



THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

DECEMBER, 1967



Girl Scouts Kickoff Campaign

AFD director Jay Welch, of Hollywood Super Markets, takes time from his busy holiday schedule to help kickoff the annual Girl Scouts Cookie Sale for southern Oakland County. With him, from left, are scouts Amy MacLennan, Barb Stucky and Diane Gustner.

More Dairy Profits — Page 18

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 893-3260
 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
 Fred Sanders Company 963-0746
 Schafer Bakeries 833-7100
 Silvercup Bakery LO 7-1000
 Taystee Bread TY 6-3400
 Tip Top Bread TA 5-6470
 Warrendale Baking Co. 271-0330
 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
 Leone & Son 925-0500
 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

Sieve 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 & Son 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
 Rodin-Hollowell (Commodities) 843-1788
 Sosin Sales Co. WO 3-8585
 Stiles Brokerage Company 965-7124
 Sullivan Sales KE 1-4484
 James K. Tamakian Co. 963-0202
 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 4-0390

Lee and Meta Fraser LI 8-5799
 Gunn Dairies, Inc. TU 5-7500
 Land O'Lakes Creameries TE 4-1400
 Melody Dairy Dist. Co. 345-4700
 Sealtest Dairy TI 6-5700
 Trombly Sales 925-9505
 United Dairies, Inc. UN 1-2800
 Vlasic Food. Co. 868-9800
 Wesley's Quaker Maid, Inc. 883-6550
 Ira Wilson & Sons Dairy TY 5-6000

DELICATESSEN

Home Style Foods Co. (Deli.) FO 6-6230
 Quaker Food Products, Inc. TW 1-9100
 Specialty Foods (Deli.) 365-6330

EGGS AND POULTRY

E. J. Farrell Co. WO 2-1787
 Eastern Poultry Co. WO 1-0707
 Eastown Dairy Products 832-6800
 McInerney Miller Bros. TE 3-4800
 Napoleon Eggs TW 2-5718
 Orleans Poultry Co. TE 3-1847

FRESH PRODUCE

Badalament (bananas) 963-0746
 Jos. Buccellato Produce LA 6-9703
 Cusumano Bros. Produce Co. 921-3430
 Gelardi Produce WA 5-0969
 H. C. Nagel & Sons 832-2060
 North Star Produce VA 2-9473
 Spagnuolo & Son Produce 527-1226

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

MANUFACTURERS

Aunt Jane's Foods 581-3240
 Boyle Midway Company 543-3404
 Diamond Crystal Salt Company 872-3317
 Kraft Foods TA 5-0955
 Morton Salt Company VI 3-6173
 C. F. Mueller Company 357-4555
 Prince-Vivison Macaroni Co. 775-0900
 Roman Cleanser Company TW 1-0700
 Society Dog Food (Koch & Co.) DU 3-8328
 Shedd-Bartush Foods, Inc. TO 8-5810

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
 Great Markwestern Packing 321-1288
 Guzzardo Wholesale Meats, Inc. FA 1-1703
 Herrud & Company 962-0430
 Johann Packing Co. TW 1-9011
 Kent Packing Company 843-4900
 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. 931-6060
 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
 Super Toy, Inc. 923-4550
 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
 Superior Potato Chips 834-0800
 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
 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

Atlantic Service Company 965-1295
 Beneker Travel Service PR 1-3232
 Clayton's Flowers LI 1-6098
 Gulliver's Travel Agency 963-3261
 Zablocki Electric LA 6-4864

SPICES AND EXTRACTS

Frank's Tea & Spices UN 2-1314

STORE SUPPLIES AND EQUIPMENT

Almor Corporation JE 9-0650
 Butcher & Packer Supply Co. WO 1-1250
 Crime Prevention System 962-9799
 Diebold, Inc. DI 1-8620
 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
 Scan-A-Scope 823-6600
 Sentry Security System 341-9080
 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



Giancotti, LaRose Re-Elected AFD President and Chairman

Michael Giancotti, operator of Auburn-Orchard Super Markets, a three-store independent chain in Utica, was re-elected president of the Associated Food Dealers at the December meeting. Donald La Rose, head of Food Giant Super Markets, was re-elected chairman of the board of directors.

Officers re-elected by association members and directors were: Salim Sarafa of Big Dipper Super Market, first vice-president; Allen Verbrugge of Verbrugge's Food Market, second vice-president; Jay Welsh of Hollywood Super Markets, Executive Committee chairman; and Edward Deeb, executive director.

William Bennett, of Quik-Pik Food Stores, Warren, was elected to the post of third vice-president. He had been serving as AFD treasurer since the passing of Nino Ugval. Richard J. Przybylski of Jerry's Food Markets, Wyandotte, was elected Treasurer succeeding Bennett.

Seven retailers were newly elected directors of the Associated Food Dealers. They are:

THOMAS FOSTER, Sunny Side Super Markets, Dearborn;

SID HILLER, Shopping Center Super Markets, Southfield;

JACK HAMADY, Hamady Bros. Super Markets, Flint;

GEORGE C. JERRY, C. Jerry's Super Markets, Port Huron;

PHIL LAURI, Lauri Bros. Super Markets, Detroit;

FRED LEVEY, Lindy's Super Markets, Detroit;

RAY MARTYNIAC, Ray's Prime Beef, Trenton.

The election of Hamady and Levey are pending their acceptance of the AFD directorships.

Retiring directors include Joseph Sietz of Sietz Super Markets, Belleville; Walter Strong of D & C Super Market, Detroit; Joseph Tagliavia, Dan-Dee Super Markets, Detroit; and Steve Tizneff, Diny's Food Market, Pontiac.

Re-elected to serve as chairman of the AFD Board of Trustees was Alex Bell of Village Food Market and popular columnist for *The Food Dealer* magazine. Also re-elected to serve as trustees were John George of Food Farm Super Market; Albert Wyffels of Albert's Fine Foods; Edward Deeb, AFD executive director; and George Bashara Sr., AFD legal counsel.

Re-elected directors of the association were Edward Aho of J-A Super Market; Lafayette Allen Jr., Allen's Super Markets; Sidney Brent, Kenilworth Super Market; Sam Cosma of Atlas Super Market, Pontiac; Reuben Cottler of Dexter-Davison Super Markets.

