



# THE FOOD DEALER

*The Magazine of The Greater Detroit Food Market*

JULY, 1967

**Bring  
'em  
back  
ALIVE!**

Featured on the cover of the issue of The Food Dealer is the popular slogan of the Automobile Club of Michigan (AAA). In the tradition of community spirit, the Associated Food Dealers is proud to support and tie-in with the "Bring 'Em Back Alive" campaign.

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THE FOOD DEALER

JULY, 1967

## Consumers Want Variety — Giacchetti Tells DAGMR

"Today's consumer is more sophisticated and consequently demanding more varieties of nutritious and better tasting foods as we approach the affluent Seventies." So said Michael Giacchetti, president of the Associated Food Dealers, in an address before the Detroit Association of Grocery Manufacturers' Representatives at Monte's Rathskeller.

"Today's consumer is not only interested in the basics, as man's wants are replacing needs." Giacchetti said that the food field as a whole has on most occasions, lulled itself into a series of duplication items. "As merchants, we are concerned with space limitations and multi and varied sizes. The food manufacturing industry would do better to devote more time and research for original items," he added. "Duplication many times tends merely to

divide and not expand a market for additional dollar purchases."

Giacchetti explained that many retailers have applied modern innovations, as taste, color, decor, and carpeting, to accommodate this new breed of sophisticated shopper. New items, which are not duplication of existing items, would be mutually profitable to retailers and manufacturers alike, he said.

In addition, Giacchetti outlined the growth, progress and success of the AFD, as well as some of the problem retailers are encountering. His talk was enthusiastically received by a packed attendance of DAGMR members to a standing ovation. Also on hand were AFD chairman Donald LaRose, and AFD executive director Ed Deeb.

### CALAHAN SAYS

## Steps Being Taken To Fight Crime, Enforce Laws

Wayne County Prosecuting Attorney, William L. Calahan, told members of the Associated Food Dealers and their suppliers that "definite steps are being taken to fight crime and enforce laws." Calahan spoke before an AFD General Membership Meeting, June 13 at the NCR auditorium.

Calahan said that as a result of the updating of the courts being done by him and his associates, trials are now being brought to court within 30 days. Renovating of the Wayne County courts is saving citizens money, while allowing policemen to spend more time on the job than in the courts.

One of the major changes has been to prohibit the switching of a plea by those convicted of robbery-armed to that of lesser offenses. Calahan said he has added 12 new assistant prosecutors to his staff which saves citizens and businessmen a lot of time through speedier trials. He also said it is costing citizens in Wayne County \$111.07 to defend criminals on the average per day, while costing these same citizens \$88 per day average to prosecute criminals.

Calahan's report was well received. In conclusion, he called on the AFD to assist him by being a part of an advisory council to find ways to help improve the court systems. (At this time, the AFD wishes to publicly thank the Abner A. Wolf Company for providing refreshments at the AFD meeting.)

## Jerry's Butcher Shoppe Opens In Riverview

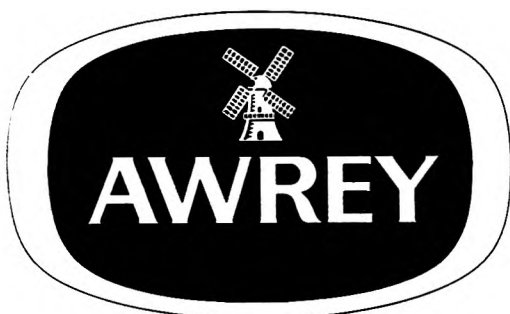
AFD director R. Jerry Przybylski has opened his third store, this one in suburban Riverview. Called Jerry's Butcher Shoppe, located at 8102 Fort Street, the store has been "enthusiastically received" by food shoppers and the open-for-business sign has not even gone up yet.

Highlight of the new Jerry's Butcher Shoppe is the attractive decor, which includes red wall-to-wall carpeting and pretty butter yellow pastel coloring with unique barn siding and sloping arches motif. All employees wear red vests. On the outside, it contains shake-shingle roofing.

