Richardson Dairy Stores Expand

The story of Richardson Farm Dairy Stores in Pontiac is an example of a successful farmer converting to a successful retailing operation, specializing in dairy products and convenience food items. The story of the popular 5-store independent chain which is still growing takes place on a farm.

(Continued on Page 3)
Family Entertainment • Refreshments • Tour of Facilities

June 13-July 1, Mon.-Fri., 10 AM-4 PM at the Vernors Plant, 4501 Woodward Avenue, Detroit, Michigan

(If you have not received your invitation, please check with your Vernors Distributor.)
Richardson's Dairy
Stores Expanding

(Continued from Cover)

a number of years ago, according to the firm's founder and president, Delwin "Doc" Richardson.

Doc and his brother Harold, who assists in the Richardson Farm management, began selling milk, ice cream and related dairy products on their father's farm. Residents of Pontiac used to flock to our farm to pick up fresh quarts of milk and the rich-textured Richardson ice cream.

"Business was so good," Doc related, "that I decided to open an ordinary retail store at the front of the farm in 1950, while brother Harold and my father would produce the products I would eventually sell to my customers."

In a nutshell, it is a case of a farmer-turned-retailer, and making a big success at it. After seizing the opportunity in retailing, business was so good that brother Harold eventually left the farm and devoted his time to actively helping in the new business.

In 1958, Doc opened a second unit, this one in Drayton Plains. Two years later the Richardsons expanded this unit into a bigger and busier location, while adding a restaurant to its convenience-dairy store. In 1962, a third unit was opened in Pontiac. Then a year later another one opened in Clarkston and a fifth unit opened in 1964 in Sylvan Lake. Presently, the long-time AFD member plans to open two more Richardson Farm Dairy stores before July 1st, one in Commerce Township, the other in Pontiac.

"It's been a big change since we began in retailing 16 years ago," Doc says. "At first we were a producer and bottler of milk selling at low cash-carry farm prices. Today, we operate convenience type stores. The only thing there was in common with the farm and retailing operation is that milk and ice cream accounted for about 60 to 70 percent of our over-all sales."

In addition to managing the five stores, Richardson's also operates its own ice cream and dairy plants, located immediately behind the present main office on Highland Road.

There is a real good market today for the convenience store, Doc told The Food Dealer, especially for dairy products. "With a convenience store, we can assure big volume because of heavy turnover of our products, which we stock fresh from the farm."

"The success of our business lies mainly in keeping prices down to a bare minimum to consumers. We offer only quality products too.

"With various pressures being applied to retailers from government and consumer groups, we can expect more and more food retailers to turn to their association so their views will be heard and so we can assure fair play in the marketplace," Doc Richardson concluded.

No question about it, Doc!
Mr. Phil Field
FIELD'S D&D FOOD MART
RIVER ROUGE, MICH.

— CHOOSE —
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Holdens have the highest reputation for reliability and they
give the greatest value in gifts. We want our customers to
have the best values obtainable anywhere."

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FBI Nabs Murder Suspect Of AFD Member Kasgorgis

A suspect sought for the murder of AFD member Jubrail Kasgorgis during a robbery last April 1 was arrested June 14 in a suburb of Long Beach, Calif.

Quentin Moss, 26, was arrested in Wilmington, Calif., by FBI agents who said he had been staying there with relatives for the last five weeks. Moss is wanted in connection with the slaying of Kasgorgis, 35, who was found stabbed 32 times on the floor of his store at 7503 Brush, on the east side.

Kasgorgis, who left a wife and four children, had become a U.S. citizen only two months before he was killed. He had come to this country from Baghdad, Iraq, nearly six years ago.

Roy Lovass Joins Lansing Association

Roy Lovass, retired former executive director of the Associated Food Dealers, has joined the Lansing-based Michigan Food Dealers Association as a field representative. Last July, upon announcing his retirement from the AFD, the association held a farewell party in his honor, with over 450 members attending.

