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**ASSOCIATED FOOD DEALERS**  
**of GREATER DETROIT**

*Serving the Independent Grocer*

# THE FOOD DEALER

*The Magazine of The Greater Detroit Food Market*

**MARCH, 1967**



**Bill Hollowell, left, and Arnold Rodin, commodity brokers.**

## Detroit's Commodities Market

Many people have heard of the stock market and stock exchanges, but few know anything about the commodity market and commodity exchanges. In this issue, The Food Dealer features the market and Rodin-Hollowell Co., Detroit's leading commodity broker. See story, Page 16.

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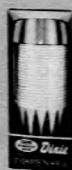
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**WHERE THE CARTS ARE** — This Food Dealer photograph taken recently at the City of Ferndale Dept. of Public Works yard, shows 176 shopping carts sitting to rust away. At \$35 each, the value of the carts pictured amounts to more than \$6,000.

## Crime Conference Panels Discourage Stop-Frisk Law

Contained in a package of recommendations made during the six workshops sessions of Mayor Cavanagh's Crime Conference last weekend was the discouraging of a proposed stop and frisk law which would give police much broader powers to stop and search anyone who looks suspicious. Panelists said adoption of any such stop and frisk law would "deteriorate citizen-police relations." Other recommendations made at the conference included the following:

(1) Higher pay for police officers and more police (which the AFD has been strongly urging for two years); (2) More precinct level police-citizen conferences and youth programs; (3) Instead of more prison facilities,

expand diagnostic and rehabilitation facilities; (4) Additional probation, work-release and halfway house programs; (5) Better data on facts and reporting of crimes; (6) More training and money for policemen and less reliance on officers for routine chores. "In the final analysis, Detroit will have the kind of law enforcement—good, bad or mediocre—that the people provide for and insist upon," the report said.

Crime participants were greeted Saturday morning by some 25 grocers wearing white aprons. Pickets carried signs which asked for more police protection, pay higher police salaries and asking that streets be cleared from hoodlums.

## Name Companion of Slain Girl Bandit

A man arrested for questioning in another killing has been named as the previously unidentified third bandit who escaped with \$300 from Tocco's Market at 700 Jos. Campau recently.

He is Samuel Reaves, 20, of 4665 Julius, Inkster, who refused to talk about the holdup and stood mute yesterday in Recorder's Court.

Grace Tocco, who killed a 14-year-old girl and wounded one her two male companions in the robbery, tentatively identified Reaves in a showup, police said.

They reported his fingerprints were on sunglasses dropped outside the store door.

Bullets from Miss Tocco's gun killed Helene Davis and struck Barry Smith, 22, in the throat. Smith, who also is charged with robbery armed, is still in critical condition and unable to be taken from a hospital to court.

Judge Samuel H. Olsen entered a plea of innocent for Reaves and sent him to the Wayne County Jail when he could not furnish \$25,000 bond.

Reaves was arrested recently hours after the hold-up, in the company of others being questioned about another shooting. It developed that he had no connection with the other case.



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## THE FOOD DEALER

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ED DEEB

## **OFF THE DEEB END**

# Now Let's Have Action

Now that Mayor Cavanagh's Crime Conference is over, and some 1,000 interested Detroiters have expressed their views on crime and how to combat it, it is time for machinery to implement action.

The main theme for combatting crime as expressed at the conference was to substitute sociological reforms and rehabilitation in place of stiffer penalties and sentences which can be imposed by our courts. There was frequent mention of hiring more police and raising policemen's salaries to attract more qualified persons to the force.

In all fairness, the mayor should be commended for holding such a conference and allowing the community to openly discuss the disturbing and distressing problem of increasing crime in our town (and all the nation for that matter). It is when you bring the problem to a head and discuss it in a genuine fashion, can there be any hope for solving it.

Surely we are aware that despite the meeting of the minds and lengthy discussion, the problem of crime affecting Detroit's 4,000 food and beverage store operators, is still a reality. If one is to solve the problem by rehabilitating criminals who violate the law at the expense of decent law-abiding citizens, then we must have the facilities. If we do not have the facilities, then we must toss trouble makers into Michigan's prisons, which presently operates at only two-thirds of total capacity.

If we are to have more police, then the mayor and interested citizens must devise and implement programs which will bring needed policemen to the force, which presently is some 400 men shy of full operating strength. Arming retailers to supplement the force is definitely not the answer.

