WANT TO BECOME A BILLIONAIRE? Let's get our advice from a man who was said to be the richest man in the world, the late J. Paul Getty. Here's his two word answer: "TRY HARDER!"...Now that you're on your way to becoming wealthy it doesn't mean you're too good to empty that overflowing trash can. We'll wait. ...Back so soon? Good. Let's go to press!

NEXT MONTH (MAY) has several things going for it: It'll be graduation time and you may want to feature "The Graduate" (page 2). ...Mother's Day will be observed on May 9. How about dreaming up a special sundae and calling it "Mom's Day Delight"?...Memorial Day will be on May 31. Don't forget to display the American flag in front of your shoppe and maybe top all sundaes served that day with a miniature flag. Us Old Soldiers will appreciate it.

REMINDER: Schools will be turning millions of job-hunting kids onto the labor market soon. If you use high school or college students to supplement your labor force during the summertime, suggest you start interviewing now. You might just as well get the sharpest young people from this year's crop lined up to work for you before your competition latches on to them.

THE SODA FOUNTAIN often serves as a meeting place to discuss the social issues of the day. When the topic of Social Security comes up, here's a little tidbit you can lay on your customers: In 1960, for every person receiving benefits, 16 workers paid Social Security taxes. Today, for every person receiving benefits, 3 workers pay Social Security taxes! ...And here's a couple more conversation starters: Too much salt is known to contribute to hypertension, which is a factor in half the deaths in the U.S. each year. Fortunately, ice cream is comparatively low in sodium—a serving (½ cup) contains less than half the sodium than does a slice of white bread. ...The Federal Debt recently topped ONE TRILLION DOLLARS! How much is $1 trillion? It's a million million or a thousand billion and has 13-digits: $1,000,000,000,000. (Isn't is wonderful to be knowledgeable?)

THIS MONTH'S HISTORY LESSON: The year was 1933. The Great Depression was in its depths. One fourth of the nation's workers were unemployed. Franklin Roosevelt, into his first year as president, was getting his New Deal programs of "alphabet agencies" underway. One of those agencies was called "NRA" (National Recovery Act). Because some of the NRA proposals appeared to be life-threatening to the ice cream retailer, a young ice cream cone salesman by the name of Eddie Maier went up and down his territory to warn his customers of the possible danger. As a result, a handful of ice cream retailers and suppliers met in Detroit to work out a strategy for dealing with the new NRA menace. Two industry leaders, Irving Reynolds and John Gifford, agreed to go to Washington to attend ice cream industry hearings. At the outset it became evident to them that the retailers would need to organize in order to have any kind of a voice at the Federal level. That fall, a meeting of ice cream retailers and suppliers was held in Chicago and the National Association of Retail Ice Cream Manufacturers (NARICM) was born. Irving Reynolds was elected president, a position he held for 3 terms.......Eventually, the NRA law was declared unconstitutional and the threat of restrictions on businesses subsided. Still, this did not deter the newly organized NARICM which went on to become a formidable association with strong emphasis on idea sharing while at the same time keeping a watchful eye on Washington......Here's what Lloyd Greene--formerly with Bard's...continued on page 2
Ice Cream, long-time publisher of the yearbook, 1956 NARICM president, now retired—later wrote about the second NARICM meeting held in Cleveland in 1934: “These were lean, hungry, depression years when a buck was mighty hard to come by.... We remember the members of the association sitting down around a huge table (you could get all the members at one table then) and comparing each other’s ledgers. Many pages were liberally splashed with red ink, but here and there one would show up substantially in the black. The fellows with the ‘black ink ledgers’ then were called upon to tell the rest of us ‘how they did it’ and there was no holding back. Thus began one of our finest traditions: sharing our knowledge with our fellow members......On the way to, during the meetings, and on the way back home, we visited the stores of our member friends and any good looking ideas we saw we ‘borrowed’ with the full consent and blessing of the ‘lender.’ It is still being done today.”

In 1963, because the number of retailers manufacturing their own ice cream was on the decline, it was voted to drop the manufacturing requirement as a condition of membership. The word “manufacturers” was dropped from NARICM and the association became known as NICRA. Now you know why Eddie Maier became a legend in his own time. By the way, he has attended every convention since the association was organized! So next time you see Eddie, put your arm around him and say: “Thanks, Eddie, for being you!”

IT’LL SOON be time to honor this year’s graduates. True, educators today are under fire for turning out young people who cannot fill out an application form—still graduation is an important milestone in the lives of the seniors in your community. Make it known at the school that you would be pleased to display senior pictures in your store. Maybe consider offering coupons to grads good for a free ice cream cone or half-off on a sundae.

