



# Ice Cream Currents

Volume 6, Number 4

May, 1942

## Are You on The Inside Looking Out—or on the Outside Looking In?

Tomorrow morning, when you walk into your store, note very carefully the first impression you get. What do you see? Is your store clean? Is there anything that repels? What general impression of color do you get? Is it dull and drab and melancholy—or light and bright and cheerful?

Every object in your store is registering its effect on you whether you are conscious of it or not. Think of your customers and your prospective customers who come in to the store while you are conducting this self examination and of what the possible effect on them might be.

An attractive store isn't so much a matter of money as it is of *time* and care. Keep your store bright and trim. All glass and metal trim should be sparkling clean. Light fixtures should be washed regularly. Displays should be arranged neatly, and of course, the store should be thoroughly dusted and cleaned at least every morning.

### Information, please!

Always take a pencil and paper to the telephone when you go to answer a call. This will enable you to take down the details of the order.

Be sure to secure the customer's name, address and telephone number and confirm these before you end the conver-



The Victory Sundae Girl

sation. Getting the customer's name first, will enable you to use his name during the balance of the conversation, thereby giving an added personal touch.

If you have to leave the phone during a conversation, don't say "just a minute" and drop the receiver. Advise the customer as to what you are going to do; for example, say "Just a moment, please, and I will give you a list of flavor combinations . . . ." or, "If you'll kindly wait a minute, I'll see just when we can make the delivery". Then lay the receiver down gently. Always excuse yourself when leaving, and thank the customer for waiting when you return.



## 8 Ways to Help Your Boss—and how to be one yourself!

- Doing everything as though you owned the shop
- Knowing the customer's likes and dislikes
- Knowing what is featured at the fountain each day
- Being always alert to sell suggested items
- Helping to keep the fountain and back bar clean and shipshape
- Saying "Thank You"
- Always smiling
- Above all, being self-reliant, cooperative and dependable

## Fountain Clerks Should Be "Seen—Not Heard"

Don't make your customers feel like the customer in the barber shop who asked for a haircut *without conversation*.

Don't start a conversation with the customer unless he or she starts talking first. Eating Ice Cream is a pleasant, enjoyable occasion and many customers do not want it mixed with a lot of talk or comments on world conditions.

Mix your service with a smile—it pays—give it a trial.

Ice Cream nourishes as it refreshes



## ICE CREAM CURRENTS

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### DEVELOP YOUR VOICE

First impressions are lasting. Your voice is the first impression you make on your customer. Without a doubt, proper care and training of the voice will pay you big dividends as a salesperson.

Study over these eight points:

1. Try "THE VOICE WITH A SMILE"—it works!
2. Don't be a phonograph—talk INTERESTINGLY.
3. Don't talk loud; a low voice inspires confidence.
4. Talk *TO*, *AT* and *WITH* your customer.
5. Watch your breath—keep it pleasant, fresh.
6. DON'T DRAWL—SPEAK OUT!
7. Watch out for colds; hoarseness defeats sales.
8. Don't try to talk when you are out of breath.

An artist makes his living by the skill of his fingers; an athlete by the strength of his muscles; a salesperson by the effectiveness of his voice. You don't need be an orator, but proper training of the voice is all-important and should be done.

Try talking to yourself—in front of a mirror—acting as both salesperson and customer. Repeat the things you have said over the counter. Does your voice do a selling job? Practice this test over and over and you will soon see favorable results.

*Gustav Knecht*  
Managing Director

Ice Cream Merchandising Institute, Inc.



### Ice Cream Brings You Customers

It is only to the customers who *come into* your store that you make sales. Passersby and window shoppers may be potential customers, but until they actually get *inside* your store, your cash register doesn't begin to jingle.

How to get them in, therefore, is of real importance to you. Here's where your Ice Cream cabinet helps you out. Ice Cream is one of the greatest customer attractors in the retail store.

Government survey figures show that the soda fountain department of a drug store brings in 43% of all the customers of the store, and in addition, 22% of the customers who came in to buy first at some other department, stopped at the soda fountain before they left and bought something there.

