Dynamic Dick Przybylski of Jerry’s Food Markets.

Jerry’s Keyed To Atmosphere

Richard Jerry Przybylski is a young man going places in the grocery business. In 1950, he abandoned a prospective law career—a year before graduation—to accept the challenging, exciting and colorful career of food distribution. Today, Przybylski operates two Jerry’s Food Markets, one each in Wyandotte and

(Continued on Page 3)
It's stocking up time!

Don't get hung up without plenty of Gingery Vermors for the holiday season.
Jerry's Keyed To Atmosphere

(Continued from Cover)

Trenton, and still growing strong.

He literally grew up in a neighborhood Wyandotte corner grocery store, operated by his father, the late Jerry Przybylski, working after school and summers. When he entered the University of Detroit, he thought of studying law and becoming an attorney, working evenings and weekends in the store helping his father.

When his father died in 1949, Przybylski decided to buy the store. His wife, Rosemary, ran the store in the day, and he worked there in the evening following school. The business began improving so much that Jerry, only a year from graduating law school, had to decide whether to continue his studies or go fulltime into the grocery business.

He turned to the grocery store and soon found he lacked adequate space expansion. So in 1952 he moved his store to Oak Street, Wyandotte, purchasing a former C.F Smith store which had just closed. He has since remodeled and expanded the store three times.

In 1960, he opened another store, in Trenton, which specializes in meats and delicatessen. "The deli personality is strongly projected over all departments of the market," Przybylski says, "and is just loaded with store personality and atmosphere." The store also contains a large wine selection, considered one of the finest in the Downriver area.

Soon, Jerry will open a third store, this one in Riverview, which will also specialize in meat and delicatessen products. He expects the store to be ready for opening in the early spring.

He is quick to point out that 60% of the Wyandotte store's total business is done in the meat department, chock-full of a wide variety and selection of meat cuts. "Under the direction of our meat manager, Charles Gamming, we require 13 full-time department personnel to service the thousands of customers who weekly shop at the store," Przybylski said.

"At both stores, we make a real effort to know, really know, our customers and their needs, and try to call them all by their first names," he continued. "We rely heavily on our meat items to project our store personality, rather than, say, canned vegetables. We can inject some creativity and talents to fresh service meats to appeal to our customers which we cannot do with canned goods," Przybylski added.

Both Jerry's Food Markets strive for the utmost in cleanliness and neatness in displays. The key to store personality and atmosphere is finding proper help, Jerry said. "You cannot do it alone. You need good people."

Przybylski is a director of the Associated Food Dealers and a longtime member. He feels every retailer should enjoy the benefits and services of the AFD. "I really enjoy the opportunity to discuss mutual problems and exchange ideas with members at meetings and seminars," he said. "It's not the same when you talk to a neighboring retailer, when both become reluctant to exchange views and ideas. The AFD allows a free exchange of ideas."

In the long run, Jerry is happy he chose retailing over law. "The grocery business is much more challenging and interesting than law, and the opportunity is unlimited," he says. "It's one of the few businesses left today where you can enter fresh and still have a good chance to succeed."

(Editor's note: About the AFD, our association does allow retailers to gain wider knowledge and scope of the great food field, and relay this valuable knowledge to the community in which retailers live and do business.)

AFD To Elect Officers, Finalize Banquet Plans

The Associated Food Dealers of Greater Detroit will hold its annual election of officers at the next regular meeting, set for Tuesday evening, Dec. 13, beginning at 9 p.m. in the association executive offices, 434 W Eight Mile Rd. Only officers, directors and retail members will be allowed to attend this annual elections meeting, it was announced by president Donald LaRose.

At the same time, LaRose announced that a date has been selected for our 1967 "Annual Installation Banquet and Food Trade Dinner." It will be held Tuesday evening, Feb. 14 at Cobo Hall. Invitations and tickets are presently being printed and will soon be distributed to the entire trade, he added. The big dinner is one of the highlights of the food industry social calendar.
THE PRESIDENT'S CORNER

Holidays Are Imposing on Retailers

By DON LaROSE

As I sit here writing this column, I note it is Friday, November 11—Veteran's Day—and the banks are closed for an entire big weekend.

It is literally impossible for supermarkets to carry enough cash to keep cities financially moving through a weekend such as this when the banks are closed.

Furthermore, professional holdup men and robbers know in advance that a holiday weekend such as this makes a supermarket or any retail store easy prey. Indeed it is a good weekend for which they could operate!

