Shopping Spree Gets New Twist

The shopping spree as we know it today was first conceived by the Pepsi Cola Company around three years ago. The management of Food Giant Markets, however, operator of nine Detroit area stores, has given the old spree a new twist. The original Pepsi Cola plan was to allow winners of their contest to shop at their favorite grocery store. Food Giant Markets, on the other hand, allows winners to shop at any of its nine stores. This new twist has been so successful that it has become a regular feature at Food Giant Markets.
Don’t you believe it!

Fact is that 8 out of 10 Detroit workers don’t make cars. (Lots of other businesses keep the rest busy.) And we doubt that very many of the Detroit market’s 4 million watch TV just to see the commercials.

That’s why WXYZ-TV surrounds commercials with the kind of television Detroiters naturally look for. The ABC Network Schedule that made the ’64-’65 season a WXYZ-TV runaway in prime time, with a 36% share in a four-station market. Early fringe programming that delivered a 31.7% increase in share and virtually locked up the big-buying 18-39 year old group. Complete news coverage. Plus public service programs that win awards and audiences.

We’re being watched. That’s why, in Detroit, WXYZ-TV means responsible television — responsible for forming the viewing habits of millions.

Just ask your ABC Television Spot Sales Representative. He can tell you what’s happening in Detroit.

Audience data referred to are estimates from the Detroit ARB reports for January, 1963, through March, 1965, and are subject to qualifications which are available on request.

WXYZ-TV
THE ABC OWNED STATION IN DETROIT
Shopping Spree Gets Brand New Twist

Continued from Cover

for free. The soft drink firm then would pick up the tab, while retailers enjoyed a welcome chunk of increased business.

For the past seven weeks, Food Giant has held its own two-minute shopping spree under its own banner in each of its stores. Last week the grocery chain concluded the promotion with a final Grand Ten Minutes Spree at its east side market, 19900 Van Dyke at E. Outer Drive.

Donald LaRose, president of Food Giant, and head of the Associated Food Dealers of Greater Detroit, said the promotional shop sprees were directly responsible for “considerably increasing our stores’ volume.” He said it was one of the best promotions his stores ever held and that management was thinking of holding the sprees annually.

During the eight weeks of sprees, Food Giant gave out to its customer participants around $20,000 worth of groceries, as other customers stood on the sidelines cheering and encouraging their fellow “spreeter” to grab as much of the food stuff as they can. And grab they did!

According to the rules established by Food Giant, customers were allowed to take anything off the shelves except alcoholic beverages and cigarettes. The customers were not allowed to use a shopping cart. However, they were able to make all the trips they could between the shelves and the checkout within the allotted time.

Brother Jim LaRose and John Rice were coordinators of the contest.
FOR THE
BEST
FAST-ACTION
PROMOTIONS
GIFTS, GAMES
"SPECIALS"
FOR EVERY WEEK IN THE YEAR

FOR
MORE TRAFFIC
MORE VOLUME
MORE PROFIT

FOR
LOWER COST
PER DOLLAR OF SALES

FOR
BEST SERVICE
AND DEPENDABILITY

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WHO HAVE BEEN AT IT FOR OVER 35 YRS.
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THE FOOD DEALER
Official Publication of THE ASSOCIATED FOOD DEALERS OF GREATER DETROIT
434 West Eight Mile Rd. Detroit 20, Michigan
Phone: 542-9550

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JOE TAGLIAVIA—Da-Daw Supermarkets, Detroit ...... VA 2-3773
ROLLY THORNTON—Sy’s Super Market, Roseville .... PR 6-8844
STEVE TIZNEFF—Day’s Food Market, Pontiac .................. PE 3-9165
FRANK TUMBARELLO—Frank’s Party Store, H. P. ..... TO 7-9255
ALLAN VERBRUGGE—Verbrugge’s Market, Detroit ....... TU 5-1565
Lawson Milk Opens
Two Detroit Area Units

The Ohio-based Lawson Milk Company opened two of its convenience type stores, one each in East Detroit and Roseville, last week.

