This special Golden Anniversary issue is dedicated to the independent grocers, the heart and soul of any community in America, in due recognition of the tremendous strides they have made in the field of food distribution, for constantly and courteously serving shoppers with a variety of brand name products reasonably priced.
Open your door to Bigger Profits!

STOCK UP NOW!

The Diet-Rite Cola Girl will be knocking on your door soon.

When she comes knocking, she'll give you two big 16-ounce bottles of Diet-Rite Cola, so you can see for yourself why it's the perfect cola for the whole family—honest-to-goodness cola flavor and less than one calorie in a 16-ounce bottle.

That's not all. She'll also give you a valuable money-off coupon you can redeem when you buy a carton of delicious Diet-Rite. So watch for the Diet-Rite Cola Girl in your neighborhood. When she comes knocking, your whole family wins.
ANNUAL PRESIDENT'S MESSAGE

Make Way For The Space Age

In the span of the past fifty years we have seen more contributions to science than in all of the past history of the world.

We have left behind the toot of a locomotive's whistle and have come to accept the roar of jet airplane engines. Aye, and we have even seen a man walk in outer space far above the earth.

We have progressed from the radio era to color television, with many programs beamed off satellites hanging in outer space.

The electric light, the telephone dial, the automobile, the electronic data processing brains—all originally scoffed at—have changed the direction and scope of a still troubled world. While at the same time, modern medicine has literally wiped out dreadful diseases which years ago was believed impossible.

In the early Thirties, we saw the advent of the supermarket, and all the accessories and innovations which came with it—self-service, greater selections of merchandise, parking facilities, the checkout counter and wider aisles.

Then in the late Forties we saw the growth of giant shopping centers which housed a variety of specialty stores all in one place. All this just to suit the taste of a more sophisticated shopper the likes the world has never seen.

In this period we saw a major transformation of supermarkets and promotions designed to lure shoppers into the stores. Improved merchandising techniques were fast being adopted by sharp retailers—both independent and chain alike.

Point-of-sale and point-of-purchase materials was the going thing, as well as attractive in-store displays geared to move merchandise in mass. Volume now became the key word, because competition forced prices lower, and to exist, a store had to have big volume. Then came the trading stamp designed to draw the customers a different way.

With more leisure time due to less working hours, the masses began hunting for time-saving conveniences, and thus new departments were being created in the grocery store—health and beauty aids, delicatessen, housewares, dairy. And with the acceptance of frozen foods came the TV dinner.

The ways of retailers and their merchandising and promotional knowhow was soon copied by other industries, in an effort to grow through selling more. Then in the early Sixties we saw a new turn of the wheel, and with it a new concept of salesmanship—discounting.

After having lost some ground to the chains in the past, the independent grocer has suddenly come alive, even stronger than ever before. He is a wise operator dedicated to offering the best products and services at the lowest possible price.

To the independent retailer has learned the hard way that in order to survive the keen competition he must change his ways. It's a new ballgame now in a bigger league in a still different era—the space age.

Look to the independent to set the food field pace of the future. And brother, you haven't seen anything yet!
Gov. Romney Proclaims ‘Independent Grocers Week’ In Michigan

Gov. George Romney last week proclaimed the week of Jan. 30 through Feb. 5 as “Independent Grocers Week in Michigan.” The proclamation, first of its kind, recognizes the important and vital service being provided by over 10,000 independent grocers serving over eight million Michigan consumers.

This year’s grocers week, to eventually become an annual event, is in honor of the Associated Food Dealers of Greater Detroit, a trade association serving and representing nearly 1,900 independent grocers, which is celebrating its 50th anniversary during 1966.

“We are pleased that Michigan has come to formally recognize the independent grocer as an integral part of both our civic and economic community,” said Edward Deeb, AFD executive director.

“With Michigan being more oriented toward the farm and automotive industries, the grocer is often taken for granted,” Deeb said. “The governor’s proclamation is a fitting tribute to these small businessmen, the heart and soul of our communities.”

In Michigan, the independent grocers account for some 56 percent of the total $2.8 billion in annual food sales. The figure is even higher in western Michigan.

The proclamation also recognizes that independents “constantly strive to increase the value of food purchases by offering better products at lower prices ... and is one of the major links in the total channel of food distribution,” from farmer to consumer.

Deeb said that many independent food retailers and independent chains around the state will celebrate Independent Grocers Week with special promotion and product sales by tying in with their own stores.

As we went to press, Detroit Mayor Jerome P. Cavanagh, who will address the AFD 50th Anniversary Banquet Feb. 1 at Cobo Hall, proclaimed “Independent Grocers Week in Detroit.”
SEALTEST MAKES IT BIG FOR YOU ON THE LOCAL SCENE ON MILK AND ICE CREAM

Multimillion-dollar, year-long, local Hi-Fi newspaper program

Sealtest Hi-Fi Color Ads, with its merchandising power, appetite appeal and reach will bring Mrs. Consumer into your store.

Hi-Fi Color Ads make perfect point-of-sale material

Big, bright, bold—each Hi-Fi Color Ad helps people remember the newspaper ad because it is the newspaper ad!

Two big Sealtest Sweepstakes put your customers in the act

Two contests will be announced in colorful Hi-Fi in local newspapers. You get in the act when customers come into your store to buy Sealtest products and get their entry blanks.

☆ ☆ ☆ BIG NEW FLAVORS
☆ ☆ ☆ INTRODUCING NEW PRODUCTS

IF YOU’RE NOT A SEALTEST DEALER—YOU SHOULD BE!

Call TI 6-5700 For Immediate Service
A Different Drummer

It was Thoreau who once wrote: "If a man does not keep pace with his companions perhaps it is because he hears a different drummer. Let him step to the music which he hears however measured or far away."

There's no question that successful food distributors and merchandisers are dancing and operating to a different beat and melody influenced by a young and fast-changing generation. The Rolling Stones gather no moss, and The Beatles are jumping today, not crawling.

The retailer has come a long way in 50 years. He has taken a giant step since the days of the pickle barrel and the cracker barrel to the spacious supermarkets—themselves one of the many modern-day marvels of the world. Why fifty years ago, convenience and frozen foods, not mentioning the many and phenomenal changes in packaging, merchandising and self-service, had not yet even been conceived.

The past five decades has witnessed the fall of some and the growth of others. And while the big keep getting bigger, the small get better, thereby making the independent grocer a vital and integral part of economy and daily lives.

In Michigan alone, we have seen many of the small come of age: Chatham, Food Giant, Great Scott, Hamady's, Vescio, Dixfield, Lindy's, and Krupa's, to name only a mere handful of the many important independents who faithfully serve a complex public.

Today there are some 195 million Americans residing in our great nation. Of this, about 8½ million are located in Michigan, with over 3½ million in the greater Detroit area. The U. S. Census Bureau reports that by 1970, about 65% of our nation's population will be comprised of those under 30 years of age.

It is a smart retailer who will take the necessary steps and make the changes required to serve this young, healthy and active generation. Offer these young customers the service they demand and you will be properly rewarded for your efforts.

Above all, remember, there's a new beat to a different drummer.
Our Congratulations
To The Officers, Directors and Members of
ASSOCIATED FOOD DEALERS
On Your 50th Anniversary

- Your progress through service to Independent Food Retailers is a tribute to your strong leadership and splendid cooperative spirit prevailing in your growing organization.

- Our progress, too, has been long associated with the success of Independent Food Merchants. Now, our proud record takes on new significance...

- Our “TOTAL SERVICE” Program, designed with YOU in mind, helps strengthen every department of your business.

- Let’s get together!

- AMERICA’S MOST PROGRESSIVE FOOD DISTRIBUTOR -

ABNER A. WOLF Incorporated

8601 MEADOWDALE  DETROIT 20, MICHIGAN  PHONE LU 4-0608
RIGHT NOW...

IS THE TIME TO ACT!

Opportunity is knocking at the door of every Independent Grocer. This opportunity will not wait. The decision must be made now if the best stamp franchise is to be procured.

In the past few months some big chain supermarkets which dropped stamps to “go discount” have found out through sad experience that cutting prices is no substitute for the many advantages of a powerful trading stamp program.

One by one they are returning to stamps as the best promotional tool to gain traffic, volume and PROFIT! (If you doubt this, send for copy of up-to-date survey of leading supermarket executives, just completed.) It is free—no obligation whatsoever.

PHONE 444-1195

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

EST. 1930 AAA-I RATED

PHONE 444-1195

HOLDEN RED STAMPS THE SAFE STAMPS BACKED BY GOVT. BONDS 23840 W. 8-MILE — DETROIT, MICH.

A MESSAGE FROM

Detroit Mayor
Jerome Cavanagh

MAYOR CAVANAGH

City of Detroit
EXECUTIVE OFFICE

Associated Food Dealers of Detroit
50th Anniversary

GREETINGS:

On behalf of all the citizens of Detroit, I extend warmest best wishes on the occasion of the 50th Anniversary of the Associated Food Dealers of Greater Detroit.