Because the drug store long ago learned the value of the soda fountain as a customer attraction, you'll find that in most places, the soda fountain occupies the best spot in the store—up front in the "bright lights." That is the place your Ice Cream cabinet should be in *your* store. You don't have the display of marble counter,

gleaming draft arms, perhaps, but if you are telling the entering customers "I have Ice Cream to serve you," more and more will come to your store for that Ice Cream.

They won't, however, come in for Ice Cream unless they know that you have it. Your first step then, is to be sure that window, curb signs, or other outside identification flashes "Ice Cream here" to passersby.

Don't you believe that featuring Ice Cream can increase the number of *your* customers? Listen to this: An Ice Cream merchandiser who believed that Ice Cream does bring customers and profit to the store which merchandises it, set out to prove this to his dealers. He was particularly interested in the cabinet account, where many times volume is so small as to be discouraging both to manufacturer and dealer.

He reports "One of our accounts was a small general store in the country. Ice Cream was just another of hundreds of items. It was there if it was asked for, but nothing was being done

(Continued on page 6)



RASPBERRY  
REVEL  
SUNDAE

Into a junior size glass sundae dish, or a paper sundae service, place one number 16 dipper of Raspberry Revel Ice Cream. It is ready to serve in this form, though ½ ounce of raspberry syrup may be added if desired.



An old favorite—in a modern dress!

Strawberry Sundae is an established favorite. You don't have to sell the idea of the taste combination—people already *like* strawberries with Ice Cream. Here's your chance to capitalize on that preference, with a new creation—the "Frosted" Strawberry Sundae.

Before you start selling, go into a huddle with your employees. Talk over the plans for merchandising. Make the sundae (formula above) and let each employee eat one!

They can sell better if they're sold on the merchandise. Give them a build up by taste. It will start 'em off peppy for aggressive merchandising.

Put up window posters in key locations. Make a back bar display of artificial sundaes. Use a couple of boxes of fresh strawberries, tipped to spill out berries, near Sundae display.

Attach clip-ons to your menus. Railroad dining service has found that color clip-ons sell specials *faster*. They will for you, too.

Don't forget the lapel badge on dispenser and waitress. It's a moving bill board!

Plan to have the window posters, menu clip-ons, and lapel badges "break" at the same time, and have your dispensers trained to make Frosted Strawberry Sundaes *right* every time.

## FROSTED STRAWBERRY SUNDAE



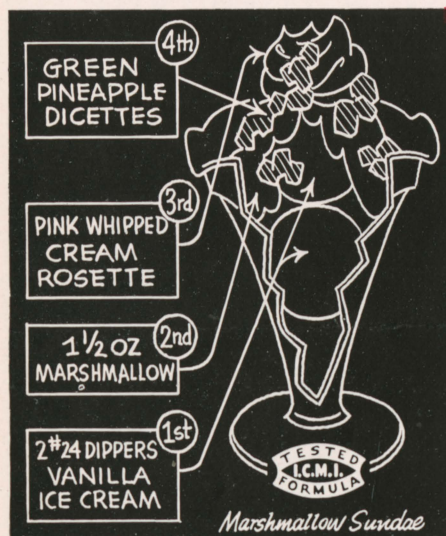
*Procedure:* In the bottom of a tulip dish, put one whole strawberry. Add a No. 24 dipper of Pineapple Sherbet, Pineapple or Vanilla Ice Cream. Top with a No. 20 dipper of Vanilla Ice Cream, and surround with 5 whole sugar-frosted fresh strawberries. Garnish with a small spiral of Whipped Cream and 1 whole sugar-frosted strawberry. *Frosted Strawberries:* Roll fresh whole strawberries in powdered sugar.





