Detroit-area retailers are urged to tie-in with this year's national “Food Is A Bargain” campaign, which begins October 17 and runs through October 30. Looking over the proclamation signed by Mich. Gov. George Romney, are left to right, Don Taylor of the M.F.D.A., Lansing; James Hutchinson, American Dairy Association of Mich., Lansing; Ed Deeb, executive director of the Associated Food Dealers of Greater Detroit; and Charles Tornabene of the Kellogg Sales Co.
It was a quiet evening in Detroit, and everyone was just sitting around making cars and watching TV commercials.

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.
International Editors Council
Cites 'Food Dealer' Editorial
For Motivation and Action

The Food Dealer editorial, "Must the Retailers Do A Banker's Job?" was cited by the International Council of Industrial Editors last month as one of two examples of outstanding journalism which motivated readers on controversial subjects and created a awareness of a problem to the community at-large.

The ICIE, comprised of over 3,000 editor-members throughout the U.S. and Canada, also cited an editorial which appeared in the Columbia School of Journalism Review which aided in the crusade for legislation against the sale of pep pills.

Copies of both editorials were sent to ICIE members to prove that the pen is still mightier than the sword.

City License Fees to Be Increased To $20

Despite strong protest from the Associated Food Dealers, the Food Industry Committee, and the Retail Merchants Assn., the Detroit Common Council decided to increase meat and bulk food license fees from $10 to $20 after much discussion on the subject.

Originally, the city’s budget bureau sought to increase the fee to $25. Even though it was the first fee hike in this license category since 1946, food industry firms and retailers pay a total of about 52% of all license fees collected by the City of Detroit.

If the proposed hike is signed by the Mayor, your new license fees required for operating your stores will cost $20 per year, beginning November 1st. Retailers who already paid their 1966 fees are not affected until next year when they again become due.

Controversial Milk Bill Dies in the Senate

A watered down replica of Michigan’s controversial milk pricing bill which was originally passed in the House last Spring, died in the State Senate October 15th, despite a last minute attempt to revive the bill. Objective of the bill was to put an end to below-cost selling of milk, and would have prohibited a number of so-called unfair trade practices in the dairy industry.

The milk bill, originally passed by an 81 to 11 vote in the House last spring, met considerable opposition from grocery chains since its introduction. The bill provided the Michigan Department of Agriculture with the authority to administer the dairy regulations.

Senator Raymond Dzendzel (D-Detroit), senate majority leader, made a last minute effort to revive the controversial milk bill, but he could only muster 19 votes, one short of the 20 votes needed to take the measure off the table where it had been since spring.

‘Give Once For All’—
Independents Play Big Role In Torch Drive

Independent grocers throughout the greater Detroit area have been asked to do their part in helping the United Foundation’s Torch Drive fund raising campaign reach its goal of some $22 million.

Theme for the campaign this year is “Don’t Turn Down Charlie Brown,” utilizing the popular Peanuts cartoon characters Charlie Brown and his dog, Snoopy.

Chairman for the total food industry segment of the U.F campaign drive is Paul Borman, president of Borman Food Stores, operator of the Food Fair Markets. Chairman for local supermarkets or the independents is Harvey Weisberg, vice-president of Chatham Super Markets.

Working closely with Weisberg for independents to give their fair share, is his committee comprised of Don LaRose of Food Giant Super Markets; Tony Conn, Tony’s, Inc.; Ed Deeb, executive director, Associated Food Dealers of Greater Detroit; John Zelenak of Vlasic Foods; and Gene McAllister, also of Chatham.
Thank You For Making Us Your Milkman

UNITED DAIRIES INC.

4055 Puritan
Detroit 38, Michigan

THE FOOD DEALER

Volume 20 Number 10

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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PRESIDENT'S CORNER

Recognition Coming For Detroit Independents

By DON LaROSE

Largely due to the efforts of the Associated Food Dealers of Greater Detroit, independent grocers in the metropolitan area are uniting stronger than ever and finally standing up to be counted on various problems and issues which concerns them.

