1966

Business in Nebraska #266- November 1966

Dorothy Switzer
University of Nebraska-Lincoln Bureau of Business Research

E. L. Burgess
University of Nebraska-Lincoln Bureau of Business Research

Follow this and additional works at: https://digitalcommons.unl.edu/bbrbin

Part of the Entrepreneurial and Small Business Operations Commons

Switzer, Dorothy and Burgess, E. L., "Business in Nebraska #266- November 1966" (1966). Business in Nebraska. 27.
https://digitalcommons.unl.edu/bbrbin/27

This Article is brought to you for free and open access by the Bureau of Business Research at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Business in Nebraska by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.
GROWTH OF NEBRASKA HOMEGROWN INDUSTRIES

Nebraska is still in need of some impetus to change its sluggish performance in the field of employment and to offset or absorb the continued exodus in agriculture, as was pointed out in an article on the state employment situation in the October issue of Business in Nebraska.

In many Nebraska communities precisely this impetus has been given by the ingenuity and business acumen of men and women who have developed homegrown industries. The story of some of these industries was told in the February, 1966, issue and elicited much interest not only within the state but beyond it and was extensively reprinted in Economic Development, monthly publication of the U.S. Department of Commerce.

General recognition of the importance of new industries to the development of the state has led to the article which appears below and which tells of other Nebraska enterprises which have been initiated by inventive and creative individuals.

Because industries often develop to meet the needs of an important segment of the economy or to make use of the products and natural resources of a region, it is not surprising that some of the most successful Nebraska industries are in this category.

VALLEY MANUFACTURING COMPANY

A Nebraska firm which has been manufacturing farm machinery at a profit each year since the plant opened in 1946 is the Valley Manufacturing Company located in the town from which the firm takes its name. Much of the success of the industry is attributable to the fact that product changes have kept pace with changes in agricultural technology and new product lines have been added to serve new needs.

A tillage machine commonly called the "clodbuster" was once a popular item, for example, but is no longer manufactured. Interestingly enough, the company's now sizeable export business, all of which has been initiated by prospective customers abroad, had its origin when an order came from Chile for six "clodbusters." Until then the company had not considered entering export trade but it subsequently arranged with an export agent to handle South American business, and this has been of considerable importance from that time to this.

The principal line of farm machinery now manufactured is automatic irrigation equipment, which has also begun to figure importantly in the company's export business. Other major product lines are steel pipe, supplied mainly to oil and natural gas companies, and steel tubing used chiefly for industrial application: tapered steel poles for highway and street lighting; and precision steel forms for the prestressed concrete industry.

All product lines are made primarily from steel which is procured from domestic steel producers in the western half of the country. Presently the company is negotiating with a large steel company on a manufacturing technique developed at the Valley plant whereby a light pole can be welded in 40 seconds instead of the customary 10 minutes.

About two years ago a man from France wrote saying that he would like to come to Valley to purchase some automatic irrigation equipment. Upon arrival he ordered several of the sprinkler systems for use in France and Spain and arranged to have the company send a technician along to install them. The firm has since exported many of the machines and is now working on an arrangement to have the systems built in France under a joint manufacturing venture.

Robert B. Daugherty, president of Valley Manufacturing Company, reports that sales have grown from approximately $350,000 in the first year of business to well over $12 million dollars in 20 years time. Most rapid growth has taken place in the past five years, in which the volume has gone from approximately $1.2 million dollars to the present figure.

On one occasion a good customer from Kansas brought an English industrialist to visit the Valley plant. The Englishman was in the market for steel tubing and as a result of his visit the Valley Manufacturing Company now ships him several carloads of tubing annually. A portion of the company's export business is indirect through industrial purchasers such as a large oil company, which uses several carloads of steel pipe in foreign countries each year, and an electric company, which has distributed hundreds of the Nebraska-made light poles throughout the world.

Valley Manufacturing Company contributes appreciably to the economy of the community through the employment of 325 people. Although employment is somewhat seasonal it is expected that the present level will continue or possibly grow in the next few months.

A large majority of the present workers have been trained on the job because the labor supply is quite restricted at present, and even in periods of modest economic activity on a national basis the firm has had some difficulty in finding competent help.

DALE ELECTRONICS, INCORPORATED

Among highly successful Nebraska industries which are totally unrelated to agriculture except that they make some use of the surplus farm labor force, the electronics industry is outstanding.

