



# THE FOOD DEALER

*The Magazine of The Greater Detroit Food Market*

NOVEMBER, 1967



## Gaslight Dollies At DAGMR

These four attractive dollies from Chicago's Gaslight Club, helped make the annual dinner of the Detroit Association of Grocery Manufacturers' Representatives a colorful event last month at the Latin Quarter. Nearly 600 attended the big event.

**Avoid Holiday Losses — Page 12**

# Support These AFD Supplier Members

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 Gohs, Inventory Service VE 8-4767  
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 Awrey Bakeries TY 6-5700  
 Bonnie Bakers 893-3260  
 Farm Crest Bakeries TR 5-6145  
 Grennan Cook Book Cakes TA 5-1900  
 Hekman Supreme Bakers KE 5-4660  
 Independent Biscuit Co. 584-1110  
 Koeppinger'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  
 Warrendale Baking Co. 271-0330  
 Wonder Bread WO 3-2330

## BEVERAGES

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

## BROKERS

Steve Conn & Associates 547-6900  
 Continental Food Brokerage 533-2055  
 A. J. Copeland Co. 342-4330  
 Harris Crane & Company 538-5151  
 E. A. Danielson Co. 838-9111  
 DeCrick & Maurer 821-2025  
 Dillworth, Inc. DI 1-5905  
 Maurice Elkin & Son WO 3-9646  
 Food Marketers, Inc. 342-5533  
 Graubner & Associates, Inc. TA 6-3100  
 John Huetteman & Son TA 6-0630  
 Paul Inman Associates, Inc. BR 3-7826  
 Keil-Weitzman Co. 273-4400  
 Maloney Brokerage Co. TU 5-3653  
 McMahon & MacDonald Co. BR 2-2150  
 Marks & Goergens, Inc. DI 1-8080  
 Peppler & Vibbert 838-6768  
 Peterson & Vaughan, Inc. VE 8-8300  
 P. F. Pfeister Company BR 2-2000  
 Rodin-Hollowell (Commodities) 843-1788  
 Sosin Sales Co. WO 3-8585  
 Stiles Brokerage Company 965-7124  
 Sullivan Sales KE 1-4484  
 James K. Tamakian Co. 963-0202  
 Thompson - Jackson Associates 273-8262  
 United Brokerage BR 2-5401

## DAIRY PRODUCTS

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

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

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Home Style Foods Co. (Deli.)  
 Quaker Food Products, Inc.  
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## EGGS AND POULTRY

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

## FRESH PRODUCE

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 Cusumano Bros. Produce Co.  
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## INSECT CONTROL

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 United Exterminating Co.  
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## LINEN SERVICE

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

## MANUFACTURERS

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

## MEAT PRODUCTS, PACKERS

Alexander Provision Co.  
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 Crown Packing Co.  
 Detroit Veal & Lamb, Inc.  
 Eastern Market Sausage Co.  
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 Great Markwestern Packing  
 Guzzardo Wholesale Meats, Inc.  
 Herrud & Company  
 Johann Packing Co.  
 Kowalski Sausage Co., Inc.  
 L K L Packing Co., Inc.  
 Peet Packing Co. (Ypsilanti)  
 Peschke Sausage Co.  
 Peter Eckrich & Sons, Inc.

LI 8-5799 Peters Sausage Co. TA 6-5030  
 TU 5-7500 Pitts Packing Co. WA 3-7355  
 TE 4-1400 Sam & Walter Provision Co. TW 1-1200  
 345-4700 Spencer, Inc. 931-6060  
 TI 6-5700 Ruoff, Eugene Co. WO 3-2430  
 925-9505 Wayne Packing Co. WO 1-5060  
 UN 1-2800 Weeks & Sons (Richmond) RA 7-2525  
 868-9800 Winter Sausage Manufacturers PR 7-9080  
 883-6550 Wolverine Packing Co. WO 5-0153  
 TY 5-6000

## NON-FOOD DISTRIBUTORS

Arkin Distributing Co. WE 1-0700  
 Super Toy, Inc. 923-4550  
 Wayne County Wholesale Co. 894-6300

## POTATO CHIPS AND NUTS

Better Made Potato Chips WA 5-4774  
 Frito-Lay, Inc. WA 1-2700  
 Kar Nut Products Co. LI 1-4180  
 Krun-Chee Potato Chips DI 1-1010  
 Superior Potato Chips 834-0800  
 Vita-Boy Potato Chips TY 7-5550

