Honesty Pays at Shopping Center

According to Sid Hiller and Weldon Lutey, co-owners of the successful Shopping Center Super Markets, 4-store independent chain and longtime AFD members, the best policy is to offer customers honest advertising and honest pricing. This, they say, will bring the merchant honest profits and increased success. "We

(Continued on Page 3)
Now...diet-rite cola in the BIG 8

Stock Up Now for increased sales!

enjoy America's #1 diet cola in handy new 8-bottle carton

Bottled by VERNON'S, INC.

Detroit, Michigan
ARCHITECTURE reminiscent to that existing in the French Quarter of New Orleans adorns the beautiful Shopping Center Super Markets located on Greenfield and Ten Mile in the New Orleans Mall, appropriately named.

Honesty Pays at Shopping Center

(Continued from Cover)

don't believe in gimmicks, games or stamps and we treat all our customers with respect.”

That in a nutshell is the success formula which Hiller and Lutey used to build the high volume Shopping Center Super Market operation which today does an annual volume of over $8 million. The four stores are today located in Southfield, Warren, Berkley and Detroit.

“We never under-estimate the intelligence of our shoppers,” Sid is quick to point out. “We constantly try to offer the best value for their dollars, including quality merchandise. That’s the only way to operate in today’s competitive food field.”

Lutey and Hiller opened their first store on Michigan near Central Avenue in 1943. At one time they operated two stores in the same area and moved each unit to larger quarters a couple of times. One of their four stores is still situated in the same basic area at 7138 Michigan at Cecil Avenue.

The second Shopping Center store was opened in Berkley on Twelve Mile near Coolidge; the third in Warren on Van Dyke at Nine Mile Road; and the fourth in Southfield on Greenfield and Ten Mile.

“One of the big features of our operation,” according to Lutey, “is our quality meat section in each store. Customers have come to know that when we advertise quality meats we mean quality meats. They have come to depend on us.”

Both Hiller and Lutey have spent many long hard hours of toil in their stores since they entered the business some 23 years ago. It hasn’t been until recently however, that they have been able to spend more time with their families as they would like to have it.

Although both are dedicated family men, both have interesting hobbies they persue avidly. Lutey loves to fish, and goes fishing every chance he gets. “Nothing surpasses the serenity and peacefulness of fishing, allowing an individual to get away from the hustle-bustle of every day and put your mind at ease,” Lutey says.

Hiller loves to paint, and one can see some of his paintings hanging in the Shopping Center offices on Greenfield. In addition to painting, Hiller is a collector of fine paintings and has traveled extensively in search for good art.

Meanwhile, back on the job, Sid is in charge of purchasing and merchandising all meat and delicatessen items. Weldon is the grocery buyer-merchandiser and acts as the personnel manager. The two hold a weekly meeting to go over operational and advertising plans and promotions.

Hiller and Lutey are active supporters of the Associated Food Dealers who make it a point to attend all business and social functions.

They contend that every grocer is “missing the boat” today if they don’t belong to the AFD. “We know that our association stands by to protect our interest and assure fair play in the industry,” they told The Food Dealer. “Grocers are usually too busy in their stores to worry about the problems confronting all of us today. An association serves to unite the retailers and provide services we cannot provide ourselves.”

(If more grocers would listen to those pearls of wisdom, it truly would be a better industry.—Editor)
Speak Up For Rights, LaRose Tells DAGMR

"The time has come for businessmen to stand up and fight for the basic principles of capitalism interwined around our fundamental principles of democracy, which made this country great to begin with. Mrs. Consumer should be made aware that capitalism is better than Communism—and capitalism is not a dirty word."

So said Associated Food Dealers president Donald LaRose in an address before 120 members of the Detroit Association of Grocery Manufacturers’ Representatives at a luncheon held June 27 at Stouffer’s Northland Restaurant.

LaRose’s talk was aimed at uninformed critics and politicians who have been making the food industry the brunt of their targets. "At no time should anyone be allowed to slap the food industry unjustly without this industry being given the opportunity to state its side of the story," LaRose told the DAGMR members.

There is no need to wait for another Ralph Nader to come along and ruin an industry—as was done with the automotive people—just to get a little publicity or votes in the guise of so-called do-good persons seeking to protect the public from evil-doers, LaRose added. "These are the prophets of doom-and-gloom who would rather sacrifice the lesser number of businessmen to attract the interest of some 200 million voters. I guess the businessman doesn’t count anymore."

"It seems to me that Sen. Phil Hart and others can find more fruitful ways to improve efficiency of government and solve the Vietnam problem than to determine how many cherries there are in a cherry pie," he continued. "Consumers are smart enough to know without being told that if a product doesn’t offer the quality they demand, they simply will stop buying it."

LaRose added that the industry should step up its efforts to inform the general public that food is still a bargain, despite efforts to make them believe else-wise. He pointed out that Americans pay less than 18½ cents of each dollar earned for food compared with 45 cents in Britain, and 65 cents in Russia.

