

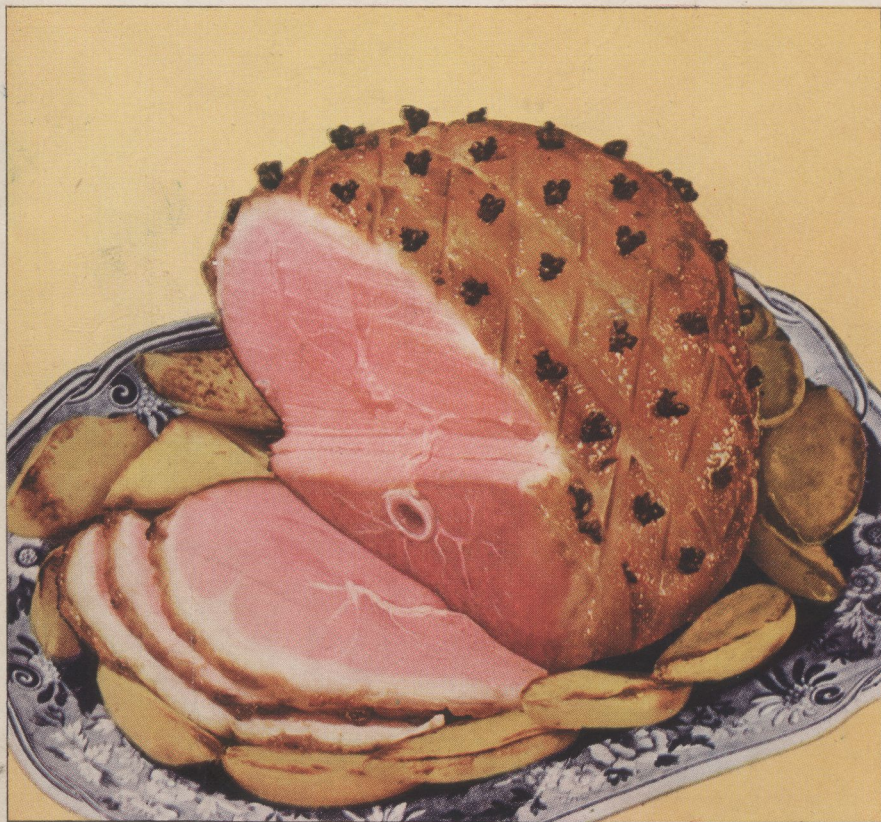
DEXTROSE

Digest

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DEXTROSE in Modern Meat Curing

Dextrose Digest

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DEXTROSE

Digest

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Volume 5

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Number 1

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Old Company—Young Ideas

Modern Selling and Merchandising Spirit Keeps

C-H-B in Front Over 82 Years

IF one old saying epitomizes the California Conserving Company, makers of C-H-B catsup, pickles and condiments, better than any other, it's this, "A man is as old as he feels." As one meets C-H-B officials and senses the zest and enthusiasm behind the products bearing this well known western "brand," as one sees the open-mindedness with which new ideas are received, reviewed and frequently put quickly into effect, it is difficult to realize that this company is 82 years old. For four - score - years - and - two C-H-B is "purty spry!"

It's this wide-awake, progressive attitude that has put C-H-B in the front rank of western food specialty firms. C-H-B officials investigate every new idea that is presented to them, no matter how radical it may be, and once they have decided they have a winner they play it not to show or place, but to win! As a result, C-H-B has made

a brilliant success of many an idea that might have been a dismal failure with less courageous backing.

Take the current C-H-B advertising, for example. Two years ago, in searching for a new idea, the company's advertising agency spotted an unusual photograph, entitled "Funnyface," in *Coronet* magazine. The photographer was John Gutmann, and through the publication the agency quickly arranged for use of the picture, a head-and-shoulder study of a pucker-lipped young miss of the Sis Hopkins type. Or, if you insist upon a more modern version, the Jane Withers type. With customary vigor, C-H-B ordered the photograph executed in billboards, newspaper advertisements and dealer cut-outs and signs. C-H-B salesmen wore lapel buttons with the picture of "The C-H-B Girl" and dealers soon began to ask for these buttons for their own employees to wear



during the time the store was featuring C-H-B products in its windows and interior displays.

One day one of the company's brokers wrote in congratulating C-H-B on its find and dubbing her "Little Miss Pickle Puss." The name quickly spread through the C-H-B sales force and out through the trade. Now, in all trade publicity, she is always referred to by that name.

Back in the 1860's, John L. Koster, head of one of the companies which later merged into what is now California Conserving Company, started out to corner the pickle business for his vinegar firm. According to legend, he came pretty close to doing it, too. The modern C-H-B seems to

be working along the same tack, the difference being that Koster tried to corner the *supply* of pickles, while the modern company, with the assistance of "Little Miss Pickle Puss" is working along the line of cornering the *demand*.

Obviously, no one promotional attack, no matter how cleverly executed, could account for such standing as C-H-B now enjoys in the west. It is only because the present sales and advertising campaign is one of a series of daring commercial maneuvers that it has been so outstandingly successful. Back in 1935, although the company had never before used premiums and the wave of popularity for this type of promotion had not yet reached the proportions it

was to attain some time later, C-H-B decided to offer a set of six especially decorated tomato juice glasses for eight C-H-B labels or bottle tops. This was a radical departure for C-H-B and, in considering the move with the company's agency, an order for 10,000 sets was placed, backed by a bold bid for attention through half-page newspaper advertisements in color, and sustained by smaller space in black-and-white. Within three weeks the 10,000 sets were exhausted and mail trucks were bringing additional labels by the sackful. An additional order for 25,000 sets was placed, then another and another in an effort to keep up with the demand. And still the mail poured in!

The final count was 165,000 sets distributed, representing the purchase of 1,320,000 C-H-B bottles, jars and cans. And, since the offer was not self-liquidating, the board of directors momentarily were stunned by an advertising expenditure twice as large as originally anticipated. The sales department was jubilant, however, because new highs had been set both in sales and

in number of dealers handling the C-H-B line.