## PROMOTION

Bowlus Display Co. (signs) CR 8-6288  
 Guaranteed Adv. & Distrib. 869-6363  
 Holden Red Stamps 444-1195  
 Stanley's Adv. & Distribg. Co. 961-7177

## RENDERERS

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

## SERVICES

Atlantic Service Company 965-1295  
 Beneker Travel Service PR 1-3232  
 Clayton's Flowers LI 1-6098  
 Gulliver's Travel Agency 963-3261  
 Zablocki Electric LA 6-4854

## SPICES AND EXTRACTS

Frank's Tea & Spices UN 2-1314

## STORE SUPPLIES AND EQUIPMENT

Almor Corporation JE 9-0650  
 Butcher & Packer Supply Co. WO 1-1250  
 Crime Prevention System 962-9799  
 Diebold, Inc. DI 1-8620  
 Hussman Refrigeration, Inc. 341-3994  
 Globe Slicing Co. (Biro) LI 5-1855  
 Hobart Mfg Co. FA 1-0977  
 Lepire Paper & Twine Co. WA 1-2834  
 Liberty Paper & Bag Co. 921-3400  
 Master Butcher Supply Co. WO 1-5656  
 Midwest Refrigeration Co. JO 6-6341  
 National Market Equipment Co. LI 5-0900  
 Scan-A-Scope 823-6600  
 Sentry Security System 341-9080  
 Shaw & Slavsky, Inc. TE 4-3990  
 Square Deal Heating & Cooling WA 1-2345

## WHOLESALE

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



## ***AFD Urges Policy Revision For Liquor Orders***

In a meeting held recently with the chairman of the Michigan Liquor Control Commission, and the heads of the Michigan Department of Commerce, the Associated Food Dealers appealed to the commission to adopt a more equitable policy concerning liquor purchases.

In behalf of the AFD, executive director Edward Deeb urged the MLCC to "consider one mixed case of liquor with every three cases purchased of the popular brands." This was in contrast with the policy adopted by the Commission recently permitting one mixed case with every 10 cases ordered.

Deeb explained this would mean that 75% of all orders filled and dispatched by the MLCC would be in full case lots and would better enable full-case movement, and help reduce chances of pilferage at the warehouse level.

The AFD also urged for better communications between retailers, their association representatives, and the commission. "We feel that such major decisions as the one recently made (on ordering), should be discussed thoroughly in open sessions . . . to enable the commission to hear all the possible

ramifications of such a major decision which would change the status-quo." The AFD also explained that the present policy on ordering creates "an unfair and undue hardship" to SDD licensees, particularly from financial and space standpoints.

Stanley Thayer, chairman of the MLCC, assured the AFD and other representatives present, that the bottlenecks have been eliminated from a backlog of orders, and that the Legislature has approved sufficient funds to assure normal deliveries through the busy holiday season.

Herb DeJonge, chairman of the Michigan Department of Commerce was also present, as was Armand Bove, MDC deputy commissioner. DeJonge encouraged closer communications with the liquor commission and associations, and explained the financial handicaps imposed on the commission by the State Legislature, which must approve the annual operating budget for the MLCC.

Members of various trade organizations who were present at the meeting, in addition to the AFD, included Norm Rohde, Don Taylor, Eddy Shepard, Walter Shamie and Bud Woolbridge.

## **AFD Director Carl Licari Named Food Dealer Ad Manager**

Carl Licari, vice-president and a director of the Associated Food Dealers, has been appointed advertising manager of *The Food Dealer* magazine, it was announced by AFD president Michael Giancotti.

Licari, 43, succeeds Charles Harris, who decided to rejoin Shamie Publications. Carl's family operates LeCari's Super Market in Ferndale and has been in the grocery business for 43 years.

Mr. Licari, who brings a wealth of first-hand grocery experience, will be responsible for coordinating sales and advertising programs for *The Food Dealer*, magazine of the greater Detroit food market and official publication of the Associated Food Dealers.

Carl's father, Charles Licari, and brother Nick, will continue to manage the successful family supermarket. The AFD extends best wishes to Carl in his new position. Anyone desiring information or advertising rates for the magazine, can contact Mr. Licari at 542-9550.

## **Martyniak Opens Trenton Store**

Grand opening of the new Ray's Prime Meats store on West road in Trenton, featured a black angus steer roaming around a corral last month. The store is owned by Raymond Martyniak, long-time member of the Associated Food Dealers.

