The Magazine of The Greater Detroit Food Market

FEBRUARY, 1966

Allen’s: A Family Success Story

It was back in 1932 when Lafayette Allen Sr. and his wife, Edith, founded their first supermarket on Alford street in Inkster by converting the living room and front of their home into a small but convenient corner grocery store. Today, the Allen family operates two stores, one each in Inkster and Ypsilanti, doing a

(Continued on Page 3)
Powerful media support adds up...
to increased store traffic...
increased sales!

1. A Full Page Four Color Ad in Life Magazine.
2. Television Spots.
4. Radio Spots.
5. Wide Variety of Point of Sale Material.

Launch your peak-selling season with Diet-Rite Cola today!

SEE YOUR DIET-RITE COLA SALESMAN FOR DETAILS
Allen's-
A Family
Success Story

(Continued from Page 1)

combined sales volume of around $1½ million annually.

Prior to converting his home into a store, the senior Allen used to peddle produce and limited food products on a door-to-door basis in suburban Inkster where he became one of the pioneer citizens, and is today a well-respected businessman.

In 1938, Lafayette and Edith moved the business into their first actual store building, located next door to the Allen residence. The building measured 40 x 60 feet, but was suitable for doing business at this time.

Then, some 16 years later, the Allens moved to a still larger location at 3760 Inkster Road, site of their present Inkster store, and main office. It wasn't until 1962, however, that they opened their second store, this one in Ypsilanti, at 510 South Huron Drive.

Allen's Super Markets have long been members of the Associated Food Dealers, where Lafayette Jr. serves as an active member of our board of directors.

As we said, it is a family-run operation. Lafayette Sr., 64, is still active in the business as president of the corporation. His wife, Edith, 63, is vice-president. Sons Jesse, 41, and Lafayette Jr., 44, are also vice-presidents.

The successful family board of directors includes sons David, 34, and Lawrence, 26; daughters Mrs. Francis Butler, 36, and Mrs. Betty Leverette, 32; and Junior's sons, Richard, 23, and Lafayette III, 25.

One of the main reasons for the success of Allen's is involvement in the communities where they do business, the senior Allen says. "We are active contributors to the various churches in our areas, regardless of denomination, and make donations to various worthwhile charities, as the Boy Scouts," he continued. "We hold many contests throughout the year offering valuable prizes or free food products, whichever the winner prefers. A retailer today must communicate with his public."

According to Lafayette Jr., the grocer must continue to be competitive. "Buying today for us is still a major concern. We still purchase many of our products directly, while our trucks will pick up produce and merchandise direct from terminals and wholesalers.

"If you buy right," he continued, "you can sell right. A penny saved here and there can and should be passed on to customers in the form of lower prices."

"Our customers have always come first," the junior Allen relates. We have always tried to give them what they desired. Our specialties are meat and produce, and our produce is ALWAYS priced lower than any of the chain stores."

Allen's Super Markets is the "world's largest Negro-owned food store operation." The family has been written up numerous times in leading national Negro magazines, which includes Ebony and Jet, as well as locally in newspapers circulated in Detroit (The Detroit Courier), and Michigan (The Michigan Chronicle).

The Allens are in the process of finalizing plans for a third store, to open sometime soon, but they won't say where.

"Today, a grocer cannot 'go it alone',' says Lafayette Jr. "The smart grocer or beverage store operator must affiliate with a solid trade association, such as our own AFD, because when all grocers, unite for the cause of justice and fair play their voices will be heard."

We'll add our Amen to that!

JESSE ALLEN, left, is about to present a winning customer with her prize turkey at Allen's Super Market's annual "Turkey Give-away."
Improved Coupon Processing Helps Redeem Coupons Faster; AFD Members To Benefit

A greatly improved coupon processing system developed by the Associated Food Dealers, will guarantee faster coupon redemption to those members participating in the program. Under the new process, coupons will be sorted and a check in the amount of their value will be redeemed to you within a three-week period.

Retailers who are not already members of the AFD, and eligible for participating in our speedy coupon redemption program, are invited to join and take advantage of this service. Those AFD members not already participating in our coupon program, are invited to give it a try and see the benefits for yourself.

If you have any questions about our service, or becoming AFD members, phone the office at 542-9550 for further information and details.

Wolf Will Soon Open New East Detroit Cash-Carry

Abner A. Wolf, Inc., Detroit wholesale grocery company, will soon open a new cash-and-carry branch in East Detroit, it was announced by Ben Wettenstein, vice-president and general manager of the firm. The new cash-carry measures over 20,000 square feet, and will be located at 22609 Gratiot Ave. near Nine Mile Road.