With similar success, C-H-B launched the first quiz-type radio program two seasons later. "Who Am I?" an adaptation of a party game popular at that time, brought in an average of 18,000 letters a week, each containing two C-H-B labels. The program set another new high in sales, broke all existing Pacific Coast records for radio returns and established an all-time high in western listening audiences.

Nor is it only in exploitation that C-H-B and its predecessor companies have shown far-sighted vision and courageous action. Several times since the hectic pre-Civil War days of 1859, clear-cut decisions meant the difference between slipping backwards or going ahead. The fact that C-H-B has attained its present position is proof that the decisions made were the right ones. During the 60's seven pickle companies were struggling to stabilize their businesses in San Francisco. During the same years several vinegar firms were doing the same thing. One of the most

prosperous of the vinegar firms was P. J. Pohley & Sons. Particularly after obtaining the services of John L. Koster, mentioned previously in this article as the man who at one time practically cornered the pickle market, then attained a dominant position in the field.



Mr. Ed Geselchen
Vice-President and
Director of Sales

Several of the pickle firms, previously not at all interested in the vinegar end of the business, finally decided that a merger of interests would be advantageous. Having made this forthright decision, they pooled their interests, bought the Pohley firm outright in 1872 and turned its assets over to the newly formed Pacific Vinegar Works. Pacific not only supplied the vinegar

needs of all the participating pickle firms but many others outside this group.

Five years later, in 1877, it appeared that a merger in the pickle industry would likewise prove to be an advantageous move. So, in this year seven firms turned their pickle departments over to the Pacific Pickle Works in exchange for stock. The stabilizing effect of these two consolidations proved so satisfactory that in 1884 it was decided to unite both companies as the Pacific Vinegar & Pickle Works. Thus, step by step, and by three important decisions, a sound groundwork was laid for the far-flung operations of the C-H-B organization of today.

Pacific Pickle & Vinegar Works prospered for several years until new competition, in the form of a good customer, came into the field. E. J. Coty bought vinegar from Pacific and re-sold it all over the United States. As he became more successful, he decided to go into the pickle business, also, with the brand name "California Home." In 1892, however, the Coty firm went out of business and Pa-

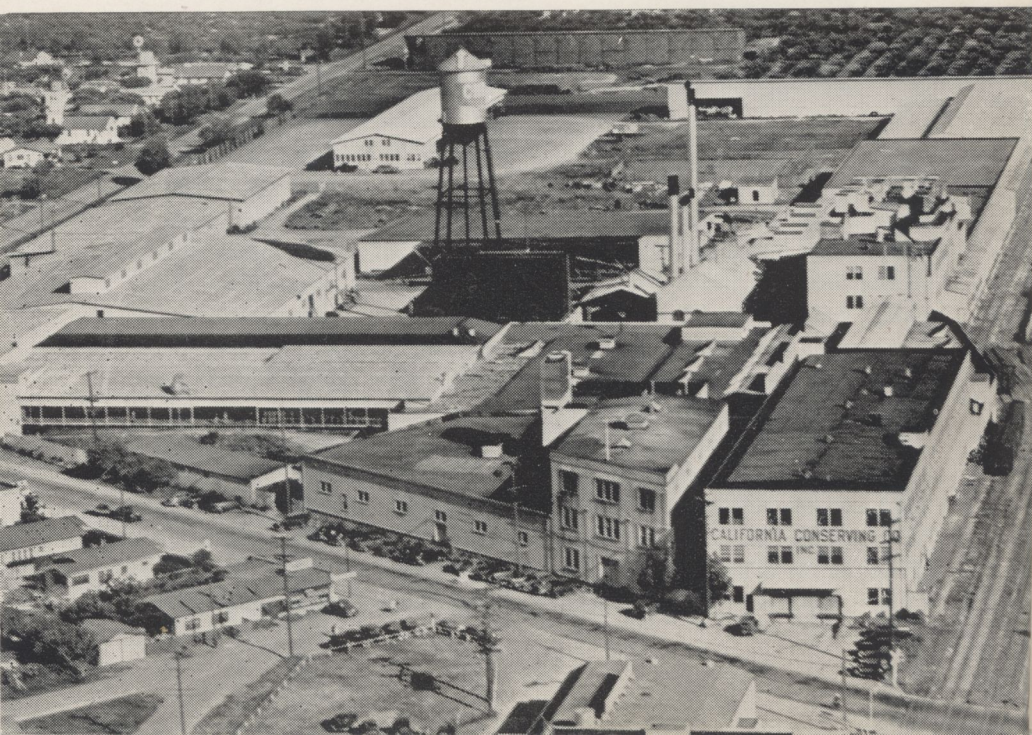
DEXTROSE DIGEST

cific bought the "California Home" name to supplement its own "Centaur" brand. By the turn of the century, officials of Pacific recognized that "California Home" was a stronger trade name than "Centaur," so, with characteristic courage, they decided to throw overboard their well entrenched old brand and put all their sales and advertising efforts behind the newer name.

However, during the past 17 years, California Conserving Company manufacturing and

distributing activities have been greatly enlarged throughout the West, with plants added at Ryde, near Sacramento; Gresham, Oregon; Scappoose, near Portland, and at Mountain View, California. As sales efforts were accelerated, it became increasingly evident that inter-sectional jealousies were a hindrance to the featuring of "California" in the trade name, so, in another decision that took the bull by the horns, it was changed to "C-H-B."

Aeroplane view of huge plant at Haywood, California



In manufacturing processes, too, C-H-B has used the same vision and courage in departing from customary practices. It was one of the first to investigate and recognize the value of Cerelose in adding crispness to pickles, in stabilizing the color of catsup and tomato products, in the blending of sugars to bring out flavor. Other forward steps include de-aeration and flash-pasteurization. C-H-B is an inveterate tester of various types of containers and has experimentally packed its

products in cellophane, Plio-film, vegetable parchment and other materials. The company was a pioneer in using wide-mouthed jars and bottles, eliminating the difficulty that millions of people had complained of in getting catsup and pickles out of their containers.

To paraphrase a famous automobile slogan, C-H-B officials are determined that when better pickles and tomato products are packed, C-H-B will pack them!

