



THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

FEBRUARY, 1968



Banquet Program — Page 25

taste that beats the others cold!

We mean it: Pepsi-Cola tastes better cold than other soft drinks taste at the same temperature. We designed

Pepsi that way. We created a special taste that comes alive in the cold.

Cold temperatures don't numb this taste. It tastes better cold—the colder, the better! But don't take our word—put it to the taste.



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THE FOOD DEALER
FEBRUARY, 1968



PROCLAMATION SIGNING — Lieutenant and Acting Governor William G. Milliken is shown signing the proclamation declaring "Independent Grocers Week in Michigan" in behalf of the Associated Food Dealers and all independent grocers in the state.

Standing behind him are AFD officers, from left, William Bennett, Michael Giancotti, Edward Deeb, Donald LaRose and Salim Sarafa. This is the third such annual promotion of its kind, with various suppliers as well as retailers participating.

'Independent Grocers Week' Celebration Set For Feb. 11-17

Over 10,000 independent grocers and local super-market operators throughout Michigan will celebrate their third annual "Independent Grocers Week in Michigan" campaign Feb. 11-17.

Sponsored by the Associated Food Dealers of Greater Detroit (AFD), the independent grocers association, the annual observance will see independents featuring special sales during the week-long celebration in behalf of the state's food retailers. Circulars, bag stuffers, window posters, radio and newspaper advertising will inform Michigan consumers of the special sales taking place.

In conjunction with "Independent Grocers Week," Gov. George Romney has issued a special proclamation in conjunction with the third annual promotion. Mayors throughout the state have also issued special proclamations in behalf of local grocers.

Various food manufacturers, wholesalers and allied distributors have also planned to tie-in with the grocers week celebration.

According to Edward Deeb, AFD executive director, "Michigan's independent grocers have constantly strived to offer the consuming public the best possible products and services at the lowest possible prices in the tradition of American free enterprise."

Deeb said that Michigan consumers spend only 18 cents of every dollar they earn for food today, compared with 25 cents in 1950.

"Too often," he continued, "the independent grocer is taken for granted. These retailers work many long and hard hours to perform vital services in our communities as one of the major links in the total channel of food distribution from the farmer to the consumer."

Deeb said the week-long celebration is a fitting tribute to grocers which formally recognizes them as an integral part of both the civic and economic segments of various Michigan communities.

ANNUAL PRESIDENT'S MESSAGE



MIKE GIANCOTTI
AFD President

Nothing Succeeds Like Success!

There's an old saying that goes "Success is a journey not a destination." In reviewing the past year, we find, as usual it was a busy and hectic one for the entire food field, and another successful "journey" for the Associated Food Dealers.

During 1967, there were 102 new firms who became members of the AFD; 69 retailers and 33 supplier companies.

As a result of the improved and revamped AFD Coupon Redemption Center, over three-quarters of a million coupons were processed, worth well over \$700,000, and coming in from 398 stores. Our coupon redemption service helps over 200 handicapped workers keep employed.

In an attempt to improve communications between our industry and the community at-large, the AFD formed a Suppliers Advisory Council; a Consumers Council; and a fulltime Speakers Bureau, with individuals from our industry cooperating.

In the field of both state and national Legislation, the AFD spoke out in favor and against numerous bills affecting our industry as the official voice and spokesman for leading food retailers and distributors.

Although 1967 was a successful banner year for the Associated Food Dealers, it was a sad and tragic one for the industry as a whole. I refer specifically to last year's July riots and civil disturbances, which saw some 380 retailers affected in one way or another. About 120 stores of that figure were completely ruined or destroyed by fires.

A good share of the time and effort of the association between July and November went to offering aid and assistance to retailers who were affected by the disturbances. The biggest problem which surfaced at the time, was the lack of insurance protection by the retailers, or the unavailability of casualty and fire insurance — both before and after the

riots. Even at this writing, the association is still attempting to bring about a solution to this problem both at the state and national levels.

For 1968, we can be sure of a number of recurring problems confronting retailers and food distributors. Such problems involving shopping cart losses, bad check passing, and various legislative bills.

We can expect that competition will be as keen and fierce as ever, with more stores opening, particularly convenient or bantam stores. With the dropping of stamps by Borman, we can predict also that there will be stepped up emphasis on the so-called discount concept, with lower prices as the main theme. Average store sales will probably increase, while profits will again be down.

Among the newer stores, emphasis will be on services and atmosphere ranging from carpeted floors to chandelier lighting, and easy to prepare or ready-to-eat foods. More emphasis will be placed on the newer departments as frozen foods, delicatessen, dairy and so on, and wider variety of new products.

Although firms are experimenting with push button buying and credit card food sales, it appears to be a long way off, for the Detroit area at least.

In 1968, we can expect more consumer education in the form of dialogues between the food industry and the community. The AFD will step up its efforts to close the communications gap, while inviting the public to share in the knowledge of our complex industry.

All in all, 1968 will be as exciting as only the food field can be. We certainly hope future tragedies involving AFD members as last year, will not recur.

In closing, I would like to say it is an honor to again serve as president of the Association. You can be sure that we will do everything possible to continue the forward progress of the Associated Food Dealers and our entire industry at all times and on all issues affecting us.

New way to plan ahead for bigger Toaster Pastry profits



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**ED DEEB**

OFF THE DEEB END

Bascarts A Go-Go

The paradox of the law sometimes is simply unreasonable. Take for example the following. An individual may be ticketed and fined for parking in a no-parking zone, but another individual may literally steal a shopping cart and not be penalized whatsoever.

Just recently, the City of Oak Park passed a shopping cart law which is quite similar to that of the City of Detroit. The paradox of the bascart laws in those two cities is that they penalize the retailer for merely providing carts, instead of the inconsiderate shopper who takes a cart from the store, and from parking lots, then proceeds to ditch the cart in an alley two blocks away.

But here's the rub. In order for a retailer to retrieve his own carts from local law authorities, who are requested to pick up "stray" carts, he must pay the city \$5 apiece. To add insult to injury, it has been reported that Oak Park is paying individuals \$1 apiece for retrieving the carts, then proceed to put the \$4 net profit into the city's coffers.

At a cost of \$35 each, Detroit area retailers "lost" or had stolen some \$300,000 worth of shopping carts in 1967. The amount of stolen carts in all of Michigan amounted to about \$700,000 worth.

It simply is unfair and even discriminatory to penalize a retailer \$5 per cart to pick up his own equipment. The shopping cart laws have been placed on the books to actually prevent inconsiderate shoppers from taking the carts, not retailers who supply them as a customer service to make shopping easier.