Phenomenal growth of Dale Electronics, Inc. of Columbus is a story which has been told many times, but the company's recent intensive penetration of the foreign market is something new.

E. S. W.
In August, the dollar volume of business in Nebraska increased 13.9% over August 1965. Physical volume of business increased 8.8% from a year ago. Comparative U.S. indexes were +9.1% and +5.6% respectively. Examination of 1966 monthly changes indicates that, with the exception of January, Nebraska's monthly levels rose between 4 and 5 percentage points more than the U.S. Construction activity remained considerably higher than last year for Nebraska. Of the ten indicators used for both the U.S. and Nebraska all showed increases in Nebraska and construction activity was the only U.S. indicator decreasing from August 1965.

Nebraska's retail sales for September increased 6.3% over last year and decreased 3.3% (seasonally adjusted) from August 1966. Of the twenty-two reporting cities all but three (Chadron, Fremont, Broken Bow) had increases over 1965 ranging from +0.2% ( Omaha) to +20.8% (Alliance). General merchandise, home equipment, apparel and variety stores were the individual types decreasing from September 1965. Farm equipment stores had the greatest increase (+22.2%).

Indexes of city business indicators rose in all 22 reporting cities over last year. The state index was 9.6% above September 1965.

All figures on this page are adjusted for seasonal changes, which means that the month-to-month ratios are relative to the normal or expected changes. Figures in Chart I (except the first line) are adjusted where appropriate for price changes. Gasoline sales for Nebraska are for road use only; for the United States they are production in the previous month.

E. L. BURGESS

---

### I. NEBRASKA and the UNITED STATES

<table>
<thead>
<tr>
<th>Business Indicators</th>
<th>Aug 1966</th>
<th>% Change from 1948 Average</th>
<th>% Change from Same Month a Year Ago</th>
<th>% Change from Preceding Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dollar Volume of Business</td>
<td>106.3</td>
<td>108.4</td>
<td>104.4</td>
<td>96.7</td>
</tr>
<tr>
<td>Physical Volume of Business</td>
<td>104.1</td>
<td>102.3</td>
<td>100.1</td>
<td>96.0</td>
</tr>
<tr>
<td>Bank debits, checks, etc.</td>
<td>104.7</td>
<td>109.6</td>
<td>103.1</td>
<td>92.3</td>
</tr>
<tr>
<td>Construction activity</td>
<td>107.9</td>
<td>105.4</td>
<td>108.6</td>
<td>98.8</td>
</tr>
<tr>
<td>Retail sales</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Life insurance sales</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Cash farm markets</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Electricity produced</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Newspaper advertising</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Manufacturing employment</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Other employment</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
<tr>
<td>Gasoline sales</td>
<td>103.9</td>
<td>106.1</td>
<td>91.1</td>
<td>91.4</td>
</tr>
</tbody>
</table>

### II. PHYSICAL VOLUME OF BUSINESS

<table>
<thead>
<tr>
<th>Month</th>
<th>Nebr.</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug. 66</td>
<td>Aug. 65</td>
<td>Aug. 65-6</td>
</tr>
<tr>
<td>Fremont</td>
<td>96.7</td>
<td>95.1</td>
</tr>
<tr>
<td>Fairbury</td>
<td>96.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Norfolk</td>
<td>104.3</td>
<td>109.8</td>
</tr>
<tr>
<td>Scottsbluff</td>
<td>101.1</td>
<td>104.2</td>
</tr>
<tr>
<td>Columbus</td>
<td>102.1</td>
<td>104.0</td>
</tr>
<tr>
<td>McCook</td>
<td>115.6</td>
<td>115.9</td>
</tr>
<tr>
<td>York</td>
<td>110.8</td>
<td>110.8</td>
</tr>
</tbody>
</table>