It marks the first time that Lawson has opened stores outside of Ohio, and the first units of many more to come in greater Detroit.

In its opening day advertisement, Lawson, a subsidiary of Consolidated Foods, featured two loaves of 20-ounce bread for 29 cents.

The chain is known for its wide variety of low-priced dairy items, and for years has played a dominant role in the Ohio milk pricing situation. Lawson operates some 400 such bantam or convenience stores in northeastern and central Ohio.

Jacob Azzam Decides to
Run For Detroit Council

Jacob L. Azzam, 27 member of Azzam's Market, 5958 Fourteenth St., and one of the principals in the picketing dispute of last spring, has announced his candidacy for the office of Detroit City Councilman.

Azzam zoomed into the news March 1 when he fatally shot a 20-year-old Negro youth in the store owned by his parents. Prosecutor Samuel H. Olsen ruled that the shooting was in self-defense.

Groups of pickets protested the shooting for nearly two months until a compromise was reached on April 23, when the Azzams dropped conspiracy charges against the demonstrators, and the pickets were withdrawn.

In filing his petition, Jacob Azzam listed his occupation as manager of the store and said business is almost back to normal but that he was "jogged into political awareness by the experience."

Azzam, a bachelor who attends Wayne State University parttime, said his campaign will be centered around the issues of improved education for retarded children, a reduction in rubbish collection fees for small businessmen, and stricter enforcement of narcotic and prostitution laws.

---

FOR INCREASED SALES AND PROFITS, TOO...
make it 'NUTS TO YOU' from KAR'S

Absolutely the finest, freshest, complete line of nuts... from all over the world... among which are the NEW Dry Toasted Peanuts (blanched and unblanched). All ready for display and impulse buying in modern attractive merchandising units.

NEW Serve-Self Rack

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SUSTAINING MEMBER
A FOOD DEALER EDITORIAL:

Must the Retailers Do A Banker’s Job?

According to the Michigan State Police’s own figures, more than $1 million worth of bad checks are cashed each month throughout all of Michigan. About 65 per cent of these bad or fraudulent checks are passed and cashed in the greater Detroit area, with retailers accounting for the brunt of the losses, or around 80 percent.

Why is the bad check figure so high, and how did the situation come about? Probably the best explanation is that in an effort to provide an additional service to their customers, grocers and other retailers began cashing checks for those individuals who couldn’t get to the bank in time due to the considerable shorter banking hours, while the majority of retailers would remain open until 10 p.m., or later.

In the beginning, most retailers charged a small handling fee of 10 or 15 cents per check, a nominal figure when one considers the wages of an employee hired to do nothing but cash checks, and the extra reservoir of cash on hand needed to accommodate customers. Soon after however, competition stepped in. Some retailers found that if they would not charge for cashing checks, they would have a competitive advantage over those who did, and therefore could enjoy a good share of increased customer traffic and sales. But before they knew it, the free check cashing service backfired, and soon most retailers began cashing the checks for free.

It was about this time that competition grew fierce between the banks, all competing to attract new checking accounts which was then fast becoming a status symbol and a more accepted method for paying food bills.

Because the banks were so eager for the checking business, they failed in their responsibility to thoroughly investigate prospective customers as to whether or not they were financial security risks. All one had to do to open an account was show a teller his driver’s license, a social security card, and an employer’s identification card or the like. The policy has not changed to this date.

Today it is most convenient for shoppers to do their “banking” in their favorite retail store. As the number of checks cashed by retailers increases, so increases the chances that a check will bounce. Further, it makes it quite appealing for a bad check passer to skip the banks and head for the grocery store, thereby increasing retailer risk involved in cashing the checks.

We wonder if banking executives have ever given thought to what would happen if retailers quit cashing checks? The bank branches and headquarters would be in utter chaos. Or, what if retailers would only accept a bona fide Money Order, which retailers know are a pretty safe bet, while discouraging his customers to use checks.

