

"Free Enterprise Resists Monopoly"

ASSOCIATED FOOD DEALERS
of GREATER DETROIT

Serving the Independent Grocer

THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

MARCH, 1966



The Agemy brothers: Joseph, left, and Mack.

Agemy Brothers Go Western

The Agemy brothers, Joe and Mack, operators of Agemy & Sons Super Market in Allen Park and longtime AFD members, decided one day to expand but be different.. The result is a dazzling new store, complete with a western motif which has brought much favorable response from customers and an equally favorable

(Continued on Page 3)

A Legal Question — Page 8

Now...diet-rite cola
in the **BIG**



Stock Up Now
for increased sales!



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

Giant Newspaper
Advertising Program
Offering

10-Cents-Off Coupons

Bottled by VERNOR'S, INC.
Detroit, Michigan



Agemy Brothers Go Western

(Continued from Cover)

increase in sales volume.

The Agemy name is quite well known in grocery circles. Their late father, Hussein, and their mother, Mary, came to the United States from the Middle East and soon after opened a small corner grocery on John R street not far from the center of Detroit.

Both of the brothers who own and operate the classy store began in the food business with their father when they were 14 years old, and both have over 20 years of experience in the field today. The Agemy name is of Syrian-Lebanese ancestry.

The new market in Allen Park measures well over 7,500 square feet and features an in-store barbeque department, complete with a full-line delicatessen counter. The unit contains three checkout counters to serve customers purchasing products from the meat, produce, dairy, bakery, frozen foods and grocery departments.

The outstanding attraction without question is the Western-style motif, complete with cattle horns and walled log panels, leaving the impression that you are actually shopping in a grocery located in the center of the western plains. Highlighting the attractive decor, the Agemys

chose to incorporate real roofing over each department except grocery.

"We've worked hard a long time to build the kind of store we've really wanted," relates Joe Agemy. "I hear too much pessimistic talk from fellow independents who aren't really interested in expanding and improving their business," he continued over the soft strains of piped-in stereophonic music.

"He's right," brother Mack added. "I guess this goes to show if a merchant really wanted to grow and build their clientele, there's nothing from stopping them. If we did it, anyone could. But this pessimistic attitude can't win ballgames."

The store, which presently does about \$¾-million volume annually, comes complete with large frozen food walk-in storage freezer, a produce and dairy storage cooler, and a meat storage cooler, and all new shelving.

The brothers then began reminiscing about belonging to the Associated Food Dealers. "You know, every grocer should be smart enough to realize that membership in a strong association as ours can really help them. They just cannot go it alone."

We agree!

THE FOOD DEALER

Volume 40. Number 3

Copyright, 1966

Official Publication of
THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT

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GUARANTEES CHECKS

Detroit Bank & Trust Unveils New Check — Calls it 'Bancardchek'

The Detroit Bank & Trust Company has announced plans for a "universal check" which combines credit card, travelers check, cashier's check and special customer loan privileges. The new plan will go into effect beginning June 1.

The unique feature of the new check service, to be called "Bancardchek," is that payment on the checks is guaranteed by the issuing bank, and merchants or others who honor them will receive full payment, with no service charge deduction such as is made on many credit card plans and personal checking accounts.

Bancardchek is similar to the plan presently being used by Western Pennsylvania National Bank, a plan the Associated Food Dealers urged the Detroit Clearing House Association member banks to inaugurate last August.

AFD executive director Ed Deeb said the plan is a "progressive step forward and will serve to revolutionize banking throughout Michigan."

How the plan works: A customer will pay the bank an annual fee of \$5 for an identification card. He will then receive a checkbook containing \$500 worth of checks in \$25 or \$50 denominations. Unlike conventional checks, these won't be paid for in advance. Instead, when a check is cashed the amount will be deducted from the customer's account, thereby eliminating the risk in check cashing because of "non-sufficient funds."

Food Committee Merges With Detroit Board of Commerce

The Food Industry Committee has merged with the Greater Detroit Board of Commerce, and will from hereon be known as the "Food Industry Council."

J. E. "Bud" Stedman, who has served as executive secretary of the Committee for the past two years, will join the Board of Commerce staff as manager of the newly formed Food Council.

(EDITOR'S NOTE: The board and members of the Associated Food Dealers, which now becomes the sole independent retail grocers association in greater Detroit, wishes to congratulate Mr. Stedman on his new position. As in the past, we stand ready to work closely with the FIC and the Greater Detroit Board of Commerce.)



GRAND OPENING!

Wolf's Newest and Largest

CASH & CARRY

22609 GRATIOT at 6-MILE ROAD

ALL RETAILERS SHOULD TAKE ADVANTAGE OF THE GRAND OPENING SALE TO BE HELD AT ALL THE ABNER A. WOLF CASH AND CARRY BRANCHES DURING THIS CELEBRATION.



