

# **THE WHOLESALE GROCER NEWS**

332 SO. LA SALLE STREET

**CHICAGO**

My dear Sir:

Enclosed you will find a  
page taken from a recent  
issue of WHOLESALE GROCER  
NEWS.

We thought you would be  
interested in seeing it.

Cordially

*J. Cheid*  
WHOLESALE GROCER NEWS

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make their debut as a radio advertiser on June 2 when the company starts sponsoring three quarter-hours a week in the interest of Royal Scarlet Coffee.

- Rainbow Food Stores, San Francisco, sponsored by V. Traverso Co., the week of April 4, advertised a House Cleaning Sale. Items pushed were as follows: ammonia, bluing, brushes, brooms, chlorides (bleaches), clothes line and pins, drain cleaners, furniture polish, floor wax, kitchen cleaners, mops, pails, silver polish, starch, waterless cleansers, wallpaper cleaners and window cleaners.

- Metal tackler signs, 12 by 36 inches, in two and three colors, are being used by Clover Farm Stores in all divisions to feature their three coffee brands, Clover Farm, Green Cup and Red Cup.

- Black Diamond Wholesale Grocery Co., Shenandoah, Pa., celebrated the first anniversary of the formation of the Black Diamond Food Markets group with a special week-long sale.

- Seeman Brothers, Inc., New York City, N. Y., opened their 1941 advertising program on White Rose Madrilene, cold-jellied consomme, with a color advertisement in the New Yorker Magazine. Newspaper, radio, car cards and other media are included this year.

- Reid, Murdoch & Co., Chicago, reports that many sales records were broken during their Monarch tea campaign which closed on March 15.

- An extensive advertising and merchandising campaign on Matchless Food Products has been launched in New England markets by Webster-Thomas Co. of Boston.

- Merchants Wholesale Grocery Inc., Columbia, S. C., are sponsoring a radio campaign over WIS featuring their own branded flour products.

- Plee-Zing, Inc., recently promoted sales on a glassed goods special with great success. Plee-Zing Salad Dressing was sold at the regular 25c price with a 6 oz. jar of Plee-Zing Sandwich Spread for 1c—the two for 26c.

- Honor Brand Frosted Foods Corp., has appointed the following new distributors to handle Honor Brand frozen fruits and vegetables: Central Fruit & Grocery Co., Mansfield, Ohio; Summit Who. Gro. Co., Akron, Ohio; Gooddale Co., Centralia, Ill.; C. B. Ragland & Co., Nashville, Tenn.; Jordan Stevens Co., Minneapolis; and Standard Foods, Inc., Louisville, Ky.

- Royal Scarlet Stores (R. C. Williams & Co., N. Y.) are packing Royal Scarlet Baking Chocolate, in addition to the regular ½ lb. cake, in 8-1 oz. squares to a carton, individually wrapped, 12-½ lb. cartons to the container. The new packages are square and the 8-1 oz. indi-



REID, MURDOCH & CO.'S TWO NEW MONARCH PACKS. (COL. TWO)

vidual squares make it handy for the housewife.

- Two new Monarch packs, sweetened spiced watermelon and cantaloupe rind, products of Reid, Murdoch & Co., of Chicago, have recently made their appearance. Packages are vapor-vacuum sealed with a White Cap Co. closure.

- Roundup Grocery Co., Spokane, Wash., report that IGA Stores served by the company have been enjoying substantially increased sales in fruits and vegetables since these retailers have been selling fruits and vegetables packed in branded shopping bags. Grapefruit, apples, oranges, dry onions, potatoes and sweet potatoes have successfully been sold in shopping bags.

- Jordan Stevens Co., Minneapolis, are featuring Jordan's No Rubbing Floor Wax with a premium offer of 5 brightly colored pencils imprinted in gold with the consumers name, for 10c and one can tab. Attractive counter display cards are being distributed to the trade.

### • • • STANDARDS

Tea standards for the year beginning May 1, 1941, as announced by Federal Security Administrator Paul V. McNutt, cover ten types of tea— 1) Formosa Oolong, 2) Formosa Black, 3) Congou, 4) Java (to be used for all fully fermented teas excepting China, Japan and Formosa), 5) Japan Black, 6) Japan Green, 7) Japan Dust, 8) Gunpowder (to be used for all China green teas), 9) Scented Canton (to be used for all scented teas), 10) Canton Oolong. The Standard teas were submitted to the Administrator by a Board of Tea Ex-

perts, which consists of seven members appointed by him as experts in tea. These standard samples, put up in half-pound tins, will be available for distribution within a few weeks. They are used by tea examiners of the Food and Drug Administration, and are furnished at cost by the Federal Security Agency to importers of tea and shippers of tea to this country. Tea shipped prior to May 1, 1941, will be governed by the Standards which became effective May 1, 1940.

- Proposed definitions and standards of identity for flour and wheat products were announced by Federal Security Administrator Wayne Cory. "Enriched" flour is required to contain thiamine (vitamin B<sup>1</sup>) riboflavin, nicotinic acid and iron.

- The Southern California Grocers' Ass'n., is campaigning for standard package sizes. "Increased resentment by grocers who are faced with a serious stock arrangement problem by reason of the growing number of large and odd-size containers of standard grocery products may assume concrete action unless manufacturers study the problem more carefully," warns the Association.

### • • • DELIVERIES

Members of the Food Guild Stores, Minneapolis, last month received this message on delivery service from Jordan Stevens Co.

"There are two methods of merchandising in both the wholesale and retail fields. One method requires you to carry your own merchandise home or to your store, the other calls for delivery to your home or store. The delivery system becomes more complicated as communities spread out and costs advance. The delivery system which has never added much to the