

"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

APRIL, 1967



Nino Ugval, right, with son, Carlo.

Nino's—An East Side Landmark

There are many reasons why customers keep coming back to Nino's Super Market, located on East Warren Avenue in the heart of Detroit's east side. The main reason why Nino's has become a popular landmark is because of the personal attention and warm friendly atmosphere which the customers enjoy. There

(Continued on page 3)

Let RC Cola show you how to make bigger profits this spring...

"Snacktime Favorites"

Dealer Promotion

The Biggest, Most Exciting Money-Making Promotion RC Cola Has Ever Offered!



"Zippy at the Zoo" children's snack set. \$2.95 comparative value at most stores. Your customers pay only \$1.50.

Here's all you do. Build a display for RC with colorful, shopper-stopping point-of-sale materials available from your RC salesman. Feature the "Zippy at the Zoo" consumer premium (pictured above). If you like, surround your display with any related snack item you choose. Price it for maximum movement. Your peak selling season for RC is



Sell more RC and related high profit snack items! Bigger Profits... Plus 500 Dealer Prizes Worth Over \$27,000! All for YOU! Also a Quality Premium at a Savings for Your Customers!

coming up. "Snacktime Favorites" will move out more cartons of RC and related snack items. And your profits will move up!

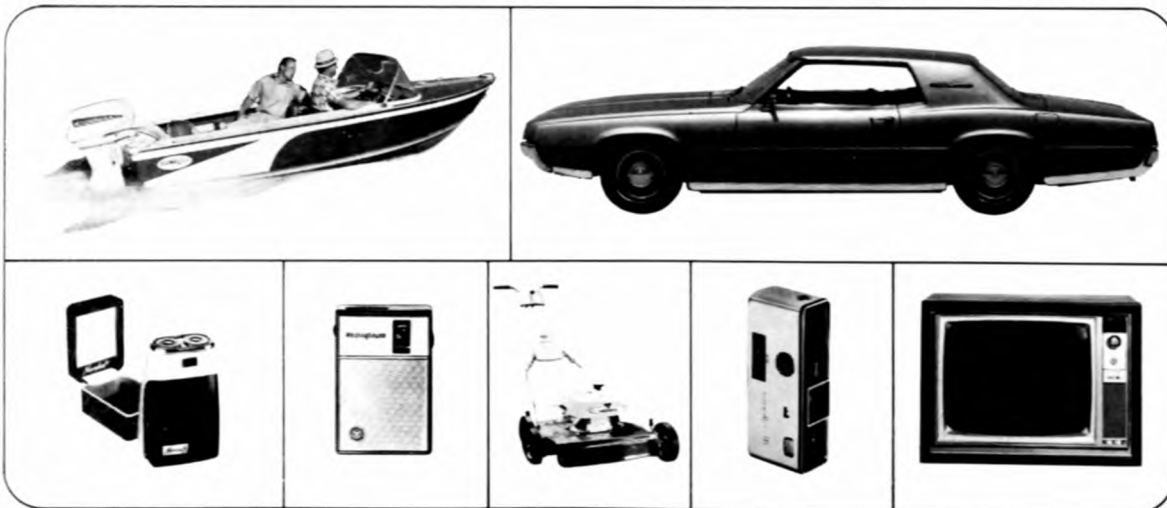
Extra Bonus for you!

Enter the big "Snacktime Favorites" Sweepstakes for dealers with over \$27,000 worth of prizes: a 1967 two-door Ford Thunderbird; two 15-foot Alumacraft boats with 40 hp. Evinrude motors; four Westinghouse 23" table model color TV sets; 43 Homko power mowers; 50 Norelco electric shavers; 150 Minolta sub-miniature cameras; and 250 Westinghouse 6-transistor radios. Your RC salesman has full details and entry blanks. Need other promotional ideas? Ask your local Royal Crown Cola bottler.

Royal Crown Cola Co.

Columbus, Georgia

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THE FOOD DEALER

APRIL, 1967

Nino's — An East Side Landmark

(Continued from Cover)

are other reasons too, like a wide selection of brand name merchandise, quality meats, cleanliness, and attractive store layout which makes shopping easy and breezy.

Founder of the business is Nino Ugval, a mild-mannered and very personable fellow who has come to really know the grocery business. He literally grew up in the business helping his father operate a store on Pierce and Dubois, years ago.

Ugval has been operating his own store under the name Nino's Super Market for 32 years. His first location was on East Warren and Townsend. The volume grew to a point where he needed more space, so he relocated to the store's present site at 15901 E. Warren in 1950. Today, the store volume hovers around the \$1 million mark.

Since then Nino has remodeled the store six times. "The customers like to know that you are interested in keeping a store attractive," Ugval says, "and besides we go out of our way to maintain a pleasing atmosphere."

"One key to our success," he continued, "is that we offer the personal touch. We make all our customers feel welcome and at home, and every shopper is personally thanked by the cashiers at the checkouts. This way they know we appreciate their business."

