Dial 225-1212
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FLIP-IT-RICH
ZZZIPSTAKES
means more profit for you

MASSIVE MULTI MEDIA ADVERTISING SUPPORT.
Get details from your RC salesman.
Increased Food Prices

NOT Retailer's Fault

By DON LaROSE

Retail food dealers are in for another round of assertions and charges on “profiteering” due to increased food prices because the government next year will continue to blame the retailer for inflationary cost of food prices.

Since our Federal government is above and beyond mistakes, it is time it realized the increased cost of food is NOT due to the profiteering of the retailer. Rather, it is because of high labor costs at the farm level.

You would think that government officials would make some alterations after last year’s experience with potential pickles left on the vine to rot. We can thank our government for increasing the cost of pickles 20 percent plus breaking many small farmers while their crops were dying because of desperate shortages of laborers.

Although our government does not need to admit making a mistake, it should learn a lesson from last year regarding labor difficulties so that a similar situation will not again occur this year. However, Secretary of Labor Willard Wirtz, who must be above error because he is a government man, is again about to push up the cost of many farm-grown commodities. Recently, he again advocated not allowing foreign labor in the country to do the job. He is again saying that students will harvest the crops.

We think it is time that Mrs. Consumer be made aware of the real cause of higher food prices. Madams, it is mostly due to our errorless Federal government.

How does it expect American students — or unemployed Americans — to take meager, low-paying jobs, at which they must bend over in the morning and straighten back up in the evening when their stomachs are to fat from handout programs to encourage them to bend down in the first place? If the Government expects students to actually get out and work on the farms, we know the hourly wage must be higher and production lower. Thus, higher food prices. It’s the law of economics.

In other words, Federal laws are coddling the work ambitions of our youth. It is the law: they can’t work after 7 p.m. can’t work more than 8 hours per day. can’t do this and can’t do that! I wonder if students really have the strength to pick the crops, or is it that their incentive is being taken away from them? Hmmm?

When it is said unemployment is at a high level, don’t believe it. The jobs are there, but no one is interested. Do you blame people? Why work when you get the same results for doing nothing?

I think it is time that retailers, food companies and trade associations as our own AFD, concerned with food distribution, begin telling our customers the real reason for increased food prices. It wouldn’t be such a bad idea to place a sign on your shelves as follows: “Pickles are up. Thank you, Mr. Wirtz.”
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

This is one of the several different sized KAR Serve-Self Racks that make the customers stop and buy. Each engineered to hold easy to get packaged nuts.

Branches and Distributors in:
Ann Arbor • Bay City • Charlevoix
Fremont • Grand Rapids • Jackson • Kalamazoo
Lansing • Manistee • Monroe • Muskegon
Portage • Port Huron • Saginaw • Sault Ste. Marie • Traverse City

KAR-NUT PRODUCTS COMPANY
1525 Wanda Ferndale • Detroit 20, Michigan
Phone 804-4990

FOR INCREASED SALES
AND PROFITS, TOO...

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Volume 40, Number 4

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THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT

434 West Eight Mile Rd. • Detroit 20, Michigan
Phone: 542-9550

EDWARD DEEB, Editor
CHARLES HARRIS, Advertising Manager
SALLY ANN YAGO, Office Secretary
BETTY NASSO, Insurance Secretary

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**Associated Food Dealers and FIC**

**To Launch Shopping Cart Program**

Associated Food Dealers of Greater Detroit and the Food Industry Council, will jointly launch a huge campaign to help curtail the losses of $250,000 worth of shopping carts lost each year. The promotional effort, largest of its kind ever known in grocery circles, will appeal to shoppers not to take carts away from a store’s parking area. The campaign is set to get underway June 1 or shortly thereafter. AFD executive director Ed Deeb said that in the Detroit area alone, retailers lose over 7500 carts, or more than one-quarter million dollars annually.

---

**Pepsi Shopping Sprees Again**

Detroit retailers are bracing themselves once again, as the 1966 Pepsi-Cola Bottling Company begins its third annual “Shopping Spree” contests. The sprees give shoppers a chance to see how much free food products they can collect off grocery shelves from their favorite food and beverage stores in 5, 10, and 15-minute periods. By contest’s end, Michigan shoppers will have shared a total of $75,000 in prizes, not counting the over $2 million to be given out nationally.

---

**AFD Membership Means**

**More Action . . . Results**

---

**Melody Dairy**

**Distributor for**

**HOWARD JOHNSON’S**

Wonderful World of 28 FLAVORS

- WILSON MILK
  AND ICE CREAM

- SEALTEST MILK
  AND ICE CREAM

**Fleet of 20 New Trucks To Serve You**

**Specializing in Quality and Service**

**12326 Hamilton, Highland Park, Mich. 868-4422**

---

**“THANK YOU”**

ARE JUST WORDS UNLESS YOU REALLY MEAN IT!

More and more independent grocers, party stores, supermarkets, service stations and other business firms are saying “Thank You” with Holden Red Stamps, and they really mean it! Their customers KNOW they really mean it because they are receiving a valuable expression of appreciation.

---

**SHARE YOUR ADVERTISING MONEY WITH YOUR CUSTOMERS BY GIVING HOLDEN RED STAMPS**

PHONE 444-1195

**HOLDEN RED STAMPS**

THE SAFE STAMPS BACKED BY GOVT. BONDS

**23840 W. 8-MILE — DETROIT, MICH.**
Don't Be A Dead Hero

When armed hoodlums stand on the other side of the counter demanding all the cash in your register, don't try to stop them. Reach in, grab the cash and hand it to them as fast as you can. Better to let them have your money than to end up a dead hero!