Upon leaving the Associated Food Dealers, Lovass and his wife moved to Lansing to re-join his family and begin active management of a grocery store he owned there. He operated the store until two weeks ago when he discovered running a store was simply not his cup of tea, and decided to hook-up with the MFDA.

Editor's Note—The AFD board and membership relay to Roy best wishes for success in his new endeavors in the outstate area.

New AFD Supplier Members

The Associated Food Dealers wishes to welcome aboard its two newest supplier members. They are Specialty Foods Co., located at 6773 East Davison, Detroit. And, Lebanon Baking Co., makers of Syrian or Lebanese bread, located at 3346 Michigan Ave., Detroit. These new members and all AFD members deserve your patronage.
Brands At Crossroads

Let's make no bones about it. The success of brand name products and their companies lies squarely on the shoulders of the independent food store operators. Conversely, the success and survival of the independent depends largely on the success and survival of the name brand producers.

The cycle goes thusly: the more outlets a manufacturer has, the more distribution he gets, and the more sales his products permeate. And in this competitive food field, "volume" is the key word. Our industry, fortunately or unfortunately, hovers around big volumes and low prices.

Understandably, by reducing the number of retail outlets, you automatically reduce the volume a company may enjoy.

The irony of this great industry as recorded in journals and the history books is two-fold. One is that as the big retailers get bigger, they get the urge to market their own brands under their own private labels. The other is that in many cases it is the brand name producer who makes and packs the private labels for the giant chains, thus helping to defeat themselves.

In today's complex marketing circle, if manufacturer salesmen only had three or four retail headquarters to call on, there would be no need today for maintaining its sales staff. Fortunately, however, this is not the case because of the strength and number of the independent retailers.

To explain it in another fashion, without the independents, there would not be Del Monte products in A&P or Heinz ketchup in Kroger. Because of the wide distribution through the independents alone, Mrs. Consumer still has a chance to choose between known and accepted brand name products, and unknown private labels. And because consumers insist on brand name merchandise in the giant chains, the chains are "forced" to stock slim lines of popular known brands.

And so the story goes.

After years of losing ground to the giant chain stores, the independents are coming back strong as evidenced by the vigorous expansion taking place by alert operators throughout Michigan and the nation. This can only serve to encourage and inspire the brand name makers.

Now, the time has come for the brand name companies to re-evaluate their goals, objectives and potential. Should they continue to lose ground to the private labels? Or, should they begin vigorous promotional and merchandising programs aimed at the lifeline of their success—the independents—geared not only to reach consumers, as has been the emphasis in recent years?

There is no question that manufacturers will turn to where the action is, supporting the independent operators in a variety of ways to assure their survival, and in turn, the survival of the independent food retailers.

It's a crossroad, and both two-way streets.
You'll like it. We expect Bancardcheks® will be taking the place of a good many credit cards, traveler's checks, personal checks, even cash. Bancardchek® combines the advantages of all these forms of payment—and eliminates most of the problems connected with them.

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Cashing a Bancardchek® is a simple procedure. Your customer's name is printed on each Bancardchek®. He simply dates it, fills in the amount up to the imprinted maximum, endorses it and presents it with his identification card. You need to do only three things: (1) Be sure the amount does not exceed the printed limit on the check. (2) Be sure the check is endorsed in your presence, and signature and number match those on the identification card. (3) Be sure the card has not expired. That's all there is to it. You can cash the Bancardchek® or accept it for merchandise in the amount involved.

Bancardchek® Best money you'll see. It's the credit card without complications, the personal check without risk—100% cash to you, 100% backed by Detroit Bank & Trust and leading banks nationwide.

Now a credit card that costs you nothing! Cashes like a traveler's check.

Bancardchek® A universal check that you can cash with complete assurance ... backed 100 cents on the dollar by Detroit Bank & Trust.
The Sounding Board

Just a few words to say all is well and that I finally got out of the hospital after being in for six months and three days. I feel real fine and plan to take it easy for a while.