Forty Years of Steffens

Oklahoma Ice Cream Antedates Admission of State by
Five Years—Dual Celebration in 1942

IN 1942 there'll be a double anniversary celebration in Oklahoma. That year marks the thirty-fifth year of statehood for one of the youngest of our states, only two others being its junior, Arizona and New Mexico, both admitted in 1912.

At the same time that Okla-

homa is acknowledging congratulations the Central Dairy Products Company, of Oklahoma City, will be celebrating the fortieth year of continuous manufacture of Steffens Ice Cream at the same location, 101 East Main Street.

When Oklahoma was still a territory, the Steffens-

Bretch Ice and Ice Cream Company, originating at Wichita, Kansas, in 1899, expanded over the boundary into Oklahoma in 1902. They set up two manufacturing plants, from which Steffens Ice Cream was introduced to appreciative Oklahomans, who have continued to consume larger and larger quantities of this quality product through the many years during which Steffens has become established as an institution in the ice cream field of the state.

After four years of operation under the name of Steffens-Bretch Ice and Ice Cream Company, the firm name was changed to Steffens Ice Cream Company. Then, in 1928, while the established name of Steffens was retained for their principal product, the company was sold to the Central Dairy Products Company, of Oklahoma City. Today, the present firm blankets the state through thirteen plants, strategically located to serve every community. Besides the headquarters plant at Oklahoma City, Steffens Ice Cream is now made at Muskogee, Claremore, Stillwater, Ada, Shawnee, Wewoka, Pauls

Valley, Hobart, Frederick, Altus, Elk City, and Clinton.

Alert to take advantage of every worthwhile improvement, the Central Dairy Products Company was among the pioneers in Oklahoma to introduce to their trade ice cream, sherbets, and novelties in ice cream and sherbets enriched with Dextrose. Carbonated beverages is a companion line to the ice cream and sherbets, these, too, being made with Dextrose. The adoption of Dextrose by the Central Dairy Products Company was based on the judgment and experience of Mr. Porter B. Rogers, manager of the Ice Cream Division. Mr. Rogers has been with the company for over twenty-five years and is a pioneer in the manufacture of ice cream in Oklahoma.

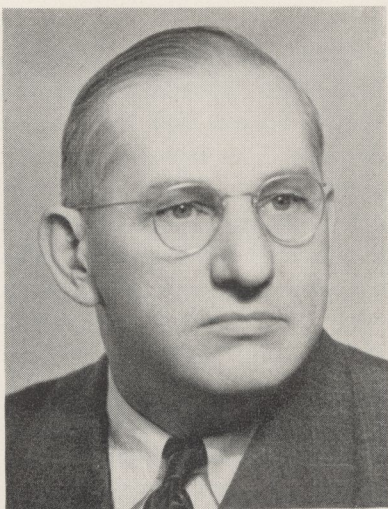
The general managership of the company is in the able hands of Mr. Paul H. Andres, of Oklahoma City, who is largely responsible for its present standing among the successful industrial establishments of the young and vigorous state which has expanded so rapidly in its three-and-a-half decades of life.

Dextrose Helps Double Sales

Shares Credit for Supreme Baking Company Achievement
in Little Over a Year

WHEN asked what is the secret of his success, in few instances can the successful man put his finger on any one particular attribute responsible for his eminence in the business or professional world. Usually, it is the coordination of several factors that is responsible for the results.

If he had to be pinned down to the one thing above all which is indispensable in the success story of the Supreme Baking Company, Los Angeles, Vice-President and General Manager Mr. Otto Matte would put quality first. Further, Mr. Matte claims it is quality more than anything which is responsible for his company being the fastest growing bakery in southern California. Mr. Otto Matte puts it this way: "There is no secret reason why we have more than doubled our sales in little more than a year. It is simply that we use the finest



Mr. Otto Matte

quality ingredients, including Dextrose."

There are still other reasons. There is the 28-year background established by Mr. Matte in the bakery industry of California, on which experience he is drawing with excellent effect. There is the alert, progressive spirit of the personnel which makes up the human equation in the Supreme organization. Then

there is the advertising and sales promotion policy of the company. Says Mr. Matte, "We have always been firm believers in consistent advertising. At present, we have eleven broadcasts weekly in southern California. We feature two successful shows, Superman and Dearest Mother. We also use outdoor advertising, direct mail, and other media." All of which means that the Supreme folks are smart enough not to keep their light under a bushel—their "light" being the quality without which Mr. Matte insists their remarkable expansion would have been impossible. If you have a good thing, tell the public about it. Don't wait until they find it out for themselves, or some-

one else tells them about it. That is the line of reasoning of the management which has made Town Talk Bread, Cookies and Cakes the "talk of the town" in every community and the surrounding country served by the Supreme Baking fleet of fifty-eight trucks.

As a result of that "talk," the company has been forced to install one of the latest type and most efficient ovens in the country—a ninety foot all steel traveling unit with a capacity of 3,600 pounds of bread an hour. Considering the rapid increase in demand for Town Talk products, there is no telling how soon that fine new oven may have to be duplicated.





Where Fresno Refreshes

THERE'S no indication in this picture that Cerelose (Dextrose) had anything to do with the building of this smart, swank ice cream manufactory and dispensary, serving Fresno, California, and the country round about. But the progressive proprietors, Mr. Bob Bartulovic and Mr. M. N. Pavlovich, tell us that Cerelose certainly *is* in the picture. It is one of the ingredients vital to the quality of ice cream which has enabled them to succeed to the point where the brand new structure pictured on this page became a necessity and a reality just

about a year ago.

Since 1935, Fresno has known of Alaska Ice Cream as a product deserving of its discriminating patronage. The results have been gratifying to both Fresno and the Messrs. Bartulovic and Pavlovich. Now, they have blossomed out into the modern establishment shown here, where nine charming waitresses keep busy satisfying the palates of the company's own retail store customers, while the manufacturing staff are kept on the jump meeting the steadily growing demand for Alaska Ice Cream.

