

Free Enterprise vs. Monopoly



ASSOCIATED FOOD DEALERS
of GREATER DETROIT

Serving the Independent Grocer

THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

FEBRUARY, 1967



Independent Grocers Week

Gov. George Romney signs the proclamation declaring "Independent Grocers Week in Michigan," Feb. 12-18, in conjunction with the Associated Food Dealers' annual promotion. Looking on, from left, are Harry Veldkamp of the MFDA; and Ed Deeb, Michael Giancotti and Allen Verbrugge of the AFD.

Banquet Program — Page 25

MR. DEALER, YOU COULD WIN A TRIP TO Hawaii

OR ONE OF OVER 300 OTHER PRIZES IN THE
BIGGEST DIET-RITE® DEALER CONTEST EVER!



GRAND PRIZE • Fabulous Hawaiian vacation for four with all expenses paid. OR a 1967 Ford station wagon. **5 SECOND PRIZES** • Westinghouse home entertainment center: a combination 25" color TV-stereo phonograph-AM/FM radio. OR Space-saving Westinghouse refrigerator-freezer combination and dishwasher. **50 THIRD PRIZES** • Westinghouse portable TV set. OR Singer portable sewing machine. **250 FOURTH PRIZES** • Westinghouse hair dryer.

HOW CAN YOU WIN?

You can't lose! It's the money-makingest promotion you've ever had. Diet-Rite and Dixie Cups & dispensers. A natural combination. Backed up by \$250,000 worth of network TV plus powerful



local support via television as well as in-store displays and point-of-purchase material. Ask your Diet-Rite Cola Salesman for complete details.

Royal Crown Cola Co. Columbus, Georgia

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The new, beautiful and spacious Hollywood Store in Troy.

Hollywood Opens No. 3 — A Beauty

Hollywood Super Markets opened its third store last month on West Maple Road in Troy. Without exaggerating, the store is one of the most beautiful independent food stores, if not THE most beautiful, in all of Michigan.

The 17,000 square-foot unit sparkles with colorful modern soft pastel stripes and wood paneling, and has parking space for about 150 cars. In addition, the store contains seven checkouts, with ample space in the rear for storage. The offices on the second floor will be the new headquarters for Hollywood, according to president John "Jay" Welch, who is also a director of the Associated Food Dealers.

Departments include grocery, meat, dairy, delicatessen, produce, bakery, health and beauty aids, and a wine cellar. The beer, wine and soft drinks section of the beverage department features something new—a conveyor system which can fill empty beverage slots from the rear of the store on rollers.

The exterior of the building features fancy stonework, complete with slanting, overhanging roof. The other two Hollywood stores are located on North Main, and South Campbell streets in Royal Oak.



JAY WELCH, president of Hollywood Super Markets, poses for The Food Dealer photographer near the variety-packed meat and delicatessen counter. Flanking Welch on the left is Ed Young; and on the right, Ralph Robbins.



GIANCOTTI
AFD President

ANNUAL PRESIDENT'S MESSAGE

Era of Consumerism Here — Consumers Need More Information

Reviewing the past year, we find it has been a busy and hectic one for the food field.

In 1966, it was the year of the Consumer Rebellion. Ignited by an angry Denver housewife, the revolt soon spread to all parts of the nation.

Certainly we must admire the housewives for airing their grievances. After all, we do have the right to speak out as endowed in our Constitution. However, it is the opinion of many that they were misinformed and mis-directed.

The problem of rising food costs are directly attributed to the inflationary tendencies of our country. This is the real cause of higher prices, not only in food, but in all other products as well, and not the local supermarkets.

The year 1966 was also that of increasing crime affecting small businessmen—despite good economic conditions which usually discourages crime. We learned of the tragic and brutal murders of two fellow grocers—Jubrail Kasgegis and Shaker Aubrey—who left their families behind in the pursuit of an honest, decent livelihood.

In 1966 we also saw the adoption of Sen. Phil Hart's "Truth in Packaging" bill, designed to protect consumers in the area of packaging, deceptive advertising and the like. The bill, along with the efforts of Mrs. Esther

Peterson, the President's advisor on consumer affairs, and Agriculture Secretary Orville Freeman, was further designed to protect consumers.

This leads us to two definite and clear conclusions: (1) a need to provide more knowledge and information to consumers by the food industry; and (2) a need for more self-policing of our own industry on a voluntary basis.

Finally, 1966 was also the most successful year for the Associated Food Dealers of Greater Detroit—the official voice and spokesman of leading food retailers and distributors. During the year, the AFD under the leadership of Don LaRose, many new programs were initiated, for the mutual benefit of the entire food field, and not only for AFD members alone.

During 1967 and in future years, the Association will continue to offer sound action programs to improve and better the industry in which we do business. We must constantly offer the consuming public the best possible products at the lowest possible prices in the American tradition of free enterprise.

In conclusion, I am honored that the AFD membership has elected me to serve as your new president. You can be sure that we will do everything possible to continue the forward progress of the Association at all times and on all issues affecting us.

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better
balanced
profits!

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baked goods to stimulate sales with a
higher profit ... then look to the team
of Taystee and Cook Book.

Taystee



**Cook
Book**



ED DEEB

OFF THE DEEB END

We're Growing Strong!

In order to succeed, an organization must keep on growing. My how your association has grown! In 1966, it was a very good year.

As the official voice and spokesman for independent food retailers and independent chains, the Associated Food Dealers greatly expanded its size and scope to keep retailers—and all segments of the industry—regularly abreast of major developments and legislation affecting them.

Size-wise, over 200 new food and beverage retailers joined the association last year, in addition to over 40 new supplier members.

Stature-wise, government leaders in the area and in all of Michigan have come to recognize the efforts, accomplishments and concern of the AFD. So have various community and industry leaders and organizations who regularly approach your association to help solve problems or seek assistance. In many cases it has been to relate insight or information to our many members.

The mass-communications media has come to depend on the AFD as a genuine, reliable and official news source on all related problems of the food retailer and his industry. Your officers and directors were always on hand to answer the charges of the critics, whether it be a consumer boycott or a governmental agency inquiry.

In the course of the year, we also found time to expand the services offered by the association. Through the help of nearly 300 handicapped workers, we have cut our coupon processing time in half.

Communications between members has also seen a marked improvement. With the assistance of our timely and information-filled newsletter, the *Food-A-Gram*, and your revamped and expanded monthly magazine, *The Food Dealer*, pertinent data reaches the members much more quickly. One editorial, "Must the Retailer Do A Banker's Job?" was cited by the International Council of Industrial Editors for stimulating action in a community.

The AFD has also started a regular program of seminars and workshops to help provide independents with increased knowledge so they may become even more successful. We have been working more closely with DAGMR and the Detroit Food Brokers Association in an effort to improve inter-industry cooperation. With the help of both organizations we have established standards for our annual "Salesmen of the Year" awards for salesmen and merchandisers who provide valuable assistance to the retailers.

The Association is also in the midst of a regular fulltime public relations program designed to relate the importance of the food trade to the community, and to help improve the image of all those engaged in industry activities.

We sure have grown! And we must continue to grow in numbers and services offered. In growth we find strength—strength which comes from individual retailers who have banded together on mutual problems, and for insistence on fair play at all levels of business, government and in the community in which you operate.

Our Congratulations To The Officers, Directors and Members of ASSOCIATED FOOD DEALERS On Your 51st Anniversary



BEN WETTENSTEIN

- Your progress through service to Independent Food Retailers is a tribute to your strong leadership and splendid cooperative spirit prevailing in your growing organization.
- Our progress, too, has been long associated with the success of Independent Food Merchants. Now, our proud record takes on new significance...
- Our "TOTAL SERVICE" Program, designed with YOU in mind, helps strengthen every department of your business.
- Let's get together!



• AMERICA'S MOST PROGRESSIVE FOOD DISTRIBUTOR •

ABNER A. WOLF *Incorporated*

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DETROIT 28, MICHIGAN

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37TH ★ Year OF Leadership

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BE SURE TO CHECK WITH US BEFORE YOU CONSIDER ANY OTHER STAMP PLAN. YOU WILL BE SURPRISED TO KNOW HOW MUCH YOU SAVE WITH HOLDEN RED STAMPS.