Frank Tumbarello
Frank's Party Store
Highland Park

I am inquiring to see if it is possible to receive a copy of your association's weekly Food-A-Gram each time it is published.

R. Asmus
Riverview Community Schools
Wyandotte

I just had a brainstorm! Why can't the bread and pop companies have their prices marked on their respective products? I see that Schafer finally did this and it is a tremendous help to the management. We have so many check lists at our checkouts that it is "confusion-plus."

Lafayette Allen, Jr.
Allen's Supermarkets
Inkster

Thank you for covering so many of our Food Information Week events. We want you to know that we are sincerely grateful to you.

Mrs. Marjorie Gibbs
MSU Extension Agent
Detroit

We at one time were members of the AFD, but whatever happened we cannot say. However, we would like to join once again. We have been in the grocery business for a long time, and in 1937 we became one of the first self-serve markets on the west side.

Our store today is doing a fine business since we specialize in Hungarian, Polish and American-style foods. We cure and smoke our own meats too.

Our son Steven, along with John P. Varga, manager, are doing a fine job along with the rest of our staff.

Steven and Anna Toth
Delray Super Market
Detroit

ED. NOTE—We wish a complete recovery to Steve following major surgery which was recently performed.

100 GINGERY YEARS FOR VERNOR'S

Vernor's, Inc., nationally-known soft drink firm, is celebrating its 100th anniversary this month. The scene is an old fashioned sidewalk soda parlor set up in one of the J. L. Hudson's Woodward Avenue windows. At the same time, the firm is hosting a modified "open house" until July 6 at its main bottling plant in Detroit.

One of the oldest soft drink firms in America, Vernor's was founded in Detroit in June of 1866 by James Vernor who was a druggist who held Number One pharmaceutical license in Michigan. The main plant is located at 4501 Woodward Ave., Detroit.
Welcome Great Scott, Chatham

By DON LaROSE

It gives me a great deal of pleasure to welcome aboard Chatham Super Markets, and Great Scott Super Markets as the newest and largest independent chain members of the Associated Food Dealers.

The Weisbergs, owner and operator of Chatham supermarts, and the Fink family, operator of Great Scott stores, are both modern-day examples of how alert and aggressive small retailers can grow into successful big-time operators in this very competitive food field. Only the pessimistic and defeatists say it cannot be done!

You will recall that both of these multiple store operators were in the news recently as a result of National Food Stores selling its 68 Big-D units in central and eastern Michigan. Great Scott’s management, under the leadership of Sam, Nate, Jack and Leonard Fink, acquired 24 of the 68 Big-D stores. Chatham, led by founder Peter Weisberg, with sons Bernie, Harvey, Harold and Alvin, purchased six of the key Big-D units.

The success of Great Scott and Chatham is not unique. It is symbolic of the opportunities which exist in this nation we call America and the free enterprise system where anyone or any company with a good marketable idea or retailing operation can succeed—if they really want to. Even the giants, as A&P and Kroger were once small operators. You may wish to include local names as Borman (Food Fair), Lurie (Wrigley), Hamady, Vescio or Krupa. All of these herewith mentioned were once single-store operators.

The key to their success, is the same one which will or can open doors to you, me or anyone: “To keep shoppers happy by offering quality brand name products at reasonable prices in a store which offers pleasing atmosphere and warm personal service.”

The sharp operators today are very conscientious about the habits and wants of their customers. It is only by pleasing them will they return for more, making them steady, repeat customers. Success comes to those retailers who are not afraid to change with the changing times, or hard work. It’s the old story: “Think big and you’ll be big!”

In the past we have enjoyed an excellent working relationship with the boys at Great Scott and Chatham. As members, we look forward to accomplishing great things together, while assuring justice and fair play in the marketplace.

On behalf of the AFD board and membership, a warm “Welcome Aboard” to the dynamic duos, our fellow food industry partners.

The Sausage with the Second Helping Flavor . . .

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QUALITY PLUS!

