Lauri Bros. Back Again

Following a $200,000 fire which forced the closing of their store last April, Phil and Paul Lauri have reopened Lauri Bros. Super Market, a landmark on Detroit's east side. In opening the store, the longtime AFD members announced that it has been reconstructed, complete with new fixtures and improved store layout, with business back to normal. An elaborate sprinkler system has been installed in

(Continued on Page 3)
Support These AFD Supplier Members

**ACCOUNTING, INSURANCE**
- Gohs Inventory Service ........................................ VE 8-4767
- V. C. Accounting, Inc........................................ DI 1-3330
- Brink, Earl A. (Insurance) .................................. 962-7150

**BAKARIES**
- Bond Bread Co................................................ WE 3-0500
- Bonnie Bakers ................................................... 834-0010
- Farm Crest Bakers ........................................... TR 5-6145
- Grennan Cook Book Cakes .................................. TA 5-1900
- Hekman Supreme Bakers .................................. KE 3-4660
- Independent Biscuit Co. ......................................... 584-1110
- Koepplinger's Bakery, Inc........................................... IG 4-5737
- Silvercup Bakery ................................................ LO 7-1000
- Taystee Bread .................................................. TY 6-3400
- Tip Top Bread .................................................. TA 5-6470
- Wonder Bread .................................................... WO 3-2330

**BEVERAGES**
- Faygo Beverages ................................................ WA 5-1600
- Christian Brothers Wines ........................................... 823-3900

**BROKERS**
- Food Marketers, Inc ........................................ 342-5533
- Graubner & Associates, Inc..................................... TA 6-3100
- Paul Inman Associates, Inc...................................... BR 3-7826
- Harris Crane & Company ....................................... 538-5151
- Maloney Brokerage Co........................................... TU 5-3653
- Marks & Goergens, Inc.......................................... DI 1-8080
- Peterson & Vaughan, Inc........................................ VE 8-8300
- Sosin Sales Co.................................................. WO 3-8585
- Sullivan Sales ................................................... KE 1-4484

**DAIRY PRODUCTS**
- Bodker Dairy Co.................................................. 533-4000
- The Borden Co.................................................... 564-5300
- Detroit City Dairy, Inc.......................................... TO 8-5511
- Fairmont Foods Co.............................................. TU 4-0300
- Gunn Dairies, Inc................................................... TU 5-7500
- Home Style Foods Co. (Deli) ................................... FO 6-6230
- Land O Lakes Creameries ........................................... TE 4-1400
- Melody Dairy Dist. Co........................................... 868-4422
- Quaker Food Products, Inc ...................................... TW 1-9100
- Seafest Dairy .................................................... TI 6-5700
- United Dairies, Inc............................................... UN 1-2380
- Vlasic Foods Co................................................... 868-9800
- Ira Wilson & Sons Dairy .......................................... TY 5-6000

**EGGS AND POULTRY**
- E. J. Farrell Co.................................................. WO 2-1787
- Eastern Poultry Co............................................... WO 1-0700
- Eastern Dairy Products ........................................... 832-6800
- Farm Pride ........................................................... VE 7-4630
- McLarney Miller Bros............................................ TE 3-4800
- Napoleon Eggs .................................................... TW 2-5718
- Orles Nursery Co.................................................. TE 3-1847
- Page & Cox Eggs .................................................. VE 8-6664
- Water Wonderland Egg Co......................................... 798-8700

**FRESH PRODUCE**
- Ciaraturo Brothers .............................................. WO 3-9064
- Cusumano Bros. Produce Co...................................... 921-3430
- Gelardi Produce .................................................. WA 5-0969
- H. C. Nagel & Sons ............................................... TA 5-2840
- North Star Produce ............................................... VA 2-9473

**INSECT CONTROL**
- Key Exterminators ............................................... EL 6-8823
- Rose Exterminator Co............................................ TE 4-9000
- Unite Exterminating Co....................................... WO 1-5038
- Vogel-Ritt Pest Control ....................................... TE 4-6900

**LINEN SERVICE**
- American Linen Supply Co...................................... WA 1-4129
- Economy Linen Service ........................................ 842-3580
- Marathon Linen Service, Inc.................................... WA 1-2727
- Reliable Linen Service .......................................... 366-7700