Also, Samuel Fink of Great Scott Super Markets; Manuel Jona of Berkley Food Center, Berkley; Thomas Joseph, Joseph's Market; David Khami, Handee Super Market; and Carl Lecari, Lecari's Super Market, who also is advertising manager of *The Food Dealer* magazine.

In addition, Clayton "Sass" Lilly, Helm & Lilly Super Market; Ed Magreta, Berkshire Food Market; Bernie Middleman, Grand Value Super Market; Ben Rubens, King Cole Super Markets; Guido Saltarelli, People's Super Markets; Phil Saverino, Phil's Quality Market; George Schleicher, Schleicher's Market; and Harvey Weisberg, Chatham Super Markets.

The AFD officers and directors will be formally installed at the association's Annual Food Trade Banquet, to be held Feb. 13 at Cobo Hall. The event is the highlight of AFD's annual "Independent Grocers Week in Michigan," a statewide promotion.

William DeCrick Elected New DAGMR President

William DeCrick of DeCrick & Maurer food brokerage, an AFD member, has been elected the new president of the Detroit Association of Grocery Manufacturers Representatives (DAGMR). He succeeds Gordon Jacobson of General Mills who was elected chairman of the board.

Others elected to office were Alvin Hoppe of Paul Inman Associates, food brokerage and AFD member, first vice-president; Ray Donahue of Libby, McNeill and Libby, second vice-president; Earl English of Earl English Associates, secretary-treasurer; and Howard Phillips of Marks & Goergens, an AFD member, sergeant-at-arms.

Elected to the board, in addition to Jacobson, were Don Dorst of Independent Biscuit Company, an AFD member; and Carl Leonhard of *The Detroit News*.

The new officers and directors will be installed at DAGMR's annual Inaugural Ball, to be held January 6, 1968 at the Latin Quarter. Tickets are available and reservations can be made by phoning the DAGMR office, 835-1750.

(NOTE: The AFD wishes to congratulate publicly our sister association's new officers and extend best wishes for a most successful DAGMR year. If the AFD can be of any assistance or cooperation, we are at your service.)

The Sounding Board

To the AFD:

Mrs. Johnson was pleased to know that your organization supports the Keep America Beautiful campaign. She well realizes that the best place to begin improving our surroundings is right in our own communities, and she welcomes your constructive efforts.

Bess Abell
Social Secretary to
Mrs. Lyndon B. Johnson

Thank you very much for including me in *The Food Dealer* subscription list. I enjoy very much the copies you send me, and look forward to future issues. . . . It was my pleasure visiting with the Detroit group recently in Miami. Please extend my regards to all.

Sol Shaye
(Grosse Pointe Foods)
Miami Beach, Fla.

Seldom in a man's life does he have an opportunity to find out what the people he works with think of him. Suddenly, an occasion arises which brings this awareness, and unfortunately, the words to express our feelings cannot be found.

Such was the case for me recently. Words cannot describe my feelings as I came forward to accept an award bestowed upon me by those I have worked with for so many years. Through this letter, I would like to thank all who made the "Salesman of the Year" honor possible. You have made the past thirty-two years an experience I shall never forget.

Robert Landy
United Dairies

We would be delighted to join your fine association as a supplier member. Our application is enclosed. We have designated Stan Dynak, our Market Operations Manager, as our representative. We certainly appreciate this opportunity.

John M. Sanders
President
Fred Sanders Company

Many thanks for sending us *The Food Dealer* magazine for the past year. We have enjoyed it so much.

Lorraine Lewis
Food Giant Stores, Inc.

THE FOOD DEALER

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**THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT**

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Phone: 542-9550

EDWARD DEEB, *Editor*
CARL LICARI, *Advertising Manager*
CINDY WALKER, *Office Secretary*
JOAN SENA, *Insurance Secretary*

Officers — 1967

MIKE GIANCOTTI, President
Auburn-Orchard Markets Utica
DON LaROSE, Chairman
Food Giant - Dixfield Stores Hazel Park
JAY WELCH,
Chairman, Executive Committee
Hollywood Super Markets Royal Oak
SALIM SARAFA, First Vice-President
Big Dipper Market Detroit
ALLEN VERBRUGGE, Second Vice-President
Verbrugge's Food Market Grosse Pointe
CARL LICARI, Third Vice-President
LeCari's Super Market Ferndale
WILLIAM BENNETT, Treasurer
Quik-Pik Stores Warren

Trustees

ALEX BELL, Chairman
Village Food Market Grosse Pointe
JOHN GEORGE, Food Farm Market Detroit
AL WYFFELS, Albert's Fine Foods Detroit
EDWARD DEEB, Executive Director
GEORGE BASHARA, Legal Advisor

Directors

EDWARD ACHO—J. A. Super Market Detroit
LAFAYETTE ALLEN—Allen's Supermarkets Inkster
SIDNEY BRENT—Kenilworth Super Market Detroit
SAM COSMA—Atlas Super Market Pontiac
REUBEN COTTLER—Dexter-Davison Markets Oak Park
SAM FINK—Great Scott Super Markets Detroit
MANUEL JONA—Big Dipper Market Detroit
THOMAS JOSEPH—Joseph's Market Detroit
DAVID KHAM—Handee Super Market Inkster
CLAYTON LILLY—Helm & Lilly Market Ferndale
ED MAGRETA—Berkshire Food Market Detroit
BERNIE MIDDLEMAN—Grand Value Market Detroit
RICHARD PRZYBYLSKI—Jerry's Food Markets Wyandotte
BEN RUBENS—King Cole Super Markets Detroit
GUIDO SALTARELLI—People's Super Market Pontiac
PHIL SAVERINO—Phil's Quality Market Detroit
GEORGE SCHLEICHER—Schleicher's Market Detroit
JOSEPH SIETZ—Sietz Super Market Belleville
WALTER STRONG—D & C Super Market Detroit
JOSEPH TAGLIAVIA—Dan-Dee Super Markets Detroit
STEVE TIZNEFF—Diny's Food Market Pontiac
HARVEY WEISBERG—Chatham Super Markets Detroit

Six New Supplier Members Join AFD

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

Fred Sanders Company, maker and distributor of bakery products, candy and various confections, 100 Oakman, Detroit, Mich. 48203; phone 868-5700.

Badalament, Inc., wholesaler and distributor of bananas, 515 Tenth Street, Detroit, Mich. 48216; phone 963-0746.