### III. RETAIL SALES for Selected Cities

<table>
<thead>
<tr>
<th>Type of Store</th>
<th>Per Cent of Same Month a Year Ago</th>
<th>Per Cent of Preceding Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL STORES***</td>
<td>106.3</td>
<td>105.6</td>
</tr>
<tr>
<td>Selected Services</td>
<td>104.1</td>
<td>104.2</td>
</tr>
<tr>
<td>Food stores</td>
<td>105.1</td>
<td>105.1</td>
</tr>
<tr>
<td>Groceries and meats</td>
<td>106.1</td>
<td>106.1</td>
</tr>
<tr>
<td>Eating and drinking pts</td>
<td>104.2</td>
<td>104.2</td>
</tr>
<tr>
<td>Dairies and other foods</td>
<td>105.7</td>
<td>105.7</td>
</tr>
<tr>
<td>Equipment</td>
<td>103.3</td>
<td>103.3</td>
</tr>
<tr>
<td>Building material</td>
<td>97.6</td>
<td>97.6</td>
</tr>
<tr>
<td>Hardware dealers</td>
<td>103.6</td>
<td>103.6</td>
</tr>
<tr>
<td>Farm equipment</td>
<td>122.1</td>
<td>122.1</td>
</tr>
<tr>
<td>Farm equipment</td>
<td>122.1</td>
<td>122.1</td>
</tr>
<tr>
<td>Automotive stores</td>
<td>110.4</td>
<td>110.4</td>
</tr>
<tr>
<td>Automotive dealers</td>
<td>104.6</td>
<td>104.6</td>
</tr>
<tr>
<td>Service stations</td>
<td>105.6</td>
<td>105.6</td>
</tr>
<tr>
<td>Miscellaneous stores</td>
<td>98.6</td>
<td>98.6</td>
</tr>
<tr>
<td>General merchandise</td>
<td>105.6</td>
<td>105.6</td>
</tr>
<tr>
<td>Variety stores</td>
<td>101.9</td>
<td>101.9</td>
</tr>
<tr>
<td>Apparel stores</td>
<td>98.9</td>
<td>98.9</td>
</tr>
<tr>
<td>Luxury goods stores</td>
<td>105.6</td>
<td>105.6</td>
</tr>
<tr>
<td>Drug stores</td>
<td>104.4</td>
<td>104.4</td>
</tr>
<tr>
<td>Other stores</td>
<td>102.4</td>
<td>102.4</td>
</tr>
<tr>
<td>Liquor stores</td>
<td>104.0</td>
<td>104.0</td>
</tr>
</tbody>
</table>

---

*SNot including liquor stores **Outside Principal City ***Not including Selected Services and Liquor Stores

**Including Hooker, Grant, Dawes, Cherry, and Sheridan Counties**
Continued from first page) market is a development in its ongoing expansion program that is not so well known. Martin Park, advertising and export manager of the corporation, relates that prior to January of this year the company had been handling its foreign business through an export agency.

After a comprehensive survey of overseas markets, it was decided that to be effective in export trade the company should find a qualified agent in each of the countries to which it exports. Careful screening of prospective agents narrowed the field from 150 to 10. Last February at the electronics show in Paris, Mr. Park and an engineer from the company interviewed the 10 representatives and decided upon 10. The agents chosen have proved to be highly satisfactory, and the export business with them is being operated in an open account.

Thus far in 1966 the company's export business has been increased by 300 percent over last year. About one-twentieth of the firm's total production is presently being sold to foreign markets, and it is anticipated that this proportion will double within five years. In accounting for the rapid increase in exports, Mr. Park explains that Dale Electronics already had a "name" abroad and a number of good customers there, but the particular export agency which had been representing the company had not been doing a very good job.

The Columbus firm has found that due to the technical nature of its products it is necessary that its salesmen abroad have an engineering background. Its agents are assisted by company advertising and sales promotion in the trade journals of the various countries and by promotional packets containing ad layouts, artwork, and copy which can be translated into the language of the country. By making up the advertising formats here, the company is assured uniformity and continuity in its overall advertising program.

Mr. Park emphasizes that it is essential to retain control over prices which are quoted in each country and to set limitations on product quantities a foreign agent may quote without consulting the factory, which maintains the final word on large contract negotiations. In dealing with an increasingly sophisticated European market it has been found necessary to keep accurate records of sales and sales trends more precisely.

Because a considerable amount of special information must be referred on foreign orders and it is usually necessary to refer the respective contracts quite frequently, the Columbus firm keeps foreign orders separate from domestic orders. Orders from overseas are always carefully monitored to make certain that shipment is made when promised.