The branch, scheduled to open Monday, April 4, will stock a complete line of groceries, produce, meats, dairy products, HBA, housewares, as well as tobacco and candy items, Wettenstein said. The cash-carry branch is number nine for the firm.

At the same time, the firm has named two cash-carry supervisors, one each for upstate Michigan, and the greater Detroit area. Marvin Blumer, former manager of the Wolf Saginaw cash-and-carry, has been named supervisor of the firm’s branches in Flint, Lansing and Saginaw. Pete Castronova, former manager of the firm’s first cash-carry on Grand River and Warren, was named supervisor of the firm’s branches in Detroit, Lincoln Park, East Detroit, and Toledo.

Conn, Bowlus New AFD Members

The association wishes to welcome aboard the two newest supplier members. They are Steve Conn & Associates, Detroit food brokerage, located at 14001 W. Eleven Mile, Oak Park; phone is 547-6900. Mr. Conn was recently elected vice-president of the Detroit Food Brokers Assn. The other member is Robert W. Bowlus Sign Co., whose specialty is window and poster painting and silk screening. The firm is located at 22345 Longview, Dearborn; phone is CR 8-6288. These new members, and all AFD members, deserve your patronage.
More people buy DEL MONTE than any other brand of canned fruits and vegetables in the world...year after year after year.

GROW WITH DEL MONTE®
Grocer A Go-Go

“It's up early every morning and to my store. But I notice things aren't
the way they used to be anymore. I find today I must offer a little more than I
did in the days of yore.”

The lament of a typical American grocer. He could be located Anywhere,
U.S.A.

“Into the store, and sweep the floor.” Go-go-go.

“Then re-stock the open spaces on the grocery shelves.” Go-go-go.

“Clean, stock, and refrigerate the produce counter, and trim the fresh
vegetables. Then the meat cabinet. Then the beverage department.” Go-go-go.

“Next, I must replenish the dairy cooler, and then check my delicatessen
counter. Then health and beauty aids: and housewares.” Go-go-go.

“I must then make a list of stockroom re-order items, you know. Now,
I'm ready to open the doors.” Go-go-go.

“After that who knows what . A customer may complain of a meat cut;
and of course, she’s always right. I must round up my shopping carts.” Go-go-go.

“In addition to my grocer’s cap, I find I wear many different hats during
the day, and many nights. I am a goodwill ambassador, a kid’s best friend, a
public servant, a competitor's foe, a complaint department, a banker, a promoter,
as well as a butcher.” Go-go-go.

“I tell you, it ain't what it used to be.”

He’s right. Today, you aren’t “in” with the customers unless you’re on
the go-go-go. But remember, it’s that “little bit more” that spells the difference
between big or average success, or failure.
Food Advertisers Agree: CKLW RADIO 80 is the Service Station!

Giant CK motivates the Motor Cities Market and moves merchandise in a great big way. That's what you'd expect from its 50,000 persuasive watts of bright, busy information. But CKLW also provides its advertisers with the extra services that make it a Giant buy. Here's one example: a special set of commercials for Contadina, written and produced by CKLW's own staff. And here's what Lew Johns, Carnation Company District Manager, wrote us about them!

PASS THE WORD: for sales and service on food store items, it pays to say it on Giant CK!
Henry Jedrzejewski, owner of The Little Grocery on East Davison, informs us he is attending night school at Cass Tech and is finding it quite enlightening.

As of February 28, the new address for the Michigan district general office of Sealtest Foods division will be Post Office 4486, Detroit, Mich. 48228.

An engraved plaque in recognition of outstanding sales achievement in Beatrice Foods annual "President's Month Contest," has been presented to officials of Shedd-Bartush Foods of Detroit at the firm's ninth annual meeting recently. Adam J. Schubel, president of Shedd, and Victor Stockell, sales promotion manager, were on hand to accept the award.

Dr. William H. Price, the man who brought pure milk to Detroit in the pre-World War One era and a former city health office, died recently. He was 88. Among his notable achievements was to reduce the death rate among infants in Detroit during the years around 1915.

Food Giant Converts
A Wrigley For No. 11

Food Giant Super Markets has purchased the Wrigley store located at 1700 E. Seven Mile Road, and converted it into its eleventh Detroit-area supermarket, it was announced by Don LaRose, president.

The new Food Giant, a 10,000 square-footer, contains four checkouts and will feature meats and produce. The store, which opened recently, has been completely renovated, with new refrigerators, freezers and computer scales.