Przybylski operates two other stores, one each in Wyandotte and Trenton. Last December, he was the subject of a cover story in *The Food Dealer* magazine.

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## THE FOOD DEALER

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**GUEST EDITORIAL**

# Bell Tolling For Returnable Soft Drink Bottles?

By JAMES R. SCOGGIN

Vice President  
Food Marketers, Inc.

With their profit margins under continuing pressures from everywhere, supermarket management determination is mounting throughout southern Michigan for taking almost any necessary action to have relief from the historic burden of collecting, sorting and storing deposit-return soft drink bottles.

Nowhere is the determination higher than among some of Metropolitan Detroit's independent grocers, according to Food Marketers' regular soundings of retail level thinking. One independent chain has gone so far as to put Detroit area soft drink bottlers on "or else" notice.

That is, the chain's management has said that unless something is done soon to alleviate bottle handling costs, their stores will be forced to restrict marketing of soft drinks to one-way packaging.



SCOGGIN

The overall situation appears certain to explode into a retail rebellion that could easily spread nationwide. The only question at the moment seems to be: *Can the rebellion be kept within boundaries that will avoid sudden dislocations in what have long been normal business patterns for bottlers?*

Hopefully, it can be, because much more will be involved than just the fate of a food product package that has been the target of gripes by retailers for decades. A bitter rebellion would also bring into closer scrutiny the increasing incompatibility of the franchised bottler's still practiced store-door methods of getting his products into supermarkets despite the vast changes that have taken place in food product distribution techniques since World War II.

It is likely some dislocations will be unavoidable. But the consequences can be made digestible for all concerned within a spirit of understanding between soft drink bottlers and grocers for their respective problems and their respective responsibilities to consumers.

Franchised bottlers can help create the needed atmosphere of understanding by appreciating how hard today's supermarket operator must fight to keep cost factors in line. No industry is more competitive on costs these days than the supermarket industry and every operator is searching every possible avenue for keeping people-to-sales ratios in line.

*EDITOR'S NOTE—This article on returnable soft drink bottles and the handling of them thereof, was submitted to the Associated Food Dealers for publication in The Food Dealer magazine, completely voluntarily and unsolicited by Mr. James Scoggin of Food Marketers, Detroit-based brokerage company. The views are strictly that of the writer, and in no way should be misconstrued as those of the AFD. However, any individual, company or association is hereby invited to submit for publication the views giving the other side of the problem. We will print the story and any or all comments submitted to the editor.*

This is the average supermarket operator's appraisal of his plight: He now handles soft drinks in returnable bottles at what he considers satisfactory profit margins. But, he is convinced, that at least half the profits get dissipated in handling the bottles consumers bring back to the store.

Because a stock boy who used to get 50 or 75 cents per hour must now be paid three times that much in wages and fringes, the supermarket operator feels returnable bottles have become a luxury he can no longer afford.

From their side of the fence, franchised bottlers do not question the squeeze on a supermarket's operating costs. And, they say in response: *"Why don't you raise soft drink prices enough to offset those costs?"*

NO, say the supermarket people. That response, they maintain, completely avoids the real issue. *Our soft drink selling costs are not up, they explain, just the handling costs. And, these are costs which over recent years have been palmed off on us in greater and measure as consumption of soft drinks has increased.*

In summation, the supermarket people note the soft drink business has enjoyed an annual growth rate of about 7 percent over recent years. They feel they have been denied a rightful share of that growth by having to continue to subsidize handling costs that should be borne by the producers of the products.

In judging the supermarket position, bottlers must recognize the significance of soft drink sections in supermarkets constituting the one area where there has been little change in many, many years, except for a proliferation of product varieties, sugar and sugar-free, and sizes of packages and package containers.

Over recent years the major franchise companies have been remarkably imaginative in developing

(Continued on Page 13)



ED DEEB

## **OFF THE DEEB END**

# Little Things Count

Usually, businessmen talk about the big problems they are confronted with in their business or their industry. Not too often mentioned, however, are the little problems.