Peschke Packing Co.
2600 EAST GRAND BLVD.
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SUSTAINING MEMBER
Display These Picnic Items for SUMMERTIME

HAVE A PICNIC WITH SUMMERTIME FAVORITES

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RED PELICAN FOOD PRODUCTS
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OLIVES
MAKE THE PICNIC...

Mario's
SPANISH
MAKES YOU
PROFITS!

Added SALES and PROFITS!
The only way to start one of these things (a column) is by not trying the subtle or sneaky approach. The thing to do is just bang away at it. So, here goes.

* * *

I notice that AFD president Don LaRose will be the featured speaker at DAGMR's final luncheon meeting before it adjourns for summer recess. The DAGMR luncheon will be held at Stouffer's Northland, June 27th. Monday, beginning at noon. It would be nice if every AFD director and member would make an attempt to be on hand to lend Don some moral support. Word has it that his talk will be quite stimulating.

On a recent trip to New York, the "Friendly Mohican" from Yonkers, Leo Green, assured us that the Las Vegas convention is going ahead as planned. The dates are Sept. 25-28. Plane fare and room will only cost $199. Hotel chosen for the convention is The Flamingo. one of the best on the "strip." Full details will appear in our next column. * * *

We note from reading the trade papers that everyone and his brother is taking credit for getting H.B. 3236 passed in the legislature. Don Taylor, Ed Deeb, etc., etc. Well, let me now proceed to give credit to the unsung and unassuming past president of the PLDA, Norm Rohde, who did 99 percent of the lobbying and travel on H.B. 3236. He deserves a great big hand for his efforts in getting this bill passed, and which goes into law next Feb. 26. All SDD licensees should at least call Norm and say "thanks." His place of business is Serv-well Party Store on Harper Ave. Norm had a great deal of support from his board of directors and others who pitched in.

* * *

I found out recently that I have at least one fan. Thank you, Harvey.

* * *

Our girl friend and yours truly recently celebrated 29 years of wedded bliss (?) with a party at the Roostertail. and we received some very fine gifts from Bev and Jay Welch (Play dough is so much fun). Our bride has reduced her weight quite a bit by using the silverware she received from the Prez and his spouse, but it was all good, clean fun. and you know the happiness twins:

(Continued on Page 16)
New Baltimore Market Celebrates 47th Year

The Cesar family of suburban New Baltimore are this month celebrating their 47th year in the retail food business.

It all began in 1919 when the senior Michael Cesar opened his first store on DuBois and Congress streets in the heart of Detroit, now square in the middle of Urban Renewal development projects. It was a small store which specialized in personal service, meats and produce. Mike then twice moved to bigger locations before finally settling in New Baltimore.

The New Baltimore Super Market on Green Street (M-29) is a gem of a store, and is presently managed by Mike’s sons, Chuck and Ed Cesar, now both partners in the business. The brothers have taken over complete management of the store which features choice meats, produce, frozen foods and a complete line of beverages.

“Although my dad is semi-retired today at 70, he still feels the desire to drive here every day from his Detroit home—26 miles away—to make sure we are well supplied with fresh produce, getting the store ready for early morning opening,” Ed told The Food Dealer.

Ed and Chuck have just completed a major expansion and remodeling of their attractive market. Presently they are in the process of expanding their parking area to accommodate some 35 additional cars.

The store is completely paneled in an Early American theme, with air conditioning added for shopping comfort. In line with the remodeling, the Cesars have added all of the latest shelving and refrigeration equipment.

“The success of the independent today,” according to Ed, “is to offer the best products at the best prices while making it a pleasure for customers to shop in the store.”

Brother Chuck adds, “We still like to call all our customers by their first name. This shows them that we do care about them and assures their coming back time and time again.”

The Cesars, members of the AFD for more than 10 years, feel it is an honor to belong to the association. “We must stick together on many and various issues,” they agreed. “This is the only way to assure that independents will stand up and be counted.”

Words well spoken, fellas.—Editor
Around The Town

Najib Roumayah is the new owner of the Warren-Drexel Market on East Warren Avenue. The 35-year-young grocer was a former partner at Welcome Market on the west side. Roumayah succeeds former owners Joe and Josie Shalhoub who have left for California.

