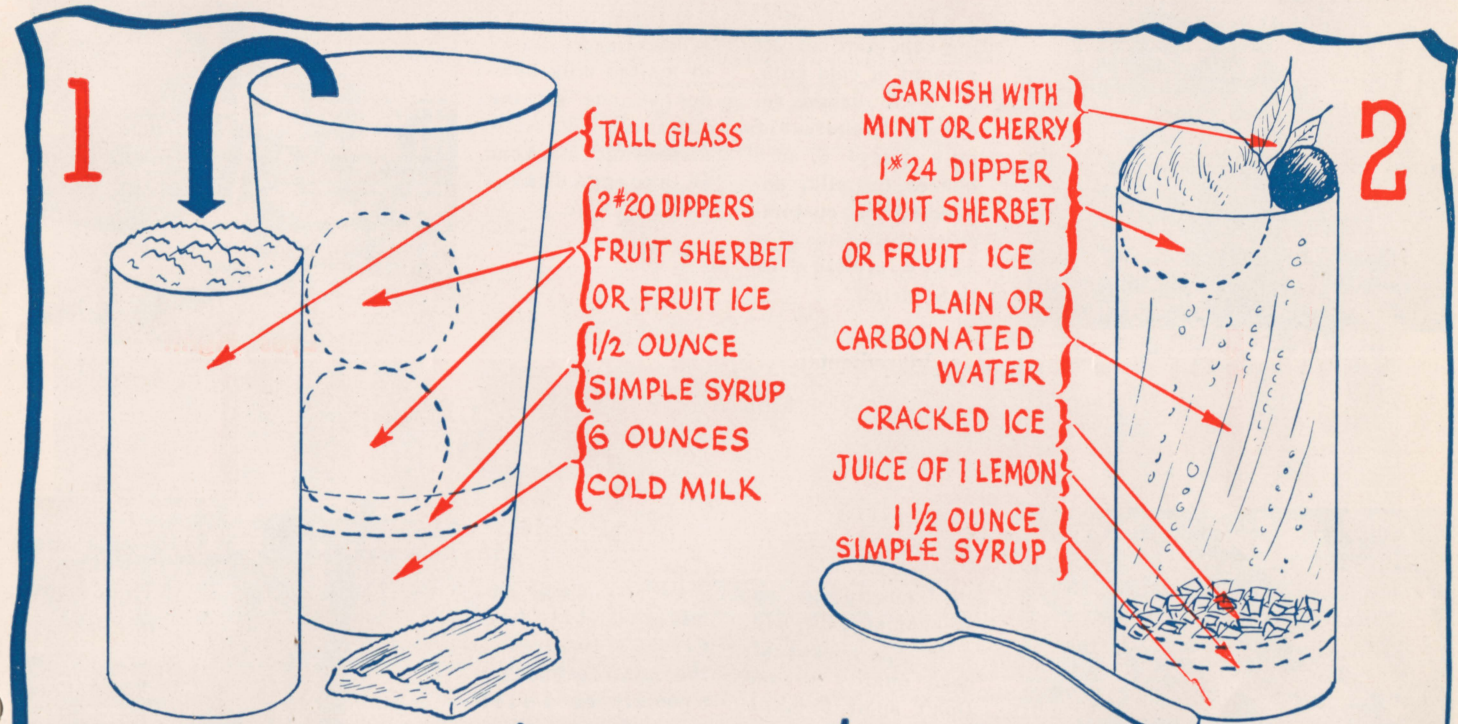
If your Ice Cream cabinet has to be shut down for repairs, that, temporarily, at least, puts you out of the Ice Cream business.

To prevent shut-downs, make periodic inspections and completely check your equipment or have it done by experienced servicemen. There is naturally a shortage of good refrigeration servicemen—so by "checking" your equipment, you help to conserve their services. Talk to your Ice Cream company.

Ask your servicemen to show you the particular points about your cabinet which should be watched. You can help yourself and save the repairman's time, if you know how to guard against excessive wear and tear on your equipment.

**QUOTA**

*Extenders*



**Raspberry Frost**

**Sherbet Lemonade**

*Procedure*

*Raspberry Frost:*

Into a cold mixing cup place milk. Add Fruit Sherbet or Fruit Ice and syrup. Place on mixer only long enough to blend thoroughly. Pour into service glass and garnish.