For sheer safety and service consideration for their customers, the banks should get together to celebrate such a weekend holiday on a Monday, for example, instead of on a Friday just before a big weekend.

My phone has been ringing constantly today, as store managers inform me that they have run out of cash and change, and that customers are getting angry because we have run out of money to cash checks.

I think personally however, that they are really angry because they do not understand the situation. They do not know it is impossible and very unsafe to bring the money needed into a supermarket to handle the increased check-cashing volume when banks are closed.

We retailers consistently ask ourselves: “Why Must a Retailer do a Banker’s Job?”—without the banker’s funds. If we had proper funds, security and facilities, it would be a big help.

If automobile plants, supermarkets and all other major industries do business on a holiday such as Veteran’s Day, we believe the banks too should remain open for business. If banks insist on taking a day off for the holiday, then banks should consider closing on a Monday or Tuesday, but definitely not on a Friday just before a big weekend. If it is a holiday where every major industry closes, as Christmas or New Year’s, then this is a different story.

I have requested that our executive director send a copy of this article to members of the State Legislature and the Banking Commissioner in hopes they can take the necessary measures to alleviate the problem.

It really is unfair for the banks to close on a Friday, as they place the complete burden of check-cashing and all the risks involved to the grocer who specializes in selling food products and not cashing checks.

Holidays are imposing enough on retailers without the banks creating more of an imposition. There is definite room for more cooperation and consideration by the banks regarding such matters. The Associated Food Dealers welcomes the opportunity to sit down with bankers and discuss the problem.
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There is no substitute for stamps
Games, give-aways, gimmicks, price-cutting, prizes, circulars, radio, TV, newspaper ads, signs and contests all have their place in the promotion field, but none of them compare with HOLDEN RED STAMPS when it comes to attracting new customers, keeping the old and maintaining a safe margin of profit. EVERYBODY wins with HOLDEN RED STAMPS.

PHONE 444-1195

HOLDEN RED STAMPS
"THE LIVELY STAMPS BACKED BY GOV'T. BONDS"
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Pennies Do Too Count

Now that all the hullabaloo about food prices has somewhat dwindled and in line with reality, the industry knows that it must stay on its toes and provide consumers with a consistent flow of information to provide shoppers with the facts of life.

In reflecting back, one chain capably pointed out to employees through a company memorandum that its net profit after taxes amounted to 1¢ on each dollar’s sales. The memo explains:

* The chain had to sell $5 worth of merchandise to buy one 5¢ postage stamp.
* Its average sales slip of $3.79 showed enough profit to afford one ordinary lead pencil.
* It was necessary to sell $30 worth of merchandise to pay for one broken pint jar of mayonnaise.
* The carryout boy who took a dime tip for carrying out a $10 grocery order, made as much profit on the order as the company did.

These figures illustrate in a very drastic manner, how little the supermarket industry makes and emphasizes the need for astute buying and smart merchandising to remain competitive.

According to optimists, when the going gets tough, the tough get going. But if you are a pessimist, when the going gets tough, it’s tough to get going. In light of the recent picketing and boycotting of food stores around the nation, the time has come for retailers to provide information on this great industry to their customers.

In Detroit and all of Michigan, too often the vast and vital aspects of the food field is an insignificant shadow behind the state’s automotive industry. The fact is, however, that the food field employs some 20% of the nation’s labor force. In size alone, the food industry’s annual retail sales of $75 billion places us far out in front of the second largest industry, whatever it may be. But our profits are the lowest.

The point, however, is that pennies do count, and that everyone should endeavor to tighten the efficiency of their operations in order to begin making a decent, livable profit.
Now there's a solution to retail check-cashing problems

Bancardchek®

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

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.

- Bancardchek® offers you complete protection. Provided you follow the simple cashing procedures, funds are guaranteed by Detroit Bank & Trust and other leading banks from coast to coast.
- Bancardchek® eliminates the payment of commissions required by ordinary credit card plans.
- Bancardchek® can be deposited, 100 cents on the dollar, in your daily cash receipts.
- Bancardchek® requires no special bookkeeping.
- Bancardchek® eliminates check-cashing problems, since payment is assured.

Bancardchek® promotes new business for you!

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®... at home or away, the new way to pay... exclusive in Detroit withDetroit Bank & Trust

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.