Another key to Nino's success is the attitude and alertness of employees. Ugval couldn't stop showering praise upon them. Store manager is Joseph Amato, who has been with Nino's 25 years, beginning as a stockboy while still in school. Co-manager is Nino's son, Carlo Ugval,

who at 22, is responsible for the frozen food and dairy operation. Another co-manager is Ernie Rallo, 23, who is in charge of the grocery and drug departments. Ed Kiszlowski, who has been with Nino for 15 years, is the meat manager.

Nino Ugval, 52, is of Italian extraction, and feels there is a lot of room for growth for independents, contrary to what many may think. "All independents should custom treat and welcome every customer. This is the one big advantage they have over the chains," Ugval said. "Many independents are disgruntled and feel that price competition is the main factor. Not so, it is personal attention which is the most important element for success," he continued.

Ugval, who is treasurer and a director of the Associated Food Dealers, is strongly of the opinion that many grocers and beverage store operators are missing the boat by not belonging to the AFD.

"Today there is a tremendous awareness of problems requiring attention. There is a re-birth and strong enthusiasm encompassing retailers today because there is some one or some organization to turn to.

"I feel that the majority of this enthusiasm stems from the work being done by the AFD and our executive director, Ed Deeb," he added. "I think the retailers will eventually come to realize they cannot sit back and watch any more. They must participate."

Nino and his wife, May, are the proud parents of three children: Carlo; and two daughters, Mrs. Nina Shipley, 24, a Warren schoolteacher, and Enza, 18.



Faygo Route Sales-Team Of The Month

After catching on like wildfire in party stores, Faygo Beverage Co.'s six-variety line of mixers in 10-ounce no-return bottles, featuring "Save The Bubbles" resealable caps, is now moving into more and more Metropolitan Detroit supermarkets.

Studded with six-packs of the recently introduced mixers, this display in the Kroger store at 5931 Michigan Ave. was a deciding factor in winning "Route Sales-Team-Of-The-Month" honors for Elvin Lampkin (left), assistant route salesman, and Charles Van Robays, who heads the Faygo route bounded by Fort St., Edsel Ford Expressway, Grand Blvd. and Wyoming Ave.

The easy-open (just a twist), resealable caps on the handy one-way mixer bottles are the same type long used to protect bottled drugs against contamination and spoilage. Faygo believes all mixer packaging eventually will have provision for resealing because of the vital importance of "bubbles" to enhance the flavor of alcoholic drinks.

Producing mixers requires exacting quality control standards. So, Faygo took 18 months to build up a laboratory staff capable of handling the technical problems and has also expanded a \$100,000 water purification system to assure its everyday water supply being free of debris which, no matter how minute, can destroy carbonation.

A recent Faygo survey found that Metropolitan Detroit consumers spend about \$14 million annually for mixers to make alcohol beverages more palatable and to control their potency in the form of "highballs." Faygo's mixer line includes: sparkling club soda, extra dry ginger ale, lemon lime (Uptown), bitter lemon (Gini), grapefruit (Tango) and India Express tonic water.

Advertisement

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AFD EDITORIALS

The Stores Need Cleaning Up Too

The month of May has been designated as "Clean-Up, Paint-Up, Fix-Up Month" in the City of Detroit. It is time to get outdoors and work on the lawns, gardens and homes. But it is not only the home front which requires cleaning. Everything should be given at least the once over, including the inside and outside of many grocery and beverage stores.

In proclaiming the month, Mayor Cavanagh said, "The Department of Public Works operates year round in servicing residential and commercial properties. We help residents as much as possible, but we must rely on the individual to brighten up his own house and make it a source of pride to himself and his neighbors."

The Mayor's Committee, "Keep Detroit Beautiful," (KDB) is presently finalizing plans for programs to bring the beautification and anti-litter message to the public's attention. Tying in with the campaign, many distributors, bottlers, and manufacturers will carry anti-litter posters. This Litter Prevention Committee is to be commended for its splendid efforts since the initial meeting with Councilman Rogell last year. The fruits of their efforts will now start to be recognized.

The Associated Food Dealers board of directors urges all grocery and beverage store operators to do their part in cleaning up their stores, and in turn, inspiring the community to do its share individually. Let's Keep Michigan and America Beautiful!



LITTER PREVENTION committeemen pose behind the "Don't Litter" promotional campaign poster. The campaign begins May 1st, with all retailers urged to participate. From left, Fran Carroll, Owens-Illinois Glass; John Puhly, Seven-Up Bottling Co.; Mort Feigenson, Faygo Beverage Co.; and Robert Healy, Coca-Cola Bottling Co.

Beware of Till-Tapping: Newest Con Game

Till-Tapping is the name of the game. It is the latest crime fad or scheme affecting food and beverage store operators.

