Don LaRose, 1964-66

Mike Giancotti, 1967 - ?

Giancotti New AFD President

Under the direction and leadership of Food Giant's dynamic Donald LaRose, the AFD has grown much in size, stature and accomplishments. In 1967, the president's gavel will be turned over to Mike Giancotti of Auburn-Orchard Super Markets, Utica, who promises to keep the AFD on the move. (See story, page 3.)
Seasons Greetings!

VERNOR’S, INC.
Detroit, Michigan

OUR BEST FOR THE SEASON!
Mike Giancotti Elected Associated Food Dealers Prexy; Succeeds LaRose

Michael J. Giancotti, operator of Auburn-Orchard Super Markets, a three-store independent chain with headquarters in suburban Utica, has been elected the new president of the Associated Food Dealer. He succeeds the dynamic Donald LaRose of Food Giant Super Markets, who for two terms has guided the vigorous AFD action program.

Others elected to office by association members and directors were: Salim Sarafa of Big Dipper Super Market, first vice-president; Allan Verbrugge of Verbrugge's Market, second vice-president; Carl Licari of LeCari's Super Market, third vice-president; and Nino Ugval of Nino's Super Market, treasurer.

John George of Food Farm Super Market was elected to the AFD board of trustees, succeeding Licari, who was elected a vice-president. JayWelch was elected chairman of the AFD executive committee.

Eleven retailers were newly elected directors of the Associated Food Dealers. They are:

SAM FINK, Great Scott Super Markets
HARVEY WEISBERG, Chatham Super Markets
WILLIAM BENNETT, Quik-Pik Stores, Warren
SAM COSMA, Atlas Super Market, Pontiac
REUBEN COTTLER, Dexter-Davison Markets, Oak Park
THOMAS JOSEPH, Joseph's Market, Detroit
BERNARD MIDDLEMAN, Grand Value Market, Detroit
BEN RUBENS, King Cole Super Markets, Detroit
GUIDO SALTARELLI, People's Super Markets, Pontiac
PHIL SAVERINO, Phil's Quality Market, Detroit
DANNY VUICH, Food Town Super Markets, Monroe

Retiring directors include Al Serpa of Quik-Pik Stores; Rolly Thornton of Sy's Super Market, Roseville; and Roderick McKay of Middle-Six Super Market, Livonia.

Re-elected directors of the association were Edward Acho of J-A Super Market; Lafayette Allen Jr., Allen's Super Markets; Sidney Brent, Kenilworth Super Market; Manuel Jona, Big Dipper Market; David Khani, Handee Super Market; Joseph Krupa, Krupa's Super Markets.

Also, Clayton "Sass" Lilly, Helm-Lilly Super Market; Edward Magreta, Berkshire Food Market; Salim Najor, Lucky Strike Super Market; Richard Przybylski, Jerry's Super Markets; George Schleicher, Schleicher's Market; Joseph Sietz, Sietz Super Market; Walter Strong, D & C Super Market; Joseph Tagliavia, Dan-Dee Super Markets; and Steve Tizneff, Diny's Food Market.

The AFD officers and directors will be formally installed at the annual Installation and Food Trade Banquet, to be held Feb. 14 at Cobo Hall.

In accepting the presidency, Giancotti said he was honored to have been elected president and for the faith and confidence the association placed in him. "I will do everything possible to assure the forward momentum of the AFD and continuing the vigorous programs begun by Donald LaRose," Giancotti told The Food Dealer.

Gordon Jacobson New DAGMR President

Gordon E. Jacobson of General Mills is the new president of the Detroit Association of Grocery Manufacturers' Representatives. He succeeds John Chamberlain of Morton Salt Co.

William DeCrick of DeCrick-Maurer, Inc. was elected first vice-president; Al Hoppe of Paul Inman Associates, second vice-president; Frank Ciaramitaro of California Packing Co., secretary-treasurer; and Earl English of English & MacIsaac, Inc., sgt-at-arms.

Newly elected directors include John Chamberlin (chairman); Ray Servitto of A. E. Staley Mfg. Co.; and James Jackson of Thompson-Jackson Company.

The new officers will be formally installed at DAGMR's annual Inaugural Ball, scheduled for Jan. 7 at the Latin Quarter.

