Krupa Brothers On The Move!

It's a rarity when you see the Krupa brothers together in one place, and when you do it is usually at breakfast. Like the doctors say, it is an important meal, especially for the Krupas because this is when they sit down and discuss promotions and operations for their stores. Today, there are five Krupa Super Markets scattered throughout the

Continued on Page 3

Left to right, Joe, Cass and Edmund Krupa
WIN AN ALL-EXPENSE PAID TRIP FOR TWO TO THE BOWL GAME OF YOUR CHOICE — OR ONE OF 1,180 OTHER PRIZES IN THE Royal Crown Cola.................................Diet-Rite Cola

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FOR DEALERS ONLY

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HE HAS ALL THE DETAILS.

Royal Crown Cola Co.
Krupa Bros. on the Move

Continued from Cover

greater Detroit area, doing an annual sales volume exceeding $8 million. That's a pretty hefty chunk of business especially since the brothers once decided that the grocery business was "just not our cup of tea."

The five Krupa brothers—Joseph, Cass, Edmund, Bruno and Louis—have been working together ever since Joe and Bruno founded the small empire in 1944. Their first store was located on the corner of Palmer and Townsend on the east side of town.

They were there for only nine months, and decided to move to a store in East Detroit. Located at 23339 Gratiot, the Krupas were in that store for four years.

"We called the East Detroit store a super market, and people roared," Joe mused. "They thought that our calling the 20 by 65-foot store a super was a joke."

In 1947, the Krupas moved across the street into a brand new 10,000 square-foot building. "This was our first real super market, and it contained the second self-serve meat department in Michigan," he continued. "The first service meat section was located in a Jack Cinnamon store." Two years later, the boys built a new store at 8960 Van Dyke, which is presently occupied by Food Giant. They were there until 1956.

"Then came our mistake," Joe said. "In 1957 we decided to convert our Gratiot store into a restaurant and there we were in the restaurant business. I am sorry to say that we discovered too late that our first love was really the grocery business."

A year later, Krupas sold their Van Dyke store to Gordon's Super Markets and in 1961 decided to go "full hog" back into the grocery business. They opened their first unit at 12400 Morang, formerly a Nino's Market.

Within a year the brothers opened a second store in Dearborn, located at 24721 Ford Road. A year later they opened their third store in Garden City, at 5736 Middlebelt.

Moving at a pretty fast clip now, the Krupa brothers opened their fourth store in Wayne (35730 Michigan Ave.) in 1964, and earlier this year opened their fifth market at 3584 Fort Street, Lincoln Park.

"We presently have two stores in the planning stage, and expect to open them both sometime this year yet," Joe said. "Our real dream is to eventually build a grocery which would be a showcase—something which would have everything possible and that we can run in the most efficient manner."

The boys attribute "flexibility" as the real key to their success. "This is the one factor which is unique to all independent grocers," they said. "This is the factor which allows the small businessman to compete with the bigger chains, allowing for quick change in operations when needed."

JOE KRUPA, left, goes over a fresh meat shipment with Mrs. Sophia Gorski at the Ford Rd. store.

The Krupas, active members of the Associated Food Dealers, have divided their responsibility so that all of them can play a vital role in the operation. Joe, the eldest at 58, is in charge of personnel and development; Cass, 47, the youngest of the five, is in charge of sales promotion and the accounting department; Bruno, 50, is responsible for purchasing all produce; Edmund, 52, is the meat buyer; and Louis, 54, is in charge of store maintenance.

The Krupas, of Polish extraction, claim that it is a Polish tradition to place the family and business above all else. "That's probably the biggest reason why we work so close together," Joe says. "When people ask how we can work so close together, I merely tell them we keep each other broke and therefore are forced to work together." Their parents migrated to the U. S. from Poland, eventually meeting one another in Adams, Mass., where they married and settled down.