During the past half-century, your organization has compiled an outstanding record of achievement. Member stores now account for about $332 million of the annual food sales throughout greater Detroit.

Congratulations. May the next 50 years bring the AFD continued growth and even greater public acceptance.

Sincerely yours,
Jerome P. Cavanagh
Mayor

AFD Board Members To Meet Again Feb. 8th

The next meeting of Associated Food Dealers directors and members will be held Tuesday evening, Feb. 8, at the AFD headquarters, 434 W. Eight Mile Road. On the February agenda are such traditional matters as membership, trade relations, publications, workshops, finances, future projects, legislation, services and a review of 1965. Other topics at members' requests are most welcome.
Wayne County Wholesale
The Most Complete Paper Supply Co. in the State of Michigan

NOW SERVING OVER 700 MICHIGAN RETAILERS

GROCERY DEPT.:
Cash register tape, Bags, Office Supplies.

MEAT DEPT.:
Prepackaging material, Dupont Cellophane & Polyethylene
Pilot meat trays — Board, Labels, Jet Tyer — Tying machine,
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Sweeping Compounds, Mosinee Turn Towels.

Distributors for Sylvania Fluorescent Tubing and Incandescent Lights

First in the State of Michigan to introduce the DOUBLE 40-40 BAG
If there is still doubt in your mind about the value of the double bag,
have our representative show you how you can save
hundreds of dollars over a period of time.

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art work suited for all your printing needs at no extra charge.

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4520 MAYBURY GRAND — DETROIT, MICHIGAN 894-6300
Salutations From Governor Romney...

SPECIAL MESSAGE

Congratulations to every member of the associated Food Dealers of Greater Detroit, Incorporated on this your 50th Anniversary.

Your contributions to the enhancement of our society have been great in scope and number.

Each of your members plays a significant role in the distribution of agricultural products and in the service of the consumer.

Best wishes for a most successful next 50 years.

Sincerely,

George Romney

SELLING FOR YOU IN 1966... 4 COLOR OUTDOOR ADVERTISING Stimulates Consumer Demand for MARIO'S MARIO'S ¡OLE'!
Stop Bad Check Losses!
With Positive Identification

A Unique "Business Machine" designed to INCREASE and PROTECT your business . . .

In just 15 seconds, the check, the customer's portrait and his personal identification are registered on a single frame of microfilm giving you a simple, inexpensive method of permanently recording each check cashing transaction. Legitimate customers don't mind a bit, they actually prefer this speedier method of check verification.

COST IS LOW
There's no big investment required to have maximum check cashing protection. You can have a Check-Mate Sentinel installed and serviced for only a few dollars a month on a convenient, low-cost lease or purchase basis. The film is economical and you don't even have it developed unless a check bounces. At that, you only print the one frame in a thousand you need.

No other investment gives you so much protection . . . no other business tool stimulates sales like the Check-Mate Sentinel.

Check cashing with a smile builds volume and profits!

Check-mate Sentinel Eliminates 90% Risk!
Picture of Customer, Check, Driver's License in only 15 seconds!

PROTECT YOUR PROFITS

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Around The Town

AFD board member Joe Krupa and his charming wife, Johanna, will celebrate their 30th wedding anniversary come Feb. 1, which, coincidentally happens to be the same night as our 50th anniversary banquet at Cobo Hall. We wish you at least 30 more, Joe!

Tom DiMaggio, co-owner of DiMaggio’s Super Market, off Dickerson Street on the east side, has expanded his operations. The store now measures 65 x 18 feet, and features a new triple-deck frozen foods cabinet.

Steve Conn, who heads his own food brokerage and was recently elected vice-president of the DFBA, is home from the hospital recuperating from a recent illness.

Sass Lilly, co-owner of Helm & Lilly Market, Ferndale, and Carl Licari, co-owner of LeCari’s Market, also in Ferndale, will soon begin plans to completely remodel their stores. It was recently announced.

Al Tivy, with United Brokerage, is presently studying yoga at the YMCA. His wife, who not only is studying yoga, but two Swedish exercise classes as well and far ahead of him, said he better shape up or else!

Six salesmen of the Detroit Coca-Cola Bottling Co. staff were recent winners in an Alcoa Aluminum Co. “Join the Swing” display contest. They are: Bob Blakley, Vic Cervini, Bill Harden, Horace Smith, Frank Quinn and Ed Wilson.

Gerald C. Inman, former sales manager of the Detroit office for Paul Inman Associates, Michigan and Ohio food brokerage, was recently appointed vice-president and general manager of the firm, it was announced by Paul Inman, president.

Lafayette Allen, Jr., general manager of Allen’s Supermarkets, Inkster, revealed recently that his Open House for customers of both his stores was a “smashing success,” and that he will continue it on an annual basis to promote goodwill with his shoppers.

Bud Guest, WJR radio’s man with the irresistible “sunny-side-of-the-street” disposition, will be the after dinner speaker at the 1966 Michigan Bakers Association workshop, scheduled for Feb. 15 in Lansing.

Retailer John Paso, owner of Carl’s Market on Harper near Bewick on the east side, and longtime AFD member, died recently. Surviving are his wife Mary Louise; and daughters, JoAnn and Sheila. Mrs. Terry Malik will continue to operate the store as manager.
Looking for that balanced line of baked goods to stimulate sales with a higher profit then look to the team of Taystee and Cook Book.
BRONCO BELL:

The Case of the Swinger's Skillet

By ALEX BELL

Ever try to write a column? It's not the easiest thing in the world, believe me! I've been rambling on for the last five minutes trying to get this one going. The worst part is getting started. Oh well, here we are off and running.

* * *

While I sit here toying with pen and paper, I'm at the same time listening to LBJ's state of the union message. This guy is a helluva politician, but it's the same old jazz—pie in the sky.

* * *

Have you noticed that the independent grocer has been sneaking into the forefront on some of our network television shows. There's "The Dobie Gillis Show" to name a regularly scheduled program. And, I tell you, it's amazing the way this Dobie gets his old man, an independent grocer, into disturbing and humorous situations.

I don't know how many of you caught it, but a couple of weeks ago, there was a short but dramatic scene on "The Trials of O'Brien," a johnny-come-lately Perry Mason-type program. In the program they showed the grocer being interviewed by the police chief in hopes of receiving information leading to the arrest of a suspicious character.

It turned out that the grocer had changed a dollar bill for the guy, who, as it was, didn't buy anything. "Do you always give change for customers who don't buy anything," the police chief asked the grocer, "especially a stranger?"

"Well, what can a grocer do nowadays, he's gotta compete with the bank," the grocer replied.

* * *

The manner in which Deeb is correcting our grammatical errors, he's making it look like I'm a college graduate. (ED. NOTE — If I did not correct them, he would be like a dropout.)

* * *

The trouble with many school dropouts is not that they can't see the handwriting on the wall; it's that they can't read it.

* * *

Our roommate is very considerate of our financial status. We asked her what she wanted for Christmas,
and she told us she wanted a sweater and an iron skillet. We wondered why the skillet. Well, dear reader, you wouldn’t believe it. This gal swings a mean skillet and we have the lumps to prove it. The moral of this story is, “If your roommate wants you to buy her an iron skillet, don’t do it if she is a swinger.”

Ye editor has asked me to write about some of the past history of this association, but I didn’t. The reason: we don’t like to live in the past and prefer to look to the future. We have always been a firm believer in a good, strong and active association for the independent food retailer. Look at SMI, the NAFC, etc. With this in mind, we look forward to the time when every independent, both large and small, doing business in the greater Detroit area, joined with us in the AFD. So, fellows, let’s get on the bandwagon and join the leading grocery store association in Michigan.

A Couple of Pearls of Wisdom: The wife who gets a fur coat without asking for it must wonder if it is supposed to keep her warm or quiet and the other: Have you noticed that most knocking seems to be done by folks who aren’t able to ring the bell?

It was good to see Joe Tag back at the board meetings. (He owns Dan-Dee Markets.) It’s also good to hear Deeb finally pronounce Joe Tagliavía’s name correctly for a change. If you get in trouble, Ed, just call out “hot dog” and Joe will answer.

Well, everyone, have a good time at our big 50th Anniversary Banquet. A bit of advice: Don’t get bombed and stay on the alkaline side. In closing, did you hear about the guy who was so henpecked he was even afraid to talk back to someone else’s wife? Now you know that ain’t Ol’ Acey.

Dear Jerome, that’s all she wrote.—ACB
Meet Your New Officers

JOHN “JAY” WELCH, chairman of the AFD, is co-owner of Hollywood Super Markets, Royal Oak. In addition to being active in the association, he is also active in civic and charitable affairs, and has on many occasions expressed a genuine feeling to help improve conditions in the complex food industry.

DONALD LaROSE, president of the AFD, is also president of Food Giant Super Markets, a 10-store chain headquartered in suburban Hazel Park. He and five brothers operate the fast-growing independent supermarket chain founded by his well-known father, E. J. LaRose, about 35 years ago.