* * *

Lamb-Weston Potato Products, producers of frozen potatoes, has appointed Graubner Associates, an AFD member, as its broker for metropolitan Detroit. Also, Larry Romaine, has recently joined Graubner as a sales representative.

* * *

Town Crier Mark Beltaire of the Free Press included an item recently about Detroit pharmacists who believe they have a prescription to speed the capture of criminals who strike their stores during business hours. It's a new alarm system called "Buzz-Your-Brother," and is so secret that Morris Rogoff, president of the Detroit Pharmaceutical Association, won't describe how it works, or the names of the pharmacies participating in the network. The system, however, is designed to get police on the scene quickly during or after a crime.

* * *

Harry E. Meyers Associates, 17615 James Couzens, is a new member of the National Food Brokers Association, it was announced recently from Washington by NFBA president Watson Rogers.

* * *

AFD member, Morris Berg, owner of Super Sol Super Market, is experimenting with a new crime prevention system called Photo-Scan. He has installed 10 of the Photo-Scan cameras in the ceiling around his store. The system films a permanent record of all activity going on with employees as well as customers.

* * *

The AFD wishes to congratulate Frederick Kalil, son of Frage Kalil, owner of Fred's Superette on Essex Street, east side. Fred graduated recently from Wayne State University with a BA degree in liberal arts. He is presently seeking employment with a food company in some form of sales or marketing.

* * *

Chatham Super Markets, an AFD member, recently feted its six new store managers at a dinner held in the Pickwick House. President Bernie Weisberg informed them of the Chatham philosophy. The new managers recently joined Chatham as a result of the recent acquisition of six National Food Stores.

* * *

Obituary: Sam J. Olejniczak, co-founder of the Sam & Walter Provision Co., an AFD member, died recently. He was 75. He is survived by his wife, Frances; three daughters and a son. The Associated Food Dealers extends deepest sympathies to employees at Sam & Walter, as well as to Mr. Olejniczak's family.

* * *

Fred Restum, owner of Restum Bros. Market on Third Ave., was married June 14 to Miss Shirley Marshall. The newlyweds then left immediately for a honeymoon at Niagara Falls.

* * *

The AFD was sorrowed to learn of the passing of popular Ted Bachman, general sales manager of Faygo Beverage Co., on June 6. Deepest sympathies are extended from our association to Faygo and the family of Mr. Bachman.

* * *

Phil Field, owner of D & D Market in River Rouge, an AFD member, has started giving Holden Red Stamps in his store. Mr. Field definitely believes that stamps are here to stay and will help spur his sales.

* * *

Jerry Yono, of Imperial Quality Market, 9739 Linwood, an AFD member, is running for the Michigan House of Representatives post from the 20th District, encompassing the Livernois and West McNichols area. Yono is running on the Democratic ticket. He also ran in the 1964 election, but in a different district. The 26-year-old grocer is married and has two children.

(Continued on Page 18)
The State law governing employment of minors is known as Act No. 157, Public Acts of Michigan, 1947, as amended. Section 3 of said Act reads, in part, as follows:

"No minor under 18 years of age shall be employed, permitted or suffered to work in, about, or in connection with any gainful occupation, not excepted by this Act, unless and until the person employing such minor shall procure from the minor and keep on file a work permit for each minor so employed. No work permit shall be issued to any minor under the age of 14 years."

Now that school is out for the summer, the perennial problem is presented to the merchants, of employing youths between the ages of 14 and 18 years.

First of all, the store owner is required to file an application for approval of occupation for minors. The application must give a detailed list of various jobs to be done by the minor, what age minors are required for this work, the sex, hours of employment, total hours per day, per week and then the wages per hour to be paid.

After the store has been approved, a permit is issued each year, which expires on December 31. This permit must be renewed in January of each year to enable the store to employ minors. Unless the permit is issued and renewed, no minor may be employed without invoking the penalties of the law.