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MEMBER OF ASSOCIATED FOOD DEALERS
OF GREATER DETROIT

THE FOOD DEALER

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Phone: 542-9550

•
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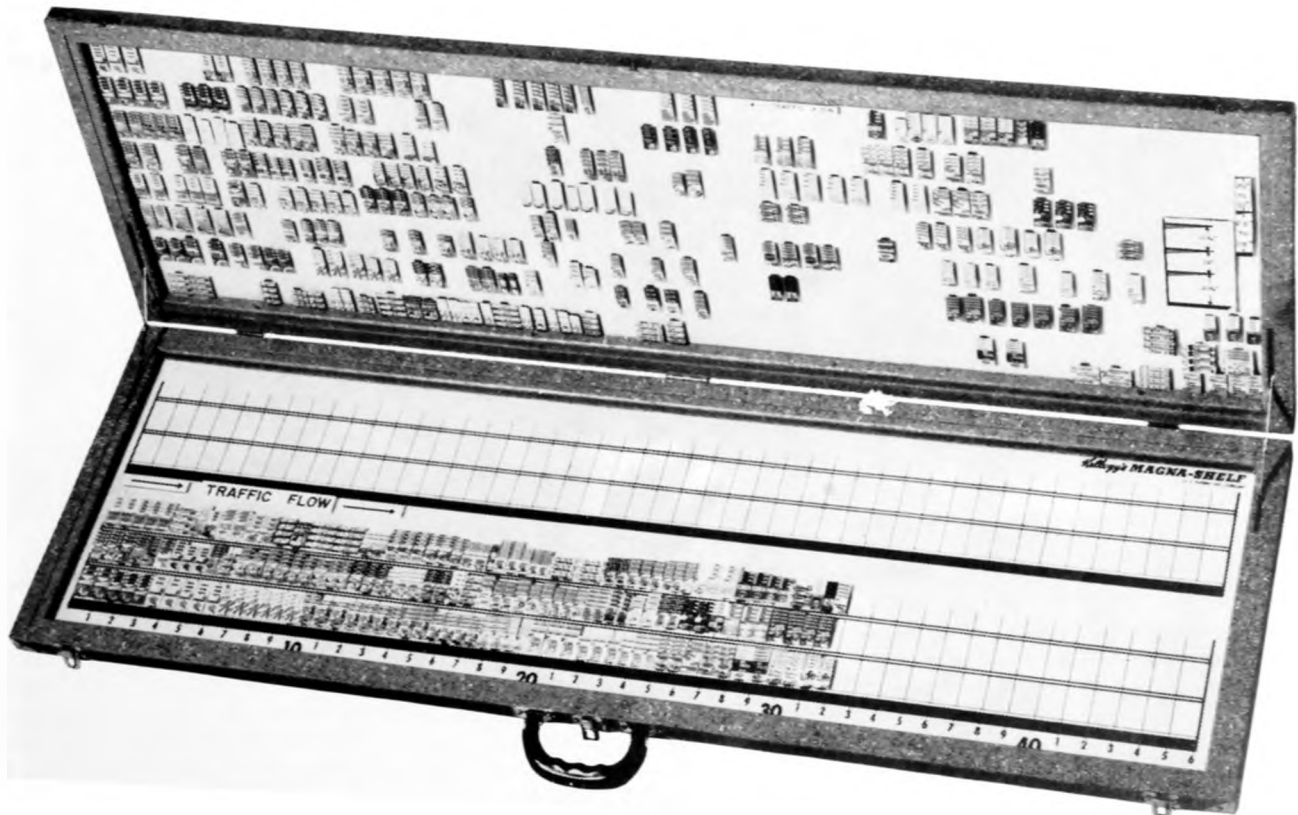
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GUIDO SALTARELLI—People's Super Markets, Pontiac FE 4-3578
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GEORGE SCHLEICHER—Schleicher's Market, Detroit VA 2-6112
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The kit that's your key to a more profitable cereal department



How Kellogg's Magna-Board helps you match shelf inventory to sales performance.

Can you imagine transplanting your cereal department to the top of your desk for careful examination?

That's what the Magna-Board does.

Your Kellogg Man brings the Magna-Board to your office, set up to simulate exactly (in one-twelfth size) the shelf length and shelf facings of your cereal department.

Then, together, you compare the space allotted to each product with its movement, as established by your records. Where facings are out

of line with sales, adjustments can easily be made by manipulating individual items on a magnetic field.

To eliminate costly out-of-stock on fast-moving items, you can add facings. To minimize investment in slow-movers, facings may be reduced.

In a short time, without leaving your desk, the entire section can be arranged for maximum efficiency.

Your Kellogg Representative will be glad to demonstrate how the Magna-Board can be the key to more profitable space management in your cereal department. Call him.



Kellogg's
of Battle Creek

AFD EDITORIALS

Higher Costs Suggests Check Cashing Charge

When it comes to cashing checks, things are getting worse instead of better for both the retailer and the banker.

According to the Michigan State Police's own figures, around \$3 million in bad and fraudulent checks are floating around and being cashed in the state each month. Some 57,000 bad checks were passed in the area during 1966. (The figure is over twice that many if you include personal checks.)

In addition, area banks in no uncertain terms are discouraging check-cashing. To illustrate, most of the banks today charge between \$2 and \$3 for handling all checks returned to them marked "non-sufficient funds." And, if a person is not a customer of the bank, most banks charge between 10 and 25 cents for cashing checks, or will not even cash the check at all.

In essence, citizens are being discouraged from taking their checks to the bank to cash. So where else can a person go? Yep, you guessed it to the grocery store or supermarket!

When supermarkets were cashing checks a few years back, foodmen charged 10 cents for the service. In a way, retailers were "forced" to cash checks for customers due to the pressure of competition and because of shorter banking hours. The reason stated by many food retailers: "If I don't cash the checks, my customers will take their business elsewhere." And so, six years ago, retailers dropped the 10-cent check-changing charge. "What a sad mistake that was," many retailers today mutter to themselves.

With inflation today what it is, coupled with increased labor costs and handling charges of the banks, a retailer today literally loses money when he cashes a customer's check.

It is the opinion of the Associated Food Dealers that two things stand out very clear, and would help alleviate the bad check problem.

One, the banks must buckle down and begin more careful screening of new or prospective checking account customers. Since the banks control issuance of checking accounts, it is they who must take steps to curtail potential risks. It would help too if they would issue identification cards (with photo preferred) to help reduce the amount of bad check passing.

Or, they should follow the lead of the Detroit Bank & Trust Company in issuing "guaranteed checks" and begin putting prestige back into checking accounts. Why not make it mandatory that people must maintain a minimum balance in their accounts before allowing them to open up an account? If this step is accomplished, then it would be simple enough to guarantee checks with a very minimum of risk involved.

Secondly, this association recommends that retailers begin charging again for cashing checks in their stores. We do not believe 10 cents is too high a figure, especially in light of increased labor and handling costs, and since many banks charge an even larger amount for cashing checks.

Wanted: More Police To Protect Businessmen

The Associated Food Dealers wishes to commend Walter Shamie and the Grocers' Spotlight for jumping on the AFD bandwagon and supporting our plea for more police and higher salaries to draw more qualified persons to the police force.

The association's concern was made manifest last April, following the killing of AFD member Jubrail Kasgorgis. Shortly after the murder of Kasgorgis, the Chaldean-Iraqi Association of Michigan petitioned the AFD regarding the alarming crime increase and urged the association to take their plea to City Hall.

Since the Chaldean organization represented some 180 grocers, many of them members of the AFD, the AFD board met to decide what action could be taken by Detroit's Common Council. Last May, led by Don LaRose and Ed Deeb, the AFD appeared before the Council, urging that the officials find funds to increase policemen's

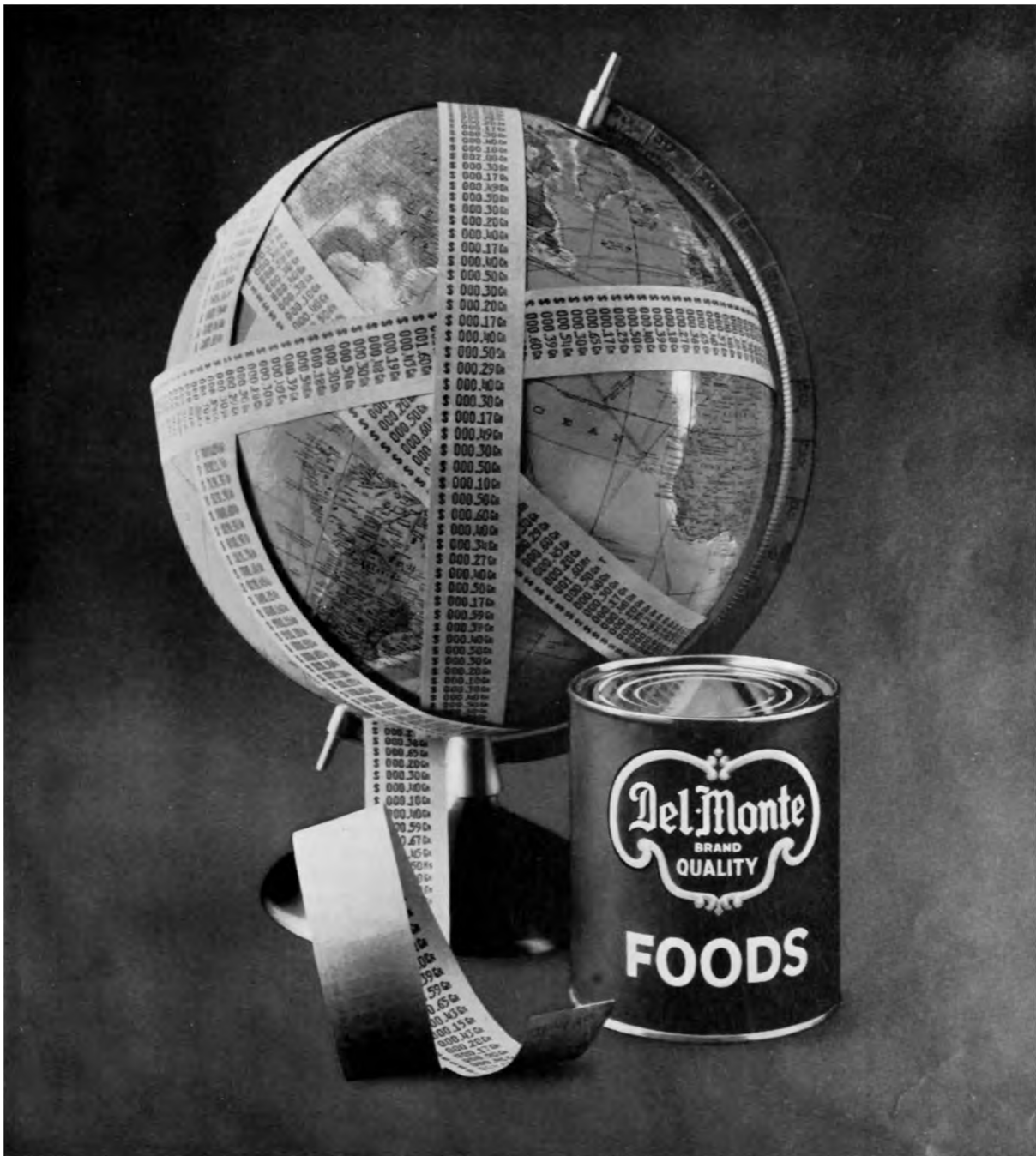
salaries and that 1000 police be immediately added to the force.