GEORGE SCHLEICHER, first vice-president of the AFD, and longtime member, is the owner of Schleicher’s Super Market, located on the east side of town. In addition to finding time to devote to worthwhile and charitable organizations, he presently serves as president of the National Association of Independent Food Retailers.

MICHAIL GIANCOTTI, second vice-president of the AFD, and another longtime member, is co-owner of Auburn-Orchard Super Markets, a three-store independent chain with headquarters in Utica. In addition to supporting various charities, he is a member of the AFD Steering Committee, which regularly meets to discuss problems concerning the food industry.

SALIM SARAFA, co-owner of Big Dipper and Tiny Tim Super Markets, is third vice-president of the AFD. He is active in numerous community and food industry organizations, presently serving on the MSU Consumer Advisory Food Council, part of the MSU extension program. In addition, he is recognized by many as the charismatic leader of the Chaldean community, which boasts some 120 grocers in the Detroit area.

CLAYTON G. “SASS” LILLY is AFD treasurer, and co-owner of Helm & Lilly Super Markets, Ferndale. In addition to handling the financial end of the association, Sass. too, is a member of the steering committee which
actively programs educational workshops and seminars for independent grocers throughout Detroit.

ALEX BELL, chairman of the AFD board of trustees, is owner and manager of Village Food Market, Grosse Pointe. Alex has served in every elective office of the AFD, and his activities extend to every phase of our operations for the sole benefit of our entire membership. He is also chairman of the board of the national association.

AL WYFFELS, owner of Wyffels Fine Foods, Detroit, has served for several years on the AFD board of directors. Al is always ready to lend a hand when discussing various problems concerning the independent grocers of the community.

CARL LICARI, co-owner of LeCari's Super Market in Ferndale with his brother Nick, has once again been elected to serve on the board of trustees of the AFD. His longtime experience in the food distribution business has provided us with know-how and enthusiasm when discussing various problematical areas or situations.

EDWARD DEEB, executive director of the AFD, only six months ago began an extensive public relations, communications and educational program which has brought phenomenal favorable responses from the entire food trade. A former newspaper editor, Deeb is determined to bring due and proper recognition not only to independent grocers, but the entire food industry as well.

GEORGE BASHARA SR., our legal advisor, has been associated with the AFD for the past 35 years and on many occasions has gone to bat for the independent food retailers of our community. Well known in political and civic circles, Bashara has promised to continue his efforts for these important food retailers.

EDWARD ACHO, owner of the J-A Super Market, Detroit, although a relative newcomer to the AFD board of directors, brings considerable food trade knowledge with him to all of our meetings. He, like all of our board members, is dedicated to help improve the image and competitive situations for the independents.

(Continued on next page)
LAFAYETTE ALLEN, a co-owner with his father and four brothers of Allen's Super Markets in Inkster and Ypsilanti, is keenly interested in the affairs of the independent grocers in our community. He is extremely public relations conscious, and never allows any of his customers to leave his store dissatisfied.

SIDNEY BRENT, owner of Kenilworth Super Market, Detroit, is one of five new additions to the AFD board. Though never a board member in the past, Sid has attended almost every meeting during the past two years to contribute his food field knowledge to our association. Welcome aboard, Sid!

JOHN GEORGE, co-owner with his brothers Harry, Joseph, Elias and Salim of Food Farm and Mayfair Super Markets, Detroit, is one of the most active members in the AFD. Without fail, we can always count on John to offer his ideas and suggestions for solutions to problems concerning the independent grocers of our community.

MANUAL JONA, co-owner of the Big Dipper Super Market, Detroit, with Salim Sarafa, he is a dominant figure both in management of his store and in the contributions of his experience and time to the AFD.

DAVID KHAMI, co-owner of Handee Super Market, Inkster, is another valuable addition to the AFD board of directors. Prior to entering the retail food business in this area some 17 years ago, he served with the State Department of Iraq. His diplomacy has proved to be of big value to the AFD.

JOSEPH KRUPA, president of Krupa's Super Markets, a five-store independent chain with headquarters in Dearborn, is another new addition to the AFD board of directors. In addition to managing his markets with brothers Cass, Edmund, Lewis and Bruno, he offers keen insight to problems of the independent grocers at our board meetings. Welcome aboard, Joe!

ED MAGRETA, owner of the Berkshire Food Market, Detroit, has been connected with the food business for around 30 years. Prior to opening his market 12 years ago, he was connected with American Bakeries' Tastee division. A regular attender and contributor to the AFD policy-making and decision team.

RODERICK McKay, owner of Middlesix Super Market, Livonia, was also re-elected to serve another term on the AFD board. A longtime grocer, he has long advocated that free enterprise is necessary for the success of the independent grocer. We'll add our Amen to that.

SALIM NAJOR, owner of the Lucky Strike Super Market, Detroit, joins the AFD board for the very first time. A top-notch merchandiser interested in offering his customers the latest products and ideas, we know he will be another valuable addition to our board.

(Continued on page 35)
NEW YEAR'S GREETINGS

FOR YOUR 50th ANNIVERSARY YEAR!!

compliments of

EBBA BRANCH OFFICE
1260 LIBRARY PLACE, 3rd FLOOR
DETROIT, MICHIGAN

and

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DETROIT, MICHIGAN

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SUPERETTE FOR SALE
Owner has excellent reasons for selling an outstanding 4800 sq. ft. Superette, located in a small shopping center in north suburb. SDM License. December sales $35,000.00. Ideal for partners experienced in meat and groceries. $30,000.00 cash required. Write Box 101, The Food Dealer, 434 W. Eight Mile Rd., Detroit 48220.

Comparative Figures To Compute Percentages

Every retailer, particularly independent grocers with a single small store, looks for comparative figures as guidelines to improving sales and profits.

Here is some data worked into percentages generally applicable, at least as a rule of thumb, to any successful operation regardless of size. At the same time, small operators often can improve their position percentage-wise by their own hard work and longer hours to cut operating costs and thus increase margins.

- Weekly sales should be close to $2 for each square foot of selling area. In other words, a store of 4,000 square feet should have gross sales of close to $8,000 weekly.
- Grocery sales should run close to 70 cents on each dollar of sales; meats should run about 21 cents; and produce about 9 cents. Groceries include dairy, frozen, beverages, etc.
- Gross profits on groceries should be approximately 19-20 percent of sales; meats should have a gross profit of 20-21 percent; and produce should have a gross profit of about 30-31 percent. The store as a whole should yield a gross profit averaging about 21 percent of gross sales.
- On the basis of these revenues, store overhead and operating expenses should run approximately 16-17 percent of gross sales.
- Total expenses should be chargeable about this way: Wages about 2.5 percent for the grocery department; about 7.5 percent for the meat department; 8.6 percent for produce; and about 1.5 percent for checkouts. A manager’s salary should be about 1.1 percent of the total expenses.

(Continued on Page 21)
Other expenses should approximate 0.8 percent for occupancy or rent; three percent for advertising and promotion; and about 0.7 percent for operating supplies.

Remember, the above figures and breakdown constitutes an ideal situation. They do not take into consideration an intense competitive situation, special sales and unique problem areas which each store is confronted with separately. Detroit being the competitive food marketing area which it is, would definitely tend to lower the above percentages.

WELCOME ABOARD, NEW MEMBERS!

The Associated Food Dealers board of directors recently approved applications for six new suppliers who officially become associate members of the AFD. We wish to welcome to the association the following food brokers: Continental Food Brokerage, Dillworth, Inc., P F Pfeister Co., and J. J. Thompson Company. In addition, we wish to welcome aboard the Pepsi-Cola Bottling Company of Detroit, and Magnuson Foods, bakers of Bays English Muffins. These new supplier members deserve your support and patronage.

ON DAY-TIME — NIGHT-TIME TV

Plus A Host Of Dynamic Promotions

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TO HELP YOU MOVE THESE PROFITABLE SNACK FOODS OUT OF YOUR STORE
Support These AFD Supplier Members

ACCOUNTING, INSURANCE
Gobs. Inventory Service ........................................ VE 8-4767
V. C. Accounting, Inc ........................................ DI 1-3590
Brink Earl A. (Insurance) ...................................... 926-7150

BAKETERS
Bond Bread Co .................................................... WE 3-0500
Bonnie Bakers ................................................... 834-0010
Farm Crest Bakers .............................................. TR 5-6145
Grennan Cook Book Cakes .................................... TA 5-1900
Hekman Supreme Bakers ...................................... KE 5-2660
Independent Biscuit Co ...................................... JO 4-5737
Koepplinger's Bakery, Inc .................................... 963-7840
Magnuson Foods (Bays Muffins) ............................ FA 1-0100
Schafer Bakers .................................................. TR 5-7100
Silvercup Bakery ................................................ LO 7-1000
Tip Top Bread .................................................... TA 5-6470
Wheeler Bakery .................................................. WA 3-2520

BEVERAGES
Faygo Beverages ................................................ WA 5-1500
Christian Brothers Wines ...................................... 825-3900
Pepsi-Cola Bottling Co .......................................... 366-5040