The store will be co-managed by Ted Gersky and James Slade.

Biro Introduces Meat Chipper

A new frozen meat chipper for use at in-store levels has been introduced by Biro Manufacturing Co. Designed to "eliminate the bottleneck in chopped meat processing," according to the firm's reports, can chip a 60-pound frozen block of meat in 60 seconds.

Ronald Israel of Globe Slicing Detroit, distributor of the new chipper, says the new machine will not bruise or mull meat, and can eliminate cutting loss. For further information, contact Mr. Israel at LI 5-1855.

Sign hanging in Jerry & Clara's Party Store, Dearborn Heights: "In God we trust all others pay cash."

Oven King Cookies

A choice of taste tempting home style cookies your customers will buy time and time again — Offering both quality and value. For FAST TURNOVER and GOOD PROFITS — stock and sell quality.

OVEN KING COOKIES
27450 GROESBECK HWY.
Roseville, Mich. PR 5-4225

PETERS SAUSAGE COMPANY
Wieners - Bologna - Pure Pork Sausage
Luncheon Meats - Lard
Bacon - Hams - Fresh Pork
Detroit's Favorites for Over 60 Years
TA 6-5030
SUSTAINING MEMBER
Pepsi Donates Historic Album
To U.S. Colleges, Libraries

More than 1,300 copies of a new long-playing record album dramatizing the life and times of Frederick Douglass (1817-1895), considered the greatest American Negro of the 19th century, was donated to Michigan's public and college libraries at a dinner held Feb. 25 in the Latin Quarter, Detroit.

The albums were donated by the Pepsi-Cola Bottling Company of Michigan. A silver recording of the album, titled "The Frederick Douglass Years," first of its kind, will be presented by the soft drink firm to Mrs. Fannie Douglass of Washington, D.C., who will accept it on behalf of heirs of the famous Negro leaders.

William R. Barnes, Pepsi vice-president and general manager, announced the new historical album, created by the parent company as a nationwide public service, will be circulated in all major centers of the U.S. following its introduction here.

EUGENE RUOFF
WHOLESALE MEATS

1526 Division Street Detroit 7, Michigan
Phone: WO. 3-2430
SUSTAINING MEMBER

YOU...

HAVE THE ADVANTAGE

Surveys and records show that big chains are slipping—losing ground in many localities in the battle with friendly independent market owners for consumer preference.

Why? Because people are still people—not numbers, not cattle, not easily fooled when it comes to deciding who has the best prices, best service and best quality.

Some of the big chains, hoping to woo back lost customers by returning to stamps after experimenting with so-called "discount" operations have discovered that the old-fashioned custom of knowing the customer and thanking him for his patronage is still in style.

Their return to stamps is a wise move, but the wide-awake Independent should take advantage of the opportunity to close a deal for the best stamps while choice areas are open.

Friendliness is still more important to a customer than a doubtful claim of a half-cent saving on a can of corn—and the friendliest thing you can do is to share your advertising money with the customer by saying "Thank You" with HOLDEN RED STAMPS.

PHONE 444-1195

MORE INDEPENDENT STORES AND SERVICE STATIONS IN MICHIGAN GIVE HOLDEN RED STAMPS THAN ANY OTHER STAMPS

EST. 1930 AAA-1 RATED

PHONE 444-1195

HOLDEN RED STAMPS
THE SAFE STAMPS BACKED BY GOV'T. BONDS
23840 W. 8-MILE — DETROIT, MICH.
The Sounding Board

I would like to wish the Associated Food Dealers a very, very happy 50th Anniversary. I think The Food Dealer does a superb job in Michigan. We learned the power of that publication during the recent “Food Is A Bargain” campaign. I don’t think any single publication in this country did a better job or got greater response than did The Food Dealer.

Michael J. O’Connor
President
Super Market Institute

We extend to you our congratulations on the celebration of your 50th Golden Anniversary of the Associated Food Dealers of Greater Detroit, and we express the hope that your next 50 years will have all good things in store for you.

Paul S. Willis
President Emeritus
Grocery Manufacturers of America

On the occasion of your 50th Golden Anniversary as independent food dealers in the Metropolitan Area, please accept my sincere congratulations and best wishes. The independent Grocers in East Detroit have contributed to the well being and continued growth of our progressive community. The civic leaders and Official Family recognizes this and are greatly appreciative.