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ABNER A. WOLF inc.

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DETROIT 5133 GRAND RIVER Near Warren Ave 894-8728 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON	EAST DET. 22609 GRATIOT AVE. At 6 Mile Road 779-1030 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON	LIN. PARK 25900 W. OUTER DRIVE Near Fort Street 383-9798 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON	SAGINAW 1900 NORTH MICHIGAN Near West Genesee 755-9626 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON	TOLEDO 433 WEST DELAWARE Near Collingwood 241-0420 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON	LANSING 305 RIVER STREET Near Washtenaw 489-9263 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON	FLINT 2112 DAVISON ROAD Near Vernon Avenue 234-4062 STORE HOURS MON. FRI. 7-4-SAT. 7-NOON
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ED DEEB

OFF THE DEEB END

Passion For Fashion

There is much evidence today on the emotional eye appeal of color, design and style, once considered a novelty in humble everyday products, is now a commanding essential ingredient. Color and style are no longer an occasionally sought after luxury. Rather, they are an irreplaceable necessity.

The information was recently revealed by a stimulating and tasteful presentation made recently in Detroit by Scott Paper Company.

Basically the theme was: "Appearance was just as important as performance." The firm said it was true because "today's woman more than ever before, buys not only with her eyes but with her emotions, the products which express her feminine personality."

In other words, women have a passion for fashion. They want products that are "with it." Products that say something, that convey spirit, youthfulness, style. Scott's presentation underscored the point that women buy those products which possess the added values of design and style in a never-ending spectrum of color.

The reasons given for this significant trend are many. Most importantly, "We are a moving, changing, affluent and modern population. The accent is on youth, and youthful thinking." Youth has become the great influencer of our times—a vibrant force that encompasses each of us.

Scott's presentation spelled out in vivid detail and in an imaginative manner that our world is a young world, no matter what our age. And, the influence of youthful thinking is felt everywhere—in fashion, recreation, travel, food, in just about everything everywhere.

There is no question that the young-at-heart, high-spirited people have become our nation's trendsetters, signalling change from the hairline to the hemline. And where they venture, others are sure to follow. It's a wild world of colors and style.

Like it or not, we live in the world of sky diving and skin diving, surfing, skate boards and water skiing, flying lessons, private planes, worldwide travel, folk music and Hondas—all surrounded in a curtain of stereophonic sound.

It behooves every food distributor to take heed and provide the kinds of services demanded by our young nation. Those will survive, who are fit to survive, by providing what this generation demands.



Newspaper Ads Play Key Role In Habits

Newspaper advertisements are consulted and used by two out of three grocery shoppers who make up lists before they go to the store.

This was the finding of A. C. Nielsen Co., national marketing research firm, in its latest analysis of retail grocery store trends. Data on shopping habits was gathered in 3,700 separate interviews of food store customers in six locales in the eastern half of the United States. Regarding readership of newspaper food ads and use of shopping lists, the reports were:

- Make up my own shopping list first, later consult food ads for other items27%
- Make up my list while reading food ads.....15%
- Use food ads as my shopping list 2%
- Make list without referring to food ads24%
- Generally shop without list32%

Thus, 68 per cent of the shoppers interviewed said they used lists and two-thirds of this number said they referred to newspaper ads, the Nielsen firm noted.

Other findings published in the A. C. Nielsen Co. 31st annual review of retail grocery store trends were:

Who does most of the grocery buying in your family?

- Wife alone71%
- Wife and husband together19%
- Husband alone 5%
- Others 5%

What is your favorite day for shopping?

- Friday45%
- Thursday33%
- Saturday15%
- All others 7%



GROSSE POINTE Quality Foods executives were honored at a reception given by the Detroit Association of Grocery Manufacturers Representatives March 1 at Elmwood Casino in Windsor. DAGMR president John Chamberlin, left, is shown presenting a plaque to GPQ chairman Max Shaye. Looking on are Nate Shaye, president, and Max Yorke, general manager.

**FOR INCREASED SALES
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make it

'NUTS TO YOU' from KAR'S

Absolutely the finest, freshest, complete line of nuts from all over the world among which are the NEW Dry Toasted Peanuts (blanched and unblanched). All ready for display and impulse buying in modern attractive merchandising units



New Serve-Self Rack

This is one of the several different sized KAR Serve-Self Racks that make the customers stop and buy. Each engineered to hold easy to get packaged nuts.

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PRESIDENT'S CORNER

We Wonder If This Is Legal?