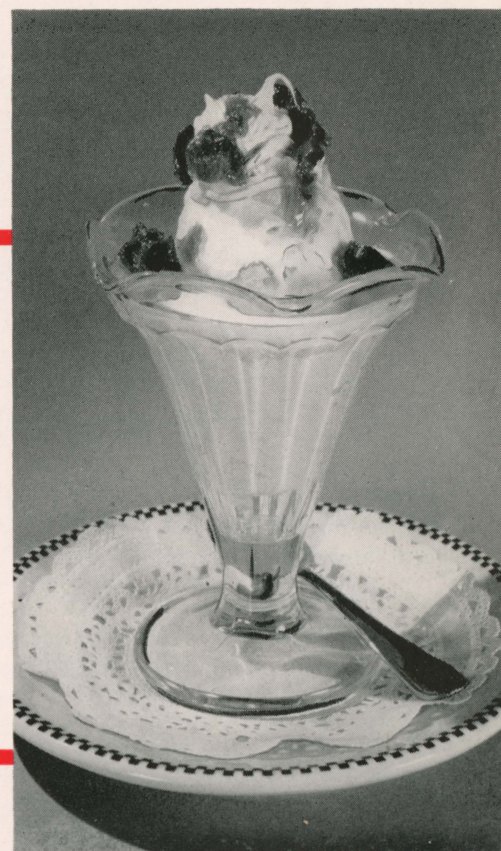
# MARSHMALLOW SUNDAE

(MOTHER'S DAY SPECIAL)



**Ingredients:** Vanilla Ice Cream, Marshmallow, Pink whipped Cream—in Rosettes and Pineapple Dicettes.

**Procedure:** Into a crimped sundae dish, put 2 No. 24 dippers of vanilla Ice Cream. Cover with 1 1/2 ounces marshmallow. Decorate with a pink whipped cream rosette, and garnish with green pineapple dicettes.



# RASPBERRY BANANA SPLIT



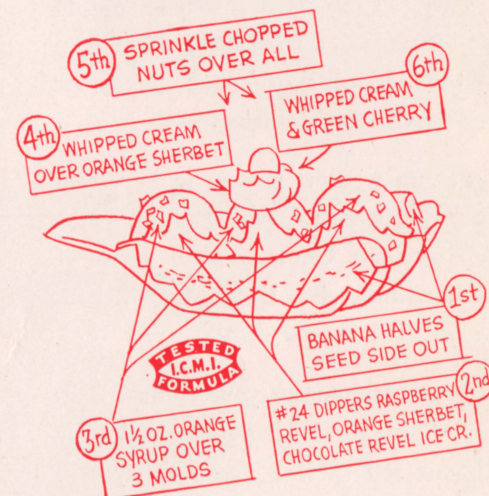
## INGREDIENTS:

Raspberry Revel Ice Cream, Chocolate Revel Ice Cream, Orange Sherbet, Whipped Cream, Cherry, Banana, Orange Syrup, and Chopped Nuts.

## PROCEDURE:

Into a banana split dish, lay a banana, sliced lengthwise with seed side out. Over the banana halves, place one No. 24 dipper of raspberry revel Ice Cream, one No. 24 dipper of orange sherbet, and one No. 24 dipper of

chocolate revel Ice Cream, in the order named, orange sherbet in the center. Pour 1 1/2 ounces of orange syrup over the three moulds. Garnish orange sherbet with whipped cream. Sprinkle chopped nuts over all. Decorate the whipped cream with a red cherry.



You'll Revel in the Deliciousness  
of our  
RASPBERRY REVEL BANANA SPLIT

Our Chocolate Ice Cream Soda  
Is Zesty, Creamy  
And Made With  
Ice Cream A-Plenty!

Help Mother Celebrate *Her* Day  
with  
ICE CREAM FOR DINNER  
Give Us Your Order Today

STRAWBERRY—  
*The Perennial Pleaser*  
In the 1942 Version  
FROSTED STRAWBERRY SUNDAE!

ENJOY ICE CREAM  
*EVERY DAY!*

Two Favorites in a  
New Taste Pleasure—  
STRAWBERRY MAPLE  
ICE CREAM SODA

# STRAWBERRY MAPLE ICE CREAM SODA



## ingredients

Strawberry Ice Cream, Maple Syrup, Carbonated Water, and Whole Strawberries.