Edward J. Bonior
Mayor, East Detroit

850 Attend AFD Annual Banquet

An evening full of food industry pageantry and entertainment greeted the 850 persons who were in attendance at the Associated Food Dealers’ 50th Anniversary Installation Banquet held at Cobo Hall, Feb. 1.

Featured speaker for the evening was Detroit Mayor Jerome P. Cavanagh, who praised the work being done and progress achieved by the AFD during its first 50 years. Following his talk the Mayor was presented with an honorary AFD lifetime membership by president Donald LaRose. In addition, the Mayor formally installed all officers and directors of the association by administering the oath of office.

Delightfully entertaining WWJ-TV weatherman, Sonny Elliot, served as master of ceremonies for the big affair. Following the formal ceremonies, banquet-goers were treated to an all-star floor show which featured comedian Paul Lennon, Wes Harrison (better known as “Mr. Sound Effects,” and lovely WJR singing star Miss Jan Wynn. Ballroom dancing to the music of Bob Durant and his orchestra concluded the evening’s festivities.

(EDITOR’S NOTE—The AFD board of directors wishes to thank the following firms for helping us make the banquet the huge success it was: Pepsi-Cola Bottling Co., for hosting the pre-dinner cocktail hour; Hygrade Food Products, for donating the services of Sonny Elliot; Frito-Lay, for providing us with the tasty cocktail hour snacks; and the Holden Red Stamp Co., for donating the door prizes which were given away. We wish to say a special “thank you” to all those who attended, as well as those firms who advertised in The Food Dealer, and hope all of you will be with us again next year.)

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

“First We Render Service”

ALLIED MEMBER

The Finest...

KIELBASA
HAMS
BACON
MEAT LOAVES

2270 HOLBROOK
TRINITY 3-8200

SUSTAINING MEMBER
Today’s 22½ million American Negroes will increase their numbers twenty percent by 1972. In six years there will be twenty-seven million Negroes in the United States.

One in every six residents of metropolitan New York, Miami and St. Louis will be Negro. In metropolitan Philadelphia, Cleveland, Detroit, Chicago, Atlanta and Houston, every fifth resident will be Negro. And one in every four will be the ratio in metropolitan Washington, D.C. and Baltimore.

Those who are representatives of nationally distributed consumer products should note also that the migration of Negroes away from the South will continue. Population experts predict that by the mid-seventies less than half of all American Negroes will still be living in the sixteen states of the Southeast and South Central regions. This compares to over sixty-five percent in 1950. Interesting too, is that the biggest growth in numbers of Negroes by 1972 will be in the Northeastern, East North Central and Pacific states.

The median Negro age in 1964 was 21.7 years, compared to a white median of 29.5. More Negroes moved than did whites—24% to 19%—in 1964. But among movers, the whites were more apt to move beyond their home county. The Negro moved more often but not so far afield.

In 1950, Negroes of 25 and older had completed 6.8 years of school on the average. This rose to 8.2 years in 1960 and to 8.8 in 1964. Younger Negroes, especially the younger women, are narrowing the education gap. Negro women aged 45-54 had 3.8 years less schooling than did white women of this age. But the upcoming young, aged 20-24, only lag by less than one year.

Before 1975, we Negroes will double the population increase of our white counterparts and will exceed thirteen percent of America’s population.

Whether you refer to us as Negroes or colored, and there is no determined general preference by us of either designation, our market will collectively and individually offer vast economic opportunities. There will be problems too—but none that you won’t soon be able to compute. By this, I mean that research people in their cataloguing of everything that walks, creeps upon, and inhabits the earth, will, within this generation, have stratified the Negro so that most of the non-computing elements and intangibles now present will be eliminated. Awareness and availability of such facts should enable all of us to better take advantage of the market’s potential.

Everyone will soon have to make a decision on whether the Negro consumer is meaningful to their business. If the Negro is meaningful to any economic degree, then of course, the next step is to seek the best ways to earn his patronage. At this stage the skin coloring of the prospective customer is relatively unimportant. What is critical, is how to establish a line of communication to facilitate the selling of your service or product to another prospect who needs or desires it. A human being who will take his or her place as a part of your total market.

We will differentiate the Negro market now primarily

(Continued on Page 14)
Participate in the AFD Coupon Redemption Service
— You won’t Be Sorry!

Thank You for Making Us Your Milkman

UNITED DAIRIES INC.
4055 Puritan
Detroit 38, Michigan

BIG on FLAVOR! — BIG on VALUE!
BIG on FRESHNESS!

TIP TOP BAKERS
IN FLAVORGUARD OLEPHANE WRAPPER
3600 TOLEDO
Phone TA 5-6470

The Sausage with the Second Helping Flavor . . .