Make sundae in a tall glass. Use vanilla ice cream and two syrups and/or toppings that would represent school colors. Example: Blue and gold—place pineapple fruit or syrup on the bottom and blueberry topping on top. For green and white use lime syrup on bottom and marshmallow on top...etc. ...etc. Sprinkle with nuts, decorate with whipped cream and a cherry.

NATURALLY, when times get tougher competition gets fiercer, but even that has its advantages. Competition keeps us on our toes. We like what one businessman said about the subject many years ago. Here’s how he put it: “Our competitors do more for us than our friends...Our friends are too polite to point out our weaknesses, but our competitors go to great expense to tell of them...Our competitors are efficient, diligent and attentive. They make us search for ways to improve our products and our services...Our competitors would take our business from us if they could. This keeps us alert to hold onto what we have. If we had no competitors, we might become incompetent, inattentive and possibly lazy...We salute our competitors; they have been good to us...We need the discipline they enforce upon us...God bless them all!”
ICE CREAM RATINGS REVEAL ROOM AT THE TOP

BY BRYCE THOMSON

Last year, Consumer Reports magazine took an in-depth look at ice cream and rated a number of brand-names, creating somewhat of a stir in the industry. Subsequently, Dairy Record magazine asked your editor to do a summary on the C.R. evaluations for their Sept. '81 issue. The following is an excerpt from that article; with permission:

Frankly, I have never paid much attention to consumer groups. I tended to classify them all as extremists whose activities seldom coincide with the interests of business and are not always, or necessarily, in the best long-term interests of the consumer.

But I must confess that I recently was impressed by an objective report on ice cream which appeared in Consumer Reports (June, 1981)—the nationally circulated magazine published by the influential Consumers Union, one of the oldest (est. 1936) nonprofit consumer organizations.

I was impressed for several reasons. For one thing, the job of judging the many samples of ice cream was not entrusted to the subjective whims of office staff or the man on the street, but turned over to industry experts using objective standards of excellence as determined by the American Dairy Science Assn.

Furthermore, for the sake of fairness, more than one sample of each brand was purchased (mostly at supermarkets). Extreme care was taken, according to CR, to preserve as nearly as possible the quality of the product as found at the point of purchase—despite the fact that “several hundred cartons” were bought in California and tested in New York. CR shoppers were instructed to “buy only packages that were in good condition,” to avoid long checkout lines and to promptly and carefully pack the ice cream in dry ice for air freighting.

Upon arrival in New York, the samples were rushed to a walk-in freezer at CR headquarters and later loaded on a freezer truck for the short trip to the lab where the series of sensory and analytical tests were conducted. Storage freezers at CR and at the lab were maintained at −20° F. Only one carton from the West Coast was not properly packed and in this case the duplicate samples were used.

Blind testing

Sensory testing was blind—that is, consultants were not aware of the brand name or laboratory results during the tasting. Although the consultants rated vanilla and chocolate ice cream and vanilla and chocolate ice milk, in this article space permits us to review their report on vanilla ice cream only. (In general, those who received high ratings for vanilla ice cream, also received “very good” ratings for chocolate. The ice milk samples failed miserably with ratings from “poor” to “good.”)

For the Consumer Reports study, 30 different vanilla ice creams from 27 companies were analyzed and then evaluated according to appearance, flavor, body and texture. The following is gleaned from their report:

In the sensory ratings, one brand was judged as “fair” and two were judged “variable” (fair to very good). Seventeen were termed “good,” seven were rated “very good” and only three of the 30 vanilla ice creams enjoyed the top rating of “excellent.” Lab analysis revealed a range in butterfat content from a low of 8.5% to a high of 16%.

A summary of sensory defects shows that the majority of samples were “icy in texture” or “weak or watery in consistency,” or both. In addition, most were faulted for a “syrupy flavor,” ten brands were reported as “gummy” and nine lacked “fine flavor,” six samples were criticized for “unnatural flavor,” two were found to be “soggy” and one was “too sweet.”

In a comparison of ice cream with some other common desserts and milk products, ice cream fared well as far as calories are concerned. Consumerist Betty Furness picked up on this fact in a report on a segment of the NBC Today Show and in the process, provided some favorable publicity for ice cream. Using the Consumer Reports piece as her source, she commented: “... For ice cream lovers, there’s some news in this report that’s even more important than which is rated best—it’s about calories. If the words ‘ice cream’ make visions of fat dance in your head, it’s there all right, in the form of butterfat, but two scoops—or a half a cup of ice cream—average about 140 calories. Five ounces of homemade apple pie comes to 363 calories and 3½ oz. of yellow cake with chocolate icing is 365 calories. Even an 8-oz. glass of milk has 10 more calories! That is, hands down, the best news I have ever heard!”