Kent Packing Company, packer and distributor of meat products, 6800 Dix, Detroit 48209; phone 843-4900.

Sentry Security Systems, Inc., 19763 James Couzens, distributor crime prevention equipment, Detroit 48235; phone 341-9080.

Leone and Son, distributor of wine beverages, 3519 Gratiot, Detroit 48207; phone 925-0500.

E. Koch & Company, distributor of Society Brand dog food, 521 Stewart, Lincoln Park, Mich. 48146; phone DU 3-8328.

These new members and all AFD supplier members deserve your patronage. Refer to the Supplier Directory on Page 2 often. In fact, clip it out of *The Food Dealer* magazine and post near your phone. Inter-Industry cooperation is vital for food industry harmony.

IMPORTANT HOLIDAYS and PROMOTIONS

1968

New Year's Day	Sun., Jan. 1
Independent Grocers Week	Feb. 11-17
Lincoln's Birthday	Mon., Feb. 12
Ash Wednesday	Wed., Feb. 28
Washington's Birthday	Thurs., Feb. 22
St. Patrick's Day	Sun., Mar. 17
Good Friday	Fri., Apr. 12
Jewish Passover	April 13-20
Easter Sunday	Sun., Apr. 14
Mother's Day	Sun., May 12
Memorial Day	Thurs., May 30
Father's Day	Sun., June 16
Independence Day	Thurs., July 4
Labor Day	Mon., Sep. 2
Jewish New Year	Mon., Sep. 23
Jewish Yon Kippur	Wed., Oct. 2
Columbus Day	Sat., Oct. 12
Election Day	Tues., Nov. 5
Veteran's Day	Mon., Nov. 11
Thanksgiving Day	Thurs., Nov. 28
Christmas Day	Wed., Dec. 25

(Clip and Save)

Memo from Faygo

by
MORTON FEIGENSON
President



Christmas is such a wonderful time of the year. It creates an atmosphere that brings a miracle-like interruption to everyday living patterns and transforms human behavior into actions which seem to reflect general susceptibility to enthusiasm for usually forgotten values of life.

It brings to people a sudden need to have and to give companionship and understanding. Suddenly, they feel in harmonious accord with the world in which they live and with themselves. At the same time, there is greater tendency to turn to the salvation of prayer, even by those who feel they can do so only from a skeptical viewpoint.

Christmas brings respite from a world of disharmony, made so by hate, greed, prejudice, continuing war and apprehension of new wars. It is the one time of year man's surroundings take on adequacy for satisfying his spiritual needs. For a too fleeting period of time, people feel they live in a world where their futures belong and one that may one-day become well-ordered.

Christmas, in essence, is the one time of year when people strip themselves of their superficialities and channel their instincts into actions that are civilized and rational rather than savage and irrational.

Actually, when you think about it, what Christmas really does is bring about a temporary conversion of the adult world into a child's world. And, of course, the child's world is always cleaner, always fuller of healthy anticipation, always more free of the unpleasant and too often horrifying symbols of a mechanical civilization.

The once-a-year conversion is again apparent, almost everywhere you look. Wouldn't it be wonderful if man's feelings for his fellow man, as expressed in the spirit of Christmas, could prevail throughout the year?

Each year at this time we take the Faygo posters off the backs of our trucks and put up our Christmas posters. They carry just one word **PEACE**.

That one word conveys the spirit of Christmas as we cannot help but feel it. And, we believe, it best reflects the remarkable feelings men are basically and inherently capable of bestowing upon one another, and do at Christmas-time.

PEACE Does not that one word spell out mankind's greatest need and what the meaning of Christmas is really all about? Ultimately, can there be any other salvation for a world wherein living normally has the quality of a perpetual nightmare?

Advertisement

YOUR ASSOCIATION AT WORK

Review of AFD Involvement, Action Programs

The following is a year-end review of the many major action programs, projects and involvement of the Associated Food Dealers during the entire year. The report was compiled by AFD president Mike Giacotti and AFD executive director Ed Deeb, in place of their columns which usually appear in each issue of *The Food Dealer*.

JAN. - FEB.

Conducted the Associated Food Dealers' annual **"Independent Grocers Week in Michigan,"** a statewide promotion in behalf of independent food retailers. Gov. Romney issued a proclamation to that effect. Highlight of the big promotion was AFD's **Annual Food Trade Banquet and Installation**, held at Cobo Hall, with over 900 persons attending. Also, appeared before the Pearl Lean Warren Home Owners Association to explain the operations and economics of the food industry.

MARCH

Appeared at, and participated in Mayor Cavanagh's **Crime Conference**. Prepared and distributed a 6-page pamphlet calling for **"Total Action Against Crime,"** showing statistics of increasing crime, particularly those involving retailers and other businessmen. In the pamphlet and at the conference, the AFD recommended more police and higher salaries for policemen. It showed also that Michigan prisons were only two-thirds filled, and that court decisions are too lenient.

Accompanied AFD member Mussalem Eadeh to meet with Lt.-Gov. William Milliken in Lansing to discuss the rising crime rates in the state. Eadeh was the grocer who threatened to move to Canada unless crimes in Detroit decreased. Also, the AFD opposed Michigan **House Bill 2416**, which would have required a 5-cent deposit on ALL glass bottles and glass containers, on the basis it "was unfair, discriminatory and unconstitutional."

APRIL

The AFD helped launch our annual **Shopping Cart Theft Prevention** campaign to bring back lost or stolen carts to supermarkets, co-sponsored by the Food Industry Council, featuring Katie Kartnapper. The association also uncovered and publicized the then latest crime scheme of **"Till-Tapping."** The editorial in AFD's *The Food Dealer* magazine received wide community publicity in the press to help discourage potential till-tappers.

Also, AFD officers and directors appeared before the **Detroit Food Brokers Association** at Larco's Restaurant. Plans were revealed at this meeting to have coupon handling fees hiked to three cents, and the work being done to discourage bad check passing. In addition, the association endorsed and helped to launch **National Bank of Detroit's guaranteed check plan**, called "Checkmate."

MAY

The AFD was active in the annual **"Michigan Week"** promotional campaign. May 21-27. Again, an appeal was made to the **Detroit Common Council** for higher police salaries and more police to curb crime; a

repeat of the plea made in 1966 following the killing of grocer Jubrail Kasgoris.