A unique promotion centered around the steer, to the delight of customers who flocked to the new store, which had formerly been located across the street. During festivities, the customer who guessed the weight of the big animal was awarded a six-month supply (or 350 pounds) of prime beef for a family of six.

## **Hygrade to Build New Plant**

Hygrade Food Products Corp. has announced plans to build a new \$4 million meat processing plant in Livonia to replace four separate facilities in Detroit. The 92,000 square-foot plant to house manufacturing and sales operations will be opened in September of 1968, according to Hugo Slotkin, chairman and president of Hygrade. Site of the Livonia plant is on Plymouth Road between Newburgh and Eckles Roads.

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# THE FOOD DEALER

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**THE ASSOCIATED FOOD DEALERS  
OF GREATER DETROIT**

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Phone: 542-9550

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CINDY WALKER, *Office Secretary*  
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**AFD EDITORIALS**

## **The Mayor Finally Speaks Out Against Crime**

Detroit Mayor Jerome P. Cavanagh has finally spoken out on the issue of "crime in the streets," urging higher police salaries and funds to hire 1,000 additional police officers. He did so at a joint meeting of the Knights of Columbus and Redford Shriners, Nov. 6.

During his address, Cavanagh hammered home the theme that "we will not tolerate lawlessness or violence in any segment of our society." He drew a standing ovation.

The Associated Food Dealers feels that these action statements opposing crime on the rampage, coming from a person who holds such a high position of authority in our community, was long overdue.

During the past two years, the AFD has appealed to city officials to increase the police force by 1,000 men, and to increase salaries to attract more qualified men to the force. We have always felt that there is no substitution for adequate police protection for businessmen and the citizenry at-large. Unfortunately, both times our appeal was ignored.

In his address, however, Cavanagh also said that no manpower increases or pay hikes will be made unless the city gets more financial help from State and Federal sources. "The only way we can do this is to get the recognition of this need by every Detroit citizen," he said.

Concerning the problem of high crime on the streets, and that of rioting and looting, the AFD met last month with top officials of Detroit urging more police protection and greater enforcement of existing laws. We also urged that a concrete plan of action to combat crime and reduce chances of future riots be instituted. We urged for strong statements, and action, to this effect by top city officials.

We commend Mayor Cavanagh for taking this long overdue step to combat crime on the streets and lawlessness, in behalf of the AFD and all small and big businessmen. Perhaps now, faith and confidence in law and order can be restored to the people of Detroit.

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## ***Betty Furness Defends Merchants In Ghetto***

Red roses for a knowledgeable sweet lady! We're speaking about Miss Betty Furness, President Johnson's special assistant for consumer affairs.

The reason? Indiscriminate charges that ghetto dwellers are being "gouged" by the retail industry were slammed Nov. 8 by Miss Furness in an appearance before a White House panel.

"In many cases, the merchants are in just as bad shape as the shoppers," Miss Furness said. Continuing, she added, retailers in slum areas often have to pay "exorbitant" insurance rates and have no choice but to pass this extra cost along to the consumer.

Her defense of the industry was made in testimony before the President's advisory panel on insurance in riot-affect areas—a group appointed by

President Johnson to probe slum insurance problems and to recommend improvements.

Miss Furness gave her endorsement to the panel calling for tentative plans for insurance firms to pool their resources as a means of spreading policy risk.

On the issue of ghetto retailing, she insisted the "vision of poor people being gouged by unscrupulous merchants is not always an accurate one." She added that higher prices were sometimes the "least" of the consumer's worries in riot-prone areas.

The Associated Food Dealers commends Betty Furness for being fair and objective concerning the various consumer complaints she receives. After all, being fair is the foundation of the free enterprise system.



ED DEEB

## **OFF THE DEEB END**

# Speakers Bureau Formed

The Associated Food Dealers has long been concerned and active in the area of providing knowledge of our industry, community relations and consumer education.

In line with these goals and progressive action programs which would benefit the entire industry, the AFD board of directors has established a Speakers Bureau. Objective of this Speakers Bureau, a first in the history of the Michigan food field to our knowledge, will be to give the opportunity to experts to appear before various civic and service groups to relate vital and badly needed information of our industry to our community.