Little things like customers complaining about prices being too high, or a discourteous employee, or the slow delivery service, or a shortage of stock and what have you. The little things can similarly concern suppliers and salesmen.

It's these little things which I prefer to call business etiquette. For example, because you are in a hurry, is no reason why businessmen cannot remain courteous or polite. A person's actions or tone of voice very often determines his character.

The following is a reminder list of do's and don'ts so often overlooked or neglected in the area of the little things or business etiquette:

- Keep a calendar, note pad and pencil near your phone or on your desk.
- Keep all appointments or commitments, and put them in writing as a reminder.
- Call in advance to cancel any appointment, if it is impossible to keep.
- Treat customers and salesmen with respect and courtesy
- Don't leave someone hanging on the phone. If you cannot talk to them at the moment, get the number and call back.
- Don't lose your temper, even though you may have reason to do so.

Too often, businessmen tend to overlook these little things, which in reality are not so little. They are important to the operation of your business. Being organized, is the real key to preventing problems.

Like the old adage says, "It's the little things that count."



## SCHAFER OPENS 2 DETROIT SITES

Russell E. Kiser, president of Schafer Bakeries Inc., Lansing, an AFD member, has announced that the wholesale baking firm has established two new locations in the Detroit area. The two branches are located at 920 Fort Street, near Outer Drive, and at 18354 Fourteen Mile Rd., near Groesbeck. Previously all Schafer bread routes originated from the company's facility at 500 E. Forest, where the firm's donut production plant is located.

At the same time, Ken Mullin, Schafer Detroit division manager, said that Charlie Evans will be the supervisor of the Fort Street branch (phone 386-1610) and Joseph Nader will supervise the Fourteen Mile location (phone 293-5320).

## Coca-Cola Announces Appointments

Robert B. Healy, vice-president of the Detroit Coca-Cola Bottling Company, an AFD member, has announced the appointment of H. Larry Morgan as sales manager. Morgan was formerly associated with the company and WWJ Radio.

Other appointments made included that of William Butterfield as sales promotion manager of the firm, and Vernon J. Schwanitz as assistant controller.



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## Around the Town

Dr. Raymond Stanley Wojtalik, son of Stanley Wojtalik, president of Stanley Advertising and Distributing Co., an AFD member, has just graduated from the University of Michigan Medical School cum laude, 5th in his class, and a distinguished member of the dean's list.

\* \* \*

The 1967 Food Information Week campaign will be conducted Sept. 24-30, with the main program set for Sept. 25. The annual promotion is sponsored by Michigan State University, cooperative extension service. Fran Harris of WWJ, chairman of the board of the FIW advisory council, said the renown Armour chef Louis Szathmary, Chicago baker and restaurateur, will be featured on the program, along with Larry Taylor, food consultant to SMI.

\* \* \*

Harvey Weisberg, an AFD director and vice-president of Chatham Super Markets, is presently

on a month's vacation to Europe and Israel. He has a tough job awaiting him upon his return, however. He's chairman of the food store chains division of the United Foundation torch drive campaign.

\* \* \*

Sam Fink, president of Great Scott Super Markets, and an AFD director, has announced a very successful bumper sticker promotional campaign being conducted by "Scott" employees. With the two-hearts emblem imprinted on the left, the bumper sticker reads: "Buckle Your Save-T-Belts."

\* \* \*

Michael D. Khami, son of AFD director David Khami of Handee Super Market, Inkster, has graduated from the University of Detroit, where he received his BA degree in marketing. Another son, James Khami, recently graduated from Sacred Heart Seminary with a BA degree in philosophy.

\* \* \*

Members of the Associated Food Dealers extend a hearty "get well soon" to Miss Kay Savage, food editor of the *Detroit Free Press*. Miss Savage has been recuperating from a recent illness at Jennings Memorial Hospital.