Dextrose—For Better Cakes

Cerelose as Part of Sugar Content Improves Quality
and Increases Sales

H. G. SCHLAMMAN

Technical Staff, Corn Products Sales Company

THE art of cake-baking seems to be lost in the misty past. That is, cake as we classify it today. If one were to try to make a cake from an original recipe (or "receipt") of eighty to one hundred years ago it would be almost like trying to fathom hieroglyphics without a key to their mystery. Here is a sample from the "New England Economical Housekeeper & Family Receipt Book"—"weight of 10 eggs, while unbroken, in sugar, and the weight of 5 in flour." Advice concerning ingredients points out that, "Newly ground flour which has never been packed, is very superior to barrel flour, so that the people of Western New York, that land of finest wheat, say that New England people do not know what good flour is."

Of the myriad of races which have come here to make

what we mean more than ever today when we say "America," it seems that the Dutch are the most cake-conscious and have contributed more variations of that product of the culinary art than Americans of any other origin. Every event of any importance whatever must be celebrated with the baking of cakes, Christmas time capping the climax. The production of Yuletide cakes by the Dutch hausfraus often reaches prodigious proportions, particularly in such localities where the population is largely of that racial origin.

Cake resembling the cake of our time is comparatively modern. It had little place in the menus of Colonial days. There were a few of the drop variety, served at parties, and an "Election Cake," a raised sweet cake made once a year on state election days in Mas-



sachusetts. It was eaten with veal as a celebration rite. Shortcake, made of biscuit dough and laden with fruit or berries, was highly popular and was consumed in filling quantities. But that is a horse of another color.

In the bakery trade of today the meaning of the word "cake" is very definite, and it is that delectable product with which we are concerned in this article, delectable in the truest sense of the word, where the baker has kept right up with modern practice in

equipment, in methods, in ingredients, and in the art of baking itself. Such practice has hushed the comparisons that formerly were made with the product of the home kitchen, mostly in favor of the home product. Diligent efforts on the part of the baking and allied industries now have reversed the situation.

With the advent of more scientific methods in commercial cake baking, the "baker's cake" has come into its own. While, in the past, there may have been some excuse for the

apologies with which the housewife served bought cake, today there is none, when she patronizes any one of the thousands of modern, reputable, quality bakers who are a credit to the industry. In fact, she will be serving a dessert having eating and keeping qualities with which no home kitchen could hope to compete.

This transformation has not come about in a day. It has taken years of time and millions of dollars expended by the larger bakeries in their laboratories, supplemented and supported by the manufacturers of equipment and ingredients. One of the revolutionizing results is the new method of balancing formulas. For example, emulsifier shortenings have enabled the baker to use more sugar, milk, etc., than was possible with shortenings formerly used. Flour manufacturers have cooperated by developing flours which are so constituted that they will carry the extra load of richness. Blending and mixing technique has kept step with improved ingredients. It is not any one thing, but a general upping of the

whole art of cake making and baking which is responsible for the transformation—for the improved quality which has sold the housewife on baker's cake as it is made by modern bakers.

However, as with most good things, there is a tendency to overdo. As the old Dutchman said, "Too much is enough." Paradoxically, the very goodness of the cake baker's product has tended to reduce consumption. The very richness which is responsible for increased consumer acceptance has a tendency to keep the individual from coming back for that "second piece." This is due to the excessive sweetness which is the result of making cake with 125 to 140% of the flour weight in sucrose. Then, when the cake itself is topped with an icing consisting of nearly 100% sucrose, the ensemble approaches an overpowering sweetness. In spite of that fact, exhaustive consumer tests have proved beyond a doubt that the general run of the public prefers the new, streamlined product of today over the "baker's cake" of yesterday.

The solution of the paradox lies in retaining the advantages of high sugar content cakes for their acknowledged superiority in texture, volume and eating quality, while reducing the cloying effect of excessive sweetness. One step would seem to contradict the other until we pause to consider that Cerelose furnishes the key to the problem. Since it is not so sweet as sucrose, it imparts the required quality without defeating the purpose of the general improvement,

namely, increased consumption per individual. More than that, Cerelose has the tendency to emphasize flavors rather than to mask them. So, with these marked, definite, demonstrated advantages, Cerelose steps into an important niche in the art, science and practice of cake baking.

With a solid and constantly expanding background of wide acceptance in bakery products made from fermented doughs, Cerelose as an ingredient in cake is a recent adaptation.



Finely pulverized, it may replace up to 50% of the total sugar in cake batter with very slight changes in handling. Every quality associated with a cake in which all sucrose is used will be retained, but the cake will be less sweet. Where a fairly low sugar content is now called for, the total sugars can be stepped up by about 25%, using half Cerelose and half sucrose. Thus, the advantages of a higher sugar content are gained without increasing sweetness. In the latter case, however, usually it is advisable to reduce the shortening content somewhat in order to balance the increased tenderness due to the increase in sugars.

Pulverized Cerelose is recommended as giving the most satisfactory results. It may be used to advantage also as part of the sugar content of icings which contain fats, such as butter creams and cream fillings.

Mixing and handling are the same when a half and half Cerelose and sucrose combination is used as when sucrose is the only sugar.

However, when using the combination, it is necessary to control the pH of the batter in order to prevent caramelization of the crumb, particularly with white cakes.

This pH control is a simple matter and consists merely of lowering the pH by the addition of cream of tartar or some equivalent acid salt to the batter. The degree of this control naturally varies with the type of cake, yellow mixes requiring less than white and chocolate mixes none at all. One factor must be kept in mind when replacing sucrose with Cerelose and that is the baking time. At the present time the use of Cerelose is not recommended in cakes requiring over fifty minutes to bake.

Those cake bakers who have adopted the new Cerelose-sucrose combination, and have had time to observe the effects in their plants and in the hands of consumers, are keenly enthusiastic over the improved eating quality and increased consumption per individual which is attained without increasing the batter cost.

America Advised to Keep the Energy of Sunshine in the National Diet

"Keep the energy of sunshine in your diet—

Demand foods 'enriched with Dextrose'!"