BROKERS
Continental Food Brokerage .................................. 533-2055
Dillworth, Inc .................................................... DI 1-5905
Food Marketers ................................................. 843-5520
Graubner & Associates, Inc ................................ TA 6-3100
Paul Inman Associates, Inc .. ................................ BR 7-8286
Harris Crane & Company ...................................... 538-5151
Maloney Brokerage Co ........................................ 536-3653
Marks & Geergens, Inc ........................................ DI 1-8080
Petersen & Vaughan, Inc ....................................... 843-8390
P. F. Pfeister Company ......................................... BR 2-2000
Sosin Sales Co ................................................. WA 3-8585
Sullivan Sales .................................................... KE 1-4484
J. J. Thompson Company ...................................... 273-8262

DAIRY PRODUCTS
Bodker Dairy, Co ................................................ 533-4000
The Borden Co ................................................... 564-5300
Detroit City Dairy, Inc ...................................... 843-5520
Farimont Foods Co ............................................. TR 4-0300
Gunn Dairies, Inc .............................................. TO 5-7300
Home Style Foods Co. (Deli.) ............................. 843-6230
Land O'Lakes Creameries ..................................... 843-4422
Melody Dairy Dist Co .......................................... 843-1440
Quaker Foods Products, Inc ................................ 843-1900
Sevilla Dairy ..................................................... TI 6-5700
United Dairies, Inc ........................................... UN 1-2800
Vlastic Foods Co .............................................. 843-9800
Ira Van & Sons Dairy .......................................... TY 5-6900

EGGS AND POULTRY
E. J. Farrell Co .................................................. WA 2-1787
Eastern Poultry Co ............................................ WA 1-0707
Eaton Dairy Products .......................................... 832-6800
Farms Pride ...................................................... VE 7-4630
McLemery Miller Bros ......................................... TE 3-4800
Napoleon Eggs .................................................. TW 2-5718
Orleans Poultry Co ........................................... TE 3-1847
Page & Cox Eggs .............................................. VE 8-6664
Walter Wonderland Eggs Co ................................ 798-8700

FRESH PRODUCE
Ciaramitaro Brothers .......................................... WA 3-9064
Cusumano Bros. Produce Co ................................ 921-3430
Gelardi Produce ............................................... WA 5-9069
H. C. Nagel & Sons ............................................ TA 5-2840
North Star Produce ............................................ VA 2-9473

INSECT CONTROL
Key Pest Exterminators ...................................... EL 6-8823
Rose Exterminating Co ....................................... TE 4-9300
United Exterminating Co ................................... WO 1-3038
Vogel Ritt Pest Control ...................................... TE 4-6900

LINEN SERVICE
American Linen Supply Co .................................. WA 1-4129
Economy Linen Service ....................................... 843-7300

MEAT PRODUCTS, PACKERS
Alexander Provision Co ...................................... 961-6201
Cadillac Packing Co .......................................... 961-6262
Crown Packing Co ............................................. 292-3900
Detroit Veal & Lamb, Inc .................................... 962-4444
Eastern Market Sausage Co ................................ WO 5-0677
Feldman Brothers .............................................. WO 3-2291
Guuzzardo Wholesale Meats, Inc ......................... FA 1-1703
Herrud & Company ............................................ 962-0430
Johann Packing Co ............................................ TW 1-9011
Kowalski Sausage Co, Inc ................................ TE 3-8200
L. K. Packing Co, Inc ......................................... TE 3-1590
Peter Packaging Co. (Ypsilanti) ......................... 274-3312
Peschke Sausage Co .......................................... TR 5-6710
Peter Eckrich & Sons, Inc ................................ KE 4-4466
Peters Sausage Co ............................................. TA 6-5030
Pitts Packing Co .............................................. WA 3-7355
Sam & Walter Provision Co .................................. TW 1-2100
Spencer, Inc .................................................... TA 5-3456
Ruff, Eugene Co .............................................. WO 3-2430
Wayne Packing Co ............................................ WO 1-5060
Weeds & Sons (Richmond) .................................. RA 7-2525
Wolverine Sausage Manufacturers ......................... PR 7-9080
Wolverine Packing Co ......................................... WO 5-0135

NON-FOOD DISTRIBUTORS
Arkin Distributing Co ......................................... WE 1-0700
Aylsworth Novelty Company ................................ WP 4-9115
Wayne County Wholesale Co ................................. 894-6300

POTATO CHIPS AND NUTS
Better Made Potato Chips .................................. WA 5-3747
Frito-Lay, Inc .................................................. WA 1-2700
Kroger Products Co ........................................... LT 1-4180
Kron-Chee Potato Chips ...................................... DI 1-1010

PROMOTION
Guaranteed Adv. & Distrib .................................. 869-6363
Holden Red Stamps ............................................ 444-1195
Highland Press ................................................ TO 8-2969
Ira M. Caplan Advertising Co ............................... TE 3-3564
Stanley's Adv. & Distributing Co ......................... 961-7177
Darling & Company ............................................ WA 8-7400
Detroit Rendering Co ......................................... TA 6-4500
Wayne Soap Company ......................................... 842-6000

SERVICES
Beneker Travel Service ...................................... PR 1-3323
Clayton's Flowers ............................................ LI 1-6098
Zablocki Electric .............................................. LA 6-4684

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

STORE EQUIPMENT
Almor Corporation .............................................. JE 9-0650
Butcher & Packer Supply Co ................................ WA 1-1520
Certified Refrigeration, Inc ............................... 825-7900
Globe Slicing Co (Biro) ...................................... LI 5-1855
Hart Mfg. Co .................................................. FA 1-0977
Lepire Paper & Twine Co .................................... WA 1-2834
Master Butter Supply Co ..................................... WO 1-5656
West Refrigeration Co ........................................ JO 6-6431
National Market Equipment Co ............................. LI 5-0900

WHOLESALE S
Aunt James Foods ............................................ 581-3240
Grose Pointe Quality Foods ................................ TR 1-4000
C. H. Geymann Company ..................................... 924-6491
Shedd-Barkus Foods, Inc .................................. TO 8-5810
Spartan Stores, Inc ............................................ BR 2-7474
Super Food Services, Inc .................................... 546-5590
Wayne County Wholesale Co ............................... 894-6300
Abner A. Wolf, Inc ........................................... 584-0600
AFD 50th ANNIVERSARY
INSTALLATION BANQUET

Tuesday, February 1st, 1966
Cobo Hall, Detroit

THE PROGRAM

INVOCATION
SONNY ELIOT
Master of Ceremonies

DONALD LaROSE
AFD President

EDWARD DEEB
AFD Executive Director

HON. JEROME P. CAVANAGH
Mayor, City of Detroit

INSTALLATION OF OFFICERS
GIVE-AWAY of DOOR PRIZES

ALL-STAR FLOOR SHOW
BALLROOM DANCING

IN APPRECIATION:
The Associated Food Dealers of Greater Detroit is most appreciative of the interest and assistance offered by Hygrade Food Products Company. In addition, we wish to sincerely thank the Pepsi-Cola Bottling Company for generously hosting this evening's cocktail hour. Also, we wish to acknowledge and thank Holden Red Stamp Company for donating the prizes which were given away to AFD members and non-member food industry friends in attendance. We wish to also take this opportunity to thank our friends and cohorts of the food fraternity—wholesalers, manufacturers, processors, brokers and allied distributors for helping to make this evening a most memorable occasion. We strive for inter-industry cooperation, and without your help and support, this banquet could not have been possible.
Congress Holds Key To Wages, Hours

By HENRY BISON, JR.
NARGUS General Counsel

One of the major legislative issues pending before Congress is amending the Federal Wage-Hour law. For many food retailers, this matter is of prime importance.

No one now knows what changes Congress will make in the law. However, Congress is giving special attention to several features of the act. These areas are key targets for legislative action.

The present minimum hourly wage is $1.25. Food retailers currently subject to the law may be required to pay a higher minimum, beginning January 1, 1967. The amount of the increase is hard to predict. It could go as high as $1.60 an hour, and a graduated increase over several years will be considered.

Food dealers coming under the law for the first time probably will be required to pay newly covered employees a minimum hourly wage of $1, with successive annual or semi-annual increases extending over four or five years. Eventually, the required minimum wage for presently covered and newly covered employees will be the same. The target date for this uniformity could be set as early as 1970 or 1971.

The overall increase in the minimum wage will depend in large measure on the Administration’s recommendation.

A major influence tending to minimize the recommended increase is fear of inflation. However, another influence on the other side is the demands of labor union leaders for a substantial increase.

The general rule under current law is that food retailers with annual sales of less than $1 million are not subject to its provisions.

The Administration is strongly urging that retailers with annual sales of $250,000 or more be placed under the law. If Congress goes along with this recommendation it probably will apply the law in the first year after enactment to retailers with annual sales of $500,000 or more, and later extend it to those with sales of $250,000.

Considerable confusion has developed as a result of a sleeper in a House bill which would apply the law to food retailers with annual sales as low as $150,000.

