

"Free Enterprise Resists Monopoly"



ASSOCIATED FOOD DEALERS
of GREATER DETROIT

Serving the Independent Grocer

THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

SEPT. - OCT., 1967



1967 AFD Award Winners

The 1967 "President's Awards Banquet" of the Associated Food Dealers was a momentous occasion for the six recipients. Kay Savage, food editor of the Detroit Free Press, center, receives a beautiful plaque from AFD's Ed Deeb, left, and Mike Giancotti.

(See Story on Page 3)

Damages Deductible — Page 16

Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Brink, Earl A. (Insurance) 962-7150
Gchs, Inventory Service VE 8-4757
Peter J. Kiron Agency Chicago
V. C. Accounting, Inc. 883-7660

BAKERIES

Archway Cookies 532-2427
Awrey Bakeries TY 6-5700
Bonnie Bakers 893-3260
Farm Crest Bakeries TR 5-6145
Grennan Cook Book Cakes TA 5-1900
Hekman Supreme Bakers KE 5-4660
Independent Biscuit Co. 584-1110
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
Squirrt 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 Huettnerman & 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
Peppier & 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. 533-4090
The Borden Co. 564-5300
Detroit City Dairy, Inc. TO 8-5511
Fairmont Foods Co. TR 4-0390

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 832-2060
North Star Produce VA 2-9473
Spagnuolo & Son Produce 527-1226

INSECT CONTROL

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

LINEN SERVICE

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

MANUFACTURERS

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

MEAT PRODUCTS, PACKERS

Alexander Provision Co. 961-6061
Cadillac Packing Co. 961-6262
Crown Packing Co. TE 2-2900
Detroit Veal & Lamb, Inc. 962-8444
Eastern Market Sausage Co. WO 5-0677
Feldman Brothers WO 3-2291
Great Markwestern Packing 321-1288
Guzzardo Wholesale Meats, Inc. FA 1-1703
Herrud & Company 962-0430
Johann Packing Co. TW 1-9011
Kowalski Sausage Co., Inc. TR 3-8200
L K L Packing Co., Inc. TE 3-1590
Peet Packing Co. (Ypsilanti) 274-3132
Peschke Sausage Co. TR 5-6710
Peter Eckrich & Sons, Inc. KE 1-4466

Peters Sausage Co. TA 6-5030
Pitts Packing Co. WA 3-7355
Sam & Walter Provision Co. TW 1-1200
Spencer, Inc. 931-6060
Ruoff, Eugene Co. WO 3-2430
Wayne Packing Co. WO 1-5060
Weeks & Sons (Richmond) RA 7-2525
Winter Sausage Manufacturers PR 7-9080
Wolverine Packing Co. WO 5-0153

NON-FOOD DISTRIBUTORS

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

POTATO CHIPS AND NUTS

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

PROMOTION

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

RENDERERS

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

SERVICES

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

SPICES AND EXTRACTS

Frank's Tea & Spices UN 2-1314

STORE 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
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 Whse. 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



ROBERT LANDY
Manufacturer
United Dairies



THOMAS GUSWILER
Broker
P. F. Pfeister Co.



SAM GREENBERG
Wholesaler
Grosse Pointe Foods



CYRILLA RILEY
Distinguished Service
The Detroit News



LEO GREEN
Honorary Member
N.A.I.F.R.

Six Receive AFD Service Awards

Three food firm representatives and two veteran newspaper editors were cited by the Associated Food Dealers of Greater Detroit for outstanding service to the food industry.

In conjunction with its annual awards banquet, held Sept. 19 at the Roostertail, the AFD presented three salesmen of the year awards, two distinguished service citations, and an honorary membership in the association.

Recipients of the Salesmen-of-the-Year honors were Robert Landy, sales representative for United Dairies Inc., manufacturer and distributor of dairy products; Samuel Greenberg of Grosse Pointe Quality Foods, wholesale grocer; and Thomas J. Guswiler, sales supervisor for P. F. Pfeister Company, food broker.

Recipients of the Associated Food Dealers' Distinguished Service Awards in behalf of the food

distribution industry were Kay Savage, food editor of the Detroit Free Press, and Cyrilla Riley, food editor of The Detroit News.

Leo Green, a retailer from Yonkers, New York, and a director of the National Association of Independent Food Retailers, was presented with an honorary membership and plaque for services rendered to the AFD.

Presenting the 1967 awards were Michael Giancotti, president, and Donald LaRose, chairman, of the Associated Food Dealers. Toastmaster for the evening was AFD executive director, Edward Deeb. Some 560 persons attended the big event.

