

Multiple Merchandising Hits Field of Product Marketing

By REYNOLDS KNIGHT
A relative newcomer in the field of marketing is multiple merchandising — the practice of offering two or more identical or related products in one package at a significant savings.

Merchandisers first used the sales device on a large scale about five years ago. Since that time supermarket shelves have become crammed with multiple merchandising bargains. Favorite technique it to use separate packages for each product and secure the two together with a label or band that carries the bargain message.

Manufacturers of goods that range from soap powders and tooth brushes to tape and hardware items are using multiple merchandising to generate more point-of-purchase sales.

The trend, which is growing rapidly, was brought on by several factors, merchandisers say. Chief among them: lack of brand loyalty by supermarket shoppers; the age-old response to an ostensible bargain; the growth of supermarkets (which allow consumers more time to browse for bargains, since most shopping is done in just one story); the use of multiple-merchandised items as loss leaders to promote sales of a company's other products; and the ease with which new products can be introduced by attaching them to standard, fast-moving wares at reduced prices.

PLAYING IT COOL — Simplicity is the strength of a new method of truck refrigeration

introduced by the Cardox Division of Chemetron Corp. Cardox, one of the nation's major producers of carbon dioxide, uses the versatile chemical in liquid form to refrigerate perishables. The firm reports that the system, called Sure Cold, has been tested successfully over long and short hauls. It is said to be especially suited to "piggyback" shipment of trailers by railroad flatcar.

The liquid CO2 is carried in insulated cylinders slung under the truck or trailer body. When valves are opened — via thermostat command — the liquid expands into the trailer interior as a gas, absorbing a tremendous amount of heat in the process. The thermostat control holds the desired temperature by automatically closing the valves when necessary. That, according to Cardox, is all there is to it.

The high refrigeration capability of the carbon dioxide permits "rapid temperature pull-down," Cardox says. Installation of the containers outside the truck body is intended to free maximum space for loading.

Because there are few moving parts, the company says, service life of the Sure Cold equipment should be 10 years or more.

COSTS SHAVED — Industry's intensified emphasis on cost reduction is paying off in considerable savings. An example of this is the experience of Republic Aviation Corp., manufacturer of the Air Force's primary all-weather fighter, the F-105D.

During the past two years Republic has saved \$286 million in production of the supersonic fighter. The company and its associated contractors accounted for \$139 million of the savings, while \$37 million was saved by suppliers. The cost-reduction campaign was carried on during 1950-61 by an estimated 40,000 persons in 831 companies located in 30 different states, according to Mundy I. Peale, Republic's president.

Peale said the savings were partly the result of "thinking small." He cited an instance where a change in routine handling and packaging of parts resulted in a \$340,000 savings. One supplier, he noted, redesigned the package for a landing gear assembly from a wooden crate to reusable metal sections and saved \$84 per plane, or an overall contract savings of \$26,500.

With national defense costs running at a rate of \$100,000 per minute this year, industry has a patriotic responsibility to keep its operations as efficient and economical as possible, Peale said.

THINGS TO COME — A low-cost home and farm fire detection system has been developed; the system uses sensitive heat detectors in each room and a central panel that lights up to identify the exact location of a blaze, according to the manufacturer. . . . A new pushbutton cold remedy for children is on the market; the product reportedly looks and tastes like fruit jelly. . . . Fiberglass auto fenders for standard makes of autos are being introduced into the replacement market; the maker says the fenders can withstand more impact than steel and are easily repaired with a patch kit.

STRATEGIC strike - out — The recent government inquiry into the stockpiling of strategic materials has led several metal producers to diversify production. Magnesium, for example, is now being used in the manufacture of baseball bats, luggage, typewriter chassis, ladders, and vacuum cleaners. Titanium, another strategic metal, is finding its way into chemical equipment, and nickel is now being used in machine tools, fire extinguishers and batteries. The metal producers are expected to continue to strike out for new market areas as pressure to reduce stockpiling mounts.

BITS O' BUSINESS — Color television sets presently number about 970,000, up from an estimated 400,000 a year ago. A recent industry report noted. . . . Personal income reached an annual rate of \$433 billion last month, the highest in history according to a Commerce Department release.

Army Staff Sergeant Charles H. Talbott, 32, whose wife, Rosa, lives at 1939 Pacific Coast Hwy., Lomita, recently was assigned to the 44th Artillery in Korea.

Sergeant Talbott, missile section chief in the artillery's Battery B, entered the Army in 1948.

His parents, Mr. and Mrs. William E. Talbott, live in Oxford, Fla.