Joe began working in the grocery business in 1918 at age 12. "It was a small Kroger market then; there weren't any super markets in those days. Following his graduation from elementary school in 1922 (he never even got to high school!) he was immediately promoted to manager of the Kroger store. He still holds the record of being the youngest Kroger manager ever in Detroit. Three years later he went to work for A & P as an assistant manager and remained with the chain until 1938. When A & P began converting its small stores into supers, his store was "squeezed out," and in 1939 he took a job as an efficiency engineer at Detroit Steel Products. It was following World War II, that the Krupa brothers got together and opened their first store.

"Without the patience and understanding of our wives, we could never have done it," they agreed. Who are they?

"There's Johannah, Helen, Irene, Mary and Helen. "Thanks, gals!" With three sons and one daughter already working in the stores, we're sure the Krupa name will be a dominant force in grocery circles for a long time.
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THE FOOD DEALER
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Three Week Detroit Bread Price War Ends

The three-week old bread price war which began near the start of September finally ended Monday, September 27, by big chains and independent grocers bringing bread prices back to "normal prices."

During the fierce period of bread competition, retailers were charging ridiculously low prices ranging down from normal to 2/25¢ and 2/29¢ levels. Normal prices range anywhere from 2/43¢ and 2/47¢ for loaves weighing 1¼ pounds each.

The Food Industry Committee, who urged retailers to end the price war, was instigator of the move. Its executive secretary, J. E. "Bud" Stedman said that all retailers "expressed a desire to do so."

Average prices for a loaf of bread being charged by west coast grocers is 34¢ per pound, while east coast grocers charge an average of 32¢ per pound at the present time.

Grocer Shot, Robbed; Jack Mansur Recovering

Two gunmen escaped with $100 after the wanton shooting of the proprietor of Jack's Market, 8616 Wildemere, Monday, Sept. 20.

The victim, Jack Mansur, a member of the Associated Food Dealers, is recovering in Ford Hospital and reported "doing well." Doctors had to remove two bullets from his stomach.

Following the robbery, Mansur told police that two bandits drew guns on him and demanded his money. He took $100 from his pocket and gave it to them, after which each of the thugs fired a single shot at Mansur.

Sarafa Group Announces Plans to Form New Bank

Salim Sarafa, a vice-president of the Associated Food Dealers and member of the board of directors, is one of a group of 14 Detroit businessmen who have initiated plans to organize a new bank in Detroit.

The proposed site of the bank, to be known as "Civic Bank," will be located at 315 E. Jefferson Ave.
A TASTE OF HONEY

One of the classical success formulas for a company, product or service is A.I.D.A.—Attention. Interest. Desire. Action.

Adopting the formula to a grocery store, AIDA means attention created by the mere existence of the store; interest channeled toward the store through image and product advertising and word of mouth; desire for customers to shop, browse or compare prices in the store through pleasing atmosphere; and action for them to buy the products and take them home.

The first two parts—attention and interest—can obviously be accomplished by the physical location and attractiveness of the store building and the amount of promotion by the retailer. But the desire for customers to actually shop in the store and buy the products is a little harder to achieve.

The following questions are designed to see if you are doing all you can to provide your customers with the type of store she would be proud to shop in:

Question 1 Does your store reflect neatness, cleanliness and a pleasing shopping atmosphere?

Question 2 Do you carry quality products with the brand names your customers know and would be pleased to purchase?

Question 3 Are your products competitively priced with other stores in your area, to lure increased traffic?

Question 4 Do you creatively merchandise products on the shelves and through floor displays which would appeal to customers?

Question 5 Do your department managers, cashiers or stockboys have a pleasing personality, showing an eagerness to assist customers?

Question 6 Do you provide all the customer services possible, while playing a dominant and active role in your neighborhood or community?