For too long the impact of the 4,000 independent grocers and beverage store operators in Wayne, Oakland and Macomb counties has not been felt by those people in positions to do something for these grocers.

We are constantly inviting independent grocers and beverage store operators to attend our meetings to meet fellow independents around the area and express the problems which may affect you. If grocers themselves do not tell us of the problem areas, we cannot do the job you all deserve.

Those who missed our October 12th meeting, you missed a double treat. First, Home Style Foods put on a delectable buffet for us which really tickled the palate and delighted our appetite. Second, we grocers banded together on various problems and outlined possible solutions. It was so good to see such a large turnout. It means that the independents do care enough about themselves and their industry.

There's another good reason why independents should take an active part in their association. Chain stores are able to reflect a pretty good corporate image to their customers. But the independent single store operators have a much more difficult time doing so because there are many more of us.

By getting together in the Associated Food Dealers drive to create a strong and favorable image to Detroit shoppers, we can achieve more than anyone ever dreamed of doing. So support your association. Attend your meetings so we can together stand up and be counted.

It is important because this is where you can present your gripes and know you will be heard and action taken. The time is ripe for you to get on our bandwagon!

Candy Profit Potential Grows With Retailers

Food retailers are beginning to have greater appreciation of the profit potential in candy, according to findings of a recent nation-wide survey—which shows an average margin of 29 per cent. Significant changes in merchandising are in progress. Some highlights of the study: An average stock turn of 21, with 10.5 per cent of the stores averaging more than 30 turns annually. Stores involved reported an average of 113 linear feet of shelving in candy with an average retail dollar value of inventory of $8.64 per shelf-foot. Candy sales are on the rise and continuing the upswing for the last ten years, with per capita consumption at 17.7 pounds a year representing retail sales of $2.5 billion annually.
Until recently, it was a general consensus that the Mom and Pop stores were on the way out. And they were falling off the wayside in increasing numbers, and with no wonder. Momma and poppa were encouraging their sons to college to seek a career as professional men.

"Running a grocery isn't for you," they told their sons. "Too many hours and a lot of hard work. Besides, it is getting tougher and tougher to make a decent living out of a store." And so, being exposed to the discouraging thoughts of a career in the food field, off to college they went to study teaching, engineering, law, medicine and the like.

Granted, running a grocery store isn't as easy as it used to be. In addition to buying and selling groceries, the retailer today must also analyze sales, costs, develop promotional programs and merchandise their wares. Such operations as Dixfield, Chatham, Great Scott, Food Giant, Krupa's, Vescio's and Hamady's didn't develop without a lot of hard work and patience. The grocery business has proven quite profitable to them as you can see by their growing number of units.

Let it be recorded here that the mom and pop store decline has leveled off, and is back on the rise again. There are a number of reasons for this, namely the rapid growth of convenience stores through attractive franchises for couples desiring to enter the business; and the growth of retailer cooperatives.

The smaller convenience stores are cropping up all over the Detroit area. In the past two years Al Serpa has opened some nine Quik-Pik units; Lawson Dairies has announced it would be operating about 100 stores here in the next two years; Open Pantry said it would be operating a couple of dozen marts here by the end of 1966; Borman's already operates over 40 Johnson convenience depots; and according to reports, Awrey will soon make its entrance into the convenience arena.

Unlike their former cohorts, this new breed of grocery store operators are encouraging their sons to take over the business and expand the family operation. And they are sending their sons to college yes, but to be trained in the art or science of food distribution at such respected schools as Michigan State and Western Michigan universities.

Comedian Allan Sherman's newest recording should be "My Son, The Grocer" —coming back to an exciting business!
Around The Town

Awrey Bakeries will soon open its first Minitmart convenience store on Greenfield and Fenkell. It has been reported that the firm plans to open 100 such stores within a couple of years.

* * *

The Sam and Walter store in the Pontiac Mall Shopping Center sells over 400 barbeque chickens every Saturday!

* * *

Lamy A. Taweel, son of Atallah E. Taweel, recently returned from Ramallah, Jordan where he was on vacation, with a wife, Halla. Six years in the business, the Taweels operate Big Ben Market on Joy Road.