Also, participated in the City of Detroit's **Clean-Up, Paint-Up, Fix-Up Week** annual promotion. The AFD was actively involved in the **Keep Detroit, Michigan and America Beautiful** campaigns, in cooperation with the Metropolitan Detroit Soft Drink Bottlers Association, the Detroit Board of Commerce, and the Michigan Chamber of Commerce, and other groups. A **"Don't Litter"** campaign was jointly developed and promoted to help discourage litter, especially that of no-deposit bottles.

JUNE

In order to work in cooperation with every association and organization doing business in Michigan's food field, the AFD formed a **Food Council**. The first step was to concentrate efforts in the field of legislation in the state and the nation, and the formation of the **Independent Food Dealers Council** with the Michigan Food Dealers.

In addition, the AFD held its annual **General Membership Meeting** June 13 at the NCR auditorium; featured speaker was Wayne County Prosecuting Attorney, **William L. Cahalan**. Also, the association tied in with the Automobile Club of Michigan's **"Bring 'Em Back Alive"** campaign. A fund raising campaign to help provide financial assistance to the family of Jubrail Kasgoris was launched, with the association contributing some \$1,000 in cash, furniture and appliances.

On June 26, AFD's Don LaRose, Mike Giacotti and Ed Deeb appeared before the **Detroit Association of Grocery Manufacturers' Representatives**, at Monte's Rathskeller. President Giacotti informed DAGMR members that the consuming public was becoming more oriented to convenience foods, and a wide variety of merchandise to choose from.

JULY

This was the month which was to bring great tragedy in the form of the **nation's worst riots**, affecting some 400 food and beverage store operators. The AFD assisted retailers in seeking aid, insurance, SBA loans, etc., in cooperation with the Board of Commerce. The association spoke out against flagrant charges of "price gouging" during the rioting period.

AUGUST

Attended the annual convention of the **National Assn. of Independent Food Retailers** in Miami Beach. The AFD recommended many resolutions to provide relief and aid to riot-torn retailers, especially in the form of insurance. During the meeting, AFD chairman Donald LaRose was elected president of NAIFR; while AFD executive director Ed Deeb was elected executive secretary of the association. During this month, the association was **commended by Gov. George Romney** and Lt.-Gov. William Milliken for the involvement of the association following the riots. The AFD was one of many co-sponsors of a meeting of some 600 businessmen to seek aid and assistance for them.

SEPTEMBER

The AFD's annual **President's Awards Banquet** was held at the Roostertail. Robert Landy, Sam Greenberg and Tom Guswiler were selected "Salesmen of the Year;" while Cyrilla Riley and Kay Savage were cited for distinguished service; and Leo Green was awarded an honorary AFD membership. During this month, the AFD opposed the **Michigan Liquor Control Commission** ruling requiring only one mixed case of brands with every 10 cases purchased on the basis of denying freedom of brand choice, and that it was detrimental to smaller retailers who do not buy in quantity lots. Four AFD members participated in a **Consumer Panel** in cooperation with **Food Information Week**, sponsored by Michigan State University's Cooperation Extension Service. Participants were Bernard Weisberg, Mike Giacotti, Tom Foster and Tom Quinn.

OCTOBER

Participated in the annual **United Foundation Torch Drive** campaign; food retailers division was chaired by Harvey Weisberg. Urged Gov. Romney to include stronger riot control measures and the possibility of a state property insurance pool on the agenda of the **Special Session of the Legislature**. **Met with Mayor Cavanagh's** top aides concerning problems involved in riot recovery and store reconstruction; urged greater police protection against future looting, among other things.

NOVEMBER

Attended a Mich. Liquor Control Commission hearing on liquor policies. The AFD urged that a more equitable policy concerning purchases (one with three instead of one with 10); and called for more direct communications with SDD and SDM licensees and associations in the future. Appeared before the **Southeast Detroit Exchange Club** to explain the operations and economics of the food field.

The AFD commended Mayor Cavanagh for finally taking a long overdue stand against crime in *The Food Dealer* magazine. Also, the association commended President Johnson's consumer advisor, Miss Betty Furness, for defending merchants operating in so-called ghetto areas. The association concluded a three-part series on how to improve store security and help reduce theft, pilferage and robberies; written by Roy Anderson of Chatham Super Markets.

DECEMBER

In a large effort to improve communications between consumers and the food industry, and retailers and suppliers, the AFD established a **Suppliers Advisory Council** and a **Consumers Council**, and a full-time **Speakers Bureau**, comprised of individuals from all segments of our industry. Also, the AFD appeared, and testified at, a **Joint Michigan House-Senate Committee** studying the availability of property insurance in sub-standard and riot-torn areas. The AFD recommended the insurance pool of Commissioner David Dykhouse; and suggested national private pool of insurance companies which would bring some \$600 million into a common insurance fund.

Wine Wholesalers Form New Group

The Wine Wholesalers of Michigan, a new trade group recently organized in the state to "effect the position of wine wholesalers before the public, other segments of the trade, the Liquor Control Commission and the Legislature," has been officially formed.

John Leone of Leone & Son wine distributor and an AFD member, was elected president of the WWM. Other officers include Milford Lewis, vice-president Henry Gage, secretary-treasurer and Anthony Ciarravino, general counsel. Directors include J. Lewis Cooper, J. W. Sturgis and George Bartlett.

MICHIGAN STATE WINS MEAT JUDGING CONTEST

Four youths from Michigan State University combined their talents recently to score 3597 out of a possible 4000 points and thereby won the 37th annual inter-collegiate meat judging contest at the American Royal Live Stock Show in Kansas City, at the Swift & Company plant.

The MSU team, coached by Prof. Robert A. Merkel, placed first in a field of 17 teams from agricultural colleges and universities in 16 states.

Happy Holiday Greetings

— From the AFD Staff



QUALITY!



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Wayneco Wholesale Company, Inc.

and MICHIGAN HOUSEWARES

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Phone 313/894-6300



Bill Davis, Manager of the Pantry Market in Dearborn Heights, right, and Canada Dry's Dick Glencer standing next to a high turnover display.

Ready or Not?