How far Congress will go in extending the law to additional retailers is very uncertain. Much depends on the reactions of Congress receive from home.

Last year the Administration recommended a double-time penalty for work in excess of 48 hours a week, with (Continued on Page 25)
this figure reduced one hour each year for three years so that it would eventually apply for work after 45 hours a week. The House Labor Committee rejected this proposal, but the Senate has not acted on the matter. Whether a double-time penalty will be approved by Congress is opened to doubt.

Another recommendation by the Administration is to prohibit figuring the regular rate of pay (on which overtime is calculated) for a salaried worker by dividing his salary by the number of hours he actually worked in each workweek.

Instead, it has urged that Congress amend the law to require that regardless of how long an employee actually worked in a workweek, his regular rate in calculating overtime be obtained by dividing his salary by 40 hours. This would substantially increase overtime compensation for middle management executives who are not exempt under the law.

For food retailers, this proposal is one of the most harmful. While the House Labor Committee rejected it last year, this is not a valid indication of what the Senate will do. There is considerable support in the Senate for it, and Department of Labor officials are strongly urging adoption of the proposal.

Present indications are that Congress will approve a more liberal application of the exemption provided for students. It is likely, for instance, that this provision will be made applicable for the first time to students who are 19 years of age and older. At present, students who are 19 or over may not be employed under this exemption from the minimum wage provisions of the law. However, it will still be necessary for each store to obtain an exemption certificate. The paper work involved will not be reduced.

Congratulations to Don LaRose, his fine Officers, Directors and Members of Associated Food Dealers of Greater Detroit

GOHS Inventory
Prompt • Fast • Accurate
Specializing in Retail Grocery and All Grocery Warehouses
Department Breakdown
Figures Immediately
Serving All Types of Business
Permanent Experienced Staff
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AFD Golden Anniversary Tributes

To the Associated Food Dealers:

It is a real pleasure to congratulate you on your 50th anniversary this month. As retail grocers, you play a most important role in the economy of this nation. The food industry ranks as the number one in the nation, even exceeding your famed Detroit automotive industry.

I should like to also congratulate you on having Ed Deeb as your Executive Director. He is a capable young man whom we have worked with in the past. I know that under his leadership you will continue to move ahead.

Watson Rogers, president
National Food Brokers Assn.

On this your Golden Anniversary, we, on behalf of our membership, applaud you for a half-century of accomplishment and progress. We wish you continuing good fortune and look forward to an even closer union between manufacturers and merchants, serving the nation’s consumers.

Nowhere are the results of free competitive enterprise more apparent than in the independent grocery store, where an array of brand name merchandise competes for consumer favor by offering value, variety, and quality while giving the retailer a fair profit.

Albert Messer, president
Brand Names Foundation, Inc.

Fifty years of service to the independent food dealers of Detroit and to the entire community, is indeed a milestone. Please accept the sincere congratulations of the entire membership of the Greater Detroit Board of Commerce.

The independent grocer is an important and integral link in the chain of distribution not only in the Detroit area, but throughout the nation. May your association and the businesses it represents grow and prosper in the years ahead.

Willis H. Hall, president
Greater Detroit Board of Commerce

Any organization can be proud to achieve 50 years of continuous service. Because food retailing is one of the few industries which provide real opportunities to progressive operators regardless of size, there is little doubt in my mind that your organization’s next 50 years will be even more memorable.

Our own organization, the NAFC, is just two-thirds of the way toward its own Golden Anniversary. We are envious, yet proud to be working along side your organization.

Clarence G. Adamy, president
National Assn. of Food Chains

On behalf of the Detroit Food Brokers Association, please accept our sincere congratulations on the occasion of your Golden Anniversary. The DFBA salutes you and your members not only on this momentous occasion, but also because of the sincere feeling that we have for your very fine organization.

We recognize your organization as a growing force in the food distribution field and stand ready to extend our wholehearted cooperation as we have indicated by our actions in the past.

Harris Crane, president
Detroit Food Brokers Assn.

On behalf of the Detroit Association of Grocery Manufacturers Representatives, sincere congratulations to the Associated Food Dealers on celebrating its 50th Golden Anniversary this month.

John W. Chamberlin
DAGMR president

Congratulations to the independent grocers of the Associated Food Dealers of Greater Detroit on your Golden Anniversary.

As the final link between the farm and the consumer in the nation’s complicated system of food distribution, retail grocers strive to give consumers safe, wholesome products. Their insistence that the food in their markets comply with the Standards set by Federal, State and local laws is an important contribution to the high quality of the U.S. food supply.

George T. Daughters
Director, Detroit District
Food and Drug Administration

The Fiftieth Anniversary of the Associated Food Dealers of Greater Detroit is indeed a milestone worthy of note. It is a tribute to the aims and accomplishments of a group of people working together to achieve a common goal.

It has been a privilege for the past ten years to have the opportunity to work with your organization in various Industry-Government projects. This association has been most pleasant and fruitful. I shall look forward to a continued cordial relationship with the AFD.

Robert J. Nelson
U.S. Dept. of Agriculture,
Consumer and Marketing Service

I am delighted to extend my congratulations to the Associated Food Dealers as you observe your 50th anniversary. The past half-century has been an era of unprecedented opportunity and challenge for the small businessman.

Forrest D. Hockersmith
U.S. Department of Commerce

(More Letters on Page 27)
Warmest congratulations to you from the membership of the Detroit Retail Merchants Association, as we join you in celebration of 50 years of progress. The fine cooperation and spirit of partnership we have enjoyed with you has, without question, contributed greatly to the service both our organizations have given to our members and to our community.

We wish you another 50 years of success, looking forward to the continuance of this close-working relationship.

George A. Duff
General Manager

On behalf of Dearborn's 115,000 residents and consumers, may I extend warmest congratulations upon achieving your “Golden Anniversary.” The independent grocer, accepting and meeting the challenge of stiff competition, continues to personify those high qualities of excellent service and individual initiative which help make up the backbone of America’s free enterprise system.

Orville L. Hubbard
Mayor of Dearborn

A Golden Anniversary is an exciting occasion for any individual or organization. However, the fact that the Associated Food Dealers is celebrating its 50th is particularly

I would like to acknowledge the contributions made by your organization to the total economy of this area— for providing valuable products and service for the consuming public. Best wishes to your members for another fifty years of success and growth.

Mrs. Marjorie A. Gibbs
Michigan State University,
Consumer Marketing Agent

Congratulations to the Associated Food Dealers of Greater Detroit on your fiftieth birthday. The independent retailers are the back-bone of our city, state and nation. Organization as yours keeps the food industry, “our nation’s largest industry,” out in front.

We have enjoyed a fine working relationship with the Associated Food Dealers in our endeavor to make the greater Detroit area a better place to buy and sell food products.

J. E. “Bud” Stedman
Food Industry Committee

(More Letters on Page 28)

Melody Dairy
Distributor for
HOWARD JOHNSON’S
Wonderful World of
28 FLAVORS
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AND ICE CREAM
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Midwest Refrigeration Co.

Distributors of
TYLER EQUIPMENT

Congratulates the Associated Food Dealers of Greater Detroit on its 50th Anniversary

MIDWEST REFRIGERATION CO. 6-6341
May I take this opportunity to extend my heartiest congratulations to your entire organization on your 50th Golden Anniversary. We, the people of Warren, well appreciate the importance of the independent grocers.

William A. Shaw
Mayor of Warren

It gives me great pleasure to express my congratulations to the Associated Food Dealers of Greater Detroit on its Golden Anniversary. Your organization, representing many independent grocers in this area, perform a very important and vital role for the consumers, who depend very much for their daily needs upon the neighborhood grocer.

Joseph J. Grzecki
Mayor of Hamtramck

On such an auspicious occasion as your 50th anniversary, I would like to extend my congratulations and good wishes and the hope for your continued success. Having many independent grocers in the City of Highland Park, we are well aware of their importance to our community and the food distribution field. May your next fifty years be as rewarding.

Michael M. Glusac
Mayor of Highland Park

On behalf of the City of Grosse Pointe Woods, may I take this opportunity to congratulate the Associated Food Dealers upon its observance of fifty years of service to the people of the Detroit Metropolitan area. The independent grocer is symbolic of America and he has certainly played an important part in the building of our great democracy as we know it today.

Kenneth R. McLeod
Mayor, Grosse Pointe Woods

On behalf of the City of Livonia, a sincere congratulations and best wishes for continued success and prosperity. Certainly in the past, the independent grocer has contributed significantly to the economic development of the country. I predict that when your association celebrates its Centennial, someone somewhere will say, "In the past, the independent grocer has contributed significantly to the economic development of the country."

Daniel R. Andrew
Industrial Development Comm.,
City of Livonia

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Pork Packers
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DETROIT, MICH. 48207

MICHIGAN’S ONLY PORK SLAUGHTERERS UNDER FEDERAL INSPECTION
I would like to extend to you, on your 50th Golden Anniversary, the congratulations of the City of Harper Woods. In our city our independent grocers are to be commended for their contribution to and their civic responsibility to the community. These owners are always ready to aid the different organizations in the city, or any civic endeavor of the moment.