* * *

Kowalski, a long-time familiar and popular sausage brand with customers, is going into packaged luncheon meats soon.

* * *


* * *

Leon W. Hoyt, general manager of the Sealtest Foods division of National Dairy Products Corp., was promoted to vice-president of the firm’s milk, ice cream and dairy products operations in Michigan, Ohio and western Pennsylvania.

* * *

In a statement issued to the Associated Food Dealers, Detroit mayoral candidate Walter C. Shamie said that the “small businessmen and retailers have long been the heart of the community. We cannot over-burden these merchants with increased licence fee hikes, poorer garbage collection service at increased cost, less police protection for themselves and their stores, and increased income taxes. I will do everything in my power, if elected, to protect the small businessmen.”
STORE IMPROVEMENT:

Don’t Forget Walls And Ceilings When Planning to Remodel

Very often in store improvement planning the bulk of attention is given to realignment of, and the replacement of fixtures, display area, etc., which to be sure is always of prime importance, but the condition of the walls and store ceilings is generally overlooked, and this should not be.

From a shopper’s point of view when she gazes around a store, the area most visible to her eyes is that of the walls and ceiling for the simple reason she must always look up to see beyond the island of display immediately in front of her. If what she sees is pleasant to her view, it cannot help but add to the pleasure of her shopping at your store, while upgrading the image of your store in her eyes.

If your walls need repainting or washing, the job should be tackled without further delay. If you decide to paint, give some careful thought and attention to the colors. A wide variety of new modern pastel shades is now available and when used to advantage can enhance the overall appearance of your store interior as much as 50% depending on its prior condition.

Light fixtures happens to be one item that rarely gets attention they deserve because they lose their total impact in such a gradual and almost unnoticeable manner. It seems natural and normal to replace a burned out fluorescent, but is this really proper? Many larger operators find they get better lighting results by replacing ALL at one and the same time!

There are several factors involved in this and must be considered. First, the added lighting the TOTAL lights (this is replacing of all tubes at one time) as compared to the 65 to 80% lighting you have by only replacing one or two exceptionally dim or burnt out lamps at irregular intervals. Second, while it is true that it is costly to throw away lamps that are still working, you will be getting TOTAL LIGHTING (which is important) and you do realize some savings in labor by having the job done in one single operation as compared to having an employee dragging a ladder from the back 20 times a year, hunting up a lamp, etc., thus killing an hour and a half in so doing.

What is TOTAL LIGHT worth to you?

BAYS
English Muffins

 Available in either of two sizes — our large 8½-oz., 4-muffin package, or the popular, medium size 6-muffin pack.

"THE TOAST OF AMERICA"

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3960 THIRD AVENUE, FAirmont 1-0100
How Non-Foods Can Be Profitable

By Kurt Barnard

Welcome relief from the profit squeeze is wafting to the aid of grocers across the land. It comes from the guaranteed profits of non-food merchandise. Not magic, but simple arithmetic is the reason.

While average hourly supermarket wages spiraled up almost 40 per cent from 1957 to 1963, the non-food departments in major chain and independent grocery stores had almost no costs at all, and thus none to go up.

While warehouse inventory and buying costs cling stubbornly to a runaway course, non-food departments stand out as the sole exception, though many grocery stores now feature 8,000 different non-food items in the course of a year.

Up, too, are buying costs and the administrative costs that develop in dealing with hundreds of manufacturers. Yet, many grocers have escaped the costs altogether, and of course the cost increases.

No wonder, then, that though non-foods account for only about six per cent of total supermarket sales, they can contribute from 30 to 47 per cent of the store's net profit, according to a recent industry study. The trick is to handle non-foods so as to make this high-powered performance possible.

Key to success lies in recognizing that housewives on their way to the supermarket seldom includes non-foods on their shopping list. Eighty-four per cent of all supermarket non-food purchases are made on impulse.

In short, says Sam Newton, president of ARMI, "we apply the techniques that excite the shopper into buying general merchandise items each time she visits her supermarket."