Bill Davis is one retailer who is ready for the busy holiday season. He knows that his customers will be needing more mixes during this time, so he has stocked up on fast-moving Canada Dry mixes well in advance. And, he uses smart, attractive and appealing displays which increases his turnover and of course, his profits too! If you are not yet ready . . . please call so we can help you get your share of holiday sales.



15004 Third Avenue • Highland Park

PHONE 868-5007

Beware of Fast Talking Swindlers of \$20 Bills

Criminals seem to devise all sorts of methods to accomplish their illegal and unethical ends. Most of these ingenious schemes reveal the depth, planning and intensity to make a "fast buck."

Although of a less serious nature, the following example still reflects the intricate plans being used by some outright crooks and cheaters.

Two people working together can easily obtain a quantity of \$20 bills in serial number sequence at a bank. Using one of them, an individual makes a purchase at a retail store.

After waiting a short time, the second individual will go into the same store and make a purchase with a bill of a smaller denomination. When the store owner gives him the change, the purchaser will claim he gave him a \$20 bill. As proof, he will explain that he had just received a number of \$20 bills from the bank and that the one he gave him should have a serial number in sequence with the others, which he gladly shows the store owner or cashier.

Naturally, as the owner goes through his \$20 bills, he finds, the one which the first partner had given him. As a result, he has little choice but to agree with the customer and give him the change for a \$20.

The Associated Food Dealers cautions grocers and beverage store operators to be aware of such devious schemes, especially during the busy holiday season.

A Retail Opportunity

New party and grocery store for sale by owner at 3600 Gratiot Avenue, corner of Ellery on the east side. Will make special deal. Telephone 264-0150, ask for Mr. Bennett.



BIG PROFIT CHAMP

Big in every way.

CASH IN!

Call 826-5030

Peters SAUSAGE COMPANY

Around The Town

In the October issue of The Food Dealer, **Joe Mocer**i, owner of **Jolly Candy Apples**, said he would give one box of candied apples free to the first 10 retailers who phone him to say hello. Well, the wrong number was published and dozens of retailers ended up phoning Dr. Paul B. Solway of Ypsilanti instead. Our apologies go out to Dr. Solway, and for inconveniencing those who called, and the doc's nurses who answered the many calls. The correct number is 383-5900, and Mr. Mocer said the offer still goes. Those who guess how many candy apples he sells, will get a free stuffed 24-inch tiger.

* * *

The appointment of **Thaddeus Owczarek** to the post of mechanical operations superintendent at **Faygo Beverage Co.**, an AFD member, has been announced by **Mort Feigenson**, president. **Owczarek** joins **Faygo** after 20 years with **Associated Brewing Company**.

* * *

Delivery of **Coca-Cola** and related items, have resumed to **Detroit** area retailers following the return to work recently of 450 union members of the **Coca-Cola Bottling Co.**, an AFD member. Members of **Local 88, Brewery & Softdrink Workers Union** went on strike Sept. 19.

* * *

Tony and Robert Bombach, owners and operators of **Van Dyke Super Market**, an AFD member, have announced that they have recently remodeled their big store. The **Food Dealer** also learned that **Bob** and his wife will be leaving soon for a two-week **Miami** vacation.

* * *

One retailer who phoned recently, and who will remain unidentified, passed on a good suggestion to supermarket operators and local chains concerning the next bargaining session with the unions: "Invite housewives to the negotiation meetings." They would be fascinated to see what goes on behind the scenes. He also suggested that the same be done with the automotive firms and so on.

* * *

Congratulations go out to **George D. Keil**, of the **Keil-Weitzman Company** brokerage, an AFD member, on being elected the new president of the **Jewish Community Center**. **Keil** is also active as director of the **Jewish Welfare Federation**, and **United Jewish Charities**.

The **Associated Food Dealers** extends congratulations to **Paul Inman**, of **Paul Inman Associates**, an AFD member, and **Jack White**, of **W. H. Edgar & Son** for their appointments to committees of the **National Food Brokers Association**. **Inman** was named to the merchandising committee, and **White** to the industrial sales committee. Making the announcement was **NFBA** president **Watson Rogers**.

* * *

Charles Irwin Olender has been named president of **Philip Olender and Company**, importers, jobbers and packers of food products, **Detroit**. He succeeds his father, **Philip Olender**, who has retired. Others elected to office of the firm, which was established in 1921, were: **Allen Cohl**, vice-president; and **Rae Olender**, secretary-treasurer.

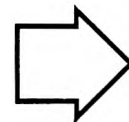
* * *

Food Marketers, Inc., an AFD member, has named **Albert Kaploe** sales manager of the firm's institutional division. **Mr. Kaploe** has been in the food field for 20 years, joining the brokerage firm in 1959, after serving as a sales supervisor for **Vlasic Foods**. Making the announcement was **James Scoggins**.

* * *

Marks & Goergens Inc., an AFD member, has announced that **Joseph Caruso** was named manager of the firm's retail frozen foods division. Also, **Harvey Hicks** has been promoted as head of the institutional frozen foods department. Also, **James Cox** has been transferred to **Saginaw**.

**A New Fat Profit
Idea From Libby's.
Turn Page and See.**



This year Libby's is pouring over \$2,000,000 into the vast waist-land

Low calorie fruits now own 10% of the
\$400 million low calorie food market—
and they're growing fast.

Test markets prove Libby's
Low Calorie Fruits provide
plus-sales in the
regular fruit section
and generate
outstanding
repeat business.




Libby's is the big time spender
in the field.

National support: network TV plus
coupon-carrying Sunday Supplements.

Regional support: heavy spot
TV plus local newspapers
(also with coupons).

Conclusion: We've taken calories
out and put new profits in your
regular canned fruit section.

Something good is always cooking at Libby's. 