**MEAT PRODUCTS, PACKERS**
- Alexander Provision Co.......................................... 961-6061
- Cadillac Packing Co............................................. 961-6262
- Crown Packing Co................................................ TE 2-2900
- Detroit Veal & Lamb, Inc........................................ WO 1-1248
- Eastern Market Sausage Co.................................... WO 3-5677
- Feldman & Sons .................................................. TR 3-2291
- Guzzardo Wholesale Meats, Inc.................................... FA 1-1703
- Herrud & Company ................................................. 962-0430
- Johann Packing Co................................................... TW 1-9011
- Kowalski Sausage Co, Inc...................................... TE 3-1590
- L. K. L. Packing Co., Inc........................................ TE 5-0513
- Peet Packing Co. (Ypsilanti) .................................. 274-3132
- Peschke Sausage Co............................................... TR 5-6710
- Peter Eckrich & Sons, Inc....................................... KE 1-4466
- Peters Sausage Co..................................................... WO 5-6030
- Pitts Packing Co.................................................. WA 3-7355
- Sam & Walter Provision Co.................................... TW 1-1200
- Spencer, Inc....................................................... TA 5-3456
- Rouff, Eugene Co................................................... WO 3-2430
- Wayne Packing Co.................................................. WA 1-5600
- Weeks & Sons (Richmond) ...................................... RA 7-2925
- Winter Sausage Manufacturers ................................... PR 7-9080
- Wolverine Packing Co............................................. WO 5-0153

**NON-FOOD DISTRIBUTORS**
- Arbor Distribution Co........................................... WE 1-0700
- H. J. Newby Novelty Company ...................................... 526-9115
- Wayne County Wholesale Co..................................... 894-6300

**POTATO CHIPS**
- Better Made Potato Chips ...................................... WA 5-4774
- Detroit Potato Chips ............................................. WA 1-2700
- Krut-Chee Potato Chips ......................................... DI 1-1010
- Vita-Boy Potato Chips ........................................... TY 7-5550

**PROMOTION**
- Guaranteed Adv & Distrib................................... 869-6363
- Holden Red Stamps ............................................... 444-1195
- Highland Press .................................................. TO 8-2969
- Ira M. Caplan Advertising Co................................. TE 3-5664
- 961-7177

**RENDERERS**
- Darling & Company .................................................. WA 8-7400
- Detroit Rendering Co ........................................... TA 6-5500
- Lone Soap Company ............................................ 842-6000

**SERVICES**
- Beneker Travel Service .......................................... PR 1-3232
- Zablocki Electric .................................................. LA 6-4864

**STORE EQUIPMENT**
- Almor Corporation .............................................. JE 9-0650
- Butcher & Packer Supply Co..................................... WO 1-1250
- Certified Refrigeration, Inc................................ 825-7900
- Globe Slicing Co. (Biros) ....................................... LI 5-1835
- Hoffart Mfg. Co.................................................. FA 1-9977
- Leprino Paper & Twine Co........................................ WA 1-2834
- Master Butcher Supply Co...................................... WA 1-3656
- Midwest Refrigeration Co ....................................... JO 6-6341
- National Market Equipment Co................................. LI 5-9090
- Shaw & Slavsky, Inc............................................... TE 4-3990
- Square Deal Heating & Cooling ................................ WA 1-2345

**WHOLESAVERS**
- Aunt Janes Foods ................................................... 342-5533
- Grosse Pointe Quality Foods................................... TR 1-4000
- C. B. Geymann Company ........................................ WO 3-8691
- S. H. Bartius Foods, Inc......................................... SH 8-8100
- Spartan Stores, Inc................................................ BR 2-7744
- Super Food Services, Inc....................................... 546-5590
- Tobacco Brands Dist., Inc.................................... TV 1-0900
- Wayne County Wholesale Co................................. 894-6300
- Abner A. Wolf, Inc............................................... 584-0600

(Clip and Post Near Telephone)
The Food Dealer • November, 1965

Wide aisles and attractive produce section big hit with Lauri customers.

Lauri Bros. Rolling Again

(Continued From the Cover)

the remodeled Lauri super, and the brothers have more than doubled previous parking space by acquiring adjacent property on the Van Dyke side of the store.

Their father, John, and uncle James, founded the business back in 1919 when they opened a then small store at Chene and Monroe streets. The first market however wasn’t able to handle the growing and expanding business of the many east side customers. Ultimately, they moved to 1001 Chene at the corner of E. Lafayette, where the Lauri family operated before they were forced to move. They were located smack dab in the path of Detroit’s Urban Renewal program.

Now under the sole management of Phil and Paul, they moved their store to its present site on Gratiot and Van Dyke in April of 1964, converting an old auto dealership building into a plush-looking super market. Then, less than a year later, they were forced to close due to the fire.

But the Lauri brothers are back in business again, and doing big volume in their “new” store. The operating philosophy of the store is simple: “To provide complete shopping for our customers, so they don’t have to go elsewhere,” says Phil. As one enters the spacious market, one can easily understand that they do just that.

In addition to providing wide selections of merchandise in the traditional grocery, dairy, frozen food, produce and HBA departments, the store has a flashy package liquor department which sports probably the most complete line of the “hard stuff” in all of Michigan. It also does a good beer and wine volume.