By Don La Rose

According to the Robinson-Patman Act, big business cannot discriminate on prices to different accounts. We wonder if it is legal to sell at different price structures within a company?

To illustrate, today national food chains have several different price structures within the same marketing areas. Because they change the name in front of a building—does this make it legal to have different prices in various stores?

Is Packers not owned and operated by Allied Supermarkets (Wrigley)? Is Farmer Jacks not owned and

operated by Borman Foods (Food Fair)? Is Bi-Lo not owned and operated by Kroger? Since these separate "chains within a chain" have different pricing structures, doesn't this violate the rules and regulations set forth in the Robinson-Patman Act?

I wonder what will happen when A&P decides to go into this type of operation? I wonder if these "smaller" chains mentioned above, could survive A&P's impact within a given area? I sure hope all retailers have disinfected themselves from this type of practice so that the disease they have created does not kill them.



Don La Rose

Do not misunderstand. There are many mutual problems affecting the big chains and small independent operators alike, as the bad check problem, lost shopping carts, etc. We are talking specifically here of a competitive problem, and not where mutual problems exist.

Perhaps letters to your Congressmen and State Legislators would assure that the situation will not get out of hand.

In these days of Government-Consumer Protection, the only way we are going to get protection for the small businessman is to unite together and holler.

(EDITOR'S NOTE — We will be happy to publish any comments on this subject. For the sake of limited space however, please keep your comments short and concise. Write to The Food Dealer, 434 W Eight Mile Rd., Detroit, Mich. 48220.)

BETTER MADE POTATO CHIPS



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

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WALnut 5-4774

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Midwest Refrigeration Co.

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Is Proud to be included in the Success Story of the Agemy Brothers. Tyler Refrigeration Equipment is used Exclusively in Their New Store to Better Serve Them and their Customers. We Predict a Future Brighter Than Ever!

MIDWEST REFRIGERATION CO.

JO 6-6341

The Sounding Board

Just had to take a minute to extend to you and the AFD staff an immense "thank you" from all the Allens for the wonderful Allen story in the February issue. It is indeed a pleasure to belong and to associate with fellow members of the Associated Food Dealers — "the class of the retail grocers."

Lafayette Allen, Jr.
Allen's Super Markets

May I take the opportunity to congratulate you upon your many past achievements, and wish the Associated Food Dealers good luck and fortune in all future endeavors, aiming toward the good health of the populace. It is well known that your association represents many grocers not only in Detroit, but adjacent areas as well. Keep up the good work.

James Clarkson, Mayor
City of Southfield

Is it a great pleasure to note the greatly increased activity of your group. We wish you all a very successful 1966! Our check for \$50 to cover the annual dues for the calendar year 1966 is enclosed.

H. J. V. Brorby
P. F. Pfeister Company

May we express to the AFD and your fine publication, *The Food Dealer*, the heartiest congratulations in the fine job that you do in getting across the food stories to the fine people who are involved in retailing in the Detroit marketing area.

Norman Widenhofer
Peter Eckrich and Sons, Inc.

Thank you for sending me *The Food Dealer*. I shall make this available to my students so that they can see what's going on at the retail level, and they will most especially find the new products section of interest.

Mrs. Mary Jane Bostick
Wayne State University

Thank you for sending current copies of the AFD monthly publication which communicates news and educational information to retail food dealers in the metropolitan Detroit area. We shall look forward to receiving it.

Mrs. Diane M. Place
Food and Drug Admin.

The Best Ice Cream in Town



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Phone
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Protect Your Customers!**

WITH
DOUBLE SEAL SALADS



Buy HAMILTON'S SALADS

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6773 E. Davison

TW 2-2608

GIANT CK SALUTES FOOD INFORMATION WEEK, THE FOOD INDUSTRY, AND YOU

April 17-23 is an important week for everyone in the food industry. During those seven days, Greater Detroit homemakers will hear, see and read a real concentration of valuable information, ideas and news about food from all branches of the giant food industry. CKLW RADIO salutes this intensive program of service to the Consumer

"Working Together for Better Food Shopping". During Food Information Week, every segment of the industry will join in providing news about new developments in the food field facts for smart food purchasing information about the great system of food processing and marketing that makes Americans the best-fed people in the world.

You are the Vital Link. And it all comes down to you, for you as the food retailer are the final supplier of all the food products Mrs. Homemaker needs, wants, buys. Your store is the place where she seeks out new food items as well as basic ones where she sees new mealtime ideas come true . where she



shops for values as well as for varied menus. And your store is headquarters for all the advertised brands of food products she'll hear about during Food Information Week . . . and every week.

When food advertisers say it on Giant CK . . . you sell it!

CKLW RADIO 80 offers the right climate for food advertising. It reaches the *buy-more* families; the young, growing families with big appetites and big buying power.