According to Detroit Police and FBI reports, crime has increased substantially in the Motor City in the first three months of 1966 over the same period last year. During January, February and March, there were 1,700 holdups compared with 1,173 in the same period a year ago, an increase of 44%. Business break-ins numbered 208 compared with 140, up 48%. Grand larceny (large), or thefts, totaled 951 compared with 795, an increase of 18%. Grand larceny (simple) amounted to 3,526 compared with 3,098, up 14%.

The paradox of the situation is that crime is increasing while good business and economic conditions exist. Usually, it is the reverse. That is, with increased prosperity crime decreases. It's not the police. They are doing everything they can, but we need more of them. In light of increased murders and crimes affecting retailers in Detroit, the situation is destined to get worse before it gets better.

It behooves every food and beverage store operator—and every retailer for that matter—to begin doing everything possible in the stores to discourage potential robbers, burglars or thieves.

All retailers therefore are urged to take the following precautions to help reduce or eliminate chances of holdups, burglaries or breaking-and-enterings. More important, to assure that your life will not be placed in jeopardy.

1—Clear Clutter From Windows. Stores with cluttered windows make easy prey for bandits. Remove large signs and posters so people or police can see into your store.

2—Clear Clutter Around Checkouts and Registers. A clear view plus clean and tidy checkouts will also discourage holdup men. Always keep a minimum amount of cash in the registers, especially if in direct view of shoppers.

3—Brighten Stores With Better Lighting. Improved lighting both inside and outside the stores will help discourage crime, especially at night when most holdups occur.


There are other things you should look for at all times. If you see a suspicious character in your store, get a good description of him. Look for identification marks such as scars, type and color of clothing, color of hair and eyes, etc. Then, phone the police immediately. If you are held up, do whatever he asks.

Remember above all, the life you save may be your own. Better alive than a dead hero!
Revolutionary new product opens up $18 million market for Detroit*
(and it’s all new business!)

Massive advertising and promotion backs Facelle Flush-a-phies disposable diapers:

- **Television**—high-frequency sixty-second spots each week
- **Radio**—82 sixty-second spots each week; 20 more up-state
- **Newspapers**—10 ads, half-page or bigger; 8 more up-state
- **Sampling**—to 84% of all homes with babies; new births sampled on continuing basis.
- **Couponing**—25¢ coupon mailed to same 84% of homes

Flush-a-phies are available in the Take-along package (for trips) in three sizes:
- Newborn, Medium, and Toddler; packed 18/12's per case.

Flush-a-phies also come in the Economy Package (a full week's supply) in three sizes:
- Newborn size — 8/60's per case
- Medium size — 8/48's per case
- Toddler size — 6/48's per case

"FACELLE" FLUSH-A-PIES (R) T.M.
OF FACELLE COMPANY LIMITED—SUBSIDIARY OF CANADIAN INTERNATIONAL PAPER COMPANY

*Based on Detroit's share of national retail sales applied to estimated value of disposable diaper market.

FOR DETAILS CONTACT P. F. PFEISTER CO., (BROADWAY 2-2000) 14900 MYERS RD., DETROIT 27, MICH., U.S.A.
VIEWING THE NEW Hamtown Double-seal packaging are Ted Sobson, left, and Chester Kowalski of Specialty Foods Company. The firm is the newest supplier member to join the Associated Food Dealers. Welcome aboard, fellas!

Faygo Names Scot Lad For Ohio

Faygo Beverage Company, Detroit, has named Scot Lad Foods, Inc. of Lima, Ohio to handle its soft drink distribution of its 16-ounce no-return bottles throughout northeast and central Ohio. "This move takes a brand name line, probably for the first time, into new markets by way of distribution channels that have long been dominated by contract canners of private label soft drinks, according to Mort Feigenson, Faygo president. Scot Lad's initial deliveries of 11 Faygo flavors will be to 68 supermarkets located in northern Ohio. The distribution arrangement followed a successful three-month test marketing program.

... a new name is on the horizon!

Announcing a Merger

J. J. THOMPSON CO., Inc. and JIM JACKSON CO., Inc.

are now known as

THOMPSON-JACKSON ASSOCIATES, Inc.

12430 EVERGREEN RD. Phone: 273-8262

DETROIT • BAY CITY • GRAND RAPIDS

In tune with the times ... we're growing ... to serve you better.
AFD Asks For 1,000 More Police As Crime Increases

The Associated Food Dealer of Greater Detroit appeared before the city’s Common Council May 3 and requested the city to raise police salaries and hire 1,000 additional policemen to curb crimes involving grocery and beverage stores.

AFD executive director Edward Deeb requested the Council hearing after 180 independent grocers met with the retailers association April 25 to protest the rising crime rate. Many of the grocers demonstrated in front of the Food Dealers’ headquarters at 434 West Eight Mile Rd.

Deeb said the association was protesting “a humanly intolerable condition” of increased holdups, breaking and entering, murders, severe bodily injury, shoplifting, bad-check passing, property damage and shopping cart losses.

“Our complaints are not against any racial group,” he said. “A very small minority of good-for-nothing hoodlums are making life miserable for all law-abiding citizens, regardless of nationality, color or creed.” Grocers and other retailers no longer can buy insurance against glass breakage and vandalism Deeb said. “They have been forced to install unsightly iron bars across store windows.” Insurance against holdups and burglaries is becoming harder to get, he added.

Some grocers have had to wait as long as 30 minutes for a police car, Deeb said, “but they wish to make it quite clear that they have no complaint against the individual policeman or the department, both of which are providing the best possible protection under very difficult conditions.

“We trust that it will not be necessary for our members, like those of other business categories throughout the city, to find it necessary to take the law into their own hands.”

At the same time, the Associated Food Dealers has begun a Reward Fund for information leading to the arrest and conviction of the murderer of Jubrail Kasgoris, 35, who was slain in his store at 7503 Brush. It was his murder which brought the grocers’ grievances to a head. Those interested in donating to the permanent or rotating reward fund, are invited to do so. Make checks payable to “AFD Reward Fund,” and send them to the association’s headquarters at 434 West Eight Mile Rd., Detroit. Mich. 48220.