The taking or theft of a shopping cart from a store's parking area should be punishable as a misdemeanor. And if anyone should pay a fine, it should be the person who committed the act, not the retailer who provided a service.

The situation cannot be allowed to continue as is.

OUR CONGRATULATIONS!

TO THE OFFICERS, DIRECTORS AND MEMBERS OF
ASSOCIATED FOOD DEALERS ON YOUR FIFTY-
SECOND ANNIVERSARY.



BEN WETTENSTEIN

- ☆ YOUR PROGRESS THROUGH SERVICE TO INDEPENDENT FOOD RETAILERS IS A TRIBUTE TO YOUR STRONG LEADERSHIP AND SPLENDID COOPERATIVE SPIRIT PREVAILING IN YOUR EVERGROWING ORGANIZATION!
- ☆ OUR PROGRESS, TOO, HAS LONG BEEN ASSOCIATED WITH THE SUCCESS OF INDEPENDENT FOOD MERCHANTS. NOW, MORE THAN EVER, OUR LONG PROUD RECORD TAKES ON NEW SIGNIFICANCE . . .
- ☆ OUR "TOTAL PROGRAMS" FOR ALL . . . SUPERMARKETS BE THEY LARGE, MEDIUM, SMALL, OR EVEN EXTRA SMALL . . . HELPS TO STRENGTHEN EVERY DEPARTMENT OF YOUR BUSINESS.
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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

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AFD EDITORIAL

Thoughtless Citizens Responsible For Litter Problems

It seems that government officials, both on a state and national level, are more concerned with the amount of publicity they can get, rather than whether a piece of legislation is in the best public interest. They want to establish or protect their public image rather than do what's best for a state or the nation.

Such is the case with Michigan Sen. Roger E. Craig (D-Dearborn) when he recently revealed plans to outlaw one-way or no deposit bottles in the state. When Senator Craig announced his plans for said legislation, he invited homeowners, civic and conservation groups, and private citizens to write him for their views. He also announced plans to ask for more than 200,000 signatures of registered voters to put the ban-the-bottle legislation on the ballot in 1968.

As if the good Senator from Dearborn didn't already know would happen, the newspapers, radio and television stations across the state trumpeted his plans loud and clear. If it was publicity he was after, he got it, and plenty of it.

Now please do not misunderstand. We admire Mr. Craig's attempt to rid our state of litter. We have long felt that Michigan and all of America should be kept beautiful. It is the method for achieving his goals we object to most.

It is sad to see the beer and soft drink bottlers again being used as a scapegoat to illustrate the scope of the litter problem in Michigan. Especially, since in reality it is these same people who have done more to fight litter and promote a beautification program than any other group.

For years, the Michigan Brewers Association, and the Metropolitan Detroit Soft Drink Bottlers Association have conducted regularly anti-litter campaigns. And they have enlisted many other businessmen to assist them, including the Keep Detroit Beautiful Committee, Keep Michigan Beautiful Committee, the Greater Detroit Board of Commerce, the Michigan Chamber of Commerce, and the Associated Food Dealers, among others.

It appears foolish to blame the litter problem on the bottlers of non-returnable or one-way bottles. Or, as Senator Craig described them: "throwaways," which we feel is merely a sensational word for trying to prove a point. If the state desires to ban one-way beer and pop bottles, then they must also ban grocery cans, beer and pop cans, various plastic containers, paper packages (including cups and plates), glass jars and aluminum containers. They must also wish to include shirts, pants, dresses, underwear, newspapers, magazines, shoes and automobile tires.



The reason: Litter includes all of the above items and many others not mentioned.

The Associated Food Dealers, representing some 1,900 members, is strongly of the opinion that litter is caused by thoughtless individuals. Therefore it becomes an entire community's or state's or nation's concern. There are laws on the books in most Michigan cities, including a state law. We feel it is time to penalize these thoughtless and careless individuals who create the problem of litter in Michigan.

In conclusion, we feel the litter problem involves educating the public to accept personal responsibility for the developing of outdoor good manners and respect for and pride in the appearance of surroundings; the provision of adequate trash disposal facilities by city, county and state authorities and proper maintenance and servicing of these facilities. And, the enactment of practical local ordinances and proper enforcement of these laws to prevent acts of littering.

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Taystee



**Cook
Book**

Memo from Faygo

by
MORTON FEIGENSON
President



Faygo likes its sales people to keep their shoes shined and clothes pressed. But over the years we have found that the mediocre salesman is likely to be the one who devotes so much time to his personal appearance he has too little time left to put forth the effort necessary to maintain good trade level working relationships.

Good grooming is important. But we firmly believe selling, in essence, is simply an *ATTITUDE*, one that respects the customer's intelligence and, just as importantly, is always ready to understand and appreciate the customer's needs. The *ATTITUDE* must also be constantly "service conscious."

We like to think the sincerity of Faygo's *ATTITUDE* was reflected by its 1967 operations. Sales climbed 8 per cent over 1966 to a new alltime high and elevated Faygo to No. 2 sales leadership in Detroit's take-home soft drink market. We are deeply grateful for all the cooperation we received at retail levels, from stock boys to presidents.

During 1967, for the first time in our 60-year history, a single supermarket chain purchased and moved more than \$1 million worth of Faygo products over its check-out counters. Another chain, though falling short of a million dollar volume, tripled its sales of Faygo flavors over 1966.

Faygo's sights are set on a 10 per cent sales increase for 1968 in Metropolitan Detroit. We expect most of the increase to come from our new one-way, easy-open and resealable quart bottles and 12-ounce cans. We could miss that target but our *ATTITUDE* is geared to try for it.

To motivate a *SELLING ATTITUDE* in any organization, you must once in a while plan activities to create climates for attitudes to thrive in. At Faygo, we regularly conduct sales contests for driver salesmen and assistant driver salesmen.

The latest contest took our 58-man route sales force to Carl's Chop House on the evening of January 12 to dine on either "Steak or Beans," with the choice based on each man's achievement of quotas during December. Thirty men qualified for steak and it was decided that the "Bean Eaters" should also have hot dogs. Refreshments were available of the kind that contribute to social-affair equalization regardless of who eats what. Our route people like these competitions.

Too few people are aware that a soft drink route salesman is much more than just a truck driver or delivery man. He must also be a salesman, point-of-sale display installer, cashier and auditor. We select our route representatives carefully and are proud that they represent Faygo in a manner which reflects the highest standards of character and integrity.

Advertisement

Three Food Brokers Move To New Headquarters

Three Detroit-based food brokers have announced they have relocated to new headquarters.

Maurice J. Elkin and Son, an AFD member, has moved to 18860 West Ten Mile Road, Southfield, Michigan 48075. The new phone number is 353-8877.