## procedure

Into a 14 ounce soda glass, put a No. 12 dipper of strawberry Ice Cream. Add 1 1/2 ounces of maple mousse. Then, turn glass in circular motion while adding fine stream carbonated water, directed to the side of tilted glass, until glass is full. Add three whole strawberries.

Make maple mousse by blending equal portions of maple syrup and whipped cream.







## LUNCHEONETTE



### "LIFT THOSE LIDS!"

(Continued from page 2)

to make it a leader—or to give it a chance to bring customers into the store. The Ice Cream cabinet was hidden away in a corner behind harness, shovels, etc. It certainly seemed that here, if anywhere, was a chance to try out our plan. "We gained the dealer's consent to set up Ice Cream as a separate and profitable department. By building an inexpensive plywood back bar, brightening up the old grocery counter, and putting in simple, inexpensive equipment to enable him to serve sundaes, the dealer had Ice Cream—but where people knew it.

"A well-placed sign on the window, and people began to come in! In three months the dealer had increased the amount of Ice Cream he sold 240% over the same three months of the previous year, and was, as well, firmly convinced of the value of Ice Cream in bringing customers to his store."

Or another:

A successful operator of a diner was approached as to possibilities of attracting customers during the slow between-meal periods. He agreed to try putting sundaes on his menu and featuring that he served them all day. In six months, July to December, he increased his net profits \$315.00 over the corresponding six months of the year previous. The between-meal slack had been taken up and he was enthusiastic about Ice Cream, which brought so many additional and profitable customers into his store.

Let Ice Cream have a prominent place in your neighborhood advertising. If people know they can get it at your store or restaurant any time, they'll come! And once there, will be fertile territory for sales suggestions concerning your other merchandise.

Ice Cream will bring customers into your store. Sales are made to customers who come in. Use the invitation of refreshing nourishing Ice Cream to 'draw trade' your way!



## Vitamin Special

### Menu

Choice of:

PINEAPPLE, ORANGE, GRAPEFRUIT,  
SAUERKRAUT, TOMATO OR V-8 JUICE  
VITAMIN SANDWICH  
STRAWBERRY MAPLE ICE CREAM SODA  
OR  
FROSTED STRAWBERRY SUNDAE

### Vitamin Sandwiches

Ingredients:

- 1 lb. Celery (chopped)
- 1 lb. Seedless Raisins (chopped)
- 2 lbs. Carrots (shredded)

Specifications:

Mix all with just enough mayonnaise to hold together. Spread on whole wheat or raisin bread, toasted or plain.

The Luncheon: This so called Vitamin Special, is one of those "good-good-for-

you" features which prove very popular at the luncheonette. The fruit or tomato juice is recognized as a good source of some of the vitamins and minerals which everyone needs for maintaining health. The sandwich continues the good health program with the minerals and vitamins so abundant in the ingredients of the filling. It is in addition, a very tasty sandwich and when served on toasted raisin bread or whole wheat bread, adds an extra measure of goodness as well as taste appeal.

Top it all off with a fruited Ice Cream sundae or soda which "nourish as they refresh", and you have a meal which helps a lot to maintain vigorous health, and at the same time proves enjoyable and satisfying to the luncher.

Merchandise this luncheon, especially for the first warm days of spring and you'll have a lot of takers, to your profit and theirs.

## Ice Cream Currents



## KNOW YOUR ICE CREAM DEPARTMENT

### Carbonation at the Soda Fountain The Profit Picture at the Draft Arms



"Through refrigerated coils of shimmering stainless steel, we provide cold sparkling carbonated drinks for your zestful pleasure."

Such a sign at the entrance to a beautiful fountain is like having a head waiter smile and beckon you to a ring-side table in a night club. It puts the customer at once into the class of a welcome and honored guest, ready to enjoy the specialties of the house.