(NO T E: The AFD wishes to congratulate our fellow sister association's new officers and extend best wishes for a most successful year. If the AFD can be of any assistance or cooperation, we are at your service.)
IMPORTANT HOLIDAYS

1967

New Year's Day
Sun. Jan. 1

Ash Wednesday
Wed. Feb. 8

Lincoln's Birthday
Sun. Feb. 12

Washington's Birthday
Wed. Feb. 22

St. Patrick's Day
Fri. Mar. 17

Good Friday
Fri. Mar. 24

Easter Sunday
Sun. Mar. 26

Jewish Passover
Apr. 25 - May 2

Mother's Day
Sun. May 14

Memorial Day
Tues. May 30

Father's Day
Sun. June 18

Independence Day
Tues. July 4

Labor Day
Mon. Sept. 4

Jewish New Year
Thur. Oct. 5

Columbus Day
Thur. Oct. 12

Jewish Yom Kippur
Sat. Oct. 14

Veteran's Day
Sat. Nov. 11

Thanksgiving Day
Thurs. Nov. 23

Christmas Day
Mon. Dec. 25

(The clip and save)

Season’s Greetings from All of Us To All of You

Abner Wolf Ben Wettenstein Dan Garber Joe Licavoli Peter Castronova Ted Štawick Emanuel Shapiro
Iz Malin Wally Lorber
Meyer Berman Pete De 'Athos
Marv Bluemer Geo Zechmeister Bob Thomas Gerald Kentfield Gene Eldred Joe Finelli Louis Weinrich

ABNER A. WOLF, INC.
Vice Pres. & Gen. Mgr.

America’s Most Progressive Food Distributor

ABNER A. WOLF, INC.
8601 MEADOWDALE PHONE LU 4-0600 DETROIT 28, MICHIGAN
Bitter Lesson In Crime

Just recently, a trio of teenage thugs went into Aubrey’s Market, and for no apparent reason, killed the owner, Shaker Aubrey, leaving a wife with six fatherless children.

It was reminiscent of last April when Jubrail Kasgorgis was brutally stabbed and killed by a bandit, leaving a wife and four children behind. These are two bitter lessons, full of tragedy and foul play.

Crime is increasing while good business and economic conditions exist. This is a paradox because it is usually the reverse: crime usually decreases with prosperity, as we now enjoy.

It behooves every retailer to do everything possible in your stores to discourage potential robbers, burglars and thieves. Yes, it is also true we need more police, and we should increase policemen’s salaries so we can lure more qualified persons to the force.

There are however, certain matters you can take into your own hands, such as reducing the possibilities that a robber will make your store a target. All retailers MUST take the following precautions to help eliminate chances of holdups, burglaries and breaking-and-enterings. More important, to assure that your life will not be placed in jeopardy. Above all, “Don’t Be A Dead Hero!”

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.


5—When You See a Suspicious Character in your store, get a good description of him. Look for identification marks as scars, type and color of clothing, color of hair and eyes, etc. Phone police immediately.

When armed hoodlums stand on the other side of your counter demanding all the cash in your register, don’t try to stop them. Better to let them have the money than to end up a dead hero!
Retailers are reminded that the minimum hourly rates for employees under the MICHIGAN Minimum Wage and Hour Law will rise January 1 to $1.25 per hour, it was announced by the state Director of Labor, Thomas Roumell. The present Michigan minimum wage is $1.15 which went into effect last January 1, 1966.

Employers may make deductions for tips or gratuities received by employees and for meals, lodging and uniforms. The department's Wage Division Board has ordered that these deductions not be more than 40 per cent of the minimum hourly rate, and, as of March 1, not more than 25 percent.

The Michigan minimum wage will not apply to those employers subject to federal standards and agricultural employers who usually contract work, as harvesting, on a piecework basis. Nor will it apply to persons employed in summer camps for less than four months per season.

Employer must keep itemized deduction records for employees and post copies of the minimum wage law, Roumell said. Payment of the minimum wage, under present law, is required when an employee has been at work more than 13 weeks. On March 1, payment of the minimum rate will be required from the time a worker is hired.

At the same time, the FEDERAL Wage and Hour Law has been amended. Beginning Feb. 1, 1967—stores with annual sales of $1 million or more—will increase minimum wages from $1.25 an hour to $1.40 per hour. (Effective one year later, Feb. 1, 1968, minimum hourly wages will increase from $1.40 to $1.60 per hour.)