One solution is to get the churches involved, bringing back strong family life and morality, which is sorely on the decline. Even though there were many clergymen attending the recent conference, only vague mention was made regarding the role the church can play to combat crime in our cities. It seems in modern times the church is involved in a reactionist role to charges of the community, rather than to take a leadership position, as had been done during past history.

Whether it be civil action programs, or religious morality programs, we need action immediately. No longer should retailers and other citizens be subjected to the abuse of criminal attacks, while we merely stand back and watch.



## The Sounding Board

To the Editor:

This is to inform you that I have moved into what I consider the newest and finest party store in Detroit, located at 13023 E. Warren Avenue.

I have confidence in Detroit's east side and firmly believe that the area will remain in good condition for years to come. I am happy to know I am doing my share and playing a small part in helping to keep our City from deteriorating by erecting my new building.

**William Valentine  
AAA Party Store  
Detroit**

Congratulations to the new officers of the Associated Food Dealers of Greater Detroit. We want to thank your association for your continued demand that police officers be upgraded—both their pay and standards. Best wishes for continued success.

**Carl Parsell  
President  
Detroit Police  
Officers Assn.**

To the Editor:

I am writing to commend you on the letter you wrote to the City Council. You are absolutely right, we need more police protection. It is a problem which affects the total community.

I agree with you one hundred percent that arming the grocers is not the answer, but what are we to do until an answer is found? I think Walter Shamie's proposal is a good one because if it were known that the grocers had guns and knew how to use them, it would make the "punks" think twice before attempting a robbery.

The way conditions are now, a grocer or party store owner who stays open at night without a gun is a sitting duck. Let's face it, most store owners today have guns on the premises for protection, and I'll bet most of them have never been fired. I think it would be a good idea to learn how to use them properly, if the need for protection should arise.

I personally would like to see the association take issue with the Police Commissioner, who seems as if he couldn't care less about our problem. Grocers all over the city are being harassed, robbed and even murdered, and what does he do about it?

Our Commissioner once said if he were a small businessman, he would keep a small amount of cash on hand and invite the police to come in once in a while, if only

(Continued on Page 8)

## We love holidays

We think they're so important that we bake special pastry treats for *your customers* and prospects on

Valentine's Day	Father's Day
Ash Wednesday	Decoration Day
Washington's Birthday	Independence Day
St. Patrick's Day	Labor Day
Good Friday	Halloween
Easter	Thanksgiving Day
Mother's Day	Christmas
	New Year's Day



"Sign of Good Taste"

## THE SOUNDING BOARD

(Continued from Page 7)

to say hello. This advice sounds like it could come from a person who hasn't been around for twenty years and still think police are walking a beat: possibly, from someone who has been sheltered and doesn't know the facts of life in a big city. But no, it came from Mr. Girardin who must be bewildered about the whole situation.

It is my contention that our Commissioner, instead of being a force to combat and control crime, is one of the reasons that crime is out of control in Detroit.

**Tony Alfonsi**  
**Tony's Beverage Shop**  
**Detroit**

*(Editor's Note — The AFD is of the opinion that the police is doing the best it can with intolerable conditions. In a leaflet prepared by the Association titled, "We Need Total Action Against Crime," we show that police prosecutions are up with less police. We show that prisons are only two-thirds of capacity. We feel that the courts are not doing their job, that is, penalties imposed by them are too lenient. A copy of the leaflet is being forwarded to you. Mr. Alfonsi, and is available to anyone who writes to the AFD office, 434 W. Eight Mile, Detroit, Mich. 48220.)*

## SMI Convention June 4-7

The 30th annual convention of Super Market Institute (SMI) will be held June 4-7 at Cleveland's Convention Center, it was announced by Michael J. O'Connor, executive director. The convention was originally scheduled for Chicago in May, until a fire destroyed McCormick Place.

To the Editor:

On behalf of the Pearl Lean (Warren) Homeowners Association, we would like to thank Mr. Edward Deeb for his interesting and enlightening talk on "Inflation and Rising Food Costs."

**Edna Mae Keegan**  
**Corresponding Sec'y**



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## CRIMES AFFECTING RETAILERS

ROBBERIES	1966	1965	Percent Increase
Beer Stores	140	82	+ 70.7
Grocery Stores	324	138	+134.7
Gas Stations	432	205	+110.7
Drug Stores	98	63	+ 55.6
Taxi Cabs	181	139	+ 23.2
Restaurants	115	57	+101.8
TOTAL (business only)	2,186	1,200	+ 82.2

Source: Detroit Police Dept.