**TUF-GLAS BUILDING PRODUCTS, INC.**

New industries develop from inceptions as diverse as their products. One of Nebraska's new manufacturing plants, Tuf-Glas Building Products, Inc. of Blair, stems from an idea which came to Mr. J. Smith, president of the corporation, when he observed a Florida houseboat that contained an insert of fiberglass paneling. Since he had had previous experience in the manufacture of fiberglass windings in Omaha, Mr. Smith began to weigh the possibility of manufacturing architectural specialties from fiberglass. As a result, a corporation was formed in April, 1964, to manufacture doors and panels of fiberglass reinforced plastic, called Tuf-Glas.

In December of the same year the firm was forced to discontinue operations temporarily when fire swept through the factory and destroyed much of the machinery. While the damaged building was being repaired and the machinery rebuilt, product formulas were revised and previous operational difficulties ironed out, according to Mr. Smith, from a setback came an improved product.

Originally the product was manufactured in six standard designs and colors, but because now many more orders are being for personalized products than for standard items, the initial concept of an assembly-line operation has been changed to handle production to meet the individual customer's specifications.

In addition to structural uses, the product lends itself to drapery applications and embedment of designs and symbols; it is considered a consequence of specialty items produced this year. Church orders. A recent example of interesting specialties is a large panel featuring marine life, which was installed in a bathroom. It was placed in a recessed area, lighting behind it to give a three-dimensional effect.

The owners of Tuf-Glas Building Products, Inc. are looking forward to plant expansion and improvement because buyers are discovering the versatility of their product. They are confident that another year of effective salesmanship, extensive promotion, and hard work will return their original investment, require increased production, and necessitate employment of more workers.

**SAUNDERS ARCHERY COMPANY**

From a hobby or recreational activity to a business enterprise is not an uncommon success story in Nebraska industry, as Saunders Archery Company of Columbus is an outstanding example of a family-owned industry which developed in precisely this fashion.

When Charles Saunders, president of the firm, made his bow and took up the sport of archery on his father's farm in 1926, he had no idea that he would some day head a manufacturing operation which is the official producer of every official target face used by the Professional Archers Association, the National Field Archery Association, and the National Archery Association. Neither did he envision becoming the largest distributor and manufacturer of target faces in the world nor achieving any of the other fantastic feats which his company has accomplished.

After Mr. Saunders left the farm and became an electric engineer from the company interviewed the 10 representatives church orders. A recent example of interesting specialties is a large panel featuring marine life, which was installed in a bathroom. It was placed in a recessed area, lighting behind it to give a three-dimensional effect.

The owners of Tuf-Glas Building Products, Inc. are looking forward to plant expansion and improvement because buyers are discovering the versatility of their product. They are confident that another year of effective salesmanship, extensive promotion, and hard work will return their original investment, require increased production, and necessitate employment of more workers.

**SAUNDERS ARCHERY COMPANY**

From a hobby or recreational activity to a business enterprise is not an uncommon success story in Nebraska industry, as Saunders Archery Company of Columbus is an outstanding example of a family-owned industry which developed in precisely this fashion.

When Charles Saunders, president of the firm, made his bow and took up the sport of archery on his father's farm in 1926, he had no idea that he would some day head a manufacturing operation which is the official producer of every official target face used by the Professional Archers Association, the National Field Archery Association, and the National Archery Association. Neither did he envision becoming the largest distributor and manufacturer of target faces in the world nor achieving any of the other fantastic feats which his company has accomplished.

After Mr. Saunders left the farm and became an electric engineer from the company interviewed the 10 representatives church orders. A recent example of interesting specialties is a large panel featuring marine life, which was installed in a bathroom. It was placed in a recessed area, lighting behind it to give a three-dimensional effect.

The owners of Tuf-Glas Building Products, Inc. are looking forward to plant expansion and improvement because buyers are discovering the versatility of their product. They are confident that another year of effective salesmanship, extensive promotion, and hard work will return their original investment, require increased production, and necessitate employment of more workers.

**SAUNDERS ARCHERY COMPANY**

From a hobby or recreational activity to a business enterprise is not an uncommon success story in Nebraska industry, as Saunders Archery Company of Columbus is an outstanding example of a family-owned industry which developed in precisely this fashion.

When Charles Saunders, president of the firm, made his bow and took up the sport of archery on his father's farm in 1926, he had no idea that he would some day head a manufacturing operation which is the official producer of every official target face used by the Professional Archers Association, the National Field Archery Association, and the National Archery Association. Neither did he envision becoming the largest distributor and manufacturer of target faces in the world nor achieving any of the other fantastic feats which his company has accomplished.