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

**KOEPLINGER'S**  
**4-packs**  
NATURALLY

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

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## THE PRESIDENT'S CORNER

# *The Best Policy: Help Inspire Others*

By MIKE GIANCOTTI

In many years of involvement with people, I have seen a wealth of programs destroyed, projects abandoned, and enthusiasm fade because some respected food man or association member uttered, "It won't work," or "I don't like it," or "You can't do it."

These lonesome phrases muttered from the back of the room serve only to squelch enthusiasm, for all too often they come from a key person retaliating for a victory lost. The failure might be having his advice unheeded, failing to gain an important committee post or what have you.

These bitter souls find that the role of vocal critic fills the void of that chronic loser. The real foodman or association member realizes that the road of success is not paved, but full of hills and obstacles instead.

The true leader never criticizes from the sidelines but remains involved. If he isn't chosen to quarterback, he is willing to offer his talents in any capacity he can.

There is little or no need for bitter and uninterested men whose only asset is a sharp tongue and forecast of doom. We desperately need men of courage, ready to back their criticism with alternatives, new ideas and better ways to succeed.

In the year ahead, keep yourself informed, participate, and be ready to voice your opinion even if it does not parallel with that of your elected or appointed leaders. But, don't attack them with naked criticism just to be critical.

Allow your employees or associates to express their opinions. By so doing you will never suppress enthusiasm, so vitally needed to encompass each individual in an organization. Help inspire freedom of thought. In so doing, you can never tell when you may stumble on an idea which can mean the difference between success and failure in your business.

Your personal organizational growth, and the growth of such organizations as our own AFD is in your hands. Thoughtless criticism cannot be of help. Constructive criticism, however, and a willingness to serve can be of immeasurable value.

Think about it!



Giancotti

## Calpak's Ciaramitaro Promoted To Division Manager of Southwest

Frank Ciaramitaro, district sales manager of California Packing Company's Detroit district, has been appointed division sales director of the firm's southwest division with headquarters in Fort Worth, Texas. The announcement was made recently by Ross B. Yerby, Calpak executive vice-president of Marketing.

In his new assignment, Ciaramitaro will supervise Calpak sales personnel in the Texas, Oklahoma, New Mexico, Arkansas and Louisiana areas. Succeeding him in Detroit as district sales manager is Walter B. Lownes, who had served as district sales manager of Fort Worth.

Ciaramitaro has been very active in various Detroit area food field activities. Presently, he serves as secretary-treasurer of the Detroit Assn. of Grocery Manufacturers' Representatives. He was a strong supporter also of the Associated Food Dealers, and two years ago appeared as an AFD panelist during a seminar.

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## TAX TOPICS

# Estate Planning Important To Businessmen

By MOE R. MILLER

Accounting and Tax Attorney

Almost every businessman will agree that one of his basic aims in life is to provide certain direction and security for his family should he die. But too often he never gets around to taking the necessary action, and his procrastination can lead to unhappy results.

A widow and daughter wholly uninterested in business can find themselves co-owners of a business which was intended to go entirely to the son, because a person died intestate (leaving no will). If a person dies intestate, two-thirds of his real property will go to his child (or children) and one-third to his surviving widow. In the event of personal property, (with only one child), half goes to the surviving widow and half to the child. There being more than one child then two-thirds of the personality would go to the children, and one-third to the widow surviving.

Here is a round-up of tax techniques which can help plan the estate. These are used in addition to a properly organized will.

**Stock Options**—Can be used to compensate key non-stock holder employees of closely held corporations.



MILLER

**Pension and Profit-sharing plans**—Permits an employer to provide for an employee's retirement. Specifically, the employer can deduct payments made by him to the fund; and the fund can invest and build up income tax-free. Self-employed individuals can also obtain tax benefits from a qualified retirement plan, though on a more limited scale than employees.

**Employee Group Insurance**—This is an important fringe benefit which an employer can provide for employees. Premiums paid by the employer are deductible in full and are tax-free to the employee to the extent of the first \$50,000 coverage.