Also effective Feb. 1, 1967, stores with annual sales of $500,000 to $1 million must also comply with minimum hourly wage and overtime provisions of the Federal Wage and Hour Law. Minimum wage for such newly-covered enterprises is $1 per hour with time-and-a-half after 44 hours. On Feb. 1, 1968, minimum wages will be $1.15 per hour with overtime after 42 hours. On Feb. 1, 1969, stores in this category will pay a minimum wage of $1.30, with overtime after 40 hours.

For stores with annual sales of between $250,000 and $500,000, Federal provisions come into effect beginning Feb. 1, 1969 when minimum hourly wages will be $1.30 per hour with overtime compensation for work in excess of 40 hours per week.

(Clip and Post)
THE PRESIDENT'S CORNER

Is There A ‘Right’ Retail Success Formula?

By DON LaROSE

There are always many theories floating around as to what constitutes THE right success formula for a retail food operation.

And to prove their point, knowledgeable food people will toss around such Detroit area names as Weisberg, Welch, Krupa, Fink, Bell, Giancotti, Lauri and so on, to add authenticity to their statements.

It is true, that such names as here-with mentioned will add a great deal of credibility to such a belief. But it is also true that each success formula is unique unto itself. In other words, there is no ONE truly successful retail sales formula. Each formula is comprised of many elements.

The most frequent criteria used by consumers and others to judge a retail grocery store are as follows: (1) price; (2) quality merchandise; (3) proper lighting; (4) ample parking; (5) location; (6) store atmosphere or personality; (7) cleanliness; (8) courteous personnel; and (9) a variety of services offered.

The independent stores are unique. Each store stresses something different, and that something different is what can make it a success or failure. People come to depend on that “different” element which keeps drawing them to the store whether it be courteous personnel, a convenient location or whatever.

With the chains, its a little different. Most of the chain store units are more uniform and alike. You can walk into any Food Fair unit, for example, and expect it to be like all the others. This means then, that the independent is more flexible than the chains and could do as he pleases in an attempt to lure more traffic into his store. And, the independents should, by all means, use this flexibility to their own advantage.

When you boil it down however, each store has a layout and personality all of its own. There is no ONE right success formula for retailers.

But in light of recent consumer boycotting and picketing, it appears that price looms as the major factor considered by shoppers. No matter how much a consumer may praise your store, if she can get products cheaper elsewhere, she will. And her actions speak louder than her words!

Detroit Food Group Acquires Wayne County Wholesale Company

A group comprised of seven foodmen have purchased Wayne County Wholesale Co., an AFD member, and its Michigan Housewares Service subsidiary. The buyers of the wholesale company include Sharkey and Michael George of Melody Dairy Company, distributor of Sealtest. Wilson and Howard Johnson dairy products. Others are operators of two big volume independent supermarkets. They include Salim Sarafa, Manual Jona and Buddy Atchoo of Big Dipper Super Market; and James and Edward Jona of Big John Cut-Rate Market. (Sarafa is also vice-president of the AFD.)

Emil Massaro founded the highly successful non-foods company 25 years ago. It was reported that he would remain active with the company as an advisor and consultant.

The takeover will probably take place in February. According to Massaro and Sharkey George, “management and personnel will remain the same without change, when the deal has been finally consummated.”

Independents Featured
In Detroit News Guide

Nineteen area independent supermarkets, known for their specialty line of gourmet foods, were featured in the Detroit News “Shopping Guide for Gourmets” section published recently. The Guide was prepared by the paper’s household editor Cyrilla Riley.

The stores and managers featured, most of them AFD members, included the following:

- Farms Market, Grosse Pointe (Del Moir)
- Food Basket, Grosse Pointe (Raymond Loeffler)
- Hamlin’s, Inc., Grosse Pointe (Lee Hamlin)
- Verbrugge’s Market, Grosse Pointe (Al Verbrugge)
- Village Food Market, Grosse Pointe (Alex Bell)
- Bottle and Basket, Birmingham (Milt Goldberg)
- Sfire’s Market, Birmingham (John Sfire)
- Miner’s, Bloomfield Hills (Richard Miner)
- Quarton Food Market, Birmingham (Julian Coleman)
- Seven Seas Foods of the World, Birmingham (Leonard Stobinsky)
- Shopping Center Market, Southfield (Sid Hiller)
- Publix Super Market, Dearborn (Mike Major)
- Al’s Food Alcove, Detroit (Louis Moses)
- Market Basket, Detroit (Mel Fishman)
- Kado’s Oriental Foods, Detroit (Harry Fukuda)
- Delmar & Co., Detroit (Anthony Ellison)
- Hudson’s Pantry Shop, Detroit
- La Paloma Grocery, Detroit (David Tenorio)
- Wah Lee Company, Detroit (Joe Chin).
Mt. Clemens Broadway Market Remodels

Following 40 years of service, Mt. Clemens Broadway Market is still a favorite to many Macomb consumers, especially following its recent remodeling.

The store was founded in 1926 by the late Morris Hauptman. Today, the store is run by his son, Isadore Hauptman, and two brothers-in-law, Donald Morton and John Rehner. The wives of the grocers are also still very much active in the grocery operation.

Specialty of Broadway Market is the huge service meats section, quite popular to area consumers. In addition, the boys have just added a large fresh fish section.

The big volume independent store, an AFD member, was closed for three months in 1965 after a fire destroyed the store. Broadway Market reopened in early 1966 after complete remodeling had been done. The store measures 9,000 square-feet and has parking for 100 cars. In addition to fresh meats and fish, the store contains deli, dairy, frozen foods, produce, non-foods and HBA departments.

Dixfield, Food Giant Markets in Merger

Dixfield Super Markets, operator of 6 Detroit-area stores, and Food Giant Super Markets, operator of 11 area stores, have merged the two highly successful independent chains into one operation. The merger took place Dec. 20. Combined volume of the new corporation, which now operates 17 stores, is about $30 million.

Phil Stein and Jack Eder, who had been partners in the Dixfield operation, and Donald LaRose, Food Giant president, jointly told The Food Dealer, "there will be no changes in the management of either operation, and both top management and store personnel will remain the same." At the same time, they said the names of the stores will continue to operate under both the Dixfield, and Food Giant banners.

The Key executives in the newly merged companies will be Don LaRose and Stein. Joining them later will be Eder, who presently is being hospitalized. (Both stores are members of the AFD, while LaRose serves as AFD president).

BROADWAY MARKET — MOUNT CLEMENS

"Tyler Equipment makes more profitable use of floor space. Easier reach! High capacity and greater economy of operation."

OUR CUSTOMERS ARE OUR BEST SALES MEN —
"Quality equipment, expert installation, prompt and efficient service are the reasons we like doing business with Frank Ludeke and Midwest Refrigeration Company." is a typical comment of our customers. Let us help you with your next store modernization plans!

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MIDWEST REFRIGERATION CO., 460 HILTON, FERNDALE JO 6-6341
New York (NAPS)—Whether you're the head of a small grocery, or an employee, it may be easier than you've realized to beat your competition and boost company profits by taking a cue from giant corporations. Here, from the president of a million-dollar concern, are some tips that may help put you and your company on the road to success:

1. **That important first impression** of your business is formed the minute a customer walks through the door. Attractive store fixtures, equipment, and merchandise well arranged and an absence of clutter help improve the physical appearance of your firm. Remember: potential customers are more apt to put their faith in a store that looks solvent.

2. **Good will** is an intangible asset, yet one of the most important to any company. You may spend money bolstering company-consumer relations, but is your own personal public relations as good as it might be? If you're always well-groomed on the job, greet customers cordially and know how to make and keep friends, chances are you'll find the number of your steady customers growing.

3. **Anticipating needs** is one way to keep your profits soaring, according to the Charles Bruning Company, a division of Addressograph Multigraph Corporation. Be on the lookout for ways to save the company money, speed checkouts and give better service. Don't wait for the competition to come up with all the new ideas.

4. **Filling requests and orders promptly** can help keep the traffic flowing smoothly. A good store layout often prevents slow-ups. Take care of first things first: by better organizing your time and that of your employees, you may prevent important customers from getting bogged down in cash register red tape.

5. **The people who work for you** can help or hinder the favorable impression you're trying to build for your store. “Service with a smile” may not be a new business motto, but it's still the best policy.