And CKLW RADIO 80 reaches *more* families; reaches out with 50,000 watts of information, news and entertainment. Count on it: CKLW RADIO listeners account for a sizeable chunk of that big 1.6 billion dollars in food store sales in Greater Detroit! That's why the processors of the brands you sell use CKLW RADIO 80 to help bring customers to your check-out counters!

CKLW-RADIO
80

Around The Town

Ice cream prices in the Detroit area have increased about 10 cents a half-gallon in the past few weeks. A number and variety of reasons are to blame, including an acute milk shortage as the major reason. Other factors: farmers producing less milk because of high costs; increased cost of milk; increased cost of labor; and general cost of living increase.

* * *

Spencer, Inc., Detroit-based meat wholesaler and AFD member, celebrated its 49th anniversary, March 17. At the same time president **Ted Spencer** announced the firm will shortly be moving into new quarters, a larger building it has purchased on Lyndon and Wyoming avenues.

* * *

Brothers **Mike and George Kadian** are the new owners and officers of **Home Style Foods, Inc.**, which specializes in producing and distributing a variety of delicatessen products to retailers. The firm was purchased recently

from AFD member **Lee Fraser** and his wife, **Meta**, who operated the firm for many years.

President of Home Style is **Mike**, formerly with **Duffy-Mott**, while brother **George** is vice president. **Gloria** (Mike's wife), is secretary-treasurer. The Kadians assured *The Food Dealer* that the firm will continue to offer the same excellent service which the Frasers started. Meanwhile, **Lee and Meta Fraser** plan to open a similar type business in warmer climate, as Florida, Arizona or Texas in the future.

* * *

William Tegtmeier, chairman of the Board of **Super Food Services**, announced record earnings for the 24-week period ended Feb. 12. Net income after provisions for Federal taxes was \$405,340 versus \$225,223 for the same period in 1965. Sales during this 24-week period were \$87,096,807 compared with \$90,210,440 for the same period last year.

* * *

Vernor's Bottling Company (an AFD member) has announced the promotion of **Charles W. Cole**, former Detroit chain store sales manager, to marketing services manager of the firm's Franchise Division. He will coordinate programs between Vernor's and franchised bottlers. At the same time **Gene Peare**, former Toledo plant manager, will take over as Detroit chain store sales manager, reporting to **William Mechler**.

* * *

Obituaries: **Karl Koeplinger**, founder and president of Koeplinger's Bakery, Inc. with branches in Detroit and Oak Park, died March 23. He was 60. The firm is one of Michigan's largest bread-baking firms. A native of Germany, Mr. Koeplinger moved to Detroit from Toledo in 1932 and opened his own bakery. He was a member of the Detroit Bakers Club, the Michigan Bakers Association, and very interested in big game hunting. **Joseph Zembrzycki**, a salesman for Spencer's Inc., died March 15 of a heart attack. He was connected with the firm for five years, and formerly was with Pressel's.

(Continued next Page)



Thank You for Making Us
Your Milkman

UNITED DAIRIES INC.

4055 Puritan

Detroit 38, Michigan

**THE WAYNE SOAP
COMPANY**



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW & RESTAURANT GREASE

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ALLIED MEMBER

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COMPANY**

2971 BELLEVUE

Phone: WA. 1-2834

Complete lines of Household Paper and Plastic Items

Celophone, Polyethylene Meat Boards and other

Pre-Packaging Supplies

Cotton, Jute and Sisal Twines

(Continued from Page 12)

We're happy to report that AFD board member **Nino Ugvall** of Nino's Market, is out of the hospital and back on the job again at least on a parttime basis. The doctor said he can stop by the store for no more than an hour per day. At the same time **Abner Wolf** sales supervisor **Meyer Bermañ** has returned from Rochester, Minn., where he was recuperating following major surgery. We were sorry to learn, however, that he is back in the hospital again this time Sinai Hospital, 6767 W. Outer Drive, Detroit, and more surgery was required. He asked the Associated Food Dealers to extend his thanks to the many thoughtful Detroiters who sent get-well cards to him while in Rochester.

* * *

Mavis Beverage Corporation, with Don Dossin at the helm, has established itself as the second largest producer of canned beverages in all the United States. In 1965, the AFD supplier member produced 12 percent of the total canned beverage sales, while the Mavis label was responsible for six percent of that alone.

* * *

Scott Paper Company's Detroit staff played host to stimulating retailer and wholesaler presentation, March 23 at the Statler-Hilton Hotel. Titled "The Color Explosion," the presentation offered keen insight o America's youth market potential, and how young adults today have become powerful pace and trend setters for the buying habits of all age groups. At the same time, the firm unveiled a new creation titled, "**The Paper Capers**," a lady's dress made of strong paper which will sell for about \$1. The new product can only be procured by acquiring coupons available only to grocers, or through coupons in national magazines.