"It is time for DAGMR, the Detroit Food Brokers Association, the Associated Food Dealers, and all business organizations and associations to make our voices heard. And we must yell and scream loudly, because my friends we are far outnumbered."

"We of the Associated Food Dealers are already doing just that. As representatives and spokesmen for the independent food store operators, we want to assure honesty and fair play in this industry at all times," LaRose said.

He added that already politicians are using as a political issue the high cost of foods—with innuendos that manufacturers and retailers alike are "profiteering" Mrs. Consumer.

Following his address, LaRose received an enthusiastic standing ovation.
Around The Town

Al Serpa, president of Quik-Pik Stores and an AFD director, says that come fall, some 17 units of the convenience store chain will be in operation around Detroit's suburbs. He has also begun franchising some of his stores.

The shopping cart campaign recently jointly launched by the AFD and the Food Industry Council is moving along smoothly. All indications point to the happy fact that the message urging shoppers to return carts to stores after using is finally "getting through" to consumers.

With A&P finally entering the special promotions and contests field with its "Bonus Bingo," promotional activity by the various supermarkets has stepped up in tempo. Also stepping up in vigor is the trend for markets to open Sunday. Presently every chain has at least five or more units open on the Sabbath, including A&P. Wonder what Great Atlantic & Pacific plans to do with its slogan, "See you in church on Sunday?"

Jay Welch, AFD chairman who also presides over Hollywood Super Markets, Royal Oak, informs us that he will soon be ready to open his third store. He won't tell us just yet, however, exactly where the new unit will be located.

Sol Caplan, former frozen foods buyer for Borman Foods, informs the AFD that this new wholesale company is briskly moving along. He heads up Caplan's Wholesale Food Service Co. on Riopelle Street in the Eastern Market area. Caplan, once one of the former owners of Lipson Super Markets, specializes in fresh and smoked meats, dairy, frozen foods, delicatessen products and other specialties.

Obituaries The AFD extends deepest sympathies to the family and firms of the following persons who recently passed away: Lou Dorst, general sales manager of Independent Biscuit Co. Frank Malecek, district sales manager of the grocery products division of Hormel and Co. Otto Hornung, partner in the Alexander & Hornung firm noted for its specialty meats and gourmet foods. Martin Bush, owner of the Mound Park Market in Warren.

Independent Grocers Alliance (IGA) has launched a series of 13 advertisements which will appear here and around the nation, devoting 40 percent of the ad space to institutional selling, and the remaining 60 percent to price items. Making the announcement was IGA president, Don Grimes.

(Continued on Page 7)
OFF THE DEEB END

Stamps On Upsurge?

Super Market Institute recently revealed the results of a very significant trading stamp survey conducted in cooperation with its members. Some 40 percent of the SMI membership felt stamps are here to stay, while a year ago 35 percent of the operators believed stamps were here to stay.

These figures were revealed by SMI’s director of research Curt Kornblau at the recent convention in Chicago. The survey indicated that 16 percent of the operators expected to see stamps disappear from the market soon, and 44 percent had no opinion as to whether they would stay or go. A year ago, 18 percent saw stamps on the way out.

The basic theory regarding trading stamps is to drop them and watch profits increase. That’s been the cry of the anti-stamp forces for some time, but apparently this may not be the case. The example of four eastern chains may prove the point.

For all of 1965, New York’s Daitch Crystal Dairies reported a decline in both earnings and profits—a 46% drop in earnings, coupled with a 1.1% decrease in sales. (Earnings were $671,141 compared with $1.24 million a year earlier.) Earnings at Waldbaum’s, also of New York, for 1965 declined 28.4% despite a 2.8% increase in sales. Net profit dropped to around $1 million from $1.4 million in 1964, while sales increased $4 million to $133 million.

In both cases, although the firms saved the money they would have spent on stamps, they were required to increase their advertising budgets to keep pace with increased competitor promotions.

A similar case holds true for Stop & Shop of Boston and Loblaws of Buffalo. Stop & Shop, in favor of a progressive price program, dropped stamps and saw profits dwindle 41.4% despite a 13% increase in sales for the 40-week period ending April 9. When Loblaws dropped stamps in 1963, its annual report a year later stated that although sales increased 14.7%, profits declined 42 percent.

Recent developments shed even further light on the subject: King Kullen reintroduced S&H stamps in 13 stores after a test run proved a flop. Others who have returned to stamps after dropping them include Acme Markets of Buffalo, Plumb’s of Grand Rapids, Mansour’s of Flint, and several former Fisher, and Nitti’s stores of Cleveland.

The argument to give or not to give stamps will be kicked around for a long time. As mentioned, the theory is that if you drop stamps you can reduce your prices (up to two percent), but advertising expenses are required to increase substantially which can drain profits.