Don LaRose Named An FIC Director

AFD president Donald LaRose, who also heads the 11-store Food Giant Super Markets chain, was named a director of the newly organized Food Industry Council (formerly Food Industry Committee). Don was elected as head of the AFD, and representative of all independent food retailers.

Vernor’s Holiday Promotion All Set

“Vernor’s ‘N Snacks” is the theme of the present up-coming Memorial Day holiday promotion of Vernor’s Bottling Company. A big radio and billboard campaign will inform consumers of the big push. Retailers purchasing 10 cases or more of Vernor’s 24 ounces, will be given an allowance of 10 cents per case if they agree to tie-in with the promotion.
The Sounding Board

You did a wonderful job on the article you wrote about us in the March issue of The Food Dealer. My brother Mack and myself cannot express our appreciation enough. All we can say is “thanks.” and I am proud to say we belong to the Associated Food Dealers. Every retailer should!

Joseph Agemy
Agemy & Sons Super Mkt.

In answer to Don LaRose’s editorial in the March issue of The Food Dealer, I don’t think we have a real big problem here. We cry our heads off when some problem arises, the first thing we do is run to it for a cure for our ills.

As I understand it, the price differential between the “chain within a chain” stores is due to the fact that some give stamps and some do not. I am a very small independent store owner and I certainly have my problems with the supers, but I still do not want to see any more legislation than what we already have.

Let’s fight our own battles!

H. J. Smith
Ever-8 Market
Southfield

More Police is not the answer. Police are not interested in violence. It costs a lot of money to feed and convict criminals. That is why many are not caught. On the other hand, there is a lot of profit in traffic law enforcements. Twenty-five percent of the police in the USA are on traffic duty. Until you correct this, there will be no enforcement of the law. Take the men out of traffic and put them where they belong walking a beat. Then your troubles will be over.

Joseph Arnold
Plymouth, Mich.

I am enclosing a check for the annual dues of $50 as an associate or supplier member of the Associated Food Dealers. I want to congratulate you on the excellent job you are doing on the monthly magazine, The Food Dealer.

John R. Bultrud
Awrey Bakeries, Inc.

I wish to express our heartfelt appreciation to you and to the members of the Associated Food Dealers of Greater Detroit for your expression of deep sorrow at the untimely passing of our beloved spiritual leader, Rabbi Morris Adler.

Louis Berry, president
Congregation Shaarey Zedek

Call
VOGEL-RITT
For All
PEST
PROBLEMS

Do-it-yourself pest control can be do-it-yourself trouble. Be safe. Be sure. Call the experts. Vogel-Ritt—TE 4-6900. No more pests. No more problems.

THE WAYNE SOAP COMPANY
Growing Thru Giving
Good Service

BUYERS OF BONES
FAT, TALLOW & RESTAURANT GREASE
700 LEIGH STREET
VI 2-6000 DETROIT 17, MICH.

LEPIRE PAPER & TWINE COMPANY
2971 BELLEVUE Phone: WA. 1-2834

Complete Lines of Household Paper and Plastic Items
Celophane, Polyethylene Meat Boards and other
Pre-Packaging Supplies
Cotton, Jute and Sisal Twines
Bumper sticker on the car owned by a west side grocer: "I'm a Republican LBJ convinced me."

*  *  *

Holiday Market on Main street in Royal Oak, an AFD member, has inaugurated a new giveaway which has proven most successful. The store gives away a free package of cigarettes with every purchase over $10.

*  *  *

Al Wyffels, an AFD director and owner of Albert's Fine Foods on the east side, announced recently he is planning to expand his store. The expansion will also include new dairy, frozen food and produce cases.

*  *  *

George Chadwick, from Boston, is the new industrial and consumer products manager for Diamond Crystal Salt Co., succeeding Charlie Dewhurst who has been transferred to New York. Chadwick's territory includes all of Michigan, northeast Indiana and northwest Ohio. At the same time, the firm announced that Joseph Cucco, former sales manager of Grocers' Spotlight newspaper, has been appointed district manager for Diamond Crystal's consumer products division for southeast Michigan and Toledo. Cucco is well-liked in the trade and has a lot of food industry experience as a former rep with Alcoa. Good luck, fellas.

*  *  *

In an effort to expand its sales staff, Abner A. Wolf, Inc. has announced the addition of three merchandisers. They are George Zechmeister, meats; Isadore Malin, grocery; and Dan Garber, non-foods and health and beauty aids. Ben Wettenstein made the announcement.

*  *  *

Ray Martyniak, owner of Ray's Prime Beef in Trenton, and longtime AFD member, has announced plans to occupy an extensive part of a now Trenton Shopping plaza. The young and energetic grocer, has been at his present location for five years and does a high volume prime meat business, while offering quality freezer meats and outside tray catering service. Only recently at a meeting of the Trenton Rotary Club, the group dedicated a song to Martyniak and called it "The Butcher's Song."

*  *  *

Louie Najor, longtime independent grocer around the Motor City, has purchased the Wrigley store on Cass avenue near the Wayne State campus. Congratulations, Louie, and keep up the good work.

*  *  *

John Morrell & Company has merged its Red Heart dog food and Broadcast Foods divisions. The new division will be known as the firm's Grocery Products Division. At the same time, C. W. "Corky" Overton was named

(Continued on Page 22)
Enter Pepsi-Cola's

$2,000,000
WORLDWIDE
FAMILY
SHOPPING
SPREE

1st PRIZE
FREE ALL-WEEK SHOPPING SPREE IN YOUR HOME TOWN. THEN FLY TO EUROPE IN A LUXURIOUS AIRPLANE FOR A 10-DAY All-EXPENSE PAID FOREIGN SHOPPING SPREE. For the prize winners and their families on the 10-day shopping spree, there are 10 exciteing minutes-long foreign country trips. The winners can shop and tour at their own expense, and the big cash equivalent will be donated to their "worldwide family shopping adventure." When you're done, you'll be back home with a world of memories.