That's the theme of the new, dramatic Dextrose advertising campaign. It appears in full color in leading weekly and monthly magazines—with a total circulation of over 26,000,000 health-minded, nutrition-conscious readers.

The purpose of this advertising is *educational*. It gives a clear picture of the properties of Dextrose; how it acts; and *why leading food processors are employing Dextrose in their formulas*.

The public learns that "Dextrose generally improves the quality, texture, flavor and food-energy value of foods such as bread, crackers, ice creams, candies, beverages, canned fruits and vegetables, jams and jellies." . . . And that "these foods are available everywhere," and are "prime sources of food energy in dynamic form."

Food processors and the manufacturers of Dextrose, the *all-American* sugar, foresee a greater-than-ever demand for "Dextrose-enriched" foods engendered by the 1942 Dextrose campaign.

*The sun is the source of all energy...
the energy of sunshine is crystallized
in Dextrose sugar.*



Many fruits, flowers, vegetables
abound in Dextrose, the natural
sugar crystallized by plant life from
the glorious energy of sunshine.

The radiant **ENERGY** of the Sun is Crystallized in Dextrose Sugar

Modern Meat Curing

Cerelose Invaluable Adjunct In Aiding Present Day Methods And Improving Quality

THE present emergency is not the first in which the American Meat Packing Industry has been called upon to serve our Nation. They have never failed in the past to meet any emergency. Their courage and efficiency have been great enough to conquer and overcome successfully the problems that any such emergency might present. Chemists in the Research laboratories of the Meat Packers throughout the Nation have without question or doubt, contributed considerable information on food values to the American Public. They have publicized the nutrition essentials contained in meat and in manufactured meat products.

Serious study and hard work on the part of our American Packers' Chemists have found many new uses for products made from by-products. The result of their work on quick cures, and

the proper use of curing materials have aided the Packers of this country to produce by scientific methods, smoked meat products of quality. Tender Hams, Picnics and other smoked meat products are being produced that have a fixed, wholesome and natural meat color.

The recent development of Cerelose (Pure Dextrose Sugar) for general use in the packing industry has been of marked assistance in obtaining these high standards and has added much information on the functions of sugar in curing. Dextrose when used in sausage products enhances the natural meat juices and increases the flavoring value of the added spices.

In modern quick sweet pickle cures, Cerelose (Pure Dextrose Sugar) has proved especially effective in developing and protecting the desirable color of the meats.

This is because Dextrose is a primary, reducing sugar, and is available for reaction immediately. Other commercial sugars are compound sugars, which, before they can react effectively, must be broken down (inverted) into their components, Dextrose and Levulose. In the old, long cures these sugars were gradually inverted by bacterial action. However, in the quick cures in current use there is little, if any, inversion of these sugars and therefore a limited reaction. Apparently Dextrose combines with the flavoring oils or ethers in the spices forming additive products which are more water soluble and diffuse through the meat more completely.

Dextrose has an outstanding value to the Packers who are using frozen meats, and seems to permeate the meat and membranes more readily.

The American Meat Canning Industry today deserves great credit and the appreciation of every American because of its recent contribution to the American table. Not many years ago little meat was canned by the American Packer. Today it is actually an industry within an industry. The wide variety of canned meat products offered to the public at this time is successfully meeting with the public's approval and acceptance because of its high standard of quality.

The development of Dextrose as a pure, sparkling white sugar in crystalline form involved years of research and costly refining equipment. The medical profession encouraged its development. Today industry is grateful for Dextrose—and its special properties which impart superior qualities to many foods and beverages.



Retailer Good-Will Big Asset

Co-operation of Grocers Vital Factor in Success of
Main Baking Company, Houston, Texas

YOU can't measure it, you can't weigh it, you can't definitely estimate its value, yet good-will is one of the strongest forces having a bearing on success in any business. Without it, the finest product never will reach the sales volume which it deserves to reach.

No baker in the United States realizes the truth of that fact more than the folks who operate the Main Baking Company of Houston, Texas. No one appreciates what it

means in dollars and cents more than they and they have made every effort to cultivate that vital asset with the retail grocery trade since May 1st, 1932, when the company was organized. Those were tough times, but the years of baking experience behind the Schmitt-Quinn setup had equipped them with a knowledge which proved invaluable in difficult circumstances.

Besides that, they were progressive. They had an open



mind toward anything which would improve product or service. Exhaustive study of the most modern and efficient equipment led the Main Baking Company to taking its place with the top-ranking plants of its kind in the up-to-dateness of its production and handling machinery. In the service end of the business, efficiency has recently been stepped up a big notch by the purchase of a fleet of fine new trucks, thus supporting their slogan "Quality with Dependable Service." From the original two trucks, the Main fleet now operates over eighteen routes, giving speedier and still more dependable service than ever.

In perfect harmony with the progressive policy of the proprietors, they have adopted

Dextrose 100%, which goes a long way in supporting the "Quality" part of the company slogan.

One of the largest independent bakers, in the largest city, in the largest state, The Main Baking Company is a family affair. Senior in service is Mr. R. S. Schmitt, superintendent, with an experience of half a century in the baking business. He is the father of Mr. Roy Schmitt, vice-president and organizer of the company, who has had twenty years' bakery experience. Mr. Frank W. Quinn, a brother-in-law of Mr. Roy Schmitt, is president. The happy family spirit seems to have permeated throughout the organization. There has been no labor difficulty since the plant opened.

WANTED

A CREAMERY PACKAGE LP-2 SUCKER
WRAPPING MACHINE.

Must be in good condition.

Address.

DEXTROSE DIGEST
CORN PRODUCTS SALES COMPANY

17 Battery Place
NEW YORK, N. Y.

Serving California 93 Years

Oldest Wholesale Grocer First in State to Adopt
"Enriched With Dextrose" for Labels

THE wholesale house of Wellman, Peck & Company, with headquarters in San Francisco, is still in the front rank after 93 years' service to the grocery trade on the Pacific Coast. Always an aggressive organization, they have been ever willing and prompt to adopt new worthwhile ideas and policies. One of the most recent ideas is to call the attention of the public to the fact that their merchandise has an added food value because it contains Cereulose (Dextrose), particularly their canned fruits, preserves and jellies.