Newton explains that the techniques grew out of the awareness that however "hot" an item turns out to be at first, its sales appeal is exhausted in a very short time.

Merchandising techniques are only one facet to the problem of making non-foods profitable for the store. They account for the volume. Profits result from the system devised for buying and handling them.

For example, if your store depends on your warehouse for supplies, you have long felt the pinch of exploding costs. This is true for picking an order of cereals, which takes little time. It is devastatingly true in the case of non-foods.

Then there are the buying costs, with high-priced buyers scouring the countryside and attending dozens of trade shows in quest of the giant welter of new items in housewares, soft goods, health and beauty aids, pet supplies, and the other categories.

This way, what first looked like a whopping gross profit, soon thins to a narrow net, as narrow as that on groceries—or less after the markdowns. Here again, techniques developed by the American Research Merchandising Institute come to the grocer's rescue.

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.
Statisticians say that the frozen food packed in one day in the U.S. weighs more than 30 Empire State Buildings—and that’s a lot of frozen foods.

In less than a generation, frozen foods have grown from an uncertain infant to a multi-million-dollar industry—a very important industry in which over 8 billion pounds were sold in 1964. The amazing thing is that all of this has happened in the past 20 years. Taking 1947-49 as an average, consumption of frozen fruits and juices had increased 200% by 1962—frozen vegetables 290%. Consumption of frozen vegetables has more than doubled in the past 10 years, according to a report issued by MSU Extension Agent Marjorie A. Gibbs.

Frozen poultry of all types accounts for almost 1/4 of the total per capita consumption of frozen foods—86% of the turkey produced in the U.S. is now frozen. Nearly 1/3 of the fish consumed is frozen, and the most important single seafood item is shrimp.

The volume of frozen orange juice far outranks any other frozen juices, and vegetables account for a little over 1/4 of the per capita frozen food consumption. Potato products are number one on the frozen vegetable hit parade, with an average yearly consumption of about 4/5 pounds per person—and we ate a total of 48 pounds of commercially frozen foods in 1963.

But frozen prepared foods are the fastest growing group of frozen foods. The production of frozen prepared foods increased 1,000 times between 1942 and 1957—imagine what it has done by 1965. Now frozen prepared foods represent over 30% of the frozen foods sold. This group includes soups, meat pies, TV dinners, foreign foods, bakery products, miscellaneous prepared foods and fruit and cream pies. Frozen fruit pies has been the largest selling single item, but the amazing thing is that between 1959 and 1962 production of baked goods increased 97%; potato products 56%; fruit pies 52%; frozen dinners 47%.

Probably the main advantage of frozen prepared food is the saving of time, particularly active time requiring constant attention, as opposed to total time requiring waiting for thawing, baking or cooking. In one series of tests, the use of commercially frozen pies saved 96% of...
Continued from Page 10

the 41-57 minutes of active time required to prepare homemade pies and reduced the total time 30%.

Frozen cakes saved from 88.92% of the 40-41 minutes of active time needed for homemade cakes, but little or no total time because thawing was involved. There is a difference here: your customers have to plan time, but they are free to do other things while the cakes are thawing.

Other advantages are that the frozen foods save energy, and they're top quality because they are packed when the fresh product is in peak quality and frozen immediately so they're similar to fresh in flavor, texture, nutritive value and color. Frozen foods are available in almost every store year round. And they are no longer a luxury food—they're often as economical as other forms of food.

One of the most common questions received on frozen foods—or any convenience foods—is whether they are more expensive than the fresh product or the product made from "scratch." Actually there is no definite answer as it depends entirely on the product, the amount of added services, the transportation costs, the special packaging, the volume moved. We can't really generalize, and this is a perfect example of the importance of having all of the facts, before making a statement to your customers about cost.

In costs of frozen foods, frozen orange juice is always less expensive than any other form of orange juice. The average cost of a 4.4 ounce serving of orange juice made from frozen orange juice concentrate will cost 3.7¢; canned costs slightly over 4¢ a serving while the same quantity prepared from fresh oranges will average 7.1-7.6¢ a serving built-in-maid services actually reduce the cost of some foods as orange juice and some other fruits and vegetables, to your customers.