We are confident that the banks realize that by keeping shorter opening hours, they rid themselves of the tremendous headaches which are ultimately shoved onto the retailer, who, by necessity must remain open longer hours to merely exist or barely make a living. This means too that retailers must bear the brunt of the total of bad checks passed. Bankers, we like to think, also realize that in order to provide the kind of check cashing services which retailers do now, it would require a considerable amount of new employees, which means added expenses in the way of training and salaries.

Whether the bankers, who created the check novelties, like it or not, it is time they helped in putting prestige back into the checking account, and begin absorbing their share of bad check losses. We know it is so easy to turn your cheek to this ever increasing problem of bad checks, but at least bankers can show they appreciate the service retailers are providing on their behalf.

The bad check situation has gotten so out of hand that the retailers are beginning to do something about it. With the exception of A&P, Detroit area food retailers—which includes all the other big chains and independents—have expressed interest in the idea of charging again for the cashing of checks in their stores, if for no other reason

Continued on Page 14
NOTICE THE NEW LOOK?

Beginning with this issue The Food Dealer takes on a new, progressive look. You might say it is keeping in line with the new program adopted by the AFD board of directors to improve the image of the food retailer.

Also notice in this issue the wide array of localized stories, pictures and editorials planned to keep grocers more informed about the industry in which they do business.

Manufacturers, brokers, wholesalers and retailers are invited and encouraged to submit information about their company's plans and promotion so that they may be relayed to both member and non-member retailers as part of an increased effort to improve channels of communications between all segments of the food field.

BEVERAGE COOLER
SLIDING DOORS
ALSO WALKIN COOLER

<table>
<thead>
<tr>
<th></th>
<th>Self Contained Doors</th>
<th>Cu. Ft.</th>
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|          | SD-52                | 45      | 1/2 H.P.    | 110            | 1—1700 |
|          | SD-6'                | 63      | 3/4 H.P.    | 110            | 1—2300 |
|          | SD-8'                | 89      | 3/4 H.P.    | 110            | 1—3000 |
|          | SD-11'               | 119     | 3/4 H.P.    | 110            | 2—2300 |
|          | SD-12'               | 133     | 3/4 H.P.    | 110            | 2—2300 |

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Phone: WO. 3-2430
SUSTAINING MEMBER

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CALL US FOR STORE LAYOUT

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YOUR COMPLETE STORE

NATIONAL MARKET-EQUIPMENT CO, Inc.
25531 DEQUINDRE RD., BOX 166, MADISON HEIGHTS, MICHIGAN
LINCOLN 5-0900

Buscemi's Delicatessen
Ship and Shore Party Store
Changing Times and Open Minds

Running a grocery store ain’t what it used to be! Today, one requires an open mind in fast-changing times.

It’s been a long step from the days of the crackerbarrel to modern supermarket merchandising and discounting. In effect, the former art of grocering has today, for the most part, become a science.

No longer can a person expect to open a new grocery or buy an existing one without having knowledge of the ever complex food industry. There once was a time when a prospective grocer would purchase merchandise from his wholesaler and literally throw it on the shelves. Next, he would open his doors for business and make a decent living. It may have worked then, but it doesn’t work that way today.

Here’s why: Mrs. Consumer today is very shrewd and much smarter shopper that you might think. She is anxious to get the most for her money. Can you blame her? She knows the score and can probably quote the prices of the products on your shelves as good if not better than you do.

As grocers grew into a more sophisticated shopping era—toward more self-service and mass displays, a most colorful showplace (your store) the likes the world had never seen—was unveiled to her. Soon she became accustomed to increased red carpet services as speedy automated checkouts, automatic doors, plentiful parking, wider aisles and greater selection of merchandise.

With automobiles at her disposal, she began to travel all roads to find the friendliest service at the most reasonable prices—whether it be at her corner grocer’s, or at one of the units of a big corporate chain.

Mrs. Consumer doesn’t need you today as much as you need her. The successful food retailer nowadays is the one who can make his store most attractive to his present customers, and an enticing lure of future ones.

Take a good look at your store. Ask yourself: “If I were a customer here, would I want to come back again?” If not, there’s a reason. Chances are it is the same reason which keeps customers away now.