If your answers to the above questions are all “yes,” then you are really tasting the honey as a big success. If not, then you must start improving your competitive position by providing your customers with the very things they want—atmosphere, quality products, fair pricing, attractive displays, pleasing personality and a store full of services. Then taste the honey!
There’s A Reason Why We Serve Independents Better: We’re Biggest!

A year ago we said we were the fastest growing non-foods jobber in Michigan. We are now happy to say that after only two years in the business, we are the largest non-foods wholesaler in all of Michigan. And that’s not all. Plans are presently in the works for even further expansion so we can better serve our retailer customers. Michigan Houseware Service can now provide you with complete lines of profitable houseware products, to complement your grocery department. Call us today for on-the-spot service. Let Michigan Houseware Service be your number one non-foods wholesaler, too.

Michigan Houseware Service
A Division of Wayne County Wholesale

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The Sounding Board

To the Editor:

I would like to say “thanks” for the fine article you published in The Food Dealer regarding bad checks. I hope the message will be heard and that the banking executives will have the time to meet with the board of our Association for constructive action.

If the bankers will not do anything, then I suggest all independent grocers do business with only one bank—one which will want to do something to stop bad check passers. Needless to say, if all grocers do business with just one bank, they indeed will create enough business to keep it going, as we not only deal with checks, but also saving accounts. And what about all the other banking business we would give the bank with financing of our cars, homes, etc.

I sure hope to see something done in the future to save us grocers and eliminate the bad check headache.

David Khami
Handee Food Market
Inkster

Thanks for your fine editorial on bad checks. I have been a victim of bad checks from good customers. (They pass bad checks, knowing they are moving out of the neighborhood.

I took this matter up with my bank, explaining that anyone can open a checking account, then pass out bad checks, while the banks will not back up the check. They replied, “I should not accept personal checks from anyone if I was not sure it was good, as a check is only as good as the owner.”

How can one tell if a personal check is good, even if the passer happens to be a good customer at that time? The plan you explained which is in existence in Pittsburgh, seems to be perfect for us small retailers.

Good luck and keep up the good work.

William C. Valentine
A.A.A. Party Store
Detroit

I think your new format of the magazine is a great improvement and I notice Alex Bell is still a faithful contributor.

Sidney Black
AFD Bowling League Sec’y
Detroit

Just read your revamped issue of The Food Dealer, and must admit it is a refreshing change over the old format. I particularly enjoyed your editorial, “Must the Retailers Do A Banker’s Job?” and agree wholeheartedly. It is about time we came up with a solution to the bad check problem which is fair to the retailer for a change.

Moses L. Esse
Parkie’s Party Shoppe
Detroit

I think your article, “Must the Retailers Do A Banker’s Job?” is excellent and really serves to point up one of the major problems in our business.

I certainly would be interested in working with the bankers and helping in any way I can to find a solution to this problem. I am chairman of the Food Committee of the Retail Merchants Association, and am sure that as a group they would be interested in finding a solution to this problem.

I hope your editorial and invitation to the banking industry to help solve our problem will create some action in the Detroit area.

H. A. Gifford
The Kroger Company
Detroit

The editorial entitled “Must the Retailers Do A Banker’s Job” was most interesting.

O. Philip Nyquist
The Great A&P Tea Co.
Central Western Division

Congratulations on your first issue of The Food Dealer. Really looks great!

Robert M. Herron
Editor, Detroit News Booster

When I returned from vacation, the beautiful new copy of The Food Dealer was waiting for me. It certainly is attractive and eye-catching and you’ve made some very fine changes in the format. There’s no doubt in my mind that you’ll increase your interest and support in the magazine. . . . I’m wishing you the best of luck.

Marjorie A. Gibbs
MSU District Ext. Agent
Consumer Marketing Information
Detroit

Congratulations on a tremendous article of great value to the food industry. Would appreciate 12 reprints of the article and in addition, could use 12 reprints of the letter from Western Pennsylvania National Bank. Will use these reports to good advantage here in our area with local banks and other interested parties.