Here's how it works. A team of usually three or more persons (one female, the rest male) enter a store. The female partner locates a shopping cart and begins to shop in the store. The accomplices remain at the front end of the store nearest the cash registers—the one checkout which is vacant and unmanned.

Once they are in position, the woman begins to **OBVIOUSLY** shoplift, drawing the attention of the store manager and other employees. When she is through shopping, she then goes to the checkout furthest from the unmanned register, and begins to remove the items she seemingly or "purportedly" had stolen or shoplifted.

Then, while the attention is focused on her in making sure she removes all the items the manager "thought" she had stolen, her accomplices open the unmanned cash register from the front, side or back—whichever way they can—and remove only the larger bills from cash drawers.

Next, they close the register drawers and leave—always making sure the cash drawer is closed. Then, the suspected woman pays for her groceries and leaves the store to later rejoin her accomplices.

Discovery of the "tapped till" or register is made only when the cashier of the vacant checkout returns to her post, usually long after the "till artists" are gone.

The Associated Food Dealers urges every manager of every store to be extremely cautious of con men and women who play the costly game of "Till-Tapping."



ED DEEB

OFF THE DEEB END

Service Food Stations?

The most imitated successful selling formula has been the concept of mass merchandising and self-service invented by grocers and supermarket operators. Numerous non-food industries have copied the formula and have achieved great financial success and recognition in their own right.

As Urban Renewal programs continue to spell doom for smaller independent grocers, many of whom have been forced out of business or relocated to suburbs, perhaps retailers in the core city area should "borrow" the formula of gas station operators. The idea: to convert vacant gas stations into high volume independent grocery stores.

How you ask? Well, if you ask most inner-city grocers what they are lacking most, they will tell you parking space. And since funds for expansion and acquiring of adjacent buildings are often hard to find, one answer is to move to a nearby vacant gas station, and there are many in the Motor City.

Many of the independent stores operating smack dab in the center of urban areas are housed in buildings and neighborhoods which were built long before the automobile became popular. Suburban shopping centers with plenty of parking space were not even conceived at the time.

Usually, the gas station building (excluding the parking and service area) is comparable to the size of many older or smaller grocery stores and the newer convenience stores. With a little renovating, a vacant gas station could solve the parking problem, and increase a store's volume.

It must be understood however, that with or without parking, if a retailer doesn't provide services, create the warm friendly atmosphere and stock the products customers demand, he won't be around very long—regardless of location.

Service—that's the name of the game.

NOW...WILSON'S ADDS 2 MORE
NON-DAIRY FOODS

WIL/CRÈME TOPPING

...Tastes
just like Whipping Cream!

AND ONION DIP

Tastes just like Sour
Cream Dip!



ADVERTISED by WILSON'S

RADIO STATIONS For 25 solid days, Wilson's will cover the Detroit area with advertising for both Topping and Dip, using both WKNR and WCAR. A separate campaign will be heard on seven leading outstate stations.

TRANSPORTATION ADVERTISING King-size posters on DSR buses traveling major routes throughout introductory period.

TRUCK CARDS Every Wilson's Dairy delivery truck in the state will carry large cards promoting these products, reaching literally millions of customers.

POINT OF SALE Excellent in-store displays will be available to all stores and markets carrying these new items.

- COSTS LESS!
- KEEPS LONGER!
- MORE PROFIT!
TO YOU!



CALL TY 5-6000 for IMMEDIATE DELIVERY!

NON-DAIRY WIL/CRÈME TOPPING

Should be a sure-fire seller, because it does everything real whipped cream does for a lot less money. Stays fluffy for many hours after whipping, too. Tastes wonderful, keeps longer in your dairy case.

NON-DAIRY WIL/CRÈME ONION DIP

Another great money-saving sales builder from Wilson. You can't tell it from the finest sour cream dip, but it costs less, keeps longer. Your customers should eat it up!

NOW... 4 NON-DAIRY
WILSON'S FOODS

- NON-DAIRY WIL/CRÈME for Coffee, Cereal
- NON-DAIRY SOUR WIL/CRÈME for Potatoes, Salads
- NON-DAIRY WIL/CRÈME TOPPING for Pies, Cakes, Desserts
- NON-DAIRY WIL/CRÈME ONION DIP



**WILSON'S DAIRY
FOODS**

5255 TILLMAN AVE., DETROIT, MICH. 48208

PRESIDENT'S CORNER

Association With An Action Program

By **MIKE GIANCOTTI**

Since the Associated Food Dealers is constantly working on action programs which receive community-wide attention, more and more people are talking about the AFD. They want to know more about the grocer, his problems, his accomplishments, his industry, as well as his association.

As stated in the AFD constitution and reprinted on our membership certificate, the aims and objectives of this association are as follows:

"To improve the industry in which we do business, constantly offering the consuming public the best possible products and services at the lowest possible prices in the American tradition of free enterprise." The AFD also represents its members in the cause of justice and fair play at all levels of government, business and the community at-large. That, in a nutshell, basically describes our association goals.