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CRIMES CONTINUE

Bandits Shoot Two Grocers, Stab Another

Two Detroit grocers were shot by bandits last week and a third grocer was stabbed as crime continues to increase in the Motor City.

AFD member Benjamin Rubenstein, 61, said a man stabbed him with an ice pick in the elbow after he had given the bandit about $75 from the cash register. Rubenstein, owner of the Beechwood Market, 6300 Beechwood, said he struggled with the thug until he pulled a gun and fled.

Two other Detroit grocers were shot—one by his own gun—in separate holdups last week. Albert Yezbick, 65, was wounded in an exchange of gunfire with three young men who entered his store on John R.

Angered when he demanded proof of their age after ordering liquor, they pulled out guns and told both Yezbick and his son, Victor, also behind the counter: “We want all your guns.” The youths then opened fire without provocation and fled from the store almost immediately, but not before seriously wounding Yezbick in the hip.

His son followed the bandits outside and fired three shots at them. He was joined by a passerby carrying a revolver with a concealed weapons permit. The passerby fired six shots at the bandits’ car as it drove off.

Another grocer, Melvin Doughty, 65, was wounded by his own gun after two youths broke into his store on Beaubien and attacked him with a meat hook. Doughty told police he had just closed his store at 9 p.m. when the young thugs broke in through the front door.

One carrying a meat hook hit him until he dropped a .38 caliber revolver he had drawn to protect himself. The youth snatched the gun and shot Doughty in the right shoulder.

Construction of Spartan’s Plymouth Warehouse Begins

Spartan Stores, Inc., Grand Rapids-based retailer-owned food distributor has begun construction of its new 300,000 square-foot warehouse. The new building will be located in Plymouth Township.

In announcing the decision, Joseph G. Foy, executive vice-president and general manager of Spartan, an AFD member, commented, “This new facility will enable Spartan to serve the Detroit and eastern Michigan retailers with the same efficiency that has made western Michigan retailers so important to low-cost distribution.”

Foy said the new warehouse would be ready for occupancy by around August 1, 1967 and will also serve the Toledo and northern Ohio territory.
AFD retailers John Shaflkalis and Spyro Argy have sold their store, Mack Ave. Super Market to Isaac Hermenzie. The boys have been in business some 14 years.

It's good to see DAGMR's Jim Masch of Land O'Lakes back and around again following surgery of a ruptured appendix. At the same time welcome back to the job to Jack Eder of Dixfield Super Markets, general manager of the independent chain.

The National Food Brokers Assn. recently appointed two Detroit brokers to standing committees. They are Paul Inman of Paul Inman Associates, Inc., to the merchandising committee; and Sol G. Kurtzman of P.F. Pfeister Co. to the non-foods committee. Both men are members of the AFD.

Ben Wettenstein, executive vice-president and general manager of Abner A. Wolf, Inc., an AFD member, has been appointed section chairman for the 1967 National American Wholesale Grocers Association's 1967 convention to be held in New York City, March 5-8.

Tom LaRose, president of Pitts Packing Co., an AFD member, has announced the firm has nearly completed a $300,000 expansion program. LaRose also named John Hanus to the firm's board of directors. Other appointments include Alexander Brzozowski, superintendent of manufacturing; Don Mueller, head of shipping and receiving; Leo Rogulski and Donald Przytulski, foremen of packaging; and Bernard Starr, foreman of smoked meats.

Ed Koury, former owner and operator of Ed's Party Store, and Koury's Market, is now vice-president in charge of sales for his own firm, Koffee Kwik Service, Inc. The firm distributes automatic coffee brewers to various businesses around the Detroit area.

Henry C. Eckrich, chairman of the board of Peter Eckrich and Sons, Inc., and AFD member, has announced the election of Joseph Eckrich as vice chairman of the board of directors and Richard Eckrich as president of the firm. The new president of the company is a grandson of the firm's founder, and began his career as a salesman in Jackson, Mich.

Ben Rubens of King Cole Super Markets, an AFD member, received the "Equal Opportunity Award" Nov. 18 from the Detroit Urban League for outstanding service to the community. Congratulations, Bennie!

AFD member Rolando Madrigal of Rudy's Market, Pontiac, was married a few weeks ago in Mexico to Miss Maria Guadaloupe.

Abner A. Wolf, Inc. has announced that Manny Shapiro, head of the firm's retail producing merchandising staff, will take on additional responsibilities as head of the frozen food merchandising department. Also, Joseph Licavoli has joined the firm as a retail produce merchandiser, to assist Shapiro.
You're Always First Class With Cask!