*Sherbet Lemonade:*

Into a tall glass or mixing cup put 1 1/2 ounces simple syrup, juice of one lemon and a dipper of cracked ice. Add plain or carbonated water until 3/4 full. Stir to mix in glass or mix on machine. Top with one No. 24 dipper of fruit sherbet or fruit ice. Garnish with a sprig of mint or a cherry.

*Frosted Fluff:*

Into a mixing cup, place 1/2 ounce simple syrup, a dash of fruit acid, one No. 20 dipper fruit sherbet or fruit ice, 4 ounces plain water. Place on mixer and whip smooth. Pour into a six or seven ounce service glass.

**Frosted Fluff**



# MAKING MALTED MILKS—



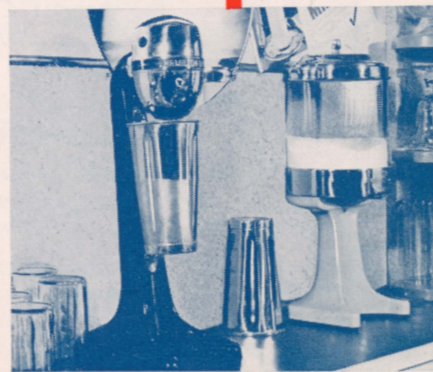
**1** Into a cold mixing cup, pour correct amount of cold milk. A thick drink requires 4 ounces of milk. Use 4, 6, or 8 ounces of milk, depending on customer's preference for heavy, medium or light drink.

**4** Then add two rounded soda spoons of malted milk powder or one serving from an automatic dispensing machine. If an egg drink—add egg here.



**2** Depending on amount of milk, add 1 to 1½ ounces of cold, quality syrup. Don't spoil finished flavor with too much syrup.

**5** Place cup on mixer until Ice Cream is dissolved—the mixture blended smoothly or until sides of mixer start to frost.



**3** Now add two generous dippers of Ice Cream. Follow dipping instructions.

**6** If cream is available, dot inside of a clean, dry, thin glass with soda spoon of whipped cream. This gives two tone effect.