The Sausage with the Second Helping Flavor . . .

Peschke's SAUSAGE
QUALITY PLUS!

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

General Mills has launched a 7-cent direct mail coupon offer tied-in with its introduction of three new snack products: Whistles, Bugles, and Daisy’s. The coupon program is the largest ever conducted by the firm, which includes heavy national magazine and television advertising schedules.

Bottlers of Diet-Rite Cola are conducting a national consumer promotion called the “Family Fun Sweepstakes,” offering 1,800 family fun prizes. Grand prize is a vacation to either Hawaii, Virgin Islands, Bermuda, or anywhere in the U.S., plus a 1966 Ford station wagon.

Muller Grocers Baking Co. has introduced “Lumberjack,” the newest bread product to be introduced in Michigan.

Stouffer Foods Corp. has introduced a new freezer case divider in supermarkets on a nationwide level. Permanent, scuff-proof plastic does not tear or become dog-eared. It comes in one piece and needs no assembling.

As much as a 42% increase in case volume has been reported by California Packing Company, which has tested its Del Monte family style corn “bonuspack.” The new, novel three-pack is claimed to be a natural for multiple merchandising of products.

Three top evening television shows are now promoting Hydrox Cookies, Krispy Crackers, Hi-Ho and Cheez-It. Products of Sunshine Biscuits.

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
Now Read The New And Most Complete Detroit Courier Ever

56 Years of Continuous SERVICE

THE
Detroit Courier

AMERICA'S BEST NEGRO WEEKLY

1344 BROADWAY - DETROIT 26, MICHIGAN - WO 3-2444

For 56 years The Courier has been one of the most effective voices of the American Negro.

Advertising in The Courier has a better chance of being seen and acted upon when prospects are reading and thinking about business or buying.

By utilizing our edition, you can reach a large segment of this lucrative market and watch your dollars multiply again and again. Our reader loyalty is unrivaled, and this loyalty effectuates productive advertising.

The Courier's impressive advertising program gets results by being exposed to readers who are prominent in the Churches, Schools, Banks, Insurance Companies, Beauty Shops, Barber Shops, Stores, etc. It is also religiously read by Family Groups, Salespeople, Farmers, Electrical Workers and Labor Groups.

Negroes spend up to 14% more at supermarkets for food and grocery store items than do white families.

Negroes spend heavily on Convenience Foods which are generally the higher-profit items.

Negroes in the $4,000-per-year bracket spend 9% more for Soft Drinks than do white families.

The Negro is a good and valuable customer. Treat him well and secure your share of this market.

TODAY, THE NEGRO MARKET IS WORTH $25 BILLION DOLLARS

It PAYS to ADVERTISE Where You Get FAST RESULTS
to focus attention on its over-all similarities to the General market:

Presently there are very real differences in the black and white consumer but they constitute what is actually a temporary condition stemming from everyday economics, a real lack of reliable in-depth research conducted among Negroes, plus the failure of so many marketing people to accept them as a part of the total. The two basic differences I referred to above, economics and lack of research, create variable local overlays, but again do not alter primary characteristics of the total market. What applies to Detroit today is not applicable to Charleston, S.C., nor perhaps will it be for the next ten years. Then again it may work within five years. No marketing man worth his salt will bet that any market, anywhere will remain static for any specified length of time.

Not everything, even during this era of measurable statistics will be readily apparent. Researchers, advertising, and sales people are going to have to dig and probe for some important factors and elements that after every effort may still remain among the statistically non-measurable. Today and for the past decade and perhaps until the millenium Negroes will be strongly motivated by civil rights, equal job opportunities, educational advancement, availability of better housing, extension of voting privileges in the south, and on and on, including, most definitely, opportunities to earn and enjoy greater portions of a better life in this richest of all nations.

Frankly, you must accept the rather stark sounding fact that the great cities of America are becoming Negro cities. If this trend continues unaltered for the next dozen years, seven of America's ten largest cities, all except New York City, Los Angeles and Houston, will have Negro majorities.

Generally in 1964, American unemployment averaged 4.6 percent but among Negroes it was 9.8 percent. Even worse is the impact of unemployment among teen-agers. For although 15% of all American teen-agers seeking work here were unemployed in 1964, 23% of Negro teen-age boys and 31% of Negro girls could find no work, thus, beginning an adult life with a perspective of uselessness.

On the other side of the coin however, latest government figures reveal that more than 50% of all federal employees hired in the last fiscal year were Negroes— who incidently now number over 13% of all United States Civil Service workers.