During the school year, the combined school and work week shall not exceed 48 hours in any one week. All minors 14 and 15 may work only between the hours of 7 a.m. to 9 p.m. and minors 16 and 17 may work only between the hours of 6 a.m. to 10 p.m. All minors are limited to six days of work in any one week, the total number of hours as stated above. Maximum lifting permitted for minors 14 and 15 years of age—35 lbs.; minors 16 and 17 years of age—50 lbs. However, females may not be permitted to lift more than 35 lbs., regardless of age.

In addition, minors are not permitted to operate power driven machinery, may not cut meat, nor drive motor vehicles in their employment. The law also requires that the employer provide competent adult supervision.

A further requirement is that each minor between the ages of 14 and 18 must obtain "Working Permits" from the Board of Education. Employing minors without such a Work Permit is a violation of the law.

Heretofore, Inspectors of the Michigan Department of Labor have checked each store and where the law was not being complied within any situation, the employer was given a warning to either immediately obtain a permit for his store to employ minors, or to renew one which had expired December 31. Also, warning the employer to have a Work Permit for every minor under 18 in his employ and against employing minors after the hours, as outlined above. Generally, the employer immediately complied with the requirements of the law when the Inspector pointed out any violation.

However, the Department of Labor has taken a much stricter line of enforcement. Hereafter they will take the offending employer before the Prosecuting Attorney and obtain a warrant for his arrest and bring him to trial for violation of the law. This violation is considered a "misdemeanor" and upon conviction of the employer, he is fined $100 for each such violation, or a jail term in the alternative.

I bring this to the attention of the food trade as an aftermath of personal contact with the crackdown by the Department of Labor on some of our merchants—without the benefit of a warning as in the past!

I urge every employer of minors to follow these very simple steps:

1—Obtain approval of your store from the Department of Labor to employ minors under the conditions and at the times as indicated above. This is very easy to accomplish by merely filling out an application and filing it with the Department of Labor. Remember that the permit expires December 31 of each year and a new Application for Approval of your store to employ minors must be filed and approval obtained.

2—Do NOT employ any minor unless he has a Work Permit. The minor can easily obtain this permit from the Board of Education and it is neither a hardship on him nor his parents to have such a Work Permit.

3—Do NOT employ minors at hours later than stated above.

4—Observe the limitations upon employment of minors that are enumerated above and, under no circumstance, should you employ any male or female past the hours of 10 p.m.

It is much easier to comply with the law than to spend your time at the Department of Labor, or in the Courts, with its attendant loss of time, trouble and possible conviction and fine. Neglect of these simple matters may cost you a great deal of money, whereas complying with them is such a a relatively simple solution.

A word to the wise is sufficient!
ALEX BELL
(Continued from Page 12)

anything for a laugh; besides providing a few lines for
this column.

* * *

One of our meeting notes was left out of our last
column, so I'll try again. "The mind can only absorb
what the derriere can stand." Nice to have our protege,
Nino Ugvall, back on the ball again, after his recent
illness. Ditto to Frank Tumbarello.

* * *

Despite what the fashion experts say, we would like
our roommate to wear her dresses a little longer like
about three years longer.

* * *

It looks like Grandmaw (A&P) is finally waking up
with the $1000 Bingo Bit. Looks like the Sunday open­
ing war is getting worse instead of better: We can expect
a long, hot summer. Quote from a super market
manager: "I hope the unions get triple time for Sundays
and holidays — then maybe we can live like regular
people."

* * *

Dear John, that's all she wrote.—ACB

**Around Michigan**

PORT HURON—C. Jerry Super Markets, a five-store
independent chain with headquarters here, has taken on
trading stamps, it was recently announced by president
George Jerry. "Our decision to use stamps is based on
the fact that stamps are popular with Port Huron shop­
ers, and we feel they are the most effective promotional
tools in the grocery field today," Jerry said.