In an editorial of a month ago, Shamie went a step further. He called for gun classes to teach retailers how to use weapons, since many had been forced to arm themselves in light of the crime increase. We agree with Shamie, that if a grocer has a gun, he should know how to use it, or not carry one at all.

But the Associated Food Dealers is strongly of the opinion that the retailer should not take the law into his own hands. At the same time Shamie published his editorial, the AFD again urged Common Council to increase the police force by 1000 men and raise salaries to attract more qualified personnel.

Crime is a community problem, and as such should be dealt with by the entire community, not by one person within that community. We feel the best solution is more police and higher salaries.

More people buy DEL MONTE than any other brand of canned fruits and vegetables in the world...year after year after year.



GROW WITH DEL MONTE®

Six 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:

Archway Cookies: cookie distributor, 16732 Patton, Detroit, Mich.; phone 532-2427.

Coca-Cola Bottling Co., soft drink distributors, 5981 West Warren, Detroit, Mich. 48210; phone 898-1900.

A. J. Copeland Company, food brokerage, 19446 James Couzens, Detroit, Mich.; phone 342-4330.

Peter J. Kiron, Jr., Inc., general insurance agency, 10861 S. Western Avenue, Chicago, Ill. 60643.

Michigan Wineries, maker and distributor of Cask Wine and other wines, Paw Paw, Mich.; phone TY 5-4400.

Peppler & Vibbert, food brokerage, 16909 Schoolcraft, Detroit, Mich. 48227; phone 838-6768.

These new members and all AFD supplier members deserve your support and patronage. Refer to the Supplier Directory on page 24 often. In fact, clip it out of the magazine and post near your phone. Inter-industry co-operation is vital for food industry harmony.

EASTERN MARKET SAUSAGE CO. INC.



1521 WINDER STREET

Phone: WO 5-0677

SUSTAINING MEMBER



50% or more increase in profit
from the same shelf space
KOEPLINGER'S FAMOUS BREADS

It's a fact...three loaves of Koeplinger's Famous Breads take less shelf space than two loaves of most other breads.

More important, with the per loaf profit margin approximately the same on all breads, Koeplinger's Famous Breads give you more than 50% increase in profit from the same amount of your valuable shelf space. It's the extra loaves of Koeplinger's that make the difference.

Be sure to let our driver stock enough of all Koeplinger's products it costs you real money when you run out.

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY



KOEPLINGER'S BAKERY INC.

15200 W. 8 MILE RD. • OAK PARK, MICH. • PHONE JO 4-5737

Wayne County PerCapita Income Ranks 128th in U. S.

Wayne County, Michigan, is 128th among the Nation's 3,132 counties by per capita money income, according to a recent report of the U.S. Department of Commerce's Bureau of the Census. Wayne's per capita 1959 annual income figure of \$2,094 from the 1960 Census of Population puts it in the top 10 percent of all U.S. counties.

In median annual family income, Wayne was 110 out of 3,129 counties ranked by median income, the same report revealed. Median family income in 1959 for the county was \$6,597 based on the 1960 Census.

The Detroit Standard Metropolitan Statistical Area (SMSA) ranked 34th out of 212 among SMSA's in per capita annual income and 23rd out of 212 in median family annual income. Per capita income reported was \$2,147 and median family income was \$6,825 for Detroit and environs.

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In The Food Dealer!**

Congratulations

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GREATER DETROIT
ON YOUR
51st Anniversary



Frank's Tea & Spices Co.

UN 2-1314

We are now distributing a full

Line of 
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PICKLES – PEPPERS – SAUER KRAUT – OLIVES

**Hamtown's Salads – Pizza Pies – Pierogi (dumplings)
Stuffed Cabbage – Deli-Dills**

A Full Line of CROSSE & BLACKWELL

SPECIALTY FOODS CO., INC.

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Around The Town

Harry Doelle has been named sales manager of the Metropolitan Pepsi Cola Bottling Company of Flint. It was announced by Reginald Coe, president. Mr. Doelle has over 19 years of experience in the beverage industry.

* * *

Stan Weed, general manager of the Michigan-Northern Ohio operations for **Sealtest Foods**, an AFD member, is retiring after 34 years with the firm. **Don Faller** has been named to succeed Weed. **Robert Tice** has assumed Faller's former position as sales and marketing manager. Formerly, Tice was manager of the Sealtest milk and ice cream operation for Western Michigan, with offices in Lansing. He is succeeded there by **Henry Yonker**.

* * *

A hearty American welcome to **Dr. Naim Sarafa** and family who are spending a 5-week vacation in Detroit. Dr. Sarafa is a brother of **Salim and Karim Sarafa**, both members of the AFD. Brother Naim will resume his

duties as professor at the University of Baghdad (Iraq) when he returns home.

* * *

The new owner of the Neighborhood Super Market on Eight Mile, Royal Oak Township, is **Joe Nadhir**. He will rename the store, **Food Field Super Market**, and is an AFD member. Nadhir formerly operated the Mayflower Food Market on Tireman. **Pete Atto** is new manager there.

* * *

Quick-Pik Stores has two more units under construction—one on Thirteen Mile in Royal Oak, the first in that city, and the other on Gratiot and Ellery on Detroit's eastside, the first for the Motor City. General manager **Bill Bennett**, an AFD director, said that a total of 13 stores are currently in operation. In addition, four sites have just been acquired.

* * *

Grocer-poet **George Jabboori**, an AFD member, is celebrating his 14th anniversary in the food business this year. In addition to a general line of grocery products, **Jabboori Super Market** specializes in an imported food section, featuring cheeses, olives, fancy pastries and the like. Also, the store carries such items as oriental flavor-

(Continued on Next Page)

FOR 80 YEARS

IN THE FACE OF INCREASING COMPETITION... FARMER PEET'S SALES CONTINUE TO CLIMB!

REASON?

Top quality, high profit meat products backed by the most complete year-around advertising and merchandising program of any packer in Michigan. Hi Fi newspaper ads—daily radio—highway billboards—television—shelf talkers—in-store banners... every avenue of communications is open and selling for you!

RESULTS?

Quicker turnover and bigger profits for you, Mr. Retailer, when you stock and sell the meat line that's "farm fresh with a country kitchen flavor." Quality meats that wear the trademark of the little red barn—Michigan favorites for 80 years.

FRESH BEEF

FRESH PORK

SHORTNIN'

HAMS

BACONS

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• LUNCHEON MEATS

• SAUSAGE

• VARIETY ITEMS

All backed by the 80-year-old quality reputation of MICHIGAN'S OLDEST AND LARGEST FULL-LINE PACKER.

PEET PACKING COMPANY

PLANTS: CHESANING BAY CITY GRAND RAPIDS

BRANCHES: KALAMAZOO CADILLAC FLINT GAYLORD

JACKSON LANSING YPSILANTI

ings, musical instruments, hand carved statues from Jerusalem and various condiments for the Near and Far East.

* * *

The appointment of **Frederick W. Unger** as account executive for the food and oil industry accounts for **Detroit Coca-Cola Bottling Co.** has been announced by Robert Healy, vice-president and general manager.

* * *

The Associated Food Dealers extends congratulations to **Paul Borman**, president of **Borman Food Stores** for being named winner of the Detroit Jaycees "Young Man of the Year" award.

* * *

Vogel-Ritt, pest controllers and AFD members, is celebrating its 40th anniversary this year. **J. A. Watkins**, general manager, has announced a new modern office and warehouse is available to serve food retailers. Vogel-Ritt trucks come fully equipped to handle any pest control problem, Watkins said.