Giancotti

But the Associated Food Dealers does much more than that. Our program and plan of action can be separated into four basic categories. They are:

1—**EDUCATION**, providing workshops and seminars to inform retailers of new techniques and ideas which will benefit them;

2—**COMMUNICATIONS**, between all segments of the food and beverage fields, from the retailer to the wholesaler to the manufacturer (or broker) to the consumer;

3—**PUBLIC RELATIONS**, to inform the community and government officials of our problems or achievements, and to continually elevate the stature and importance of our industry and those who do business in it;

4—**LEGISLATION**, to lobby for or against Legislative or Congressional bills affecting our industry.

Surely you can see that our scope and activities are far-reaching and most complex. We live in a fast-changing world which requires immediate attention to problems.

This year, the Associated Food Dealers celebrates its 51st year as an active food trade association, and whose membership has grown to where we today represent 1,900 retailers. And, as AFD executive director Ed Deeb pointed out recently, "we're still growing strong!"

Every type of retailer from the corner grocer to independently owned multi-store operators are members of the AFD who enjoy direct benefits of the association, whether it be our group Blue Cross-Blue Shield plan, other group life and disability insurance plans, or the services as outlined above.

Whether a retailer who calls on the AFD is a member or not, we have never failed to assist him in any way we could. That's our reason for being to help and serve.

All I can say is that any retail food or beverage store operator who isn't yet a member of the AFD is missing the boat!

THE WAYNE SOAP COMPANY



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW & RESTAURANT GREASE

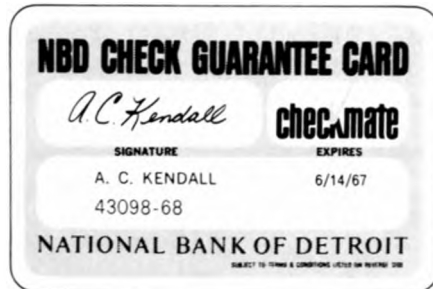
700 LEIGH STREET

VI 2-6000

DETROIT 17, MICH.

ALLIED MEMBER

coming attraction



You'll be seeing a lot more of this NBD Check Guarantee Card. It'll help you with your check cashing problems.

It's part of Checkmate, a new exclusive banking service from the National Bank of Detroit: the second most important name on the checks you cash.

NATIONAL BANK OF DETROIT

Member Federal Deposit Insurance Corporation

Around the Town

Sam Hoffman of Frito-Lay, Inc., an AFD member, is back on the job again following major surgery.

* * *

John McClosky, former AFD retail member and operator of Johnny's Mac's Poultry & Game, has founded his own cookie company. He has been in the food business 20 years, and now is a distributor of Maurice Lenell's line of cookies. He said he would join as a supplier member soon.

* * *

Bill and Fred Restum, AFD retail members and operators of Restum Market, have remodeled their store.

* * *

Member **William Wonsik**, operator of **Bill's Market** on the east side, is retiring soon after 25 years in the business. Happy traveling, Bill!

* * *

Mr. and Mrs. George Schleicher are grandparents again. Their son Richard's wife, Carol, gave birth to a baby boy, David, recently.

* * *

Speaking of grandchildren, **Mr. and Mrs. Al Wyffels** are grandparents again too. Their son Norbert's wife, Lynn, recently gave birth to Gail Ann.

* * *

Have you heard that **Sass Lilly**, an AFD director, and operator of **Helm & Lilly** in Ferndale, is now heading up

a baby sitting business? 'Tis true, 'tis true! That in addition to spending time in his gas station across the street from his store.

* * *

Jack Harland has been named Detroit district manager for **Peter Eckrich & Sons**, an AFD member, it was announced recently. He had previously held the same position in Saginaw. **Thomas Shong** succeeds Harland in Saginaw.

* * *

Hassett Food Marts has been named regional franchiser by Convenient Food Mart for the nine counties of southeastern Michigan. The firm is headed by **Robert B. Hassett**, with headquarters at 18240 West McNichols, Detroit.

* * *

Word has it that the amicable **Miss Kay Adams** of Chatham Super Markets, an AFD member, missed her first day of work due to illness since she has been with the company. She is the secretary to Chatham president **Bernard Weisberg**. And you know, said Kay, "I feel guilty about it." Oh, to have more like Kay Adams around.

* * *

The AFD extends our thanks and appreciation to **Chester Kowalski** and the gang at **Specialty Foods** for hosting the delicious buffet dinner during the March directors meeting of the association. The firm is producer and distributor of a wide line of delicatessen products.

* * *

Nostalgia: "Through these doors pass the most wonderful people in the world—our customers." Sign which appeared in every one of the old **C. F. Smith Stores**, Detroit.

Detroit Veal & Lamb, Inc.