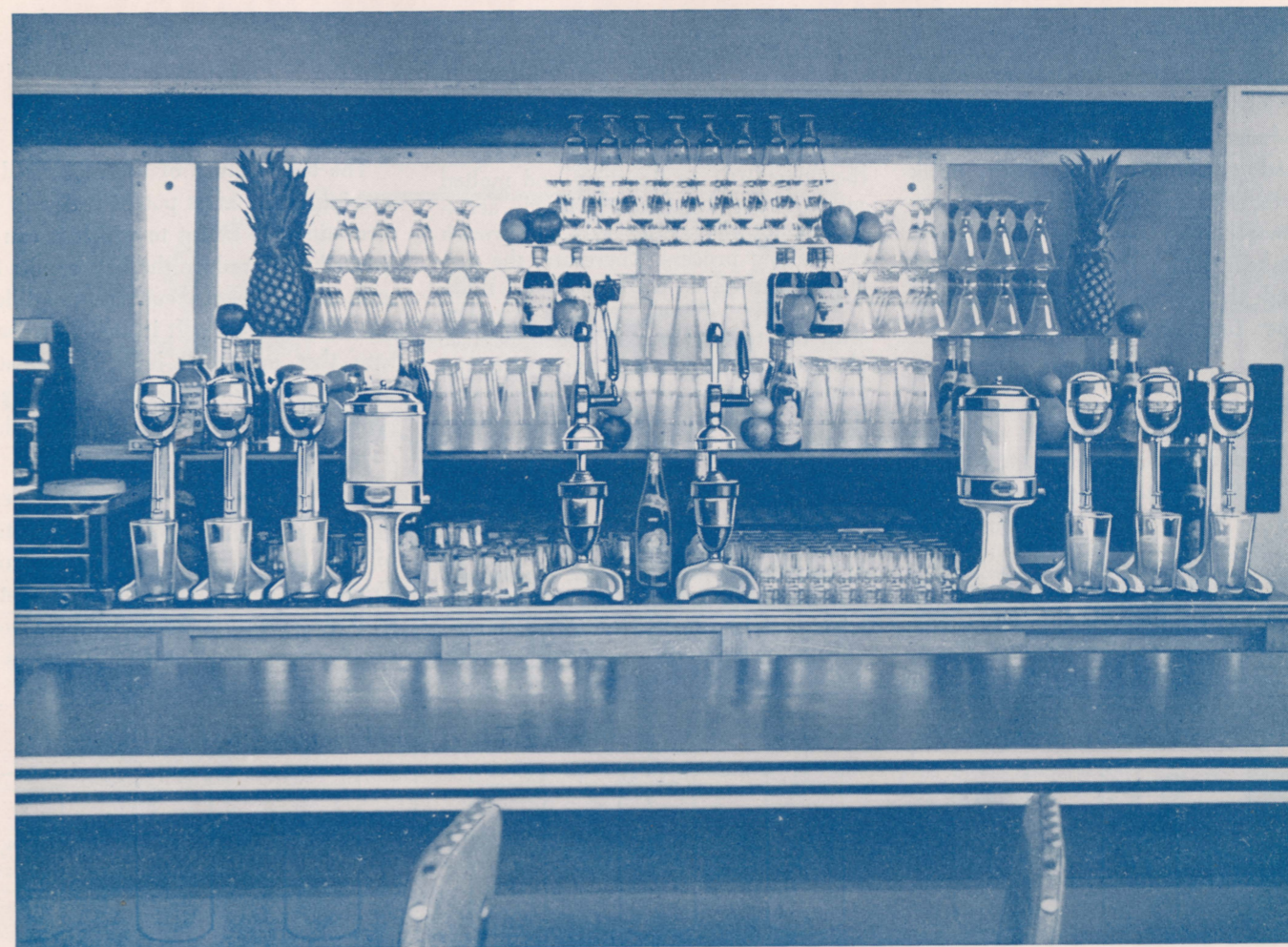


**7** Fill this glass two-thirds full, in sight of customer. Place mixing cup with remainder of drink beside glass for additional helping.



**TABLE SERVICE**—Fill glass. To garnish, top with whipped cream, sprinkle with chocolate shot or fruit, etc. Wafers or cookies are usually served with milk drinks.

# —ICE CREAM MIXED DRINKS



BACK BAR ARRANGEMENT

## Cleanliness at Fountain

The soda fountain's highest average sale per customer is from milk drinks—about one customer in every seven orders a milk drink.

Popular—with favorable ratio of revenue to cost—milk drinks well made with Ice Cream aplenty will be money makers for you, with health-giving satisfaction to your customers.

A reputation for quality malted milks and Ice Cream mixed drinks, depends *first*, upon the use of quality ingredients—*second*, upon low temperature of milk, syrup and Ice Cream—*third*, upon following tested formulae and procedures accurately—and *fourth*, on serving customers as soon as the drink is sufficiently blended.

**Cautions**—Be sure Pasteurized milk is cold—best temperature not above 35°. Use high quality syrups—watch to prevent off flavors. Follow formulae exactly—Measure, don't guess.

Dip Ice Cream correctly. Be sure water in dipper well is running, clear and free from refuse.

Don't leave drink too long on mixer.

Clean up around malted milk dispenser and mixers after using, particularly splashed backbar or mirror.

Have glassware conveniently arranged on backbar, to speed service—and have it sparklingly clean.





# BUILDING TASTE APPEAL INTO Malted Milk and Ice Cream Drinks

People like mixed Ice Cream drinks. They like the velvety smoothness and refreshment of a well-mixed, fully aerated combination of flavor, milk and Ice Cream. The wide public acceptance and outstanding consumption of malteds and milk shakes is proved through their continued movement over the soda fountains.

### Accurate Formula—Carefully Followed

A good drink is not just a concoction of the various ingredients . . . carelessly put together and stirred or mixed in a haphazard fashion. To begin with, a good formula must be followed, and quality ingredients accurately measured for correct proportions.

### Aeration of Milk

Approximately 90% of the mixed Ice Cream drink is the milk and Ice Cream; the other 10% is flavoring and malted milk powder. Ice Cream, already aerated, cannot be further aerated through the mixing process. Therefore, the aeration takes place entirely in the milk.

Thus the type of the milk together with the temperature of the milk (see chart on this page) are important governing factors in the control of the volume of any mixed milk and Ice Cream drink.