For these reasons, plus many others, including not having to wait in a checkout line for a long period of time, I believe our independent grocers have much potential for future growth.

Ray R. Jasin
Mayor of Harper Woods

On behalf of myself personally, and of the people served in our community, may I extend to you our congratulations on the occasion of the 50th Golden Anniversary of the Associated Food Dealers of Greater Detroit.

Although usually taken for granted, I'm sure that many of us are aware of the importance of the independent grocers to our communities because of their contribution to our cherished system of free enterprise, providing additional jobs and active participation in business and civic affairs.

James DeSana
Mayor of Wyandotte

Congratulations to the Associated Food Dealers of Greater Detroit upon its 50th Golden Anniversary. We thank you for your dedication to service and good business practice that have made your business organization such an asset to our community.

Wallace F. Gabler, Jr.
Mayor of Royal Oak

Useful Booklets Available
For The Alert Grocers

Super Market Institute has published a 32-page illustrated report titled, “Super Market Industry Speaks—1965.” It covers sales, operating results, expansion, diversification, discounting operations, merchandise lines and personnel activity. Copies are available at $2.50 each from SMI, 200 E. Ontario Street, Chicago 60611.

Grocery Manufacturers of America has published a booklet, “Recommendations for Product Coding”, for the grocery industry. It is heralded as a major step toward standardization adaptable to computer processing, improved material handling, and safeguarding transmission of orders, invoices, etc. Single copies are available from GMA, 205 East 42nd Street, New York 10017.

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THE INDEPENDENT GROCER-

Backbone Of The Food Industry

By JOSEPH MUMMERY
Detroit Manager, Spartan Stores, Inc.

Independents have always been the backbone of the food industry. They have always been the pace setters, the leaders, showing the way with new ideas and new services and always ready with the conveniences for Mrs. Housewife. In Eastern Michigan, some years ago, the independent retailers abdicated their role as the predominant leaders and relinquished part of their throne to the chains who made big advances. Some independents are once again showing the way, setting the pace, making the competition, again becoming the leaders.

Market studies nationally, and in this area, show that the independent retailer is increasing his share of the market. But in this area, the increase is not as great as it should be or as it could be. Why is this area lagging behind national figures? Because too many independents are still content to take what they can get and are not aggressively seeking more business.

TOO MANY ARE CONTENT to do a good meat business and forget the rest of the food business and let it go somewhere else. Too many have taken the defeatist attitude and say, “we cannot compete on groceries, frozen foods and dairy items.” Too many have let themselves become a milk store or beer store. The opportunity is here today for every independent to grow who will seize the opportunity and say, “I can grow, I can progress, I can compete.” The desire must be with the retailer. With this attitude and desire, any retailer can progress.

How?
Most independents already have the locations that are convenient. This is important. Most independents already have a good volume meat business. This is important because it means store traffic but more important it means you have personal contact with Mrs. Housewife. You have her trust, too, because she buys the most important part of her meal from you, the meat. Why don’t you have the rest of her business? Because you have not really

(Continued on Page 31)
tried to get it. You can have this extra business just by what you do with the rest of your store. Make it clean, light and modern and offer her a full variety, priced right.

**TODAY IS THE MODERN AGE.** You don’t drive a car that is 10 or 20 years old, so why ask Mrs. Housewife to buy all her needs from a store that is 10 or 20 years old in equipment and appearance. Get up to date with your equipment and store appearance. An entire store can be completely equipped with new, modern equipment for a very small initial investment. You can be just as modern as the finest supermarket and still maintain your convenience of location and your personal contact. You can get the balance of her business by offering her a complete variety in groceries, dairy and frozen foods. Many can more than double their volume in the same store space and there are examples of stores who have.

Think of the advantages you offer the housewife, then make up your mind what you want to do. Do you want to grow? Then say, “I’m going to grow,” and take the steps necessary to make your store a nice place to shop.

There is no such thing as a small store, just small people. Where do you want to be counted, among the small people or among those determined to grow?

You are the master of your own destiny in the food business and the time is NOW to do something about it!

(P.S. A word to the wise: Consult a store planning expert before you begin to make your changes.)
ARMOUR INTRODUCES ZIP-TOP
Armour & Company is introducing new zip-top Dash, the first dog food to be packed in an all-aluminum can with easy-open top. It comes in three new flavors—beef, chicken and liver.

Honest Retailer Lives Up To Advertising Claims

Indeed it is a bad business to advertise "excellent service" when in reality that is not the case. In an independently owned business, the odds are in your favor that you can solve your problems sooner and more satisfactorily than one of the chains or franchised operations.

To allow a person to leave your store a displeased and dissatisfied customer, without anyone extending apologies, emphasizes a very basic point—that customers are being taken for granted, and this shouldn't be happening. Too many sellers operate on the premise which long has existed in most stores on New York's Broadway—"Why should I try to court his good will? If he never comes back, so what? Another sucker will be in tomorrow to take his place."

The sharp retailer will remember that today it is a buyer's market, and not a seller's!

Better Made Potato Chips

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English Muffins

QUALITY!

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

"THE TOAST OF AMERICA"

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General Baking To Close Detroit Bond Bread Div.

General Baking Company, bakers of Bond Bread, will close its Detroit division Feb. 12, after providing bakery products to Detroiters for the past 50 years, it was announced by Walter Green, general manager of the local plant.

The plant, located at 14301 Birwood, had been servicing some 3,000 retail, restaurant and institutional outlets located primarily in Wayne, Oakland, and Washtenaw counties as well as Toledo, Ohio.

The Bond Bread plant is currently up for sale, and bids have been submitted both by local and national bakers. The remaining General Baking plants located across the country in 40 cities, will remain intact and continue to supply retailers and customers with its products. The firm operates nine divisions: three each of Bond Bread, Eddy and Van Bekamp.

Green will remain with the firm and soon will be transferred to the headquarters in New York City.

Robert Hamady Named To Mich. Week Post

Robert M. Hamady, president of Hamady Bros. Supermarkets in Flint, last week was named chairman of the Business and Products Board of "Michigan Week," it was recently announced by Paul Penfield, 1966 general chairman of the annual event. Hamady will be responsible for directing state committees representing industry and service businesses, promotion committees and product contests.

Hamady, whose firm recently opened its 21st supermarket in Schwartz Creek, a Flint suburb, will be responsible for coordinating the following committees: Agriculture, aviation, product agriculture awards, industrial promotions, manufacturing, restaurant and floral, retailers, truck transportation, construction industry, and Michigan product promotions.

CUSUMANO BROS.
Congratulates The Associated Food Dealers of Greater Detroit on its 50th Anniversary of Service to the Food Industry

CUSUMANO BROS., 10570 Gratiot Ave. WA 1-3430

SAM & WALTER
Delicious Lunch Meats and Sausages

Your customers will appreciate these TASTY MEAT TREATS!

Sam & Walter Provison Co.
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SUSTAINING MEMBER
WHERE THE ACTION IS

AFD Membership Is A Privilege

By JAY WELCH
AFD Chairman of the Board

This year we are striving to make our Membership promotion campaign one of the most successful and rewarding undertakings in our history. To do so requires the participation of every Associated Food Dealers member.

Being one of the leading food organizations in Michigan carries with it a tremendous responsibility. We cannot rest upon our laurels and allow ourselves to grow stagnant. Sound growth in any great organization depends upon a continual influx of new members with ideas and new enthusiasm.

Your membership in the AFD is a priceless possession, one which brings a deep sense of satisfaction and fulfillment. Taking part in membership promotion is your way of furthering the goals of our organization. By welcoming enthusiastic and eligible members into the AFD, you assure our continued growth.

The spirit of enthusiasm which you generate is contagious. It can spread throughout the membership providing even added enthusiasm for the good of our Association. It can also spread to non-member friends and associates — many of whom may be the type of people who would make good members.

An alert, vigorous Membership Committee is an essential part of any recruitment and retention program. Working closely with the board of directors, this committee encourages and facilitates the bringing of new members, as well as helping to retain or reinstate veteran members. Preventing needless dropouts and bringing back men of quality and integrity who may have canceled their memberships is as important as adding new members.

You can help your membership committee by acting as a kind of talent scout and submitting to the committee the names of all those who may be qualified to join the AFD. Any member in good standing may sponsor a prospective member. Doing so can be one of the most satisfying contributions you can make to your Association. It is also a compliment to the member you sponsor, for the door of AFD is opened by invitation only to people of character and good moral standing in the food distribution industry.

Our efforts to gain members must not be limited to one or two months, but must be carried on throughout the year—a campaign for all seasons. Keep the AFD strong the whole year round. Share the privilege of membership with others.

I sure want to renew old members and save dropouts. I would like to see our Association have a big gain.
MEET YOUR AFD BOARD
(Continued from page 18)

RICHARD PRZYBYLSKI, owner of Jerry's stores in Wyandotte and Trenton, was also re-elected to the AFD board. In the midst of a big expansion for his stores, Dick has been one of the "old reliables" of the association. Prior to entering the grocery business some 15 years ago, he was a student at the U. of D. law school.