“We have long catered to the family group, even at our old locations,” says the 49-year-young Phil. “When we moved to our present site, we really ‘moved back to our customers’ who also were forced to move from the old neighborhood for the same reason we did.”

Brother Paul, 32, accountant for the store, ably takes care of the book work, equipped with a degree in the same subject from the University of Detroit. “We’ve got to be wide awake in this business,” he told The Food Dealer. “The independent operator cannot be asleep today and expect to be a success. It’s close contact with customers and plenty of personal services which works wonders for the independents.”

The thought was seconded by Phil who added, “We have a definite advantage over the chains. We reach our customers; they don’t.”

Another brother, Carl, a former AFD board member, presently resides in Modesto, California with his family, and now sells real estate.

The Lauri boys will soon celebrate their golden anniversary of successful grocerying. We wish them continued success.
Independents Pave Way In Helping to Curtail Shopping Cart Losses

Looks like independent grocers are leading the way in curbing shopping cart losses from those who can't resist the temptation to take them away from store parking lots.

Don LaRose, president of Food Giant Super Markets, indicated that a recent experiment conducted by his company has proven to be a big success. Food Giant has placed metal posts around a 50-foot area of the store door exits just close enough together to keep carts from passing through.

Chatham Super Markets has also experienced success in its efforts to curb losses at its Royal store on Harper and Gratiot. Chatham has attached magnets to cart wheels. When rolled beyond the boundaries of the parking lot, the wheels automatically lock, according to Harvey Weisberg, vice-president of the firm.

At the same time one chain has inaugurated a system proven to be equally successful. National Tea Co., operator of the Big-D stores, are encouraging kids playing in the area to return any stray carts they see. For each cart a boy returns, he is given a coupon. When so many coupons are accumulated the boy is eligible for some type of reward for his efforts, which may include a bicycle, costing far less than five or more lost or stolen carts.

Beebe Named to Head State Meat Inspection Program Beginning Jan. 1

Dr. Ralph E. Beebe, a 10-year veteran of the Michigan Agriculture Department's livestock disease control division, was recently named head of the Ag Department's new statewide meat inspection program.

Under a law passed by the Legislature earlier this year, all meat prepared at the 328 slaughterhouses in Michigan must be inspected by either state or federal officials before it can be sold. Other than a few city-operated or federal inspection programs, Michigan has not previously required meat inspection.

The statewide program, which starts Jan. 1, will cost $1.2 million a year, most of which must still be appropriated. There are now 19 local meat inspection units around the state, responsible for inspecting 110 of the total 328 slaughterhouses in Michigan.
To the Editor:

Just a brief note to congratulate you on the excitingly new format of your colorful and informative Food Dealer magazine. I especially enjoy the highly informative news items you have been publishing of late.

J. E. Stedman
Food Industry Committee

Associated Food Dealers:

We enclose our check in the amount of $50 representing our annual dues as an associate member in your fine organization. We are glad to be a "part of you" and want to wish you every success.

Jules Englander
Marks & Goergens, Inc.
Anyone who shops in the popular popcorn and caramel corn specialty store on McNichols near Woodward is greeted with a familiar and what appears sincere "... and how's mother?" from the pleasant woman behind the counter who happens to own the place.

There is nothing really unusual about it, except that she asks the question to everyone — regular customers and strangers alike — who shop at her store. Without hesitation, customers respond to the lady's question and proceed to tell her how mother is doing. It isn’t until people reach the door on the way out that it dawns on them. They say to themselves, "Now that was real sweet of her to ask about mom." Undoubtedly there have been a few strangers who thought, "She certainly has her nerve! She doesn't even know my mother."

Nonetheless her friendly, personal approach is simple. She asks a question and you answer. It’s the personal approach which once was the biggest key to success in the retail grocery field. It still is important, although granted there are other things which also comprises today’s success formula for retailers, as a clean store, lighting, parking, merchandising, etc.

A friendly smile and pleasing personality can work wonders in winning over customers. Remember, it wasn’t too long ago that the grocery store (then general store) was the place where people would congregate as a town’s social center.

Today, as in the past, there is the grocer grouch who certainly will never win any friends or influence people. There are those who greet customers with the usual, "Hello, how are you today?" Then there are those who comment on the weather or sports. Regarding the "how's mother?" approach, you must admit, it packs a lot of personal and psychological punch.

The point however, is not what you say but rather that you say something. Customers, like yourself, are only human. They want to feel important and that their business is appreciated. Pleasant conversation is the least you can do to lure their continued patronage.
Bulletin Board
For Customers A
Valuable Service

Some Associated Food Dealers members have indicated that placing a bulletin board in an open yet prominent position in the store can stimulate customer interest and goodwill. The customers can post up special announcements of community activities, items for sale, help wanted notices (for babysitters in particular), and a host of other interesting things. The bulletin board would soon be a delightfully controversial topic with your customers, as well as create a useful service or vehicle of communications for your community. Try it and see.