* * *

Doug McDonald of **McMahon & McDonald**, AFD broker member, has announced the addition of **Larry Crampton** to the firm's sales staff. Crampton, formerly with another Detroit broker, will work the Detroit marketing area.

* * *

The AFD wishes to congratulate **Les McMahon** of Sunshine Biscuits on his recent promotion to regional manager of the firm's Chicago division, which includes Milwaukee and Decatur and Rockford, Illinois. **Carl Allenspach**, formerly with Sunshine's Michigan division, presently district sales manager of Cleveland, will succeed McMahon in Detroit. We're going to miss Les around the Motor City, although we know his spirit will linger. No one can easily forget his contributions to **DAGMR** and the MSU Cooperative Extension Program. Please visit us often, Les!

* * *

Oscar Armbruster, general manager of the **Wm. Holden Corp.**, distributor of Holden Red Stamps, has informed the AFD that the **Kiwanis** trading stamp drive to aid underprivileged children, is one of the finest charitable promotions ever conceived. According to Armbruster, citizens are asked to donate books of trading stamps (regardless of brand) to Kiwanis. The stamps are then collected by **Goodwill Industries** and are redeemed for children's toys. Then the local Kiwanis chapters host parties for the children and give out the toys. Of course, the success is aided by tremendous promotional efforts and time donated by WXYZ Radio. It's kinda nice to know people care!

(Continued on Page 18)

HOLLYWOOD SUPER MARKET — TROY



HOLLYWOOD SUPER MARKET —TROY — 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

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Meet Your New Officers



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President



DON LaROSE
Chairman of the Board



SALIM SARAFA
First Vice-President



ALLEN VERBRUGGE
Second Vice-President



CARL LICARI
Third Vice-President



NINO UGVAL
Treasurer

Aims and objectives of the Associated Food Dealers is "to improve and better 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 association also represents its members in the cause of justice and fair play at all levels of government, business and in the community at-large.



JAY WELCH
Chairman, Executive Committee

and Directors



Alex Bell
rustee Chairman



John George
Trustee



Al Wyffels
Trustee



Edward Deeb
Executive Director



George Bashara, Sr.
Legal Advisor



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Reuben Cottler
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Sam Fink
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Director



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Ed Magreta
Director



ernie Middleman
Director



Salim Najor
Director



Richard Przybylski
Director



Guido Saltarelli
Director



Phil Saverino
Director



George Schleicher
Director



Walter Strong
Director



Joseph Tagliavia
Director



Steve Tizneff
Director



Harvey Weisberg
Director

AROUND THE TOWN

(Continued from Page 15)

The Motor City is still buzzing about **Chatham Super Market's** decision to construct a \$3 million warehouse and office center in Warren. When completed, the distribution center, to be located on a 40-acre tract of land, will be one of the most modern retail complex in all of Michigan. Chatham, an AFD member, is certainly proving faith in the American system of free enterprise. Kudos to the Weisberg family!

* * *

The appointment of **Albert Abdo** as Detroit sales manager for **Faygo Beverage Co.**, an AFD member, has been announced by Mort Feigenson, president of the firm. At the same time **Charles Smith** was newly named sales coordinator for Faygo's outstate Michigan, Ohio and Indiana markets.

* * *

Detroit-based broker **McMahon & McDonald, Inc.**, an AFD member, has been appointed representative for the **Minnesota Mining & Manufacturing Co.** for the firm's

retail tape and gift wrap divisions for western Michigan. The brokerage has always represented the 3-M company in eastern Michigan, according to **Doug McDonald**, president. Now it represents the firm in all of Michigan.

* * *

The AFD extends condolences to the family of **Ken Clum**, of **Standard Brands**, on the recent passing of his wife, **Jane**. A memorial service was held instead of the traditional funeral, as Mrs. Clum had willed her eyes to the eye bank, and her body for cancer research. Surviving are three children: David, Jo Ann and Marsha.

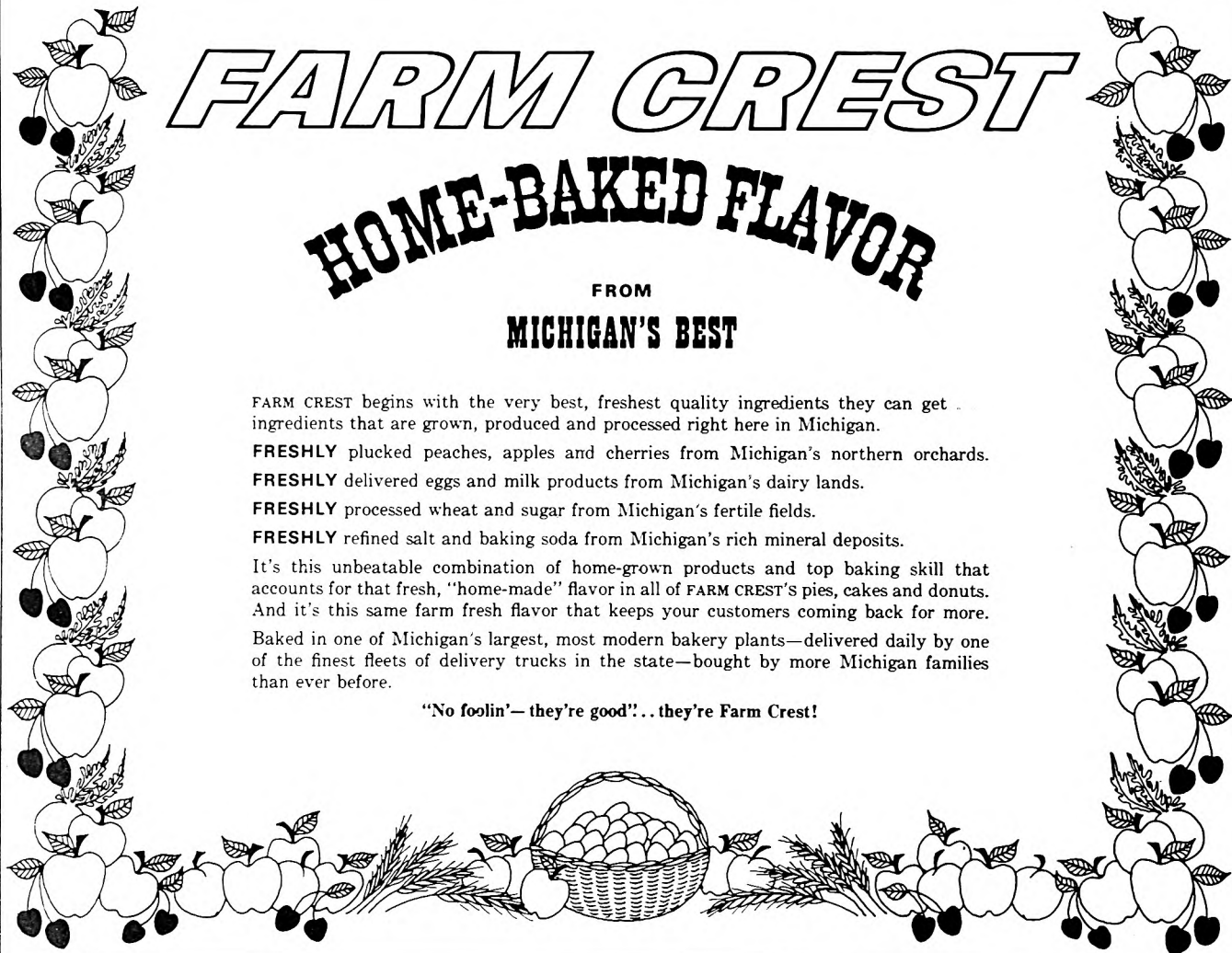
* * *

Food Marketers, an AFD broker member, has announced the promotion of **Thomas C. Hoffman** to sales manager. **Robert Werner** succeeds Hoffman as non-foods division sales manager.

* * *

Mrs. Lee LaRose, wife of AFD chairman Don LaRose, recently gave birth to her eighth child, this one a girl.

(Continued on Next Page)



FARM CREST

HOME-BAKED FLAVOR

FROM
MICHIGAN'S BEST

FARM CREST begins with the very best, freshest quality ingredients they can get . . . ingredients that are grown, produced and processed right here in Michigan.

FRESHLY plucked peaches, apples and cherries from Michigan's northern orchards.

FRESHLY delivered eggs and milk products from Michigan's dairy lands.

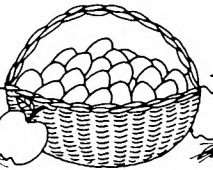
FRESHLY processed wheat and sugar from Michigan's fertile fields.

FRESHLY refined salt and baking soda from Michigan's rich mineral deposits.

It's this unbeatable combination of home-grown products and top baking skill that accounts for that fresh, "home-made" flavor in all of FARM CREST's pies, cakes and donuts. And it's this same farm fresh flavor that keeps your customers coming back for more.

Baked in one of Michigan's largest, most modern bakery plants—delivered daily by one of the finest fleets of delivery trucks in the state—bought by more Michigan families than ever before.