Purpose of the outstanding service awards to individuals both in and out of the food field, is to give recognition to those persons who have distinguished themselves in their service to the industry.

(For related stories and pictures, see page 14.)

AFD Demands Reconstruction Aid From City

Officers of the Associated Food Dealers, representing independent grocers and local supermarket operators, met with Detroit Mayor Jerome P. Cavanagh's top aides recently to discuss problems concerning reconstruction and re-opening store owners have had since the civil disturbances ended last July.

Attending the meeting in behalf of the association were Michael Giancotti, president; Donald LaRose, chairman of the board; Salim Sarafa, vice-president; John George, AFD trustee; and Edward Deeb, executive director.

The association pressed for an eight-point program, with most of the emphasis on insurance aid and riot control measures.

The association urged the City of Detroit to encourage the following points:

1—Insurance aid to retailers who are unable to get insurance coverage at the city, state and Federal levels; and to urge that major insurance companies inaugurate "insurance pools," similar to the car insurance pools. (During the recent disturbances, the AFD asked President Johnson to establish Federal aid for all small retailers.)

(Continued on Page 9)

Memo from Faygo

by
MORTON FEIGENSON
President



Soft drink consumption becomes less and less seasonal every year and a slowly dying myth is that sales after Labor Day skid to a standstill. Since 1960, September has been the fifth or sixth best month of the year. October and November are not as good as September, but beginning with Thanksgiving sales start bouncing back to peak levels. And, bolstered by holiday demand for mixers, December over the past five years has been pushing July and August harder and harder for top ranking

* * *

At Faygo we believe success is importantly hinged on what we do differently. Faygo's is the soft drink plant in Michigan with a full-time laboratory staff watchdogging all operations. And, to have high quality products, we don't stop there.

Additionally a sanitarian is responsible for constantly checking all plant activities. If something is wrong, he is authorized to shut down any operation or the whole plant. To back-stop him, we employ the American Sanitation Institute to make frequent and unexpected plant inspections. They also have shutdown authority.

* * *

With so many products striving for consumer favor these days, it is the exceptional TV commercial that impresses rather than oppresses audiences. Our new TV commercial, which gives The Great Gildersleeve only 60 seconds to talk about Faygo flavors in general and "Red Pop" in particular, appears to be one of the exceptions.

The term "Red Pop" has become a conversation piece for both children and adults wherever the commercial has been seen and heard and sales of "Red Pop," Faygo's strawberry and strawberry-cherry, have trebled over recent months. We believe the commercial is successful because it passes a test of sincerity. That is, it does not try to convince anybody that Faygo soft drinks are virtually indispensable to living a happy life.

Faygo's new automatic case-unloader is truly an amazing mechanism. As open cases pass under it, 96 pick-up fingers drop down. Then, air pressure inflates rubber inserts on the fingers and they firmly grasp 96 bottles, or four cases at a time. After the fingers set the bottles on a conveyor for moving into a rinsing station, the inserts deflate and release them.

Advertisement

THE FOOD DEALER

Volume 41 Number 8

Copyright, 1967

Official Publication of
**THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT**

434 West Eight Mile Rd. Detroit, Michigan 48220
Phone: 542-9550

EDWARD DEEB, *Editor*
CINDY WALKER, *Office Secretary*
JOAN SENA, *Insurance Secretary*

Officers—1967

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

Trustees

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

Directors

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

The Sounding Board

To the AFD:

I would like to extend to the Associated Food Dealers of Greater Detroit, and those who cooperated with you, my deepest appreciation for your assistance in the voluntary food distribution project to aid the people of Detroit.

The success that will be realized from this project will come from people like you who demonstrate a concern for human problems and a willingness to alleviate the suffering resulting from the tragedy.

William G. Milliken
Lt. Governor
State of Michigan

What a delightful surprise! You could have knocked me over with the proverbial feather.

I sincerely appreciate the honor given me by the Associated Food Dealers and hope my thanks will be expressed to the officers and members. The lovely plaque now has found a home in the Tower Kitchen for all to see and admire.

Thank you for this special award and please be assured that I shall continue to support the food trade in every way possible — and “keep on selling groceries” via the typewriter and camera.

Kay Savage
Food Editor
Detroit Free Press

At the last minute, I was unable to attend our recent President's Awards Banquet, but I understand from all the Great Scott men who attended that it was a wonderful party and most enjoyable. Congratulations!