### Type of Agitation

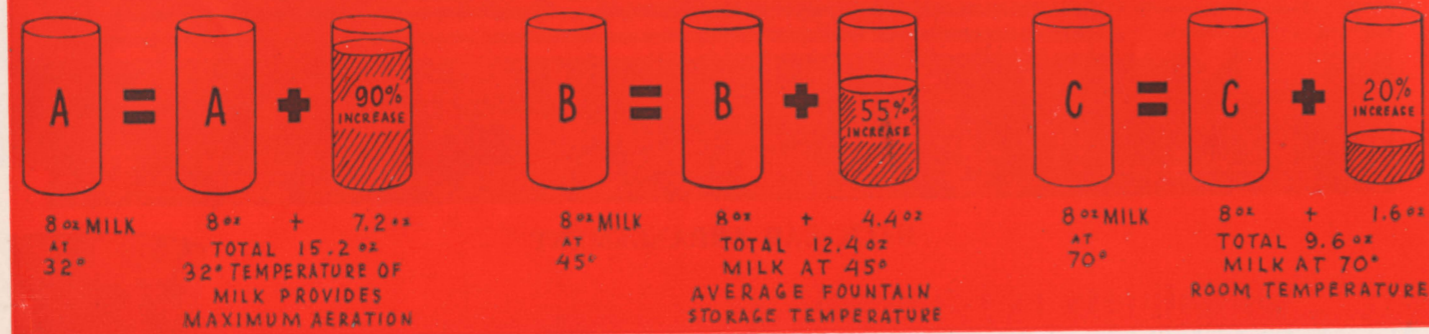
But most important to all is the type of agitation. To get the best results, the action of the agitator must break the Ice Cream into fine particles without reducing the original overrun. But if this

### The Colder the Milk the Greater the Aeration

The temperature of the milk used in a drink is the most potent factor in determining the extent to which it can be aerated. To produce the best results the milk should be as cold as possible—near the 32° mark. It is at this temperature that milk will hold the greatest amount of air—show the largest percentage of expansion and the highest degree of smoothness of texture.

The volume of a mixed Ice Cream drink is also governed by the percentage of Ice Cream used with whole milk. From the chart on page 7 we start with the original ingredients—a total of 11 ounces made up of 9 ounces of

## HOW VOLUME OF MILK INCREASES AT LOWER TEMPERATURE WITH PROPER AGITATION



### Maximum Aeration

One of the secrets of a good business-building mixed drink of highest quality—from the standpoint of smoothness and taste—is maximum aeration. A drink cannot reach its peak of perfection in taste unless it is aerated to its maximum. Then comes the question, "How is maximum aeration obtained and what are the factors that influence it?"

You can easily control the volume of mixed drinks you serve through the temperature of the milk, combined with the correct type of agitation and sufficient mixing time.

action is too violent, it will reduce the Ice Cream to a liquid state and break down the air cells, thereby reducing the volume and flattening the taste.