**Temporary Trusts**—Commonly referred to as a short term trust, this is an effective vehicle for shifting income from a high bracket taxpayer to a low bracket taxpayer for whom he wants to build up a special fund. The trust must be irrevocable for at least ten years plus a day, or the life of the beneficiary.

**Gift Tax \$3,000 Annual Exclusion**—This is allowed with respect to gifts made to each person within one year. There is no limit on the number of annual exclusions that can be claimed. Example: A person can make twenty gifts of \$3,000 each to twenty different people, and be exempt from gift

(Continued on Page 13)

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## Tax Topics

(Continued from Page 12)

tax. If a husband and wife join in a gift, the annual exclusion would be \$6,000 per recipient. Thus, if a married couple had three children, the sum of \$18,000 would be gift-tax free.

**Gift Tax \$30,000 Lifetime Exemption**—This is allowed to each taxpayer. In other words a husband and wife each have a lifetime exemption of \$30,000 and during their lifetime can make gifts of \$60,000 (\$30,000.00 each), and be exempt of the gift tax. As a result, married couples can get the benefit of a \$6,000 annual exclusion and a \$60,000 lifetime exemption, for gifts to other persons, and be exempt from the gift tax.

In conclusion, the law may impose an arbitrary and costly plan because a person did not take advantage of laws which let him plan his estate to accomplish the most desirable family goals at the lowest possible tax cost.

## Returnable Bottles

(Continued from Page 5)

multi-flavor and dietetic lines of soft drinks. Ironically, that imaginativeness is at the root of today's retail level protests against returnable soft drink packaging.

Meantime, neither franchise company headquarters nor their bottlers have become known for adeptness in long range marketing planning. That image needs change. And, the change will require sharp departures from traditional practices and attitudes. Of basic importance, the bottlers must recognize supermarket operators as their primary customers.

Out of a decade of experience we know soft drink bottlers, with few exceptions, do not have working relationships at trade levels that are enjoyed by other food manufacturers. Most supermarket people feel soft drink bottlers are dedicated to ignoring their reasons for indicting returnable packaging.

For example, there was shock at many retail levels when a major franchise company introduced a new low-calories drink in, of all things, a newly designed deposit-return bottle.

Detroit area bottlers have substantial investments in returnable glass. Their resistance to having to write them off is understandable. But shouldn't they be more open-minded and flexible in their efforts to protect their investments than to just say to supermarket operators: why don't you raise your soft drink prices?

Soft drink bottlers, especially those guided by parent company policies, must examine themselves in the light of that question. They must also consider that a new, cost-cutting delivery system for

soft drinks is now a reality for both private label and brand name products—that is, from plant to chain or wholesale warehouse and from warehouse to supermarket.

The real advantage the private label packer has costwise is through delivery method. It will, therefore, eventually become mandatory upon franchised bottlers to compete in the delivery area if they are to maintain their rate of growth.

In any final analysis, all concerned must realize that decisions to be made about deposit-return bottles involve a whole family of packaging, ranging in size from several ounces to quarts. Perhaps, in-depth discussions of the total situation could find some members of the family deserving of survival while at the same time reaching compromises that will insure survival.

As of now, as far as most Detroit supermarket operators are concerned, the returnable bottle has been indicted and must stand trial. From their viewpoint, the evidence against the package is overwhelming. It is a time when soft drink bottlers were in greater need of good trade relationships.

The soft drink industry spend millions of dollars annually to sell youngsters and housewives on the good things about soft drinks. We suggest the time is long past due when bottlers should make an all-out effort to get along with those who can determine the success or failure of all their sales efforts—the supermarket operators.

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## MEMORANDUM FROM FAYGO

Every once in a while we like to think of Faygo as typical reflection of what America really is, the first and only society to provide true freedom of opportunity for the richness of human potentiality, human discontent and human variety.

Bringing that thought to mind is the fact that Faygo was founded 60 years ago in a small store on the fringes of downtown Detroit. Its founders, Perry and Ben Feigenson, then aged 25 and 23, brothers and immigrants, started out with two tubs for washing and rinsing bottles, a siphoning hose and a hand-operated gadget for capping. Today Faygo's modern facilities employ about 400 people and are capable of producing upwards of 300 million bottles and cans of soft drinks annually.