Canned Pop Hits
Record Volume

Canned soft drinks reached a record 26.7 per cent of the market in food chains during June and July, according to a study just released. For the same two month period, food store sales of the canned drink jumped one-third over the same period of 1964 to reach a record total market share of 16.5 per cent, the study added. Expected fall and winter demand will likely push 1965 canned soft drink volume well beyond the previously predicted 3.5 billion units.

In cities where the nation’s tinplate producers sponsored a giant in-store merchandising program to help boost can sales, volume was slightly ahead of the national average. In the Southeast, where these promotions were conducted for the first time, individual stores more than doubled their sales on this package, says the study.

See More Retail
Fixture Leasing

Retailers will step up their leasing of fixtures and store equipment in 1966 with general store equipment to compose a larger portion of the total equipment leased to stores, predicted Richard Tevis, official of U.S. Leasing Corp., at a recent convention of the National Association of Store Fixture Manufacturers.

"Many retailers will be faced with the choice of delaying or modifying their plans or finding alternative methods of financing. With continued national prosperity, it is likely that many retailers will turn to leasing rather than shelve profitable expansion plans," he added.

Free Phone Service
Could Prove Big
Customer Drawcard

A western Michigan grocer, along with a scattering of other food retailers across the nation, found that free telephone service to customers has proven a definite customer attraction. Many businessmen stop by the store on the way home from work and call (for free) their wives to see if there was anything she needed from the store.

‘Culture Department’
For Food Stores?

If such non-food retailers can do it (as Sears, Woolworth and Korvette), there is no reason why food store operators couldn’t do it. We’re talking about offering for sale paintings and other works of art which culture-hungry Americans are yearning for more than ever realized. And, as would be expected, with the growing consumer demand, the supply of great art is shrinking and prices are soaring. Perhaps we can soon expect to see “culture” as one of the departments of a grocery store.

The Stroh Brewery Company, Detroit 26, Michigan

Fast moving Stroh’s...the beer with the fire-brewed flavor!

People pick up Stroh’s because they like that fire-brewed flavor. And they’ll keep coming back for more! So have a good stock on hand. You’ll be moving lots of Stroh’s - the beer that tastes like other beers wish they could.

Stroh’s
Commenting on the historic blackout which hit New York City and all of this nation’s northeastern territory Nov. 9, AFD board member Mike Giancotti said: Can you imagine how that affected frozen foods and refrigerated products ruined during the 12-hour period? Gee. I sure hope nothing like that ever happens here.” (We’ll add our amen to that!)

* * *

LaGloria Bakery recently celebrated its eleventh anniversary. The firm supplies a variety of bakery items, but its main specialty is Mexican sweet bread. Manuel Zaragoza, owner of the store located at 3345 Bagley, told The Food Dealer that “business is better than ever . . . and the increased demand for our sweet bread is overwhelming.”

Beschara G. Massib, former owner of Blue Bird Market, passed away Nov 7. Better known probably as “Uncle Charlie.” Massib retired from the grocery industry five years ago. He was a former member of the AFDGD.

* * *

Dick Przybylski announced that he is in the process of remodeling his two stores — Jerry’s Food Market in Wyandotte, and Jerry’s Party Store in Trenton. The AFD board member wouldn’t reveal the extent of renovation, but he hinted that he would literally be offering red carpet service in the Trenton store.

* * *

Denny McLain, leading right-hand pitcher of the Detroit Tigers baseball squad, will move his permanent residency to Detroit soon, from his present home in Markham, Ill. The reason: McLain has accepted an off-season executive marketing position with the Pepsi-Cola Company.

* * *

Arnold Rusch of Mclnerney-Miller Bros., Detroit poultry house and AFD member, said the firm’s Wishbone brand turkey specially distributed through independent grocers, is “going like hotcakes.” He also said generally speaking, that turkey sales in the Detroit-area are up considerably over last year.

* * *

Taha M. Suleiman has taken over manager duties at Jack’s Market, 8816 Wildemere, until owner Jack Mansur fully recovers from bullet wounds incurred in a robbery last month.

* * *

Grocers in Oakland and Macomb counties are not fully participating in the USDA Food Stamp Program, according to Robert J. Nelson, project supervisor. “We want all grocers to have the opportunity to participate in the program, without waiting to think they have been left out . . . everyone is eligible.” All grocers in Oakland, Macomb and St. Clair counties desirous of being included in the food stamp plan should phone 465-0469, Mt. Clemens, or stop by at 31 Church street there. Ask for Dave O’Neill.