New Line

Cask Cellarette - The New Package for Identifying the Right Wines for the Right Occasion

- Completely New
- Beautiful Decanters
- New Twist Caps (pilfer-proof)
- New Labels
- Mellow
- Smooth
- Delicious

MICHIGAN WINERIES, INC.
Paw Paw, Mich.
BRONCO BELL:

Heaven No Longer Protects Working Gals

By ALEX BELL

Let's start off by digressing about a lamb ad run by Wrigley's in the Detroit News of Nov 3. Supposedly, these are specials: in "large print" leg of lamb roast whole or loin half, 73¢ lb. Very small print: shin half, 89¢ lb. Shoulder lamb roast, in large print, 59¢ lb.; in small print, 2½ lb. average. You should be lucky enough to get 59¢ for lamb necks, sliced and tied, 65¢ lb., in small print.

The reason we quote this is to bring out the point that the prices in this ad as a whole, must be grossing 30% or better. If it isn't, Mr. Wrigley better hire another meat buyer. We only quoted some of the prices they advertised for the entire lamb.

* * *

Every food men should have a name to frighten his kids with. Try Esther Peterson for openers, who states very virtuously, "Trading stamps and games add to the cost of food." Why tell us about it. She should tell it to some of the crazy gals that go for that jazz!

* * *

We understand that Bev Welch turned down a fabulous offer to go into show business as a partner with comedian Dick Shawn.

* * *

Remember when Heaven protected the working gal? Nowadays, it takes a union, a wage-hour law, unemployment compensation, Social Security, health insurance and a pension.

* * *

A statement on the financial condition of the SSS Fund follows: 14¢ cash, 1 collar button, 1 bottle of stale Genitol, a used bottle of Hadacol (remember that one?). Eddie Acho has reneged on his pledge of $300, replaced it with 1¢ cach. Margaret Sarafa has mailed in her 10¢. So please folks, send cash and no more junk. Help Send Salim to Siberia. It would be a good Christmas present for them. We mean Christmas, 1992. It looks like it will take that long to get the fare.

* * *

Another Flash on the SSS Fund Dave Khami has sent in 7¢ cash and we have made a deal with the Trans-Siberian Railroad to pick Salim up in Oshkosh, Wis. and transport him to Irkush, Siberia for the sum of $3.96. So if you will send your donations to the AFD office, this deal is good until Christmas 1992. Maybe we can make it.

(Continued on Page 15)
Sam and Walter Stores Celebrate 43rd Birthday

It was 43 years ago when the late Sam Olejniczak and a partner ventured into the sausage business. They named the firm Sam and Walter Provision Company, and the company grew steadily as the demands for their products became more popular with Detroit area customers.

The firm opened its newest Sam and Walter store only two weeks ago in the Sterling Shopping Center, Sterling Heights. The newest unit of the S&W chain is one of the most attractive delicatessen stores in the area.

Philosophy of the longtime AFD member is to display their meat counters featuring a wide selection of American and European-style sausages and luncheon meats. It is Sam and Walter’s contention that “meat counter displays are of the utmost importance in the delicatessen business.”

The company’s progress today is under the able leadership of Mrs. Sam Olejniczak, president, and wife of the late founder. She succeeded her husband and son, Ted Olen, following their close passing last May and September respectively. The Sam and Walter plant is located at 3407 Caniff, Hamtramck. The firm supplies its own independent chain of stores, franchised stores and individually owned retail stores.

Driver-Salesmen Needed

Vernor’s, Inc. is looking for interested young men desiring employment as driver-salesmen. All interested persons should phone Mr. Davidson of the Personnel Dept. to arrange for an interview. The phone is TE 3-8500, Ext. 240.

United Dairies
Thank You for Making Us Your Milkman

UNITED DAIRIES INC.
4055 Puritan
Detroit 38, Michigan

Sam and Walter Provision Co. 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.”

Another 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 Frank Ludeske 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
TAX TOPICS

Fast Depreciation and Investment Credit Service

By MOE R. MILLER, BS, LLB
Accountant and Tax Attorney

Two important tax breaks have been temporarily suspended as an anti-inflationary measure.

First, machinery and equipment purchased between October 10, 1966, and December 31, 1967, will be ineligible for the 7% investment credit. Secondly, buildings ordered or constructed during the same period will be ineligible for the 200% declining balance method and the sum of the digits depreciation. There are numerous exceptions to these general rules. These exceptions are listed as follows:

1—Up to $20,000 of tangible personal property purchased by the taxpayer during the entire suspension period is eligible for the 7% investment credit.