FEIGENSON

*Our new product FROSH is the forerunner of a new family of sugar-free drinks, especially formulated to bring a new taste approach to Detroit's sluggish low-calorie soft drink market. Detroit consumers have never really showed enthusiasm for dietetic drinks and our research strongly indicates this is because the offerings have been largely restricted to sugar-free refinements of standard flavors and colas.*

We try to keep our ears tuned to changing consumer habits and there is mounting evidence that the introduction of dozens of new soft drinks over recent years has lessened the degree of loyalty consumers give to any particular type drink. Therefore, our future product development strategy is taking into account that the average consumer may eventually become as fickle about types of soft drinks as about styles of automobiles.

We plan to always have five or six unique products in our line, each of which can be depended upon to generate two or three years of volume sales before requiring replacement by some newer and different taste appeal.

Faygo will spend nearly a million dollars this year to take the story of its products to consumers and we are proud of our reputation among consumers for producing quality soft drinks at competitive prices. But we never forget that our future is always directly dependent on how well we continue to make up our basic reputation to retailers: *High quality products, priced right with good profit margins, and supported by honest advertising, aggressive merchandising and eye-appealing packaging.*

Advertisement

## THE BELL RINGER

# Why Did LBJ Play Politics With Romney?

By ALEX BELL

As we start this column (July 25) looking out of our apartment window, we see people watering their lawns. A quiet peaceful neighborhood, while only about four miles away a scene of desolation. We wonder how many independent businessmen are out of business for the rest of their lives?

As you all know, insurance companies do not want any part of the risk in the inner-city area and we think that if the Federal government wants to play Santa Claus to all and sundry, it is time that some kind of federal insurance be made available to any merchant willing to operate in the inner-city or "high risk" area.

We are not advocating something for free, but a good low cost program available to chains and independents, whether they be butcher, baker or candlestick maker.



Mr. Bell

**Political comment:** It looks like LBJ played plenty of politics with the Federal troops issue. He tried to make lonesome George a real bum.

**Straws in the Wind Dept.:** Canada Dry's sales in single-use bottles and cans were 33% of total volume in fiscal 1965 38% in 1966 and 49% in 1967; and the forecast is an even higher percentage this year. Incidentally, Canada Dry had a write-off on inventory of \$1.4 million in returnable bottles!

**Note to you-know-who:** Our child bride has taken up gourmet cooking. She can now produce ice cubes that melt in your mouth. (Note from the C.B.: Maybe with arsenic yet!)

Ah, something new on the boob toob. We now have a tooth paste that has sex appeal. This we must get. (Note from the gal that makes your bed: Too bad, fatso; what are you going to use for teeth?)

(Continued on Page 17)



## ***Banks to Revise the way they Handle Checks***

NEW YORK—The Federal Reserve has served notice that there will be some changes made late this summer in checking account methods. The agency said that after Sept. 1, all checks that have been crossed over or marked in any way will not be accepted. Nor will checks without magnetic ink character recognition (MICR) symbols.

According to the Foundation for Commercial Banks, this means no more blank counter checks and no more borrowing of checks from a friend, crossing out his or her name and account number, and substituting one's own. In practice, the foundation says that banks have returned checks that were poorly written. From its experts comes the list of the most common check-writing mistakes and how to avoid them:

- Ignoring the computer age and trying to alter MICR symbols. These magnetically coded symbols enable the check to be processed rapidly by electric equipment. They cannot be obliterated by ordinary ink or pencil. Thus, if you borrow someone's else's check, cross out his account number and name, and fill in your own, his own old MICR symbols will come shining through, and the check will be charged to his account rather than yours.

- Writing the wrong date. A bank may simply return a check that is dated ahead. There is a handling fee for this, usually. Or, through an oversight, the bank might pay a postdated check when it is presented, causing other checks you wrote to bounce because the funds aren't there at the time.