Sam Fink
Great Scott! Super Markets
(An AFD director)

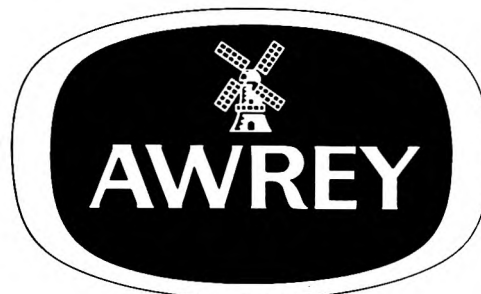
We sincerely enjoyed our evening at your recent President's Awards Banquet. Have you ever considered having a route driver of the year award? As you are aware, hundreds of pop and bread salesmen are visiting your member stores every day. Your association would provide the best outlet for complimenting outstanding route salesmen.

Seward R. Cushman
Vice President
Schafer Bakeries Inc.

(EDITOR'S NOTE — The Associated Food Dealers board of directors has given much serious thought on instituting such an award. You may be interested in knowing that beginning with our next awards banquet, we will give recognition to a “Driver-Salesman of the Year.”)

Baked
goods
buying
families
love
variety

We give them—and all of your customers—102 varieties of fresh baked goods to choose from every week. This vast variety brings them back again, and again, and again.



SIGN OF GOOD TASTE



ED DEEB

OFF THE DEEB END

The Freedom of Choice

America has long been hailed as the land of abundance. This abundance includes a wide variety of products, services, stores and shops, prices, and the like.

During the recent civil disturbances in Detroit, a lot of pressure was placed on city officials to the effect that many food retailers were "gouging the public" or "profiteering."

When all the rioting and shouting was over however, there was only one case of a retailer being brought to trial, and convicted. Unfortunately though, he was used as a scapegoat to help relieve the pressures.

In the case referred to, Paul Hudson, owner of the River Site Market on East Jefferson, and his cashier, Barbara Hakim, were innocent victims of the circumstance, and ended up paying \$200 worth of fines for selling eggs at 79 cents a dozen. Mind you, what was not played up in the mass media, and considered an unacceptable reason by the courts, was that Mr. Hudson had been selling eggs at that price for years. And never once, did he receive a complaint from a customer.

There are many services performed by Paul Hudson and other food retailers like him. These services include offering top quality brand name merchandise; free delivery; offering of credit to many customers (which is frowned upon in the food field); check cashing; and various personal store conveniences as service meat counters. Anyone should realize these services cost the retailer money.

It should be pointed out, since apparently this is no longer taken for granted, that if a consumer doesn't like the atmosphere or services or attitude or prices of one retailer, all he or she need do is shop in another store. Simple as that. That's what I refer to as the "freedom of choice."

Fortunately there is strong and keen competition in greater Detroit between local store operators and the national chains. It is because of this that prices in Detroit are lower than anywhere else in the nation. This healthy market condition in the Motor City thrives on the theory of natural competition. Or, as Darwin put it: "Those survive who are fit to survive."

There is no one who knows this better than the retailer himself. The sooner consumers learn to appreciate this, the better off everyone will be.



Around the Town

Michael Giancotti, Jr., son of the AFD president, has enrolled at Ferris State in Big Rapids, where he is majoring in marketing and business administration.

* * *

Roy Anderson, security officer at Chatham Super Markets, an AFD member, should go into the writing business. The reason? Super Market Institute (SMI) has requested the AFD to send copies of his articles which appeared in *The Food Dealer* for their security files.

* * *

The Associated Food Dealers extends our thanks and appreciation to *The Detroit News* for printing and providing the attractive programs at our recent President's Awards Banquet. Our thanks and appreciation also goes out to *The Detroit Free Press* for supplying us with the many wonderful photographs of the event.

Mr. and Mrs. Bernard Weisberg and their family are back in town following a four-week tour of eight European countries. For those who don't know, Bernie heads Chatham Super Markets, an AFD member.

* * *

Joseph Mocerri, owner of Jolly Candy Apples, has announced he will give one box of candied apples free to the first 10 retailers who phone him to say hello. Joe's phone: 483-5900. If they guess how many candy apples he sells, he will toss in a free stuffed 24-inch tiger!

* * *

Congratulations are extended to United Dairies, an AFD member, whose cottage cheese (both large and small curd) won the Blue Ribbon top premium award recently at the Michigan State Fair. United's Bob Landy is still beaming!

* * *

Jack and Louise Wilson of Canton-Kercheval Market on the east side, will be leaving soon for Green Bay, Wis. where he will be working for Red Owl Stores. We wish our longtime AFD members luck and best wishes in their new venture.

* * *

Harold Dukes, former all-state football star at Eastern High, and a star on the Michigan State University football squad in the late Fifties, is the new personnel manager for Faygo Beverage Company, an AFD member. Good luck in your new position, Harold!