* * *

Leo Sabatini, owner of the L & S Super Market, Lake Orion, is moving his store into a bigger location about a mile up the street. The store may eventually become part of a shopping center there.

* * *

Harvey’s Super Market, Ypsilanti, has recently undergone a complete remodeling and expansion inside, while increasing the total size of the building.

(Continued on next page)
Spartan Stores, Inc. has been awarded second place in a nationwide sales promotion contest held last summer. The wholesale firm promoted “Summer Fun Centers,” geared toward teen-agers, which won a cash award of $250 for its merchandising efforts. Sponsors of the contest were Seventeen magazine and NARGUS.

* * *

Peterson & Vaughan, Inc., Detroit-based brokerage, announced that because of a conflict between Michigan Fruit Canners and the Duffy-Mott Company, it was necessary for it to resign the Michigan Fruit Canners account. The parting was amicable, and reached only after much discussion and a mutual agreement.

* * *

The Detroit Association of Grocery Manufacturers Representatives (DAGMR) has announced that it will hold a stag night out with Allied’s Abner A. Wolf and Wrigley Super Market personnel. The event is set for Thursday, Dec. 2, beginning with a cocktail hour at 5 p.m. The place: Elmwood Casino in Windsor.

Jack Seman has sold his Twin City Market in River Rouge and has moved into a new store in Taylor. His new All Star Super Market is located at 21085 Goddard Rd., and measures 60 x 75 feet.

* * *

David Mansor is the new owner of W & W Market, 3048 Whitney. He was formerly associated with David’s Market on Dexter, and was once former manager of Mapleview Super Market on E. Seven Mile. He succeeds AFD member George Asker who plans to take a brief vacation before opening another store.

* * *

Welcome aboard to three new Associated Food Dealers members. They are Harris Crane & Co., Marks & Goergens, and Sullivan Sales. Glad to have you an active part of the AFDGD!

* * *

Lorn Woolner is the new owner of Graham’s Market, 21107 John R, Hazel Park. He succeeds longtime AFD member J. D. Graham.

The Best Ice Cream in Town

Wesley’s Quaker Maid ICE CREAM

DELUXE ICE CREAM
Full Line – Fantasy Flavors

9700 Oakland
Detroit 48211
Phone 883-6550
PRESIDENT’S CORNER

Is the Independent Really Independent?

By DON LaROSE

Too many independent grocers live in a world all their own, while the rest of the world moves rapidly by their doors. No longer is the independent grocer businessman “independent” in the true sense of the word. Today, he must:

- Be knowledgeable on conditions and trends affecting his business.
- Depend more on wholesaler and manufacturer representatives, relying on their valuable and expert merchandising know-how.
- Rely on other fellow grocers, meeting with them regularly to discuss changes affecting the grocer and his very complex customers, and finally . . .
- Rely on his retail trade association to represent him in the community on important issues and legislation.

By acquiring knowledge and staying abreast of this competitive business, an independent grocer will maintain his versatility, one of the big advantages he has over the big chain store operators. A customer’s interest and taste in food products will vary as time goes on. It is a wise grocer who changes with the changing times.

Wholesaler and manufacturer representatives are more and more offering retailers sound merchandising tips and ideas. These men are trained in this phase of grocering. Adding their knowledge to your own can help you. But alas, there are still too many independents who refuse to accept assistance.

At the same time, regular meetings and get-togethers with fellow food merchants can be fruitful. Often one finds situations affecting one grocer will also affect others. A

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Blue Cross Offer to Independent Grocers

For those grocers who don’t know it already, Blue Cross-Blue Shield Insurance at low group rates is available to all grocer members of the Associated Food Dealers of Greater Detroit. The AFD is the only grocery association in Michigan which offers the comprehensive Blue Cross program.

For those members who are not on the Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. To those grocers who are not yet members of the Associated Food Dealers, call our office at 542-9550 to join our association and be eligible for Blue Cross Coverage.

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MEMBERSHIP APPLICATION

Store Name ____________________________
Address ________________________________
City ____________________________
Owner’s Name ____________________________

Do you wish Blue Cross Coverage?
Yes ☐ No ☐

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An Invitation to Join A.F. D.

Through membership in the Associated Food Dealers of Greater Detroit, you can enjoy wide benefits designed to bring recognition to the independent grocers in the community. In addition, such services as Blue Cross and all types of general insurance, linen program, coupon redemption program are available. Call and let us tell you about them.

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Rd.
Detroit, Mich. 48220 Phone: 542-9550
few grocers are more likely to discuss operating techniques and problems with another merchant than with sales representatives or the like.