10 SECOND PRIZES
10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF HOME EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES. Or, 10 1964 OLDSMOBILE VISTA CRUISER'S PLUS A YEAR'S SUPPLY OF AUTO EQUIPMENT AND SERVICES.

10 THIRD PRIZES
10 QUARTER-HOUR FAMILY SHOPPING SPREE. IT'S AN EXCITING FAMILY EXPERIENCE WITH THE WHOLE FAMILY JOINING IN THE SHOPPING FUN. THE WINNERS WILL BE ELIGIBLE TO RECEIVE A $1,000 CASH WALLET WHICH THEY CAN USE TO EXCITING SHOPPING SPREE IN THEIR HOME TOWN. THEN FLY TO EUROPE IN A LUXURIOUS AIRPLANE FOR A 10-DAY All-EXPENSE PAID FOREIGN SHOPPING SPREE. FOR THE PRIZE WINNERS AND THEIR FAMILIES ON THE 10-DAY SHOPPING SPREE, THERE ARE 10 EXCITING MINUTES-LONG FOREIGN COUNTRY TRIPS. THE WINNERS CAN SHOP AND TOUR AT THEIR OWN EXPENSE, AND THE BIG CASH EQUIVALENT WILL BE DONATED TO THEIR "WORLDWIDE FAMILY SHOPPING ADVENTURE." WHEN YOU'RE DONE, YOU'LL BE BACK HOME WITH A WORLD OF MEMORIES.

500 FOURTH PRIZES
A grand prize of 500 S.C. Certificates ($5.00 each). Total cash value for 500 S.C. Certificates is $2,500.00. Certificates are redeemable for merchandise at the dealer at which they were purchased. Enter now before September 15, 1964.
PEPSI DOES IT AGAIN!
Your biggest profit-making event of the year!

Pepsi-Cola's
$2,000,000 WORLDWIDE FAMILY SHOPPING SPREE

Pepsi-Cola is back with the big one—the exciting multimillion-dollar Shopping Spree! This year, it's worldwide and bigger than ever. Spree ads in national magazines feature a 10¢ coupon good for savings on Pepsi-Cola and Diet Pepsi-Cola. It all takes place April 18-May 28.

You cash in on the prizes! Your customers list your name on their Entry Blanks...collect food from your grocery shelves as their prizes...rush to ring up purchases at your cash register! Pepsi pays full retail price. And what a parade of winners! Over 150,000 prizes including valuable Gift Certificates!

You set the pace! Extra Pepsi-Cola product displays during contest weeks mean more entries coming from your store. More chances to profit because winners redeem certificates in participating stores.

You profit every step of the way! You're ahead right from the start—consumers come in for free Entry Blanks and to redeem their 10¢ off coupons. You get extra sales, extra traffic! And when traffic builds, grocery sales go up!

Sensational nationwide advertising! We're backing this one with the works! A barrage of network television spots! Full-page, full-color ads in Life, Saturday Evening Post, Seventeen, Ebony, Progressive Farmer, Southern Living, plus a full-color spread in TV Guide. Local radio and TV commercials. Giant outdoor billboards and full-page newspaper ads. Plus an avalanche of free publicity.

Cash in on the giveaway that made promotion history...the promotion with you in mind! Call your local Pepsi-Cola Bottler for full details and dynamic point-of-sale materials!

Offer good where made available by local Pepsi-Cola Bottler. Void in areas where prohibited by law. Special contest available to residents of those areas.

THIS YEAR'S SHOPPING SPREE IS AN EVEN MORE POWERFUL PROMOTION WITH THIS 10¢ OFF COUPON
...good on the purchase of Pepsi-Cola or Diet Pepsi-Cola.
BRONCO BELL:

Pray Tell, What Is A 'Generous' Ham Half?

By ALEX BELL

We have been perusing some of last Easter’s ads in various newspapers. What in hell are some of these characters trying to do? The descriptions given to some cuts of hams were ridiculous. Wrigley came up with this gem on semi-boneless hams: “GENEROUS shank half.” Now if some one will tell us what a generous shank half is we would appreciate it no end. When we went to school, a half was a half and no monkey business.

* * *

Hey, Deeb, notice the first part of this column was typed. Frankly, however, I could have finished an entire column in fine Spencerian handwriting in the time it took me to type these first two paragraphs. So, back to handwriting I go!

* * *

After-thought on the ham bit: How much does two GENEROUS halves make? Maybe a GENEROUS ham, could be the name of a new brand.

* * *

With apologies to our old friend, Joe Kron, we will now reproduce part of an ad run for Food Fair and make some caustic comments. Food Fair recently advertised whole beef rounds at 69c, which is not losing money. The description and ad follows:

The part we like about the above ad is the inference that out of an average-weight round of 75 pounds, the hamburg, soup bones, fat, and waste is only 10 pounds. Come on, Joe, you are not on Jefferson and Newport anymore!

* * *

(EDEEBNOTE: Oh, my aching back—he went back to writing!)

* * *

AFD Meeting Notes: It is indeed a pleasure to listen to Harvey Weisberg talking. His command of the King’s English is music to our ears.

* * *

If the entrepreneur of Frank’s Tea & Spice Co. would stay out of Bordello’s, he would not learn such games as six-card draw and high-low. Our good friend, Curly Licari, learned NOT to play them.