Recently, at a general meeting of the Wellman sales organization, Mr. E. W. Stadtmuller, Vice President and Sales Manager, had this to say—"We have many possibilities for increased sale of Wellman merchandise by promoting the food value of goods packed with Dextrose. Also, Dextrose has two important points,—

first, it contributes toward a better product, and, secondly, it gives the salesman an excellent talking point, especially since the whole nation is food conscious and the problem of nutrition is in every consumer's mind."

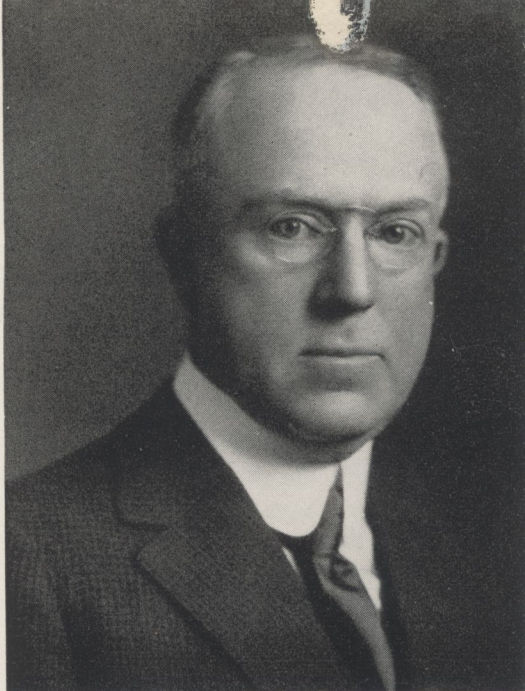
Wellman, Peck & Company feel that it was a stroke of good fortune when they became the first wholesaler in California to adopt, and to display on their labels, the slogan — "Enriched With Dextrose." With that fact as a background, today they are telling the world why their products are better; through radio, newspapers, store displays, etc.

Turning back the calendar ninety-three years to the spring of 1849, we find a young man pacing a wharf on the Boston waterfront. Nearby is a pile of unpretentious luggage; a satchel, a carpet-bag and a trunk. Such are his

sole possessions on that bright May morning.

About four o'clock the "Silver Spray" of New Bedford leaves Boston for San Francisco. Four months later the same ship glides majestically through the waters of San Francisco Bay and ties up at her wharf. Bela Wellman, the energetic Massachusetts youth of the satchel, carpet-bag and trunk steps confidently down the gangplank and onto Californian soil. He is wearing a money belt containing five hundred dollars in gold twenties. These he had saved from a successful, though modest merchandising venture in the east. This achievement, and the conservation of the profits for future investment, gives one an insight into the Wellman character.

Bela Wellman lost no time establishing himself. Before the end of 1849, he had set up a small business on Washington Street, next door to the notorious Bella Union Theater and opposite Portsmouth Square. Once settled there, he began purchasing Hungarian prunes and other staples from the clipper ships arriving from



Mr. W. B. Wellman

New York via Cape Horn. Thus it was that Bela Wellman became the pioneer wholesale food distributor on the Pacific Coast. From this modest beginning the new firm grew. Young Wellman met incoming ships and carefully made his selections of merchandise. He was his own salesman.

Here in a new land, far from his native Boston, an obscure, unheralded youth established a business which was one day to become one of the greatest

on the Pacific Coast. Yet, the founding and building up of the first wholesale food distribution firm in California was by no means an easy task. Despite the usual reverses that both new and established businesses are bound to suffer, the firm of Bela Wellman rose, Phoenix-like from the ashes of four fires, the last one the earthquake and fire of 1906. Following each setback the company went forward again with still greater determination and greater strength.

With the passing of time, the first wholesale grocery company in California acquired its own plants. It was the first to have its own spur track facilities; and the first to establish its private house brands. Also, it was the first to import teas and coffees, and was early on the list of the original 86 subscribers to the telephone system established in the year 1878. Today the pioneer firm is known as Wellman, Peck & Company, and has extended its activities far beyond the confines of San Francisco, and far beyond the hopes and ambitions of its founder. It maintains nine

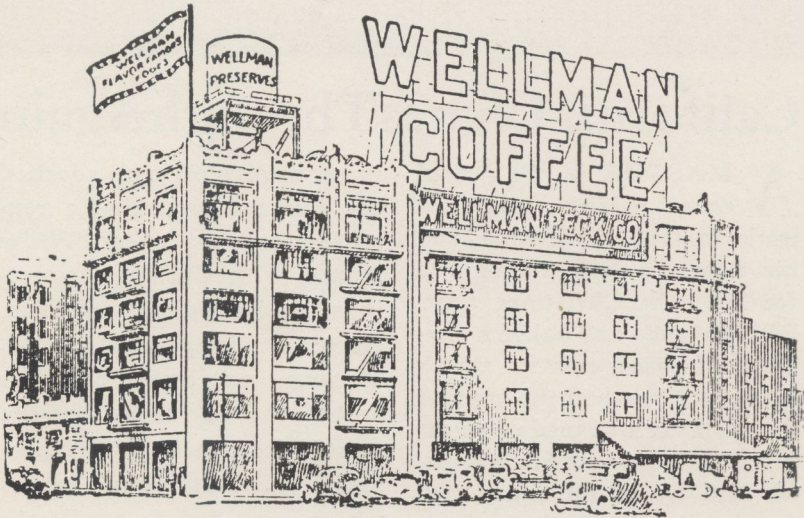
branches and warehouses in the state of California, the southernmost being in the city of San Diego.

At the turn of the century, the son of the founder, W. B. Wellman, entered the business. He and his father had been pals, for, as a youth, "W.B." had spent most of his spare time in the offices of the parent. Here was absorbed a deep respect for the principles on which his father's success was founded—fair, honest, up-right dealing. Following the death of the founder, Mr. W. B. Wellman became president of the firm and ever since has devoted his entire time to the further expansion of the business. Today, Wellman, Peck & Company, largest manufacturing wholesale grocers on the Pacific Coast, make and distribute over 300 of their own products under the traditional and respected slogan "The Best Since the Days of '49." Wellman "Flavor-Famous Foods" products include coffees, preserves, jellies, teas, syrups, peanut butter, extracts, spices and

grocery sundries of every description.