The Negro shopper, whether for a new appliance or a quart of milk, seriously considers factors of which white shoppers are in most instances, completely unaware. To begin with the average Negro has less income to expend for specific goods and is therefore more anxious to secure value which gives some current credence to the long accepted theory that Negroes have great brand loyalty.

Actually today, this is more of a "brand consciousness" because of the Negroes' quest for quality and their favorable experiences with well-known brand names.

The Negro, as any other group engaged in a struggle to progress socially, educationally and financially, is intensely self-conscious and tends to examine their every act, including purchase, in terms of the over-all effect it will have in obtaining group goals. Those companies who have suffered boycott activities by any Negro organization or have been publicized unfavorably for actions or lack of action in the equal-employment area take many months and sometimes years to regain their sales position in Negro communities.

William Capitan, president of the Center for Research in Marketing, Inc., in a 1963 report in which he interviewed 1,164 Negro women and 526 white women discovered: "Negro women are even more determined to achieve equal rights and better living conditions than are Negro men. They exhibit a greater expectation of improvement in employment, educational opportunities and housing conditions than do Negro men, and also indicate an even greater willingness to engage in boycott activities to obtain their goals than do Negro men."

Mr. Capitan added that: "All of this determination is reflected in the values which Negro women see as important to them. For example, where white women want their men to be up and coming young executives; Negro women want their men to be 'college professors doing research. They see a professional career for themselves and their husbands as more desirable than do white women.'

Today, there is a new tone and temper permeating America's Negro communities. Traditional and patronizing friendship plus working arrangements with the area's urban league and even the local chapter of the N.A.A.C.P. does not insure your firm against a picket line or boycott by one of the militant and popular organizations more directly identified with the civil rights movement. The once supposedly close-knit Negro community is now splintered into many groups. Groups that differ in some aspects and techniques, but remain strongly united in achieving greater participation for Negroes in the American way of life.

The Negro can no longer be generalized into an inocuous niche. His is a growth market and must be accepted without the cliches, tactics and marketing strategies of tradition. Excessive generalization of the issue can only limit your getting your share of its blossoming promise.

The Negro market is as diverse as the general market. Its segments such as the teen-age, female, and the mass and class are obvious each possessing the exact characteristics of their white counterparts. Within our market, are millionaires and paupers, black Jews and Roman Catholics. Only the variances of income and educational factors provide tangible differences. As a famous physicist once said, "The color of the rose is in the eye of the beholder" So perhaps some of these market differences may also be in the eye of the viewer.
A recent report in the Progressive Grocer stated, “The average super market shopper is mostly myth.” So the average Negro pictured in the minds of un-informed Caucasians is usually drawn from fictional stereotypes.

The points that I’ve tried to cover today are mainly motivational. Why does the Negro buy as he does and how can he be effectively reached? If you want to sell the Negro, adjust your sales sights to hair-line and sometimes telescopic fineness. Don’t use a shotgun. Neither the range nor the target lends itself to a scattergun technique. Plan your market strategy well and execute your plan with tact and finesse.

Grey Advertising, Inc., in their November, 1965 issue of “Grey Matter,” presents some distinctly new views on market segmentation that may well aid many of you in market planning. It’s called “psychographic market segmentation” and it relates marketing strategy to psychological differences among consumers. If you have not already read it, I suggest you do and those of you who have, it will prove interesting if you re-read it and apply it to the Negro and his motivations.

Psychographic segmentation transcends the boundaries of traditional market sectors and discovers a linkage among people who had been considered as belonging to diverse markets. “Grey Matter” gives an example: “The assistant principal of a school and a truck driver may be earning identical salaries and perhaps living not very far apart. They may also be in the same age group and of the same ethnic origin. But emotionally and psychologically they may be at opposite poles. Psychographic segmentation places them into the marketing segments in which they belong psychologically.”

In summary, we are witnessing an historic phenomenon in marketing. Twenty-two and a half million black Americans are acting in concert, in the marketplace for the achievement of their social, economic and political objectives. In fact most of their militant activity is occurring in the marketplace. Their actions are determined, self-directed and dynamic. In a recent national survey conducted in 4,000 Negro households all over America, 89% of all respondents expressed their intent to take part in an economic boycott if called by a recognized Negro leader.

Fundamentally, the Negro is demanding that he be allowed to spend his money on the same terms as the white man. This may be a lot more complex than it sounds. Specifically, the Negro is demanding and is prepared to act to gain: (1) equal employment opportunities, (2) equal respect and service in stores, restaurants and other establishments and (3) a representative ratio of visibility in advertising.