Melody Dairy

Distributor for
HOWARD JOHNSON'S
Wonderful World of
28 FLAVORS

•
WILSON MILK
AND ICE CREAM

•
SEALTEST MILK
AND ICE CREAM



Fleet of 20 New Trucks To Serve You
Specializing in Quality and Service
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Al Serpa Speaks To Tyler Group

Associated Food Dealers board members **Al Serpa**, who heads the 12-store Quik-Pik chain, spoke before the annual sales conference of Tyler Refrigeration held recently at Chicago's Pick-Congress Hotel.

Serpa urged refrigeration and other store equipment manufacturers to conduct research which will enable retailers, particularly convenience store operators, become more efficient in managing their stores.

Pfeister Gets 'Flush-A-Byes' Account

P F Pfeister Company (an AFD member), has been awarded the "Flush-A-Bye" account by Facelle Co., with headquarters in Toronto, Canada. It will be the first time the product, a disposable diaper, will have been introduced in the United States.

The firm said it would launch a big promotional campaign to inform shoppers of Flust-A-Bye, with emphasis on radio and newspapers. Detroit will be the first U.S. market to have access to the new product. Only recently, 15 Pfeister sales representatives chartered a plane and flew to Toronto to discuss plans for marketing the product here.

United Dairy in Flower Promo

United Dairies is tying in with the Flower and Garden show of Michigan to be held at the State Fair Coliseum, March 26 through April 3. The firm is offering a coupon worth 50 cents toward admission, which appears on United's half-gallon cartons.

**The Sausage with the Second
Helping Flavor . . .**



QUALITY PLUS !

Peschke Packing Co.

2600 EAST GRAND BLVD.
TRinity 5-6710
SUSTAINING MEMBER

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

"First We Render Service"

ALLIED MEMBER

Expansion Set for Mr. Pitts

Pitts Packing Company is presently undergoing a quarter-million dollar expansion. Plans were begun when the firm purchased the former General Beverage Bottling Co. plant. The expansion includes addition of some \$150,000 worth of pre-packaging equipment, a new 150 h.p. boiler, new 5,000 gallon sugar tank, and a large refrigeration unit. It was announced by Tom LaRose, Pitts president, and an AFD supplier member.

LaRose also announced two additions to the firm. John W. Hanus has been elected executive vice-president and placed on the Pitts board of directors. He will direct sales. Deloss Parrott, formerly a sausage maker with John Marhoeffer Co. of Muncie, Ind., was appointed plant superintendent for Pitts.

Big Volume Supermarket For Sale

Big volume supermarket, in the North Woodward area doing approximately \$17,000 per week plus liquor, for sale. Owner desires to sell building, business and property, which includes large parking area. Will consider long-term lease, and will sell inventory and fixtures. Phone Mr. Parr at LI 5-8635 or LI 5-3044.

THE DETROIT JUNIOR BOARD OF COMMERCE

Cordially Invites you to the

Michigan Business Show

In Conjunction with "Michigan Week"

COBO HALL MAY 17-19

— Free Admission —

You'll See the Latest in

**BUSINESS EQUIPMENT — FURNISHINGS — SYSTEMS
PRODUCTS and SERVICES**

(Exhibit Space Still Available)

BRONCO BELL:

Good Year For Topless Waitresses, Leg Men

By ALEX BELL

This guy Deeb calls and tells us he wants a column yesterday. Being a dutiful servant, we hasten to comply right off the top of our head.

* * *

Interesting fact we personally don't give a darn about: The price of a seat on the N.Y. Stock Exchange has dropped to \$225,000, down five grand.

* * *

We would go to San Francisco to see those topless waitresses, but we like legs too much in other words, a "leg man." The way skirts are going up, it looks like a really good year.

* * *

Thought I'm passing on to you: We heard of the personnel director who hired only married men who weren't in a hurry to get home.

* * *

Note to Marge Gibbs: What with the pickle kick you are on? Maybe the labels should contain the caution about the health hazard just like cigarette packages. With all the ills you listed in your talk, we think someone must have slipped you a mickey.

* * *

The heading of our column last month sure fooled some of our readers. They thought Old Acey was going to tell all, but the girl we live with put her foot down on account of we would have to do a lot of research. She opined that research begins at home and that ain't no fun.

* * *

Aw, c'mon P&G! What is "intensified Tide?"



MR. BELL

Special for Jim Miller of Grocer's Spotlight: Trouble with speeches is that they can come back to haunt you. We find that we have the same trouble with some parts of our column.