Since those remote days of '49, the name "Wellman" has been conspicuously identified with quality merchandise. The organization's history and expansion is a Californian saga of success over a span of ninety-two years.

Ably assisting Mr. Wellman in the management of the organization are such leaders in the wholesale grocery field as Mr. E. W. Stadtmuller, Vice-President and Sales Manager, Mr. Alfred Johnson, Buyer, Mr. Arthur Foley, Plant Superintendent, Mr. H. G. Menicke, Secretary-Treasurer.





California Comes Through Again

A MASTER in the art of cake baking plys his trade in Ojai, California, and his name is Bill Baker (no foolin'). At Christmas time, Bill designed and baked a one-hundred pound creation which just about reached the apex of his skill. It was made of lima bean flour and was fairly loaded with fruits and nuts, then decorated with all the artistry at Bill's command. A gor-

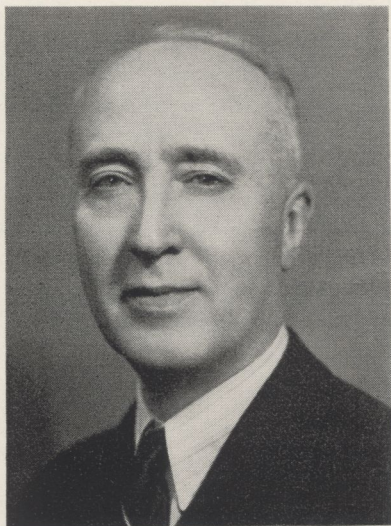
geous wreath of roses adorned the top and encircled a representation of the White House, with Christmas greetings to President and Mrs. Roosevelt from California. Various national emblems around the side completed the masterpiece, which, if possible, exceeded those others which preceded it to Washington in former years.

Winter to Summer to Success

Beaudry Brothers of Montreal Find Their Fortune
in Booming Los Angeles

REMEMBER when Los Angeles, in 1940 a metropolis of 1,496,792, was a rapidly-growing municipality of about 200,000, strong on climate, real estate and boosters but yet a bit weak on movies? The Beaudry brothers remember it well. That was in 1906, when Alfred and Wilfrid arrived on a balmy February 20th, having left their home in Montreal on a wintry February 15th. Climatically, they had the right idea, and their rightness seems to have followed them through their business career during the intervening thirty-five years.

The "Go west, young man," admonition of Horace Greeley has worked out 100% in the case of the Beaudry brothers, for under the name of Beaudry Brothers Candy Company they enjoy an enviable position as one of the leading manufacturers of fine candies in the Los Angeles district. They arrived at that distinc-



Mr. Alfred Beaudry, General Manager

tion while Los Angeles herself was expanding to seven and a half times her population of the year Alfred and Wilfrid decided that there their fortune was to be found.

Again the hard way led to ultimate success. The ambitious brothers found no royal road though they enjoyed the stimulus of one of the fastest growing communi-

ties in the country. With Alfred at the executive helm and Wilfrid backing him up as master candy maker and plant superintendent, the company is an industrial factor in the fifth city of the country. No small part of their success is due to insistence on using only ingredients of the highest quality, of which they consider Dextrose indispensable. The results speak well for their judgment. They are known up and down the Pacific Coast as originators of some of the finest assortments

of chocolates, chewies, and summer candies available to the trade. These live fully up to the company slogan—"Demand Beaudry's Really Fine Candies—'They Charm the Taste.'"

Recognition of the brothers' standing in the trade has been extended through Alfred Beaudry, who recently was elected president of the Western Confectioners Association, and a director of the National Confectioners Association.



Sell Direct Around the World

J. R. Watkins Company Distributes Quality Merchandise
Through Fifteen Thousand Dealers

"I THINK I've got something here," might well have been the remark of a certain young man as he sat in his modest home, poring over a sheet of paper on which was a formula for an effective general-purpose liniment. At least that might have been the expression J. R. Watkins would have used had he lived today, but the year of which we speak was 1868. Yes, he "had something" and it was more than a formula. He had procured that from a now forgotten physician, but his shining faith in the product was self-generated—a faith in its ability to soothe pain and ease the injuries which came to the people of southeastern Minnesota, then a backwoods section. Medical aid was almost nil and distances were great.

Because J. R. Watkins painstakingly followed the formula, because he tested the efficacy, and checked the results from the use of his lini-

ment, because he never let that shining faith become tarnished. Today The J. R. Watkins Company has become an international institution. Its widespread organization has made Watkins products familiarly known in Australia, in England, in Sweden, as well as in Canada and the United States. Huge factories where Watkins products are made are now landmarks in Melbourne, Australia; in Birmingham, England; in Winnipeg, and in Montreal, Canada; as well as in Newark, New Jersey; Memphis, Tennessee; Oakland, California; and Winona, Minnesota, the original and present home of Watkins products.

High - type, well - trained salesmen carry Watkins products direct to the homes of millions of people. To experts on cooking and baking in Europe, as well as the United States and Canada, the name is a familiar one, for Watkins

Vanilla and other extracts, and Watkins Ground Spices were winners of highest awards at the International Exposition in Paris.

This remarkable growth in a little over a generation is due to the vision and foresight possessed by the founder of the company, J. R. Watkins, supported by the loyal, energetic corps of salesmen reaching to the far corners of the land. Mr. Watkins started on his own when a comparative youngster. He left his home in Ohio and moved to Minnesota. He was filled with a faith in his own ability, with the courage and zeal of the pioneer and would not be satisfied with ordinary success. From a humble start, selling one product which he himself made in his own home, the business grew rapidly to its present size.

Today, there are approximately 15,000 dealers selling Watkins products directly to the home. These dealers might well have adopted the slogan of the United States Postal Service, for they travel regardless of roads and weather conditions. Far into Canada's

frozen north country, in Alaska, they go, many times traveling by dog sled or horse—drawn sleighs when the Arctic blasts close the highways to more modern means of travel. They carry Watkins products to the doors of customers who have found them to be high in quality and reasonable in price.