### The Time Factor

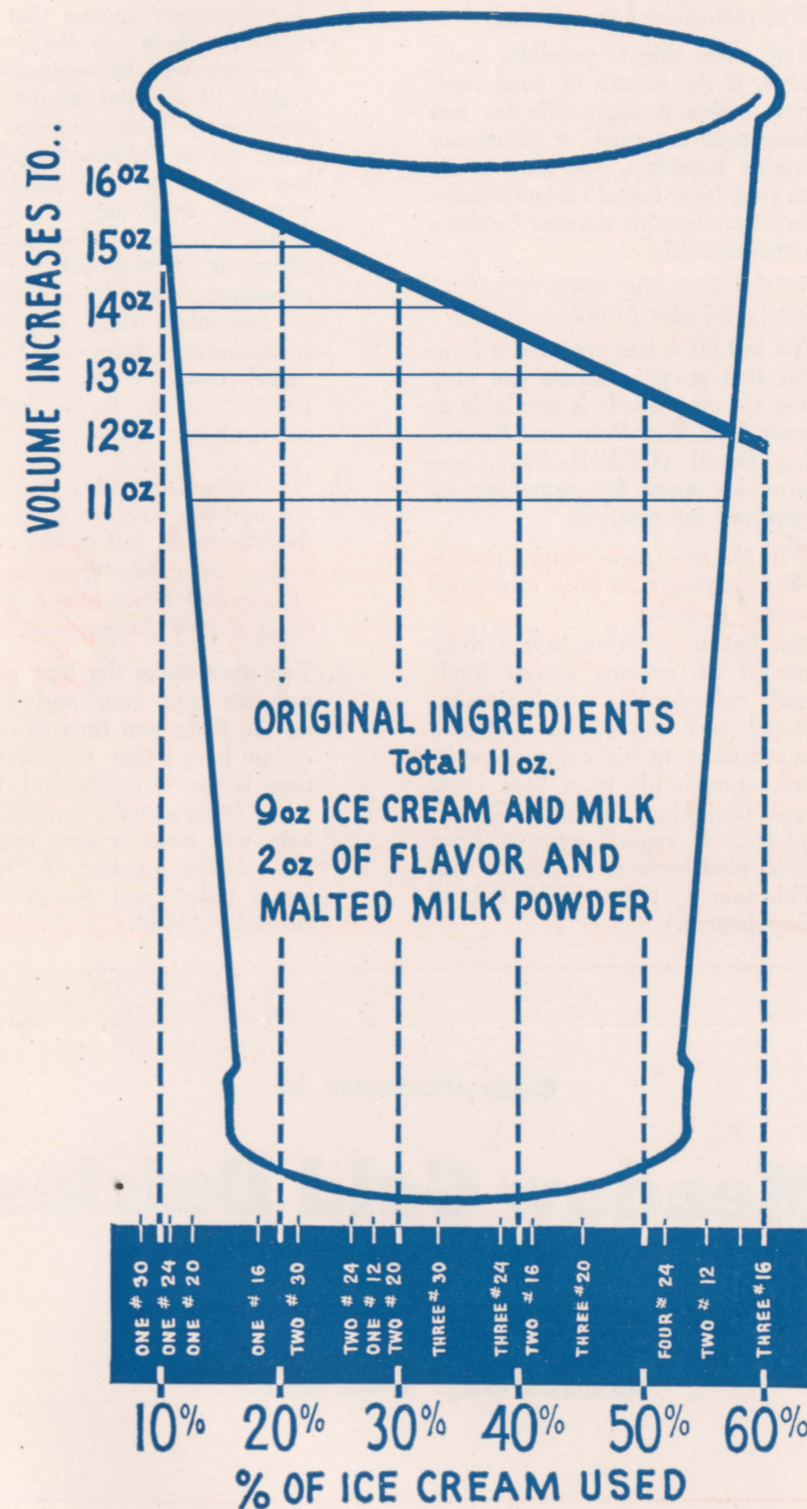
Sufficient time must be allowed to fold in the maximum amount of air the mixture will hold, to distribute thoroughly the fine particles of Ice Cream through the drink, and to blend all the ingredients into a smooth drink of maximum taste appeal. In a mad effort to speed up service, this important time factor is often overlooked with the result that quality is sacrificed for speed and finished drink is not the best obtainable from the ingredients used.

Ice Cream and milk in varying proportions and 2 ounces of flavor and malted milk powder which remain constant.

### Volume Decreases

As the percentage of Ice Cream used is increased and the percentage of milk used is decreased, the volume of expansion naturally decreases because the non-aerating items are increased and milk with its aerating possibilities is decreased. Whether the Ice Cream is 10% or 60%, with proper agitation your mixed drink is built into a smooth, vel-

# THE AMOUNT OF ICE CREAM GOVERNS THE VOLUME



vely consistency and the milk therein has, in any case, been aerated to its maximum. These conditions, of course, exist provided the milk is kept and used as near 32° Fahrenheit as possible.

### Mixing Time Increases

As you increase the amount of Ice Cream in the drink, it takes more time to mix the drink properly due to the larger proportion of Ice Cream.

### Building Taste

In the preparation of mixed drinks the retail Ice Cream Department is the manufacturer. It provides the raw materials, such as flavoring, malted milk powder, milk and Ice Cream. Results depend on the quality of materials used, the time of mixing, and most important, the speed, power and type of agitation of your drink mixers. With proper agitation, the use of milk at 32° will give you the maximum results in smoothness of texture in your drink, which combined with a good measure of Ice Cream, builds into the drink the maximum of taste appeal.

### Keep it Cold

It's all so easy—simply keep your milk cold (as near 32° as possible) and your drinks will be smoother and better aerated. These smoother drinks, if care is taken to use a good measure of Ice Cream and good flavoring, will result in consistently high quality drinks—for which your customers will return again and again.