Paul Inman Associates, an AFD member, has relocated to its new office building at 30095 Northwestern Hwy., Franklin, Michigan 48025. The new phone number is 626-8300.

Stark & Co., Inc., has relocated to 24472 Northwestern Hwy., Southfield, Mich. 48075. The new phone number is 358-3800.

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INSURANCE REPORT

AFD Testifies Before Insurance Committee

NOTE—The following is the complete text of the statement presented by the Associated Food Dealers at a hearing of the Joint Committee of the Michigan Legislature to Study the Availability of Property Insurance Coverage for Sub-Standard and Riot-Torn areas. Making the presentation for the AFD was executive director Edward Deeb, and director Salim Sarafa.

In commenting on the availability or unavailability of property insurance coverage, allow us to first present some statistics on the recent civil disturbance in Detroit, as a result of surveys compiled by our Association:

Some 380 retail food and beverage stores alone were affected by the rioting, inflicting damages ranging from broken windows and extensive looting to total store destruction. Of this figure, some 120 stores were completely destroyed. Total amount of damage due to the riots amounted to between \$25 and \$30 million dollars, which includes store equipment and inventory in addition to buildings.

This does not include business interruption losses for the five days of rioting, which was closely estimated to be around \$7 million dollars. And, since a handful of stores have been allowed to rebuild since the riots, business interruption losses are today much greater.

Roughly, about one-fourth of the riot-damaged stores had over 80% of their property insured. Another quarter had partial insurance protection, and the remaining half had very little or no insurance coverage whatsoever. Retailers attributed the reasons for this dismal situation to either the "unavailability of insurance coverage" . . . or if available, "exorbitant premiums had to be paid to get insurance."

At the insistence of the Associated Food Dealers, the National Association of Independent Food Retailers urged President Johnson and the Congress to establish measures to provide aid or subsidies to those small businessmen operating in what is termed "high risk" areas by insurance companies.

Shortly following the civil disobedience, this association urged Michigan Governor George Romney to establish a "State Insurance Pool," and place the subject of unavailability of property, fire and casualty insurance on the agenda of the Special Session of the Legislature. As you know, shortly thereafter, Insurance Commissioner David J. Dykhouse submitted a plan calling for "a compulsory property insurance pool" which was and is strongly supported by our association.

Officers of our association also met with Detroit Mayor Jerome Cavanagh's top advisors and officials

(Continued on Page 18)

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Third Vice-President



Richard Przybylski
Jerry's Super Mkts.
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Aims and objectives of the Associated Food Dealers is "to improve and better the industry in which we do business, constantly offering the consuming public the best possible products and services at the lowest possible prices in the American tradition of free enterprise." The association also represents its members in the cause of justice and fair play at all levels of government, business and in the community at-large.



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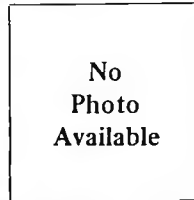
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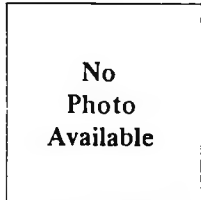
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Ben Rubens
King Cole Super Mkts.
Director

AFD Insurance Report

(Continued from Page 14)

concerning serious problems which developed following the riots. The problem was that many riot-torn merchants were not being allowed to rebuild or reopen their stores on the land they owned due to pressures of various neighborhood groups, and the freeze placed on building permits by the City.

Up until now, you have been given information as to the extent of the damages due to the riot, measures we have suggested, and the extent of our involvement to aid riot-hit merchants who operate in what is considered "high risk" areas.

We would like to go on record as stating that the problem of "high premium insurance rates" or its unavailability has been a major problem for Detroit merchants and businessmen for many years, and was not brought about strictly because of the recent riots.

We feel that the increased cost of insurance, or the lack of it, is directly proportionate to the high crime rates in so-called "high risk" areas. And, as you are aware, crimes are increasing steadily each year.

To illustrate, all one need do is ride down the streets of Detroit's inner-city and see the large amounts of protective measures being placed on store windows by merchants in the form of bars and strong mesh screens. Many of the retailers must even resort to hiring private police for protection . . . or do business with the fear of losing their lives.

We are in agreement with Commissioner Dykhouse when he stated recently that "a gap exists and threatens to grow larger between insured qualified property and qualified property unable to obtain insurance. The gap is narrow," he said, "but filling it spells the difference between success and failure in meeting our social needs."

Following the riots, and since the recent ruling of the State Insurance Commissioner concerning the "Excess Rating Program," many of our members have reported that they are being cancelled by one insurance company . . . then approached by another company who will offer insurance at up to 400% increases in premium rates.

At the same time, these businessmen are of the opinion that insurance companies are discriminating against them, in opposition to individuals operating in areas not considered to be "high risk." They feel they should be entitled to insurance at standard

(Continued on Page 20)



AUNT JANE'S FOODS

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- *Covers you as a passenger on any kind of aircraft even in a private plane.*
- *No restrictive riders may be added after the policy is issued because of any changes in your health.*
- *Low Cost. .Due to the wholesale buying power of your Association, the cost of this insurance is substantially lower than comparable coverage offered on an individual basis.*
- *Few Exceptions...Policy does not cover: loss due to war or military service; suicide or attempted suicide; child-birth, pregnancy or resulting complications.*

Your Association's plan of disability income protection is another example of the many fine services available to you through your membership.

*Mutual of Omaha
congratulates you
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ACT NOW! Get complete details on this remarkable plan of coverage today. Complete and return the coupon below.



MUTUAL OF OMAHA INSURANCE COMPANY
Life Insurance Affiliate: United of Omaha
Home Office: Omaha, Nebraska

Mutual of Omaha Insurance Company
Association Group Dept. (Associated Food Dealers of Greater Detroit Insurance Program)
3316 Farnam Street
Omaha, Nebraska 68131

Please RUSH complete details on the program of Disability Income Protection endorsed by my Association.

Name _____

Address _____

City _____ State _____ ZIP Code _____

AFD Insurance Report

(Continued from Page 18)

sub-standard area rates . . . instead of having to pay what the insurance traffic will bear.

We concur with that opinion and urge that this honorable assembly of state officials establish machinery which will allow standard insurance premiums for sub-standard areas, to be supervised possibly by the Michigan Insurance Bureau.

The Associated Food Dealers recommends the establishment of the Basic Property Insurance Act, which provides for a state-established property or casualty insurance pool, as proposed by Commissioner Dykhous. This will allow for cases involving marginal risks to be adequately rated without adverse financial impact on individual insurers.