The service gained on these foods includes peeling, juicing, trimming, slicing etc.—things which reduce the weight by waste—so savings in transportation and storage costs help offset the cost of the added service. You can even consider the value of time saved in squeezing as an added saving. In considering fresh peas and lima beans, the pod represents about half the weight—So processing means savings in weight and bulk.

On the other side of the scale, there is no doubt that fresh potatoes provide the greatest savings. Fresh potatoes cost about 1-1.8¢ a serving, while the cost of a serving of the popular frozen French fries is around 5.6-6.6¢ and the dehydrated au gratin potatoes are around 7.5-7.8¢ a serving. When considering both time and cost, the frozen French fries are the most economical of all of the processed potato products.

These are just a few of the facts and figures about frozen foods you and your customers should be made aware of. Let's face it, frozen and convenience foods are here to stay. Keep abreast of frozen food trends, and whenever possible feature these products and keep your customers informed at all times.
CHECK CASHING TIPS:

Know Your Endorser; Get Proper Identification

(Clip and post near cash register)

Probably the most important requirements of check-cashing are "get proper identification, address and telephone number." Many government checks bear the following suggestion: "Know your endorser, get identification," and there's a very good reason for these suggestions.

Let's assume that the next check you accept from a customer will have to "go the entire route," meaning that the check you cash will, by necessity, be used as the basis for filing a criminal complaint against its passer. What will be required by you as the complaintant? What will the D.A. or police want to know in order to determine if you have a valid complaint? Here below listed are some of the salient points which must be known before a warrant is issued.

1. You must know who passed the worthless check. The passer's name must be clear, and correct. If you guess you may have the wrong apprehended, it could be embarrassing if not costly. Determine beyond doubt the signature or endorsement to be legible and clear.

2. Note the date when the check was passed. This is not always the same date written on the check which bounced.

3. Know who accepted the check. A recommended rule is to require that every cashier write his last name or initials on every check. Once adopted, this rule will also inform you who is the most negligent and lax in accepting checks.

4. You must be able to note the address of the person who accepted the check.

5. Was the check accepted for cash or merchandise? If it was merchandise, how much was purchased? How much cash was given in exchange?

6. If the check was a payroll check, who is the payee named on the face of it? What is the payee's address?

Vita-Boy

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POPCORN
CHEESE TWISTS
CHEESE CORN
CORN CHIPS
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WALTER C. SHAMIE
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Sunday, October 31st, 6 p.m.
Hillcrest Country Club, Mt. Clemens
Tickets $100 each (Admits Two)
Send checks to "SHAMIE TESTIMONIAL"
15890 Jas. Couzens, Detroit 48238
Let's Elect A Mayor who
Will Unite Detroit"
PEOPLE FOR SHAMIE COMMITTEE
Continued from Page 12

If a payroll check, who is the maker's name on it? Who signed the check? Is it legible? If you have to guess, you may not have a criminal complaint.

7. Was the payroll type check endorsed in your presence. If not endorsed in your presence, then require that it be re-endorsed with you as the witness.

8. If it was a personal check, would it have cleared on the date written? If so, you have no criminal complaint. What was the status of the account on the date of the check?

9. If the account was closed, what was the date of the closing? Was any partial payment accepted by you on the check before filing with police?

10. Did you make any promise or threats in your efforts toward collecting on the bad check? Did you contact the maker of the check at all? How, where, when?

11. Can you identify the person who passed the check? Do you remember his age, nationality, color of hair, height, weight, how dressed, any scars, wears glasses, etc.?

12. If you accepted identification, what type was it? An operator's licence, log's license (some are dogs!). Social Security card?

Many of you who have experienced sitting in a "witness chair" will agree it is not a love-seat. As the complaintant, you must know and present all facts which inspired you to file the criminal complaint.