6. **The way you treat your employees or fellow workers** can be just as important as the service you give customers. You may be able to kindle the desire to do better by delegating responsibilities and by being open to suggestions from employees. It's a good way to make them feel that they're playing an active, rather than just a passive, role in the growth of your business.

(Continued on Page 11)
West Side Grocer
Killed by Gunman
Without Warning

Shaker Aubrey, 61, a father of six children, was killed Dec. 22 in his westside grocery, Shaker's Market, at 1640 West Canfield. An employee, John Kubon, was shot by the gunman in the lower back and is presently in serious condition at Detroit General Hospital.

It all began when a gunman and two companions entered the front door, one carrying an unusually long barreled .22 caliber revolver, and began shooting for no apparent reason. Witnesses described the gunman as a Negro, 20 to 21 years old, five feet tall, weighing 135 pounds and wearing a black leather jacket. He fired two shots without any warning.

It was the second time the store was held up in less than a week. Two youths, about 16 and 18, armed with automatic pistols, robbed Aubrey of $25 a week prior to the killing.

Surviving are Aubrey's wife, Evette, 44, and six children: George, 15; Mike, 14; Adele, 13; Joseph, 12; Theresa, 8; and Marie, 4.

It was the second murder of a Detroit grocer in less than eight months. Last April, Jubrail Kasgorgis, 35, from Iraq, was slain in his store, leaving his wife and four children behind.

Following the Kasgorgis killing, the Chaldean-Iraqi Association of Michigan, with 150 grocers belonging, many of them members of the Associated Food Dealers, petitioned the AFD to take their plea for more policemen to city hall.

AFD president Donald LaRose and AFD executive director Ed Deeb asked for a hearing with the Common Council. In their appearance, they asked for 1,000 more policemen to be added to the force and increase salaries so the department can recruit more qualified police personnel.

Beating Competition
(Continued from Page 10)

7 The quality of service you give your customers helps determine whether they'll shop with you more than once. Whether you're selling a product or a service, the reputation of your firm will be enhanced if customers know that their requests will always be tended to quickly and pleasantly. One way to give your store an image of reliability: never make a promise or a guarantee you can't keep.

By heeding these tips you may be able to give your store or company the big boost it needs to get to the head of its field.

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Swift or Wilson Chittlins
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(On the Eastern Market)

Holiday Greetings!
From
Melody Dairy Company

16247 Hamilton Ave. Highland Park Phone 868-4422
BRONCO BELL:

Let's Bring Back Old Time Burlesque

By ALEX BELL

This is the last time this year, dear readers, that you will have to read my column. You are very lucky people!

It is nice to have Doc Green back at the Detroit News. He is a columnist who in our opinion is one of the best, and is at his very best when he writes race track stories ala Damon Runyon. (Being of low life, we like this jazz.)

Sorry, folks, but no political stories this trip. I guess we will make no more enemies.

Of course money can't buy happiness, but with it you can at least be unhappy in comfort.

We had dinner a couple of times lately with Our Uncle, Louie Shamie—a walking and talking encyclopedia of the food business in Detroit. It was nice to cut up a few old touches. An enjoyable evening was had by our girl friend and yours truly. Besides, Uncle Louie is a hulluva nice guy.

Why is it, when an employee takes on an added activity, it's "moonlighting"; but when his company does so, it's called "diversification?"

Secretary of Labor Wirtz notes that the "price of an affluent society may be that by the time one is well enough off to turn the dirty work over to someone else, there will be no one willing to do it." (How true, how true!)

Reflection in Trivia: Looking at the boob tube (TV), we enjoyed Danny Thomas' special on old time burlesque. It was real. We would like to see a good old-fashioned burlesque again. How many of you remember good old Scurvy at the Avenue? Now there was a real good low comic! While we are remembering, how about Scurvy's famous limerick: "Pumpkin Pie and apple sass, my grandfather said with a cork in his nose." How's that for a real fooler! It sure doesn't rhyme, but that was burlesque.

Note from AFD office secretaries on the "SSS Fund:" "Enclosed please find headache powder and 5¢ to add to the SSS Fund. We wouldn't want Salim to get a headache from the below zero weather in Siberia." Signed: Sally and Betty.

Additional contributions to the SSS Fund: Jay Welch, 2¢. Come on, folks, that Trans-Siberian train leaves Oshkosh for Irktusk, and we want our old buddy Salim to be on it! (Some renegades still say "No!")