MARY WISE Menu Planners AND SHOPPING SUGGESTIONS



Wonder Pizza Appeals to Younger Set

Just where or when English muffins were first baked is a question which has never been answered. It's not even certain they originated in England.

There is no doubt, however, that American enthusiasm for this baked delicacy grows by leaps and bounds.

One reason for this has been the introduction of fork-split muffins by the Wonder bakeries in various sections of the country. English muffins cut in the conventional way lose much of their appeal.

Wonder fork-split muffins (made with all-butter shortening) insure the rough-texture which has always been the muffins' chief charm.

Another reason for increased popularity of English muffins is the realization of their versatility. To be sure, a majority of the muffins are still toasted for breakfast in the conventional way but many new ways have sprung up around the country.

Young in Heart
English muffin pizzas (called pizzettes sometimes) are popular with the younger set.

The muffins are toasted under the broiler, spread with butter, covered with tomato paste or any good spaghetti sauce, sprinkled with oregano and topped with thin pieces of mozzarella cheese.

Add a dash of grated parmesan and place under the broiler again until the cheese melts.

For added goodness, garnish with anchovies, olives, mushrooms, wafer-like slices of Italian sausage or — you name it!

Light Supper Dish
For lunch or light supper, toasted English muffins are increasingly favored as the basis for chicken à la king, creamed seafoods, newburgs and curried shrimp.

And for onion soup, nothing beats a muffin half, toasted, covered with cheddar or sprinkled with parmesan and allowed to swim in the rich broth while the whole plate is given a few seconds under the broiler.

You will not find this new muffin in either the frozen food or refrigerated cabinets. They are sold fresh and will be found with the variety breads in the bakery department of your grocery store.



EVERYONE INTERESTED in good health should begin the day with breakfast. One that can be assembled in instants is this dish-in-one of cereal, fruit, honey and whole milk. Join forces with all Americans for better physical fitness.

Honey is Key That Opens Door to Health

All over the nation the call has been sounded by the President of the United States for cooperation and help in promoting better health and physical fitness.

The California Honey Advisory Board is rising to this call by the offering of suggestions of the use of honey as an answer to better health.

This is what they say about honey and physical fitness: Honey is the one sweet that adds to our daily intake of vitamins and minerals; Honey supports no bacteria—it will not spoil.

Honey needs no digestive action and is good for all ages.

Good Breakfast
Everyone interested in good health should begin the day with breakfast. No matter how simple the meal, give thought to good nutrition.

A ready-to-eat cereal, combined with fruit, sweetened with honey, moistened with whole milk is a breakfast you can assemble in minutes, yet it gives you a good start — healthwise.

Other Suggestions
Quick pick-up is found in Honey Egg Nog. Add 1 teaspoonful, or more, of honey and a few grains of salt to egg. Beat well to mix. Pour in 1 cup milk, stirring well. Sprinkle top with nutmeg, if desired. Serve chilled.

Nothing takes the place of piping hot biscuits right out of the oven. Served either plain or fancy, they are tops with the crowd when you have Honey Butter or Honey Margarine on the table.

You will find the Honey Butter in the same store refrigerator as your dairy products. Honey Margarine is available right beside regular honey products.

Both come plain or cinnamon-flavored.

And More
Honeyed pears are delicious when combined with 1 cup crushed pineapple. Cook

pears in honey syrup until slightly glazed and tender, add 1 cup crushed pineapple.

Allow pears to mellow in fruited syrup. This makes a delicious combination of flavors.

To make honey syrup: Combine ½ cup honey with ½ cup boiling water. Stir until honey is dissolved.

Combine 1 cup fresh orange and grapefruit wedges with honey. Prepare a package of cool lime gelatin.

When slightly thickened, fold in fruit. Chill until firm. Top with honey and dairy sour cream. Wonderful for salad or dessert.

This Is Natural
Stir up a package of golden corn muffin mix. Spoon into well-greased muffin pans. Drizzle honey from the plastic squeeze bottle on top of muffin batter. Bake and serve for breakfast or salad lunch.

Questions posed to us make this information seem helpful to all. It's natural for honey to granulate. This in no way indicates spoilage. Place container of honey in bowl of warm water until all crystals are melted.

Granulated honey may be used with equal success in baked goods.

IF YOU RATE among the young in heart you no doubt serving some type of pizzas for a snack. New on the market to make this service easier are the Wonder Fork Split English Muffins. Spread the halves with a tomato paste, sprinkle with oregano and cheese, garnish to your heart's content and place them under the broiler until bubbly.