Louis P. Vescio
Vescio’s, Inc.
Saginaw
A recently completed study shows that approximately 58 percent of all consumers buy some kind of a deal or take advantage of manufacturers’ cents-off labels, cash-value coupons or retailer specials.

Researchers classified 61 per cent of all households as light deal-buyers; 22 per cent as heavy deal-buyers; and 17 per cent in the medium group.

Those homemakers most often buying deals were generally from a higher economic group with more money to spend. They had a better education than average—frequently a college degree—and they often had more children than the average. Heavy deal-buyers most frequently lived in larger metropolitan areas.

The heavy deal-buyer is less loyal to a store—she is a shopper. She shops in 6.5 different stores compared with only four stores for those homemakers classified as light deal-buyers. She made 14 trips a month to these stores compared with only nine trips for the light deal-buyer.

The heavy deal-buyer accounted for three-fifths of the deal volume and spent more per month (approximately $15 more) than the light deal-buyers.

The study showed that over-all prices are the most important attraction in making a woman loyal to a store. Meat and produce specials were the next most important motivator. One-third of the heavy deal-buyers will switch stores to save money on produce. Twenty-six per cent will be motivated to change store loyalty when steak is the meat special in another store.
Together... We Can Weigh Tons!

BY DON LaROSE

Those of you who missed our panel discussion on spoiled and damaged merchandise Sept. 21st, missed a real treat. Although there were no concrete solutions derived out of the session, it was indeed enlightening.

No one really knows what the outcome will be of the meeting, but it turned out to be healthy in that various segments were able to point out their problems, and what could be done to improve them.

It also served to illustrate that the independent grocers are more solidly uniting and taking stands on various problems or issues confronting us in Detroit.

In past years, the large manufacturers have changed their policies and ways of doing business, many times without enough due consideration given to independent grocers. In the future, however, I feel that the large manufacturers—knowing we are becoming more strongly united—must consider our opinions regarding various problems and procedures.

LaROSE The manufacturers must realize the important chunk of business being done by independents. Collectively it is better than 50% in Detroit—despite how small one particular store’s business may be.

We must make the independents’ voice be heard. The only way this can be accomplished is through a strong association. Members must be made aware of this and begin actively supporting our association educational programs designed to help keep you informed as well as contribute to your being a better operator.

Let me state here that all independent grocery members are indeed welcome to attend our regular meetings—not merely the board itself. What may be your problem, may concern all of us, and the only way we can act is if we know about your problems. It’s as simple as that!

United we are unbeatable, but divided we are easily conquerable. Or, in the grocer’s own language: Alone you weigh only ounces, but together we will weigh tons!
Know Your Insurance

**Question:** Does the Associated Food Dealers have group Blue Cross insurance coverage? If so, who is eligible to participate?

Yes, we have a group Blue Cross-Blue Shield group insurance program. Only members of the association may participate in the program, however.

**Question:** I am an average grocer. How much liability insurance should I carry?

Liability insurance today is relatively inexpensive. It costs very little to increase your protection, and nobody today sues for under $10,000 or $20,000. Make sure you are covered for all exposures. Your home, store, equipment delivery vehicles, products and even some unknown hazards.

Ask your insurance man to sit down and explain your liability picture with you. It will be time well spent.

**Question:** Does the Associated Food Dealers group life insurance policy have a cash value to it?

No. It is term insurance like more group policies. However, you can convert it into any other form of life insurance which does provide cash loan, savings and other value. This can be done without evidence of insurability on your part.

(Send your insurance questions to "Know Your Insurance," care of The Food Dealer.)

---

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An ideal 20 x 100 grocery store in very busy westside location doing good volume, for sale. We specialize in meats (and a Kowalski Sausage section) and open only five days. We are closed Sundays, Mondays and holidays. Opportunity is there. Write to Box 92, care of The Food Dealer, 434 W. Eight Mile, Detroit 48220.