Finally, the grocery business is becoming more complex and merchants not already affiliated with an association would reap benefits by belonging to one. A group such as our AFDGD is representing retailers more than ever when it is time that we must stand up and be counted. Participating in association programs will help keep independents united on problems of mutual concern. At the same time we are trying to promote a strong favorable image for retailers as a whole to your customers throughout the Detroit-area.

So you see, there is no longer such a thing as a truly independent grocer. To be a successful independent today, we must be dependent on others.

Radden Family Opens Second Grocery Store; This One on East Side

Louis N. Radden, owner and manager of the Warren Meat Center, 3228 W Warren, has announced that his family has opened a second store on Detroit’s east side.

The new store, Mack-Sheridan Meat Center, located at 7342 Mack Ave., contains two checkouts and employs five people. The newly opened 40 x 60 unit will be managed by brother William Radden. A third brother, Thomas, works as a swing man at both stores, serving wherever needed most.
AFD Directors Propose Changes in Beer, Wine And Liquor Regulations

Appearing before a joint Michigan House-Senate Liquor Control Committee hearing held this month to up-date antiquated alcoholic beverage regulations, executive director Ed Deeb and attorney George Bashara proposed to legislators three changes on behalf of the Associated Food Dealers of Greater Detroit.

In his first proposal, Deeb asked that the Michigan Liquor Control Commission wave the law requiring that a retailer be a U.S. citizen before qualifying for an SDM license to sell beer and wine, be abolished. He told the group, "A successful grocer should not be deprived the opportunity to obtain the license, especially since the person was admitted into this country to become naturalized in the first place," a process which takes the minimum of five years.

Under present laws governing the sale of alcoholic beverages, a person must be a resident of Michigan for not less than one year, and a citizen of the United States. There is no Federal regulation on the books stating that a person must be a citizen before qualifying to sell beer and wine at retail. There are about 10 states which allow the sale of beer and wine by merchants, regardless of whether they are citizens or not.

Deeb also asked for the adoption of a "quota system," whereby the MLCC would assure that grocers and beverage store operators are given "fair and equitable consideration when granting SDD licenses to sell packaged liquor at retail." He told legislators, "The reason for this proposal is to insure that food and beverage retailers were given the same chance to acquire a liquor license as 'other' retailers."

The AFD executive director, along with attorney Bashara, thirdly proposed that the MLCC wave the "500 foot restriction clause" for those establishments definitely located on busy commercial streets, and not in strictly residential areas. The present laws require that before an SDD or SDM license be issued, the retailer must be more than 500 feet from any school or church.

Training Booklet Is Offered Free by P & G

A booklet designed to help retail and wholesale distributors train their employees has just been published by Proctor & Gamble and is being offered free.

Entitled "How to Train Others," the booklet teaches the fundamentals of training. It is directed toward use by personnel who train other employees—such personnel as department heads, assistant managers, warehouse foremen, head cashiers, etc.

For your free copy write: Proctor & Gamble, Trade Relations Dept., P.O. Box 599, Cincinnati, Ohio.
Chamberlin Picked to Lead Manufacturers As New DAGMR President

John Chamberlin, chief of Morton Salt Company's Detroit sales office, was elected president of the Detroit Association of Grocery Manufacturers Representatives for the 1966 term. He succeeds L. F. "Jim" Masch, who becomes chairman of the board of directors.

Other elected DAGMR officers are Gordon E. Jacobson of General Mills, first vice-president; William H. DeCrick of DeCrick-Maurer (brokerage), second vice-president; Alvin Hoppe of Paul Inman Associates (brokerage and AFD member), secretary-treasurer; and Louis J. Dorst of Independent Baking Co... Sgt.-at-arms.

Rounding out the DAGMR board are the following who were elected directors: Charles A. Dewhurst, Diamond Crystal Salt Co.; Harold Reed, Pet Milk Co.; E. James Wingart, Sunshine Biscuit Co., Irv Denstaedt, Illinois Meat Co.; and Ray Doanhue of Libby, McNeill & Libby.

Chamberlin told The Food Dealer he "would work quite closely" with the Associated Food Dealers of Greater Detroit (representing retailers) and the Detroit Food Brokers Association to promote food industry cooperation and harmony.
BRONCO BELL:

"Instant Poverty" — That's Las Vegas!

By ALEX BELL

Have you heard the Joey Bishop story about the lush who stood up in a club and told the M.C. he wanted to make a speech about sex? Well, upon being given permission he arose, and in the manner of a great public speaker, came forth with "It gives me a great deal of pleasure," and then sat down. Oh well, we have played to cold audiences before.

* * *

We advise everyone in the food industry to watch for the date of the upcoming 50th anniversary AFD Installation Banquet and Trade Dinner. It will be simply outstanding, and if you don't believe me — ask the man who has been to one!