"No foolin'— they're good" . . . they're Farm Crest!



Linda Gohs, daughter of AFD member **Joseph Gohs**, played an important and active role during the Girl Scouts of America convention recently held here in Cobo Hall. Her papa was especially proud of her when she sang a duet with movie star **Debbie Reynolds**.

* * *

Great Scott has begun charging \$2 for handling all checks returned to the firm's Great Scott or Big-D stores, it was recently announced by **Sam Fink**, president, and AFD director.

* * *

Chester Cieplechowicz, operator of **Chet's Market**, an AFD member, was awakened by firemen during the early morning hours of Jan. 29 an informed that his store had burned down. When he reported to see the result of the fire, he found looters walking away with the merchandise.

* * *

Krupa Super Markets has converted its unit at 35721 Michigan, Wayne, into a **Kentucky Country Store**, geared to the needs and demands of that neighborhood. Employees can be seen walking around in red flannel shirts and blue bid overalls—complete with neckerchief, exactly as if you were out in the country. **Joe Krupa** says the move has proven highly successful.

Congratulations
the Officers and Directors
— of —
ASSOCIATED FOOD DEALERS

GUZZARDO
Wholesale
Meats, Inc.

BEEF — PORK — BONELESS BEEF CUTS

2828 Riopelle

Phone FA 1-1703 Detroit 7, Michigan

What a lineup!

Our very best to the officers, directors and members of the Food Dealers Association.

You're doing a fine job of serving the independent food retailer. Keep up the good work! **Thank you for making us your milkman!**



UNITED DAIRIES Inc. • 4055 Puritan UN 1-2800



NOW ON NBC-TV'S

"TODAY"

EVERY WEEK IN **COLOR**



CONTINUING ON CBS-RADIO'S

**"ARTHUR
GODFREY
TIME"**

EVERY TUESDAY AND THURSDAY

PERSONNEL POINTERS:

Hiring Employees Is Real Challenge

Part of efficient management in the retail food industry is taking time to select and hire the right employee. The important thing to find the right employee for the job you want to fill, whatever the source.

The hardest part in finding and hiring the right employee starts when applicants apply for the job. At that time it's necessary to screen and pick the applicant who seems right for the job you want done.

An application form is a tool which can help make the task of interviewing easier. A well organized application blank gives facts to use as a basis for judging the applicant.

Always have the applicant fill out the application form before he is interviewed. A completed application makes a good starting point for the interview. The written record of the applicant will contain certain facts—education, work experience, names of former employer, and other references and pertinent facts.

If an applicant has good work records and experiences, other references are not very important. If the applicant has had little or no work experience, then teachers, principals, counselors and other individuals who can give objective information should be contacted. Personal references rarely, if at all, are worth anything.

The important thing in interviewing is taking the time necessary to get the applicant to talk about himself and his work experience. The interviewer's aim should be to get as much information and work habits as possible. Do this by asking specific questions: What did he do on his last job? How did he do it? Why was it done? What else did he do? As the interview goes along, his answers should be evaluated. Does he seem to know what he's talking about? Does he seem evasive? Does his story jibe? Are there time lapses between employment? Are there discrepancies in his story? Can he give a sound reason for them?

In evaluating the interview, try to be objective and unbiased. Don't let personal objections such as colors of ties or hair styling influence your opinions.

When the interview is over, make your notes on the application form and put it aside until you have seen other job-seekers. They may prove to be better. After selecting the best qualified applicant always verify the information you have about the applicant. In most cases, the best source is his previous employer.

We'll go along just for the ride!



**WOMEN
18-35**

PREFER... CKLW MUCH MORE MUSIC

More individual women 18-34 listen to CKLW than any other Detroit station between 10 AM-4 PM* in the 19 county Detroit marketing area.

	CKLW	79,000
B		76,000
C		64,000
D		60,000
E		43,000
F		31,000
G		31,000
H		15,000



**CKLW-RADIO
80**

*Mediastat Oct.-Nov. 1966 Detroit radio audience estimates

50,000 PERSUASIVE WATTS

FOR INCREASED SALES AND PROFITS, TOO...

make it

'NUTS TO YOU' from KAR'S

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



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

Branches and Distributors in:

Alpena • Ann Arbor • Bay City • Charlevoix
Flint • Grand Rapids • Jackson • Kalamazoo
Lansing • Manistee • Monroe • Muskegon
Pontiac • Port Huron • Saginaw • Sault Ste. Marie • Traverse City

FAST
DEPENDABLE
SERVICE
ALWAYS

KAR-NUT
PRODUCTS COMPANY

1525 WANDA FERNDALE 4020 MICHIGAN
Phone JOrdan 4-6990



Truth-In-Packaging Bill

Michigan Sen. Philip A. Hart's "Truth in Packaging" bill (S. 985), won easy U.S. Senate approval recently passing by a vote of 72-9. Before the controversial bill cleared the Senate and sent on its way to the House, three amendments were made.

They were: (1) the bill will make no change in the present Food and Drug Administration definitions of standards used for listing ingredients; (2) that neither Federal government nor industry voluntary standards be effective until manufacturers involved can make necessary packaging and labeling changes; (3) when packaging standards are being promulgated, there shall be due regard for the probable effect on the cost to consumers or affected commodities.

Basically the bill will give power to the Federal Trade Commission (FTC) and Food and Drug Administration (FDA) to promulgate regulations requiring four types of information on a package. The information: name of product and producer on the label; separate statement of net quantity of contents, expressed in ounces, if less than 4 pounds, or one gallon (even pounds, pints and quarters may be so expressed; no qualifying words or phrases may be used in conjunction with this statement of contents, and statement of contents must be conscious and legible type.

FTC and FDA will have discretionary authority to regulate, on a commodity-by-commodity basis, "cents off" sales, characterization of serving sizes and package designations such as "large," "economy," and to require label disclosure of sufficient information with respect to ingredients of any covered consumer commodity.

Cases
Condensing Units
Coolers

Shelving
Checkouts

HUSSmann

REFRIGERATION INC.

Complete Line of Food Store
Equipment and Accessories

341-3994

18121 JAMES COUZENS
Detroit

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



QUALITY PLUS !

Pescke Packing Co.

2600 EAST GRAND BLVD.

TRinity 5-6710

SUSTAINING MEMBER

KAPLAN'S

WHOLESALE FOOD SERVICE

Swift or Wilson Chittlins
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)



JIM SOPHIEA
AFD Insurance Representative

Congratulations to the Associated Food Dealers From Mutual of Omaha!

AFD Group Insurance Plans:

1. GROUP DISABILITY — Lifetime Accident and 5-year Sickness
2. GROUP LIFE INSURANCE — Term Insurance up to \$10,000 at group rates.



MUTUAL OF OMAHA INSURANCE COMPANY
HOME OFFICE • OMAHA, NEBRASKA

Phone JIM SOPHIEA at KE 7-9460 for Fast, Immediate Service!

Detroit Branch: 19235 W. Seven Mile Road

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
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 Huettelman Company	TA 6-0630
Paul Inman Associates, Inc.	BR 3-7826
Keil-Weitzman Co.	273-4400
Maloney Brokerage Co.	TY 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
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	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 6-5730
Trombly Sales	863-4292
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 1-9103
Specialty Foods (Deli.)	TW 2-2608

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

Jos. Buccellato Produce	LA 6-9703
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
H. C. Nagel & Sons	TA 5-2840
North Star Produce	VA 2-9473

INSECT CONTROL

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

LINEN SERVICE

American Linen Supply Co.	WA 1-4129
Economy Linen Service	843-7300
Marathon Linen Service, Inc.	WA 1-2727
Reliable Linen Service	366-7700

MEAT PRODUCTS, PACKERS

Alexander Provision Co.	961-6061
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Eastern Market Sausage Co.	WO 5-0677
Feldman Brothers	WO 3-2291
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Herrud & Company	962-0430
Johann Packing Co.	TW 1-9011
Kowalski Sausage Co., Inc.	TR 3-8200
L. K. L. Packing Co., Inc.	TE 3-1590
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4466
Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355
Sam & Walter Provision Co.	TW 1-1200
Spencer, Inc.	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
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. & Distrib. Co.	961-7177

RENDERERS

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

SERVICES

Beneker Travel Service	PR 1-3232
Clayton's Flowers	LI 1-6098
Zablocki Electric	LA 6-4854

SPICES AND EXTRACTS

Frank's Tea & Spices	UN 2-1314
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STORE EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
Hussman Refrigeration, Inc.	341-3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg Co.	FA 1-0977
Lepire Paper & Twine Co.	WA 1-2834
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
Photo-Scan of Mich.	274-7160
Shaw & Slavsky, Inc.	TE 4-3990
Square Deal Heating & Cooling	WA 1-2345

WHOLESALESALES

Aunt Jane's Foods	581-3240
Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaplan's Whlse. Food Service	WO 1-6561
Kraft Foods	TA 5-0955
Morton Salt Company	VI 3-6173
C. F. Mueller Company	357-4555
Roman Cleanser Company	TW 1-0700
Shedd-Bartush Foods, Inc.	TO 8-5810
Spartan Stores, Inc.	BR 2-2744
Super Food Services, Inc.	546-5590
Tobacco Brands Dist., Inc.	TW 3-8900
United Wholesale Grocery	834-6140
Wayne County Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