In line with our new Speakers Bureau, which will be comprised of individuals from ALL segments of the industry, the AFD board is asking for volunteers who would be willing to appear before various groups. Such groups as the Optimists, Lions Club, Elks, Kiwanis, Exchange Clubs, Knights of Columbus, Masons and Shriners. PTA associations, homemaker clubs, and various men's and women's organizations, both professional and service groups, who most frequently call for speakers to appear at their meetings.

We urge individuals from all companies—wholesalers, manufacturers, brokers, retailers and the like—to contact the association so we may include you on our list of experts who would be willing to speak in behalf of our industry, the largest in America.

The move to establish our Speakers Bureau was mainly due to the tremendous amount of criticism toward our industry, stemming from consumer boycotts, the Truth-In-Packaging bill, and establishment of various consumer organizations. Our philosophy concerning this is as follows: Better to have an informed community, rather than a critical un-informed community.

Members of the AFD board have all volunteered to be included on our Speakers Bureau. We are asking all segments of the industry to support us in this worthwhile program. Any volunteers?

## Marge Gibbs Leaving MSU Post

Mrs. Marjorie A. Gibbs, Detroit Consumer Extension Agent for Michigan State University, will be leaving her post January 1, 1967. She tendered her resignation recently, after serving in the position since July of 1954, when she was named one of the original consumer extension agents in the state for MSU's program.

The only MSU agent ever assigned to Detroit proper, Mrs. Gibbs was the recent recipient of two distinguished honors. She was the recipient of the USDA "Superior Service Award," and she was named recipient of the "Distinguished Service Award" of the National Home Economics Association two months ago in Mississippi.

## Superior Chips Plan Expansion

Superior Potato Chips Inc., makers of potato chips and related snacks, and an AFD member, has announced plans to expand its facilities.

The expansion calls for construction of two new buildings adjacent to the present site which will add 70,000 square feet of working area. One building will house a new potato chip cooker, capable of producing 3,000 pounds of chips an hour. The other building will be the headquarters for Superior's general offices.

## New Burglar System Introduced

A new audio detection burglar alarm system, also known as the "early warning system" has been introduced to Detroit by Sentry Security Systems, an AFD member. The new device, manufactured by Automotive Vandalism of Houston, contains a sound sensitive knob with count or pulse control, according to Vic Zucco, sales manager.

## THE WAYNE SOAP COMPANY



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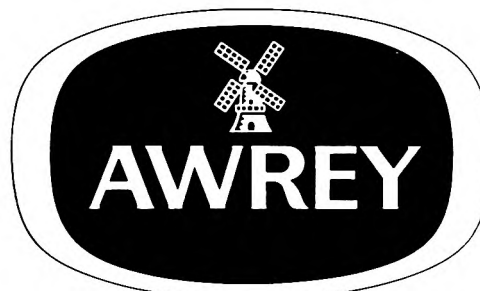
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DETROIT 17, MICH.

ALLIED MEMBER

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variety

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SIGN OF GOOD TASTE

## THE PRESIDENT'S CORNER

# 'The Food Dealer' Celebrates 42nd Anniversary

By MIKE GIANCOTTI

This year marks the 42nd anniversary of The Food Dealer magazine. The Food Dealer has had an excellent record in serving as the official voice of the Associated Food Dealers, as well as firms of the entire greater Detroit food market.

First issue of The Food Dealer was published in 1922, and with the exception of the war years (1943-45), this outstanding AFD publication has been published continuously every year.

Probably the most distinguished honor bestowed upon The Food Dealer was in August of 1965, when the editorial of that issue was cited by the International Council of Industrial Editors as a trade magazine which was able to "motivate an entire community" (Detroit).



Giancotti

Titled, "Must the Retailer Do A Banker's Job," the editorial was widely circulated among the nation's bankers, food store operators, and national food associations. It should be mentioned however, that both before and after the historic editorial, the magazine has been cited by many community organizations and civic leaders for outstanding service.

As The Food Dealer and the association it serves gains wider acclaim and recognition in the community, there are those individuals, as exists in every industry, who tend to knock accomplishments. They want to call the publication "merely a house organ," or strictly an association magazine, and the like.

Fortunately however, this is not the case. Not only does The Food Dealer serve the 1,900 members of the Associated Food Dealers, but the entire greater Detroit food field. Anyone or any company

who or which has anything to do with food or allied products distribution, receives our colorful, well-written and well-edited magazine, including key operators in all parts of Michigan.

If there is a firm or company or retailer who inadvertently has not been placed on The Food Dealer mailing list, by all means send us your name and address and we will see that you are placed on our list. Our address: 434 W. Eight Mile Road, Detroit, Mich. 48220.