(Continued on Page 15)
ALEX BELL

(Continued from Page 14)

Lou Cohen promised us a full-page ad for a mention in this column; so you got the word, Lou.

* * *

Hard to Swallow: If you first weigh your words you may not have to eat them.

* * *

It seems that if you want headlines today, all you have to do is pick on the price of meat. Columnists and other assorted characters are all getting into the act. But now we have found a quick comeback for some of our critics, and it works. Ask them how much they paid for their last auto, TV, clothing, etc., and they begin to see the light. Why must it always be the best part of their meal that always has to be the "bum?"

* * *

Now with Grandma A&P opening up more stores on Sundays, it looks like all hell is about to break loose. Maybe Gramma is tired of sitting on her fanny in a rocking chair while seeing her share of the market dwindle. We go back to our old argument: Open all or close all the food markets!

* * *

(EDEEBNOTE: Our boy Acey is closed Sundays.)

* * *

Maybe now that we have filled a page or so, we’ll close. Dear John, that’s all she wrote.—ACB

Quaker Foods Tops In AFD Bowling League

Winner of the 1965-66 Associated Food Dealers Bowling League was the Quaker Foods team which racked up a nifty 91½ points, nearly 20 ahead of its nearest rival. Placing second was Darling & Company with 73 points. Close behind in third place was the Sam & Walter team with 72 points. Rounding out the AFD standings were Pitts Packing, 65 points; Detroit Rendering, 64½; Palace Recreation, 63; Palace Bar, 57½; and Miller Plumbing, 41½.

In announcing the winners at an informal dinner following the last round of bowling for the AFD league at Palace Recreation for this year, Sid Black, secretary, also announced the outstanding individual and team performances for the year. Individual high score for a single game was won by Reichenbach of Detroit Rendering, who bowled a 279. He was also winner of the high three game series, bowling 653. Team high for a single game was won by Darling Co., with 959; Quaker Foods was second with 951; followed by Pitts Packing, 949. Team high for three games was won by Quaker Foods, with 2766, followed by Detroit Rendering, 2669, and Darling Co., 2641.

President Len Haske and secretary Sid Black said the league will be organizing for next fall soon. All food companies are eligible to participate in the AFD League.

DETROIT'S OWN!

Vicki's

BARBECUE SAUCE

A Quality Product
High Profit Item
STOCK — DISPLAY — SELL

An Old Home-Made Southern Recipe

Order through Your Wholesaler or Call

VICKI FOODS, Inc.
TR 2-6011
DETROIT

The Sausage with the Second Helping Flavor . . .

Peschke's Sausage
QUALITY PLUS!

Peschke Packing Co.
2600 EAST GRAND BLVD.
TRinity 5-6710
SUSTAINING MEMBER

The Sausage with the Second Helping Flavor . . .
MANAGEMENT NEEDS THEM!

Who Says Ideas Don’t Count?

By BERNARD WEISBERG
President, Chatham Super Markets

How many times have you heard the following: “The ideas and new methods we learned were great, but our top management doesn’t let us use them.” Get the thought out of your mind, because there is no truth to it!

Many of the ideas store managers have been exposed to do not need top management’s blessings. Rather, they only require that the sharp manager initiate the action—action on-the-spot, and not when it’s too late. This often can spell the difference between success and failure.

After speaking with many presidents of companies across this great nation of ours, I find that they need ideas and help. They say continually that a company cannot grow without the help of its employees. One expressed it compactly: “A company that doesn’t continue to grow must die.”

Basically, I classify ideas into two parts. The first—Ideas that are good and not contrary to company policy or procedures. The second—Ideas that are good but contrary to company policy or procedures.

Somehow or other, the second one, which states that an idea is good but contrary to company policy, actually interferes with the first one. And, as a result, nothing is done or accomplished. Let’s not be guilty of this. Store managers should first concentrate on those ideas that are good and not contrary to company policy or procedures. This is where the main emphasis should be.

You should classify these good ideas into meaningful target dates for yourselves. If you put your energy into putting ONLY these ideas to work, both you and your company will profit immediately and immensely.

Remember what Henry Ward Beecher once said: “Victories that are cheap are cheap those victories worth having are only those which come as a result of hard fighting.” Therefore to the stout-hearted and rugged individuals, I recommend the second idea—the one that’s good but contrary to company policy (This should come after you have implemented those good ideas not contrary to policy.)

Before you recommend your new ideas to top management, you should first gather all the facts you can on the advantages and disadvantages of them. I suggest you study vigorously to know the idea thoroughly, so that you yourself will be sold on the merits of your ideas. Only after you are fully prepared, should you set out to sell your idea to top management. Many good ideas never got off the ground because a man didn’t do his homework.

If top management argues against your good idea, do not become discouraged. Remember, “the process of learning comes from irritation or from bitter experience,” according to Prof. William Applebaum of Harvard University at a recent SMI seminar. He meant that the healthy difference of opinion teaches one. Therefore a difference in opinion between top management and store managers is both rewarding and enlightening. Remember, the battle worth winning is the one worth fighting for.

It has been said that the difference between a thoroughbred horse and a scrub is that a scrub goes until it can’t go another mile, whereas the thoroughbred goes until it can’t go another mile and then goes that other mile. The rich rewards of tomorrow come not to those who show the white feather, but to those who have faith, vision and confidence. Enough confidence to buck the tide to grit their teeth and then forge unswervingly ahead.

In conclusion, let me say that winners prove to be those who have the manhood and the fortitude to say: “Damn the torpedoes; full steam ahead.”
FLINT—By purchasing seven of the 70 National Food Stores up for grabs in Michigan, Hamady Bros., Inc. increased the number of stores it operates from 20 to 27. It marks the first time Hamady's will be operating food markets outside the Flint area. Robert M. Hamady, president of the growing chain, said the move was part of an accelerated expansion program. Three of the units are located in Flint proper, and one each in Davison, Ann Arbor, Midland and Ypsilanti.