ZUD *It's Wonderful!*
REMOVES RUST and STAINS from BATHUBS • SINKS • BOTTOMS of COPPER POTS • TILE FLOORS • METALS
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WHEN "Company's a Comin'" Serve Hot or Cold — Delicious
WILLIAMS' famous "TASTE-RITE FLAVOR" CORNED BEEF

Elect VERNON COIL CITY CLERK

(Political Advertisement)

I am pleased to recommend the election of my good friend, Ken Miller to the Council. He has integrity, ability and would be a responsible servant for all of Torrance.

George Vico Councilman, City of Torrance

(Political Advertisement)

"I am quite well aware that anyone who enters the political arena subjects himself at time to the most vicious and unprincipled attacks, smears, mud-slinging and vituperation. But if for this reason experienced and qualified people refuse to run for office, they will leave the positions in the public service to the maneuverings of petty men; second-raters, whose primary interest is personal gain, self-aggrandisement and power to destroy."

ALBERT ISEN Mayor of Torrance

(Political Advertisement)

Ice Cream Bermuda
Place a scoop of chocolate ice cream on individual dessert plates. For each serving, peel and slice ½ banana into chafing dish.

Light burner. Add 2 tsp. granulated sugar and ½ oz. Triple Sec per half-banana. Stir occasionally. When sugar begins to caramelize, pour in 1 oz. rum per serving.

Ignite liquor. Pour, while flaming, over ice cream.

Kinslet's WHEAT NUTS
HOT BREAKFAST CEREAL WITH A NUTTY FLAVOR
AT YOUR GROCERS

Springtime FOR HONEY

HEED THE CALL TO TOP-FLIGHT HEALTH

HONEY... Nature's perfect sweet is a speedy pep-builder. Honey rates high on many athletic training tables. It's a quick and easy source of energy. Only HONEY has all the vitamins and minerals needed for its own perfect digestion. HONEY aids the digestion of other foods. HONEY helps in the retention of calcium in the body.

Nature's superchanger, HONEY enters the blood stream quickly. It goes right to work... no stress... no strain... just natural pep. Energy to win is the aim of every athlete. TRY HONEY. It takes you to the top. Add one teaspoonful of Honey to each glass of milk — nonfat or regular... GO MAN GO.

Your health is wealth. Wise folks score home runs with Honey. Try Honey and chopped salted peanuts on crackers or toast. QUICK ENERGY... good protein... tasty snacks.

You can have "The Best from the West" NEW Honey Cookbook for only 35 cents each (postage free). Fill out coupon below with 35 cents each, in coin to:

CALIFORNIA HONEY ADVISORY BOARD
31658 Coast Highway — South Laguna, California

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DELICIOUS NEW WONDER ENGLISH MUFFINS

FORK-SPLIT ready for toasting... made with ALL-BUTTER for flavor!

Look at these marvelous ways you can use WONDER ENGLISH MUFFINS!

***Complete recipes for these tasteful dishes on every package!**

<p>WONDER PIZZA RECIPE</p> <p>Sprinkle top of salad oil on each muffin half. Cover with 2 tbsps. of tomato sauce, large slice of mozzarella cheese; sprinkle oregano, pepper, salt and top with another tsp. of oil. Place in oven (425° F.) for 15 minutes or until cheese melts.</p>	<p>EGGS BENEDICT*</p> <p>Thin slices of fried ham... on buttered, toasted Wonder English Muffins. Top with poached eggs and Hollandaise Sauce. Recipe for "quick blender" sauce on every package.</p>
<p>WONDER "ACK NO. 1"</p> <p>Try delicious toasted Wonder English Muffins topped with cream cheese and then deviled ham. Quick and easy but so appetizing! Great as a luncheon snack.</p>	<p>WONDER SNACK NO. 2*</p> <p>Sprinkle brown sugar and ground cinnamon over buttered muffins. Place on aluminum foil and toast under broiler until brown. Cover with chopped walnut meats.</p>

You'll never get enough of these mouth-watering Wonder English Muffins... once you taste them. They come to you ready for toasting. But that's not all. Wonder English Muffins are fork-split by a special device... so toast beautifully — so perfectly browned.

Try this new breakfast treat... that can be used many ways for delicious meals. Ideal for Eggs à la Wonder Muffins and spreads. So be sure you ask for Wonder English Muffins... because only Wonder cares enough about flavor to bake English Muffins the more costly way... with pure creamery butter!

WONDER ENGLISH MUFFINS

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GET THEM FRESH IN THE BAKED-GOODS DEPARTMENT OF YOUR FAVORITE STORE