While on the subject of our magazine, and in behalf of the AFD board of directors and membership, I wish to thank Ed Deeb, our editor, for the wonderful job he has done with The Food Dealer and for the association.

Also, while on the subject, we would like to welcome aboard Carl Licari as the new advertising manager of The Food Dealer. Carl has been a real supporter of the AFD and presently serves as a director and third vice-president.

We of the AFD have always felt that communications is vital to our industry, and the key factor in promoting solid inter-industry cooperation and understanding of mutual problem areas. This is our philosophy also for our magazine, and weekly newsletter, the Food-A-Gram.

Our goals and objectives are to serve the entire food industry, as has been regularly expressed, and not just our good retail members. We feel that as the largest and most dynamic retail association in Michigan, and probably the largest local retail food association in the nation, it is our duty and responsibility to perform this needed leadership.

You can be sure we will continue these goals and objectives for the betterment of everyone in our industry.

## "In Tune With The Grocers Needs"

# Melody Dairy Company



16247 Hamilton Ave.

Highland Park

Phone 868-4422

## Romney Names Three To Mich. Consumers Council

Governor Romney has announced appointments to the new Governor's Citizens Committee on Consumer Affairs.

The committee, together with a three-member Legislative Citizens Committee on Consumer Affairs and an Executive Committee on Consumer Affairs consisting of the Secretary of State, Attorney General and State Commerce Director, comprise the special Michigan Consumer's Council created by Public Act 277 of 1967.

The council is responsible for working in the area of consumer protection. Named to the Governor's committee, all for terms expiring December 31, 1968, are:

Charles E. Boyd, of Detroit, retired secretary-treasurer of the Retail Merchants Association, Greater Detroit Board of Commerce; Dr. George Katona, of Ann Arbor, professor of economics and psychology at the University of Michigan and director of the Economic behavior program at the University's survey Research Center; Mrs. Lysle Hutton, of Flint, a district extension agent in consumer marketing information, Cooperative Extension Service, Michigan State University. Senate confirmation is not required.

## Mich. Wineries Names Megowen

The appointment of Robert Megowen as new director of sales promotion and merchandising has been announced by Michigan Wineries general manager, Ken Needham. Megowen was formerly with Flair Merchandising, a firm which specializes in point-of-sale displays for beverage companies.

Michigan Wineries, an AFD member, has also announced it has installed a 40x40-foot hospitality suite for wine tasting, in its West Jefferson and Junction plant. The new room contains old English styling and motif.



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## Peters SAUSAGE COMPANY

## Memo from Faygo

by  
**MORTON FEIGENSON**  
President



Sometimes the smallest area of a company's operations is the one of which it can be most proud. Take Faygo's "Mail-Order" business, for example. We ship about 25 cases of soft drinks every month to such places as Orlando and Clearwater, Fla.; Des Moines; El Paso, Tex., and Long Beach, Calif. All our mail-order customers are former Detroiters or people who have visited in Michigan, Ohio and Indiana, drank Faygo flavors and liked them.

Bessie C. Holton, who lives at 630 W Broadway in Long Beach, has been getting a case of Faygo one-calorie flavors at \$2 a case every month for nearly a year. There can be no doubt of her loyalty to Faygo. Why else would she pay an additional \$5.38 freight charge to have what she wants?

But once in a while we lose a mail-order customer's loyalty to distance. A former Detroit resident living in Sao Paulo, Brazil, decided she would have to do without Faygo because of the \$40.80 cost to ship a case of American-made soft drinks to her new South American home. You can't win 'em all.

\* \* \*

It used to be ironclad supermarket practice to allocate shelf space to a variety of Faygo flavors or to a variety of private label flavors, but never both. However, more and more chain and wholesale buyers are discovering that Faygo and private labels have a unique something in common for appealing to soft drink consumers.

The unique something is that Faygo and private labels provide the only broad selections of flavors available in most Michigan, Ohio and Indiana markets. When both are displayed, preferably alongside each other, consumers get their only real opportunity for having a product choice.

Significantly, too, Faygo is the only company supporting soft drink flavors with heavy advertising. The results at store levels where Faygo and private labels share shelf tenancy are that the private label offerings have been recording substantial sales increases (although Faygo flavors are nearly always the top sellers).

\* \* \*

This is the time of year Faygo's line of mixers starts moving in volumes that swell larger right through to the end of the year. We're now putting six different mixers in newly-designed, easy-open, resealable, no-return quart bottles.