You will not be able to guess, presume, or make any untrue statements without perjuring yourself. This is why you must take time and have a reasonably good knowledge of the checks you accept for cash or merchandise. If people are strangers, use caution make them prove to you he has the money in the bank to cover the check.

Although the deeds of men are written in stone, the practices of thousands are written in bad ink maybe on the next check you take.
Don't Tell People Your Troubles!

By ALEX BELL

Ah, there's good news tonight! A Gallup poll recently taken shows that only 3% of the people interviewed considered new car dealers "honest and trustworthy"—placing them well below some other frequently criticized groups that deal with consumers. Maybe the butcher is way ahead of the 3%.

* * *

Tempus Fugits (Latin for we remember) when grandma used to tell how many pints or quarts she put away, and you just knew she meant jellies.

* * *

Social Note: We attended the E. J. LaRose 50th wedding anniversary party and have never seen E. J. and the Mrs. look so good. Incidentally, that was one helluva party. It was good to see oldtimers Sid and Charlotte Black, John Socha and wife, and Mr. and Mrs. Cass Lawrence, who are all raring to go to next year's convention in Las Vegas.

* * *

Courses abound in "How to Make a Public Speech." Now we need a course in "How to Say 'No' When Asked to Make a Public Speech."

* * *

It's best not to tell people your troubles. Half of them are not interested and the other half are glad to hear you are getting it at last.

* * *

Pet owners will spend more than $800 million this year for non-food items. $50 million more than last year. So get your share of this business!

* * *

This is the bitter end in union organizing: The Seafarers International Union is trying to organize Baltimore car wash employees; "They depend on water for their jobs, don't they?" explains a union official.

* * *

In brief, the first attribute in having a way with words is the ability to do away with a lot of them.

* * *

Correction: Psychiatrist to office nurse: "Just say, 'We're terribly busy. Don't say, 'It's a madhouse.'"

* * *

A travel note: We will be in Las Vegas shortly with a few honored souls. No, don't get any ideas, our roommate will be with us to keep us on the straight and narrow path.
Continued from Page 14

* * *

It seems that everybody in town has taken a crack at the panel discussion put on last month by the A.F.D. So ol’ Acey (pardon me, Bronco) might as well take a stab at it too. Clearly, the issue was who is going to take the “gaspipe” on damaged merchandise. My fellow retailers, from the discussion we heard, we independents will. This leads us to agree with President LaRose’s quote last month: “Together we weigh millions of tons.” All retailers should band together and get your weight behind the various programs being formulated by the Associated Food Dealers of Greater Detroit. We would still like an answer from some of the food packer panelists: What do you do with a dented bottle of ketchup?

* * *

Anyone who missed the Oct. 12 board and membership meeting missed one heck of a good meeting, and a delicious taste-tempting meal put on by Mr. and Mrs. Lee Fraser of Home Style Foods. Among the notables at our meeting included Bill Bennett of Quick-Pik Stores; Joe Krupa of Krupa’s Markets (and whose mug was featured on our September Food Dealer cover); Joe Mummary of Spartan Stores; Bud Stedman and our attorney, George Bashara Sr. Others included Sid Brent owner of the Kennelworth Market; Ed Polomski and Ed Joseph, Warren-St. Clair Market; Vic Kozierski, Vic’s Market; Jim Master of Handee Market, Inkster; and Nino Ugval, Nino’s Market on the eastside.

* * *

Well, Deeb has been on our tail again for copy as the deadline nears, so I’d better close for now. Dear John, that’s all she wrote. —A.B.

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Nominations of Officers
For AFD Set For Nov. 9;
Election For Dec. 14th

Nomination of officers for the Associated Food Dealers of Greater Detroit will be made at the regular board and membership meeting scheduled for November 9th, it was announced by president Don LaRose.

The actual election will take place during the December 14th meeting. All independent grocery members of the AFD are invited and encouraged to be on hand during these two important meetings.