Are stamps an effective promotional tool? Look to the success of Kroger, Berman’s Food Fair or Food Giant. Is price competition better? Look to the success of A&P, Great Scott or Chatham. Are stamps good or bad? Are they on the way back? I wonder.
AROUND THE TOWN
(Continued from Page 5)

Ben Reubens, president of King Cole Super Markets, an AFD member, says that Detroit consumers today just don't quite realize the tremendous bargain they get on food prices in the Motor City. "If they would travel to California, for example, they would find the prices are higher there by four or five cents per item."

* * *

Welcome aboard the AFD bandwagon to Charles and Ted Malafouris, owners of the Woodward-Palmer Market, 5708 Woodward.

* * *

Brothers Sam and Lee Harb, co-owners of Harb’s Super Market on Charlevoix, informs us that since they converted the store from a party shop into a full-line grocery, business has been booming. The Harbs have been in the location for about three years, but grew up in their father’s grocery store many years ago. Keep up the good work, fellas!

* * *

AFD Staffers children excel: Charles Harris Jr., son of The Food Dealer advertising manager, recently graduated magna cum laude from Massachusetts Institute of Technology (MIT) with a doctor’s degree in chemical engineering. Meanwhile, Miss Christine Nasso, daughter of Betty, our insurance secretary, graduated with high honors recently from Ferndale High School. She was the recipient of four distinguished honor awards, and three college scholarships which she’ll use at Wayne State.

The Sausage with the Second Helping Flavor . . .

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

This New
8 Bottle
Carton is
Moving Fast.
If Your
Stock is
Getting Low Please
Phone 537-7100 for Prompt Service
Albert’s Fine Foods Completes Remodeling

Albert’s Fine Foods, 9860 Dickerson on Detroit’s east side, has just completed a major remodeling. The store, specializing in quality meats, including “grizzle-free” cube steaks, has been in operation since 1945.

Owner-manager of the clean market, which contains an air of friendly atmosphere, is Al Wyffels, a member of the AFD since 1930. Wyffels is on the association’s board of trustees and a member of the executive committee.

The store remodeling included the installation of two new frozen food cabinets, one 4-deck dairy cooler, and one 4-decker refrigerated produce counter. Meat manager is Art Martin. L. D. McInally is produce and grocery manager, and Grace Bomar is head cashier.

Speaking of the association, Wyffels said there are so many rewards today for belonging to a good association as our own AFD. Although you can’t measure it, you know you need it, as is the case with advertising “You know it helps.”

“In order to succeed today,” according to Wyffels, “an independent must keep up with modern times. Don’t be afraid to let customers know you appreciate their business. And when a grocer belongs to our association, he gets that ‘extra insurance plus’ because he knows there is someone or some organization he can turn to.”

North Woodward Store For Sale

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

Stores Ready For Franchising

Ten Quick-Pik Food Stores now available for franchising. If you want a profitable going store of your own, call Al Serpa, president, for details. Only $6,000 to $10,000 cash required. The phone is 264-0150.

Albert's Fine Foods chose Tyler Equipment for better merchandising and display. "Tyler Equipment makes more profitable use of floor space. Easier reach! High capacity and greater economy of operation."

Midwest Refrigeration Co.

Installation of Tyler Equipment

Our customers are our best salesmen —

"Quality equipment, expert installation, prompt and efficient service are the reasons we like doing business with Andy Gurchiek and Midwest Refrigeration Company," is a typical comment of our customers. Let us help you with your next store modernization plans!

For the best in Equipment and Service — Call

Midwest Refrigeration Co., 460 Hilton, Ferndale

JO 6-6341
Industry Voices Opposition On Plan to Ban No-Deposit Bottles

Food industry representatives voiced strong opposition against a proposed city ordinance which would have banned the use of no-deposit, no-return bottles by soft drink manufacturers and breweries at a meeting before Common Council July 7.

At the public hearing before the Council, the Associated Food Dealers presented testimony against the proposed ordinance on the grounds that it was “highly discriminatory” and could “lead to unfair business competition at the retail level, thereby hindering the American principle of free enterprise.”

AFD executive director Ed Deeb told the council that there should be no reason why the urban retailer should be penalized “because of the inconsideration shown by the public at-large.” He pointed out that Detroit consumers could easily travel to any of the suburban stores to purchase their beverage supplies in non-returnable containers. “It is not the fault of the container or the producer,” Deeb said, “rather, inconsiderate citizens who insist on contributing to the litter problem.”

The ordinance was proposed a month ago by Councilman William G. Rogell, who said he has become disturbed by the volume of broken glass littering Detroit streets.

Other organizations and their representatives who took part in the hearing included: Morton Feigenson, Metropolitan Detroit Bottlers of Carbonated Beverages; Robert A. Schiffer, president, Michigan Brewers Association; W H. Hagenmeyer, president, Food Industry Council of the Greater Detroit Board of Commerce; and Richard E. Fisher, Glass Container Manufacturers Institute.