BREAKING & ENTERING (BURGLARY)	1966	1965	Percent Increase
Beer Stores	184	129	+ 42.6
Grocery Stores	1,037	786	+ 32.0
Gas Stations	1,045	804	+ 30.0
Drug Stores	226	180	+ 25.6
Restaurants	718	453	+ 58.5
TOTAL (business only)	13,452	8,462	+ 59.0

Source: Detroit Police Dept.

THEFT and SHOPLIFTING	1966	1965	Percent Increase
Beer Stores	77	33	+133.3
Grocery Stores	1,364	728	+ 87.4
Gas Stations	785	335	+134.4
Drug Stores	244	84	+190.4
Restaurants	138	105	+ 31.4
TOTAL (business only)	16,620	14,337	+ 15.9

Source: Detroit Police Dept.

Figures compiled by the  
Associated Food Dealers of Greater Detroit

## Paul Inman Associates To Relocate Offices

Paul Inman Associates, an AFD broker member, has broken ground for its new headquarters to be located at Northwestern Highway and Inkster Road in Farmington Township. The firm represents some 18 food companies, and maintains offices in Toledo, Grand Rapids and Saginaw, in addition to Detroit. The building will be ready for occupancy in late 1967.

Presently, the firm is located at 14926 Meyers Road.



## Faygo Driver Of the Month

"Selling is an attitude," says Faygo route salesman Ralph F. Krolczyk (left) who is shown being congratulated as the latest winner of Faygo Beverage Co.'s "Driver-of-The-Month" Program by Clyde Jenkins, manager of the Dixfield Market at 18880 W. Eight Mile Rd.

On a point system basis, Krolczyk achieved the highest quota performance of all Faygo driver-salesmen for promoting increased sales of Faygo's recently introduced line of mixers which feature the soft drink industry's first use of twist-off, resealable caps on 10-ounce, no-return bottles. On *selling being an attitude*, he also has this to say:

"Because of Faygo's regular and increased advertising activities, my store managers and their customers know all about Faygo products. There isn't much left for me to say. So, I concentrate on giving the best possible service. I always think of selling as largely a service occupation. In any event, I learned long ago that a proper selling attitude considers a lot more than, *'they want it, so they will buy it'*."

Krolczyk is a 12-year veteran of the Faygo service concept of serving retail distribution levels. He joined the nation's second largest independent soft drink manufacturer and bottler as an assistant route salesman and was promoted six months later to driver-salesman. He has headed his Northwest Detroit route, bounded by W. McNichols, Wyoming, Eight Mile and Burt Rd., three years.

Krolczyk and his wife, Marilyn, make their home at 11855 Hovey Ave. in the Detroit suburb of Warren. They have three children: Ronald, 9; Sheila, 7; and Sharon, 3.

(Advertisement)

## PRESIDENT'S CORNER

# Manufacturers, Brokers on Same Team

By MIKE GIANCOTTI

It is to the advantage of the local and national manufacturers, brokers and wholesalers to support the independent food merchant as (1) a businessman, and (2) as an association. The reason: Independents are the lifeblood of food distribution today, and without them it would be indeed difficult to get products on the shelves.

In the area of new products for example, look at the job being done by the independents. Because the independent is flexible, he can accept products immediately, and not need to waste long precious time waiting for a reply from headquarters, as is the case with the chains.

Since the independent is his own boss, a manufacturer and broker can work more closely with him to secure choice shelf locations. Since most independents are usually cooperative regarding featured item displays and sales, manufacturers can present and begin various price promotions on-the-spot.

In addition, there is immediate launching of advertising and promotion in-store or in circulars and the like, much to the pleasure of food distributors.



Giancotti

You see, the manufacturer, broker, wholesaler and independent retailer are all basically on the same team, working hand-in-hand. The quick response of the independent allows the manufacturer to get products on the shelves and to the consumer in a hurry, while the chain stores dilly-dally to make up their minds.

This allows quicker consumer acceptance, and through acceptance and demand, it causes the chains to stock the name brand item which they normally would not, since chains prefer to stock their own private label items.