Faygo is moving quickly as possible to have coverage of the new glass package over all its product lines. But, meantime, the coverage is limited to one-calorie flavors and mixers, with the emphasis on the latter because nearly 40 percent of all mixer sales over recent years have been concentrated between Thanksgiving and New Year's.

## THE BELL RINGER

# You Don't Stand A Chance With A Ghost

By ALEX BELL

DATELINE DETROIT. Nov. 13—Well, our boy Deeb says write, so we write. This guy gives me one helluva snow job about not being able to go to press without this column(?). Yech. Well, here goes.

\* \* \*

It looks like Reuther just about made a bum out of us... but! Full production was not achieved at Ford's for 10 weeks. (Edeebnote: See the last issue of The Food Dealer for his prediction.)

\* \* \*

Question: Why do psychiatrists spend vacations on a farm staring at cows? Answer: It is the only place they can see a contented female.



Mr. Bell

Hold Everything! We must watch Peyton Place and see what kind of hanky panky is going on. A fellow has got to get his kicks somewhere.

\* \* \*

This Gal we live with sings a new song for us entitled: "I don't stand a chance with a ghost like you." We gotta do something about this gal. Any suggestions?

If some broads had as much hindsight as they had foresight, they wouldn't wear slacks.

\* \* \*

We understand that this column will be awarded a Pulitzer Prize soon. (For intestinal fortitude, no doubt.—Deeb.)

\* \* \*

Looks like The Food Dealer magazine is the *only* local Detroit "paper." The other two local (?) trade papers are apparently outstate papers, news-wise at least.

\* \* \*

We saw a sign in a restaurant: "Wanted—man to wash dishes and two waitresses." Well, if we don't make it as a writer, we can always go back to washing dishes.

\* \* \*

Personal observation: The gals with their mini-skirts seem to be having trouble with creeping hem-itis.

\* \* \*

Walter Reuther made his big show of power at

(Continued on Page 15)

## KAPLAN'S WHOLESALE FOOD SERVICE

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## CHANGE BECOMING WAY OF LIFE: EXPERT TO FOODMEN

Food distributors were told recently by a psychologist that "change is fast becoming a way of life," and the new generation and have-nots will mount continuing and increasing pressures for non-material needs.

Dr. Richard Farson of the Western Behavioral Science Institute at LaJolla, California said that businessmen, including food wholesalers and retailers, must be responsive to change. He said changes will come faster all the time, and he declared that in the future, change will be a way of life.

## MIGHTY MEATY MORSELS MOVING

Did you know that 20 years ago, 145 million Americans spent more than 6% of their disposable (after-tax) income for an average of 145 pounds of beef, veal, pork and lamb per person per year, or a total of more than 21 billion pounds of meat?

Did you know that today, 198 million Americans spend less than 5% of their disposable income for an average of 174 pounds of beef, veal, pork and lamb, or a total of more than 33 billion pounds of meat?

It is true! The Livestock and Meat Industries today produces 12 billion more pounds of meat than 20 years ago to provide an additional 29 pounds of meat per person to a population that has increased by 53 million people. And, for a smaller proportion of their after-tax income!

## 'WE NEED EACH OTHER' NFBA'S WATSON ROGERS TELLS AD MEN

The relation of the food broker to food products advertising was detailed in New York recently by Watson Rogers, president of the National Food Brokers Association.

Rogers and six NFBA brokers spoke on the subject, "The Role of the Food Broker" at a special session of the Eastern Annual Conference of the American Association of Advertising Agencies.

Rogers told the ad agency executives, "We need each other. Your advertising makes us look good. Our cooperation and follow-through makes you look good. You innovate—we implement.

"The best advertising program

in the world is wasted without distribution and follow-through in the individual market. And although our people are star salesmen, they cannot sell an advertising program that has no merit."

Rogers said that food brokers are often called on to review advertising programs before they are announced in order to determine how best to utilize the program on the "firing line"—the sales follow-through.



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## STORE SECURITY

# How To Prevent Holiday Season Losses

By ROY ANDERSON

Security Officer

Chatham Super Markets, Detroit

Now that the holiday season is rapidly approaching, our thoughts turn not to sugar plums and gifts, but to the problems of profit and losses in retail stores.