The industry representatives then met to map out a campaign on behalf of business and industry to supplement the “Keep Detroit Beautiful Committee” with increased support with an effective and continuing informational campaign to help discourage and ultimately eliminate litter.

Three New Supplier Members Join AFD

The Associated Food Dealers wishes to welcome aboard three new supplier members. Their names, address and phone numbers are as follows:

United Brokerage, 17000 Plymouth, Detroit, Mich. 48227; phone BR 2-5401.

Photo-Scan of Michigan, store security systems, 23810 Michigan Ave., Dearborn, Mich. 48124; phone 274-7160.

United Wholesale Grocery Company, 8951 Schafer, Detroit; phone 834-6140.

These new members and all AFD supplier members deserve your support and patronage.

DO YOU KNOW that Non-Food Sales can bring you up to 30% to 40% profit that some Non-Food items can double or triple your profits per foot of shelf space?

WE'LL PROVE IT! We've done it for Krupa's Super Market, and 700 other Michigan retailers in the past 18 years. Because we're SPECIALISTS, with KNOW-HOW and EXPERIENCE, we can offer a no-risk policy with guaranteed profits. WE offer you a weekly service; a full 100% guarantee on all merchandise in all departments; fresh in and out promotions with no left-over stock; and a clear-cut net profit!

CALL TODAY FOR MORE INFORMATION!

Wayne County Wholesale
MICHIGAN HOUSEWARE SERVICE
4520 Maybury Grand • Detroit, Mich. 48208 • Phone 894-6300
SUMMERTIME

Display These Picnic Items

A Picnic Favorite for Over 100 Years

HAVE A PICNIC WITH SUMMERTIME FAVORITES

Feature

FARM CREST
Family Favorites!
Trinity 5-6145 Detroit

FRESHrap
waxed paper
NOW IN COLORS

AVAILABLE IN
SNO-WHITE
PEACH...ICE BLUE

TIP TOP
Enriched
HAMBURGER & HOT DOG R

WARD FOODS, INC.
TA 5-6470
PICNIC TIME!!

PICNIC PARTNERS
HAMTOWN’S
Imperial
Potato Salad, Macaroni Salad
Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O
For Prompt Service Call
SPECIALTY FOODS CO. - TW 2-2608

For the Summer...
Display POTATO CHIPS
in the New
PARTY PACK!

Krunch-Chee Potato Chip Co.
Call DI 1-1010

PROFIT 32 WAYS!
different types of luscious Peters Luncheon
fixins’ for great picnic fixin’s. Make them
available, stock the full Peters Line and
profit.

TERS SAUSAGE COMPANY
7410 E. Warren Detroit, Michigan

RED PELICAN
MUSTARD

MADE FRESH
DAILY IN DETROIT
SELL THIS
POPULAR LINE

RED PELICAN FOOD PRODUCTS
WA1nut 1-2500 — Detroit

OLIVES
MAKE THE PICNIC...

Mario’s SPANISH OLIVES
MAKES YOU PROFITS!

Mario’s Food Products Co.
6500 E. Warren Detroit, Michigan

Added SALES and PROFITS!
Borman Sells Johnson Stores to 3 Partners

Borman Food Stores, operator of Food Fair and Farmer Jack super markets in Michigan, have sold its Johnson Conveniences Stores to Richard Baker, Jack Angott and Ed Bogas. Borman’s Johnson division was operating some 31 of the convenience-type marts.

The three new owners, all formerly Borman employees, purchased the equipment and inventory of the Johnson stores for a reported $200,000. Since their recent acquisition, Baker, Angott and Bogas acquired seven other dairy stores, bringing the total of stores they operate to 38.

Wolf Starts Salad Kitchen

Abner A. Wolf, Inc., an AFD member, has inaugurated a new salad kitchen in an effort to expand the firm’s delicatessen department, it was recently announced by Ben Wettenstein, general manager. The new kitchen will be responsible for preparing, packaging and distributing various types of deli products to grocers, including macaroni, potato, cole slaw, bean, and Greek-type salads, as well as various other deli specialties.

ADF Membership Means
More Action... Results

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2971 BELLEVUE
Phone: WA. 1-2834

- Complete lines of Household Paper and Plastic Items
- Celophane, Polyethylene Meat Boards and other
- Pre-Packaging Supplies
- Cotton, Jute and Sisal Twines

It’s a fact... three loaves of Koepplinger’s Famous Breads take less shelf space than two loaves of most other breads.

More important, with the per loaf profit margin approximately the same on all breads, Koepplinger’s Famous Breads give you more than 50% increase in profit from the same amount of your valuable shelf space. It’s the extra loaves of Koepplinger’s that make the difference.

Be sure to let our driver stock enough of all Koepplinger’s products... it costs you real money when you run out.

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY
**Faygo to Celebrate its 60th Birthday**

The story of Detroit's Faygo Beverage Co., which will mark its 60th anniversary next year, could probably never find a more understanding and admiring audience than Detroit's 3,000 independent grocers. That's because the story of the first soft drink producer to become an AFD member is more than just a story about survival against competition. (Faygo joined the AFD in 1961.)