This assigned risk pool can be established to work similar to the automobile liability insurance, and workman's compensation insurance plans, under the auspices of the State.

This would assure that the small businessmen of our communities, who cannot afford to pay exorbitant premiums, can be entitled to insurance protection at rates which are not prohibitive.

We would also like to submit an alternative to the State pool plan. According to reports, some \$6 billion dollars worth of casualty insurance business is written annually on a national basis. If insurance companies would contribute just ten percent of their premiums to a common company pool, immediately some \$600 million dollars would be made available

to help underwrite insurance in the "high risk" areas. We would urge that this honorable group of state officials investigate this possibility, should the proposed State Pool plan not be approved.

We also urge that the State take whatever steps necessary to curb and reduce the growing crime in our communities. We feel this will in itself help reduce insurance rates while restoring law and order. And since most of the retailers in these areas are small merchants, it will provide an incentive to keep them in the areas where they are needed, instead of discouraging them to pull up roots for the suburbs.

Thank you for allowing us the opportunity to express the views of this association with you.

**ASSOCIATED FOOD DEALERS
OF GREATER DETROIT**

Food Giant Opens New Unit on East Warren

Food Giant Super Markets have opened a new 10,000 square-foot store at 19636 E. Warren near Cadieux Road, it was announced by president Donald LaRose. The AFD member operates 16 stores throughout the Detroit area.

The store, a converted former Wrigley market, will feature the usual departments and employ some 30 persons. The new unit will also feature Food Giant's Sav-A-Fund Plan, which allows shoppers a two percent savings discount on purchases.

**Cases
Condensing Units
Coolers**

**Shelving
Checkouts**

HUSSmann

REFRIGERATION INC.

**Complete Line of Food Store
Equipment and Acessories**

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**14037 W. SEVEN MILE
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Detroit Veal & Lamb, Inc.

1540 Division St.

962-8444

**U.S. Government Inspection
Veal — Lamb — Mutton
All Primal Cuts**



Now Southern Belle makes **PLANTERS®** the complete line



And so can you when you stock Southern Belle. It's low in price-per-ounce to the consumer and packaged 6 to the box instead of the usual dozen. This keeps inventory in line with turnover.

Special Plio-cel bags keep Southern Belle's different kinds of eating and baking nuts fresh. Southern Belle is gas packed, with all the air removed. Stays crisp for 3-6 months.

Take stock now. The shortest distance between you and quality is the Planters line.

PLANTERS® ...THE NAME FOR QUALITY

Around The Town

AFD director Ben Rubens of King Cole Super Markets and Ben Wettenstein, executive vice-president and general manager of Abner A. Wolf, Inc., an AFD member, and their wives are both off on a two-week Caribbean cruise.

* * *

Have you noticed that AFD member George Kappaz has become a television star in his own right. He is the owner of Kappaz Market on E. Jefferson. Next time you watch "Traffic Court," watch for George. He's a "regular" and does a good job of portraying a law offender.

* * *

Bernie Thomas, public relations consultant for many food accounts, has announced that his new offices will be located at 27515 Shackett Avenue in Warren. We're happy to learn also that Bernie is doing fine and back at the helm following a recent illness.

* * *

Fred Grossman, formerly head grocery buyer at Allied Supermarkets, has joined Food Giant Super Markets, and AFD member, as general manager. Grossman has been with Allied for over 10 years, serving in such capacities as grocery merchandiser, sales manager and finally head buyer. He and his family reside in Southfield.

* * *

The suburban City of Oak Park has passed a new shopping cart law similar to that of Detroit. This means, in essence, a retailer must pay \$5 for every stray cart retrieved by the Oak Park Police.

**Congratulations to Mike Giancotti
his fine Officers, Directors and
Members of Associated Food Dealers
of Greater Detroit**

GOHS *Inventory* Prompt • Fast • Accurate



Specializing in
RETAIL GROCERY
Department Breakdown
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SERVING ALL TYPES
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PERMANENT EXPERIENCED
STAFF
Call VE 8-4767

Ed Schober has been named vice president and general manager of the Pepsi Cola Company's Mt. Vernon, N.Y. plant which serves Westchester county there, it was announced by Reginald Coe, Pepsi general manager for Michigan.

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KEIL-WEITZMAN CO.

9185 GREENFIELD

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Detroit, Michigan 48228

Buy today...



bye tomorrow...



so don't get caught with your Hamm's down.

Congratulations and best wishes to the Associated Food Dealers of Detroit on your 52nd birthday—from all of us here at Hamm's.

We appreciate all the help you have given us since Hamm's introduction in Detroit. You helped us make Hamm's

the fastest growing beer in Michigan. And why not? Hamm's is America's only *premium* beer sold in Michigan at *local* beer prices.

So once again thanks—best wishes and continued success.

From your friends at...



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 Peter J. Kiron Agency Chicago
 Moe Miller Accounting 547-6620

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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
 Koeplinger's Bakery, Inc. JO 4-5737
 Lebanon Baking Co. 825-9702
 Magnuson Foods (Bays Muffins) FA 1-0100
 Oven King Cookies PR 5-4225
 Fred Sanders Company 963-0746
 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

Associated breweries 925-0300
 Canada Dry Corp. 868-5007
 Cask Wines TY 5-4400
 Coca-Cola Bottling Co. 898-1900
 Faygo Beverages WA 5-1600
 Home Juice Company 925-9070
 Leone & Son 925-0500
 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

Sieve 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 353-8877
 Food Marketers, Inc. 342-5533
 Graubner & Associates, Inc. TA 6-3100
 John Huetteman & Son TA 6-0630
 Paul Inman Associates, Inc. 626-8300
 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 3-5855
 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

The Borden Co. 564-5300
 Detroit City Dairy, Inc. TO 8-5511

Fairmont Foods Co. TR 4-0300
 Gunn Dairies, Inc. TU 5-7500
 Land O'Lakes Creameries TE 4-1400
 Melody Dairy Dist. Co. 345-4700
 Sealtest Dairy TI 6-5700
 Trombly Sales 925-9505
 United Dairies, Inc. UN 1-2800
 Vlasic Food. Co. 868-9800
 Wesley's Quaker Maid, Inc. 883-6550
 Ira Wilson & Sons Dairy TY 5-6000

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

EGGS AND POULTRY

Eastern Poultry Co. WO 1-0707
 McInerney Miller Bros. TE 3-4800
 Napoleon Eggs TW 2-5718
 Orleans Poultry Co. TE 3-1847
 Page & Cox Eggs 838-6664

FRESH PRODUCE

Badalament (bananas) 963-0746
 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

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 357-4535
 Prince-Vivison Macaroni Co. 775-0900
 Roman Cleanser Company TW 1-0700
 Society Dog Food (Koch & Co.) DU 3-8328
 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
 Kent Packing Company 843-4900
 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
 Perfect Plus Inc. 961-6381
 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
 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
 Comp-U-Check, Inc. 962-9797
 Gulliver's Travel Agency 963-3261
 Pittsburgh-Erie Saw 835-0913
 Zablocki Electric LA 6 4864

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
 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 52nd ANNIVERSARY INSTALLATION BANQUET

Tuesday, February 13, 1968
Cobo Hall, Detroit

AFD ALL-STAR REVIEW



RAMONA BITTLES
Interpretations



JIMMY NELSON
with Danny O'Day & Farfel

and Dancing to the music of
TOMMY BALDWIN and his Orchestra



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GIVE-AWAY DOOR PRIZES

IN APPRECIATION:

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

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



MUGS 'N'

Mario's

! OLE !