SEASON'S GREETINGS

From These Fine Companies and

1967 Advertisers in THE FOOD DEALER Magazine

Almor Corporation
American Bakeries
Aunt Jane's
Atlantic Service Company
Awrey Bakeries
Badger Paper Company
Better Made Potato Chips
Boyle-Midway
CKLW Radio
Canada Dry Corporation
Continental Food Brokerage
Crown Packing Company
Cusumano Bros. Produce
Darling & Company
Del Monte Corporation
Detroit Food Brokers Assn.
Detroit Rendering Company
Dixie-Cola
Detroit Veal & Lamb
Peter Eckrich & Sons
Eastern Market Sausage Co.
Farm Crest Bakeries
Faygo Beverage Company
Fontana Brothers
Frank's Tea & Spice Co.
Goh's Inventory Service
Gulliver's Travel Agency
Guzzardo Wholesale Meats
Hamm's Beer
Herrud & Company
Hi-C Products

Holden Red Stamps
Hussman Refrigeration
Paul Inman Associates
Kaplan's Wholesale Food Service
Kar-Nut Products Company
The Kellogg Company
Koepplinger's Bakery, Inc.
Lepire Paper & Twine
Libby, McNeill & Libby
Liberty Paper Company
Magnuson Food Products
Mario's Olives
Mavis Beverage Company
Melody Dairy Company
Michigan Wineries
Midwest Refrigeration Co.
Mutual of Omaha
McMahon & McDonald, Inc.
National Bank of Detroit
National Biscuit Company
National Market Equipment Co.
Oven King Cookies
Page & Cox Egg Company
Peet Packing Company
Pepsi-Cola Company
Peschke Sausage Company
Peter's Sausage Company
Peterson & Vaughan, Inc.
Pitts Packing Company
Quaker Food Products
RC-Cola

Sam & Walter Provision Co.
Scan-O-Scope
Schafer Bakeries
Schmidt Noodle Company
Seal-Ad Tape Company
Sealtest Foods
Spencer Meats, Inc.
Squirt-Detroit Bottling Co.
Standard Brands
Stroh Brewery Company
Super Food Services, Inc.
Superior Potato Chips
Sylvania Electric Company
Taystee Bread
Tip Top Bread
United Dairies
United of Omaha
Vernor's, Inc.
Vicki Foods
Vita Boy Potato Chips
Vlasic Food Company
Vogel-Ritt Exterminating Co.
Ward Baking Company
Wayneco, Inc.
Wayne Soap Company
Wesley's Quaker-Maid Ice Cream
Wilson & Company
Ira Wilson & Son
Abner A. Wolf, Inc.

Support These Advertisers and AFD Members

Associated Food Dealers — The Food Dealer

"Michigan's Action Retail Association"

**Associated Food Dealers —
Michigan's Action Retail Association**

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BOLOGNA — WIENERS

HAMS — BACON

931-6060

8920 LYNDON

gulliver's travel inc
1300 lafayette east mezzanine
detroit, michigan 48207



area code 313
phone: 963-3261

Joe Solaka
Tom Solaka



**BIG on FLAVOR! — BIG on VALUE!
BIG on FRESHNESS!**

TIP TOP BAKERS

IN FLAVORGUARD OLEPHANE WRAPPER

3600 TOLEDO

SUSTAINING MEMBER

Phone TA 5-6470

Get In The Picture



Ray Pinni, manager of the Auburn-Orchard Super Market in Utica poses next to his high-profit cigarette vending machine.

Big Profit . . . Big Volume . . . Big Turnover . . .

Michael Giacotti, head of the 3-store Auburn-Orchard Super Markets, "We find that the best way to sell single packages of cigarettes is through Fontana vending machines. We are able to enjoy the same profits—without having to invest our own money." Let us show you how you can gain additional sales and profits.

Fontana BROTHERS

Cigarette Vending Machines
3245 Hubbard • Detroit

FOR SPEEDY SERVICE PHONE 963-6677

TAX TOPICS

State Income Tax Can Be A Blessing!

By **MOE R. MILLER**
Accountant and Tax Attorney

The title of my article could be mis-leading, but with the passing of Act No. 281, the Michigan Income Tax Act, the Business Activity Tax (commonly referred to as a nuisance tax) will be repealed as of January 1, 1968. The abolishment of this tax could mean a tax savings to the super market owner, as illustrated below:

EXAMPLE 1—State Income Tax rates per individual is 2.6%. If you have earnings of \$25,000, and four exemptions, and not considering the rental allowance or property tax allowance, the tax would be \$525.00.



MILLER

EXAMPLE 2—State Income Tax for a corporation is 5.6% using the same earnings of \$25,000 tax would be \$1,400.

EXAMPLE 3—Business Activity tax is 7.75% and is based on Net Profit, plus payroll, plus personal property depreciation, less a statutory exemption of \$12,500.

Let us assume now a supermarket has an annual volume of \$2,000,000.

Net Profit	\$ 25,000.00
Payroll	170,000.00
Depreciation	10,000.00
Total	\$205,000.00
Exemption	12,500.00
	<hr/>
	\$192,500.00

The tax, less the credit, would be \$1,328.

RECAPITULATION:

Example 1—Tax Savings of \$803.00.

Example 2—Cost to the corporation of \$72.00.

You must bear in mind, if an individual proprietor or a corporation breaks even or loses money there is no state income tax to pay. But, there would still be a Business Activity Tax due, because the tax of \$7.75% is based on payroll, plus personal property depreciating, less the loss, if any.

FACTS ABOUT THE STATE INCOME TAX

RESIDENT: Domicile means a place where a person has his permanent home. If an individual

(Continued on Next Page)

KAPLAN'S WHOLESALE FOOD SERVICE

Swift and Wilson's Chittlings
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)

"MADE FRESH DAILY
IN MICHIGAN"



SAUSAGE - HAMS - BACON

QUALITY VARIETY SERVICE

Mr. PITTS PACKING CO. Detroit

Call **WA 3-7355** Sales

lives in this state 183 days he shall be deemed a resident of this state. The term "resident" when referring to a corporation, means a corporation organized under the laws of this state.

EXEMPTIONS: A personal exemption of \$1,200 times the number of dependents is allowed on the state tax return.

FOLLOWING is subtracted from earnings:

1—Interest income derived from obligations of the United States Government, such as United States Government Bonds.

2—Compensation received for services in the armed forces.

3—Alimony or separate maintenance payments to the extent included in the wife's adjusted gross income.

Effective January 1, 1968, every person subject to paying State Income Tax shall be allowed the following credits: City Income Tax, Property Taxes and 20% of the gross rent, all computed as follows:

CREDITS CLAIMED:	CREDITS ALLOWED:
Not over \$100.00	20%
From \$100.00 to \$150.00	\$20.00 plus 15% in excess of \$100.00
From \$150.00 to \$200.00	\$27.50 plus 10% in excess of \$150.00
From \$200.00 to \$10,000	\$27.50 plus 5% in excess of \$200.00

An estimated tax shall be filed if the annual tax can reasonably be expected to exceed the amount withheld by more \$100.00.