The concentration of buying forced by the chains, has placed the independent in a vital and strategic position. The independent grocer is able to generate enough interest to keep new products coming and to keep many people employed.

A tragic example of what this concentration of buying has done can be illustrated by using the Detroit Union Produce Terminal on Fort Street as an example. The terminal was once a beehive of activity, but today it is relatively inactive because many chains began buying direct from the farmer. The produce distributor has been virtually eliminated.

In all due respect to the many great brand name companies around today, if it had not been for the independent, there wouldn't be as many brand name products on supermarket shelves today.

As I said, we're all on the same team!

The Sausage with the Second  
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## Around the Town

AFD member **Raymond Martyniak**, owner of **Ray's Prime Beef** in Trenton, was elected to the board of directors of the Southern Wayne County Chamber of Commerce. We're doubly proud of Ray because it is the first time an independent grocer was elected a director.

**Aunt Jane's Foods**, a division of The Borden Company, and an AFD member, has a new mailing address which is as follows: P. O. Box 563, Detroit, Michigan 48232. The phone number remains the same: 581-3240.

The appointment of **Edwin Ver Lee** as regional director of sales for **Vlasic Food Products Co.**, an AFD member, was announced recently. The firm, headquartered in Lathrup Village, is reported to be the nation's largest family-owned pickle and allied products company.

**Emil Vermeulen**, co-owner of **Embo's Market** in St. Clair Shores, an AFD member, died recently of a heart attack. He was 48. Mr. Vermeulen belonged to and sup-

ported some 11 charitable and civic organizations throughout Detroit and St. Clair Shores, including the SCS Homeowners Assn., Tamarak Gun Club, and the Belgian-American Accordion Band. **Albert Embo** has taken over the management of the store.

**Jack Warheidt**, senior partner of **Standard Poultry Company**, has announced that the firm is moving to a new location at 3663 Garfield. The company is exclusive distributor of Chill-Pak dry, non-frozen chickens. The new phone is 833-5500.

**Don Dorst**, general sales manager for the **Independent Biscuit Company**, an AFD member, has announced the retirement of two of the firm's veteran biscuit salesmen. They are **Max Mitteldorf** and **Phil Bradford**. A testimonial dinner will be held in their honor March 18.

### STORE EQUIPMENT FOR SALE

**Biro meat saw, model 33, like new and meat scale; 12-foot Hussman 3 or 4 deck dairy case with compressor. Barbeque King Barbequer (will cook 16 chickens at once) like new. See Mr. C. Rainey, 724 West Eleven Mile, Madison Heights.**



**FIRE-BREWED FLAVOR**

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## BRONCO BELL

# Grocers Need Wyatt Earp, Stronger Laws

By ALEX BELL

I guess this column can be knocked off with four cigarettes and two cokes. It usually takes six cigarettes and four cokes. So, maybe this won't be up to our usual high standards. You be the judge.

\* \* \*

**On the Banquet:** The speech of the evening was past president Don LaRose's talk on government. Keep it up, Don. Give 'em hell!

\* \* \*

We understand that Mike G. collected 6¢ toward the SSS Fund. To date, we have not received this sum. Mike, please don't embezzle the money earmarked for Salim's trip.

\* \* \*

Max Shaye of GPQ is now an official member of the Girl Watchers Society. He paid his dues, with his lovely wife's blessings, of course.

\* \* \*

When Don LaRose found out from his spouse that he was paying \$50 a week for milk delivered to his home, he immediately joined the Planned Parenthood League.



Mr. Bell

Is this too little and too late, or too many and too long?

\* \* \*

Note to Harry Doelle of Pepsico: That autograph isn't worth a nickel!

\* \* \*

We understand from our man in Chattanooga that Walter Shamie has his eye on a Detroit Council seat.

\* \* \*

From the Detroit News letters to the editor box: "I would suggest the ultimate good advice: Why not get out of business? If there were no small businesses then certainly robbery of stores would decline drastically." The bum that wrote that probably works on the line at some auto plant and never took a chance on anything in his life. Security? Bah!

\* \* \*

Regarding the present ruckus on firearms: Pretty soon Detroit businessmen will have to go to their place of business armed like Wyatt Earp or some other gun-fighter. If our legislators would pass some good laws for the protection of the citizens of Michigan, this would help put some muscle back into the cops instead of velvet gloves. If so, we think a lot of this jazz would come to an end. So, we are for tough laws, tough cops and tough

(Continued on Next Page)

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2630 RIOPELLE STREET  
(On the Eastern Market)

judges. And let's throw those two-bit hoods into the pokey!