What conclusions can be drawn from the above report? I would like to suggest the following:

- High butterfat is not necessarily the hallmark of quality. A number of high fat brands ended up merely in the “good” or “very good” category in sensory ratings. Of the three ice creams rated “excellent,” two were high in butterfat but one was only a 10% product!
- The use of “all natural” flavorings seems not to have been a big factor in how the ratings went. Nearly half of those judged as only “good” (8 of the 17) use Category I vanilla while one of the three top-rated (“excellent”) products— the one with 10% butterfat— contained Category II flavoring. Incidentally, this particular brand also was judged as “a best buy,” based on the combination of its “excellent” rating and “cost per serving.”
- Although “icy in texture” bothered the experts, one has to wonder whether it has the same effect on consumers. It’s interesting to note, for example, that two of the “superpremiums” didn’t make it to the top of the ratings partly because of their iciness. Yet both brands—all-natural products made without stabilizers—appear to be enjoying rapid growth in the marketplace. Why argue with success? And after all, if you’re advertising ice cream that’s like the old-fashioned hand-cranked variety, it’s gotta be icy. Right?
- The fact that only three of the 30 samples deserved the “excellent” rating is an indication of room for improvement in the industry. Still, ice cream manufacturers and marketing people need not be entirely discouraged by this finding. As noted above, the high-priced, all-natural products—which by their formulation are almost bound to have certain sensory defects—seem to have scooped out a

...continued on page 4.
secure place in the ice cream market by virtue of their snob appeal and their attraction for the all-natural enthusiasts. Likewise, other grades of ice cream which were cited for numerous sensory defects are assured of customers simply because of their lower prices. In other words, because of varying tastes and budgets, there appears to be a market for all grades of ice cream.

- Perhaps some samples would have fared better had they been taken directly from the hardening room. But that wouldn’t have been a fair test. After all, the consumer buys ice cream at retail outlets, not directly from the dairy plant. Because the majority of samples were icy in texture, there is obviously a need to improve the handling of ice cream both during delivery and in the retail store.

- “Syrupy flavor” was a defect noted in most samples. This points to an obvious trend in using too much corn syrup. This trend, which started a few years ago when sugar began to skyrocket, has not improved the average ice cream.

- Marketing people have a real opportunity to shout about the low-calorie aspect of ice cream when compared to other desserts as well as to milk and yogurt. We can brag that ice cream contains fewer carbohydrates than many other desserts yet is higher in calcium, riboflavin and Vitamin A.

**Hand-dipped is best**

After rating packaged ice cream, the consultants were asked to visit a half-dozen ice cream shops for on-the-spot taste evaluation of vanilla and chocolate. All except one (“good”) were rated as “very good” or “excellent,” proving what ice cream lovers and old-time ice cream makers already know: “Hand-dipped bulk tastes better.”

The magazine listed tips for their readers on how to properly handle ice cream at home to keep it from deteriorating. They would also “like to see dated packages.”

In conclusion, there appears to be all kinds and grades of ice cream on today’s market. Some good. Some not so good. But the important point to remember is that one grade can be as wholesome and nutritious as another. So be proud of what you sell. This brings to mind a statement once made to me by a retailer who froze his own ice cream in the back room: “By most standards, my ice cream would be judged as ‘lousy’—but my customers think it’s great.”

---

3-D MOVIES are attempting a comeback. Producers spent four years perfecting a film aptly titled “Comin’ at Ya!” According to the Associated Press, the new 3-D effect is “impressive -- flaming arrows, spears, swords, rattlesnakes, rats and other hazards come at you with startling reality.” Movie goers of the previous generation will remember wearing cardboard glasses with one green and one red lens to view scary three-dimensional movies when they made their debut in 1953. The craze petered out a couple years later. It was during that first 3-D movie mania that some of us took advantage of the publicity already being generated and came out with a “3-D Ice Cream Cone” (3 dips on a Double Heder Cone). It caught on, creating a sales spurt in triple dip cones. Others copied the idea and one can still find dipping stores today where a triple dip cone is referred to as a “3-D Cone.”

...When “Comin’ at Ya!” comes to your community, have your 3-D ice cream cone posters ready. Check with the theater manager. Offer to display his posters on the movie in your store in return for placing a poster in the theater lobby advertising 3-D cones and the name of your business.

---

CURSES! Outta space again! Got a lotta super ideas that will have to wait. In fact, our files are bulging with ideas—enough to last for 200 years. (Make that 100 years. We hate to lie.)...So---until next month—*hang in there*!

Bryce Thomson
Editor