* * *

It was a boy for the Salim Sarafa family on August 31. His wife Margaret gave birth to Mark Thomas, the fifth child. They also have Joseph, 13; Judith, 11; Doreen, 10; and Michael, 1½.

The Test Of Time . . .

85 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

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

ALLIED MEMBER

LEPIRE PAPER & TWINE COMPANY

2971 BELLEVUE

Phone: WA. 1-2834

•

Detroit's Premiere Paper Supplier to Food Merchants
Top-Quality Merchandise at the Right Prices
An Original Supplier-Member of the Association
Serving Food Merchants Since 1903

THE BELL RINGER

Meat Ball, Golf Ball and Goof Ball — Wilson

By ALEX BELL

Here we are in mid-September, so let me again be the first to wish you a Merry Christmas.

* * *

Well, it looks like the old redhead, W. Reuther, has bit off a little more than he can chew. Looks like old uncle Ford isn't going to relieve Walter's stomach upset, and wait till he gets around to Generous Motors. Incidentally, the strike started Sept. 7. We will go out on a limb and predict a 10-week Ford strike.

* * *

We would like to congratulate our old friend Joe Kron on his appointment to chairman of the board of Borman Foods. It is a long way from Jefferson and Eastlawn, but it just shows where a good guy can go in this food business. By the way, Joe used to be a pretty good meatcutter. So, he always has something to fall back on!

* * *

A sidelight on the recent L.T.V. and Wilson & Company merger. Wilson was split into three LTV subsidiaries: Wilson & Co. (meat packing); Wilson Sporting Goods Co., and Wilson Pharmaceutical & Chemical Corp. (The three subsidiaries are known among brokers as Meat Ball, Golf Ball, and Goof Ball.)

* * *

Those who claim walking is a lost art should try the parking lot at Metropolitan airport.

* * *

Well, another Salesman of the Year Awards Banquet is history for our association. If we say so, it was a winner. We know that one of the best kept secrets of the whole show was the presentation to our friend, the smiling Mohican, from Yonkers, Leo Green, with an honorary membership in Detroit's AFD. It couldn't happen to a nicer guy.



Mr. Bell

Never put off until tomorrow what you feel like doing today — tomorrow it may be against the doctor's orders.

* * *

We are about to blow the whole SSS deal and "Keep Salim in Detroit." We think we need him. So we will buy a bottle of Miller's high life. Sorry Sal, we tried to get you a trip but I guess the power of the press isn't what it used to be.

* * *

So this five year old came home from school and asked his mother if she and his father had sex relations. On an affirmative answer, he came back with: "Well why haven't I met them?" This is our try at making this magazine another Playboy. Next month we will run girly pictures. (Edeebnote: Before you say things like that, take a look at Page 13 in this issue!)

* * *

Where in hell is Secaucus? Dear John, that's all she wrote. — ACB

SAM & WALTER

Delicious Lunch Meats and Sausages

Your
customers
will
appreciate
these
TASTY
MEAT
TREATS!



Sam & Walter Provision Co.

3407 CANIFF

TW. 1-1200

SUSTAINING MEMBER



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

TIP TOP BAKERS

IN FLAVORGUARD OLEPHANE WRAPPER

3600 TOLEDO

SUSTAINING MEMBER

Phone TA 5-6470

Associated Food Dealers Airs Reconstruction Problems With City

(Continued from Page 3)

2—In the event of future disturbances, the AFD recommended that the police use all available and acceptable riot control measures, such as fire hoses, tear gas, curfew with strict enforcement, and appropriate chemicals.

3—Better protection against looting. The AFD stated that looting was outright larcenous, and that laws covering looting must be enforced fully.

4—Financial relief or compensation for businessmen affected by riots, especially for those who were either uninsured or incurred total loss of business.

5—Additional police protection, and greater enforcement of existing laws. Detroit cannot enforce its laws, the AFD said, with its police force operating below normal strength. (The AFD twice appealed to the Detroit Common Council to hire additional police and increase salaries to draw more men to the force.) The association representatives stated that salaries alone is not the reason for lack of proper manpower. "We believe that lack of morale stems from a lack of respect for law and order."

6—Allow small grocers and other small businessmen to reopen their stores on the land they own. We cannot allow discrimination against the small businessmen, just because he cannot afford to build large shopping centers or malls. It is the small businessman who is the heart and backbone of Detroit's and the nation's economies.

7—If violence brings rewards, then the city is in for very violent times. The AFD urged, therefore, that the Mayor, Common Council, and Police Commissioner each come out with strong statements and programs and inform the public that lawlessness will not be tolerated. Many leaders have made such statements, but they had lacked the necessary action.