If your store is cluttered and dirty, clean it up. If it is dark and dismal, brighten it with better lighting or more colorful interior decorating. Dust off that dirty shelf! Keep your floors clean and shiny. In other words, create a pleasing atmosphere so your customers will want to keep coming back for more. Use some sincere personality, too—that’s half the battle.

When you have done that, then analyze the services you already offer. As the demand for services increases, be prepared to change. Don’t fight it. You have too many competitors who would be most happy to grab up your customers. You need to be as flexible as your customers may demand, whether you like it or not.

Be ever alert to evaluate your store regularly. Change requires an open mind. Insist on being the best grocer in your neighborhood. I guarantee, you’ll be a far more successful grocer.
Wm. Holden Corporation
Expands Promotion Program;
Forms New Subsidiary

In a move to diversify and expand its operation into the retail promotional field, the Wm. Holden Corporation has formed a promotion subsidiary designed to assist retailers in luring customers into their stores.

In addition the firm announced that its Holden Red Stamps division is expanding into new territories throughout Michigan.

Explaining the expansion of the two divisions of the Holden Corporation, O. C. Armbruster, president, said the increased interest of retailers and consumers alike regarding store promotions was the basis for the move.

"With our new promotion subsidiary, we will be able to plan tailor-made programs and promotions for stores whether or not they give stamps," Armbruster said.

The newest promotion of the firm is the game called P.O.P (punch out prize) which has just been introduced. Under the rules, customers are given a card containing squares to be punched out. When the card is punched out, the customer receives her choice of the items pictured on the back of the card. In addition, a weekly drawing is held at the retail store to determine a winner for the week.

"Regarding stamps, we feel it is still the best form of advertising," he continued. "With stamps, a shopper will get back directly in proportion the money she spends in the grocery store."

Armbruster said that the Holden Red Stamps division has taken on several independent food stores throughout the state who have been "quite pleased with the stamp's pulling power."

---

"We at Abner Wolf wish to congratulate the Associated Food Dealers of Greater Detroit on its appointment of Mr. Ed Deeb as the new executive director."

Abner A. Wolf, Inc.
BEN WETTENSTEIN
General Manager

MANUFACTURERS OF QUALITY SAUSAGE
WHOLESALE OF FINEST PORK PRODUCTS
Spencer INC.
THE TASTE TELLS IT'S SPENCER'S"
2731 HUMBOLDT Phone: TA. 5-3456
Charlie Harris Joins 'Food Dealer' Staff

Charles J. Harris, former vice-president and sales manager of Grocers Spotlight, has joined the Associated Food Dealers of Greater Detroit as advertising manager of AFDGD's magazine, "The Food Dealer," it was announced by president Donald LaRose.

Harris, who was with the Spotlight for six years, has been quite active in the food field as a member of the Detroit Association of Grocery Manufacturers Representatives, and the Grocery Manufacturers' Representatives of Eastern Michigan.

He is also quite active in civic affairs as treasurer of the Detroit Alumni Assn. of Phi Kappa Psi fraternity, Boy Scout Commissioner, and deacon of the Grosse Pointe Memorial Church. Harris is also a member of the Detroit Yacht Club.

Mr. Harris and his wife, Brenda, have two married children: Charles Jr., a graduate student at Massachusetts Institute of Technology, and Mrs. Sally Hannert, a Lansing schoolteacher.
PRESIDENT’S CORNER

Move Ahead... Now!

By DON LaROSE

Are you sitting on your hands complaining about how the guy across the street and the big chains are grabbing up the business? Well, the time has come for independent grocers to do something about it—to move ahead. The doors are open, the opportunity is here and now.

Perhaps you are spending too much time drying your tears, instead of attending educational meetings designed to provide you with the tools or know-how to work with.

At our association meetings you have a chance to gather with fellow retailers who most likely have the same problems you do—but they care enough to sit down and discuss situations and seek solutions.

The size of your store does not necessarily indicate the size of success. For example, big stores have had big failures, while small stores have had big success. It all depends on you—and not your competition—to determine how successful you want to be.