---

EUGENE RUOFF
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SUSTAINING MEMBER

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TO PACK YOUR GOODS — TO WRAP YOUR MEAT
THE LEPAO BRAND CANNOT BE BEAT
SUSTAINING MEMBER
Basic facts about the physical characteristics and operating experiences of super markets opened last year published by the Super Market Institute shows that the average size of new super markets opened last year was 20,000 square feet, with 13,500 square feet of selling area. This was an increase over 1963 dimensions both in total area and in selling area.

Other key findings saw average weekly sales of new supers opened in 1964 were $37,500, virtually the same as the new stores opened in 1963 of $37,600 per week. Sales per square foot of selling area in stores opened last year was $2.69, down from the 1963 average of $2.87. Only 8 percent of the supers opened in 1964 were part of a discount store operation, compared with 13 percent in 1963.

EASTERN MARKET SAUSAGE CO. INC.

1521 WINDER STREET
Phone: WO 5-0677
SUSTAINING MEMBER

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.

MEMBERSHIP APPLICATION

| Store Name |  |
| Address |  |
| City |  |
| Owner’s Name |  |

Do you wish Blue Cross Coverage?  
Yes ☐  No ☐

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
Rose Exterminator Offers Odor Control Service

A new service providing scientific odor control for business and industry is now being offered by Rose Exterminator Co., Grand Rapids.

Through the use of a new and completely tested space deodorizer system known as Aireactor, Rose is now equipped to handle any type of deodorizing problem. One of the prime benefits of the system is that it will eliminate all odors resulting from a fire.

Equipment, Supplies For Sale

Going out of business and everything must be sold. Includes all equipment, shelving, fixtures and merchandise, and at very, very reasonable prices. Also, 35 grocery carts, produce counters, self-serve meat cases, meat scales, and blocks, a 5-ton air conditioner, 2 frozen food cabinets, dairy cases, 3 checkout counters, etc. All interested grocers are asked to phone Jack Seaman at DU 2-9761.

THE TEST OF TIME...

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
MELVINDALE, MICHIGAN

P.O. Box 329, Main Post Office
DEARBORN, MICHIGAN

ALLIED MEMBER
To the Editor:

Regarding your campaign to curtail bad check passing, I would like to see inaugurated a service which would make it easy for the merchant to have checks certified over the telephone.

I have in mind a central place where the merchant could telephone and after given proper information the customer's check could be certified verbally and immediately. Then, a certification slip regarding this transaction could be mailed to the merchant to be attached to the check so that when it is deposited, the money would be in the account. This service should be made available twenty-four hours a day, seven days a week, to aid all business establishments.

Naturally, there should be a slight charge to cover whatever overhead would be incurred. I would think the banks and retailers alike would be glad to share the expenses for such a service.

The means of accomplishing these procedures are not for me to say, but I am sure with the knowledge and experience of the banking business this could be arranged with a minimum of effort. A telephone certification service would act as a deterrent to bogus and stolen check passers, and even if we are only fifty percent successful, it would be a "feather in our cap."

Harry Rothenberg
Puritan Community Market
Detroit

For the Most Complete Line of Baked Goods
CALL
WE. 3-0500

The Finest...
Kielbasa
Hams
Bacon
Meat Loaves
2270 HOLBROOK
TRINITY 3-8200
SUSTAINING MEMBER

Meat Counter Man Wanted
One good meat counter man or woman for full time employment needed at Herro's Super Market, Dearborn. Excellent working conditions prevail. Phone LU 1-4515 and ask for either Mr. Herro or Mr. Henney.

East Side Market For Sale
New Products... Merchandising

American Home Foods has introduced Chef Boy-Ar-Dee pepperoni pizza nationally. Pizza is complete in one package containing crust mix, sauce, pepperoni and cheese. A heavy promotional campaign is currently underway.

* * *

Tasti-Fries, a six-sided frozen fresh fried potato, is being test marketed by the Birds Eye division of General Foods. It is available in 10-oz. cartons and 1-lb., 4-oz. plastic bags.

* * *

Carnation Company has introduced “Cocktails for Two,” complete with cocktail sauce. Fourteen to sixteen jumbo shrimps, cleaned and frozen, are packed in a polyethylene bag along with a pouch of prepared cocktail sauce.