After Mr. Saunders left the farm and became an electric engineer from the company interviewed the 10 representatives church orders. A recent example of interesting specialties is a large panel featuring marine life, which was installed in a bathroom. It was placed in a recessed area, lighting behind it to give a three-dimensional effect.

The owners of Tuf-Glas Building Products, Inc. are looking forward to plant expansion and improvement because buyers are discovering the versatility of their product. They are confident that another year of effective salesmanship, extensive promotion, and hard work will return their original investment, require increased production, and necessitate employment of more workers.

**SAUNDERS ARCHERY COMPANY**

From a hobby or recreational activity to a business enterprise is not an uncommon success story in Nebraska industry, as Saunders Archery Company of Columbus is an outstanding example of a family-owned industry which developed in precisely this fashion.

When Charles Saunders, president of the firm, made his bow and took up the sport of archery on his father's farm in 1926, he had no idea that he would some day head a manufacturing operation which is the official producer of every official target face used by the Professional Archers Association, the National Field Archery Association, and the National Archery Association. Neither did he envision becoming the largest distributor and manufacturer of target faces in the world nor achieving any of the other fantastic feats which his company has accomplished.

After Mr. Saunders left the farm and became an electric engineer from the company interviewed the 10 representatives church orders. A recent example of interesting specialties is a large panel featuring marine life, which was installed in a bathroom. It was placed in a recessed area, lighting behind it to give a three-dimensional effect.

The owners of Tuf-Glas Building Products, Inc. are looking forward to plant expansion and improvement because buyers are discovering the versatility of their product. They are confident that another year of effective salesmanship, extensive promotion, and hard work will return their original investment, require increased production, and necessitate employment of more workers.
Backed three times in January, February, September, October, and December, and in other months, by the University of Nebraska Office of Publications, Lincoln, Nebraska 68508. Second class postage paid at Lincoln, Nebraska.

BUSINESS IN NEBRASKA

published monthly by the University of Nebraska College of Business Administration

Dr. C. S. Miller, Dean

BUREAU OF BUSINESS RESEARCH

309.10 Social Science Building, City Campus, Lincoln, Nebraska

Member, Associated University Bureau of Business and Economic Research

Director Dr. E. S. Wallace

Research Associate Dr. Edward L. Hauwald

Field Director, Economic Education Mr. William Gilleens

Assistant, Economic Education Mr. David Smith

Editorial Assistant Mrs. Dorothy Switzer

Graduate Research Assistants

David Beveridge Loren Hubbell

Vaso Economopoulos Fred Schroeder

Paul Shin

BUSINESS IN NEBRASKA is issued as a public service of the University and mailed free upon request. Material published herein may be reproduced with proper credit.

Electronic age. Eugene developed a self-contained, battery-red unit that moves targets to any of three desired positions: transports them to the shooting line for the removal of arrows. Electromagnet system is a revolutionary development which eliminates no permanent fixtures since photo cells in the front guide its course, always following a white line on the floor. Earlier the intensive research of Charles Saunders in an attempt to produce a laminated target face had resulted in a product which he chose the descriptive trademark "Toughened." The face consists of glass fibers crisscrossed at close intervals, coated with an exclusive nonstaining substance which under heat pressure bonds together a machine-crepe kraft paper and a white layer. This results in a tearproof tough material that outlasts other target faces and is many times stronger and more durable than the oilcloth face which was once considered permanent. Mr. Saunders gives partial credit to a local paper company representative for development of the new material, as a salesman introduced him to an essential ingredient, and after years of research and experimentation together a satisfactory product was developed and perfected.

The world's largest manufacturer and distributor of archery target faces, the firm's product lines include over 100 different styles of colored and black and white faces. Regulation faces require line accuracy and exacting color reproduction, in which firm excels. Production of full four-color faces started in 1954. Continuous research and development have led to a substantial expansion in the Saunders line in recent years. The advice of the Marty brothers to others who may be interested in opening a new plant is advice in which industrial experts concur: "Do a lot of careful research first."

BLUE RIVER TIMBER COMPANY

Forest product industries contribute to the economy of the state not only through the production of lumber but also through products such as household and commercial fixtures. The Census of Nebraska manufacturing shows that there were 46 plants engaged in the manufacture of lumber and wood products and furniture and fixtures. There are, in addition, over 150 sawmills.