Any employer required to withhold a tax from wages and sells his business, his successor shall withhold sufficient amount of the purchase money to satisfy the amount of tax which may be due and

unpaid, until the former owner produces a receipt for payment of the tax from the department. Any successor who fails to withhold purchase money is liable personally for any tax accruing by virtue of the business of the former owner.

Every person shall keep such records as the department may require for a period of six years.

There are many other facets of the new Michigan Income Tax Act not covered by this article, such as: allocated taxable income, capital gains, rental income, if said property has a situs outside of the State of Michigan, etc. It is advisable to review these matters with your professional advisor.



Happy Holiday Greetings

Would You Like More Sales ?

SEALTEST FOODS' STORE SALES
DIVISION WILL BE HAPPY TO
SUPPLY YOU WITH INFORMATION
GATHERED FROM A WIDE VARIETY
OF SOURCES TO HELP YOU
ANALYZE YOUR ENTIRE STORE.

CALL TI 6-5700



(ASK FOR STORE SALES)

The Test Of Time...

85 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

P. O. Box 329
Main Post Office
Dearborn, Michigan

ALLIED MEMBER

THE BELL RINGER

On Beatniks, Hippies, Wives and Ecdysiasts

By ALEX BELL

So what's new with pot, pornography and Bordellos? Well, you won't find out about these choice items in this column, but we figured it would be a helluva way to start it. At least it gets your attention! From here on out it will be the same old jazz however.



Mr. Bell

We resent the statement made by one of our good AFD members, Phil Lauri, that he has read all the items appearing in this column before we write them. Phil, you couldn't have. You cannot read that much because you work too long hours!

* * *

"My personal reaction to supermarkets who charge 10 cents to the shopper who pays by check is partial boycott. Join me, why don't you? What you do is patronize your nearest independent grocer for the bulk of your grocery shopping. It may cost you more, but it'll be worth it. He'll cut fresh meat for you, listen to your com-

plaints, order your favorite flavor of yogourt, and accept your check because to him, you're a real person!

"Shop the supermarkets with all your coupons for 'cents-off.' Only buy things for which you have discount coupons, and pay your bill with nickels and dimes. You can be a real person, there, too!"

(Note: The preceding item was from Liz Montgomery's column in the Michigan Beverage News. Our comment: Don't mess with the machinery, Liz.)

* * *

Lost Cause: It is hard to believe but less than 200 years ago we went to war to avoid taxation.

* * *

Note to the Old Time Members of NAIFR: Past President Charley Bauer of Cincy passed away Monday, Nov. 13th after a long illness.

* * *

We adjure you to Watch Out for school children — especially if they are driving cars.

* * *

Whilst we are on a car kick, how about this one: When a husband opens a door and helps his wife into the car, he has probably just acquired one or the other.

* * *

I'm glad Christmas is coming because I'm down to my last 10 bottles of shaving lotion.

* * *

Our better 3/4's just walked in with five hats. We asked her what she wanted with five new hats. Said she: five new dresses. This gal will drive us nuts someday.

* * *

Peyton Place: The original love-in.

* * *

An interesting side light on modern meat business: A purchase was made in a Johnny-come-lately discount (?) food store. Five veal chops in a package weighed 14 ounces, or \$1.20 at \$1.39 per pound. We broke this down to 8 ounces of meat, six ounces of bone cost of meat: \$2.40 per pound. Besides this, the hook was in for 2¢, and this was real junk. Feldman's bones are better Veal than this!

* * *

We got a Charge out of this one: We were eating in a one-arm joint the other evening and in walked a hippie with the long hair, beard, etc. The waitress, after a little conversation, asked the weirdo, "What did you look like before you went into the dump?"

(Continued on Next Page)

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

"First We Render Service"

ALLIED MEMBER

We finally found out what "ecdyciast" means: It's only a high class name for a burlesque stripper.

* * *

The cover of our recent issue of **The Food Dealer** looked like Playboy. Keep it up Deeb. Get a little sex into our drab lives.

* * *

Random Thought: Did Cinderella marry for money?

* * *

The beatnicks have a Christmas song: "I'm dreaming of a good tripmas."

* * *

Our child bride reports that she had occasion to take a taxi. On arrival at her destination, she asked the driver, "How much?" The driver quipped: "No charge lady, you drove all the way." That's my old lady!

* * *

Just in Time for Christmas: We have seen an ad for a cosmetic case for the lady of your life. It is made of black alligator or lizard and lined in hand quilted calfskin. The cost? A measly \$1,200! Of course if you want to be a cheapie, they have one for \$8 bills. This little item is available at Bonwit Teller or I Magnin Shops. (And they complain about the price of hamburger!)

* * *

We like Jack Leonard's quip about the Israelites capturing 100 Arab tanks and marking them down to \$4.98 to get rid of them.

* * *

Looks Like Shirley Temple Black's new theme song should be "The good ship Lolliflop."

* * *

And they called Milton Berle "The Thief of Badgags."

* * *

Merry Christmas (bah) and a Happy New Year (oh boy) to all members and friends of the AFD.

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

AFD Aids Jaycees Project

The Associated Food Dealers and both member and non-member food firms recently participated in the "Detroit Christmas in Vietnam" project sponsored by the Detroit Junior Board of Commerce (Jaycees).

The project was to assure that Detroit area servicemen fighting in Vietnam would be assured of a Merry Christmas. The Jaycees packaged and sent some 5,000 boxes to these servicemen filled with candy, food, basic necessities, and a wide variety of sundry items.

Coordinator of the food industry segment to seek firms who would donate items for the Vietnam packages was AFD executive director, Ed Deeb, who is also an active member of the Jaycees.

Food firms who participated in the Christmas projects were, AFD members Awrey Bakeries, Kowalski Sausage Co., Fred Sanders Company, Vernors, Inc., and Abner A. Wolf, Inc. Others included Great A & P Tea Company, The Kroger Company, General Foods and the Michigan Popcorn Company.

Jaycees project director for the program was Larry Walker of Campbell-Ewald, Detroit advertising agency. Honorary Chairman was Alfred R. Glancy, Jr., Detroit business and civic leader.