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ALLIED MEMBER

---

BIL PRINCE (right), national merchandising manager for Frito-Lay, Inc., Dallas, was the main speaker at a recent meeting of the Sales Promotion Executives Association of Detroit at the Whittier Hotel. His remarks included several items of interest to food retailers. For example, a recent Frito-Lay potato chip promotion showed that "packages containing attached or enclosed premiums showed a 30% to 40% sales increase." He said also that point of purchase displays added increased sales. He urged greater retailer-manufacturer cooperation. Above, Patrick A. Barry, president of the Detroit SPEA, left, presents Prince with a token gift of appreciation for coming to the Motor City to give his talk.
AFD Panel Airs Breakage Problem

In a program designed to keep independent grocers knowledgeable and informed on subjects in the field of their endeavors, the Associated Food Dealers of Greater Detroit played host to a panel discussion on the topic of damaged and spoiled merchandise. Tuesday, Sept. 21st, at the N.C.R. Auditorium.

"The Need for Understanding of the Breakage Problem," was the theme for the evening, with manufacturer, wholesaler and retailer representatives airing their views on products which are damaged, spoiled or "swelled."

Summing up the comments generally, the audience heard manufacturers and wholesalers defend their present policies toward damaged goods, while urging retailers to better train grocery store employees to minimize damage and spoils.

Retailers on the other hand, insisted that they were "not looking for a handout." and urged the manufacturers and wholesalers to take a good long hard look at the problem which has been plaguing independents.


Wholesaler panelists were Ben Wettenstein, of Abner A. Wolf, Inc.; Joseph Mummery, Spartan Stores; and Frank Stevenson, Super Food Services.

Retail panelists were Donald LaRose, president of the Associated Food Dealers; Mike Giancotti, AFD vice-president; and Salim Sarafa, an AFD vice-president.

Moderator of the program was AFD executive director, Edward Deeb, who, in his opening remarks, told the panelists and the audience that the panel was "not designed to antagonize, humiliate nor embarrass any individual or company."

MANUFACTURER panelists participating in the Associated Food Dealers discussion were, left to right, Sol G. Kurtzman of P. F. Pfeister Co., broker for the Dole Corp.; Ray Donahue, Libby, McNeill & Libby; and Frank Ciaramitaro, California Packing Co.

The remarks made by the three categories of panelists were varied, and are outlined accordingly below.

MANUFACTURERS COMMENTS
1. Amount of spoilage today is limited because of technological improvements, rapid turnover and close product supervision.
2. Paper work and manpower devoted to figuring out how much the damage, far exceeds the cost of merchandise picked up. "Better to sell damaged products to employees at reduced prices," they contend.
3. There is a distinct difference between spoilage and damage. Without question, manufacturers stand behind spoilage, while damage is questionable.
4. Manufacturers take precautions to assure spoilage is minimized, as improving the can itself, canning equipment, quality control of products, etc.
5. Much of the damage for which manufacturers is blamed, is actually done in freight by shipping and cartage companies.
6. Damage occurs at wholesale and retail level through careless employee handling.

WHOLESALE COMMENTS
1. Gross profits dwindling because of time and employee wastage. Profits can be increased, they contended, through (a) better wholesaler-retailer cooperation; (b) getting trucks to and from retail stores as soon as possible.
2. Several possible sources conducive to damaged merchandise include: the way a shopper's bag is packed.
WHOLESALER representatives participating in the AFD panel discussion, were, left to right, Joseph Mummery of Spartan Stores, Frank Stevenson, Super Food Services, Grand Rapids; and Ben Wettenstein, Abner A. Wolf, Inc.

(Continued from Page 12)

3. “Shouldn’t retailers pay for products they themselves damage?” they asked.

4. One wholesaler said it cost his firm $1,500 a month to pay allowances to retailers for damaged or spoiled products.

5. One representative said the retailer chant today is: “What are you going to give me?” He urged that retailers revert back to providing honest service to customers than worrying about damaged goods.