AFD 51st ANNIVERSARY INSTALLATION BANQUET

Tuesday, February 14, 1967
Cobo Hall, Detroit

AFD ALL-STAR REVIEW



LENNY COLYER
Comedian's Comedian



BOB DURANT
and his Orchestra



THE CAROLAIRES
Swinging, Singing Sisters



TOBY DAVID
Master of Ceremonies

THE PROGRAM

INVOCATION

TOBY DAVID
Master of Ceremonies

MICHAEL GIANCOTTI
AFD President

EDWARD DEEB
AFD Executive Director

DONALD LaROSE
AFD Chairman of the Board

INSTALLATION OF OFFICERS

GIVE-AWAY of DOOR PRIZES

ALL-STAR FLOOR SHOW

BALLROOM DANCING

IN APPRECIATION:

The Associated Food Dealers of Greater Detroit is most appreciative of the interest, assistance and co-operation offered by many of the food suppliers in planning this big event. In particular, we wish to sincerely thank the Pepsi-Cola Bottling Company for once again so generously hosting this evening's cocktail hour. We extend thanks also to Frito-Lay, supplier of the cocktail hour snacks. In addition, we salute and thank the following companies for sponsoring the music and entertainment being brought to you tonight: Darling & Company, Detroit Rendering Company, The Borden Company, Faygo

Beverage Co., Grosse Pointe Foods, Krun-Chee Potato Chip Co., Sealtest Dairy Co., and United Dairies. Thanks also to Michigan Wineries for supplying the dinner wine. Finally, we wish to thank Holden Red Stamps Co. for donating the prizes given away to AFD members and friends. We wish to take this opportunity to thank all our friends and cohorts of the food fraternity—wholesalers, manufacturers, processors, brokers and allied distributors for supporting the association. We strive for inter-industry cooperation, and without your help and support, this banquet could not have been possible.

Gas Stations Selling More Soft Drinks

Substantial soft drinks volume once enjoyed by the supermarkets of Los Angeles, is pouring into the cash registers of service stations throughout southern California. L. A. supermarket operators are not by any means happy with the loss of this potential volume. The offering of soft drinks through service stations started here only a few years ago after bottlers found that the year-round fair weather and the heavy use of autos made the gas stations a natural place to sell their wares.

Report Says Food Competition Vigorous

An unpublished minority report of the National Commission on Food Marketing concludes that concentration in food manufacturing and retailing is generally low. The report further contends that the Commission's data and study clearly demonstrate competition throughout the industry "is vigorous and will likely remain so." The report is a minority view filed by Sen. Roman Hruska (R-Neb.); William Batten, board chairman, J. C. Penney Co., and Sen. Thruston Morton (R-Ky.).

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

Half-Ton Truck For Sale

A half-ton 1955 Ford Panel Truck for sale, complete with new engine and in excellent condition. Price: a reasonable \$175. Those interested may call LO 7-9374, Detroit. Ask for Sam or Phil.

BETTER MADE POTATO CHIPS



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

10148 Gratiot Ave.

WALnut 5-4774

SUSTAINING MEMBER

Congratulations and
Best Wishes

On Your

51st ANNIVERSARY

SCHMIDT
Noodle Mfg. Co.

Fine Home Style

EGG NOODLES & EGG KLUSKI

Detroit's Favorite for over 40 Years!

A1 Spaghetti & Macaroni Products!

9104 CULVER ST.

WA 1-2053



SERVICE QUALITY INTEGRITY

41 Member Brokers with Real Know-How!

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A. J. COHEN CO.
17626 Jas. Couzens
Detroit, Michigan 48235

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E. A. DANIELSON CO.
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Detroit, Michigan 48227

DeCRICK & MAURER, INC.
13112 Harper
Detroit, Michigan 48213

DILLWORTH, INC.
18116 James Couzens
Detroit, Michigan 48235

W. H. EDGAR & SON, INC.
2065 W. Fort St.
Detroit, Michigan 48216

MAURICE J. ELKIN CO.
1448 Wabash Ave.
Detroit, Michigan 48216

FARNHAM, DOZIER-COWAN, INC.
8636 Puritan
Detroit, Michigan 48238

FOOD MARKETERS, INC.
20140 Greenfield Rd.
Detroit, Michigan 48235

JOHN HUETTEMAN & SON
4461 W. Jefferson Ave.
Detroit, Michigan 48209

PAUL INMAN ASSOCIATES, INC.
14926 Meyers Rd.
Detroit, Michigan 48227

PAUL KAYE ASSOCIATES
17341 Wyoming
Detroit, Michigan 48231

KEIL-WEITZMAN CO.
9185 Greenfield
Detroit, Michigan 48228

LEMMEN & BELL
4329 Judson
Royal Oak, Michigan

LYON SALES CO.
16151 Meyers Rd.
Detroit, Michigan 48235

FRANK J. MacDONNELL CO.
3976 Oakhills Dr.
Birmingham, Mich. 48008

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16929 Schoolcraft
Detroit, Michigan 48227

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2411 14th St.
Detroit, Michigan 48216

PEPPLER & VIBBERT
16909 Schoolcraft
Detroit, Michigan 48227

PETERSON & VAUGHAN, INC.
17043 Schoolcraft
Detroit, Michigan 48227

P. F. PFEISTER CO.
14900 Meyers Rd.
Detroit, Michigan 48227

CHAS. R. REEVES & CO., INC.
12833 W. Chicago Ave.
Detroit, Michigan 48228

RINGLAND ASSOC., INC.
25511 Southfield
Southfield, Michigan 48075

E. A. SANDER CO.
10525 Puritan Ave.
Detroit, Michigan 48238

SEAWAY FOOD BROKERS, INC.
17141 Wyoming
Detroit, Michigan 48221

H. STARK & SONS, INC.
16147 Meyers Rd.
Detroit, Michigan 48235

STILES BROKERAGE CO.
610 Buhl Bldg.
Detroit, Michigan 48226

SULLIVAN SALES, INC.
18222 W. McNichols Rd.
Detroit, Michigan 48219

ERIC R. SWANSON CO.
2023 Telegraph Rd.
Dearborn, Michigan 48124

JAMES K. TAMAKIAN & CO.
10329 W. McNichols
Detroit, Michigan 48221

LEO J. THEISEN CO.
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Detroit, Michigan 48227

THOMPSON-JACKSON CO.
12430 Evergreen
Detroit, Michigan 48228

UNITED BROKERAGE CO.
17000 Plymouth Rd.
Detroit, Michigan 48227

MORT WEISMAN ASSOC.
15830 W. 7 Mile Rd.
Detroit, Michigan 48235

Our member firms have a definite stake in our market place. Each specializes in offering to his principal the combined know-how and talents of well-trained grocery specialists. Each commands the respect, attention and consideration of the men who make the buying decisions. When you select a DFBA member to represent you he'll soon prove what's in it for you **SALES!**

Detroit Food Brokers Association

Serving the Dynamic Greater Detroit Food Market

Merchandising

Clean Out, a new liquid drain opener, has been introduced in the Detroit marketing area, it was announced by **Sullivan Sales**, broker for the product. The product offers a double money back guarantee and is backed by strong national television advertising.

* * *

A different and purposeful off-beat approach to store-wide promotions has been launched by **Seven-Up**. Built around a seven-week calendar of 49 "Forgotten Holidays," the fun-type promotion is specifically designed to brighten a slow retail sales period, the firm said. Display materials are available.

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



Graubner & Associates, an AFD member, has announced a full line of frozen **Blue Water** brand seafoods in retail packages is available to area grocers. In making the announcement, **Sheridan Snell** informed The Food Dealer also of Lamb-Weston's new "Hi-Fry" frozen potatoes, and Idaho Belle instant potato packages are available now in retail sizes.

* * *

A weekly display plan to help retailers profit with **Kraft** candy displays during the remaining winter months is being presented to retailers by Kraft salesmen. The promotion, ending in April, makes use of heavy national advertising support.

* * *

Due to attractive methods for merchandising soft-drinks, ice cream, popcorn and candy, the **Shores Madrid Theatre** in St. Clair Shores, sales have increased tremendously reports E. C. Elford, owner. The main reason is the new luxury-styled lobby and foyer.

* * *

The Facelle Company Ltd., represented by **P. F. Pfeister Co.**, an AFD broker member, has announced a heavy advertising and promotion schedule to support the introduction of its new improved **Flush-A-Byes** disposable diaper in a new compact carton.



PETERS SAUSAGE COMPANY

Wieners - Bologna - Pure Pork Sausage

Luncheon Meats - Lard

Bacon - Hams - Fresh Pork

Detroit's Favorites for Over 60 Years

TA 6-5030

SUSTAINING MEMBER

CONGRATULATIONS

To the Officers. Directors and Associated Food Dealers
of Greater Detroit

paul inman associates, inc.