8—The AFD finally urged that a concrete plan of action, in the event of future rioting, be outlined and instituted at once to prevent similar occurrences, and that the entire citizenry be advised of this plan so everyone knows what to expect.

**FOR INCREASED SALES
AND PROFITS, TOO...**

make it

'NUTS TO YOU' from KAR'S

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



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

**FAST
DEPENDABLE
SERVICE
ALWAYS**

Branches and Distributors in:

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

KAR-NUT
PRODUCTS COMPANY

1575 WANDA FERNDALE-20 MICHIGAN
Phone JOden 4-6990



SUMMERTIME IS BARBEQUE

A delightful addition to your
Barbeque and Picnic



CASK WINES — TY 5-4400

HAVE A PICNIC WITH
SUMMER FAVORITES



Feature

OVEN KING COOKIES

PR 5-4225 Roseville, Mich.

NEW-EASY OPEN
12oz. MOM-TOP cans



- ★ Natural Fruit Flavor
- ★ Non-Carbonated

Here's a Money-Maker
Big as All Outdoors

- A Great New Product
- A Brand New Market

PATIO
AND
PICNIC
Outdoor Fogger

ORDER NOW

BOYLE-MIDWAY DIV.

American Home Products Corp.

Phone: 543-3404



FRESHrap[®]
waxed paper
NOW IN
COLORS



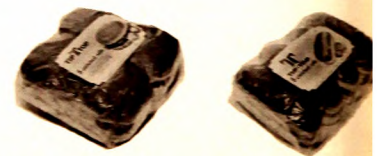
AVAILABLE IN
SNO-WHITE
PEACH...ICE BLUE



TIP TOP

Enriched

HAMBURGER & HOT DOG ROLLS



WARD FOODS, INC.

TA 5-6470

Display These Picnic Items for

AND PICNIC TIME!!

FOR A PICNIC of PROFIT
"Feature the Finest"



MEATS & SAUSAGE

"Good times demand 'em"
—from WILSON of Course



PICNIC PARTNERS **HAMTOWN'S** *Imperial*

Potato Salad, Macaroni Salad



Pizza Pies
 Baked Beans
 Deli Dills
 Cole Slaw
 Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. - TW 2-2608

**PUT MORE "ZIP" IN
 YOUR BEVERAGE SALES!**



For Fast Service, Call

833-8500

Vernors
Since 1866

**To You, from Us
 at Picnic Time**

Very Fresh but
 In Good Taste

**SUPERIOR
 POTATO CHIPS**

TE 4-0800



PETER ECKRICH and SON, Inc.
The House of Fine Meat Specialties

KE 1-4466

**A
 BARBEQUE
 AND
 PICNIC
 FAVORITE**

Call
**E. A. Danielson
 Company**

838-9111



OLIVES

MAKE THE PICNIC...



Mario's
**MAKES YOU
 PROFITS!**

Mario's Food Products Co.
 6500 E. Warren Detroit, Michigan

Added SALES and PROFITS!

THE PRESIDENT'S CORNER***Congratulations To
AFD Award Winners***

By MIKE GIANCOTTI

In behalf of the members of the Associated Food Dealers, at this time I wish to thank all those who attended our recent "President's Awards Banquet" at the Roostertail.

It was so good to see the wonderful turnout (over 550 attended) for our annual awards presentations. Purpose of the AFD Salesmen-of-the-Year and Distinguished Service Awards is to give recognition to those individuals who have been extraordinary in the performance of their service to the food industry.



Giancotti

The awards are really a token of appreciation to our suppliers and food field friends in behalf of the retail food distributors, one link in the channel of distribution.

The spirit of these awards are intended to place the emphasis on the individual rather than a company. It is these people, the retail sales or merchandising representatives, who usually spell the difference between success and failure of many companies. It is this individual who provides needed data, knowledge and tools for the retailer to work with. In turn, it is this person who takes back to his company the various suggestions of the retailer.

Many nominations were submitted this year by our retailers to be recipients of these awards. Although only a few individuals can be cited each year, it should be noted that the AFD is most appreciative of the work being done by ALL salesmen and companies in the food field.

Meanwhile, our congratulations to Robert Landy of United Dairies, manufacturer award winner;

Thomas Guswiler of P. F. Pfeister Company, broker winner; and Samuel Greenberg of Grosse Pointe Quality Foods, wholesale winner. Also our congratulations to Kay Savage of the Detroit Free Press and Cy Riley of The Detroit News on being named recipients of the AFD Distinguished Service Awards.

Oaza Names Carpenter for Ads

Oaza Bakeries, recipient of the 1967 Michigan Week Award for bakery excellence, has named Robert Carpenter Advertising Agency to handle the firm's promotion. The announcement was made by Mrs. G. Czarnecki, Oaza president.