LANSING—Joseph G. Foy, vice-president and general manager of Grand Rapids-based Spartan Stores, Inc., revealed plans for his firm to supply 18 new Toledo, Ohio retailers, in a talk recently before the Lansing Area Grocery Manufacturers Representatives (LAGMR). In addition, Foy told the group that his firm would step up efforts to increase the number of cash-carry branches it operates both in and out of Michigan. He also urged salesmen to begin knowing their products better and be better prepared to answer questions before making calls on wholesalers.

BATTLE CREEK—The Kellogg Company will soon discontinue marketing its line of Bananas and Corn Flakes, one of its freeze-dried cereal lines. The news was made public by Kellogg’s Ken Englert during one of the Workshop sessions at the SMI convention, held recently in Chicago. “We tested the product carefully,” he said. “We tried to market the line, but it proved unsuccessful. So we’re discontinuing it.”

HARBOR SPRINGS—Basil Thompson, owner of Thompson’s IGA Super Market here, located in the northwest part of the state’s lower peninsula, was the recipient of this year’s retailer of the year award given annually by Alpena Wholesale Grocery Company. Over 300 persons attended the dinner.

FLINT—Mansour’s Super Markets, operator of five stores here, announced it has begun giving its customers trading stamps. Ted Mansour, president, said his firm made the decision to give stamps because “they are very popular with Flint shoppers and we feel stamps are one of the most effective promotional tools.” (O.C. Armbruster, president of the Wm. Holden Co., Detroit, distributors of Holden Red Stamps, said he is noticing a "definite upsurge" in stamp usage throughout Michigan and the nation.)

EAST LANSING—Dr. Edward A. Brand, professor of marketing at Michigan State University, died recently after a prolonged illness. He was 59. Dr. Brand, who resigned his post as assistant dean of the College of Business and Public Service at MSU last year, was quite popular in food industry circles. Prior to becoming assistant dean in 1961, he was director of the school’s famous Food Distribution curriculum. Dr. Brand’s book, “Modern Supermarket Operation,” is still widely used as a text.
CLOSED CIRCUIT TV—

Effective Method For Reducing Pilferage

By RANDOLPH HIPPLER

In all phases of the American Food Business, both at the wholesale and retail levels, there is an acute problem that continues to grow to unusual proportions. If no attempt is made to curtail its growth, it will cause a decline in profits, and in some cases the failure of the entire business. You are all familiar with the problem—pilferage and shoplifting.

Every businessman has some idea of his inventory shrinkage figure, but no idea of precisely how it shrinks. To give you some idea of the dynamics of pilferage as an example, two New York area department stores stop 3,000 to 4,500 shoplifters per year. Nationally reported figures indicate that employees are responsible for between three to five times more pilferage volume than customers. Unquestionably, the movement of merchandise in this manner is phenomenal, and this merchandise is actually net profit dollars.

"The increase in crime is the result of a temporary transitional state which might require even a century to form a new system of living together," said Dr. Ralph Banay, a well known psychiatrist active in the field of criminal rehabilitation. "With frivolous shoplifting, there's some kind of sporting element, but underneath this is a rebellious defiance, psychologically speaking."

What can be done about this problem, and what measures are being done to reduce the loss of profits for the food retailer and wholesaler? One of the answers lies in the field of electronics: Closed-Circuit Television. This is the use of television cameras strategically placed about the store or warehouse to observe behavior among employees and customers.

Closed-circuit television (CCTV) equipment today can be installed at a relatively low cost because miniaturization and transistorization of electronic equipment has reduced the size and improved the quality and dependability. The performance is excellent and service costs are low.

It is first necessary to understand the philosophy of CCTV. It can be used as a deterrent to pilfering. CCTV will not eliminate the problem 100% but will cut down on the volume considerably. The purpose is not to cover every square inch of the premise. It is not to catch every offender, but rather to deter people and by cutting losses, increase profits.

Pilferage, in most cases, is impulsive and not premeditated. Law abiding citizens will drive ten to fifteen miles per hour over the speed limit, only until they see a police car, and immediately slow down. This is the deterrent factor similar to CCTV.

A prime example of the value of television in the food industry can be found in a Battle Creek, Michigan, supermarket. The store owner reported that before the cameras were installed, shoplifters walked off with an estimated $5,000 in merchandise per year.

Installation of five cameras throughout the store and a monitor in the manager's office cost $3,500. Records indicate that the equipment has now more than justified the expense by drastically reducing shoplifting. The cameras are also used to view the shelf stock and empty shelves can be quickly restocked.

With this age of missile programs and electronic advances being made every day, it is senseless not to take advantage of the by-products of the age and apply them to your operation. CCTV has many proven advantages in reducing pilferage and shoplifting, warehouse control, and merchandise stocking.

Smart operators are finding CCTV a real asset in their daily operations, it is quite possible that there are applications in yours too.

About The Writer

RANDOLPH HIPPLER

Mr. Hippler is general manager of General Television Network, 901 Livernois Avenue, Ferndale, 48220. The firm is one of the nation's largest producers of closed circuit television equipment and programs. Mr. Hippler is a graduate of Michigan State University, and a noted lecturer on closed circuit TV. Formerly he was a producer-director of television stations in Orlando, Fla. and Saginaw, Michigan.
Thompson, Jackson Broker Firms Merge

The J. J. Thompson Co. and Jim Jackson Co., two popular Detroit food brokerages, merged May 1st into Thompson-Jackson Associates, Inc. Offices of the new corporation will be located at 12430 Evergreen, Detroit 48228. Phone number will be 273-8262.