Quality Veal — Lamb — Mutton

1540 Division St.

962-8444



*Michigan's Only Veal
and Lamb Plant under
U.S. Government Inspection*



SPENCER, INC. LUNCHEON MEATS

BOLOGNA — WIENERS

HAMS — BACON

931-6060

8920 LYNDON

The Sounding Board

To the AFD:

Upon retiring from the grocery business, I wish to express my thanks for all the services and good work being done by the association and Ed Deeb for the independent grocers.

Rod McKay
Middle-Six Market
(Former AFD Director)

Thank you so much for your very kind letter of congratulations on behalf of the Associated Food Dealers. It was very thoughtful of you to do this especially since my uncle, Peter DeMarco, is an independent grocer.

All of my efforts have been towards making Detroit a better place to live in and I know that this has also been the aim of your Association.

Mrs. Mary Louise McLeod
President, National Assn.
of Women Lawyers

I have always found the people of Detroit outstanding in their gracious hospitality, but I must say that the generosity shown us in the "Salute to Women Who Work Week" has far surpassed any of my expectations.

Thank you for the role you play in helping to make this such an exceptional community.

Mrs. Juanita Collier
Wayne State University



*Thank You for Making Us
Your Milkman*

UNITED DAIRIES INC.

4055 Puritan

Detroit 38, Michigan



**Four buns are
all she ever
wants...
so she buys**

KOEPLINGER'S
4-packs
NATURALLY

Many, many of your customers buy food for only two or three people. They are the young marrieds whose families are still to come and the late middle-aged and elderly whose families are grown and gone. They buy a lot of hamburger and a lot of frankfurters. And they buy a lot of buns when buns are available in small packages.

That's why it pays to keep Koeplinger's 4-Packs of ham-



burger and hot dog buns in easy sight and reach. Do it for the same reason your meat department displays 12-ounce packs of hamburger, two pork chops, many other two-portion and three-portion packages.

If you are not selling Koeplinger's hamburger and hot dog buns in 4-packs, tell the Koeplinger man to leave a few of each tomorrow. You'll be amazed at how fast they move out.

ALSO AVAILABLE IN 8 PACKS



KOEPLINGER'S BAKERY INC.

15200 WEST 8 MILE ROAD, OAK PARK, MICHIGAN, PHONE JO 4-5737, OUTSTATE CALL COLLECT

TAX TOPICS

The One Month Corporation Liquidation Provision

By MOE R. MILLER
Accountant and Tax Attorney

Tax on a stockholder's gain on liquidation can be postponed by using the code's **one month liquidation provision**.

A corporation with a considerable amount of unrealized appreciation (that is, property having a greater market value than the adjusted cost), which would otherwise result in a liquidating gain to the shareholder, can have the tax on that gain deferred by liquidating in one calendar month.

This special provision is not restricted and can be used by any domestic operation, with the exception of a "collapsible corporation" in certain situations.



MILLER

What are some of the reasons for a stockholder seeking liquidation:

- 1—Possibility of being classified as a personal holding corporation and being faced with additional Corporate Tax.
- 2—Faced with the burden of paying taxes twice: once as a corporation, and again as an individual.
- 3—Possibility of accumulating more than \$100,000 in surplus, which could mean a burden of an additional Corporate Tax on the excess accumulation.

Let us take a typical example:

Property with an adjusted cost of.....	\$ 50,000.00
Appreciated Market value of.....	200,000.00
Surplus Earnings of.....	24,000.00

How One Month Liquidating Works

Dissolve the corporation, but avoid paying tax on the appreciated value of the building, which is \$150,000 greater than the original cost. This can be accomplished under Section 333 of the Internal Revenue Code, commonly referred to as "One Month Liquidation."

Under Section 333, when you dissolve the corporation, you do not pay tax on the appreciated value of your building. But, if it is eventually sold by you, as an individual, you will pay tax on the difference between the sale price and the original cost, less the depreciation.

In order to accomplish the above, if the corporation is dissolved, you would then consider the surplus as ordinary income. In other words, the above surplus of \$24,000 would be taxed as ordinary income, rather than a capital gain on 50% or \$12,000.

Recommendation

It is my firm opinion that this procedure, even with the depreciation recapture rule, be followed when your surplus is low. It is much easier, financially, to dissolve a corporation with a surplus of \$24,000 and appreciated building value, than to dissolve the same corporation with a \$100,000.00 surplus and appreciated building value.

In the next issue of the Food Dealer we will discuss Corporation's 12 Month Liquidation.

SAM & WALTER

Delicious Lunch Meats and Sausages

Your
customers
will
appreciate
these
TASTY
MEAT
TREATS !



Sam & Walter Provision Co.

3407 CANIFF

TW. 1-1200

SUSTAINING MEMBER

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.

Thomas Brown Appointed FDA Detroit Director

Thomas W. Brown was appointed director of the U. S. Food and Drug Administration's Detroit District, James L. Goddard, M.D., Commissioner of Foods and Drugs announced. He succeeds George T. Daughters who has retired.