The firm has been in operation for 35 years, beginning in Hamtramck, and has grown to where it presently operates 16 branch stores. Mrs. Czarnecki said the firm plans large scale expansion in the near future.

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

**QUALITY PLUS!****Peschke Packing Co.****2600 EAST GRAND BLVD.****TRinity 5-6710****SUSTAINING MEMBER*****"In Tune With The Grocers Needs"*****Melody Dairy Company****16247 Hamilton Ave.****Highland Park****Phone 868-4422**



DIVERSIFIED INDUSTRY — The food field is comprised of many individuals with varied tastes and interests. Above at left, is the Dixieland Troupe which performs regularly at the Speakeasy Room in the Chicago Gaslight Club. They will be the featured stars at the upcoming Annual Trade Dinner of the Detroit Association of Grocery Manufacturers' Representatives, Oct. 24 at the Latin Quarter. Above right: Michael Giacotti Jr., son of the AFD president, kneeling, shows off the fish caught by he and AFD director Allen Verbrugge, left, and Gene Pini of Auburn-Orchard Super Markets, while in Miami, Florida recently.

Wonder Mouse Promo

Vita-Boy Potato Chip division of Fairmont Foods, and AFD member, is again running its popular Wonder Mouse campaign. The promotion, featuring a mouse which does magic tricks, is backed by a heavy advertising campaign. Point of purchase materials are available.



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
3960 THIRD AVENUE, FAIRMONT 1-0100

VOGEL-RITT GETS RID OF PESTS

- ★ Free inspection and recommendation
- ★ Prompt, professional, economical service



12525 Grand River
Detroit, Mich.
TE 4-6900

6817 No. Saginaw St.
Flint, Mich.
785-7808



AFD Awards Banquet —
A Camera-Eye's View

Detroit Free Press Photos



Distributors Versus Consumers

What are the advantages of saving stamps? Why is there a price spread on the same product at different stores? Why can't meat products be packed in clear packages so both sides can be seen? Is there a price advantage on special "cents off" products?

These were some of the controversial questions fired at panelists representing the food distribution industry at a Food Information Week program, Sept. 25, at Ford Auditorium.

Although there was a consumer panel on the program, not one question was tossed its way. Most of the questions were answered by food men sitting on the producers, manufacturing, enforcement and retailing panels.

Distributors who participated were Gus Bublit, vice-president, The Kroger Company; Bernard Weisberg, president, Chatham Super Market; Michael Giacotti, president, Associated Food Dealers of Greater Detroit; Thomas Quinn, Spartan Stores; and Thomas Foster, Sunnyside Super Markets.

Others included J. Lyle Littlefield, Michigan Department of Agriculture; David Falconer, vice-president of Sealtest Foods; Stephen Kowalski, president, Kowalski Sausage Company; and George Stachwick, marketing program director, Michigan State University.

Also, Robert Smith, president, R. E. Smith Inc., wholesale meats; Win Klotzbach of the Cherry Growers; Milton Brown, cattle producer; William Bramen, apple grower; and Robert Zeeb, dairy producer.

Moderator for the evening, or panel leader, was Laurence J. Taylor who is well known for his work with Super Market Institute and Hillsdale College.

The program was sponsored by the Cooperative Extension Service of Michigan State University, with the U.S. Department of Agriculture cooperating.

For THE FOOD DEALER

Advertising Rates

Phone Ed Deeb

At 542-9550



Louis Lubeski, Interior Designer

Store Decor Coordination – Interior and Exterior CUSTOM DEPARTMENT DESIGNING

- Complete line self-service display equipment
- Mechanical check stands
- Specialists in store engineering, planning, interior design, merchandising and operational systems.
- *The difference that makes your store outstanding!*

A L M O R CORPORATION

Phones: JE 9-0650 SL 8-1090

23343 SHERWOOD

WARREN, MICH.

TAX TOPICS

Uncompensated Riot Damage Deductible

By MOE R. MILLER

Accountant and Tax Attorney

All property owners who suffered property damage from the riots should remember that the uninsured or otherwise uncompensated part of their loss is tax deductible as a casualty, vandalism or theft Loss. This is generally so for both business and non-business property.

Casualty losses to property not used in business or held for production of income, are deductible only to the extent that each casualty loss exceeds \$100. This limit works like a \$100 deductible insurance policy.

Casualty Losses to business and income producing property, the amount of loss is the Lesser of:

1. The difference in the fair market value of the property immediately before and immediately after the casualty, or
2. The adjusted basis for determining loss from the sale or disposition of property.
3. The above amounts reduced by the insurance recovered or any salvage is the deductible Loss.