\* \* \*

Two cigarettes      one coke.

\* \* \*

\* We liked Jim Bishop's definition of confusion, to wit, "like a spinster in a house of ill repute."

\* \* \*

We think an adult of the association's books is in order. The reason? Our newly elected treasurer, Nino Ugval, has taken off for Florida and he has only held the job for two months.

(The audit has been completed and not one cent is missing.—Edeebnote)

\* \* \*

Our good friends, the Smiling Dutchman from Brooklyn, Bill Brackman and his wife, and the Friendly Mohican from the Bronx (pardon me, that should read Yonkers), Leo Green and his wife, all enjoyed our recent AFD banquet so much they are coming back again next year.

\* \* \*

It's nice to have Ralph Miller of P&G calling on us retailers again.

\* \* \*

For Les Femmes, or translated into English, the broads: We watched the idiot tube and it looks like all

you gals have to do is buy some kind of blond hair dye and use a certain kind of mouthwash, and you've got it made. What have the guys got except some lousy perfume?

\* \* \*

And so, to New York for Dave Deerson's big affair at the Americana Hotel.

\* \* \*

Five cigarettes and three cokes. Finis.

\* \* \*

Dear John, that's all she wrote. —ACB

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**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



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**TAX TOPICS*****Businessmen's Random Tax Check List***

By MOE R. MILLER  
Tax Attorney and Accountant

In this column, I will review the highlights on Schedule B of the 1040 Income Tax Form.

**INCOME**

**Dividends Received:** On a joint return, stock purchased in your name and that of your spouse, is entitled to a \$200 dividend exclusion. Make sure that stocks are purchased in both names, however.

**Interest Received:** All interest received or accrued is fully taxable. Interest received on obligations of a state, county, village, city, or township is entirely exempt. For a cash basis taxpayer, none of the increase in value of U.S. Bonds is taxable until it is realized on surrender of the bonds.



MILLER

**DEDUCTIONS**

**Medical:** You can deduct medical expenses exceeding the 3% and 1% limits only. But the 3% and 1% limits do not apply in 1966 to Medical Expenses, if the taxpayer or his spouse is 65 or over. If you furnish more than half of the support for your parent(s), over 65, you can deduct in full the medical expenses you paid for this parent without any 3% or 1% "wastage." Accident and health insurance premiums are classified as medical expenses.

The Commissioner has announced a standard mileage rate of five cents a mile for taxpayers who use an automobile for transportation, which are deductible as a medical expense.

**Contributions:** There is a 30% ceiling for the amounts individuals can contribute in one year. An individual is not penalized if the amount runs over the 30% ceiling however, as any excess can be carried over and deducted in the next five years. Contributions are deductible whether made in cash or property. Any kind of property may be

contributed and a deduction will be permitted up to its fair market value.

For example: Stock cost you \$400 and is now worth \$1,000. Kill two birds with one stone by contributing the stock. You save the taxes on \$600 of profit you earn and you take a \$1,000 deduction for the contribution you make. Contributing used furniture can give limited tax benefits. Contributions include out-of-pocket, unreimbursed expenses, such as transportation, travel, telephone, etc., incurred while rendering such services.

**Taxes:** In this area, you are limited to the amount of deduction on your individual Income Tax, such as residence, personal property, sales tax, gasoline tax, and your local City Income Tax.

(Continued on Next Page)

## SPENCER, INC.

### LUNCHEON MEATS

BOLOGNA — WIENERS

HAMS — BACON

**931-6060**

8920 LYNDON

**"In Tune With The Grocers Needs"**

**Melody Dairy Company**



16247 Hamilton Ave.

Highland Park

Phone 868-4422



**AUTOMOBILE EXPENSES**

The Commissioner has simplified the method for computing mileage rate of ten cents a mile for the first 15,000 miles and seven cents per mile for the excess over 15,000 miles. This method can be used in lieu of the operating and fixed costs of the automobile used for business purposes. Parking fees, tolls, and gasoline taxes are deductible in addition to the standard rate. Please check with your accountant on the use of this method.