14926 MEYERS ROAD • DETROIT 27, MICHIGAN • BR. 3-7826

DETROIT — GRAND RAPIDS — TOLEDO — SAGINAW

FOOD BROKERS



Congratulations

to the

Associated
Food Dealers

On Your

51st Anniversary

•

We hope you enjoy
the fine wines served
at your table

•

Courtesy of

CASK *Wines*

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PAW PAW, MICH.

Spartan Sales Up \$20 Million

Spartan Stores, a Grand Rapids-based voluntary wholesale company, reported 1965 annual sales of \$144,746,860, up some \$20 million over the same period in 1964. The firm announced recently it will begin construction of a brand new Detroit warehouse somewhere in Plymouth Township.

*may your
anniversary
be as good
as good
can be.*



Government Costs To Rise Nearly \$30 Billion

NEW YORK—Government spending at all levels, federal, state and local, will rise \$29 billion in the fiscal year ending June 30, reaching \$254 billion, the Tax Foundation Inc., says.

The total will be more than double that of 10 years ago. The sum amounts to an estimated \$4,305 per American household.

The Tax Foundation said federal spending has increased 72 percent since 1960 and state outlays have increased by \$1 billion to \$3 billion annually. Local government spending has increased at about the same rate as that of the states.

Tax Foundation officials said they made no effort to calculate how much of the increase in all government outlays could be attributed to monetary inflation and how much to expanded activity of various kinds.

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Spencer Company To Celebrate 50th Birthday

Spencer, Inc., a meat processing firm manufacturing luncheon meats, weiners, smoked hams and bacon, will celebrate its 50th anniversary next month. The AFD member-firm was founded in 1917 by E. S. Spencer who opened the Spencer Wholesale Market on Perry Street in the Western Farmers Market.

The company was originally set up as a meat jobber and in the early Twenties began making sausages, and rendering lard. Soon after, the firm added groceries and became a full line wholesaler until a fire damaged the building in 1938. President of the firm today is E. S. "Ted" Spencer, who took over following the passing of his mother and father, founders of the company. Ted is a past president of the Detroit Sausage Manufacturers Association.

Corky Overton Promoted

C. W. "Corky" Overton, former area sales manager for the Red Heart Division of John Morrell & Co., has

been appointed regional sales manager of Morrell's grocery products division. The announcement follows the formation of a single sales organization for Morrell's Red Heart and Broadcast Foods divisions.

Irv Denstaedt, who makes his headquarters in Royal Oak, will continue as district sales manager for Broadcast canned meats in eastern Michigan and northern Ohio. Norman Minda, formerly of the Detroit Broadcast canned meat division, was named district manager of Morrell's grocery products division for western Michigan, with offices in Grand Rapids.



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My Creed

TODAY IS MY DAY. The most important day of my life. The only day I have. I intend to live up to every minute of it looking for excitement, fun and opportunity.

I want no part of security. I prefer to take the calculated risk; to dream and to build; Build fast! Build sure! I am jealous of my American right to fail or succeed. I want the thrill of accomplishment and prefer the constant challenge of life to existence with a guarantee. Security is not for me. I want the fun and satisfaction that goes with insecurity.

I believe it is my privilege and my destiny to plan and act for myself. To enjoy the rewards and results of my efforts. To stand before my fellow man and say: "This I have done. I am not ashamed." And should I fail there will be no complaining. I've done the best I can.

I further believe in the dignity and integrity of my fellow man. I believe in team play and fair play. In treating the other fellow as I would like to be treated myself.

Let me dedicate today to being of service to others. Contributing a bit more than my fair share to their happiness and success. I want no dollars at the expense of integrity. Not a dime at the expense of the other fellow. I know that reward follows accomplishment; Income follows service.

I intend to do my best today. I'll not worry about yesterday's mistakes nor, contemplate tomorrow's troubles. Today's the day; With God's help.

*Published as a Service of the
Associated Food Dealers of Greater Detroit*

Michigan's Population Hits 8.2 Million, Census Reports

The State of Michigan's population now stands at 8,218,000 persons according to a recent estimate made by the U.S. Department of Commerce Bureau of Census, recently. It means that Michigan's population has increased 295,000 or 5.1 percent since 1960.

This points out that as our population keeps growing, more and more opportunity is afforded retailers to gain a bigger share of the food business. The alert grocer will seek ways to attract new business by offering fast, efficient service, more variety of merchandise, pleasing atmosphere and a friendly smile.

Milk Production Declining

When the fellow on the farm forsakes the milk pail to take a lunch pail into the factory, milk production declines and so does the number of cattle and herds. How many cattle nobody knows exactly, but the state has less than half as many herds as nine years ago.

B. Dale Ball, director of the Michigan Department of Agriculture, says there were 21,773 dairy herds in the state in July. In October of 1957 there were 53,852.



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"Going out of the dairying business is a national trend. Many other forms of employment are more profitable and less confining. Unless this trend is stopped, this country will not have enough milk to meet our needs," he said.

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Faygo Driver Of the Month

Harry R. Pullman is congratulated by Morton Feigenson (right), president, and Philip Feigenson (center), vice president, on winning Faygo Beverage Company's "Driver-of-the-Month" Award. On a point system basis, Pullman achieved a monthly high case sales record in competition with all the firm's route salesmen during successful introduction of Faygo's new 10-ounce line of mixers in no-return bottles which feature the soft drink industry's first use of twist-off, resealable caps on a 10-ounce package.

"Consumer acceptance of these reclosable bubble-saving one-way bottles is establishing them as the ultimate to date for packaging quality mixers," reports Morton Feigenson.

Pullman is a 10-year veteran at Faygo. He joined the nation's second largest independent soft drink formulator and bottling enterprise as a route assistant and was promoted to a driver-salesman in 1962. He has been serving his Southwest Detroit route, bounded by Junction, Dix, West Jefferson and Miller Road, nearly three years.

The personable father of four children has a simple customer relations philosophy: "Treat them like friends not just customers," says Pullman. "To keep their friendship, don't give anything but the best possible service and talk about your products in terms of fair and square customer benefits. Always be genuinely interested in every customer's problems and ask him to tell you about them. Most of the time, my customer's problems turn out to be my opportunities."

Pullman and his wife, Betty, make their home at 23346 Linne, Mt. Clemens, with their children: Robert, 6; Shawn, 4; Timothy, 3, and Bruce, 1.

Faygo was founded nearly 60 years ago on the fringes of downtown Detroit with equipment consisting of pots and pans for mixing formulas, two tubs for washing and rinsing bottles, a siphoning hose for filling, and a hand-operated gadget for sapping. From such humble beginnings, the company's ultra-modern facilities today spread over nearly a quarter mile of land and the firm is capable of producing upwards of 300 million bottles and cans of soft drinks annually. (Advertisement)

Convenience Food Demands Increasing

Approximately 40 per cent of all today's new brides are teen-agers, according to a University of California study. And, by 1970, more than half of the country's population will be under 25 years of age. Add this to the fact that more women now marry at 18 than at any other age, and you come to the inevitable conclusion that teen-agers are fast becoming the economic backbone of the nation.

These young women often go straight from high school into marriage and immediately start families of their own. Their training in homemaking and home management is meager, and the demands on their time are many and varied. As a result, they are the most appreciative and receptive audience for any product that places minimum demands on their time and talents.

Statistics compiled reveal how heavily teen-age wives depend on frozen and canned foods to offer their families varied meals. Nearly 50 per cent of the dinners served by these girls include one or more prepared foods. The sudden flood of frozen vegetables in butter, cream and mushroom sauces on the market can be attributed partially to the desires of the teen-age homemakers since

very few can cope with saucy cooking. The expert claim that while these young brides are developing their own recipes, they rely heavily on such convenience foods to camouflage their still limited culinary repertoire.

Young, married college students, whose ranks grow yearly along with other groups of married teen-agers, also use a large number of frozen prepared foods, although this group tends to be more budget conscious than the non-college teens. Many of the college marrieds have only very limited kitchen space and equipment and yet, for economic reasons, can't dine out regularly. The married co-ed has to whip up dinner after classes, and she has to do it in the cubicle kitchen. Many college town grocers aim a good portion of their frozen and convenience dish advertising squarely at the budget-minded college co-ed.

Prepared main dishes, vegetables, ready-mix desserts and even TV dinners are her favorites. Sales of frozen foods in college towns near campuses have reflected the needs of the married student in seasonal fluctuations. They are highest, for example, during examination periods and lowest, of course, in vacation months.

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U.S. Consumes 25% of Meat, in Restaurants

A study recently completed by the National Assn. of Meat Purveyors and the National Live Stock and Meat Board found that some 25 percent of all meat produced in this country is consumed in public eating establishments.

"Meals eaten away from home, therefore, have a direct influence on consumers' attitudes toward meat

products," the study showed. The study was initiated because preparation of frozen meat has become a major factor in quantity food service.

Store and/or Fixtures For Sale

Good volume Berkley store for sale, including full array of equipment and fixtures. Or, owner will sell fixtures separately, including frozen food cabinet, beverage, meat and dairy coolers. Many feet of island shelving and complete butcher supplies. For information, phone Milt Dawkins at LI 1-6549. Or visit him, 2688 Coolidge, Berkley.