Casualty losses to goods included in inventories are normally automatically reflected in the cost of goods sold. In other words if you had inventory stolen during the riot



MILLER

in the amount of \$10,000 your **gross profit** and **net profit** would be automatically reduced by this sum of money, but if you collected this sum from insurance it would become income.

Cost of repairs as a measure of decline in value:

1. In one case the deduction was limited to the amount spent on repairs. In another case a deduction greater than the amount spent on repairs was allowed where the tax payer proved the repairs did not completely restore the property to its pre-casualty condition.
2. Total repairs are a deductible Loss if the value of the property after the repairs does not exceed the value of the property immediately before the casualty.

The taxpayer has the burden of proving the amount of any casualty Loss claimed. The taxpayer should be prepared to submit the following evidence:

- (1) The cost or adjusted basis of the property. (The usual evidence is the purchase contract or deed, less depreciation.)
- (2) The value before and after the casualty photographs are pertinent evidence.

(Continued on Next Page)

How Profitable Is Your Dairy Department ?

SEALTEST'S DAIRY DEPARTMENT
ANALYSTS CAN HELP YOU
ANSWER THIS QUESTION!

CALL TI 6-5700



(ASK FOR STORE SALES)

"MADE FRESH DAILY
IN MICHIGAN"



SAUSAGE - HAMS - BACON

QUALITY VARIETY SERVICE

Mr. PITTS PACKING CO. Detroit

Call WA 3-7355 Sales

- (3) Cost or repairs to place property back to its original condition
- (4) Casualty ascertained by a competent appraiser.

Cleanup Expenses:

1. Where cleanup expenses are part of a plan to replace property destroyed, actual cleanup expenses are used to measure the loss.
2. Where taxpayer will not restore property to its pre-casualty condition, an estimate cleanup expense may be used to measure the loss.

Expenses of ascertaining the amount of the loss, such as appraisal fees or photographs are not part of the casualty loss, but they are deductible as expenses in determining tax liability.

Taxpayer must be able to tie the loss of property values to actual damage to their property, rather than to damage to another's property, which in turn reduced taxpayers value.

Time for deduction of casualty losses are deductible in the taxable year sustained. There are certain exceptions to this general rule which should be discussed with your accountant or attorney.

Kroger, Bi-Lo Employees Approve New Contract

Employees at Kroger and Bi-Lo stores are back on the job following a 12-day strike affecting some 2,000 workers. Employees voted overwhelmingly Oct. 10 to approve a new contract calling for about an 80 cents per hour average increase in wages and benefits over a three-year period. The increases are retroactive to April 5, when the last contract expired.

Herschel Womak, secretary-treasurer of the Retail Clerks International, Local 876, said the boost would bring Kroger and Bi-Lo employees up to the wage standards of other supermarkets operating in the Detroit area.

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.

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

"First We Render Service"

ALLIED MEMBER

TORCH DRIVE



UNITED FOUNDATION

Eight New Supplier Members Join AFD

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

Superior Potato Chips, maker and distributor of potato chips, pretzels, and other snack items, 14245 Birwood, Detroit, Mich.; phone TE 4-0800.

Diebold, Inc., producer and distributor of various security and crime prevention equipment, 16531 Wyoming Ave., Detroit, Mich. 48221; Phone DI 1-8620.

Gulliver's Travel Agency, travel agency specializing in group trips, 1300 E. Lafayette, Detroit, Mich. 48207; phone 963-3261.

James Tamakian Company, food brokers, 10329 W. McNichols, Detroit, Mich. 48221; phone UN 3-0202.

Super Toy, Inc., distributors of toys and food store items, 6021 Concord Avenue, Detroit, Mich. 48211; phone WA 3-4550.

Warrendale Baking Company, maker and distributor of bakery products, 19323 W. Warren, Detroit; phone 271-0330.

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

BETTER MADE POTATO CHIPS



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

10148 Gratiot Ave.

WAlnut 5-4774

SUSTAINING MEMBER



*Thank You for Making Us
Your Milkman*

UNITED DAIRIES INC.

4055 Puritan

Detroit 38, Michigan

SPENCER, INC. LUNCHEON MEATS

BOLOGNA — WIENERS

HAMS — BACON

931-6060

8920 LYNDON

KAPLAN'S WHOLESALE FOOD SERVICE

Oscar Mayer Spare Ribs (all sizes)

Tennessee Frozen Vegetables

Distributor of Kraft Products

Fresh local cut Pork "Daily"

Variety of Offal & Smoked Items

DAILY DELIVERY

Call us or stop in and pick your own

WO 1-6561

**2630 RIOPELLE STREET
(On the Eastern Market)**

Tale of Olsen's and Fire Engine

Not many people know it, but Merrit Olsen, proprietor of Olsen's market in Birmingham, is probably the only grocer in Michigan who owns a fire engine. It all came about because of his father, William, former fire chief of Birmingham. He purchased the old fire engine when the city retired it. The completely restored fire truck rests in Merritt's garage.