* * *

About the affair we attended at the Americana in New York recently. Our good friend, Dave Deerson, really puts it on in the grand old style. We understand he had an attendance of about 900. Thanks for the invitation, Dave. On route to N. Y., we caught the only plane that made Kentucky airport out of Detroit on the day we left. Dear reader, I kid you not when I tell you when we were about to land, and we could not see the wing tip! We do believe that the pilot had the Man Upstairs in the seat with him.

(Continued on Page 18)

SAM & WALTER

Delicious Lunch Meats and Sausages

Your customers will appreciate these TASTY MEAT TREATS!



Sam & Walter Provison Co.

3407 CANIFF

TW. 1-1200

SUSTAINING MEMBER



PETERS SAUSAGE COMPANY
 Wieners - Bologna - Pure Pork Sausage
 Luncheon Meats - Lard
 Bacon - Hams - Fresh Pork
 Detroit's Favorites for Over 60 Years
TA 6-5030
 SUSTAINING MEMBER

Merchandising

The Dole Corp. has introduced new Pineapple-Pink Grapefruit Juice-Drink, made with real fruit juice and added vitamin C. The new drink contains over 50 percent fruit solids, and will be available in Michigan soon, and will be introduced with a powerful consumer campaign over the next 12 months. P. F. Pfeister Co. is the broker.

* * *

Paul Inman Associates brokerage, an AFD member, was named "Midwest Broker of the Year" by one of its principals, Armstrong Cork Company, for outstanding sales performance of One-Step Floor Care during 1965. Inman received a gold plaque for selling more products over quota than any other broker last year.

* * *

Gerber Products Co. of Fremont, Mich., has introduced four strained natural fruit gelating desserts for babies and toddlers. The products come in four flavors—cherry, raspberry, apple and orange.

* * *

A six-week consumer sweepstakes offering more than 1,100 prizes will be launched April 18 by Royal Crown Cola. Participants in the RC "Flip It Rich Zzipstakes" will be required to send in three Sav-A-Seals plastic discs under the bottle caps. Grand prize is a Thunderbird auto and the choice of a European vacation or a \$5,000 shopping spree.

Faygo Beverage Company of Detroit has introduced Moonshine, a citrus-type, non-alcoholic "hillbilly" drink to the retailers and consumers of the greater Detroit area.

* * *

Standard Brands, Inc. has introduced Planters Dry Roasted Peanuts, cashews and mixed nuts which come in pre-priced foil packages.

* * *

Frank Tea and Spice Co. has introduced Season-ez custom blended seasonings which come in eight different blends, and offered in amber glass jars with gold caps. A yellow metal rack featuring built-in dividers is offered.

* * *

Shaw & Slavsky presents three-dimensional shelf pricers in standard 1 1/4-inch shelf tag sizes, coming in five colors. For a limited time, \$2 list will be credited to any account for every thousand used tags returned when ordering new shelf pricers.

* * *

A new type salad from the Mediterranean area called Italian Mix has been introduced by Home Style Foods, an AFD member. The new salad features Syrian green olives and vegetables marinated in red wine.

East Side Grocery For Sale

After 25 years in business, am deciding to sell out. Good store for sale, including building and vacant lot next door. Complete with SDM license, luncheon meat and delicatessen section in popular Polish neighborhood. Call TW 1-9818 for further information. Owner in from 8 a.m. till 7 p.m.

EASTERN MARKET SAUSAGE CO. INC.



1521 WINDER STREET

Phone: WO 5-0677

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Flint CE 8-3071	Pontiac LI 5-2222
Grand Rapids LE 4-5493	Saginaw PL 5-1412
Kalamazoo 343-5767	Royal Oak LI 5-2222

AFD Directors Are Traveling

AFD board members have recently been infected with the travel bug. President **Don LaRose** of Food Giant Super Markets, and chairman **Jay Welch** of Hollywood Super Markets, have both returned from Puerto Rico, where they had been vacationing with their wives. **Joe Krupa**, of Krupa's Super Markets, and his wife, will visit with his relatives in Pennsylvania in mid-April for about a week, and then sojourn to Florida and spend about 10 days basking in the sun.

**Group Blue Cross - Blue Shield
Available to AFD Membership;
For Information, call 542-9550**

**AFD Membership Means
More Action . . . Results**

THE TEST OF TIME . . .



83

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OF
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DARLING & COMPANY

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MELVINDALE, MICHIGAN**

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

ALLIED MEMBER

ALEX BELL

(Continued from Page 15)

Show me a man who can hold his drinks and I will show you a man with a kidney problem.

* * *

And so back to New York for Leo Green's big party at the Latin ¼; sure we get free tickets but the transportation kills us.