**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.*



## 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**

## Detroit RENDERING Company

**SINCE 1850**

**SUPERIOR SERVICE — TOP MARKET VALUES**

**TAshmoo 6-4500**

**"First We Render Service"**

**ALLIED MEMBER**

## 900 Attend AFD Food Trade Dinner

Over 900 persons involved in the distribution of food and allied products attended the Associated Food Dealers of Greater Detroit's annual Food Trade Dinner and Installation held last month at Cobo Hall.

At this time, the AFD extends sincere thanks to jovial Toby David for doing a superb job as toastmaster for the recent dinner, and to Judge G. Rashid for installing the officers and directors.

Sincerest thanks to the Pepsi-Cola Bottling Company for sponsoring the AFD cocktail hour preceeding dinner; to Frito-Lay for providing snacks for the cocktail hour; and to the following firms who sponsored the music and entertainment at the banquet; Faygo Beverage Company; Grosse Pointe Quality Foods; Krun-Chee Potato Chip Company; Sealtest; and United Daires.

Thanks also go out to Michigan Wineries for supplying the tasty dinner wines; to Holden Red Stamps for donating the prizes; and to Robert Bowlus Display Co., for providing the AFD with the attractive signs for the big food affair; and to Grocers Spotlight for providing the fine coverage for the banquet. A big thank you to all retail, manufacturer, wholesale and broker firms, for participating and attending the association's big function of the year.



*Distributors*

**HOME MAID FOOD PRODUCTS CO.**

— POLISH STYLE FOOD — PREPARED AT ITS BEST —

- POTATO SALAD
- COLE SLAW
- MACARONI SALAD
- PIEROGI DUMPLINGS
- GELATIN DESSERT CUPS
- BUTTER LAMBS FOR EASTER

**QUAKER FOOD PRODUCTS, INC.**

**TWinbrook 1-9100**

**3303 CANIFF**

**HAMTRAMCK 12, MICHIGAN**

**RODIN-HOLLOWELL:*****Detroit's Commodities Broker***

What is the commodities market? The commodity exchanges of the United States are important institutions in the world of free business enterprise. Their existence helps facilitate the marketing of many basic food and non-food commodities for producers from their raw material form through the final manufacturing process.

The financial pages of daily newspapers devote considerable space to news of the commodity markets and publish daily tables of commodity market quotations. In brokerage boardrooms you will usually find a "commodity board" alongside the board where changing stock securities quotations are posted. However, despite the ease with which information can be obtained, the commodity exchanges remain a mystery to many persons.

Actually, commodity trading is a simple affair. Commodity exchanges are organized markets—like the stock markets. Commodity prices fluctuate more widely than stock prices however, because they are more sensitive to a wider range of economic factors.

The exchanges are "public" in the sense that anyone can trade who makes the necessary arrangements with member brokerage firms. Thus, you don't have to be in the cotton business to buy and sell cotton, or in the grain business in order to trade in wheat, soybeans, corn, oats, etc.

The mechanics of buying and selling commodities are very similar to those of the New York Stock Exchange.

Sharp price fluctuations often occur in the commodity markets from day to day, week to week, and month to month, depending on the numerous developments which influence market prices. Changing crop prospects, drought, frost or other adverse weather conditions while the crop is growing, and damage by insects and plant diseases, make it continuously difficult to fortell the exact amount of future supplies.

Commodity brokers work closely with various exchanges which specialize in certain commodities. For example, the New York Mercantile Exchange specializes in potatoes; the Chicago Mercantile Exchange in cattle, pork bellies, fresh and frozen eggs, turkeys and other food products; and the Chicago Board of Trade deals mainly with grain, as corn, wheat, oats, etc.

Few people realize it, but Rodin-Hollowell is Detroit's only commodity brokerage dealing exclusively with the commodities market. The firm is located in the Detroit Union Produce Terminal at 7201 W. Fort Street, and is a member of the Associated Food Dealers of Greater Detroit. The president is Arnold Rodin.

Rodin, 45, has been in the produce business some 17 years. "I remember in the past when a produce merchant would contract with the farmers and shippers to order their future supplies," he says. "At the time, the merchant was required to put up a deposit because produce supplies would fluctuate according to weather conditions.



**JOE SMITH, right, of the Rodin-Hollowell staff, goes over the commodities board with a client.**

"In the past, if prices fluctuated downward, a merchant had to pay the price he originally contracted while farmers and contractors received higher prices while paying less for the merchandise," Rodin added.