As director of Detroit district, Brown directs the efforts of scientists who inspect and analyze food, drug, therapeutic device, cosmetic, and hazardous substance products collected in 10,000 manufacturing, processing, and wholesaling plants. The district includes all of Michigan and the northern thirds of Indiana and Ohio.

A native of Chicago, Brown returns to Detroit after an absence of three years as director of FDA's division of Review and Appraisal, Bureau of Regulatory Compliance in Washington. Formerly, he was chief inspector of the Detroit district.

Spartan Stores Convention

Spartan Stores, Inc., an AFD member, has announced that its annual state convention will be held May 22-24

at the Pantlind Hotel in Grand Rapids. Spartan, a voluntary and cooperative wholesaler, meets with all of its retailers annually.

FIRST

with MORE and MORE

SHOPPERS

Vita-Boy

POTATO CHIPS

and



COMPLETE LINE of FINEST SNACKS

FAMOUS FOODS, INC.

5111 Fourteenth
Detroit
TY 7-5550

SUSTAINING MEMBER

NINO'S SUPER MARKET — DETROIT



NINO'S SUPER MARKET — Detroit — 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 Ludeke 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

BRONCO BELL

Our Industry Owes So Much To So Few

By ALEX BELL

We might as well be as popular as a green and white polka dot tie at a Republican convention. Deeb has been hollering for me to complete this epistle so we can make the deadline.

* * *

We include this item for Jay Welch: The 19th hole is celebrated with an alcoholic drink by 78% of golfers, a Universal Marketing Research study finds. Its survey of 1,529 golfing magazine subscribers showed a lesser proportion—71%—drink before dinner at home.

* * *

We are about to throw ourselves on the nearest spear, as Salim Sarafa has threatened to sue us if he doesn't get that trip to Siberia. To date, the SSS Fund doesn't have enough to send him to Saline, Mich. So Sal, please don't use us for over 10¢.

We like that song "Westchester Yeshiva" to the tune of Winchester Cathedral.



Mr. Bell

Everybody wants to be young again. Hell, we just want to keep getting older.

* * *

Detroit sources claim that major auto makers all have paid spies in their rivals' factories; presumably they tip-toe through the tool-ups. (Edeebnote: One more like that and you are all finished.)

* * *

We picked this up somewhere and we think it is very apropos: Never have so many in our industry owed so much to so few. We have in mind here the dedicated few who devote so much of their time, effort and money to fighting the industry's battles . . . your battles. There are the men who have joined and actively support their trade associations. I shudder to think of how much worse things might be for all of us if it weren't for them." So, c'mon gang, everything depends on you!

(Continued on page 15)

Detroit RENDERING Company

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Watch the next issue of The Food Dealer for full details of the NAIFR convention at the Fountainbleu in Miami Beach. The old gray fox, Dave Deerson of New York, is back at the helm and Dave does it right!

* * *

We have some real doozies for customers, but this one takes the pot: Last week some noodnik comes in to cash in some bottles. Among them were 18 throw-aways, pardon me, no-return bottles. The gal we have been supporting for 30 years told him they were throw-aways and he told her: "I thought we paid 5¢ for them and we brought them back and you threw them out." A college graduate no doubt.

* * *

Note to W. Shamie: Come on Walter, quit acting so coy. We still maintain that our man in Chattanooga told us that you had your eye on a council seat. And, we would not call our man in Chattanooga a liar.

* * *

Aceybee's Viewpoint: Walter, lay off the AFD. The needle only goes so far, then the excrement will hit the air mover. Besides, we feel crime affects all businessmen and the total society, IN ADDITION to grocers. Is that so hard to understand?

* * *

Compulsive Cussers have been treated successfully with an experimental drug, haloperidol, says Medical World News. Psychiatric patients afflicted with Tourette's disease, heretofore resistant to treatment, have an uncontrollable urge to curse. In one experiment, symptoms of all 12 patients treated with the new drug were relieved. (We have a large supply of haloperidol on hand, if anyone needs some.)

* * *

A New Jersey laboratory claims it has developed a chemical compound that, among other things, makes teeth pearly, removes dandruff, freshens the breath, prevents chemical damage to electric batteries and inhibits corrosion in radio and TV circuits. This is not a birth control chemical, but it does everything but.

* * *

Hey Sam and Harvey, where were you at the last AFD board meeting?

Dear John, that's all she wrote. —ACB.



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Bacon - Hams - Fresh Pork

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National Bank Begins Checkmate — A New Guaranteed Check Plan

The National Bank of Detroit has inaugurated Checkmate—a "guaranteed check" with an extended line of credit, which revolves around the NBD check guarantee card and assures payment of all checks drawn on the account to retailers up to the amount of \$100 per check.

Checkmate accounts and cards are issued only to credit-worthy customers of the National Bank of Detroit. Purpose of the new guaranteed check plan is to help shoppers negotiate personal checks, while protecting the businessman from possible loss from checks.