Mario's Special Premium offer of West Bend Thermo-Serv Mugs is sure to mean greater sales for you. And additional olive sales, of course, mean increased profits. This high quality Mug offer is just another example of Mario's IMPULSE MERCHANDISING PROGRAM designed to put a "pulse" in your profits.

Mario's Imported Spanish Olives guarantees you a product of the highest quality. Quality increases the consumption of olives and is the KEY to stimulating impulse sales volume . . . enabling you to move more olives at a better than average profit.

Contact your Mario's man today and learn how you can add OLE! to your sales with Mario's, the Olive People.

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FOOD PRODUCTS CO 6500 East Warren
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Faygo to Introduce Three New 'Pop' Flavors in '68

Based on market research findings which "clearly identify" that demand for flavor variety will continue as a dominant factor in soft drink consumption, the Faygo Beverage Company has reported it would introduce at least three new products this year in the Michigan, Ohio and Indiana markets.

Although not identifying the types of products planned, Morton Feigenson, Faygo president, said that demand for variety appears especially ready for cultivation in the cola field where there has been little departure from a single-flavor concept.

Feigenson also announced he would continue to market the firm's products in 10, 16 and 32-ounce deposit-return bottles. He said that the firm's 1968 promotion of soft drinks in returnable packaging however would be largely restricted to pushing on-premise consumption.

"Our latest market research," he said, "shows that nearly 80 percent of all metropolitan Detroit soft drink consumers now prefer and are willing to pay a slight premium for the convenience of one-way cans and bottles."

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

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TAshmoo 6-4500

"First We Render Service"

ALLIED MEMBER

SMI Says Store Sales Up 5%

CHICAGO—Today's typical new supermarket unit averages \$40,400 a week in sales, 20,800 square-feet in total area, and 13,300 square-feet in selling area. It has two nearby competitors, draws on a population of 12,100 within a one-mile radius, leases from an independent landlord, costs about \$250,000 to build, requires an investment of more than \$500,000, and observes long hours to serve its customers.

These are some of the highlight findings on new supermarkets revealed in the 14th annual industry study, "Facts About New Super Markets," according to Curt Kornblau, director of research, Super Market Institute.

The study disclosed that weekly sales of new supermarkets opened in 1966 range from \$20,000 (the minimum inclusion in this survey) to well over \$100,000. The new units average 5% above the \$38,500 attained by the 1965 crop of supermarkets in their first year. This is the highest sales figure recorded to date.

The new stores in this study average 20,800 square feet in size, including selling area, backroom, mezzanine and basement. Main floor area averages 19,800 square feet, and selling area averages 13,300 square feet. Supermarkets opened in 1966 are larger than the 1965 models in total area and main floor area, same in selling area. Sales per square feet of selling area amount to \$2.98 a week.

The typical new supermarket opened in 1966 is confronted with nearby competition (within one mile) from two other sizeable food stores. In general, the larger supermarkets and those in neighborhood locations tend to face the greatest amount of competition. All the new supermarkets and their nearby competition combined average 3,900 people per store.

Some 25% of the new supermarkets are owned by the supermarket operator, compared to 19% in 1965. More than two out of three buildings (69%) are leased from an independent landlord, which is the same proportion as

a year ago. Only 6% of the new stores are occupied under a build-sell-lease-back arrangement, the smallest percentage to date. By type of location, the greatest degree of store building ownership by the operator is found among highway and neighborhood locations, and leaseback arrangements are most prevalent in highway locations.

Building cost per square-foot of total store area in 1966 averaged \$12.32.

Overall investment averaged \$24.04 per square foot, or merely twice the building cost. Expressed on the basis of main floor area (eliminating basement and mezzanine area) building cost averaged \$13.25 per square foot and overall investment \$26.05.

Evening and Sunday hours continue to be more common in the Western part of the United States. Supermarkets in Canada are open fewer hours, and

(Continued on Page 30)



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

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THE BELL RINGER***Topless Checkers ?***

By ALEX BELL

This is my first one for 1968, so welcome to the big show.

* * *

With all the cut throat pricing in the food biz today, maybe its time we should give some thought to a minimum markup law and quit horsing around. Because pretty soon it will again be discount prices, stamps, games, etc. It has happened in other states, such as California!

* * *

Passing Observation: Any gal that has a skirt below the knee is wearing a meany skirt.

* * *

We have decided that our old friend Salim Sarafa should stay in Detroit. So no more SSS Fund! Sal



Mr. Bell

has finally become a good boy. But — we have a candidate for a trip, maybe LSD. Good old "big mouth" Eddie Acho, who has a habit of asking questions after a meeting is adjourned, such as "Ed, how did you make out with the MESC?" Watch out, Eddie, or we will start a fund to send Eddie to Siberia. Hey, that's all right — SETS. Of course, with the help of Joe Solaka of Gulliver's Travels!

* * *

We have it on good authority that AFD director Bernie Middleman is going to revolutionize the food industry. He is going to have topless checkers. Go to it Bernie, but keep your hands off!

* * *

Special for Manny Jona: Wildest poker game? An informal contest awards the title to Two-Joker High-Low Anaconda Pass Three-Two-One to the Left, Deuces and Jacks and the Man With the Ax Wild and a Pair of Natural Sevens Takes All.

* * *

Our bride has become interested in Yoga. So, we bought her an upside TV set so she could watch the boob-tube while doing her exercises.

* * *

Looks like the food business in Detroit is turning into a bordello and the various operators are becoming

(Continued on Next Page)

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Frankenmuth and Drewrys
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Plants also in SOUTH BEND — CHICAGO — EVANSVILLE
ST. PAUL — BROOKLYN — WILLM'SET

ing inmates. Take for instance the recent 10-cent check cashing charge that was recently knocked out. Come on boys, quit being prostitutes and begin trusting one another.