He said that today, produce, meat and egg wholesalers and retailers who know how to use the commodity exchanges can purchase future commodities at more reasonable prices, reflecting current market prices.

In 1954, Rodin switched his operation from that of a direct supplier to the futures commodities through the exchange. At first he dealt strictly with potatoes, later trading with all commodities.

Rodin considers Detroit a strategic commodities market because of the location of the city, as potatoes, for example, are traded as far east as Maine, and as far west as Idaho. Today, the firm is nationwide in scope, with clients from all parts of the nation and Canada. The firm is affiliated with the Siegel Trading Company, enabling it to trade with all commodities, and is a member of the Chicago Board of Trade, Chicago Mercantile Exchange and other principal exchanges.

As the firm grew, Rodin expanded his sales staff and added a new partner, Walter "Bill" Hollowell, 46, who had formerly headed another large commodity firm.

In the past few years, Rodin-Hollowell Company opened two branch offices: one in Hudsonville, Mich., the other in Pella, Iowa. "For some reason smaller cities and rural areas with predominant farmer populations, know more about the commodity exchanges than do the big city businessmen," Hollowell said.

As industries change and expand, so do their methods of operations. Such is the case with food and other commodities, as Rodin-Hollowell will attest. The firm expects big things to happen, with more and more people turning to the commodities markets in the future.

## AFD PAMPHLET ASKS FOR TOTAL ACTION AGAINST CRIME

Roberies, breaking and entering, and theft and shoplifting—the three major categories of crimes affecting businessmen—increased substantially in Detroit during 1966 compared with 1965, according to a leaflet being distributed by the Associated Food Dealers of Greater Detroit.

According to the AFD leaflet, titled "We Need Total Action Against Crime," total robberies affecting business establishments only, increased 82.2%; breaking and enterings, up 59%; and theft and shoplifting, up 15.9%. The source was the figures of the Detroit Police Department.

In crimes affecting grocers only, robberies increased 134.7% in 1966 over 1965; breaking and entering increased 32%; and theft and shoplifting, increased 87.4% percent.

Associated Food Dealers, the association of independent food retailers and independent chains, also includes figures that show total prosecutions made by the Detroit Police have increased: 47.7% for robberies; 39.2% for breaking and enterings; and 6% for theft.

The leaflet also contains statistics showing that while prison capacity has increased since 1960, the total number of prisoners has decreased 31.6% in the same period. The AFD attributes this to the leniency of court sentences.

Anyone desiring a free copy of the leaflet should write to the AFD, 434 W. Eight Mile, Detroit, Mich. 48220; or phone 542-9550.

## GUNMEN GET \$829 IN FOOD STORE

Four bandits—two armed with shotguns and one with a revolver—took \$829, two cameras and whiskey and cigarets in a holdup on Detroit's west side recently.

Entering the Mayflower Food Market, 5354 Tireman, at 10:40 p.m., they ordered the owner, Peter Atto, and three other persons to lie down at the rear of the store.

They took \$500 from the cash register, \$200 from Atto, \$4 from an employee, Khalid Bahri, and \$125 from two customers.



# QUALITY!



Available in either of two sizes — our large 8 1/2-oz. 4-muffin package, or the popular, medium size 6-muffin pack.

**"THE TOAST OF AMERICA"**

MAGNUSON FOOD PRODUCTS • • DETROIT 1, MICHIGAN  
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## THE TEST OF TIME...



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YEARS  
OF  
SUCCESSFUL  
SERVICE



**To Slaughter Houses, Wholesale & Retail Markets  
and Locker Plants**

*Whatever Your Problems May Be, Call*

## DARLING & COMPANY

3350 Greenfield Road  
WA. 8-7400  
MELVINDALE, MICHIGAN

P. O. Box 329  
Main Post Office  
DEARBORN, MICHIGAN

ALLIED MEMBER

## Merchandising

**Hamtown**, noted for its delicatessen line of food products, has introduced two new products: Mushroom Salad, and Pas-Tee Treats. The salad is made with a variety of garden beans and fresh mushrooms marinated in a tangy sweet sauce. Pas-Tee is filled with tasty corned beef and cabbage, and assorted vegetables. The distributor is **Specialty Foods**, an AFD member.

The Blue Magic Company, makers of **Easy Monday** line of household products, recognized the **A. J. Copeland Company**, AFD broker member, recently, by sponsoring "A. J. Copeland Night." The reason for the big celebration was that the Detroit brokerage did an outstanding job in helping its client exceed the million dollar mark during 1966.