Abner Wolf Names Liston Assistant General Manager

Ben Wettenstein, executive vice-president and general manager of the Abner A. Wolf Company, an AFD member, last week announced the appointment of Robert K. Liston as assistant general manager of the firm. Wettenstein said Liston "brings a great deal of experience in the food field industry to the company."

In addition, Wettenstein announced the addition of Isadore "Izzy" Malin to the Wolf staff. Malin is a buyer of frozen food products.

According to NBD officials, a merchant need not have an account with the bank in order to participate and enjoy Checkmate's privileges. The service is free to all business firms who accept Checkmate checks. All a merchant must do in order to be protected is to make sure the signature and account number of the check and check user matches the guarantee card he carries, and that the check must be signed in the retailer's presence.

One official of NBD said his firm hopes that the new plan will help reduce the number of bad or fraudulent checks floating around Michigan, now totalling about \$3 million per month.

It was just over a year ago that the Associated Food Dealers of Greater Detroit (AFD) met with officials of the Detroit Clearing House Association, the official check-clearing organization for area bankers, urging that their members:

- (1) screen more carefully potential checking account customers;
- (2) issue identification cards with photograph of users; and
- (3) open longer hours to accommodate shoppers.

NBD is to be commended for inaugurating such a plan as Checkmate, which helps put prestige back into checking accounts.

AFD Thanks The Free Press

Members and directors of the Associated Food Dealers of Greater Detroit, representing food and beverage store operators, thanks the **Detroit Free Press** for the attractive keepsake brochure printed in conjunction with our recent Food Trade Banquet at Cobo Hall. Free Press photographer, Bert Emanuele, took over 150 pictures, of which over half were used in the brochure.

Our thanks go out to Bill O'Flaherty, Tom Hurkett, Ray Amyot, Cy Brown, Jerry Oselett and George Ford of the Free Press staff for a job well done and appreciated.

The Sausage with the Second
Helping Flavor . . .



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Chadwick, Cucco Named Diamond Crystal Sales Managers of the Year

George Chadwick, regional manager for Michigan, northwest Ohio and northeast Indiana, was named regional manager of the year for Diamond Crystal Salt Company, an AFD member. His region had the largest increase in sales for the firm during its fiscal year 1966 over 1965, leading the nation.

Joseph F. Cucco, was named district manager of the year for Diamond Crystal. It was the first time in the firm's history that a new salesman had captured the award. Cucco's area comprises southeastern Michigan, Toledo and Ft. Wayne.

Chadwick and Cucco expressed their sincerest "thanks to AFD retailers and the trade for achieving the increase in sales."

Cart Campaign Ready

The Associated Food Dealers, and the Food Industry Council of the Greater Detroit Board of Commerce jointly announced recently they will launch their annual Cart campaign. The shopping cart theft prevention campaign will urge shoppers to return carts to the store after using. Featured again this year will be cartoon witch, Katie Kartnapper.

VOGEL-RITT GETS RID OF PESTS

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ALLIED MEMBER

Five New Supplier Members Join AFD

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

Prince-Vivison Macaroni Company, maker and distributor of a variety of macaroni products, 26155 Groesbeck Hwy., Warren, Mich.; phone 775-0900.

Stiles Brokerage Company, food broker, 954 Buhl Building, Detroit, Mich. 48226; phone 965-7124.

Boyle-Midway Company, maker and distributor of household products, 21500 Greenfield, Oak Park, Mich.; phone 543-3404.

The Stroh Brewery Company, malt brewers, 909 E. Elizabeth, Detroit, Mich. 48226; phone 961-5840.

Diamond Crystal Salt Co., manufacturer of consumer and commercial salts, 6560 Cass Avenue, Detroit, Mich. 48202; phone 872-3317.

These new members and all AFD supplier members deserve your patronage. Refer to the Supplier Directory on Page 19 often. In fact, clip it out of the magazine and post near your phone. Inter-industry cooperation is vital for food industry harmony.

KAPLAN'S WHOLESALE FOOD SERVICE

Oscar Mayer Spare Ribs (all sizes)

Tennessee Frozen Vegetables

Distributor of Kraft Products

Fresh local cut Pork "Daily"

Variety of Offal & Smoked Items

DAILY DELIVERY

Call us or stop in and pick your own

WO 1-6561

2630 RIOPELLE STREET

(On the Eastern Market)

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.