2—Buildings constructed or ordered by a taxpayer up to a total of $50,000 during the entire suspension period, are exempt from suspension and entitled to the fast rate of depreciation. But, if the building should cost over $50,000, you would lose the exemption.

3—All buildings, regardless of when built or ordered, are still entitled to the 150% declining balance method.

4—The investment credit carry-over period is extended from five to seven years.

5—The 200% declining balance method and the sum of the digits is still available on tangible personal property even if ordered or purchased during the suspension period.

6—Real property and personal property acquired under a contract which was binding on the taxpayer as of the close of October 9, 1966, waves the suspension of either the investment credit or fast depreciation. In other words, a binding contract as of October 9, 1966, regardless if constructed or if the equipment is received during the suspension period, is still entitled to the 7% investment credit and fast rate of depreciation.

7—The 50% Test: If an individual or a corporation had contracted to purchase equipment prior to October 9, 1966, for $120,000, but no building had been contracted for, the building would qualify for fast depreciation so long as the building cost less than $120,000 to build.

Please note that the 20% first year depreciation on equipment purchased is still available up to $2,000 per corporation or individual ownership and up to $2,000 for each partner in a partnership entity.

Have Any Tax Questions?

If you have any questions concerning taxes or related problems, drop a note to Mr. Miller care of The Food Dealer, 434 W. Eight Mile Rd., Detroit, Michigan 48220.

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

"First We Render Service"

ALLIED MEMBER
Alex Bell
(Continued from Page 12)

We will try this one again, as it was censored the last time out. The smallest book in the world was written by L.B.J. The title was "My Decisions." Well, we lost the Democrats with that one. Welcome Republicans, other parties, and fellow travelers.

* * *

How about changing the TV show, "Run For Your Life" to "Run From Your Wife." There should be a lot of laughs in that one.

* * *

Public Notice: We have discharged the lien on Mike Giancotti.

* * *

We hope the entire food trade is looking forward to our annual Installation Banquet and Trade Dinner. This year it will be held Feb. 14 at Cobo Hall. Don’t forget Ol’ Acey, as I’ll have some tickets to peddle.

* * *

We have just received information via the grapevine that some renegades are starting an S.O.S. Fund. SOS stands for “Save Our Salim.” Don’t do this to us boys or this column will be shot to hell with no one to pick on and Salim is such a nice guy.

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.
Merchandising

Seal-Ad Tape, an AFD member, has introduced a new 40-pound weight gummed tape to fit every type of dispenser. The new tape can be printed in one or two colors according to Rod Ross, general manager of Seal-Ad. The firm also has a new line of pressure sensitive price labels.

Abner A. Wolf, Inc., an AFD member, is presently in the midst of a 12-week stainless steel promotion for independent grocers. The steelware is manufactured by International Silver Co. It is the third such housewares promotion by the firm this year. Earlier, glassware and bath and kitchen towels were offered.

Faygo Beverage Co., an AFD member, has introduced a six-variety line of mixers in 10-ounce no-return bottles featuring easy-open, resealable caps. At the same time, Faygo president, Mort Feigenson, said the firm has started a $500,000 expansion program to increase its production capacity 25 percent, and warehouse space by 20 percent.

Adam J. Schubel, president of Shedd-Bartush Foods, an AFD member, has appointed Paul Inman Associates, another AFD member, as its broker for Shedd products in Detroit and eastern Michigan.

The National Live Stock and Meat Board has published a new book titled, "Merchandising Pork Loins," an 88-page hard-back that features methods of cutting and merchandising some 100 retail cuts from the pork loin. NLSMB address is 36 South Wabash Ave., Chicago, Ill.

Toledo Scale Co. has introduced a new weighing system which is fully automatic and features advanced concepts. The new scale, called "Valuematic II," allows fully automated weighing, packing and labeling.

Bakery Shop For Sale, Lease
Bakery shop for sale or lease. Excellent business opportunity for grocery or pizza parlor, etc. Building is 60 x 25 with excellent parking facilities, gas heat, modern equipment and new ovens. Large basement, too. Gratiot avenue location. For further information, phone WA 1-6236, ask for Charles.