* * *

In connection with the above item, the grass may be a lot greener on the other side of the fence, but so is the water bill!

* * *

If there must be chicken in what is offered to the public as chicken soup, what will the ruling be on cottage cheese?

* * *

Note to after-dinner speakers: A reason for keeping your words short and sweet is that you may have to eat them.

* * *

Well, well, it looks like the battle of the bottles is on again. We wonder if there is one of law-makers(?) in Lansing who has guts enough to introduce a bill banning ALL non-returnable bottles, as ketchup, mustard and pickle bottles. Why just pick on pop and beer bottles and bottlers?

* * *

Latest fashion note for the girls: The mini-skirt is out and the midi-skirt is in. Well boys, it looks like we go back to girl watching instead of leg watching. So it goes.

* * *

Dear John, that's all she wrote. ACB

Congratulations

the Officers and Directors
— of —

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KAR-NUT
PRODUCTS COMPANY

1525 WANDA, FERNDALE, MICHIGAN 48220
Phone JOrdan 4-6990



SMI Report

(Continued from Page 28)

"never on Sunday." A larger porportion of supermarkets are now open Sunday in both the East and West. Stores west of the Mississippi River average an 81-hour week. Stores east of the Mississippi River average a 72-hour week. Canadian stores average 63 hours of service each week.

Other factors brought out by the survey show that 54% of the new

supermarkets are still on one floor and only 12% have a basement. the smallest proportion on record (basements are most popular in Canada and New England); nearly all (98%) of all new stores provide parking facilities; new shopping centers continue as the most popular type of location and an unusually large number of supermarkets (95% in new, large shopping centers and 98% in small centers) have an "exclusive" in the center; 6% of new stores opened as part of a discount store, compared to 5% a year ago; 5%

of sales were from general merchandise or non-food departments; typical number of customer transactions is 7,500 a week as against 6,800 a year ago; the average sale amounted to \$5.24 as compared to \$5.29 a year ago; and the typical new supermarket employs 21 full-timers and 23 part-timers.

Other subjects covered by the survey include actual sales vs. estimate prior to opening, lease terms, distinctive features of the new supers, and the characteristics of supers which opened as part of a discount store.

SMI Convention Set For Cleveland

Michael J. O'Connor, executive director of Super Market Institute, has announced that the 1968 SMI convention will be held in Cleveland, Ohio, May 19-22. Last year's convention was also held in Cleveland for the first time in many years, because Chicago's McCormick Place was burned down. At least 12,000 persons are expected to be on hand.

In all of Michigan
and Toledo ...



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Best Wishes
to the
Associated Food Dealers



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SIZE OF
KOEPLINGER'S
FAMOUS BREADS
COMPARED WITH
MOST POPULAR
SO CALLED
SOFT BREADS.

50% or more increase in profit
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KOEPLINGER'S FAMOUS BREADS

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

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

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

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY



KOEPLINGER'S BAKERY INC.

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

Six New Supplier Members Join AFD

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

ASSOCIATED BREWERIES, brewer and distributors of a variety of beers and other malt beverages, 3740 Bellevue, Detroit, Michigan 48207; phone 925-0300.

PAGE & COX EGG CO., distributors of egg products, 12150 Greenfield Ave., Detroit, Michigan 48227; phone 838-6664.

HOME JUICE COMPANY, distributor of a full line of fruit juices, 6431 Palmer, Detroit, Michigan 48211; phone 925-9070.

PITTSBURGH-ERIE SAW CORP., servicer of meat saws, blades and other cutlery, 11112 Roxbury, Detroit, Michigan 48224; phone 835-0913.

PERFECT PLUS, INC., distributor of a wide line of women's and soft good products, 1627 W. Fort Street, Detroit, Michigan 48216; phone 961-6381.

COMP-U-CHECK, INC., new credit verification company for checking accounts, 1022 Detroit Trade Center Bldg., Detroit, Michigan 48226; phone 962-9797.

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

**AFD Membership Means
More Action . . . Results
Phone 542-9550 Today!**

FARM CREST

HOME-BAKED FLAVOR

FROM
MICHIGAN'S BEST

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

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

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

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

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

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

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

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

Pepsi-Cola Names Two New Michigan Managers

Two new appointments concerning Michigan franchises for Pepsi-Cola have been announced recently. Louis J. Fusco, was named vice-president and general manager of the Pepsi-Cola Metropolitan Bottling Company of Grand Rapids, it was revealed by Reginald Coe, president.

At the same time, James H. Jackson has been appointed Pepsi-Cola district manager for the state

of Michigan, it was announced by Pepsi regional manager R. M. Snay

Fusco comes to Michigan from Boston, Mass., where he was general sales manager of the plant there. He has been with the firm for 23 years. Jackson, 28, comes from Pepsi's New York office, where he was formerly director of program planning for national special markets.

Big Volume Store For Sale

Combination grocery store for sale in well established area. SDD and SDM licenses. Meats, grocery etc.; 52 years in same location in Pontiac. Phone Steve at (1) FE 8-1631.



Lead with the Leaders

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INC.**

MANUFACTURERS REPRESENTATIVES • FOOD BROKERS

17043 SCHOOLCRAFT, DETROIT 48227 • Telephone (313) 838-8300

For 29 years, serving the Detroit Marketing Area consumer, institutional and industrial products

Merchandising

The plentiful Foods list for the U. S. Department of Agriculture for the month of March emphasizes all peanut products, including peanuts, peanut butter, etc. Also for St. Patrick's Day, there will be special attention devoted to milk and dairy products, pork, potatoes, split peas and eggs.

Vernor's Inc., has introduced 16-ounce non-returnable RC Cola to the Detroit market. The firm offered an attractive introductory offer, which ended last month.

DeCrick & Maurer, Inc., an AFD member, has been appointed broker for Caryl Richards' "Just Wonderful" hair spray. The product comes in two sizes — 13-ounce and 16-ounce cans, and is offered irregular or hard to hold strengths.

Peppler & Vibbert, an AFD member, has been appointed broker for the Jel Sert Company of Bellwood, Illinois, for the Detroit marketing area. Some of the products include Fla-Vor-Aid instant beverage

mixes, Aunt Wick's Cola and Root Beer mixes, Pop-Ice (Popeye) and Fla-Vor-Aid candies. The firm is offering one case free with every two purchased of Fla-Vor-Aid, one case free with every 6 cases purchased on Pop-Ice, and one case free with every 12 on Fla-Vor Sours.