The shoplifter, robber, till-tapper, short-change artist, bad check passer, and store employees all wish to share the profits. And, all enter into the Christmas Spirit enthusiastically. It has been said, "It is more blessed to give than to receive," and as the merchants are the ones who give, and give and give, we (merchants) are doubly blessed.

At the risk of being damned instead of blessed due to an old-fashioned and biased view, I feel a person should pay for what he takes, and if not, should suffer the consequences. I would like to point out a few deterrents so that maybe the blessed ones might have a more pleasant and profitable holiday season.



ANDERSON

This discussion is not centered upon the obvious violations of the law, but rather, the subtle means by which you are robbed. Every loss by a merchant has a direct bearing on all employees and customers—the employees in salaries, and the customers in increased cost of merchandise, or higher prices.

We can generally break these losses down into two basic categories: Employee Pilferage; and Customer Pilferage. Let us discuss Employee Pilferage first. The problem we all face is as follows:

**Temptation and Opportunity Equals Theft.** By the very nature of our business, a grocery or super-market bulges with items which fall into the category of "temptation." The question naturally arises: How to eliminate "opportunity?"

There is no better approach than to have competent supervision, and the acceptance of responsibility on the part of all employees. Setting up an elaborate security program is of no value unless there is employee and management cooperation.

A few of the areas in which losses occur and suggestions of correcting them are as follows:

**1—Failure to Record, and Under-Ringing Sales by cashiers:**

Use a private shopping service to make regular tests on cashiers.

**2—Cash shortages in the registers:**

Make spot checks of cash; Assign different

registers every day to individuals who are constantly short; have only one cashier using a tray.

**3—Employee collusion:**

Use one-way mirrors; undercover agents.

**4—Fraudulent and Kiting Checks:**

Have all checks approved by one authorized person; have all checks stamped and initialed.

**5—Collusion between Vendor and Employees:**

Assign only one individual to receive merchandise; never sign carbon copies; remove tag from vendor's book immediately after signing.

These are only a few of the many areas in which big losses occur.

**Customer Pilferage:** The most common is that often referred to as shoplifting. I will not go into the detail as was done in previous articles which appeared in *The Food Dealer*. But let us now discuss a few other areas.

**Robbery:** The Methods generally used are:

A walk-in immediately after money delivery; A hide-in just prior to closing; Impersonator of a police officer, salesman or repairman; Asking for employment, thus giving access to store office or money room; Calling the manager at home to go to store after closing hours.

**Critical Robbery Periods:** At openings and closings; following money deliveries to store; on Mondays and Fridays.

**How to Discourage Robberies:** Be suspicious of people who:

(1) "Case" the store; (2) Shop long periods of time; (3) Wear hats, sun glasses, or gloves out of season; (4) Loiter near store office or money area; (5) Question security claims, number of employees, store hours, etc.

**Suspicious Robbery Signs:**

Unusual numbers of male customers at opening or closing;

Car parked in front or rear of store facing outward, with motor running and driver slumped at wheel;

Strange cars on the parking lot in early morning;

**A Word of Caution:** Don't be a hero. Do as you are told, especially in presence of weapons. Make mental notes on everything so you can give as much information to the police as possible.

**Protect Against Burglars:**

1—Lock all doors and windows;

2—Set the alarm when closing;

(Continued on next Page)

## STORE SECURITY

(Continued from Page 12)

- 3—Turn on enough lights at night to illuminate store;
- 4—Put all cash in the safe;
- 5—Avoid displays which obstruct views into the store;
- 6—Request neighbors to notify police if alarm sounds, or of suspicious persons.

### Protect Yourself Against Check Losses:

- 1—Before cashing checks, read bad check list;
- 2—Have all checks approved by authorized person;
- 3—Read and study the check thoroughly;
- 4—Set a limit on amount cashed;
- 5—Eliminate check cashing without purchases;
- 6—If in doubt—don't cash!

**Watch For Short-Change Artists:** The Flash Trick—\$5, \$10, or \$20 bill is conspicuously displayed while the checker is recording sale. A \$1 bill is hidden underneath. Then in a sly move, the \$1 bill is handed to the cashier after she has "seen" the larger bill several times. Result can be money lost.

**The Fast Talker**—is the one who buys a small item, gives a large bill and starts to walk away with only the coins. When he is told about the rest of his money, he says, "Oh, is this mine? I didn't mean to give you that." He then starts asking for his bill back and he will return your change. Again, the result is money lost by a con artist.