Store Fixtures For Sale
The following fixtures are for sale at a reasonable price: Eight-foot dairy case; 8 x 8 foot reach-in, walk-in box; frozen food case; 10-foot meat case; electric Toledo scale; Globe slicer; cash register; pedestal fan; 5-and-8 foot islands (adjustable); beer and wine neon sign; grocery and meats neon sign. Call TU 1-9913 for appointment.

SAM & WALTER
Delicious Lunch Meats and Sausages

Your customers will appreciate these TASTY MEAT TREATS!

Sam & Walter Provison Co.
3407 Caniff TW. 1-1200

LEPIRE PAPER & TWINE COMPANY
2971 Bellevue Phone: WA. 1-2834

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

To the Editor:

We wish to take a moment to com­pliment the AFD on the editorial pol­icy and news of your magazine, The Food Dealer. Being far removed from the Detroit scene, we appreciate the type of information which makes us more aware of the retailers we serve in your part of the country.

We are glad to have the opportunity you afford in your magazine to learn more about the retailers for whom we clear coupons. Please keep the magazine coming as we all look forward to it eagerly each month.

Carlo Napolitano
Marketing Counselors, Inc.

Gratiot Mkt. Burns

A $400,000 fire Monday practically destroyed the Gratiot Central Market, one of Detroit's famous landmarks located in the heart of the Eastern Market. The Gratiot Central Market contains 25 shops, including 14 butcher shops and two restaurants. The blaze quickly spread to there adjoining stores which housed the Vernor Packing Co., Julian Importing Co., and the Market Bar.

Anthony J. Faber, general manager and president of Gratiot Central, said it was too early to determine whether the market would be rebuilt.

Newest AFD Retailer

Tony Rondi, a former store man­ager for A&P, has opened his own store, Handy Parkway Market, located at 19322 West Warren. The new store specializes in quality meats and produce, and features imported Italian and Polish foods.

John Rondi, brother of the owner and co-manager, was formerly an as­sistant A&P store manager. Soon after the market opened, the Rondi brothers phoned the AFD office and joined the association. Welcome aboard, fellows!
James Sophiea, AFD's muscle-man, is shown above demonstrating to retailers at our recent Crime Prevention Seminar his burly strength and power while ripping a Detroit telephone directory. Sophiea claims the title, "world's strongest little man."

Instant Mixes Introduced
By Michigan Wineries

Michigan Wineries, Inc., of Paw Paw, an AFD member has introduced a complete new line of wines and instant cocktail mixes in attractive new decanters. Also new is the pilfer-proof cap which guarantees a safe enclosure that protects the quality of the wine. The new line of instant cocktail mixes is called "Cheers!" and includes old Fashioned, dry martini, daiquiri, Manhattan, whiskey sour and gimlet.

The new Cellarette line takes the guesswork out of selecting the proper wines for a specific type of dinner or occasion. The Cellarette pack contains the appetizer wines, dinner wines and dessert wines, including seafood, red meat, fowl, cheese and snacks, barbeque, and spaghetti-pizza packs. (See the outstanding four-color advertisement appearing in the center section of this issue of The Food Dealer.)

Big Volume Store For Sale

Big volume suburban store for sale. Beer, wine. Quality meats, produce and frozen foods section. Excellent clientele. For further information, write to Box 10, The Food Dealer, 434 W. Eight Mile Road, Detroit.

Now... Group Blue Cross Available to Retailers

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.

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

MEMBERSHIP APPLICATION

<table>
<thead>
<tr>
<th>Store Name</th>
<th>Address</th>
<th>City</th>
<th>Owner's Name</th>
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</thead>
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Do you wish Blue Cross Coverage?
Yes □ No □
**ACCOUNTING, INSURANCE**
- Gohs, Inventory Service ........................................... VE 8-4767
- V. C. Accounting, Inc ........................................... 883-7660
- Brink, Earl A., Insurance ............................................. 962-7150

**BAKERVIES**
- Acme Bakers  ........................................... TY 6-5700
- Bonnie Bakers ........................................... 834-0010
- Farm Crest Bakers ........................................... TR 6-6145
- Gunnison Cook Book Cakes .................................. TA 5-1900
- Hekman's Farm Bakers ........................................... KS 5-7999
- Independent Biscuit Co ........................................... 584-1110
- Keppelinger's Bakery, Inc ........................................... JO 4-5737
- Klopenstein Bakery ........................................... 861-9120
- Magnuson Foods (Bays Muffins) .................. FA 1-0100
- Oven King Cookies ........................................... PR 5-2225
- Schaefer Bakers ........................................... 833-7100
- Silvercup Bakery ........................................... LO 7-0800
- Top's Bread ........................................... TY 6-3400
- Tip Top Bread ........................................... TA 5-6470
- Wonder Bread ........................................... WO 3-2330