It is vital and urgent that all of you, to whom the Negro is a meaningful consumer, accumulate the most current and accurate data possible regarding the Negro. Today he represents the greatest potential for expanded sales existing in the American marketplace.
BRONCO BELL:

Facts About Sex, Sin and Soup Bones

By ALEX BELL

About “Sin, Sex and Self-Control”—We were going to write a treatise on this subject, but we note that Norman Vincent Peale has beat us to it. Oh well, it would have been a heckuva column. Sorry dear reader, but you will have to put up with something a little less lurid.

*  *  *

Our good friend Leo Green, the Mohican from Yonkers, N. Y. and who is convention chairman for the 1966 National confab in Las Vegas, tells us that he will have a fabulous deal for that big trip in September. When he says “fabulous,” he means under $200 round-trip by jet with your room thrown into the bargain. We will have full details for you next month.

*  *  *

The AFD Banquet at Cobo Hall is now past history, but it sure was a winner. Our only gripe was that it was so BIG we couldn’t see half of the people we wanted to see. So if we didn’t say hello to all, we’re sorry.

*  *  *

Memo to Sonny Eliot, master of ceremonies for our AFD banquet: Please quit using our stuff! That mouth to mouth resuscitation bit we used here in this column about six months ago. If you need a new writer however, we are available.

*  *  *

BETTER MADE POTATO CHIPS

- POTATO CHIPS
- CHEESE CORN
- CARMEL CORN
- SHOESTRINGS
- PRETZELS
- POPCORN
- PORKSKINS

10148 Gratiot Ave.  WAlnut 5-4774
SUSTAINING MEMBER

Speaking of swapping blows: Did anyone catch the very misleading headline which appeared on the front page of the Feb. 21st issue of the Grocers Spotlight? I’m talking about the editorial crack that Taylor made in his Food News. The Spotlight headlined it: “Taylor and Deeb Swap Blows.” Here is the TRUE account of what happened:

Taylor wrote an editorial knocking Deeb personally, and the AFD proposals which will be presented to the Mich. Department of Agriculture. Taylor called each of the proposals “totally unrealistic,” and gives some lousy reasons why he alone thought they were. He created a lot of wind, but said nothing.

The Spotlight then phoned the AFD for a statement on the editorial. A statement was drafted by our Steering Committee and was read over the phone. Instead of including the major charges made by the MFDA—that our proposals to the Dept. of Agriculture were unrealistic—the Spotlight headline tried to create the impression that Taylor and Deeb were in a personal battle or feud. This is not true. Spotlight left out the portion about our five-point proposals, and by omitting it, committed a big fat faux pas! (Translated from the French, this means “boo-boo.”)

Tut, tut, Jim Miller. Let’s get on the ball and be more factual instead of sensational.

More about the AFD banquet: We still insist that Bev Welch and little Lee LaRose should heed our advice. “Pace yourself, regardless of what dear old dad does.”

*  *  *

A stroll down memory lane: The good old days refers to the times when a full meal could be bought for what we now leave in tips.

*  *  *

Thought around Detroit: “Will Jerome P. take his “Irish Mafia” with him to Washington?”

*  *  *

We were very happy to see Max Shaye at our banquet. He tells us that he reads this column avidly. Max however forgot to tell us what “avidly” means. We sure hope it wasn’t insulting.

*  *  *

Some words of caution: When you make your mark in the world, watch out for the guys with erasers.

*  *  *

It sure was a fine gesture on the part of Leo Green, his charming wife Gladys, and George T. Nepil (of our suburb, Chicago) to spend their respective birthdays with us at the Roostertail where a couple of attractive birthday cakes were served, complete with candles and all.

*  *  *

What a courtesy call! “You, down there!” shouted the father from the head of the stairs. “It’s one-thirty in the morning! Do you think you can stay all night?”

“Thank you, sir.” replied the young man, “but I’ll have to phone home first.” (We sure never got an offer like this!!!)

(Continued Next Page)
Here's a way with women: A noted marriage counselor reports that there are only two ways to handle women. Unfortunately, so far he doesn't know what they are.

* * *

A flashback: All of a sudden we thought of a new title for the book that Mr. Peale stole from us. How about "Sin, Sex, and Soup Bones?" We know a little about soup bones, but the sin and sex bit might need a little research. The epistle would not be like a "Fanny Hill," but it would be recommended for adult reading only.