* * *

Note to Betty LaRose: "A shot of whiskey in a clean glass" — and don't tell me you don't get it. (This is a private feud.) Speaking of notes, this one's for Deeb: We are being censored again. Naughty, naughty.

* * *

Our executive director tells me that the broa—, pardon me, gals, at General Television Network, nation's largest producers of closed circuit TV with headquarters in Ferndale, are wild about this column that I pen. That's what happens when one matures! It never happened when I was 21.

* * *

(What Alex means by "mature" in the item above, is that he is getting just plain old. — The Roommate)

* * *

We wish to report that the Green Felt Jungle is still a jungle. Ah yes, we made our annual donation to the organization but we did have a real good time in Vegas. We ran into a real comedian-dealer at the D.I. (Desert Inn) blackjack tables. We didn't even mind losing we had so much fun! Sample: A gal walks up to our table and says very sweetly, "Hello, Chris." The dealer answered back, "Hello honey. I see you have a new hairdo." She replied, "I just came from the beauty parlor," again very sweetly. So likewise very sweetly Chris asked, "Who did your hair? Mixmaster?" Well, I thought it was funny.

* * *

Post election comment: Looks like the "Irish mafia" has built up one helluva machine. Jerome P. is sure riding high, wide and handsome, but there's one question: Did he turn his back on good old Joe B. Sullivan? Enough for politics till Lonesome George runs for prez.

* * *

Let's talk Association: There can be no true unity without membership that is truly representative. The crux of the matter is YOU. Instead of feeling that you are too small and your membership isn't going to make a difference either way — JOIN!

(Continued on page 15)
Jay Welch’s capsule comment on Las Vegas is a classic: “Instant Poverty.” Quite succinct and to the point, don’t you agree.

* * *

Giveaway—sign of middle age is when you are interested in reading an item like this one: Choice beef will cost more this winter than last, despite larger supplies. Packers predict prices of grain-fed cattle will stay above year-earlier quotes at least until spring. In Chicago, choice steers sell as high as $28.25 a hundred pounds, $3.25 more than a year ago. Some livestock analysts foresee a decline of up to $2 a hundred pounds by mid-winter, only a mild slide in the face of fast-expanding production.

Cattle raisers were fattening nearly 7.4 million head on Oct. 1, up from 6.9 million a year earlier, and plan to market 5% more animals in the current quarter than they did last year, the Department of Agriculture says. But this won’t break beef prices. Analysts say, because costly pork, now in short supply, will provide less meat-counter competition. Rising incomes and a growing population also boost beef demand.

* * *

Heard about the 10-year-old with the modern excuse for not brushing his teeth? His battery was dead!

* * *

The way some men play golf, they would be better off in church on Sundays!

* * *

Fifth Freedom: We’re thankful that we have free speech — and equally thankful that there are no laws requiring us to listen to it.

* * *

A few thoughts on bills in Congress for the protection of the poor consumers, such as Hart’s “Truth in Packaging” document. They say the consumer needs protection from business. (We think this should be reversed, but this is beside the point.) Whether the bleeding hearts in Washington admit it or not, their goal or end result, is to substitute government regulation for business integrity in the marketplace!

* * *

Now, after that elaborate discourse, I will sign off by saying, “Dear John, that’s all she wrote.” — A.B.C.

Max Steinberg Joins Spartan As Detroit Retail Coordinator

Max Steinberg, who is no stranger to the Detroit food industry, has joined Spartan Stores’ Detroit division as new sales coordinator in charge of new customers and members, it was announced by Joseph Mummery, division manager.

Steinberg was formerly general manager of the AG-Tick Tock Stores in the decade of the Fifties, which was located at the present site of Spartan’s Detroit division warehouse.

At one time, he was owner of his own market, Boston-Dexter Market, and one of the co-founders of the Banner cooperative advertising group in the late 1940’s. Prior to that Steinberg was a co-owner of Red Arrow Foods, a wagon distributing company, and Tasty Potato Chip Co.

Residing in Oak Park with his wife, Bess, he is “very pleased and happy to represent Spartan in the Detroit area.”

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Mr. PITTS PACKING CO. Detroit
Call WA 3-7355 Sales
The Detroit Area Food Industry Proudly Presents “Family Sports Day”

The Associated Food Dealers of Greater Detroit and the Food Industry Committee have agreed to jointly sponsor “Family Sports Day,” the largest promotional effort ever undertaken on behalf of all segments of Detroit’s food field. The promotion will be held in conjunction with the Detroit Pistons which has agreed to offer for sale basketball tickets for $5 per ticket, which admits a family of up to 12 per ticket.