Dear John, that's all she wrote for '66. A happy and prosperous new year to you for 1967.—ACB

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SUSTAINING MEMBER

Holiday Greetings
To Our Many Friends in the Food Industry

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**Hollywood to Open New Troy Food Store**

Hollywood Super Markets will open its third store, this one to be located at 2670 West Maple in Troy, it was announced by John "Jay" Welch, president of the firm and chairman of the Associated Food Dealers.

The new 17,000 square-foot super will accommodate parking for 130 cars and is scheduled to open January 3. The store will feature a full-line deli-catessen department, Welch said. "The store is layed out on a practical basis with attractive decor which should appeal to consumers," he told *The Food Dealer*.

A formal grand opening ceremony will be held Jan. 23.

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**Wolf Stresses Non-Foods At Retail Exhibit**

The importance of the non-foods department in today’s food stores was pointed out to over 200 retailers who attended a non-foods exhibit and demonstration sponsored by A b n e r A. Wolf, Inc., an AFD member, December 13-14.

The attractive exhibit, featuring a wide variety and displays of non-food merchandise, was held at the Sealtest Ice Cream plant, located at 8145 Greenfield, Detroit.

Theme of the non-foods seminar was “Panorama of Profits.” Under the direction of Wolf general manager, Ben Wettenstein, and more than a dozen Wolf merchandisers, the retailers were told how a non-foods department with proper displays can increase their profits.

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**MSU Consumer Council to Meet**

The Consumer Advisory Council of the MSU Cooperative Extension Program will hold its first meeting of 1967 at Howard Johnson's Motor Hotel, downtown, Jan. 19. Plans for the 1967 "Food Information Week" will be discussed. Also, a week later, the organization will meet with its Informed Food Shoppers group, Jan. 25, at the WWJ auditorium, downtown.
Produce, Meat Merchandising Highlights Retail Seminar

Over 100 independent grocers and supermarket operators, many members of the AFD, attended a meat and produce seminar sponsored by Wayne County Wholesale Company Dec. 3 at the Thomas Manor Inn, East Detroit.

Purpose of the seminar according to Emil Massaro, Wayne County president, was to introduce new methods for merchandising meats and produce for retailers with the hopes of maximizing profits through efficiency and creative salesmanship.

William Kirtenburger demonstrated a new meat merchandising technique using special netting to make rolled roasts. Fred Spannagel explained new packaging for improved produce merchandising. Nelson Gotshall gave an interesting talk on the subject of meat shrinkage.

Prior to the seminar, retailers were treated to a buffet dinner. Cocktails were served afterward.

A reminder: The Detroit Association of Grocery Manufacturers Representatives will host its annual Inaugural Ball, Saturday evening, Jan. 7 in the Latin Quarter. For tickets or further information phone Ginny at 835-1750.

Peter Thomas, owner of Thomas Market, is the new owner of Azzam’s Party Store on Fourteenth Street. Pete Thomas Jr. will manage the store. The Azzam family however, still operate Azzam’s Market, located directly across the street.

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SUSTAINING MEMBER

Now . . . Group Blue Cross Available to Retailers

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.

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434 W. Eight Mile Rd.
Detroit, Mich. 48220 Phone: 542-9550
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Brunk, Earl A. (Insurance) ........................................ 962-7150

BAKERY
Archway Cookies ....................................................... 532-2427
Awrey Bakeries .................................................. TY 6-5700
Barnett Bakeries .................................................. 834-0010
Farm Crest Bakeries ............................................... TR 2-545
Grennan Cook Book Cakes ...................................... TA 5-1900
Hekman Supreme Bakers ........................................ KE 5-6660
Inlaid Book Co. ............................................................... 582-693
Koepplinger's Bakery, Inc. ........................................ JO 4-5737
Lebanon Baking Co. ............................................... 825-9702
Magnuson Foods (Rays Muffins) .................................. FA 1-0100
Oven King Cookies .................................................. PR 4-2525
Schafer Bakeries .................................................. 833-7100
Silvercup Bakery .................................................. JO 7-1000
Tayste Bread .................................................................. TY 6-3400
Tip Top Bread ............................................................. TA 5-6470
Wonder Bread ............................................................ WO 3-2330