FLINT—Central Wholesale Grocery Company, a
retailer-owned warehouse here, is presently under-going
a major expansion, according to its president, Sam Farah.
The firm is adding a 40 x 60-foot frozen food department
and an adjacent cash-carry unit which measures 60 x 115
feet. At the same time, Central is consolidating its to­
bacco, candy, and health and beauty aids departments.

LANSONG—Robert J. Baker has been named the new
general manager of Lansing Wholesale Grocery Company,
succeeding Charles F. Randall, who had resigned because
of illness. At the same time, the firm announced that Don
Rademacher was appointed new assistant general man­
ger, succeeding Roger Butterfield who left the company
to buy and manage the Min-A-Mart convenience store
chain.

GRAND RAPIDS—Meijer Super Markets has an­
ounced plans to build its 10th Thrifty Acres in the
Ottawa County community of Jenison. The new store,
a combination discount department store and super
market, is expected to open next year, according to Fred
Meijer, executive vice-president. The store will total
around 140,000 square feet and will rest on a 20-acre
site. The store will be the 23rd retail outlet for Meijer
in western Michigan.

PONTIAC—In an effort to curtail crime through
their own efforts, Pontiac retailers are attending pistol and
target shooting classes which they say have been respon­
sible for a decrease in such crimes. Presently, there are
three classes with about 60 attending meetings twice a
month under the direction of Pontiac Police chief Wil­
liam Hangar, assisted by Capt. Harry Nye and Sgt.
Robert Verhine. Weapons and ammunition are furnished
by the Pontiac Police Dept.

SAGINAW—The Patton Food Brokerage here, and
United Brokerage Company of Michigan, Ohio and In­
diana, have jointly announced the merger of the two
companies. The announcement was made by Ron Hein­
lein, Patton president, and Frank Holman, United presi­
dent.
Rogell Seeks to Ban Throw-Away Bottles

Councilman William Rogell has uncapped an ordinance banning throw-away bottles in Detroit, because he doesn't like the way they're being thrown away. The ordinance, prepared at Rogell's request and introduced June 7, would ban brewers, bottlers and wholesalers from selling beverages in no-deposit or non-returnable glass bottles and containers after next January 1. Rogell said he is irritated by the bottles and broken glass that are littering the city's streets and lawns. A hearing on the ordinance is set for July 7 on the 13th floor of the City-County Building.

Need Butcher Desperately!

Big volume Royal Oak grocery needs butcher desperately, either for parttime or fulltime work. Good clientele, pleasant working conditions. Won't someone please come to our rescue? Phone Sam Tuma at LI 6-9680, or visit the store at 1608 S. Woodward, Royal Oak.

THE TEST OF TIME...

83 YEARS OF SUCCESSFUL SERVICE

To Slaughter Houses, Wholesale & Retail Markets and Locker Plants

Whatever Your Problems May Be. Call DARLING & COMPANY

3350 Greenfield Road - WA. 8-7400 MELVINDALE, MICHIGAN

P.O. Box 329, Main Post Office DEARBORN, MICHIGAN

ALLIED MEMBER
AROUND THE TOWN
(Continued from Page 14)

P. F. Pfeister Company's Jack Hall was awarded first prize recently in the national Dole Company "Live Like A Millionaire" contest for broker salesmen and retailers. One of his retailers, Pete McLaren, store manager of the Kroger store at 18551 Grand River, was also a first place winner.

Louis R. Shamie, one-time wholesale grocer turned publisher, celebrated his 50th wedding anniversary June 19th. He is founder of the Grocers' Spotlight, a food trade newspaper. His sons and daughter held a huge reception for Mr. Shamie and his wife, Neda, at the Hillcrest Country Club.

Speaking of The Spotlight, the AFD wishes to publicly thank Jim Miller, the paper's news director, for the splendid front page coverage he gave during our recent crime hearings with grocers and the Common Council.