**BEVERAGES**
- Canada Dry Corp ........................................... 868-5007
- Patco Beverages ........................................... WA 5-1600
- Marvin Beverages ........................................... DI 1-6500
- National Brewing Co ........................................... WA 1-0440
- Pepsi-Cola Bottling Co ........................................... 366-5040
- Squirt Bottling Company ........................................... JO 6-1000
- Vernor's-RC Cola ........................................... TE 3-8500

**BROKERS**
- Steve Conn & Associates ........................................... 547-6900
- Continental Food Brokerage ........................................... 893-8720
- Harris Crank Company ........................................... 538-5151
- E. A. Danielson Co ........................................... 838-9111
- DeCrick & Maurer ........................................... 621-2025
- Dillworth, Inc ........................................... 821-9405
- Maurice Elkin & Son ........................................... WO 3-9646
- Food Marketers, Inc ........................................... 342-5533
- Graubahn & Associates, Inc ........................................... 630-1100
- John Huetteman Company ........................................... TA 6-0630
- Paul Inman Associates, Inc ........................................... BR 3-7826
- Keil-Weenz Co ........................................... 473-4400
- Maloney Brokerage Co ........................................... TU 3-5653
- McMahon & MacDonal Co ........................................... BR 2-2150
- Marks & Goglers, Inc ........................................... DI 1-5150
- Peterson & Vaughan, Inc ........................................... VE 8-8300
- P F Pleiser Company ........................................... BR 2-2000
- Sosis Sausage Co ........................................... WO 3-8585
- Sullivan Sausage ........................................... KE 1-4484
- Thompson Jackson Associates ........................................... 273-8262
- United Brokerage ........................................... BR 2-5401

**DAIRY PRODUCTS**
- Beer Dairy Co ........................................... 533-4000
- The Borden Co ........................................... 564-5300
- Detroit City Dairy, Inc ........................................... TO 8-5511
- Fairmont Creamry ........................................... TA 4-0300
- Lee & Meta Fraser ........................................... LI 8-5799
- Gunn Dairy, Inc ........................................... 62-6230
- Land O'Lakes Creameries ........................................... TE 1-1400
- Lolly-Dairy Dist. Co ........................................... 345-4700
- Quaker Food Products, Inc ........................................... TW 1-9100
- Sealtest Dairy ........................................... TI 6-5700
- Speciality Foods (Deli) ........................................... TW 2-2500
- United Dairies, Inc ........................................... UN 1-3800
- Vlassic Foods Co ........................................... 868-9800
- Wesley's Quaker Maid, Inc ........................................... 888-6550
- Ira Wilson & Sons Dairy ........................................... TY 5-6000

**EGG, POULTRY, PORK**
- E. A. Farrell Co ........................................... WO 2-1787
- Eastern Poultry Co ........................................... WO 1-0707
- Eastern Dairy Products ........................................... 832-6800
- Meet & Miller Bros ........................................... TE 3-4800
- Napoleon Eggs ........................................... TE 3-5718
- Orleans Poultry Co ........................................... TE 3-1847

**FISH PRODUC**
- Jos. Buccellato Produce ........................................... LA 6-9703
- Cusumano Bros. Produce Co ........................................... 622-5811
- Gainey Produce ........................................... WA 5-0969
- H. C. Nagels & Sons ........................................... TA 5-2840
- North Star Produce ........................................... WO 2-9473

**INSECT CONTROL**
- Key Exterminators ........................................... EL 6-8823
- Rose Exterminating Co ........................................... TE 4-9300
- United Exterminating Co ........................................... WO 1-7100
- Vogel-Ritt Pest Control ........................................... TE 4-8960