* * *

We were going back into politics again, but we think Gerry and Jerome can fight it out without our help. Soapy's square monicker is Gerhardt Mennen Williams, and we think Gerry is a little more dignified than Soapy.

SMI Convention Set for April 24

The Super Market Institute's 29th annual convention and educational exposition is all set for April 24-27 in Chicago at the Windy City's McCormick Place. The convention is the largest retail and food distribution confab in the nation.

Daffynition: Bachelor—A guy who thinks he is a thing of beauty and a boy forever.

* * *

We would like Le Editor and our readers to know that we are missing Dr. Kildare.

* * *

Heard about the dumb blonde that thought Pensacola was a soft drink?

* * *

Dear John, that's all she wrote.—A.C.B.

**MANUFACTURERS OF QUALITY SAUSAGE
WHOLESALEERS of FINEST PORK PRODUCTS**

Spencer
INC.



"THE TASTE TELLS IT'S SPENCER'S"

2731 HUMBOLDT

Phone: TA. 5-3456

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

Support These AFD Supplier Members

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Gohs, Inventory Service VE 8-4767
 V. C. Accounting, Inc. DI 1-3350
 Brink, Earl A. (Insurance) 962-7150

BAKERIES

Awrey Bakeries TY 6-5700
 Bonnie Bakers 834-0010
 Farm Crest Bakeries TR 5-6145
 Grennan Cook Book Cakes TA 5-1900
 Hekman Supreme Bakers KE 5-4660
 Independent Biscuit Co. 584-1110
 Koeplinger's Bakery, Inc. JO 4-5737
 Magnuson Foods (Bays Muffins) FA 1-0100
 Schafer Bakeries 833-7100
 Silvercup Bakery LO 7-1000
 Taystee Bread TY 6-3400
 Tip Top Bread TA 5-6470
 Wonder Bread WO 3-2330

BEVERAGES

Faygo Beverages WA 5-1600
 Christian Brothers Wines 823-3900
 Vernor's-RC Cola TE 3-8500
 Pepsi-Cola Bottling Co. 366-5040
 Mavis Beverages DI 1-6500

BROKERS

Steve Conn & Associates 547-6900
 Continental Food Brokerage 533-2055
 Dillworth, Inc. DI 1-5905
 Food Marketers, Inc. 342-5533
 Graubner & Associates, Inc. TA 6-3100
 Paul Inman Associates, Inc. BR 3-7826
 Harris Crane & Company 538-5151
 Maloney Brokerage Co. TU 5-3653
 Marks & Goergens, Inc. DI 1-8080
 Peterson & Vaughan, Inc. VE 8-8300
 P. F. Pfeister Company BR 2-2000
 Sosin Sales Co. WO 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. TO 8-5511
 Fairmont Foods Co. TR 4-0300
 Lee and Meta Fraser LI 8-5799
 Gunn Dairies, Inc. TU 5-7500
 Home Style Foods Co. (Deli.) FO 6-6230
 Land O'Lakes Creameries TE 4-1400
 Melody Dairy Dist. Co. 868-4422
 Quaker Food Products, Inc. TW 1-9100
 Sealtest Dairy TI 6-5700
 United Dairies, Inc. UN 1-2800
 Vlasic Foods Co. 868-9800
 Ira Wilson & Sons Dairy TY 5-6000

EGGS AND POULTRY

E. J. Farrell Co. WO 2-1787
 Eastern Poultry Co. WO 1-0707
 Eastown Dairy Products 832-6800
 Farm Pride VE 7-4630
 McLnerney Miller Bros. TE 3-4800
 Napoleon Eggs TW 2-5718
 Orleans Poultry Co. TE 3-1847
 Page & Cox Eggs VE 8-6664
 Water Wonderland Eggs Co. 798-8700

FRESH PRODUCE

Ciaramitaro Brothers WO 3-9064
 Cusumano Bros. Produce Co. 921-3430
 Gelardi Produce WA 5-0969
 H. C. Nagel & Sons TA 5-2840
 North Star Produce VA 2-9473

INSECT CONTROL

Key Exterminators EL 6-8823
 Rose Exterminating Co. TE 4-9300
 United Exterminating Co. WO 1-5038
 Vogel-Ritt Pest Control TE 4-6900

LINEN SERVICE

American Linen Supply Co. WA 1-4129

Economy Linen Service 843-7300
 Marathon Linen Service, Inc. WA 1-2727
 Reliable Linen Service 366-7700