BIG PROFIT CHAMP

Big in every way.

CASH IN!
Call 826-5030

Peters SAUSAGE COMPANY

Assisting the Olsens in running their store are Harold Rood, Cal Cashman, Pat Bassett and Fred Van Every, who will soon enter Wayne State University.

THE WAYNE SOAP COMPANY



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW & RESTAURANT GREASE

700 LEIGH STREET

842-6000

DETROIT 17, MICH.

ALLIED MEMBER

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

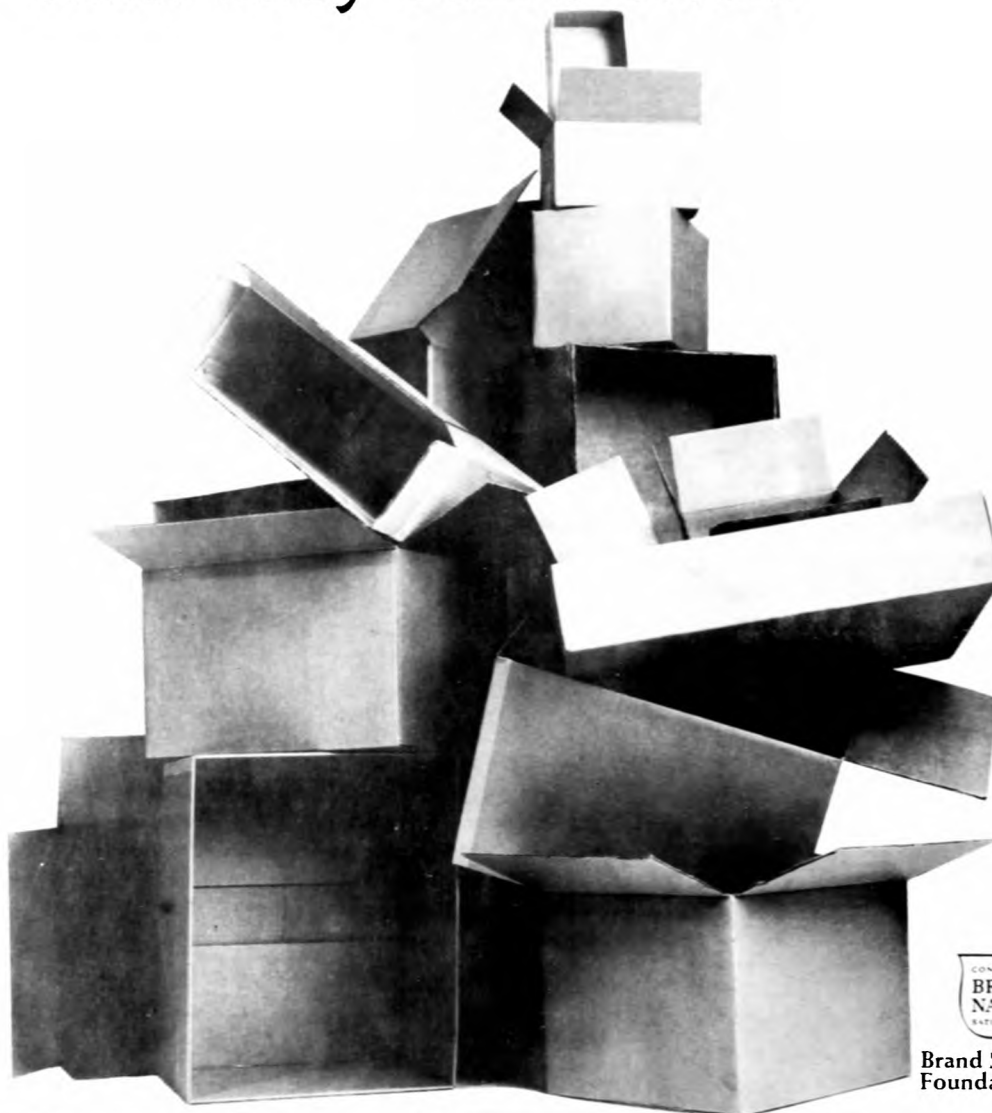
Phone: 542-9550

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

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

Return Requested

**When brands
compete with each other,
they get better,
and they sell better.**



**Brand Names
Foundation, Inc.**