Like the stories of successful independent grocers, Faygo's is a case history of hard-fought growth, won by management's alertness and willingness to invest both time and money in the future.

The firm was founded in 1907 by Perry and Ben Feigenson, then aged 25 and 23, brothers, and immigrants from Russia. They started in a small store on the fringes of downtown Detroit with pots and pans for mixing formulas, two tubs for washing and rinsing bottles, a siphoning hose for filling and a hand-operated gadget for capping.

From such humble beginnings, Faygo's modern facilities today spread over a quarter-square-mile area along Gratiot Ave. The firm is now capable of producing upwards of 300 million bottles and cans of soft drinks annually.

Faygo is now headed by its founders' sons, Morton and Herman, sons of Perry, are president and secretary-treasurer, respectively. Philip, son of Ben, is vice president. They have teamed up since World War II to make the single-plant company not only No. 3 in Detroit sales but also the second largest independent carbonated beverage bottler in the U.S.

Morton, who abandoned a law career to help head the family-owned enterprise, says competition has always been a source of strength for Faygo. "It has kept us running for greater security and, as a result, has toughened

(Continued on Page 17)
BRONCO BELL:

Let's Quit Gimmicks, Games and Give-aways

By ALEX BELL

Well, well, it looks like the National Food Marketing Commission report to LBJ has foundered in a sea of words. We don't think that Lyndon understood what it was all about. He gave a real political "snow job" to reporters, part of which we quote: "No one study can really be considered final—but rather part of a continual process of exploration and examination in our search for solutions." Of course, maybe the "continual process of exploration and examination" is just a gimmick to keep some political appointees on the Federal payroll.

* * *

Note to Phil Hart: We do not need a truth-in-packaging bill as much as we need a simpler way of opening the damn things.

* * *

How about a slogan in the food business for the "three G's"—No Gimmicks, No Games and No Give-aways.

We attended the DAGMR luncheon and listened to president Don LaRose's talk before that august body. We have also read the coverage in the press, and the editorial which appeared in the Detroit News. We must go along with Don's theme: Keep on screaming and shouting and maybe after a while you will be heard. Or my own observation: "You may love us or loathe us, but you cannot ignore us." (In other words, the loudest squeak gets the oil.) Keep banging away at it Don. We would like to remind our readers that Don is the son of E. J. LaRose, one of the fightingest independents we have ever known.

* * *

We wonder if Grammaw A&P's entry into the bingo field is the starting gun for an all-out war. When we drive down the streets of our fair city it is reminding us more and more of Las Vegas. Nobody advertises specials anymore. Everybody advertises games. If only food stores would get back into the food business, it would be a good thing for the industry. If it keeps up, the boys will be trying to out-do each other to see how much they can give away like they're doing in Washington.

* * *

Nice to have our old friend Sam Fink of Great Scott(!) with us as a member of the best retail food organization in these United States. We're talking of the AFD, of course. Welcome aboard also to the Weisbergs

(Continued on Next Page)
of Chatham. (Note to Sam put the arm on Harry Gertz! We've been trying for 10 years.)

* * *

Note to Conventioneers desiring to go to Las Vegas. Check page 17 of this issue of The Food Dealer for complete details.

* * *

Lou Cohen of Frank’s Tea & Spice tells us that his wife believes him when he tells her that “bordello” is a new kind of poker game. What a con man! Tsk, tsk.

* * *

One for the boys in the balcony: A recent news item reads as follows: “Girdle manufacturer promises the ‘frankly flat’ a ‘superior posterior.’ New garments give the wearer a rounded look in back with the help of built-in molded plastic foam pads. They sell for nine dollars to twelve-fifty.” Seeing what a girl must spend, to bolster up her jeans, makes me wonder if the end will justify the means.

* * *

Well, we see in a recent issue of a food newspaper that we have another competitor in the column racket, namely G. Shamie of Ye Spotlite. Stay with it, George, as we like to have someone to pick on and we always try to do a good job (but factually). And, George, you should sometime consider printing the other side of Don LaRose’s talk before DAGMR. You did not report the standing ovation that Don received after his talk and our count of the attendance at the affair was 120. Let’s stick to factual reporting, huh.

* * *

If you find a man smiling as things go wrong, you may assume he just thought of someone he can blame it on.

* * *

Heard about the gal who got married when she was Enciente? (EDeebnote: that’s French for pregnant; Acey tried to clean it up.) They threw puffed rice!

Dear John, that’s all she wrote.—ACB

Day New RC-Cola Manager

Clifford E. Day of Detroit, has been appointed regional manager of the Royal Crown Cola Company, responsible for the firm’s franchised plants in Detroit and surrounding areas, including Grand Rapids and Toledo. He has been with the firm for over five years as district manager for Michigan and Ohio prior to his promotion.