BEVERAGES
Canada Dry Corp. ................................................... 868-5007
Cask Wines .......................................................... TY 5-4400
Faygo Beverages .................................................. WA 5-1600
Mays Beverages .................................................. DI 6-5000
National Brewing Co. .................................................. 533-2055
Pepsi-Cola Bottling Co. .................................................. 366-5040
National Brewing Co. .................................................. 533-2055
Cask Wines .......................................................... TY 5-4400
Continental Food Brokerage ......................................... 533-2055
Grebco, Inc. .......................................................... 542-4230
Harris Crane & Company ........................................... 538-5151
E. A. Danielson Co. .................................................. 836-9111
Drink & Bar .......................................................... DI 1-8000
Dillworth, Inc. ......................................................... DI 1-5905
Maurice Elkin & Son .................................................. WO 3-6464
Food Marketers, Inc. .................................................. 342-3733
Graubner & Associates, Inc. ...................................... TA 6-3100
John Huetteman Company ........................................... TA 6-0630
Paul Eman Associates, Inc. .......................................... BR 2-3229
Keil-Weitzman Co. .................................................. 273-4400
Maloney Brokerage Co. ............................................. TU 5-3653
McMahol & MacDonald Co. ........................................ BR 2-2150
Marks & Goergens, Inc. ............................................ DI 1-8000
Peterson & Vaughan, Inc. .......................................... VE 8-5300
P. F. Pfister Company .................................................. BR 2-6000
Sosa Sales Co. .......................................................... BR 2-3650
Sullivan Sales .......................................................... KE 1-4848
Thompson Jackson Associates ........................................ 273-8262
United Brokerage .................................................. BR 2-3401

DAIRY PRODUCTS
Bodker Dairy Co. .................................................. 533-4000
The Borden Co. .......................................................... 566-7632
DeLallo A. Milk, Inc. .................................................. 855-5111
Fairmont Foods Co. .................................................. TR 4-0300
Lee and Meta Fraser ................................................... LI 8-5799
Gunn Dairy, Inc. .......................................................... TU 5-7200
Home Style Foods Co. (Deli.) .................................... FO 6-6230
Land O'Lakes Creameries ........................................... TE 4-1400
Melody Dairy Dist. Co. .................................................. 345-4700
Quaker Products, Inc. .................................................. TW 1-9100
Safest Bred Dairy ..................................................... TI 5-5700
Speciality Foods (Deli.) ............................................. TW 2-5808
United Dairies .......................................................... UN 1-2800
Vlasic Foods Co. ...................................................... 868-9800
Wesley's Quaker Maid, Inc. ......................................... 833-6550
Wills & Sons Dairy .................................................. TI 5-6000

EGGS AND POULTRY
E. J. Farrell Co. ..................................................... WO 3-1787
Eastern Dairy Co. .................................................. WO 1-8400
Eastern Dairy Products ............................................. 832-6800
McLerney Miller Bros. ............................................. TE 3-4800
Napoleon Eggs .......................................................... TW 2-5718
Orleans Poultry Co. .................................................. TE 3-1843

FRESH PRODUCE
Jos. Buccellato Produce .................................................. LA 6-9703
Carnosso Bros. Produce Co. ....................................... 921-3450
Gelardi Produce ................................................... WA 5-0969
H. C. Nagel & Sons .................................................. TA 5-2840
North Star Produce .................................................. WA 2-9743

INSECT CONTROL
Key Exterminators .................................................. EL 6-8825
Rose Exterminating Co. ............................................ TE 4-9300
United Exterminating Co. ......................................... WO 1-5038
Wayne-Lett Pest Control ........................................... TE 4-6900

LINEN SERVICE
American Linen Service Co. ....................................... WA 1-4129
Economy Linen Service ............................................. 843-7300
Marathon Linen Service, Inc. .................................... WA 1-2727
Reliable Linen Service ............................................. 366-7700