RETAILER COMMENTS

1. “Are the manufacturers planning to eliminate the number of salesmen they have on the road and the independent as a sales stop?” one asked.

2. Manufacturers and wholesalers keep urging retailers to display their wares, yet displays are more conducive to product damage.

3. If retailers began inspecting each case delivered to them, it would tie up the trucks and manpower.

4. We will not charge our customers for products they damage as a matter of goodwill, they insisted. The manufacturer should take these products from us.

5. Improve the packaging of product cases. Use tear strips to eliminate slicing damage caused by cutters.

6. Are Brand Name manufacturers encouraging retailers to sell damaged products at reduced rates? How? Where?

7. Independent grocers are “the salvation” of brand name makers, because chains promoting own private brands. Manufacturers should do everything possible to work with the independents.

No one really expected that the panel discussion would bring solutions to the delicate problem of spoils, damage and swells. But the session was healthy, in that the problem was openly discussed to provide background and understanding to all segments of the food distribution cycle.

The program was part of a continuing series of educational programs sponsored by the Associated Food Dealers for the benefit of independent grocers.

Among the distinguished guests present in the audience was none other than the maestro himself, Abner Wolf, founder of the wholesaling empire. He was visiting here from Florida, where he now makes his home.

RETAILER panelists included officers of the Associated Food Dealers. From left, Mike Giancotti, vice president; Donald LaRose, president; and Salim Sarafa, also a vice-president.
BRONCO BELL:

Confessions of A Food Fair Butcher

By ALEX BELL

So Acey has been changed to Bronco! Since we were never any further west than Las Vegas maybe it's okay. And the way this guy Deeb is correcting our grammatical errors, he will make it look like we had an education.

* * *

We found something for which there is no discount: Experience is the best teacher—and it should be, considering how much it costs.

* * *

We will now proceed to quote verbatim from a Food Fair ad headed "Confessions of a Food Fair butcher: "... I'll let you in on a few of my trade secrets, etc., etc... If beef doesn't have the USDA choice stamp, it just isn't U.S. choice... Food Fair has the stamp." Dear friends at Food Fair: you are inferring that only Food Fair has the only U.S. choice stamp in the U.S. Aw, c'mon fellows, let's quit kidding.

* * *

We would like to make a few corrections in the Spotlight's G.P.Q. Story. First, Mr. Shaye's first name is Max, not May. (Note to Max: What are they trying to do to you?) Then we were quoted as being in the grocery business for 27 years. We will now straighten that one out in a hurry: we have been in the food business, primarily meats, for 46 years and have been on our own for 28 years while being a customer of G.P.Q. for 27 years. Now that is off our chest, it still was a good story.

* * *

On a recent trip to Miami for the N.A.I.F.R. convention, we spent a very pleasant afternoon with Sol Shaye who was a terrific host. Thanks again, Sol.

* * *

While in Miami we observed quite a few dollies who looked like their makeup was put on by vandals.

* * *

We include this little tidbit for the edification of Joe Cohen of New York, international V.P. of the Meat Cutters Union: "Food's slice of the consumer dollar keeps shrinking, despite climbing eating costs. Reason: Consumer income rists faster than food prices. In 1965, consumers will spend 18.4 of their income for food, Federal analysis predict. That's off slightly from 18.5% in 1964 and sharply lower than most recent peak of 26.9% in 1947." So Joe, if you have the statistics to back up your 26% figure, show me, and remember this is not 1947!

* * *

All of us are heartened by the ending of the coin shortage: now we'll have quarters for buses, nickels for juke boxes, dollars for slot machines and dimes for church.

* * *

Social note: we attended the wedding of Tom LaRose's son recently. Now that was a swinging group—it looked

(Continued on page 15)
like one of our association meetings. We later adjourned
to the A1 Weis boat for a night cap. This guy Weis could
make a living on the night club circuit with his dialect
stories. He tells some classics!