Officers of the new firm are T. H. Kelley, president; Jim Jackson, vice-president; H. C. Brown, secretary-treasurer; R. L. Hare, director; and J. Sadowski, director. The new combination will operate offices in Grand Rapids and Saginaw. Soon, a new branch will open in Bay City under the direction of Leland Periard.

The new firm of Thompson-Jackson Associates is a broker member of the AFD, and as such retailers should support them in every way possible.

Looking For Partner; Will Sell

I've got a good business, but I can't handle it by myself. I need help—a partner. The store is in an excellent location at 20723 Plymouth Rd., near Rouge Park. I will consider selling this ideal party-grocery store combination. Phone 273-9894 for further information.

Protect Your Profits! Protect Your Customers! WITH DOUBLE SEAL SALADS

Buy HAMTOWN'S SALADS

Specialty Foods Co., Inc.

6773 E. Davison

TW 2-2608
Get away from High Crime rate and Urban Renewal. Enjoy rural living only 45 minutes from downtown Detroit or Toledo and 12 minutes from Ann Arbor. Good General Store and S.D.M. in fast growing neighborhood on the corner of 2 well traveled paved roads, 7 miles south of Ypsilanti. Cash business, no stamps and short hours. Good fixtures. Insurance office leased out, Meat operation, 2 Bedroom Apartment above store and large 3 Bedroom house next door. Terms can be arranged or would lease store to good operator. Let's talk about price. I want to retire. Write Box 50. The Food Dealer. 434 W. Eight Mile, Detroit 48220.
North Woodward Store For Sale

Good Volume North Woodward area store for sale, complete with SDD and SDM licenses. Excellent clientele. Features quality meats and produce sections. For further information, visit Sam at 1608 S. Woodward, Royal Oak. Or, phone LI 6-9680.

Ideal Store For Rent

The ideal store is for rent, complete with excellent neighborhood and conditions. Address is 5245 Moran, in the McDougal-Moran area on the east side. For further information, phone Cass Lawrence at TU 1-7522.

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
AROUND THE TOWN
(Continued from Page 11)

regional sales manager for Michigan, Indiana and Ohio for the new division. Morrell’s direct sales staff will remain intact, however. Norman Minda is the new district sales manager of the division, working out of Grand Rapids. Al Yarocki of Chicago, replaces Minda as assistant Detroit sales manager for Broadcast.

AFD member Louis Azzam, owner of Azzam’s Market is resting in the new Providence Hospital, Southfield, while recuperating from a recent heart attack. We know he would indeed enjoy hearing from his many food field friends. Address of the hospital is 16001 W. Nine Mile, Southfield.

The Associated Food Dealers expresses belated sympathies to the family and business associates of Mr. Dee Williams who died recently. He was with the Independent Biscuit Co. for several years and held several executive posts. Prior to that he was with the old Lakeside Biscuit Co., which later merged with Hekman. He spent some time with Sunshine Biscuits as well.

We wish to take this opportunity to thank AFD supplier member Ward Baking Company for agreeing to distribute posters containing the new Police Department “Operation Impact” emergency phone number for us and the Food Industry Council.

After 52 years apart Frank Ancona, owner of France’s Market on Joseph Campau avenue, and his father, Vito, were reunited recently and both very happy. The reason: the senior Ancona just arrived to the U.S. from Sicily.

The Associated Food Dealers wishes to thank “Happy Hal” Robbins, and Scotty King, of Mason Chrysler-Plymouth. Royal Oak. They donated a supply of “Be A Booster, Buster” bumper stickers and buttons which will soon be distributed to members.

AFD director David Khami and his wife recently returned from Florida where they had been vacationing after a long-needed rest.

The AFD Board wishes to publicly thank writers Van Sauter of the Free Press, and Jerome Amente of The News, for the excellent editorials they wrote in their papers during our request for increased police protection. At the same time, we wish to thank Frank Rising and Bob McBride of WJBK-TV and Radio for their excellent editorial titled, “All Crime is Big.”

Blue Cross Offer to Independent Retailers

For those grocers who don’t know it already, Blue Cross-Blue Shield Insurance at low group rates is available to all retail members of the Associated Food Dealers of Greater Detroit. The AFD is the only retailer 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 retailers 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

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Address</th>
<th>City</th>
<th>Owner’s Name</th>
</tr>
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</table>

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 independent retailers 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
## Support These AFD Supplier Members

### ACCOUNTING, INSURANCE
- Gohs, Inventory Service: VE 8-4767
- V.C. Accounting, Inc.: DI 1-3550
- Brink, Earl A. (Insurance): 962-7150

### BAKERIES
- Aswey Bakeries: TY 6-5700
- Bonnie Bakeries: BR 1-6950
- Farm Crest Bakeries: TR 5-6145
- Grennan Cook Book Cakes: TA 3-1900
- Henson Bakery: KE 5-6565
- Independent Biscuit Co.: 584-1110
- Koppinger's Bakery, Inc.: JO 4-5737
- Magnussen Foods (Bays Muffins): FA 1-0100
- Schafer Bakeries: 833-7100
- Silvercup Bakery: LO 7-1000
- Tip Top Bread: TA 6-4700
- Wonder Bread: WO 2-3320

### BEVERAGES
- Faygo Beverages: WA 4-1600
- Christian Brothers Wines: 823-3900
- Verno's-RC Cola: TE 5-8500
- Pepsi-Cola Bottling Co.: 366-5040
- Mavis Beverages: DI 1-6500

### BROKERS
- Steve Conn & Associates: 547-6800
- Continental Food Brokerage: 547-4515
- Dillworth, Inc.: DI 1-5905
- Food Marketers, Inc.: 342-5533
- Graubner & Associates, Inc.: TA 5-1100
- Paul Immer Brothers, Inc.: BR 3-7826
- Harris Crane & Company: 538-5151
- Maloney Brokerage Co.: TU 5-3653
- Marks & Goergens, Inc.: DI 1-8000
- Peterson & Vaughn, Inc.: VE 8-8300
- P F. Pfeister Company: BR 2-2000
- Sullivan Sales: KE 1-4484
- Thompson-Jackson Associates: 273-8262