The “new look” of your association, as adopted by your board of directors, has one thing in mind only—to help make you a better retailer. We cannot, however, do the work for you. You must be interested enough to attend the meetings so that you can be heard and so that all of us can become better and more knowledgeable food dealers.

Remember, the success of our association—or any organization for that matter—is the active participation of our members.

Specialty Foods Co. Inc. 6773 E. Davison TW 2-2608

Distributors of

HAMTOWN’S Prepared Foods

Potato Salad — Cole Slaw — Macaroni Salad
Baked Beans — Stuffed Cabbage — Bean Salad
Pierogi (dumplings) — Fried Fish — Jello-O
Pizza Pies — Farmer Cheese — Relish — Peppers
Delicatessen Fresh Dills — Kraut Dinners

Sold in Bulk or Cartons

DELIVERIES IN REFRIGERATED TRUCKS
Taking Groceries Home Is Taxable. Tax Court Rules

The U.S. Tax Court in Washington ruled recently that when a grocer takes home food from his store without paying for it, it increases the taxable income of the store.

Immediately after the news item appeared in the Associated Food Dealers newsletter, The Food-A-Gram, the office was swamped with phone calls asking us to explain the ruling.

To help explain the recent decision, we turned to Tom Vesey and Jerry Crane of VC Accounting Service, who said that an income tax is not directly paid on food withdrawals from a store, commonly referred to as “own consumption.”

Rather, a grocer is paying, or should be paying, income tax on his own consumption through an annual allowance of merchandise withdrawn for personal use. Basically, if you are not making an allowance for these withdrawals, your reported gross profit is less than it should be.

As illustrated in the profit and loss statement (See Page 13), everything is the same in all cases except in example No. 2, where an allowance has been made for merchandise that the store proprietor has taken home for his own personal use.

At the end of every tax year (at a minimum), the proprietor takes a physical inventory of merchandise in

Concluded Next Page
the store. If he has not allowed for his own consumption during the year (reducing the merchandise available for sale), the gross profit will be understated.

In effect, the store owner is taking his profit home in the form of groceries and not in the form of cash. The Internal Revenue Department however, wants the proprietor to pay his income tax on this profit regardless if he takes it home in groceries or cash. Also, the State of Michigan wants its share in the form of a use tax on any merchandise originally purchased for resale, but not resold.

So now you know why food taken home for and not paid for is considered taxable income.

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**CHART No. 1**

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<tr>
<td>Gross Profit</td>
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</tbody>
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83 YEARS OF SUCCESSFUL SERVICE

To Slaughter Houses, Wholesale & Retail Markets and Locker Plants

Whatever Your Problems May Be, Call DARLING & COMPANY

3350 Greenfield Road - WA. 8-7400
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P.O. Box 329, Main Post Office
DEARBORN, MICHIGAN

ALLIED MEMBER
Must the Retailers Do A Banker's Job?

(Continued from Page 6)

than to compensate for bad checks. One big food chain (Wrigley's) recently began experimenting with a system that penalizes their delinquent customers $1 for checks returned and marked "non sufficient funds." In essence the check passer then is penalized $3—two dollars which he must pay the bank for extra handling, and a dollar to Wrigley's when he comes in to pay his NSF check. The chain's officials have refused to comment on the new system, but indications are that it is working out quite well.

In Pittsburgh, the Western Pennsylvania National Bank has come up with an even better and fairer plan of action. WPNB has launched a program aimed at taking the risk out of small credit for the retailer.

Under "The Cashmaster Plan," as it is called, personal checks up to $50 cashed by a participating retailer is guaranteed by the bank. Customers are identified by a plastic card which the retailer uses to imprint the checks with the customer's account number. Grocers in the greater Pittsburgh area have expressed the plan as "perfect from our standpoint." Not only does the plan take the risk out of cashing checks up to $50, but it is particularly useful for those stores which are open after banking hours, nights and weekends.

Conversely, if a retailer does not wish to cash a check for a customer who does not have an identification card, it gives him an easy out for refusing to do so. Grocers participating in the plan there are Thorofare Markets, Giant Eagle Markets, A&P, Foodland Stores, Kroger and Loblaws and many independent stores.