* * *

New directive reported from Washington: “If it moves,
control it. If you can’t control it, tax it. If you can’t
tax it, give it a billion dollars.”

* * *

Formula for success in the food business: If you can’t
beat them—at least make them feel insecure.

* * *

We see by the newspapers that Mayor Cavanagh will
spend quite a bit of money to get re-elected. There must
be a pot of gold at the end of the rainbow. We’re elated
that Walter Shamie is one of the mayoral finalists. Good
luck, pal.

* * *

Crime doesn’t pray? A teacher noticed some boys
on their knees in the school hallway. “Here, here, what
are you doing?” she demanded. “We’re shooting craps,”
one lad confessed. “Oh, thank goodness,” the relieved
teacher exclaimed. “For a minute I thought you were
breaking the law by praying in school,” she sighed.

* * *

Added social note: We understand that the dean of
the LaRose family, that is E.J. and Mrs. E.J., will cele­
brate 50 years of wedded bliss in October. So what can
you say: Many happy returns, or seven more sons? E.J.,
we’ll be there.

* * *

We understand that the next N.A.I.F.R. convention
will be in Las Vegas with Leo Green at the helm. Make
your plans from now.

* * *

We have to cut this one short, so here’s hoping that
we can fill a page on account of Deeb has been hollering
for copy. Dear John, that’s all she wrote.

—Acey Bronco

Don’t Just Belong!

Are you an active member
The kind that would be missed
Or are you just contented
That your name is on the list?

Do you attend the meetings
And mingle with the crowd,
Or do you stay at home
And crab both long and loud?

Do you take an active part
To help the group along?
Or are you satisfied to be
The kind to “just belong?”

There is quite a schedule
That means success, if done,
And it can be achieved
With the help of everyone.

So attend the meetings regularly
And help with hand and heart,
Don’t be just a member,
But take an active part.

Think this over, mem! ers,
Are we right or are we wrong?
Are you an active member?
Or DO YOU JUST BELONG?

—Author Unknown

Vita-Boy
POTATO CHIPS

PRETZELS
SHOE STRINGS
POPCORN
CHEESE TWISTS
CHEESE CORN
CORN CHIPS
BAKON CHIPS
SUGAR CONES

FAMOUS FOODS, INC.
Leaders in Fine Snacks
5111 FOURTEENTH — DETROIT
TY 7-5550
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.

BETTER MADE POTATO CHIPS
• POTATO CHIPS
• CHEESE CORN
• CARMEL CORN
• SHOESTRINGS
• PRETZELS
• POPCORN
• PORKSKINS

10148 Gratiot Ave. WALnut 5-4774
SUSTAINING MEMBER

Brokers Selling More
Frozen Food Products
To Independents

The number of NFBA food brokers selling frozen
foods has smashed all previous records in the food in­
dustry’s “cold front.”

National Food Brokers Association president Watson
Rogers revealed that 64.3% of the over 2,100 members
listed in the 1965 NFBA directory are now selling frozen
food products. “This represents an increase of over 31% in
the last five years,” said Rogers.

There have been similar sharp increases in the number
of food brokers representing different frozen food com­
modity groups. Representation of frozen fruits and veget­
ables has jumped an impressive 43%: consumer pack­
age frozen juices, 29% frozen meats, fish and poultry,
32% frozen prepared foods, 33% and frozen institu­
tional items, 35%.

Blue Cross Insurance
Offer to A.F.D. Members

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 De­
troit. The AFD is the only grocery association in Michigan which offers the compre­
sensive 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
Michigan Housewares Expands

Michigan Housewares, a division of Wayne County Wholesale Grocery Co., announced last week a large expansion program which will move the supplier of non-foods products into larger offices and warehouse.