The latest word has it that AFD president D. LaRose has a sign now in his office which reads: "If you haven't developed a hernia, you are not carrying your share of the load."

* * *

And so to New York for the New York Bronx Food Dealers Association's fabulous banquet at the American Hotel, put on by the equally fabulous Dave Deerson, who features his famous Kosher smorgasbord. More on this next month.

Dear John, that's all she wrote! — ACB
By DON LaROSE
AFD President

This year for me is the luckiest year of my life—to be president of the Associated Food Dealers at the time of our 50th anniversary.

It was so encouraging to see such a phenomenal turnout of not only our retailer members, but wholesalers, manufacturers, and brokers—the entire food industry—to experience such a momentous occasion.

For those of you unaware, the 850 persons who attended our function, made it the largest attendance ever recorded for any single food field function in the history of Detroit. It was even more significant than that. It served as testimony from the various segments of the industry who believe in the high aims and objectives of our association, and the important independent grocers in the community.

To all of you who joined with us in the celebration of our Golden Anniversary. A BIG THANKS!

We of the Associated Food Dealers are not content to rest on our laurels and accomplishments of the past. We must strive to move ahead and accomplish still more as the voice and representative of the independent merchant.

Briefly recalling the immediate past, the AFD, under the direction of the entire board, especially our dynamic executive director, Ed Deeb, has accomplished much, and in the past six months has recorded a very impressive record.

The AFD, last August, went to bat for the independents in an effort to solve the bad check problem. Although we proposed a number of steps which would ultimately solve the problem between bankers and retailers, the public has finally become aware of this costly problem.

Then, last September, after having received numerous requests from grocers, the AFD held a panel discussion on "breakage" and damaged merchandise. The session was not intended to embarrass nor intimidate anyone nor any firm, but rather to provide background and education to the retailers confronted with this problem.

In November, this association presented a number of proposals to the Senate Liquor Control Committee hearing designed to update antiquated liquor laws.

Later, in mid-November, the AFD, along with other Detroit food organizations, appealed to the Detroit Common Council not to increase city license fees $10. (Although the fees were increased, it was only a $5 hike, and not $10.) Also in this autumn month, we participated heavily in the "Food Is A Bargain" campaign.

In mid-December, the AFD requested a hearing with the Governor's Office and the Michigan Department of Agriculture regarding short-weight charges which stated that retailers were cheating. At issue was the department's handling of the public disclosure of the conviction of the 11 suburban markets on charges of selling pre-packaged meats at less than stated weight. It was at our request that other food organizations be invited to participate in such a meeting. And, so they were.

During January, the AFD co-sponsored a "Family Sports Day" and invited food field families to attend a Detroit Pistons basketball game with the Los Angeles Lakers. The affair was most successful, with many segments of the entire food industry participating.

Then, of course, we held our successful Golden Anniversary Banquet, Feb. 1st at Cobo Hall, which turned out to be the largest single food industry event in Detroit's history.


All this does not include the tremendous work in the area of public relations being done to create a favorable image in the community for independent grocers.

**We Must Stand and Be Counted!**

**By DON LaROSE**
AFD President

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, then 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

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**MEMBERSHIP APPLICATION**

Store Name ____________________________

Address ________________________________________________________

City ____________________________

Owner's Name ____________________________

Do you wish Blue Cross Coverage? Yes ☐ No ☐
## Support These AFD Supplier Members

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<tr>
<th>Category</th>
<th>Company Name</th>
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<td>Frito-Lay, Inc.</td>
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<td>Abner A. Wolf, Inc.</td>
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Here's an idea. It'll sell more soft drinks. You'll increase profits. Isn't that the name of the game?

The idea is simple. We want two permanent Pepsi displays.

What's in it for you?

You'll be milking one of your highest-profit, fastest-moving items—soft drinks. Take profit: the soft-drink 6-pack brings you more profit per shelf foot than any other group in your grocery department. Source: The Dillon Study.

But the rest of the story is even better. Soft drinks don't go through your warehouse, so they don't incur hidden costs like storage, shipping, carting, time and labor.

Take turnover: 46.9 times a year—twice as fast as the runner-up. And that's all brands of soft drinks. The leaders, like Pepsi, move even faster. In market after market, Pepsi-Cola is gaining rapidly in consumer preference because of Pepsi's quality and Pepsi's advertising.

But in spite of the profitability of soft drinks, only 1 out of 3 of your customers see them.

That's why we want two permanent displays—the second one outside your beverage department.

We think it makes good business sense.

But we have an axe to grind. We want to make more money. Don't you?