### BULLION
- Bodker Dairy Co.: 533-4000
- The Borden Co.: 564-5300
- Detroit City Dairy, Inc.: TO 8-1141
- Farmers Food Co.: TR 4-0300
- Lee and Meta Fraser: LI 8-5795
- Gunn Dairies, Inc.: TU 5-7500
- Home Style Flats Foods Co. (Deli.): FO 6-0240
- Land Of Lakes Creameries: TE 4-1400
- Melody Dairy Dist. Co.: 568-4427
- Quaker Food Products, Inc.: TW 1-9100
- Seaboard Dairy: TI 6-5700
- United Dairies, Inc.: UN 1-2800
- Vlastic Foods Co.: 868-9800

### EGGS AND POULTRY
- E J. Farrell Co.: WO 2-1787
- Eastern Poultry Co.: WO 2-1707
- Eastern Dairy Products: 832-6800
- Farm Pride: VE 7-4630
- McNamara Miller Bros.: TE 5-4800
- Napoleon Eggs: TW 2-5718
- Orlean Poultry Co.: TE 3-1847
- Page & Cox Eggs: VE 8-6666
- Water Wonderland Eggs Co.: 798-8700

### FRESH PRODUCE
- Ciaranfato Brothers: WO 3-9064
- Cusumano Bros. Produce Co.: 921-3340
- Gelardi Produce: WA 5-0969
- H. S. Nagel & Sons: TA 5-2840
- North Star Cabbage: VA 2-9473

### INSECT CONTROL
- Key Exterminators: EL 6-8823
- Rose Exterminating Co.: TE 3-9100
- United Exterminating Co.: WO 1-5038
- Vogel-Ritt Pest Control: WO 4-6900

### LINEN SERVICE
- American Linen Supply Co.: WA 1-4129

### MEAT PRODUCTS, PACKERS
- Alexander Provision Co.: 961-6061
- Cadillac Packing Co.: 961-6262
- Crown Packing Co.: TE 2-2900
- Detroit Veal & Lamb Inc.: 962-8444
- Eastern Market Sausage Co.: WO 5-0677
- Feldman Brothers: WO 3-2921
- Guzzardo Wholesale Meats Inc.: FA 1-1703
- Herr & Company: 962-0430
- Johann Packing Co.: TW 1-9011
- Kowalski Sausage Co., Inc.: TR 3-8200
- L K L Packing Co., Inc.: TE 3-1590
- Peck Packing Co.: TA 2-3132
- Peschke Sausage Co.: TR 5-6710
- Peter Eckrich & Sons, Inc.: KE 1-4466
- Peters Sausage Co.: TA 6-5030
- Pitts Packing Co.: WA 3-7155
- Sam & Walter Provision Co.: TW 1-1200
- Spencer, Inc.: TA 5-3456
- Rudd, Eugene Co.: WA 3-2430
- Wolverine Packing Co.: WO 1-0560
- Weeks & Sons (Richmond): RA 7-2525
- Winter Sausage Manufacturers: PR 7-0980

### NON-FOOD DISTRIBUTORS
- Arkin Distributing Co.: WE 1-0700
- Herb's Novelty Company: 521-7415
- Payway County Wholesale Co.: 894-6200

### POTATO CHIPS AND NUTS
- Better Made Potato Chips: WA 5-4774
- Cel-Ray, Inc.: WA 1-2700
- Kar Nut Products Co.: LI 1-4810
- Krue-Nee Potato Chips: DI 1-1010
- Vita-Boy Potato Chips: TY 7-5550

### PROMOTION
- Bowkus Display Co. (signs): CR 8-6288
- Guaranteed Adv. & Distrib.: 869-6363
- Hidden Red Stamps: 443-4935
- Local Press: TO 8-2969
- M. Caplan Advertising Co.: TE 3-3564
- Stanley's Adv. & Distrib.: 961-7177

### RENDERERS
- Darling & Company: WA 8-7400
- Detroit Rendering Co.: TA 6-4500
- Lepiere Soap Company: 842-6000

### SERVICES
- Beneker Travel Service: PR 2-3122
- Clayton's Flowers: LI 1-6998
- Zalocki Electric: LA 6-4864

### SPICES AND EXTRACTS
- Frank's Tea & Spices: UN 2-1314

### STORE EQUIPMENT
- Almor Corporation: JE 9-0620
- Butcher & Packer Supply Co.: WO 1-1250
- Hyman Refrigeration, Inc.: LI 5-3944
- Globe Slicing Co.: (Biro): LI 5-1885
- Hobart Mfg. Co.: FA 1-0977
- Lepiere Paper & Twine Co.: WA 1-1244
- Master Butcher Supply Co.: WO 3-5636
- Midwest Refrigeration Co.: JO 6-6341
- National Market Equipment Co.: LI 5-0900
- Shaw & Slavyk, Inc.: TE 4-3990
- Square Deal Heating & Cooling: WA 1-2345

### WHOLESALER
- Aunt Jane's Foods: 581-3240
- Groove Pointe Quality Foods: TR 1-4000
  C. B. Meymann Company: WO 3-8691
  Shedd-Bartush, Foods, Inc.: TO 2-5810
  Spartan Stores, Inc.: BR 2-2744
  Super Food Service, Inc.: WA 5-5920
  Tobacco Brands Dist., Inc.: TW 1-6210
  Wayne County Wholesale Co.: 894-6300
  Abner A. Wolf, Inc.: 584-0600
Did we put Faygo in no-return bottles for you or your customers?

Yes.