Finally, especially during January, be careful of the right year. A check more than six months old may be held up for payment because the bank considers it stale.

- Scratching out, crossing over, other alterations. Give it up and start all over again, if you have made a mistake. (Retailers are cautioned to be especially alert to this practice.)

- Writing one amount in words and another in figures. This is an elementary and very common mistake. Legally, the amount written in words takes precedence over that written in figures.

- Playing variations on your signature. A check must be signed

with the same signature you filed with the bank when you opened the account.

If you omit your middle initial, or substitute initials in the place of full names, the bank may refuse to honor the check. The reason: Names are not unique (see any telephone directory) and there's danger of charging your check to the account of someone with a similar name if your signature is not exact.

(NOTE: The Associated Food Dealers urge all retailers to be cautious when cashing checks, and begin watching for the above-mentioned characteristics.)

### **Store Decor Coordination – Interior and Exterior CUSTOM DEPARTMENT DESIGNING**

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## SECOND OF A SERIES

# How You Can Reduce Shoplifting Losses

By ROY ANDERSON  
Security Officer  
Chatham Super Markets, Detroit

The food store operator who will not admit he is suffering losses through shoplifting is either naive, kidding himself or hiding the truth. All stores have pilferage problems and those who think they have none are probably getting it the worst.

Prevention, detection, apprehension and prosecution are the four keys in the reduction of shoplifting losses. As detection was discussed in the previous issue of *The Food Dealer* only the other three topics will be covered in this article.

**Prevention**—Obviously the main factor in reducing pilferage is to prevent it in the first place, by removing the temptation to steal.

It is morally wrong for an operator to place temptation before his customers by arranging his merchandise so that numerous blind alleys exist, to display small valuable items where they cannot be watched, to light the store poorly, to permit lax check-out procedures and in general to operate in a hap-hazard manner which invites thievery. This type of operation serves as an introduction to crime as it is usually the first type of crime committed by a juvenile. If uncaught, it opens up a career of more varied and serious crimes. Fortunately, shoplifting is susceptible to an early cure. In the long run, prevention is the cheapest form of control.

As was stated in the previous article, control must start at top management. They must impress upon the people in the store that this is a vital part of their job and should be considered part of their daily business. Alert store personnel are vital in the prevention picture. A few definite methods of prevention are:

Display high-cost, easy-pilfer items in view of checkstands, such as cigarettes, health and beauty aid, etc.

Block unused check-outs with carts, small displays or other barriers so that people, especially children, cannot walk or duck through.

Flip magazines and newspapers—it is simple for shoplifters to slip records, smaller magazines, or other flat items between the pages.

Clean out a bascart completely, including the bottom, and if a child is riding have him removed. This can be done tactfully by using another bascart to load groceries in.



ANDERSON

Don't overlook the obvious. Many shoplifters hold packages in their hands or under their arms as though they were purchased elsewhere.

Install different devices to view your critical areas. Two-way mirrors, closed circuit TV, movie cameras, etc. With the exception of the movie camera, the other devices require monitoring. A new movie camera on the market—Scan-O-Scope—is relatively inexpensive and seemingly is adaptable for the food stores both large and small.

Observe people who seem to loiter, or children who wander up and down the aisles. Let them know you are watching them. Reserve the right to check all packages. Post signs informing customers of this reservation.

**Apprehension**—Only the manager or his designated number-two man should do the apprehending. Use a pre-arranged signal when a shoplifter has been spotted.

Be sure the shoplifter *was seen* concealing the items on his or her person and is kept under observation until he leaves the check-stand or leaves the store. If you lose sight of the shoplifter at all, drop it!

Be courteous but firm. Do not lay hands on the shoplifter.

"Invite" the shoplifter to a quiet, private place. Do not lock the door and try to have another person or witness with you, preferably the person who spotted the shoplifter.

Get a signed confession. If they will not sign one, do not threaten, call the police.

If the shoplifter bolts, make no effort to stop him or her. The rule is let them go and notify police. Obviously they will never return. You can damage your store's reputation by creating a scene.