In making the announcement, Emil Massaro, president of the firm, said it was the biggest expansion ever undertaken by the firm. Michigan Housewares' new quarters will be some 55,000 square feet larger, and the entire renovation program will take some two months to finish.

In addition, Massaro said the warehouse staff will be increased "greatly" from the present staff of 31.

East Side Market For Sale


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DEARBORN, MICHIGAN

ALLIED MEMBER
Bankers Respond to AFD Editorial: ‘Checks Are Credit Until Cleared’

In response to *The Food Dealer* editorial “Must the Retailers Do A Banker’s Job?” published last month, the Detroit Clearing House Association, the organization representing Detroit banks, charged that retailers are inviting bad check losses “by their eagerness and willingness to cash checks upon the most meager proof of identification.”

*The Food Dealer* editorial had charged banks of “aiding the bad check passer’s cause by refusing to carefully investigate new checking account customers.”

On Sept. 2, AFD executive director Edward Deeb met with Roland A. Mewhort, president of the Clearing House Association, where upon Mewhort handed Deeb the bankers’ reply.

In the reply, Mewhort said that “for years grocery stores and other small merchants extended credit in the form of having charge accounts. Many merchants and stores failed because they did not check the credit rating of their customers.”

“You should remind your members that when they cash checks they are not receiving currency, they are giving credit until the check has been cleared by the banks. The only way to meet the problem is to extend greater care and selectivity in the cashing of checks.”

At the meeting, Deeb presented Mewhort with five proposed solutions to the bad check problem. Mewhort agreed to submit copies to the clearing house association’s member banks, and then arrange a meeting with the steering committees of both associations.

The five proposals which Deeb left behind for their consideration are (1) Banks should investigate thoroughly all checking account applicants; (2) Bankers should issue identification cards with photos to each person opening accounts; (3) Bankers should open longer hours so retailers can verify validity of checks with a bank after hours or on weekends; (4) The possibility of bonded checking accounts, protect both bankers and retailers; and (5) The need for a fairer equity of check handling fees between retailers and banks.
Prince Macaroni Co. has introduced what it calls a "perfect mate" for soups, salads, dips and quick snacks—toasted sesame breadsticks. The chubby, golden brown sticks are packaged 14 to the box, with a see-through plastic window.

Michigan Housewares, a division of Wayne County Wholesale Grocery Co., revealed recently that one of their "hottest" moving lines in recent years was personalized mugs. The firm's president, Emil Massaro, claims that the mugs are also one of the leading products to be found in a store's houseware section.

Fairmont has announced the introduction of Mocha Creme Swirl ice cream, and Krazy Quilt Dairy Fair #3 ice milk. The new tasting ice cream and ice milk products will receive heavy advertising support in local media, a spokesman said.

Retailers as well as their customers will have the chance to be winners in Royal Crown Cola's "Harvest Festival Sweepstakes" contest which lasts through October. To be eligible to win, retailers are invited to build a special RC Cola display. There will be 590 winners announced at the end of the contest.

General Foods is offering Jell-O Golden Egg Custard requiring no baking. Prepared by combining mix with milk and cooking for six minutes, the custard comes in a 2 1/2 oz. package providing four servings. Also introduced by the firm are Toast 'em Fruit-Filled Pop-ups, coming in multi flavors.

Panda Foods, Inc. announces a new imitation sour cream made from high quality coconut oil, and claims that Zevo has the same texture and taste as regular sour cream, and a guaranteed shelf life of five to six weeks under refrigeration. For further information call 826-0440.


Sealtest Foods has introduced new homogenized potato chips called "Chipnics." The new product comes in a colorful box and is being heavily promoted on radio and television in the Detroit area.
Who is the Pepsi generation? Livelier, active people with a liking for Pepsi-Cola. Famous regular Pepsi—with energy to liven your pace. Or new Diet Pepsi—with honest-to-Pepsi taste and less than a calorie a bottle. The Pepsi generation? It's a lot of people like you!