MEAT PRODUCTS, PACKERS
Alexander Provision Co. ............................................. 961-5601
Budnik Packing Co. .................................................. 892-2562
Crown Packing Co. .................................................. TE 2-2900
Detroit Veal & Lamb, Inc. ......................................... 962-8444
Eastern Market Sausage Co. ...................................... WO 5-8677
Finnan Brothers ...................................................... KE 1-8200
Guzzardo Wholesale Meats, Inc. ................................... FA 1-7030
Herrl & Company .................................................... 962-0430
Johann Packing Co. .................................................. TW 1-9011
Kowalski Sausage Co., Inc. ....................................... TR 3-8200
L. K. L. Packing Co., Inc. ........................................... TE 3-5190
Meat Packing Co. (Ypsi) .......................................... TE 3-4193
Pepsi Sausage Co. .................................................... TE 5-6170
Peter Eckrich & Sons, Inc. ........................................ KE 1-4466
Peters Sausage Co. ................................................... WO 6-3200
Wayne Packing Co. .................................................. WA 5-1060

NON-FOOD DISTRIBUTORS
Arkin Distributing Co. ............................................... WE 1-0700
Hertz's Novelty Company ........................................... 526-9115
Wayne Country Wholesale Co. .................................... 894-6300

POTATO CHIPS AND NUTS
Better Made Potato Chips ........................................... 847-8274
Frito-Lay, Inc. .......................................................... WA 1-2700
Kar Nut Products Co. .................................................. LI 1-1480
Krohn-Chese Potato Chips .......................................... WA 5-1010
Vita-Bos Potato Chips .................................................. TY 7-5550

PROMOTION
Bowie Display Co. (sign) .............................................. CR 8-6288
Goldfied Adv. & Distrib. ............................................ 869-3636
Holden Red Stamps ................................................... 444-1195
Ira M. Caplan Advertising Co. ..................................... TE 3-5664
Mercer Label Detroit .................................................. 863-4292
Stanley's Adv. & Distrib. Co. ....................................... 961-7177

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

SERVICES
Beneker Travel Service .................................................. PR 1-3221
Clayton's Flowers ................................................... LI 1-6898
Zuback's Electric ..................................................... LA 6-4864

SPICES AND EXTRACTS
Frank's Tea & Spices .................................................. UN 2-3134

STORE EQUIPMENT
Almer Corporation ..................................................... JE 9-0650
Butcher & Lacker Supply Co. ....................................... WO 1-7250
Husmann Refrigeration, Inc. ....................................... 344-3994
Globe Slicing Co. (Biro ........................................... LI 5-1855
Hobart Mfg. Co. ....................................................... TA 6-0977
Lepire Paper & Twine Co. ............................................ WA 1-3834
Liberty Paper & Bag Co. .............................................. 931-3400
Master Butter Supply Co. ............................................ WO 1-5656
Midwest Refrigeration Co. ........................................... JD 6-8381
National Market Equipment Co. .................................... LI 5-9000
Photo-Scan of Mich. ................................................... 274-7160
Shaw & Slavsky, Inc. .................................................. TE 4-3990
Square Deal Heating & Cooling .................................... WA 1-2345

WHOLESAVERS
Aunt Jane's Foods .................................................... 581-3240
Grouse Pointe Quality Foods ........................................ 941-4000
C. B. Geymann Company .......................................... WO 3-8691
Kaplan's Whse. Food Service ...................................... WO 1-5651
Kraft Foods .......................................................... TA 5-9595
Marton Salt Company .................................................. 51-3400
C. F. Mueller Company .............................................. 357-4555
Roman Cleanser Company .......................................... TA 1-0700
Shed-Bartus Foods, Inc. ............................................ 606-1910
Spartan Stores, Inc. .................................................. BR 2-2744
Super Food Services, Inc. ......................................... 646-5590
Tobacco Brands Dist., Inc. .......................................... TR 1-4000
United Wholesale Grocery .......................................... WA 1-1640
Wayne County Wholesale Co. .................................... 894-6300
Abner A. Wolf, Inc. ................................................... 584-0600
Cold carton sales mean extra profits for you!

Here's the most spectacular innovation in soft-drink merchandising in years. The Vis-A-Cooler from Pepsi-Cola. It sells Pepsi the way America drinks it...cold...by the carton! Available now—the Vis-A-Cooler is a complete selling unit, designed to attract attention and dominate any location. It comes in a variety of models and sizes. There's one that's perfect for your store. You're sure to increase sales with the exciting new Vis-A-Cooler. And there's a Vis-A-Cooler program that means even more profit for you. Call your Pepsi Bottler about it now. The cold fact is, you can't afford not to.