U. S. Dept. of Agriculture will feature orange juice as its big feature May promotion, it was announced re-

cently. In conjunction with the USDA, orange industry firms are sponsoring nationwide consumer promotional campaigns to help retailers in another "Plentiful Foods Program." The heavy emphasis will be on merchandising concentrated juice, as well as canned juice, with self talkers, displays and advertising.

The trading stamp industry posted its largest total sales record in history during 1966 and an approximate five percent growth is predicted for 1967, according to Irving M. Axelrod of the **Trading Stamp Institute of America**. He said further that the stamp companies "passed the one billion dollar mark with some 275,000 U.S. retailers participating."

"Let's Have Sausage" is the title of four new sausage recipe folders produced by the sausage council of the **National Live Stock and Meat Board**. Each of the folders promotes a different use of sausage as a convenience food, and can be obtained for 1¢ each by writing the Board in Chicago, Illinois 60603.

## Now . . . Group Blue Cross Available to Retailers

For those grocers who don't know it already, Blue Cross-Blue Shield Insurance at low group rates is available to all grocer members of the Associated Food Dealers of Greater Detroit. The AFD is the only grocery association in Michigan which offers the comprehensive Blue Cross program.

For those members who are not on the Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. To those grocers who are not yet members of the Associated Food Dealers, call our office at 542-9550 to join our association and be eligible for Blue Cross Coverage.

### MEMBERSHIP APPLICATION

Store Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Owner's Name \_\_\_\_\_

Do you wish Blue Cross Coverage?

Yes ☐ No ☐

### An Invitation to Join A.F.D.

Through membership in the Associated Food Dealers of Greater Detroit, you can enjoy wide benefits designed to bring recognition to the independent grocers in the community. In addition, such services as Blue Cross and all types of general insurance, linen program, coupon redemption program are available. Call and let us tell you about them.

#### ASSOCIATED FOOD DEALERS

434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550

# Support These AFD Supplier Members

## ACCOUNTING, INSURANCE

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

## BAKERIES

Archway Cookies	532-2427
Awrey Bakeries	TY 6-5700
Bonnie Bakers	834-0010
Farm Crest Bakeries	TR 5-6145
Grennan Cook Book Cakes	TA 5-1900
Hekman Supreme Bakers	KE 5-4660
Independent Biscuit Co.	584-1110
Koepplinger's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Magnuson Foods (Bays Muffins)	FA 1-0160
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
Vemor's-RC Cola	TE 3-8500

## BROKERS

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

## DAIRY PRODUCTS

Bodker Dairy Co.	533-4000
The Borden Co.	564-5300
Detroit City Dairy, Inc.	TO 8-5511
Fairmont Foods Co.	TR 4-0300

Lee and Meta Fraser

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

## DELICATESSEN

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

## EGGS AND POULTRY

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

## FRESH PRODUCE

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


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

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

Return Requested

**Even the best Grocer  
cannot solve all  
the puzzles  
by himself...**

Day after day, week after week, the most experienced grocers are finding out that they can't answer *all* the questions to *all* the puzzles. How does a modern, progressive, independent retailer stay competitive when his closest competitors have more realistic retail pricing, latest methods in in-store services and, far from least, more effective advertising-merchandising programs all designed for increased sales and greater profits?

 **Over 800  
members utilize our  
profit-making services**

It's true. If your efforts have failed for increasing your sales and profits, then why not follow the pattern of over 800 successful S.F.S. members. A complete program is available for all independents, large or small, with sales and profits always first in mind. Such outstanding services in the S.F.S. IGA voluntary group package include retail pricing, merchandising aids, advertising and expert supervisory service. Modern economical distribution centers help us to add other highly essential services, such as complete perishable programs, store development and engineering, retail store accounting and financial aid. Puzzles *can* be solved as a S.F.S. member. For proof-positive, write or call the Division Manager in your area:

**Frank Stevenson,**  
Division Mgr.  
3831 Patterson Road  
Grand Rapids, Mich. 49501  
(616) 949-1000

**Evert Freeland**  
Division Mgr.  
555 E. Huron St.  
Vassar, Mich. 48768  
(517) 823-2511

**SUPER FOOD SERVICES, INC.**

FRANCHISED  IN MICHIGAN