The markets were quick to jump on the bandwagon, running their own advertisements in heavy support of the

Continued on Next Page
program. One promotion pointed out: "We will be delighted to cash your WPNB Cashmaster personal checks (up to $50 each ... and as many as you like.)" If the check is not backed by sufficient funds, the retailer does not have the problem of collecting from the customer or adjusting his accounts with the bank. A retailer need not have an account with the bank to participate.

In order to assure that the plan will work, WPNB carefully screens its checking accounts, and has allowed better than 97 percent of its checking account customers to have Cashmaster cards. Others were ruled out as having a history of insufficient funds or being otherwise unsatisfactory. The bank, in its own advertising, is soliciting new checking accounts, offering Cashmaster service to new customers after 10 days, allowing time for screening.

The plan offered by Western Pennsylvania National Bank is the first real attempt made to decrease the bad check situation, while taking steps to carefully screen future checking account customers, unlike what is being done in the Detroit banks.

Has the time come for the retailer to get out of the banking business? We can imagine how much antagonism would be caused shoppers if all grocers placed the following type of sign in their stores: "We've got a deal with the bank—they sell no groceries and we cash no checks."

It is time retailers and banking executives sat down at the bargaining table to discuss a solution to the growing bad check problem which would be mutually agreeable to all concerned. The small businessman has enough problems already without tacking on additional burdens which rapidly milk his operating funds. This is the sensible approach.

However, if the banking industry refuses to hear these retailer trumpets for solution to bad checks, then there is only one other thing to be considered: legislation, and we don't want any more regulation than we now have. The board of directors of The Associated Food Dealers of Greater Detroit, representing the independent grocers of this area, are ready and willing to sit down at the conference table with banking officials to find the needed solution to this ever-increasing and disturbing problem.
BRONCO BELL:

When Cookies Crumble
Switch to Bagels

By ALEX BELL

Well, here we go again with our first column (?) for the association’s new Secretary, oops, excuse please, Executive Director. So, this just has to be a doozy!

In struggling to find something to write about, we see by the daily newspapers that the so-called “meat strike” has been settled. By the looks of the settlement, the packers should give the keys to the drivers and go to work for the Teamsters. Or, who won the strike?

* * *

Our old friend from the Grocers Spotlight, Walter Shamie, has tossed his hat in the ring for the Mayor’s job in Detroit. Walter, we’re with you 100 percent! It would help to have a food man in the top spot in the Motor City for a change. (The nation’s largest industry, you know.) We have known Walter for many years and have always found him to be a fine, honest and upright citizen.

* * *

We take issue with Judd Arnett, a fellow scribe at the Detroit Free Press who said that he advised Walter Shamie not to run for the mayor’s office. Come on Judd. Instead of knocking the guy, give him a boost for his initiative and courage!

* * *

Coals to Newcastle bit: We see the American wine makers are about to export American wines to France. We can just see Pierre going into a wine shop in La Belle France saying, “A bottle of Silver Satin, Seevooplay.” Phonetic French because we have forgotten how to spell *sil vous plais* in French.

* * *

If you are the type that complains about the way the cookie crumbles, switch to donuts or bagels.

* * *

Our roommate of 28 years is still as beautiful as the day we met her, only now it takes her a little longer nowadays to get ready.

* * *

So enough levity for the moment, and back to the censorship bit. We held forth on to some extent in our last epistle, which, incidentally, was quite a bit blue-penciled, and our gal Sal said some of it was nasty. Honey, you don’t know how miserable we can get. In fact, we have been working at it for 58 years, and we don’t want...
to spoil our image. (Sal, what image?) Anyway, we are guaranteed no more censorship.

Food men who did not attend the recent party at Alcamo's Hall missed a real deal.

Prosperity is supposed to be riding rampant in our country, but we remember back in the depression days when dime stores didn't have a layaway plan.