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Available to AFD Membership;
For Information, call 542-9550

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Flint . . . CE 8-3071 Pontiac . . . LI 5-2222
Grand Rapids LE 4-5493 Saginaw . . . . 754-3151
Kalamazoo 343-5767 Royal Oak . . . . LI 5-2222

SUSTAINING MEMBER
THE PRESIDENT’S CORNER

Manufacturer Confusion on Cents-Off Deals?

By DON LaROSE

One of the things which can hurt the image the retail grocer has with his customers is the merchandising program of some of the manufacturers.

To illustrate, Pillsbury has had an 85 cents off-per-case deal on its cake mixes for quite a while. Recently, the firm dropped the 85 cents off-per-case (or promotional allowance) and immediately introduced a 5-cents off-label per package promotion.

I don’t think the cake-mix firm gave much thought to what this does to the retailer. The retailer all of a sudden is paying more for the 5-cents off-label case than he did for the regular label case for which he received 85 cents off. Sounds like double talk but it’s not. If a manufacturer tells a retailer that it will give him 85 cents per-case-off for each case he buys, and the case costs $4 normally, then the retailer buys the case for $3.15. Now, suppose the same manufacturer discontinues the 85 cents off-per-case deal. Let’s suppose also that the same manufacturer comes back a week later with an off-label deal of 5-cents per package.

What happens is this: The retailer would pay 25 cents per case more for off-label packages, than for a case of the regular packages.

Here’s how: If a case of 12 still costs $4 each, deduct 60 cents (12x5-cents), giving you $3.40 per off-label-case instead of the $3.15 cost of the off-case allowance. So you see, you pay 25 cents more per case.

Now then, when a customer goes to your store and sees a 5-cents off-label package, she “demands” that we retailers deduct the 5-cents off the regular selling price she paid for the product a week prior. This is a poor way for manufacturers to “force” retailers to play their ballgame!

The big problem is this: Since retailers have already reduced their prices with the first or original promotion, how can the retailer now be expected to bear the burden of the cents-off-label deal to the amount of 5-cents per package, PLUS the two cents additional cost per package (the 25 cents per-case-cost increase divided by twelve packages).

(Continued on Page 18)
**Retailer's to Host National Convention in Las Vegas**

The National Association of Independent Food Retailers will hold its annual convention Sept. 25-29 at the fabulous Flamingo Hotel in Las Vegas, it was jointly announced by NAIFR chairman Alex Bell and president Gerald Horn.

Bell, owner of the Village Food Market, Grosse Pointe, and regular columnist in *The Food Dealer* magazine, is trustee chairman of the Associated Food Dealers. Horn is president of Jerry's Food Markets, with headquarters in Lebanon, Oregon.

Cost for the 5-day, 4-night convention, including a round-trip non-stop jet flight to and from Las Vegas, is $199 per person, complete, according to NAIFR convention chairman Leo Green. Grocers interested in attending the confab are urged to write immediately to Mr. Green for reservations. His address: 200 Main Street, Yonkers, New York, or phone YO 3-4976 (code 914).

The complete convention cost of $199 includes, in addition to the above mentioned, a welcoming cocktail party and buffet; spacious double room accommodations; complete American plan brunches; deluxe full course dinners; a cocktail party every evening; a dinner and floor show in the Flamingo room; and a sightseeing tour of Las Vegas, including Glitter Gulch. All this, in addition to the various educational workshops which will be held.

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**FAYGO**

*(Continued from Page 13)*

our muscles over all the years I can remember," he says.

The softdrink firm has consistently followed a pattern of planning for growth. It is firmly committed over the next two years to investing in excess of its record-high earnings capability in expanded advertising and other promotional activities to further improve its sales position.

Over the past three years, the Feigensons have put more than $1 million into more efficient mechanization and expansion of plant capacity. They plan additional outlays over the next two years, mainly for increasing warehouse locations and enlarging semi-truck loading docks. Faygo soft drinks are marketed in 28 flavors.

Their most valuable business asset: Faygo's well accepted reputation at both trade and consumer levels for producing high quality drinks at competitive prices.

"This," says Mort Feigenson, "is where our method of operation pays off. We not only make our own formulas, our chemistry staff is always on the spot to detect any reason why a formula might not be right after being bottled."

Future growth potential, Feigenson says, is directly dependent on how well it can continue backing up its basic proposition to the trade: "High quality products, priced right with good profit margins, and supported by honest advertising, aggressive merchandising and eye-appealing packaging."

As Detroit's only surviving independent soft drink formulator and bottler, "we have always been grateful for the close working relationships Faygo has been privileged to have with independent grocers over the years," he says.
**CONFUSION?**  (Continued from Page 16)

How does the retailer explain to his customer that a 5-cents off-label package costs them MORE than the plain, unmarked package they purchased during the first promotion? This, in my opinion, is one poor merchandising program. This has not only been done by Pillsbury, but by many other manufacturers as well.