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TAX TOPICS**Income Tax Savings Checklist**

By MOE R. MILLER
Accountant and Tax Attorney

Here is a systematic review of business practices, which may be creating unnecessary taxes for the employer, as well as the employee.

Self-Employed Retirement Plan

A self-employed individual may contribute up to 10% of his earned income to a Self-Employed Retirement Plan (but not more than \$2,500 a year). Under the present law, he gets an income tax deduction for only half of his contribution; or \$1,250.

This contribution will be deductible in full for the year beginning after 1967—(Code Sec. 404, Amended by Sec. 204).

Random Tax Tips

Reimbursing an employee for the cost of moving himself and his family to a new post can be an expense to an employer, and tax free to an employee, if certain conditions are met.

Splitting income with your family, without having them on the payroll, can be accomplished through a Pseudo-Corporation, by sharing your stock with children or relatives, without taking out money from the corporation or paying corporate tax.

If your employee works overtime, payment of "Supper Money" can be tax exempt to employees.



MILLER

If you expect a dispute with the Internal Revenue Service over the reasonableness of a stockholder officer's salary, you should consider having a resolution in your Corporate Minutes, obligating the repayment of the Disallowed Compensation. This could avoid having the disallowed portion taxed as a dividend.

Should you be continuing a deceased employee's salary to his widow or other beneficiaries, this can be tax free to the recipient up to \$5,000.

There is a dollar limitation on gifts, in order to be deductible; the limitation is \$25 per year, for each recipient.

A fixed formula for computing bonuses may permit you to accrue and deduct the bonus in the year preceding payment.

Premiums on individual life insurance policies are Taxable Income to the employee covered. Group Life (Continued on Next Page)

BUILD CUSTOMER SATISFACTION

... stock and display the brands your customers want

STANDARD BRANDS INCORPORATED

Insurance premiums are not Taxable Income to the covered employee on coverage up to \$50,000.

Courtesies discounts made available to your employees can be tax free, thereby serving to promote goodwill.

The Treasury's more restrictive rules on accrual of Vacation Wages were postponed again, and the liberal rule remains for years, ending before 1969.

The question is often asked: Can an office at home be a deductible expense? Many executives and other employees bring work home to be done after hours or on week-ends. The Treasury will allow the deduction, and has issued guidelines covering certain prerequisites.

Starting in 1967, self-employment tax will be considered as part of the Declaration of Estimate Income Tax.

Effective January 1, 1967, the new Social Security tax rate will be 4.4% each for employee.

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.

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BRONCO BELL

What's The Price of Butter?

By ALEX BELL

So it's installation banquet time again! To those of you who are reading this at Cobo Hall, welcome and have a good time. To those of you who are reading this in your library, or in your store, whyinell weren't you at the big affair?

We like the new type of ski pants the girls are wearing. . . the ones that look like they are worn under the skin.

* * *

Note to Mike G.—As they used to say in Vaudeville, "How are you going to follow an act like that?" We know

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SAGINAW
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Phone: 517-750-9533

you can do it though, so give it the old one-two. We're all with you and behind you.

* * *

L.B. You-know-who tosses billions around like they were millions. Guess we better get ready to come up with an extra 6%!

* * *

Deeb gave me the green light to put in a word about the accomplishments of the AFD in the past year or so. That's usually okay, but we do not like to live in the past. So Ed, you have another year ahead. What do you do for an encore?

* * *

Sign on a movie theatre penelope: "Born Free." The old man must have had medicare and Blue Cross. Hmmm?

* * *

Random thought: If it weren't for oleo, where would would the price of butter be?

* * *



MR. BELL

In a recent conversation with Max Shaye, he informed us that he went to bed with this column every night. We really didn't know things were quite so tough, Max, old buddy. We can get you into our local chapter of the Girl Watchers Society, if that will help.

* * *

We would like to thank our many suppliers and processors who helped to make our AFD banquet a big success, especially the Pepsi-Cola Company who sponsored the cocktail hour preceding dinner. Also, Detroit Rendering Co., Darling Co., Grosse Pointe Foods, Frito-Lay, Sealtest, Borden's, United Dairy and Krun-Chee who sponsored the music and the entertainment. Again, a big thanks to these firms. Apparently, the independents still have a few friends around. I mean, for sure we do!

* * *

Pony express is the name of a popular game being played nowadays. It's played something like Post Office, only there's a little more "horsing around."

Vita-Boy Introduces Snack Line

Famous Vita-Boy, Inc., division of Fairmont Foods, has introduced a line of four new snack items. Brand name for the new products is Austin Cookies, and consists of the following items: Toasty Peanut Butter Snacks, Combo Cheez Snacks, Cheese Peanut Butter Snacks and Creme Filled Cookie Snacks.

Aunt Jane's in Dilly Sweepstakes

Aunt Jane's pickles is presently in the midst of its "Dilly Coaster Sweepstakes," being widely promoted in the state with heavy television advertising. For further information retailers should contact Thompson-Jackson brokerage, Detroit, or Perry & Oudman brokerage, Grand Rapids.

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WELL DONE!

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Diet-Rite Ice Breaker Sweepstakes

Diet-Rite Cola has tied in with Dixie Cup to launch the "Ice Breaker Sweepstakes," beginning Feb. 27 through March 31. The firms will offer consumers a \$1 cash refund for purchasing both Diet-Rite Cola and Dixie 9-ounce beverage cup dispensers. To be eligible, the consumer must submit 10 Diet-Rite branded cork liners plus a package top with price circle from the Dixie dispenser.

CUSUMANO BROS.

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- 5 "In Store Promotions" Information
- 6 Suggested Retail Selling Prices
- 7 Scheduled Store Delivery

CUSUMANO BROS.

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All retailers are eligible to receive one case of the soft drink free with every purchase of two cases. In addition, Diet-Rite will offer one case free additional with every 10 cases purchased for tie-in display allowance. For further information, retailers should phone Paul Inman Associates, broker for Dixie Cup.

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Man with many years of experience in food industry, desires employment with manufacturer, wholesaler or broker as a sales-merchandising representative. College graduate. For further information phone the AFD office, 542-9550.

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to the

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On Their

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Steve Conn Heads Brokers Association

Steve Conn of the brokerage Steve Conn & Associates, was elected president of the Detroit Food Brokers Association at the first regular meeting of the year for the group held last month.

Others elected to office include Jerry Inman of Paul Inman Associates, vice-president; and Jack Shea of Marks & Goergens, secretary-treasurer. (The three officers are all employed by broker firms who are supplier members of the AFD.)

The Associated Food Dealers directors and members extend hearty congratulations to Messrs. Conn, Inman and Shea. If we can be of any service or cooperation to our sister association, just let us know.

Glass Container Shipments For Foods Increasing

Shipments of glass food containers are expected to increase about 500 million units in 1967, industry sources estimate.

The Econometric Institute, in a projection for the Glass Container Manufacturers Institute, estimates that 1967 food container shipments will reach 11.6 billion units. This would be 4.8 per cent higher than the 11.1 billion units shipped in 1966.

GCM reported that total shipments of glass containers were up about 5.5 per cent in 1966. Extensive gains were registered in non-returnable soft drink and beer bottles, GCM said.

Two New AFD Members

The Associated Food Dealers wishes to welcome aboard its two newest supplier members. They are Specialty Foods Company, located at 6773 East Davison, Detroit; phone is TW 2-2608. The firm specializes in delicatessen products as baked beans, potato salad, bean salads, etc. The other member is Lebanon Baking Company, whose specialty is baking and distributing popular Syrian or Lebanese bread, which is unleavened and comes in individual loaves. The firm is located at 3346 Michigan, Detroit; phone is 825-9702. These new members, and all AFD members, deserve your patronage.



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84

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Food Giant Begins Sav-A-Fund Cash Promotion

Food Giant Super Markets, operator of 11 stores in the greater Detroit area, has announced a sales promotion plan under which customers will get cash credits on their purchases instead of trading stamps. The plan will be operated in cooperation with Metropolitan Savings & Loan Association of Detroit.

According to Don LaRose, president of Food Giant, and chairman of the Associated Food Dealers, the plan works as follows:

A customer desiring to participate opens a special

"Sav-A-Fund" account at a teller's window located in the store proper. The account is started with a \$1 gift from Food Giant. Thereafter, a sum equivalent to two percent of all purchases (with the exception of beer, wine and cigarettes) will be credited to the individual's account. Purchases on Wednesdays will bring a customer double credit, or four percent, in place of the double stamps formerly given out.

The customer may withdraw her money at any time. However, if it is withdrawn before the total reaches \$10, the starter contribution of \$1 from the store will be deducted. No interest will be paid on sums under \$10.

After the \$10 has been accumulated, the customer will be invited to transfer the money into an interest-bearing account with Metropolitan Federal Savings. Then the customer can start accumulating another \$10, again with a \$1 initial contribution from the store.

The plan was inaugurated three weeks ago at the Food Giant store in Oak Park. LaRose told *The Food Dealer* the plan will be expanded in the near future to all eleven of the independent chain's stores.

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