**MEAT PRODUCTS, PACKERS**
- Alexander Provision Co ........................................... 961-0601
- Concentrated Packing Co ........................................... 961-6262
- Crown Packing Co ........................................... 390-9000
- Durot Veal & Lamb, Inc ........................................... 962-8444
- Eastern Market Sausage Co ........................................... WO 5-0877
- Feldman Brothers ........................................... WO 3-2291
- Guzzallo Wholesale Meats, Inc ........................................... FA 1-3370
- Hertud & Company ........................................... 962-0430
- Johann Packing Co ........................................... TW 1-9011
- Libbaki 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 5-7610
- Peter Ekrich & Sons, Inc ........................................... KE 4-4666
- Peters Sausage Co ........................................... TA 6-5030
- Putts Packing Co ........................................... WA 3-7335
- Sam & Walter Provision Co ........................................... WO 4-7170
- Spencer, Inc ........................................... TS 5-4356
- Kielb, Eugene Co ........................................... WO 3-2430
- Wayne Packing Co ........................................... WO 1-5060
- Weeks & Sons (Richmond) ........................................... RA 7-2525
- Winter Sausage Manufacturers ........................................... PR 7-9080
- Wopatke Packing Co ........................................... TE 5-0153

**NON-FOOD DISTRIBUTORS**
- Akin Distributing Co ........................................... WE 1-0700
- Herb's Novelty Company ........................................... 525-9115
- Wayne Countys Wholesale Co ........................................... 894-8840

**POTATO CHIPS AND NUTS**
- Better Made Potato Chips ........................................... WA 5-4774
- Frito-Lay, Inc ........................................... 839-7000
- Kat Nut Products Co ........................................... LI 1-4180
- Kinn-Cheese Potato Chips ........................................... DI 1-1100
- Vito-Boy Potato Chips ........................................... YT 5-5550

**PROMOTION**
- Bowls Display Co (signs) ........................................... CR 8-6288
- Guaranteed Adv. & Distrib. ........................................... 344-1155
- Ira M. Caplan Advertising Co ........................................... TE 3-3564
- Market Label Detroit ........................................... 861-4292
- Stanley's Adv. & Distrib. Co ........................................... 961-7170

**RENDERERS**
- Darling & Company ........................................... WA 8-7400
- Detroit Rendering Co ........................................... TA 6-4200
- Wayne Soap Company ........................................... 842-6000

**SERVICES**
- Beriker Travel Service ........................................... PR 1-3232
- Clayton's Flowers ........................................... LI 6-0908
- Zablocki Electric ........................................... LA 4-8846

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

**STORE EQUIPMENT**
- Alnor Corporation ........................................... 906-9560
- 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 ........................................... WI 1-2834
- Liberty Paper & Bag Co ........................................... 821-3400
- Master Butcher Supply Co ........................................... WO 1-5656
- Midwest Refrigeration Co ........................................... JO 6-6341
- National Market Equipment Co ........................................... LI 5-0900
- Photo-Scan of Mich ........................................... TE 3-0490
- Shaw & Slavsky, Inc ........................................... TE 3-8900
- Square Deal Heating & Cooling ........................................... WA 1-2345

**WHOLESALERS**
- Aunt Jane's Foods ........................................... 581-3240
- Grosse Poinsate Quality Foods ........................................... TR 1-4000
- C. B. Gevman Co ........................................... 839-8691
- Kaplan's Wholesale, Food Service ........................................... WO 1-3561
- Kraft Foods ........................................... TA 5-0955
- Merton Salt Company ........................................... VI 3-1673
- C. Mueller Company ........................................... LA 3-7663
- Roman Cleanser Company ........................................... TW 1-0700
- Shedd-Bartush Foods, Inc ........................................... TO 8-5810
- Spartan Stores, Inc ........................................... RE 2-7247
- Super Food Services, Inc ........................................... 546-5590
- Tobacco Brands Dist, Inc ........................................... TW 3-8900
- United Wholesale Grocery ........................................... 834-6461
- Wayne County Wholesale Co ........................................... 834-6300
- Abner A. Wolf, Inc ........................................... 584-0600
There's no business like show business!

Meet the big merchandising news in soft-drink sales—visual selling with the spectacular Vis-A-Cooler from Pepsi-Cola. This new sales tool helps you get maximum display in minimum space. It turns "back-room" inventory into "up-front" sales. The Vis-A-Cooler can hold a full inventory of Pepsi products! (But it comes in a variety of sizes, so there's one that's perfect for your store.) Every Vis-A-Cooler has a white interior with bright fluorescent lighting. Plus a lighted advertising panel for added point-of-purchase impact. And the Vis-A-Cooler sells Pepsi the way America drinks it. Cold. By the carton. Your Pepsi bottler has a Vis-A-Cooler program that fits your requirements. Call him right now. The cold fact is, you can't afford not to.