Deals like this is what I call asking for government interference or investigation in the retail food business. Why, you ask? Because immediately, Mrs. Consumer believes that the store owner or operator is “pocketing” the 5-cents for himself, when it really costs him more—seven cents per box more—as illustrated above.

When a company programs a deal like the above mentioned, the retailer should rebel strongly because it is his image that is being damaged—not the manufacturer’s. These are the types of deals which bring complaints from consumers, as if we retailers didn’t have enough problems.

Since we must deal directly with consumers, and manufacturers do not, it is our image which is soiled, not theirs. Such promotional ideas leave the impression that the retailer is constantly “gouging the public.” I say retailers should avoid this type of promotion, and manufacturers should do away with them entirely.

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**Merchandising**

AFD member *Frito-Lay*, and *Armour & Co.*, have tied-in for a summer sales promotion called “Fifty Cents Deal.” Shoppers will be refunded 50 cents cash when they mail in a label from each product—Frito corn chips, and Armour Star franks.

* * *

John Puhy, manager of *Seven-Up Bottling Co.* of Detroit, announces the acquisition of the *Frostie* Root Beer franchise for the metro Detroit area. It is the first time that Seven-Up distributed a product other than its own. Frostie’s new slogan: “The Happiest Taste in Town.” Puhy predicted the new root beer “should be one of the leading soft drinks within a short period of time.”

* * *

Robert Lannen of the *P. F. Pfeister Co.* an AFD member, said the new *Flush-A-Byes* disposable diaper is causing a revolution not only in Detroit, where it was first introduced, but throughout the nation as well. Many of the leading Detroit area markets have reported amazing interest and consumer sales appeal from their customers.

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**Blue Cross Offer to Independent Retailers**

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

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

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**MEMBERSHIP APPLICATION**

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

Do you wish Blue Cross Coverage?
Yes ☐ No ☐

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**An Invitation to Join A.F. D.**

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

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Rd.
Detroit, Mich. 48220  Phone: 542-9550
# Support These AFD Supplier Members

## ACCOUNTING, INSURANCE
- **Gohs, Inventory Service**: VE 8-4767
- **V. C. Accounting, Inc.**: DI 1-3350
- **Brink & A. (Insurance)**: 962-7150

## BAKERIES
- **Awrey Bakers**: TY 6-5700
- **Bonnie Bakers**: 834-0010
- **Farley Bakers**: TR 6-1645
- **Grennan Cook Book Cakes**: TA 5-1900
- **Hekman Supreme Bakers**: KE 5-5660
- **Independent Biscuit Co.**: 584-1110
- **Koeppinger's Bakery, Inc.**: JO 1-1737
- **Lebanon Baking Co.**: 825-9702
- **Magnusson Foods (Bays Muffins)**: FA 1-0100
- **Schafer Bakers**: 833-7100
- **Silvercup Bakery**: LO 7-1000
- **Taysteed Bread**: TA 6-6470
- **Taysteed Top Bread**: TE 3-2320

## BEVERAGES
- **Faygo Beverages**: WA 5-1600
- **Christian Brothers Wines**: 823-3900
- **Continental Food Brokerage**: 533-2055
- **Pepsi-Cola Bottling Co.**: 366-5040
- **Steve Conn & Associates**: 547-6900
- **Paul Inman Associates, Inc.**: BR 3-7826
- **Graubner & Associates, Inc.**: TA 6-3100
- **Marks & Goergens, Inc.**: DI 1-8080
- **P. F. Pfeister Company**: 868-9800
- **Sosin Sales Co.**: WO 3-8585
- **Sullivan Sales**: 884-8700
- **Thompson-Jackson Associates**: KE 1-8262
- **United Brokerage**: BR 2-5401

## DAIRY PRODUCTS
- **Bodker Dairy Co.**: 533-4000
- **The Borden Co.**: 564-5300
- **Dillworth, Inc.**: TA 5-7400
- **Food Marketers, Inc.**: 588-1700
- **Gunn Dairy, Inc.**: TR 5-7500
- **Harriss Cream & Company**: 838-3000
- **Maloney Brokerage Co.**: TU 5-3653
- **Marks & Goergens, Inc.**: DI 1-8080
- **Peterson & Vaughan, Inc.**: VE 8-8300
- **F. P. Pfeister Company**: Brad 2-2000
- **Sosin Sales Co.**: WO 3-8585
- **Sullivan Sales**: KE 1-8262
- **Thompson-Jackson Associates**: 273-8262
- **United Brokerage**: BR 2-5401

## EGGS AND Poultry
- **E. J. Farrell Co.**: WO 2-1787
- **Eastern Poultry Co.**: WO 1-0707
- **Portman Dairy Products**: 832-6800
- **Farms Pride**: VE 7-4620
- **McLeroy Miller Bros.**: TE 3-4600
- **Narloch-Eggs**: TR 2-5718
- **Orleans Poultry Co.**: TE 3-1847
- **Page & Cox Eggs**: VE 6-6666
- **Walton Wonderfarm Eggs Co.**: WO 5-6000