NO BULL: Bull steak could provide new bargains at the meat counter, Federal farm experts report. Nearly all bull beef currently winds up in processed meats such as bologna. But Government men cite new studies showing fresh beef from young bulls, though less tasty and tender than steer beef, still meets consumer approval. And the studies indicate bull cuts could sell at lower prices, because it costs less to feed bulls for market than steers.

Here are a couple of items we picked up on public speaking, and happily pass on to some speakers we know: "Public speaking is a skill. An expert can say in two minutes what it takes an amateur two hours to get through. But we've never heard an expert" and "A speech is like a love affair. Any fool can start it, but to end it requires considerable skill."

For Les Girls: We saw an ad in one of our newspapers for padded girdles. So we gave it a little thought and came up with the following: "Girls put more wow in your wiggle—get one of our phony phannys." (Not bad for a guy that never did any copywriting, huh.)

In closing, let me say Au Revoir to Roy Lovaas and welcome to Ed Deeb. Dear John, that's all she wrote.

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"THE TOAST OF AMERICA"
Detroit Food Dealers Unveil Plans to Improve Their Image

The Associated Food Dealers of Greater Detroit has launched a three-pronged drive designed to improve the independent grocer’s position in the marketplace as well as create a more favorable image among shoppers.

The new program was unveiled at a press conference at the AFDGD office which also revealed the appointment of veteran newspaper editor Edward Deeb as executive director of the Detroit grocer’s organization, succeeding Roy Lovaas who had retired.

Basically the three-point program for the Associated Food Dealers is concentrated around the areas of education, communications and public relations.

In outlining the vigorous new program for the AFDGD, Deeb along with the president, Don La Rose, of Food Giant Stores, Inc., emphasized that independent grocers today—both big and small—need additional tools to help them survive in the competitive food business, despite his flexibility.

“A genuine community selling effort must also be instituted to inform Mrs. Consumer of the benefits and services she derives from retail food store operators in her community,” Deeb stressed.

In an effort to assist grocers in becoming better operators and inform their customers of food industry trends and services, the following was proposed:

Education—An extensive program of seminars, workshops and clinics will be immediately inaugurated. Prominent experts from educational institutions and the food industry itself will be brought in to provide present-day knowledge and know-how to metropolitan Detroit’s over 4,000 independent grocers.

In an effort to improve harmony among members of the entire food field, particularly in the areas of distribution, Deeb and LaRose urged manufacturer, wholesaler and broker representatives to inform the association of any bottlenecks or problem areas.

“We invite and indeed encourage a meeting of the minds regarding various problems,” Deeb stressed. “We should not limit the meetings to problems alone, however. In many cases, our members look to you (suppliers)

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to lead the way in offering sound suggestions and advice.” LaRose added.

“At the same time,” Deeb continued, “if our members should develop problems, we expect that suppliers will maintain an open-door policy so we may sit down and discuss these problems in an effort to reach satisfactory solutions, mutually agreeable to everyone.”

Communications—The communications program outlined by the new AFD executive director placed emphasis on the dissemination of knowledge and improved operating techniques to retailers throughout greater Detroit and relayed through the trade press to grocers all over the nation.

“The sooner the information can be relayed, the quicker retailers can adopt the improved methods to their own business. The more everyone knows about it, the better our industry will be,” Deeb said.

“When anyone or any company develops improved methods for merchandising, promoting and selling products off the grocery shelves, let our office know so we can help you relay this knowledge to the retailers themselves through our weekly newsletter, ‘The Food-A-Gram’, our monthly magazine, ‘The Food Dealer’, and the entire food trade press.”

Public Relations—Objective of the public relations program as outlined at the conference is to assure satisfied customers at the retail point of sale, and to create a favorable image of the retail food dealer in the eyes and mind of his customers and the entire community at-large.

“If needed, action will be taken to improve conditions, working in conjunction with such organizations as the Detroit Assn. of Grocery Manufacturers’ Representatives, the Detroit Food Brokers Association, the Food Industry Committee, Chambers of Commerce, Better Business Bureaus and various state and Federal governmental agencies,” Deeb said.
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2731 HUMBOLDT Phone: TA. 5-3456
Hussman Opens Detroit Branch

Hussman Refrigeration, Inc. has recently opened a factory branch at 18121 James Couzens Highway, Detroit, to better serve its retail customers. In making the announcement, John Carney, divisional sales manager, and Del LaRose, Detroit sales manager, said the branch will provide grocers with quicker and more efficient service. “The move is designed to be of direct savings to our customers because of our lower operating costs,” they said.