* * *

Food Marketers of Detroit, an AFD member, with branches in Toledo and Grand Rapids, was chosen 1967 Broker of the Year by Universal Foods Corporation's Red Star Yeast division. The award is based on superior performance in attaining monthly sales budgets, and is given to one broker throughout the U.S. each year.

Michigan Wineries, Inc. an AFD member with headquarters in Paw Paw, and makers of Cask Wines, has been appointed exclusive Michigan distributor for Julius Wile Sons & Co., Inc. The Wile selection of wines includes those from Germany, Italy, France and Denmark.

* * *

Peter Eckrich and Sons, Inc., an AFD member, has released a 28-minute full color film contrasting the by-hand methods of sausage making at the turn of the century with those of modern industry. Narrator of the film is nationally known newscaster Chet Huntley.



CROSSE & BLACKWELL

CONTINENTAL SOUPS

CHOW CHOW • MINT SAUCE • CAPERS
PRESERVES and JELLY

IMPORTED KEELER DUNDEE

MARMALADE

LEMON CHIP • LIME CHIP • ORANGE CHIP • GINGER
MAGGI SEASONING and DAY SOUP MIXES

HAMTOWN'S PREPARED FOOD

SALADS • PIZZA PIES • DUMPLINGS
DELICATESSEN PICKLES • FRIED and SMOKED FISH

For Prompt Service Call

SPECIALTY FOODS CO., INC.

6773 E. DAVISON

(New Phone) 365-6330



Jerry Inman Heads Brokers Association

Jerry Inman of Paul Inman Associates, was elected president of the Detroit Food Brokers Association for 1968. He succeeds Steve Conn of Steve Conn and Associates.

Others elected to office include Jack Shea of Marks & Goergens, vice-president. (He succeeds Inman.) Robert Swanson of Peterson & Vaughan, was elected secretary-treasurer, succeeding Shea. The new officers were formally installed January 23. (The three officers and their predecessors are employed by broker firms who are members of the AFD.)

The Associated Food Dealers directors and members extend sincere and hearty congratulations to the new

officers. If we can be of any service or cooperation to our sister association, please let us know.

Riot Affected Retailer Opens New Super Market

Harry Qashat, former owner of the Great Lakes Super Market on John Lodge which was burned down during last July's rioting, has opened a new market. Qashat, 35, has opened Food Value Super Market, 14711 W. Chicago, Detroit. The store is a former Food Giant Market.

Although the store has been open since last December, owner Qashat said he soon plans a big grand opening celebration. So far, he said, business volume at his new store is far above that of his old store.



Louis Lubeski, Interior Designer

Store Decor Coordination – Interior and Exterior CUSTOM DEPARTMENT DESIGNING

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

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Let Us Help You Increase Sales, Profit

We would like to extend our congratulations to the Associated Food Dealers and the independent grocers. For 23 years we have been at your service to help you grow in more sales and profits. We represent these outstanding products:

Accent

Brandywine Mushrooms

Flavor House Dry Roasted Nuts

Blue Ribbon Amonia and Bleach

Just Wonderful Hair Spray

Red Pelican Mustard & Vinegar

Brill's Spanish Rice



DeCrick & Maurer, Inc.

13112 Harper Avenue

DETROIT, MICH. 48213

Phone 821-2025

TAX TOPICS

Special Tax Opportunities For Individuals, Business

By MOE R. MILLER
Accountant and Tax Attorney

If the year 1967 was an unprofitable year for your business, the loss can be turned to an advantage, because it can be used to recover taxes paid in other years. Operating losses can be carried back for the three preceding years and forward to the five succeeding years. The law insists on strict chronological order and the loss in 1967 must first be carried back to 1964, the unused part to 1965, etc.

A pseudo corporation (where the tax is paid by the individual and not the corporation) passes its operating losses through directly to its stockholders. But this is possible only to the extent that the stockholders have a basis for their stock or have loaned money to the corporation. Where this is not so, the operating loss for the year is wasted. Check to make sure that the pseudo corporation doesn't fall into this pitfall.



MILLER

An unincorporated business running in the red will pay a high tax penalty for long term capital gains. The reason is that the full gain, not 50% of the gain, will be used to reduce loss carry over or carry back.

Individuals as well as corporations have the right to carry back for three years as operating losses, losses from the sale of real and depreciable business assets.

SPECIAL TAX OPPORTUNITIES FOR INDIVIDUALS

Instead of deducting actual expenses such as interest, taxes, etc., an individual is entitled to an optional deduction equal to the larger of either: an amount equal to 10% of his adjusted income; or \$200 plus \$100 for every personal exemption with a top limit of \$1,000 on either. Exemptions include husband, wife, dependents, old age and blindness.

In order to claim a dependency for a parent the tax payer must contribute more than half spent on the parents support. Although Social Security bene-

(Continued on Next Page)

We know what it's like to be appreciated!

Parents' Magazine gave us a vote of approval this year. We were quite pleased.

In turn, we'd like to acknowledge the great job the officers, directors and members of the Food Dealers Association are doing to serve the independent food retailer.

We salute and thank you for making us your milkman!

United Dairies, Inc.



fits received by a parent are exempt from income tax, they are counted in the total amount spent for support. So if the parent receives \$900 in Social Security benefits and spends it, you must contribute \$901 to be the major support.

You can deduct medical costs you have incurred for someone who does not qualify as your dependent, as long as the only reason you can't claim him as a dependent is that he or she has more than \$600 of income (this may be your father or mother).

If you use your own car to get medical care, you are entitled to deduct your car expenses. Instead of adding up all the various allowable expense items to get the total deduction, you can claim transportation expenses of five per cent per mile.

You are allowed a special separate deduction for one half of the health and accident insurance premiums you pay for medical care up to a maximum deduction of \$150 without regard to the 3% wastage rule. The excess over the \$150 limit is deductible subject to the 3% rule.

Charitable contribution in property: the amount you can deduct is the fair market value of the property at the time of the gift. If the property has

appreciated in value, as an example, property cost \$4,000 and at the time of the charitable gift, has a value of \$6,000, you can deduct the \$6,000 on your income tax and the increased value of \$2,000 is not taxable income.

If you use your car in rendering free services to a charitable organization, you are allowed a deduction for your actual car expenses or you can claim a deduction of five cents a mile.

Charitable gifts to private charitable foundations are subject to 20% of your adjusted gross income, while contributions paid to most other charitable organizations are deductible up to higher 30% ceiling. The 30% rule applies to educational institutions, hospitals, medical research organizations, colleges or universities, or educational institutions.

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.

We don't make Zrazyki*

But Hygrade's does make over 600 branded meat products that people know and look for every day in their favorite food stores.