The date has been set for Sunday afternoon, January 9, when the Pistons meet the Los Angeles Lakers at 2 p.m. in Cobo Arena. Independent grocers and chain stores alike have greeted the promotion enthusiastically, as has most food industry segments and groups. Every retailer is urged to participate in the biggest food promotion ever seen. Please place our posters in a prominent position. Tell your customers and your employees. Tickets are on a first come, first serve basis.

For further information phone the AFD office at 542-9550 or the FIC at 962-2594.

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**Wanted: An Aggressive Meat Man**

Aggressive meat man to fill cutters position with leadership and talent. We prefer someone with a desire to move ahead with a rapid growing quality meat organization. Retail experience essential—wholesale, institutional or freezer meat provisioning helpful. Excellent opportunity to work into management position. Good starting pay and benefits. Write giving particulars (age, experience, family and draft status). All replies are confidential. Write Box 111, The Food Dealer, 434 W. Eight Mile Rd., Detroit 48220.
Bandit Asks Forgiveness
From Grocer He Had Robbed
While Enroute to Vietnam

Charles Bedore, owner and operator of the C & M Market, 11720 Brush St., received a letter of apology recently and $52 from a bandit he wounded during a holdup.

After receiving the letter, Bedore remarked to police that his store had been robbed so often he couldn't remember which holdup man it was who sent the letter. He was robbed five times in the last six years.

The Bedore family has for a long time been affiliated with the Associated Food Dealers of Greater Detroit. Bedore's brother, Edward, formerly operated New Way Market on Nevada St., on the east side of town.

"I've shot after the guys the last four times I have been robbed, but I don't honestly know that I ever hit anybody," Charles said. (The letter, written from Los Angeles, but postmarked many days after it had been written, contained a $50 bill and two $1 bills along with the neatly written note of apology.)

The letter ended with a pledge that the writer would go to Bedore's store when he returned from his destination and ask for forgiveness. The destination the writer referred to was Vietnam.
New Products... Merchandising

Kellogg Co. is currently testing an apple-cinnamon coated cereal that is a blend of corn, wheat and oats in a doughnut shape and called Apple Jacks.

Green Giant Co. has introduced 30 new products including 12 consumer frozen vegetable items, two consumer canned vegetables and 16 frozen vegetables in institutional sizes.

General Mills has two new products—Betty Crocker buttermilk nut and Betty Crocker apple cinnamon muffin cakes.

Wyler & Co., a division of Borden Co., has introduced Dutch Chocolate Flavored Drink Mix. Product comes in foil-envelope packed mix that makes one quart of chocolate milk by adding water.

“Great” has been introduced by Standard Home Products. The new all-purpose spray cleaner for all washable surfaces requires no rinsing and contains germicidal elements.

Beech-Nut has introduced Fancy Fruits life-savers in pear, apple, grapefruit and black raspberry.

Campbell Soup Co. has introduced two new products: Chicken & Stars and Bisquet of Tomato, thereby adding to its already extensive line of soups.

Edward Dalton Co., a division of Mead Johnson, is now distributing Metracal in new flavors of French Vanilla, Double Fudge, Danish Coffee, and Rum Punch.

Pillsbury Co. has introduced Cherry Berry Turnovers, consisting of red raspberries and cherries. The new puff pastry comes in a 2¾-ounce paper pouch.

Aunt Nellie’s Foods is test marketing Poncho Punch, a fruit drink with an abundance of vitamins A and C.

KVP Sutherland Paper Co. has redesigned its gift wrap line for Christmas. Included in the line are 6 and 8-roll packages, and a Giant wrap, an extra-large crinkled and foiled sheet for extra-large gifts.

Scott Paper Co. introduces Cut-Rite Plastic Sandwich Bags with seal-tite flap that seals with finger pressure. Re-sealable bags are packed 50 on a roll for about 29¢ a box.

The Nestle Co. now produces new Nestea low calorie iced tea mix which comes packaged in a glass jar with a metal screw top.

R. T. French Co. is offering a Tole recipe chest premium for $1.50 plus an empty envelope of any French sauce mixes. Recipe box comes complete with 30 recipes and dividers. Display unit holds 12 cases of merchandise.

Best Foods Division of Corn Products Co. presents a promotion highlighting Mazola Corn Oil (“pan-heating” method of cooking french fries). Special offer consists of 20¢ refund to consumers sending labels from Mazola bottle plus label from any brand french fries. The promotion is supported by a national advertising campaign.

Sunsweet dried fruits is in visible package designs is launched nationally by Sunsweet Growers, Inc. Gold is the dominant color with red for prunes, green for apricots and blue for peaches and mixed fruits.
it makes sense to devote the largest amount of shelf space to the largest selling item and the liveliest brand—

in soft drinks it’s cola...and in colas it’s Pepsi-Cola.

NOW AVAILABLE IN 8-PACKS OF 12-OUNCE NONRETURNABLE BOTTLES.

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