Choice Market For Sale

Excellent east side market available, featuring service meat section doing outstanding volume. Store measures 30 x 60 feet all equipment and shelving in fine shape. New air conditioning unit recently installed; good shopping area and loyal clientele. Write Box 81, The Food Dealer, 434 W. Eight Mile Road, Detroit 48220.

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ALLIED MEMBER
A Lovaas Farewell

Roy Lovaas, right, accepts gift certificate for color TV set from AFD attorney George Bashara at Roy’s retirement party.

ADF office secretary, Mrs. Sally Yago, reads the name of a winner at the drawing, as AFD trustee Alex Bell looks on.

Mr. and Mrs. Al Wyffels get a chance to do some dancing. He’s the owner of Albert’s Fine Foods, Detroit.

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
New Products... Merchandising

General Mills announces two new mixes from Betty Crocker—German Chocolate Cake Mix and Coconut Pecan Frosting Mix. The introduction will be supported by radio, television, women’s magazines and Sunday supplements.

Faygo Beverage Company will use food brokers in its plans for expansion of its soft drink products in six western Michigan markets. The 60-year-old company, whose distribution had been confined to the Detroit area, will market its six ounce non-returnable bottles in both the regular and one-calorie lines.

Hershey Chocolate Co. has finally decided to advertise its products. The firm’s first move into national advertising will consist of a huge coupon push backed by point of sale materials, it was disclosed last week. The first effort will be a cooperative effort with General Mills, whereby some 10 million Hershey coupons will be distributed, worth 5 cents each, on purchases of Hershey cocoa mix. The coupons will be distributed in Betty Crocker angel food and layer cake mixes.

“Entertainers” is the name of a new snack cracker introduced by National Biscuit Company. The cracker has a barbecue beef taste and will have nationwide distribution.

“August is Sandwich Month.” Retailers would be wise to feature a variety of storewide sandwich promotions during the annual monthly promotion.

Bays English Muffins has introduced to its customers a new pizza utilizing its popular muffin. The idea is to split the muffins in half and place on a cookie sheet, cut side up. Then, spreading one to two tablespoons of canned pizza sauce on each round of muffin, and placing cheese, pepperoni or what have you on top, customers can enjoy a new muffin pizza treat.

United Dairies has been selected as the official milk of the 1965 Michigan State Fair, to be held at the State Fair Grounds Aug. 27 - Sept. 6. The dairy is currently running a coupon on its milk cartons promoting the fair and offering free admission a person who accompanies an attender with the coupon.

New Cream of Lobster and Clam Chowder soups by Crosse & Blackwell and summer soups Vichysoise, Gazpacho, and Senegalaise are but a few of the complete line of 16 type soups distributed by Specialty Food Co.

A heavy consumer advertising and promotional campaign tied in with the Walt Disney movie, Cinderella, and free trips to Disneyland, will launch Fiestas Corn Chips, newest product of Sunshine Biscuit’s Krun-Chee Potato Chips division, according to Ed Calmeyn, advertising manager. The product will break with advertisements in leading newspapers and will be supported throughout the 13 weeks of the contest by a barrage of TV and radio commercials.

OUTSTANDING CARE—This outdoor board by Awrey Bakeries, Detroit, features a 16-ft. fiber glass birthday cake, standing out in full relief. The lightweight construction makes it possible to move the display every 30 days.
Today's kind of living calls for two kinds of Pepsi-Cola. Drink famous regular Pepsi for the clean, bold taste...plus energy to liven your pace. Enjoy new Diet Pepsi-Cola when you want honest-to-Pepsi taste, lively Pepsi sparkle... with less than a calorie a bottle. Either way, it's the official drink of today's generation!