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

ACCOUNTING, INSURANCE

Brink, Earl A. (Insurance) 962-7150
Gohs, Inventory Service VE 8-4767
Peter J. Kiron Agency Chicago
V. C. Accounting, Inc. 883-7660

BAKERIES

Archway Cookies 532-2427
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
Lebanon Baking Co. 825-9702
Magnuson Foods (Bays Muffins) FA 1-0100
Oven King Cookies PR 5-4225
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

Canada Dry Corp. 868-5007
Cask Wines TY 5-4400
Coca-Cola Bottling Co. 898-1900
Faygo Beverages WA 5-1600
Mavis Beverages DI 1-6500
National Brewing Co. WA 1-0440
Pepsi-Cola Bottling Co. 366-5040
Stroh Brewery Company 961-5840
Squirt Bottling Company JO 6-6360
Vernor's-RC Cola TE 3-8500

BROKERS

Steve Conn & Associates 547-6900
Continental Food Brokerage 533-2055
A. J. Copeland Co. 342-4330
Harris Crane & Company 538-5151
E. A. Danielson Co. 838-9111
DeCrick & Maurer 821-2025
Dillworth, Inc. DI 1-5905
Maurice Elkin & Son WO 3-9646
Food Marketers, Inc. 342-5533
Graubner & Associates, Inc. TA 6-3100
John Huetteman Company TA 6-0630
Paul Inman Associates, Inc. BR 3-7826
Keil-Weitzman Co. 273-4400
Maloney Brokerage Co. TU 5-3653
McMahon & MacDonald Co. BR 2-2150
Marks & Goergens, Inc. DI 1-8080
Peppler & Vibbert 838-6768
Peterson & Vaughan, Inc. VE 8-8300
P. F. Pfeister Company BR 2-2000
Sosin Sales Co. WO 3-8585
Stiles Brokerage Company 965-7124
Sullivan Sales KE 1-4484
Thompson-Jackson Associates 273-8262
United Brokerage BR 2-5401

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
Gunn Dairies, Inc.
Land O'Lakes Creameries
Melody Dairy Dist. Co.
Sealtest Dairy
Trombly Sales
United Dairies, Inc.
Vlasic Food. Co.
Wesley's Quaker Maid, Inc.
Ira Wilson & Sons Dairy

DELICATESSEN

Home Style Foods Co. (Deli.)
Quaker Food Products, Inc.
Specialty Foods (Deli.)

EGGS AND POULTRY

E. J. Farrell Co.
Eastern Poultry Co.
Eastown Dairy Products
McInerney Miller Bros.
Napoleon Eggs
Orleans Poultry Co.

FRESH PRODUCE

Jos. Buccellato Produce
Cusumano Bros. Produce Co.
Gelardi Produce
H. C. Nagel & Sons
North Star Produce

INSECT CONTROL

Key Exterminators
Rose Exterminating Co.
United Exterminating Co.
Vogel-Ritt Pest Control

LINEN SERVICE

American Linen Supply Co.
Economy Linen Service
Marathon Linen Service, Inc.
Reliable Linen Service

MANUFACTURERS

Aunt Jane's Foods
Boyle Midway Company
Diamond Crystal Salt Company
Kraft Foods
Morton Salt Company
C. F. Mueller Company
Prince-Vivison Macaroni Co.
Roman Cleanser Company
Shedd-Bartush Foods, Inc.

MEAT PRODUCTS, PACKERS

Alexander Provision Co.
Cadillac Packing Co.
Crown Packing Co.
Detroit Veal & Lamb, Inc.
Eastern Market Sausage Co.
Feldman Brothers
Guzzardo Wholesale Meats, Inc.
Herrud & Company
Johann Packing Co.
Kowalski Sausage Co., Inc.
L K L Packing Co., Inc.
Peet Packing Co. (Ypsilanti)
Pesckhe Sausage Co.

LI 8-5799 Peter Eckrich & Sons, Inc. KE 1-4466
TU 5-7500 Peters Sausage Co. TA 6-5030
TE 4-1400 Pitts Packing Co. WA 3-7355
345-4700 Sam & Walter Provision Co. TW 1-1200
TI 6-5700 Spencer, Inc. 931-6060
863-4292 Ruoff, Eugene Co. WO 3-2430
UN 1-2800 Wayne Packing Co. WO 1-5060
868-9800 Weeks & Sons (Richmond) RA 7-2525
883-6550 Winter Sausage Manufacturers PR 7-9080
TY 5-6000 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. & Distrib. 869-6363
Holden Red Stamps 444-1195
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 1-6096
Zablocki Electric LA 6-4854

SPICES AND EXTRACTS

Frank's Tea & Spices UN 2-1314

STORE EQUIPMENT

Almor Corporation JE 9-0650
Butcher & Packer Supply Co. WO 1-1250
Crime Prevention System 274-7160
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
Liberty Paper & Bag Co. 921-3400
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

Grosse Pointe Quality Foods TR 1-4000
C. B. Geymann Company WO 3-8691
Kaplan's Whlse. Food Service WO 1-6561
Spartan Stores, Inc. BR 2-2744
Super Food Services, Inc. 546-5590
Tobacco Brands Dist., Inc. TW 3-8900
United Wholesale Grocery 834-6140
Wayne County Wholesale Co. 894-6300
Abner A. Wolf, Inc. 584-0600

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