MEAT PRODUCTS, PACKERS

Alexander Provision Co. 961-6061
 Cadillac Packing Co. 961-6262
 Crown Packing Co. TE 2-2900
 Detroit Veal & Lamb, Inc. 962-8444
 Eastern Market Sausage Co. WO 5-0677
 Feldman Brothers WO 3-2291
 Guzzardo Wholesale Meats, Inc. FA 1-1703
 Herrud & Company 962-0430
 Johann Packing Co. TW 1-9011
 Kowalski Sausage Co., Inc. TR 3-8200
 L K L Packing Co., Inc. TE 3-1590
 Peet Packing Co. (Ypsilanti) 274-3132
 Peschke Sausage Co. TR 5-6710
 Peter Eckrich & Sons, Inc. KE 1-4466
 Peters Sausage Co. TA 6-5030
 Pitts Packing Co. WA 3-7355
 Sam & Walter Provision Co. TW 1-1200
 Spencer, Inc. TA 5-3456
 Ruoff, Eugene Co. WO 3-2430
 Wayne Packing Co. WO 1-5060
 Weeks & Sons (Richmond) RA 7-2525
 Winter Sausage Manufacturers PR 7-9080
 Wolverine Packing Co. WO 5-0153

NON-FOOD DISTRIBUTORS

Arkin Distributing Co. WE 1-0700
 Herb's Novelty Company 526-9115
 Wayne County Wholesale Co. 894-6300

POTATO CHIPS AND NUTS

Better Made Potato Chips WA 5-4774
 Frito-Lay, Inc. WA 1-2700
 Kar Nut Products Co. LI 1-4180
 Krun-Chee Potato Chips DI 1-1010
 Vita-Boy Potato Chips TY 7-5550

PROMOTION

Bowlus Display Co. (signs) CR 8-6288
 Guaranteed Adv. & Distribg. 869-6363
 Holden Red Stamps 444-1195
 Highland Press TO 8-2969
 Ira M. Caplan Advertising Co. TE 3-3564
 Stanley's Adv. & Distribg. Co. 961-7177

RENDERERS

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

SERVICES

Beneker Travel Service PR 1-3232
 Clayton's Flowers LI 1-6098
 Zablocki Electric LA 6-4864

SPICES AND EXTRACTS

Frank's Tea & Spices UN 2-1314

STORE EQUIPMENT

Almor Corporation JE 9-0650
 Butcher & Packer Supply Co. WO 1-1250
 Hussman Refrigeration, Inc. 341-3994
 Globe Slicing Co. (Biro) LI 5-1855
 Hobart Mfg. Co. FA 1-0977
 Lepire Paper & Twine Co. WA 1-2834
 Master Butcher Supply Co. WO 1-5656
 Midwest Refrigeration Co. JO 6-6341
 National Market Equipment Co. LI 5-0900
 Shaw & Slavsky, Inc. TE 4-3990
 Square Deal Heating & Cooling WA 1-2345

WHOLESALE

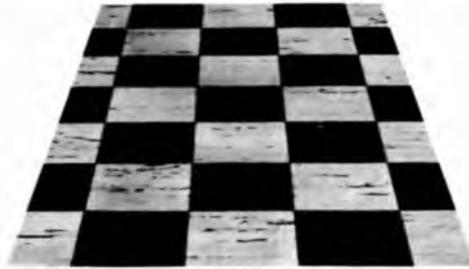
Aunt Jane's Foods 581-3240
 Grosse Pointe Quality Foods TR 1-4000
 C. B. Geymann Company WO 3-8691
 Shedd-Bartush Foods, Inc. TO 8-5810
 Spartan Stores, Inc. BR 2-2744
 Super Food Services, Inc. 546-5590
 Tobacco Brands Dist., Inc. TW 3-8900
 Wayne County Wholesale Co. 894-6300
 Abner A. Wolf, Inc. 584-0600

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Return Requested



**You've got
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We want it.
Here's what
we will give
you for it.**

We want your floor space for two permanent Pepsi-Cola displays.

We'll give you sound business reasons — reasons you may not be aware of — why you'll make more money.

(Sure, you say, any product that gets extra displays will sell more. Why should you give soft drinks that valuable extra display?)

First, take profit. The soft-drink 6-pack brings you more profit per shelf foot than

any other group in your grocery department. But there's more. Soft drinks don't go through your warehouse. There are no hidden costs, like storage, shipping, carting, time and labor.

Now take turnover. 46.9 times a year... twice as fast as the runner-up.

In market after market, Pepsi-Cola is gaining rapidly in consumer preference because of Pepsi's quality and Pepsi's advertising.

Okay, soft drinks are real money makers. But only 1 out of 3 shoppers sees them. (If a customer misses Pepsi, she can always drink water. There's no net for you in water.)

Two permanent Pepsi displays are a simple matter of good business.

For us, sure.
For you, too.