Our office gal Saï—that's Sally Yago—recently played humanitarian while on the job at the AFD office on Eight Mile. She discovered a wandering or lost black collie veering back and forth across the busy thoroughfare about a half-dozen times. whereupon the kindly canine nearly missed being hit by fast moving traffic about a dozen times. Saï proceeded onto Eight Mile, retrieved the animal, and tied her safely down. until the Humane Society picked up the collie and led her to a permanent safe home. It was touching!

A consumer phoned the AFD office during the recent crime hearing we held with the Common Council. She suggested this new way for preventing holdups and nabbing robbers: Install a horn, siren or buzzer on the outside of the store with buttons located around the store inside. A decal or sign should be placed around the store to notify shoppers of the system. Then, if you are heldup, a cashier or someone else could press the button which would set off a loud sound to alert neighbors of the crime and to look out for the fleeing bandit.

Sid Adler, Long-time Grocer, Dies

Sid Adler, a partner with his four brothers of Adler Brothers Foods, an AFD member, 1615 Merriman Road, Wayne, died May 26. He was 55. He is survived by his wife, Katherine, and brothers Jack, Lewis, William and Milton. Sid's brother, Jack, was founder of the Chatham Village Market on Kelly Road in northeast Detroit, which he later sold to the Weisberg family.

Blue Cross Offer to Independent Retailers

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

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

MEMBERSHIP APPLICATION

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 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

<table>
<thead>
<tr>
<th>ACCOUNTING, INSURANCE</th>
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<tr>
<td>Gohs Inventory Service</td>
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<td>V C. Accounting, Inc.</td>
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<td>Brink, Earl A. (Insurance)</td>
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<td>Bonnie Bakers</td>
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<td>Farm Crest Bakeries</td>
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<td>Peterson's Book Cakes</td>
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<td>Hekman Supreme Bakers</td>
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<td>Independent Biscuit Co.</td>
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<td>Kollman's Bakery, Inc.</td>
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<td>Food Marketers, Inc.</td>
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<td>Graubner &amp; Associates, Inc.</td>
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<td>Paul Inman Associates, Inc.</td>
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<td>Marks &amp; Goergens, Inc.</td>
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<td>Sullivan's Specialty meat</td>
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<td>Detroit City Dairy, Inc.</td>
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<td>Fairmont Foods Co.</td>
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<td>Gunn Dairies, Inc.</td>
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<td>Home Style Foods Co. (Del.)</td>
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<td>Land O'Lakes Creameries</td>
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<td>Medal Dairy Dist. Co.</td>
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<td>Quaker Food Products, Inc.</td>
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<td>Seaford Dairy</td>
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<td>Vlasic Foods Co.</td>
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<td>Ira Wilger's Dairy</td>
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<td>Eastown Dairy Products</td>
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<td>Nichols Eggs</td>
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<td>Orleans Poultry Co.</td>
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<td>Page &amp; Cox Eggs</td>
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<td>Water Wonderland Eggs Co.</td>
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<td>Gelardi Produce</td>
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<td>H. C. Nagel &amp; Sons</td>
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<td>Rose Exterminating Co.</td>
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<td>Economy Linen Service</td>
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<td>Marathon Linen Service, Inc.</td>
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<tr>
<th>MEAT PRODUCTS, PACKERS</th>
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<td>Alexander Provision Co.</td>
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<td>Cadillac Packing Co.</td>
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<td>Crown Packing Co.</td>
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<td>Detroit Veal &amp; Lamb, Inc.</td>
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<td>Eastern Market Sausage Co.</td>
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<td>Arlin Distributing Co.</td>
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<tr>
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<th>POTATO CHIPS AND NUTS</th>
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<td>Better Made Potato Chips</td>
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<td>Frito-Lay, Inc.</td>
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<td>Kar Nut Products Co.</td>
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<td>Vita-Boy Potato Chips</td>
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<td>Bowls Display Co. (signs)</td>
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<td>Guaranteed Adv. &amp; Distrib.</td>
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<td>Ira M. Caplan Advertising Co.</td>
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<td>Butcher &amp; Packer Supply Co.</td>
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<td>Abner A. Wolf, Inc.</td>
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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.