## FRESH PRODUCE
- **Ciararitano Brothers**: WO 3-9064
- **Cusamano Bros. Produce Co.**: 921-3430
- **Coles Produce**: WA 5-0969
- **H. C. Nagel & Sons**: TA 5-2584
- **North Star Produce**: VA 2-9473

## INSECT CONTROL
- **K & E Exterminators**: EL 6-8823
- **Rose Exterminating Co.**: TE 4-9360
- **United Exterminating Co.**: 864-0900
- **Vogel-Ritt Pest Control**: TE 4-6900

## LINEN SERVICE
- **American Linen Supply Co.**: WA 1-4129
- **Economy Linen Service**: 843-7300
- **Myron Linen Service, Inc.**: TA 5-5710
- **Reliable Linen Service**: 366-7700

## MEAT PRODUCTS, PACKERS
- **Alexander Provision Co.**: 961-6031
- **Brown's Meat Packer Co.**: 836-5800
- **Crown Packing Co.**: TE 2-2900
- **Detroit Veal & Lamb, Inc.**: 864-8447
- **Eastern Market Sausage Co.**: WO 5-0677
- **Feldman Brothers**: WO 3-2291
- **Guazardo Wholesale Meats, Inc.**: FA 1-1703
- **Herrad & Company**: 962-0430
- **Johann Packing Co.**: TW 1-9011
- **Kovalski Sausage Co., Inc.**: TR 3-8200
- **L. K. I. Packing Co., Inc.**: TE 3-1590
- **Peet Sausage Co. (Ypsilanti)**: 724-3132
- **Pechke Sausage Co.**: TR 5-6710
- **Peters Eckrich & Sons, Inc.**: KE 1-1466
- **Peters Sausage Co.**: 860-3030
- **Pitts Packing Co.**: WA 3-7355
- **Sam & Walter Provision Co.**: TW 1-1200
- **Sparer, Inc.**: TA 5-3456
- **Roell, Eugene Co.**: WO 3-2430
- **Wayne Packing Co.**: WO 1-5060
- **Week's & Sons (Richmond)**: 878-5334
- **Winter Sausage Manufacturers**: BR 7-9080

## NON-FOOD DISTRIBUTORS
- **Akin Distributing Co.**: WE 1-0700
- **Herb's Novelty Company**: 526-9115
- **Wayne County Wholesale Co.**: 859-6300

## POTATO CHIPS AND NUTS
- **Better Made Potato Chips**: WO 5-9777
- **Frito-Lay, Inc.**: WA 1-7200
- **Kaz Nut Products Co.**: TW 5-3456
- **Kron-Chee Potato Chips**: DI 1-1010
- **Vita-Bov Potato Chips**: TW 5-3250

## PROMOTION
- **Bowlus Display Co. (signs)**: CR 6-8288
- **Guaranteed Adv. & Distrib.**: 869-6362
- **Holden Red Stamps**: 444-1393
- **Highland Press**: TO 8-2696
- **Ira M. Caplan Advertising Co.**: TE 3-2564
- **Stanley's Adv. & Distrib., Inc.**: 961-7177

## RENDERERS
- **Darling & Company**: WA 8-7400
- **Detroit Rendering Co.**: TA 6-5000
- **Wayne Soap Company**: 842-6000

## SERVICES
- **Beneke Travel Service**: PR 1-3235
- **Clayton's Flowers**: LJ 1-0898
- **Zablocki Electric**: LA 4-8646

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

## STORE EQUIPMENT
- **Almro Corporation**: JE 9-0650
- **Butcher & Packer Supply Co.**: 841-1150
- **Hussman Refrigeration, Inc.**: 341-5994
- **Globe Slicing Co. (Biro)**: LI 5-1555
- **Hobart Mfg. Co.**: FA 1-0977
- **Lepire Paper & Twine Co.**: WA 1-2854
- **Master butcher Supply Co.**: WO 1-5656
- **Midwest Refrigeration Co.**: JO 6-9341
- **Manchester Market Equipment Co.**: LI 5-0902
- **Photo-Scan of Mic.***: 274-7160
- **Shaw & Slavinsky, Inc.**: TE 4-3990
- **Square Deal Heating & Cooling**: WA 1-2343

## WHOLESALERS
- **Aunt Jane's Foods**: 581-3240
- **Grosse Pointe Quality Foods**: 581-3240
- **C. B. Geermany Company**: 800-3891
- **Shedd-Burtish Foods, Inc.**: TO 8-5810
- **Spartan Stores, Inc.**: BR 2-2743
- **Super Food Services, Inc.**: 846-5490
- **Tobacco Brands Dist., Inc.**: TW 3-8000
- **United Wholesale Co.**: 834-6140
- **Wayne County Wholesale Co.**: 834-6140
- **Ann Arbor, Wolf, Inc.**: 834-0600
Cold carton sales mean extra profits for you!

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