

# THE MACARONI JOURNAL

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Disclaimer: This issue is extensively deteriorated and cannot be  
filmed because handling will cause further damage.

that will Stack Up the Profits! ...  
Cable Grain Salmon Macaroni Fenner  
there's a tre-in protection, the will  
in Lenton sales. Salmon Me  
five best 'ing  
by 1954

all  
salmon  
more soup  
PROFITS  
not of Me  
coupons

# PROFILE OF A GOOD MERCHANT

by J  
Keltano  
with P

The good merchant is a  
man who is interested in  
the welfare of his customers  
and is willing to work for  
the good of his community.  
He is a man of integrity  
and is always ready to  
do the right thing.

A GOOD food merchandising man  
should be deeply religious, should  
have a diuodenal ulcer, and should not  
be a Republican, or at least not a con-  
servative Republican. Probably, he  
should be a reformed New Dealer. He  
should want to monkey with our economy  
by trying new ideas, but who tries to  
fixes the mistakes the New Deal has  
made in trying to rebuild our entire economy  
too quickly with a lot of hastily de-  
vised, unworkable plans.

Now on to the details.  
I say a good merchandising man  
should be a conservative. Such an ap-  
proach is perfect for a treasurer or  
janitor. But a merchandising man  
be dissatisfied with the present  
Fiscally we Democrats would qualify.  
So would a progressive Republican. He  
never a conservative.

I think a good merchandising man  
should be deeply religious. You may  
say that's crazy, that religion has  
nothing to do with business. But it has  
the same motives that prompt a man  
to worship also motivate him to sell a  
package of crackers. As  
best I can for both, which St. Paul de-  
scribes as "the substance of things hoped  
for, the evidence of things not seen."

**The Role of Religion**  
A merchandising man, then, should  
be a working member of some church.  
Religion is the great creative force  
in the world, and merchandising is  
largely creative. Religion inspires a  
man to serve his fellow man, to be his  
brother's keeper. A merchandising man  
follows the same maxims when endeavor-  
ing to sell better merchandise at a fair  
price.

And if he has that restless energy  
that burns a drive to do a better job, to  
sell more and more, then he'll have a  
diuodenal ulcer. Dr. Charles Mayo once  
advised executives to hire men with  
ulcers, if they wanted men with bound-  
less energy, who will work themselves to  
death. That's an important qualification  
for a merchandising man.

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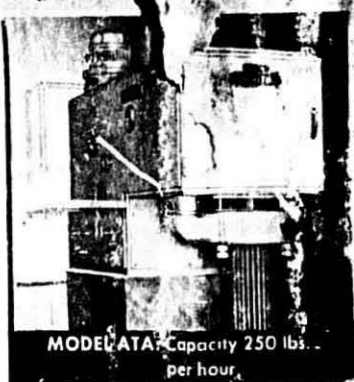
## Macaroni Association



Little boys to eat  
past 42. ING M...  
Having problems...  
should be with you...  
In...  
It's an...  
together

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