At the soda fountain, it does more. It so stimulates the customer's thirst that he is impatient to get up to the fountain and start enjoying that cold "sparkling drink."

The draft arm is the center of the soda fountain. Its performance makes or breaks your reputation as a server of that American favorite—the Ice Cream soda. More than a third of all customers at the soda fountain order drinks in which carbonated water is used. They won't be your customers long if the Ice Cream sodas, freezes, and other combinations are flat and lifeless.

### Attracts Customers

You have only to look around you to know how much the soda fountain has come to mean in store profit picture. Some years ago, it was a rarity to find a soda fountain in any place except a drug store or a confectionery. Now, many department stores in cities, even of moderate size, have installed soda fountains in connection with tea rooms, or as a separate going service.

Not long ago we were in North Carolina in a city of about 100,000. One of the leading department stores had recently been modernized. Prominent on the first floor was an excellently arranged soda fountain luncheonette department. Management believed in the pulling power of the soda fountain enough to make a place for it on a par with other first floor merchandise. And profits produced at that soda fountain proved over and over again that management's judgment was correct.

Restaurants, too, have added the soda fountain to their equipment. A year or so ago, we saw the report of a visit in restaurants in the middle west. The man who made the trip, himself a restaurateur, noted that the installation of soda fountain equipment was a means of creating additional profitable revenue for the smaller restaurant.

### A Year Round Favorite

The Ice Cream soda is a year round favorite with the American public. It's the draft arm that enables you to serve it—sparkling, tangy. Keep your draft arm busy by making Ice Cream sodas that are so good people keep coming again and again. You can, you know, if you keep equipment in proper working order.

### Clean and Cold

In the March issue of "Ice Cream Currents" we pointed out the part the clean carbonator plays in zesty carbonation, and the absolute necessity of keeping the water cold if sparkling carbonation is to be maintained. That carbonation has to be watched every step of the way to hold it saturated and zesty.

### Turnover

Is the draft arm important as a profit maker as well as a customer attraction? According to survey figures, Ice Cream sodas and syrup drinks are the highest profit makers for the soda fountain—that is, of items made for immediate consumption at the fountain.

In turnover the fountain picture is also bright. According to statistics, average turnover in soda fountains of retail drug stores is 27.1 yearly, compared to whole store turnover of 3.4.

With a rapid turnover and each turnover profitable, the profit picture at the draft arm is bright—provided . . . .

1. Carbonation is kept zesty.
2. Care is taken to keep the soda fountain clean and shining at all times.
3. Preparation of Ice Cream sodas and other soda fountain specials is done according to accurate formulas blended correctly each time.
4. Every order is served with care to get it quickly to the customer while still at its sparkling best.

With the consumer ready to enjoy—your Ice Cream sodas and zesty "Freezes" can make the profit picture at your draft arm bright indeed!



—“of Things to come and  
Things to do”

May 1—Friday—May day—feature the Strawberry Maple Ice Cream Soda (see page 5 this issue). Name this special the “Maypole” if you wish and decorate the back bar appropriately for the day with pictures of Maypoles or with a miniature Maypole made with the artificial soda in the center and little ribbons coming out from it to dolls arranged as if in the Maypole dance.

May 10—Sunday—Mother’s Day—A fine chance for promotion of your carry home business. Contact your Ice Cream manufacturer for his specials for the day and take orders for them. Also feature a special sundae, Ice Cream Soda or milk drink, (see Mother’s Day Sundae in this issue).

May 24—Dominion Day—(Canada)—Feature specials for the day, using appropriate colors and signs. Good celebration specials in every issue of “Currents”. Look yours over!

May 30—Decoration Day—Comes on Saturday this year so get ready for a big week end. Trim with flag colors, and spot your store as a place to drop in after the parade or the patriotic services for a refreshing Ice Cream treat.

FROSTED STRAWBERRY SUNDAE

—Sparkles With Goodness!

“MOTHER’S DAY” SUNDAE

*Especially for Her*



Compliments of

**Meadow Gold Dairies**

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