In the case of children the same as above applies. A hysterical child creates a poor impression with other customers. Upon apprehension a telephone call to the parent is normally all that is required, unless the child has been caught before.

**Prosecution**—With a few exceptions the best policy in the long run is prosecution.

Some of these exceptions are: Elderly people; children—except repeaters.

Casual larcenists—sometimes it is better to let them know you are aware of their activities and have them continue to shop at your store. family—discussion with the employee.

Whether or not you prosecute depends upon the circumstances of each case. Only you can make this determination.

## Associated Food Dealers Endorses National Bank's Guaranteed Check Plan

The directors of the Associated Food Dealers of Greater Detroit unanimously passed a resolution recently endorsing National Bank of Detroit's guaranteed check plan, called "Checkmate."

In a resolution sent to NBD president Robert Surdam, the AFD said it "fully endorses and supports National Bank of Detroit's Checkmate program as truly a progressive step forward in area banking circles." AFD directors said they would work closely with the bank to promote the program.

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## Alex Bell

(Continued from Page 14)

**Daffynition** of a second story man: A man whose wife doesn't believe his first story.

\* \* \*

When people call you a down-to-earth fellow, what they really mean is that they can step all over you.

\* \* \*

To date we have received no letters telling us where Seecaucus is. So, no free membership will be given out for the SSS Club.

\* \* \*

Just received this suggestion from the bedmaker: "What you need is a hobby, dear. Have you ever considered taking singing lessons?" (Now whatinell did she mean by that?)

\* \* \*

And so, on to Miami for the NAIFR convention!

*Dear John, that's all she wrote.*

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## Greater Detroit Population to Increase 1.5 Million by 1975

Metropolitan Detroit's population will climb by 1,500,000 persons for a total population of 5,200,000 by 1975, it was announced recently by the National

Planning Association (NPA). This means Detroit will lead most of the United States urban areas with a growth rate of 2½ percent. The NPA figures show the Motor City following a national trend of continued urban growth, but with a considerable slowdown from population increases of the 1950's.

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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.

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### 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

## Associated Food Dealers' President's Awards Banquet At Roostertail, Sept. 19

The Associated Food Dealers of Greater Detroit will hold its annual "President's Awards Banquet" Tuesday evening, Sept. 19, at the Roostertail's Upper Deck, it has been announced by AFD president Michael Giancotti. The banquet is the highlight of the association's award program, and will honor area "Salesmen of the Year" winners.

All retailers who have not yet sent in their nomination form for the salesmen they think deserving of the honor, are requested to do so immediately. (Fill in form on Page 19 and send to AFD office, 434 W Eight Mile Road, Detroit, Michigan 48220.) In addition to the salesmen award winners, two special awards will be given to individuals who have contributed greatly to the food field.

Tickets for this year's banquet can be purchased by phoning the AFD office, 542-9550. Unlike last

year, valet parking for those who attend will be available.

Last year's award winners included Wally Lorber of Abner A. Wolf, Inc. (wholesaler), James Vollbach, California Packing Company (manufacturer), and William Fell, United Brokerage (broker).

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## WHO'S YOUR CHOICE?

Retailers, you now have the opportunity to choose or nominate your candidates for representatives of the year. This is not a popularity contest. We want you to choose those representatives who you think best deserve the titles Broker, Wholesaler and Manufacturers' representatives of the year. The three chosen will be honored at the Associated Food Dealers "President's Award Banquet," to be held Sept. 19 at the Roostertail's Upper Deck. For reservations, phone 542-9550.

Broker Rep. of Year \_\_\_\_\_

Company \_\_\_\_\_

Wholesaler Rep. of Year \_\_\_\_\_

Company \_\_\_\_\_

Manufacturers Rep. of the Year \_\_\_\_\_

Company \_\_\_\_\_

Signed \_\_\_\_\_ Store \_\_\_\_\_

Fill in your nominations form and send to the AFD office at 434 W. Eight Mile, Detroit, Mich. 48220.

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