The Blue River Timber Company of Wilber, owned by partners Charles Burger and Leonard Wasserman, is representative of the small Nebraska lumber mills which provide good incomes for owners, give employment to other workers, and successfully compete with larger mills in the state. The company, which originated in Beatrice, was moved to its present location in 1959 when it was sold to Lester Vicars, the founder, to Melvin Wasserman of Wilber.

When the present owners bought the company in 1962 they were working closely with University Extension foresters in an effort to upgrade their products and improve their operational techniques. The end of 1965 the volume of sales totaled almost twice the amount as in any earlier year, and indications are that a new record will be recorded in 1966. The Blue River is a Clydesdale operation which is characterized by efficient planning and management. Among approximately 40 Nebraska firms which manufacture furniture and fixtures, Schottler Modern Fixtures of Beatrice has been in successful operation since the early 1940's when it opened in its present location by Ludwig Schottler. Mr. H. Dusenberg became president of the company in July, 1966.

Schottler Modern Fixtures produces church furniture and wood finishes, bank fixtures, and kitchen cabinets. The company has developed sales techniques suitable for their varied product lines. This, a church furniture specialist represents the company in sales to churches, bank fixtures are handled through a sales force, and sale of kitchen fixtures is made through contractors on new home construction and home remodeling. (Continued on page...
Raw product needs of the firm cannot be supplied in Nebraska
since only northern grown oak is used in the manufacture of furni-
ture and fixtures for churches and banks, and birch is used in the
ustom-built kitchen cabinets. Products are marketed throughout
the Midwest but most extensively in Nebraska, Iowa, and Kansas.
Twenty-one full-time workers are employed. Recruitment of per-
nnel is sometimes difficult inasmuch as skilled cabinetmakers
are hard to find and all workers require some knowledge of con-
struction and woodworking. The fact that employment is not sea-
onal and that the company has never had any layoffs, however,
of only eases the employment situation, but also adds stability to
be contribution which the firm makes to the economy of the com-

DUNN'S GOLDEN TURKEY COMPANY

Although the 'pa and ma' grocery store is rapidly disappearing
from the scene, there are in this state some significant examples
of other kinds of family enterprises which have achieved conspicu-
ous success and have ultimately expanded to provide either sea-
onal or part-time employment for others. Some of these enter-
prises, such as Dunn's Golden Turkey Company of near Lisco, have
een developed by Nebraskans with farm backgrounds who enjoy
ural life and have found ways to retain its advantages through a
amily-operated agri-business in a period when agriculture is ecli-

Have you ever tasted breakfast bacon made from turkey thighs
or served hickory smoked, cured, boneless breast of turkey? If
so you may have eaten one of the specialties developed by W. E.
unn, owner and manager of Dunn's Golden Turkey Company.

While he was in naval air training Mr. Dunn was stationed at
Humawa, Iowa, which is only forty miles from the turkey empire
f Arthur Gingerich of Wellman. Having become interested in
aising and processing turkeys, when Mr. Dunn was mustered out
f the navy in November, 1945 he made two visits to the Gingerrich
rkey enterprise and one to a turkey experiment station. He and
is wife decided to go into the turkey business and purchased a
arter section of land in the North Platte Valley near Lisco early
1946.

After ten years in business the Dunns came to the conclusion
that their marketing procedures should be improved. They decided
t sell dressed turkeys and that first year dressed 2,000 birds,
one of which were shipped to Chicago outlets. Since then the busi-
ness has expanded rapidly. They started 25,000 turkeys, dressed
,000 birds, and further processed about 1,400 last year. They
ow have a federally inspected processing plant located in the yard
their home and state that they have the only federally inspected
ity in their part of the country.

The Dunns have developed a number of turkey specialties and
ll also prepare turkey products on order. One of their new pro-
cts, a boneless turkey roll, was originated to meet public demand.
ong their specialties are turkey patties, white and dark meat
aks, and whole smoked, cured turkeys, fully cooked.

The Dunns employ 17 persons seasonally and pay wages compar-
able to large processing plants. Their help consists mainly of
bor couples and others who wish to supplement their income
rough short-term employment.

S & A SPECIALTIES - MR. AND MRS. AUBREY BURTON

Another successful family business is that of S & A Specialties
of Alliance. Because the firm has developed two new major pro-
cts in the past year it appears appropriate to include in this arti-
icle a progress report on this small manufacturing company.

DOROTHY SWIT