The vision, square dealing and integrity possessed by the founder of the company have continued to be the guiding star of the institution which he established. When he first made the now famous Watkins Liniment, he tried selling to stores. This avenue of distribution was not quick enough for him. Many stores which did stock his merchandise failed to promote it and it then gathered dust on their shelves.

Such a situation was not to be tolerated by the dynamic Watkins and he proceeded to do something about it. In a market basket he placed a stock of liniment, got a horse and buggy and started out to call on the farmers in their homes. His method was a success from the start, for Mr.



Customers from all over the country visit the manufacturing plant and Experimental Farm of the J. R. Watkins Company. This illustration shows a group of over 1,000 customers who visited the plant by bus in one day

Watkins had sufficient faith in his product to leave it on trial, with no payment to be made if the customer was not thoroughly satisfied.

More and more customers were added until help had to be hired. With the first Watkins dealer established, Mr. Watkins stayed at home so that he could make more liniment. As time went on, new products were added, one by one—products that are still in the line and selling every day.

More and more dealers started on their rounds and a wider territory was covered.

A wealth of romance and adventure is reflected in each Watkins factory. In the warehouses of raw materials, the four corners of the earth meet. From America's farms and factories come home products, among them ingredients from the plants of the Corn Products Refining Company. From far flung lands, across the seven seas come treasures of

strange countries in the form of raw products, which go into the making of the more than 300 items now in the Watkins line. The company is one of the largest buyers of spices in the world and the exotic atmosphere of strange lands is brought to mind by the enticing aromas rising from mysterious bales and bundles in the many Watkins warehouses.

In the beginning, the J. R. Watkins Company departed from customary merchandising and selling procedure and still remains unique in various particulars and practices.

As a monument to the faith that J. R. Watkins had in himself and his business, and as a permanent reminder of what quality products, fair dealing and integrity, combined with sound and aggressive merchandising, can accomplish, there stands in the comparatively small city of Winona, Minnesota, where the business began in 1868, what is said to be one of the most beautiful private office buildings in the world.

That memorial to J. R. Watkins has become a mecca for visitors from all over the mid-

dlewest. Over a quarter of a million have journeyed to Winona to see the plant, to become acquainted with the officers and staff, and to see how the products themselves are manufactured.

Out of the flat, sweeping reaches of the Dakotas, up from the farm lands of Missouri, and the wheat fields of Kansas; across the sandy dust bowl of Nebraska, and the tall corn lands of Iowa, they have come, a tanned, brawny, friendly army on a peaceful invasion. Wisconsin and Illinois, Minnesota and Michigan added their recruits to that army, and all because one man had the vision to see and determination to do.

For the most part, the visitors were farmers, progressive, hardy, clear-eyed sons of the soil, who came to attest their faith in the company which had supplied them, their parents and grandparents with household needs, with simple medicines, with spices and extracts. They came because the men who had served them, who had brought to their homes the Watkins line of products were not spell-bind-

ing, high-pressure salesmen, but for the most part simple, honest, square-dealing ex-farmers or others from the more humble walks of life.

Those visitors came for more than a visit to the office and manufacturing plant of The J. R. Watkins Company. Because the majority were farmers, they were keenly interested in the extensive experimental farm conducted by The J. R. Watkins Company for the purpose of testing their line of farm products. That line includes mineralized tonics for cattle, hogs and poultry, as well as various insecticides, disinfectants, etc.

As a show place, the Watkins farm may not compare with many other experimental farms, but, as a practical laboratory for testing the various Watkins products and for getting results sought by farmer-visitors, it is unique. There are no blooded cattle, no thoroughbred hogs, no fancy poultry—just common, ordinary grade stock, such as the average farmer can afford. Conditions are maintained as nearly as possible like those found on the average farm, so that

the experiments are almost universally applicable. As a result, the farmer carries home with him valuable knowledge which he can apply right on his own farm. And the experimental farm is but one of the unique ideas which makes The J. R. Watkins Company different from most manufacturing concerns.

The J. R. Watkins Company has always been a strict believer in absolute truth in its advertising. All literature is prepared in its own offices and checked by the various experts in the different departments to make sure that nothing but the truth will be told to the consumer. All literature is printed in the privately owned plant of the company, which requires all the space of a four-story building. A wide variety of presses is kept going at top speed to provide the literature which aids Watkins dealers in their business.

One of the best known pieces is the Watkins Almanac. Over 2,000,000 copies of this attractive and useful booklet, as well as 2,000,000 calendars, are distributed free

to customers every year. Many farmers, housewives and others refer to the almanac as a standard guide in the treatment of minor ailments and for its valuable information on other subjects.

Of all the many products in the Watkins line, liniment—the same liniment originally made by J. R. Watkins in his home—is the largest seller. The almost unbelievable figures on sales show that eight bottles of this product are bought every minute around the clock.

While the quality of the product itself is of prime importance, the company has paid equal attention to the attractiveness and convenience of the package. Artists are constantly at work, designing and re-designing containers, labels and inserts to give the line greater visual attraction. This in itself is a great aid to dealers but is only a part of the duty the company feels it owes each of them.

Close co-operation with each individual is a feature of the business. Each one receives what amounts to a thorough course in salesmanship. Men

are taught to bring out the good points of the products in convincing demonstrations. Principles of sales psychology, the value of courtesy, neatness, and tact are indelibly impressed upon them. These methods are very effective, and the company is careful of the type of men selected. For such reasons, the Watkins Man is welcome in millions of homes.

All through the years, the Watkins business has maintained a steady growth. From time to time new branches are opened, new products added to the line. Hundreds of new dealers enlist in the army of men required to give efficient, reliable service to the millions of steady customers. The growth and development of this unusual business institution is an example of what good products, sound management and aggressive merchandising can accomplish. J. R. Watkins has passed on, but the business which he founded and built continues its healthy and steady growth by adhering religiously to the sound principles which he laid down and so rigidly observed.