* * *

Libby, McNeill & Libby is offering through November, a consumer sweepstakes with a bag of diamonds and other prizes to winners and is distributing store coupons to every sweepstakes entry. Display pieces consisting of poles, stack cards, shelf-talkers, freezer arrows and channel strips are available.

* * *

General Mills has published “The Wondra Way,” a 16-page recipe booklet, designed to make “old fashioned” baking quick and easy with Gold Medal Wondra, instantized flour. Packed in specially flagged 5-pound sacks of Wondra, it includes directions for making a wide range of breads, pastries, sauces, etc.

* * *

The Peter Pan Peanut Butter Sweepstakes will make 350 consumers richer by $15,000 in cash and prizes. Retailers will get outstanding trade allowances and an impressive array of supporting point-of-purchase and advertising materials.

* * *

The Kimberly-Clark Corp. will soon introduce its Christmas imprint on its Kleenex facial tissues with color pages in leading women’s magazines.

Pepperidge Farms turnovers which now have 20% more filling, has received a facelift with packages now designed to dramatize the additional fruit filling in the firm’s turnovers and apple dumplings products.

* * *

Reddi-Wip, maker of the world’s largest selling real whipped cream in an aerosol can, introduces a new dessert: Freddi Reddi chocolate flavored treat. It comes in a handy red, brown and blue aerosol can, a treat that makes milk more fun to drink.

* * *

A colorful new line of visible package designs, aimed at making the appearance of its dried fruit package and carton lines more compatible, has been introduced by Sunsweet Growers, Inc.

New Epic Floor Wax from Armstrong Cork Co. incorporates a special high-density plastic that resists scratches and heel marks. The polish is quick-drying and suited for resilient floors, and can be applied in very thin coats.

* * *

General Electric has introduced its line of Flair Chandelights in 25 sizes, wattages and finishes. Available in sales-making displays, the new chandelights comes in eye-catching colors and packages.

* * *

All LaChoy food products consisting of non-beef, non-chicken and non-shrimp items are now certified as kosher, it was recently announced by the firm. All the kosher items have a “K” on the label.

* * *

Album of show tunes, “Parades of Show Stoppers,” is offered for $1 and ten bottom flaps from Winston cigarette packs. The offer is pre-sold on TV shows. Also available are 60-carton capacity floor displays and 27-pack capacity counter units from R. J. Reynolds Tobacco Co.

* * *

Kitchens of Sara Lee has announced the most extensive advertising campaign in the firm’s history. A strong national campaign runs through December 1965 and features advertisements in leading magazines and newspapers.

* * *

A booklet to help retail and wholesale distributors train their employees has been published by Procter & Gamble, Cincinnati, Ohio. Entitled “How to Train Others,” the booklet contains information directed toward use by department heads, assistant managers, warehouse foremen, head cashiers, etc. Free upon request.

Invitation to Manufacturers

All brokers and manufacturers are cordially invited to submit to The Food Dealer new product news and merchandising ideas for publication on this page. And remember, low cost, hard-hitting advertising in The Food Dealer reaches your Detroit area independent grocer customers.
If we give you three reasons to give Pepsi another permanent display, will you do it? Here are four:

1. Profit per shelf foot. The soft-drink 6-pack brings you more profit per shelf foot than any other group in your grocery department. The Dillon Study proves it.

2. No hidden costs. Soft drinks don't go through your warehouse. They incur no hidden costs like storage, shipping, carting, time and labor.

3. Faster turnover than you may think. Soft drinks turn over 46.9 times a year—twice as fast as the runners-up. And that figure is for all brands of soft drinks. The leaders, like Pepsi, move even faster.

4. Pepsi's current sales position. Today, in market after market, Pepsi-Cola is gaining rapidly in consumer preference because of Pepsi's quality and Pepsi's advertising. But only 1 out of 3 customers sees your soft drinks.

So we feel that two permanent displays for Pepsi would make good business sense for you. It's this simple: if you give more space to soft drinks and less space to less profitable items, you'll make more money. You can't get away from it.