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



GUEST EDITORIAL

How To Achieve More Dairy Sales, Profits

By OLIE OLSON

Manager Store Sales
Sealtest Foods

Nearly every week, Grandpa Will Sonnet of the "Guns of Will Sonnet" television show, makes this statement: "No Brag — just fact," when he has a point to make. He feels because it is a strong statement, perhaps people won't believe him.



OLSON

The following collection of information is presented "No Brag — Just Fact" to stimulate your thinking and to draw attention to the sadly neglected department of the store. The statements are indeed fact and have been gathered from many studies made throughout the country

The unit sales per square-foot in the dairy section are greater than in any other department in the store. Dollar sales per square-foot are second only to the meat department.

Gross profit per square-foot is the second highest in the store, or \$1.24 gross profit per square foot for meats, \$1.10 for dairy, and down to the low 50's for groceries. The handling or labor costs are about half (1/2) that of groceries.

The Sausage with the Second
Helping Flavor . . .



QUALITY PLUS !

Peschke Packing Co.

2600 EAST GRAND BLVD.

TRinity 5-6710

SUSTAINING MEMBER

When figured as a percentage of sales, the space cost is also one-half that of groceries. This department will use only about 5% of the store's total selling space while contributing 10-13% of the total sales.

After assigning all costs such as handling, space, etc., to a department, we then are able to develop product profit. This is the only true way to measure the individual product or department.

With so many items in the store today, each must be measured by its direct product profit to determine its contribution to the store's success. Direct product profit, when applied to the dairy department, per cubic foot of space, is 6 to 10 times the grocery average.

The dairy department contains a number of high demand items, one or more of which is on the average shopping list. Studies have shown that 93 out of every 100 people entering the store pass the dairy case and 78 buy at least one item. The rate of turnover in groceries is about 20 a year while in dairy, the rate of turnover is about 41, for example.

A breakdown of the newspaper advertising space devoted to the various departments in retail food stores revealed the following:

Dry Groceries	35%
Meats	25%
Head Lines	20%
Produce	9%
Laundry and Paper	6%
Frozen Foods	5%
Non Foods	5%
*Dairy	4%
Bakery	2%

The point of all these statistics, as was mentioned earlier, is to stimulate your thinking and draw your attention to this department.

Are you, as an operator, devoting 10-13% of your effort to the department which generates this amount of sales? If a department can contribute this much and not have 10% of the "push," what could you expect with some effort? MORE SALES AND MORE PROFITS!

What can be done? First, you must have the proper equipment to display the many products which are considered part of "Dairy." Then the proper use of this equipment can be assured by having a management endorsed layout of the case. This is extremely important. With so many direct store deliveries being made to this department, it has been found that valuable space is being used by slow movers.

A great deal of money can be tied up in inven-
(Continued on Next Page)

tory. A recent Purdue University store study revealed 22 brands of oleo. The number of brands then was cut in half and the inventory reduced by \$800.00. The ten remaining brands sold more oleo than the 22 did before the adjustment.

A management endorsed case layout also reduces out-of-stock conditions which are costly due to loss of sales. Labor can also be greatly reduced if the space is properly allocated because amount of time spent in re-stocking will be less.

It is also essential to have product variety and to make sure it is properly priced. All too often, prices are carried forward to the next order by using the price on products in the case.

Additional sales have been obtained by verticalizing products and through the development of "departments" such as gourmet foods. Promotion of the department through ads, point-of-sale material, related item selling also will contribute additional sales and profits. Try it and see.

NO BRAG — JUST FACT!

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

Group Blue Cross - Blue Shield Available To All Member Stores And Their Employees

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

THE FOOD DEALER
434 West Eight Mile Rd.
Detroit 20, Mich.

BULK RATE
U. S. POSTAGE
PAID
Detroit, Mich.
PERMIT No. 4475

Return Requested



Published as a Service of the Associated Food Dealers
(Clip and Post Near Phone)

DETROIT POLICE DEPARTMENT

NEW! DIRECT DIAL

TELEPHONE SYSTEM

☆ Effective Nov. 18, a new telephone system adopted by the Detroit Police Department will allow citizens to call directly to the person or bureau they want. Following are some important numbers:

Precinct Stations		Accident Prevention		Mounted Bureau	
1st	Central	224-4010	Desk	224-4215	Narcotics
	Detectives	224-4015	Fatal Squad	224-4220	Obscenity Detail
2nd	Vernor	224-4020	Hit & Run	224-4225	Personnel Office
	Detectives	224-4025	Precinct Detail	224-4230	Recruiting
4th	Fort-Green	224-4040	Accounting Office	224-4340	Photo Bureau
	Detectives	224-4045	Auto Pound	224-4210	Prisoner Information
5th	Jefferson	224-4050	Auto Recovery	224-4200	Property Office
	Detectives	224-4055	Abandoned Cars	224-4207	Public Vehicles
6th	McGraw	224-4060	Information	224-4200	Racket Conspiracy
	Detectives	224-4065	Detectives	224-4205	Record Bureau
7th	Mack	224-4070	Bad Checks	224-4255	Gun Information
	Detectives	224-4075	Breaking & Entering	224-4275	Pawn Shop Records
10th	Livernois	224-4100	Citizens Complaints	224-4235	Recruiting
	Detectives	224-4105	Commissioner	224-4400	Robbery, Breaking & Entering
11th	Davison	224-4110	Communications Center	224-4430	Scientific Bureau
	Detectives	224-4115	Control Center	224-4405	Special Investigation
12th	Palmer Park	224-4120	Corporation Counsel	224-4238	Towed Cars
	Detectives	224-4125	Detective Division	224-4400	Traffic Division
13th	Woodward	224-4130	Executive Offices	224-4400	Motor Traffic
	Detectives	224-4135	Gun Information	224-4355	Stationary Traffic
14th	Schaefer	224-4140	Harbormaster	224-4260	Traffic Safety
	Detectives	224-4145	Holdup Bureau	224-4270	Vice Bureau
15th	Conner	224-4150	Homicide	224-4280	Women's Division
	Detectives	224-4155	Identification	224-4290	Youth Bureau
16th	Northwest	224-4160	Intelligence	224-4240	Youth Investigation
	Detectives	224-4165	License Bureau	224-4308	All Other Calls
Belle Isle		224-4260	Liquor License	224-4300	
			Missing Persons	224-4400	