**Watch the Till-Tappers:** Till-tapping is the theft of money from a cash register drawer. To prevent:

Checkers must not turn back on open cash register drawers; Do not leave the drawer key in the register when unmanned.

This has been a brief, but hopefully enlightening discussion on company losses, both by employees and by customers. Let me leave you with this one thought:

*"Be Security Conscious" — the money you lose IS your own!*



**HOLIDAY COOKBOOK** gets going over by staffers of The Detroit News. Above, left to right, Carl Leonhard, Gerald Bloch and Joseph Hasselwander of The News national food sales staff, leaf through the annually published cookbook with Cyrilla Riley, household editor. The 56-page magazine section featured Yuletide recipes and informative household tips. (Last September, Mrs. Riley was a recipient of an AFD Distinguished Service Award.)

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## TAX TOPICS

# Review Your Securities Prior To End Of Year

By MOE R. MILLER  
Accountant and Tax Attorney

From a tax standpoint, and apart from any other considerations, an investor has two main objectives in selling securities. They are:

- 1—To pay the lowest possible tax on any profits.
- 2—To get the maximum tax reductions from any losses.

List all your security transactions, this shows you the long or short term gains or losses you can realize between now and the end of the year.



MILLER

### CAPITAL LOSS CARRY OVERS

Capital Loss Commencing with January 1, 1964 are carried over with the same character, short term or long term as they had when realized.

1—In figuring out whether the Capital losses carried over to 1967 are short or long term, any capital losses used to reduce ordinary income come first from short term capital losses.

2—If you have sold securities held for 6 months or less you are taxed in full on any profit as ordinary income. It is to your advantage to realize any losses. This loss will offset the gain, saving you taxes at the rate which applies to ordinary income.

3—Both long and short term losses may be used in full to offset a short term capital gain, as long as

you do not have long term capital gains in the same year.

### ILLUSTRATIONS

1—If you have a long and short term capital gain and a short term capital loss, the loss is carried first to offset the short term gain, and the balance will be used to offset any long term gain.

2—If you have both long and short term capital gains and losses; the short term capital loss is applied first to the short term capital gain (which would be taxed as ordinary income), and the long term capital loss will be applied first to the long term capital gain.

3—If you should have a short term capital loss carry over, it is advisable to sell profitable securities held for less than 6 months, which could avoid being taxed as ordinary income by offsetting the short term loss against the short term gain.

Capital losses whether long or short term are carried over indefinitely. They are not limited to the old five year carry-over. The unlimited carry-over period applies to capital losses realized after 1963.

While individuals have an indefinite carry-over of capital losses, there is a five year loss carry-over limitation for corporations and unlike individuals, a corporation unused capital losses are all carried over as short term losses, even if realized as long term in the year of sale.

### SPECIAL FACTORS ON SALE OF SECURITIES

- 1—Short term capital gain qualifies for income

*(Continued on next Page)*

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overaging tax benefits. Income averaging can soften the tax impact of taxing short term profits.

2—Be sure of the holding period—to produce long term capital gain or loss the securities must actually be held at least 6 months and a day. You don't count the day the stock was required. Purchased June 1st and sold November 1st of the same year, has been held exactly 6 months and would result in a short term. If sale was deferred until December 2nd, the result would be long term.

3—It is important to be able to identify shares of stock sold, if you have various lots of the same security, which were purchased at different prices, sell the security which gives you the greatest tax benefit. If you are unable to identify the particular stock sold, then you are presumed to have sold the earliest shares purchased.

4—The following situation will bar the deduction of losses:

- A)—If you buy substantially identical securities within 30 days before or after your sale, you have a "wash sale"
- B)—Sales to immediate relatives, this covers sales to a wife, parent, child, brother or sister.

If you should have only losses whether long or short term, up to \$1,000.00 may be offset against ordinary income and the balance carried forward indefinitely (individual only, corporation has a five year limitation.)

## ALEX BELL

(Continued from Page 10)

Ford. We wonder what he will do for an encore at Generous Motors?

Maybe when John Q. Public realizes he is never the winner of any strike, and raises enough hell with Washington, we may get legislation to curb the power of big unions. Washington is always curbing the power of big business. Maybe it is time the shoe should be on the other foot.

\* \* \*

**Marital Mixup:** You don't hear much about the battle of the sexes anymore. Do you think this is due to the difficulty in identifying who's who?

\* \* \*

**Daffynition:** No deposit bottles: the pint of no return.

\* \* \*

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

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