The average fountain with milk at 45° serves a fairly good drink and draws an average number of customers, but by keeping that milk down to the lower temperature near 32°, a definite improvement in the taste and texture can be noted.

Remember the "big 3" in malted milk and Ice Cream mixed drink making—(1) Cold milk, (2) good measure of Ice Cream, together with high quality syrup, and (3) proper agitation time.



# INTERPRETATION WAR AGENCY REGULATIONS

## Allotments of Rationed Foods

Soda fountain allotments of rationed foods used for refreshments were announced by OPA on February 23, pursuant to the revised rationing program reported in March, 1944, "Ice Cream Currents". Under the revised program OPA has separated meal service from refreshment service for commercial and institutional eating places.

"Refreshments" include an ice cream soda, a sundae, a plate of ice cream, a malted milk, etc. when not served as part of a meal. For this purpose the amount of rationed foods (sugar, processed foods, such as fruit juices, canned and frozen fruits, etc., and butter) which a soda fountain or other commercial eating place will be allotted is:

Processed foods—70% of December 1942 use for refreshments

Sugar—100% of December 1942 use for refreshments

Butter—75% of December 1942 use for refreshments

In connection with this program, OPA announced on March 2 that no commercial eating place would be entitled to any allotments of rationed foods until Form R-1307 Supplement has been filled out and submitted to the local War Price and Rationing Board. This form calls for a breakdown of food services and services of refreshments only, the number of persons served, food used and dollar revenue.

## OPA-Rationing Regulations

The following group of questions and answers issued by OPA may aid Ice Cream retailers to comply with these rationing regulations.

*Q. I run a lunch room where we serve meals, as well as soft drinks and other light refreshments. How will I be effected by the new plan?*

A. In applying for your allotment of rationed foods, beginning with the March-April, 1944, allotment period, your count of "the number of persons served" will be divided into two parts: (1) the persons to whom you served refreshments only; (2) the persons to whom you actually served food.

*Q. What should I include in my count of "refreshments?"*

A. "Refreshments" mean all items commonly known as such, and include, but are not limited to: all beverages, such as carbonated and alcoholic beverages, fruit and

vegetable juices, orangeade and lemonade, all milk and milk drinks, tea, coffee, hot chocolate, ice cream in all forms, and ice cream drinks, sherbets, and such miscellaneous snacks as potato chips, popcorn, pretzels and candy, or any combinations of these.

*Q. Will this count be made daily?*

A. Yes, when this is possible. However, if the nature of your business makes it impossible for you keep such a record, or creates an undue hardship, you may apply to your local board for permission to determine this number by some other method.

*Q. Must I keep the daily record on any particular form?*

A. No, but OPA has prepared a form for this purpose which you may use if you wish. It is available at your local War Price and Rationing Board (OPA R-1311), and provides space for recording all required information.

*Q. Will the new plan require restaurant operators to keep any additional records?*

A. No, but in addition to the daily record of persons served foods and refreshments, each institutional user should have filed a supplement to his original registration with his local War Price and Rationing Board. This supplemental report was to have been filed between January 1 and February 1, 1944. (OPA R-1307 Supplement.)

*Q. Does this separation of "refreshments" from "food" served mean that I will receive no points for serving refreshments such as canned fruit juices, or sugar for the coffee I serve or for making Ice Cream, if these items are not served as part of a regular meal?*

A. No, it simply means that allotments for these two distinct types of service will be computed separately. The meal service allotment base will be computed in the same way as the base for all services were formerly computed, except that food used for refreshments will not be included. The allotment of rationed foods for refreshments will be a percentage of December 1942 use for refreshments, as follows: (1) Processed foods, 70%; (2) Sugar 100%; and (3) Butter and other rationed fats, 75%.

*Q. My December, 1942, records do not indicate whether I served refreshments or full meals, nor the amount of revenue from each type of service. How can I fill out Form R-1307 Supplement?*

A. You must make the best possible estimate you can, and indicate on the form you turn in to your ration board that your information is an estimate and is not taken from actual records. It will help you make a spot check on the relative number of "refreshments only" you served during December, 1943.

Compliments of

## Meadow Gold Dairies

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Denver, Colorado