JOSEPH SEITZ, owner of Seitz Super Market in Belleville, is an ardent enthusiast and supporter of the Associated Food Dealers. Long a supporter of AFD programs which have proven effective and beneficial to retailers, he constantly supplies us with news and views of the Ypsilanti area of the state.

AL SERPA, owner of the expanding chain of Quik-Pik convenience stores around the Detroit area, is a proven veteran of the very competitive food field. He joins our board of directors for the first time also. Al began opening his convenience marts in the Detroit-area three years ago, after having operated a chain of Minimart Stores, Grand Rapids, prior to coming to the Motor City. We are honored to have him a part of our team. Welcome aboard, Al!

WALTER STRONG, owner of the D & C Super Market, Detroit, is another active AFD board member re-elected to serve another term. His long experience in food retailing offers additional insight to the problems of the retailer which an association as ours can hope to solve or eliminate.

JOSEPH TAGLIAVIA, owner of Dan-Dee Supermarkets, Detroit, in serving another term as an AFD board member, gives our association more than 40 years of experience of dealing with various problems concerning grocers, and consumers as well. He is another of the mainstays of our board.

ROLLY THORNTON, owner of Sy's Super Market, Roseville, is a two-term past president of the AFD. His numerous contributions has indeed assisted our association in bringing greater respect to the independent grocers of our community.

STEVE TIZNEFF, owner of Diny's Food Market, Pontiac, was also re-elected to serve another term as an AFD board member. His dedicated spirit and contributions have played a major role in the success of our association.

NINO UGVALL, owner of Nino's Super Market, Detroit, is another newly elected member of the AFD board. A veteran east side grocer, he brings with him a great deal of food field experience which will enhance the progress of our membership. Welcome aboard, Nino!

ALLAN VERBRUGGE, an owner of Verbrugge's Super Market, Grosse Pointe, was also re-elected to serve another term on the AFD board. A highly respected retailer around the east side, particularly the Grosse Pointes, he has contributed a great deal in helping our association move forward with vigor.

Congratulations to the ASSOCIATED FOOD DEALERS On Their GOLDEN ANNIVERSARY

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Detroit's Foremost Distributor of High Grade Butchers' and Grocers' Wrappings For Over Fifty Years.

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TO PACK YOUR GOODS — TO WRAP YOUR MEAT THE LEPACO BRAND CANNOT BE BEAT

SUSTAINING MEMBER
The year 1966 is expected to be a generally good one for the food industry and, as a result, for the customer as well.

Among the consumer benefits, there will be a stream of new food products, product improvements, and more interesting packaging. Food will represent in 1966 a smaller percentage of the average family’s disposable income and will again be one of the best bargains available. It is expected that commodity food prices will see some leveling in 1966 following several price increases in the past year. While there may be some further increases in prices of some food items during 1966, those, if any, will result mainly from higher labor costs in the services industry as they affect foods.

Although the figures for 1965 have not yet been fully compiled, estimates are that our nation’s Gross National Product rose in 1965 by about 7% from the 1964 level. The consensus is that our 1966 GNP will rise about 6½%. The increase could be greater, depending on military expenditures and on the ability of our country to protect itself from inflation.

The food and beverage portion of our Gross National Product is expected to rise well past the $100 billion mark in 1966, representing an increase of at least 5% from the estimated 1965 total of $97.5 billion.

The growth of the food industry is not too surprising in view of our country’s population growth in 1965 of about 1.3% and the continuation of the current period of economic expansion which has now lasted nearly five years.

What is significant in the food industry, however, is the continuing trend toward greater and greater consumer preference for built-in convenience in foods. The value of industrial production of prepared foods rose by 7½% in 1965, which is 1½ times as much as the growth for all foods generally. In keeping with this trend toward greater use of prepared or convenience foods, sales of Campbell Soup Company rose 8% during the past year, and the outlook for the coming year remains favorable.

Among the major factors accounting for this growth in sales of convenience foods is rising family income. Today, 55% of U.S. Families have an average income of over $6,000 per year, compared with only 32.7% just ten years ago. By 1970, it is predicted that over 65% of U.S. families will have annual income in this range, and approximately half of those will have incomes averaging more than $10,000 per year. By contrast, only 9.4% of U.S. families had incomes of over $10,000 annually ten years ago.

Another major factor contributing to the growth of convenience foods is the increase in the number of household formations. For the five years from 1960 to 1965, the growth in household formations in the U.S. have averaged 40,000 yearly. Those born immediately following the end of World War II are now reaching the age of marriage and family life, and according to the Bureau of Consensus, household formations during the next five years are expected to increase 6.6 million, or an average of 1,320,000 yearly, an annual increase 40% higher than that of the past five years.
AFD Bowling League
Still Going Strong
Since 1935 Founding

By SID BLACK
AFD Bowling League Sec'y.

It was back in September of 1935 when 10 food industry teams met at the Recreation Bowling Alley downtown and organized the Associated Food Dealers bowling league, still strong and active.

The next dozen years saw the relocating of the league from the downtown site to Malek Recreation on the east side of town, then to the Falcon Recreation on Van Dyke, Mound Recreation at Eight Mile and Mound, and finally to the Art Centre Recreation on Woodward and Warren.

In recent years, the AFD leagues have frequented the Parkside Recreation on E. Warren, and for the past couple years have been bowling at the Palace alleys on Gratiot.

Charter founders of the AFD League included John Socha, former grocer and past president; Felix Geras, a grocer; Harry Fichtner; Cass Lawrence of Moran Meat Market, also a past president; Peter Skladzien, a former grocer, now deceased; and yours truly who served as the AFD executive director 1946-58, and as treasurer 1934-65.

At the beginning the League was mainly comprised of grocers and representatives of the allied meat industry. Since Wednesday was designated as the AFD bowling night since its inception, the league has never missed a night.

Current officers are Leonard Haske, with Detroit Rendering Co., president, Felix Geras, retired grocer, vice-president; and myself, serving as secretary-treasurer.

The eight teams comprising the present AFD league include Quaker Foods, Darling & Company, Sam & Walter, Pitts Packing, Detroit Rendering, Palace Bar, and Miller Plumbing.

As of mid-January first place is occupied by Quaker Foods. So far the team high for three games were Detroit Rendering, 2669; Darling & Company, 2641; and Palace Recreation, 2616. Team high for a single game so far: Palace Bar, 938; Darling & Company, 936; and Detroit Rendering, 935. Individual high scores bowled for three games were accomplished recently by Messrs. Reichenbach (621) of Detroit Rendering; Kuznicki (619), and Dick Dudek (615), both of Quaker Foods.

On behalf of the officers and members of the AFD bowling, I wish to extend heartiest congratulations and best wishes for another successful year to the 1966 officers of the Associated Food Dealers of Greater Detroit. Here's hoping we will soon celebrate our 100th anniversary!
Bud Crane Heads Food Brokers

Harris “Bud” Crane, president of Harris Crane & Co. brokerage, is the new president of the Detroit Food Brokers Association. He succeeds Robert T. Lannen of the P. F. Pfeister Company.

Steve Conn, who heads his won brokerage, Steve Conn Associates, was elected vice-president. Jerry Inman of Paul Inman Associates, was elected the new secretary-treasurer.

Spartan Stores Announces Land Acquisition For New Detroit Warehouse

Spartan Stores, Inc., cooperative wholesale grocery company with warehouses in Grand Rapids and Detroit, has announced that it has acquired a 35-acre tract of land in Plymouth Township, which will ultimately become the site of the firm’s new Detroit area warehouse. The announcement was made by Joseph G. Foy, executive vice-president of the Michigan food distributor.

Located on Haggerty Road between Ann Arbor and Joy Roads, the site will allow easy access to the network of expressways which connect the City of Detroit, the eastern Michigan marketing area, and the northern Ohio market.

“With sales in the Detroit area seven times what they were in 1962 when Spartan entered the Detroit market, it is imperative that we construct a new, modern warehouse to serve present accounts properly, and handle the new requests for service we are receiving from retailers throughout southeast Michigan and northern Ohio,” Foy told THE FOOD DEALER.

Raymond M. Dutmers, vice-president of operations for Spartan, and A. Joseph Mummery, manager of the Detroit division, are presently completing plans for a 350,000 square-foot warehouse and expect construction to begin this spring in order that operations may begin from the new location early in 1967.

The Spartan warehouse in Grand Rapids covers 12 acres. Current Spartan sales are in excess of $140 million annually, with around $30 million of that done in the Detroit division.
Serving the
"DYNAMIC" DETROIT MARKET!

SERVICE
QUALITY
INTEGRITY

41 MEMBER BROKERS with "KNOW-HOW" TO SERVE YOU!

Our member firms have a definite stake in our market place. Each specializes in offering to his principal the combined know-how and talents of well-trained grocery specialists. Each commands the respect, attention and consideration of the men who make the buying decisions. When you select a DFBA member to represent you he'll soon prove what's in it for you — SALES!

A. J. BELLISH CO.
1448 Wabash Ave.
Detroit, Michigan 48216

RODEMER, SAHAKIAN & SALM
1448 Wabash Ave.
Detroit, Michigan 48216

A. J. COHEN CO.
17426 Jax., Couzens
Detroit, Michigan 48235

CONTINENTAL FOOD BROKERAGE CO.
17501 W. 8 Mile Rd.
Detroit, Michigan 48235

STEVE CONN & ASSOCIATES
14001 W. Eleven Mile Rd.
Oak Park, Michigan 48237

A. J. COOPER CO.
1448 Wabash Ave.
Detroit, Michigan 48216

A. J. COPELAND CO.
19446 Jas. Couzens Hwy.
Detroit, Michigan 48235

HARRIS CRANE & CO.
19025 W. Seven Mile Rd.
Detroit, Michigan 48219

E. A. DANIELSON CO.
12339 Freebilly
Detroit, Michigan 48237

DeCrick & MAURER, INC.
12112 Harper
Detroit, Michigan 48213

ROBERT A. DIETRICH CO.
15211 Joy Rd.
Detroit, Michigan 48228

DILLWORTH, INC.
18116 James Couzens
Detroit, Michigan 48235

W. H. EDGAR & SON, INC.
1065 W. Fort St.
Detroit, Michigan 48216

MAURICE J. ELKIN CO.
1448 Wabash Ave.
Detroit, Michigan 48216

FARNHAM, DOZIER-COWAN, INC.
8536 Puritan
Detroit, Michigan 48238

FOOD MARKETERS, INC.
20140 Greenfield Rd.
Detroit, Michigan 48235

PAUL INMAN ASSOCIATES, INC.
14926 Meyers Rd.
Detroit, Michigan 48227

JIM JACKSON CO.
15324 W. McNichols Rd.
Detroit, Michigan 48227

KEIL-WEITZMAN CO.
9185 Greenfield
Detroit, Michigan 48228

LYON SALES CO.
16151 Meyers Rd.
Detroit, Michigan 48227

FRANK J. MacDONNELL CO.
3976Oakhills Dr.
Birmingham, Mich. 48008

McMAHON & MCDONALD
16929 Schoolcraft
Detroit, Michigan 48227

MARKS & GOERGENS, INC.
16190 Meyers Rd.
Detroit, Michigan 48227

MILLER-Bennie, INC.
2411 14th St.
Detroit, Michigan 48216

PEPPLER & VIBBERT
15900 Schoolcraft
Detroit, Michigan 48227

PETEISON & VAUGHAN, INC.
17043 Schoolcraft
Detroit, Michigan 48227

P. F. PFEISTER CO.
16909 Schoolcraft
Detroit, Michigan 48227

CHAS. R. REEVES & CO., INC
12833 W. Chicago Ave.
Detroit, Michigan 48228

RINGLAND ASSOC., INC.
16260 Meyers Rd.
Detroit, Michigan 48235

E. A. SANDER CO.
10525 Puritan Ave.
Detroit, Michigan 48238

SEAWAY FOOD BROKERS, INC.
17141 Wyoming
Detroit, Michigan 48221

H. STARK & SONS, INC.
16147 Meyers Rd.
Detroit, Michigan 48235

STILES BROKERAGE CO.
610 Buhl Bldg.
Detroit, Michigan 48226

SULLIVAN SALES, INC.
16275 W. McNichols Rd.
Detroit, Michigan 48219

ERIC R. SWANSON CO.
2073 Telegraph Rd.
Dearborn, Michigan 48124

JAMES K. TAMAKIAN & CO.
10239 W. McNichols
Detroit, Michigan 48221

LEO J. THEISEN CO.
11400 Greenfield
Detroit, Michigan 48227

UNITED BROKERAGE CO.
17000 Plymouth Rd.
Detroit, Michigan 48228

MORT WEISMAN ASSOC.
15830 W. 7 Mile Rd.
Detroit, Michigan 48235

Detroit Food Brokers Association
Right Approach Is Key
To Personnel Training

Training staff personnel is a never-ending job for any food retailer. The better these employees can grasp what they are told, the faster it can be done, and the result is time saved put to better use. Here are some effective short cuts for faster instruction and improved quality:

- Tell staff personnel what they are to do and how to use what is given them. When this is understood, grasp of detailed instructions or reasons for the action comes much quicker.
- Set the first goal as being certain the employee understands, from the beginning, what is essential and what will be of top value in carrying out your program, so his attitude improves, and his ability to grasp what he is being told sharpens.
- Get them to ask questions, to challenge, and even to criticize what is being taught. When any individual takes an active part, as opposed to merely listening, it means more to them, while personal attentiveness and interest sharpens.
- Do not try to teach everything at once. No person can absorb all instruction at one time and this usually builds up resentment, which decreases effectiveness. If at all possible, present instruction in logical order, so each phase can be completely absorbed before going on to the next.
- Emphasize items of top importance and make sure these are clearly understood before going on to supplemental information. When the first point is clearly understood, the rest take little time to present.
- Be sure the employee clearly understands why he is to do what is being asked of him, for that is the key to easier remembrance, and also avoids building up imaginary objections.

“Here’s wishing the Associated Food Dealers continued success on this your 50th Birthday.
You’re doing a wonderful job!”

Hamady Bros., Inc.
FLINT, MICHIGAN
Robert Hamady, president
Diet-Rite Cola Launches Area Sampling Promotion

Diet-Rite Cola Girls will soon begin canvassing Detroit area neighborhoods beginning Feb. 1 on a house-to-house basis and leave two big 16-ounce bottles of Diet-Rite Cola with the housewife, as well as money-off coupons redeemable at her favorite grocery or beverage store.

The soft drink company will supplement the program with extensive consumer advertising utilizing outdoor billboards and local community and daily newspapers. The unique promotion will last for a full year. In addition, Diet-Rite will offer free samples of the soft drink to local PTA, Boy Scout and women's groups for their meetings, if requested.

Point of purchase material is available to retailers for setting up coupon redemption centers in their stores. Retailers can check their local Diet-Rite salesman for further details.

Pepperidge Farm, originator of frozen ready-to-bake puff pastries, has added 20 percent more filling to its popular Turnovers and Apple Dumplings. An extensive newspaper advertising campaign will announce the improvement on a national level.
Merchandising

Diet-Rite Cola, in cooperation with the President’s Council on Physical Fitness, will immediately begin promoting the importance of being physically fit along with dental hygiene, on radio, TV and in newspapers. As part of the campaign, consumers are being offered an informative booklet, “Fitness Is Fun,” for free.

With more than $7 million promoting a national advertising and merchandising campaign, Colgate-Palmolive Co. is completing national introduction of its new oral antiseptic, Colgate 100.

Hunt-Wesson Foods is introducing another flavored catsup—Hunt’s Steak House Catsup—to join the highly successful hickory flavor and pizza catsups unveiled a year ago.

February 3-12 are the dates for the annual National Kraut and Frankfurter Week promotion. Once again, the National Kraut Packers Assn. will feature the event in its coast-to-coast publicity program for all consumer media. Retailers are encouraged to tie-in with the promotion.

Fancy imported Capers are being introduced in the midwest by Mario’s Food Products Co., Detroit. Capers are the tender, small buds of hyssop-type plant harvested in June and July in southern Spain. Their primary uses are for tossed salads, tartar sauce and in thousand island dressing, and as a seafood garnishment.

Blue Cross Offer to Independent Grocers

For those grocers who don’t know it already, Blue Cross-Blue Shield Insurance at low group rates is available to all grocer members of the Associated Food Dealers of Greater Detroit. The AFD is the only grocery association in Michigan which offers the comprehensive Blue Cross program.

For those members who are not on the Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. To those grocers who are not yet members of the Associated Food Dealers, call our office at 542-9550 to join our association and be eligible for Blue Cross Coverage.

MEMBERSHIP APPLICATION

Store Name ____________________________
Address ____________________________
City ____________________________
Owner’s Name ____________________________

Do you wish Blue Cross Coverage?
Yes □ No □

An Invitation to Join A. F. D.

Through membership in the Associated Food Dealers of Greater Detroit, you can enjoy wide benefits designed to bring recognition to the independent grocers in the community. In addition, such services as Blue Cross and all types of general insurance, linen program, coupon redemption program are available. Call and let us tell you about them.

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Rd.
Detroit, Mich. 48220
Phone: 542-9550
HYGRADE SALUTES
THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT
ON YOUR
50th ANNIVERSARY
it makes sense to devote the largest amount of shelf space to the largest selling item and the liveliest brand—
in soft drinks it’s cola...and in colas it’s Pepsi-Cola.

NOW AVAILABLE IN 8-PACKS OF 12-OUNCE NONRETURNABLE BOTTLES.

BOTTLED BY PEPSI-COLA BOTTLING COMPANY OF MICHIGAN, UNDER APPOINTMENT FROM PEPSICO, INC., N. Y., N. Y.