Whether they're processed or canned, smoked or spiced, whole or sliced, Hygrade's meats have one thing in common. They're all made to the most demanding standards of flavor, content and freshness.

It assures that Hygrade's products are always in big demand.

**About Zrazyki: it's a spiced meat ball of Polish origin. There isn't too much demand for it. But whenever there is, we know how to make it.*



Thank You For Helping Us Celebrate Our 50th Birthday

This year we are celebrating our 50th year in serving the grocery trade. At this time we extend best wishes to the Associated Food Dealers on your 52nd anniversary.

Our many quality products which help you achieve sales volume and profits include:

Blue Diamond Almonds
Breast-O'-Chicken Tuna
Diamond Walnuts
Dole Pineapple, Lo-Cal Fruits,
Pineapple Juice and
Pineapple-Grapefruit Juice Drink
Flushabyes Disposable Diapers
Grass Chicken-Y-Noodle Soup
GulfKist Shrimp
Holiday Mixed Nuts
Hygrade Canned Meats
Lysol Products
McIlhenny Tabasco Sauce
Samo Flour and Pancake Mixes
Sugaripe Dried Fruits
Treesweet Citrus Juices

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COMPANY**

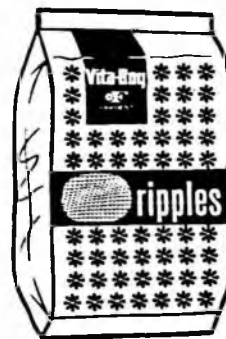
14900 Meyers Road
Detroit, Michigan 48227
Phone BR 2-2000




SAY CHEESE! — Popular item in many stores today are roving cameras which record any action of suspicious characters or potential robbers. The cameras, with flashing red lights, are getting a going over by Roy Anderson, left of Chatham Super Markets, and AFD president Michael Giancotti. The above cameras were supplied by Scan-O-Scope, an AFD member.

Vita-Boy

- CONSISTENT ADVERTISING
- SOUND MERCHANDISING



If **Vita-Boy** potato chips were any fresher,
they'd still be potatoes 
and

- A COMPLETE LINE
OF FINEST SNACKS

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HOLDEN RED STAMP COMPANY

is enjoying its 38th year of successful growth. We have completely reorganized and

- 1 — added 7 new warehouses across the nation;
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52-Week Continuity Promotional
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For complete information, please call
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MEMBER OF ASSOCIATED FOOD DEALERS
OF GREATER DETROIT

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SEALTEST FOODS' STORE SALES
DIVISION WILL BE HAPPY TO
SUPPLY YOU WITH INFORMATION
GATHERED FROM A WIDE VARIETY
OF SOURCES TO HELP YOU
ANALYZE YOUR ENTIRE STORE.

CALL TI 6-5700



(ASK FOR STORE SALES)

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ALLIED MEMBER

Ready For Checkless Society?

How about a credit card that's good everywhere, for anything? Say, a car rental in Los Angeles or dinner at Sardi's. Even for cash at any bank.

One hurdle is how to hit on a quick, fool-proof identification system. Today's method, a combination of signature checking and blind faith, won't do, experts feel.

Congratulations

to the
**ASSOCIATED
FOOD DEALERS**

On Your
52nd ANNIVERSARY

•
Land O'Lakes Creameries, Inc.

9140 ROSELAWN

TE 4-1400

The American Bankers Association put a committee to work on the problem months ago. Inside dope is that ABA will attempt to have an individual's social security number used as a universal identification number.

Best Wishes

TO THE
Associated Food Dealers
OF
GREATER DETROIT
ON YOUR
52nd Anniversary

Traveler's Express Co., Inc.

1410 Holden Detroit, Mich. 48208

Phone 871-3240

Family Portrait



National Brewing Company • 3765 Hurlbut • Detroit, Michigan 48214

Suggestions For Speedier Coupon Redemption Service

The Associated Food Dealers' Coupon Redemption Center continues to grow in popularity. Members have found this to be one of the most useful services. Instead of having to send your coupons to a hundred or more companies, all you need do is send them to the AFD office and receive one check as soon as possible. Here are some suggestions for handling coupons:

- 1—Be sure your name and address is on the package.
- 2—Send coupons to: Associated Food Dealers, 434 W. Eight Mile Road, Detroit, Mich. 48220.
- 3—You can drop the coupons off in person, or mail via parcel post. Remember, large quantities should be insured, and be sure to keep the insurance receipt.
- 4—It is not necessary for you to sort or trim your coupons.
- 5—Do not mail coupons with a total value of less than \$1.00. Instead, hold them until you have accumulated more.
- 6—It is recommended that you send your coupons on a regular basis — monthly, quarterly or semi-annually.
- 7—Send us all your coupons. We will mail you a check for the face value of all redeemable coupons.
- 8—Try to avoid accepting any illegal or counterfeit coupons. We will only have to return them to you.



NEW HEADQUARTERS for Paul Inman Associates, Inc., an AFD broker member, is an attractive new building with home styling. It is located at 30095 Northwestern Highway in Franklin. The firm recently held a grand opening preview for retail, wholesale and manufacturer customers.

THE WAYNE SOAP COMPANY



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW & RESTAURANT GREASE

700 LEIGH STREET

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DETROIT 17, MICH.

ALLIED MEMBER

WELL DONE!

We Congratulate the officers and directors of the
ASSOCIATED FOOD DEALERS of GREATER DETROIT
for their leadership and progress

*May your organization continue to grow in numbers
and in service to your membership.*

CROWN PACKING CO.

Pork Packers

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U.S.
INSPECTION
NO. 666

MICHIGAN'S ONLY PORK SLAUGHTERERS UNDER FEDERAL INSPECTION

Wayneco Expands Operation To Toledo Marketing Area

Wayneco, Inc., wholesale distributor of housewares and non-food products, has entered the Toledo marketing area. it was announced by Sharkey George, president of the firm. George also announced that the company's warehouse has been enlarged and reorganized, and additional selections of new lines have been offered to retailers.

It has been exactly a year since a group of industrious foodmen purchased the wholesale non-foods company, formerly known as Wayne County Wholesale Company, from Emil Massaro. The men, and present officers include, in addition to George, Michael George, Edward Jonna, James Jonna — all vice-presidents — and Salim Sarafa, controller.

Today, Wayneco services over 400 retail accounts

in Michigan and northwest Ohio, offering customers a choice of about 4,700 items. Volume is estimated to be around \$3 million.

Ed Kline, a former retailer who is the sales manager for Wayneco, said the firm has added a complete line of soft goods, a complete line of toys, and a complete line of pet supplies (Hartz Mountain) since a year ago. "We have also upgraded the quality of all our merchandise in housewares and store supplies . . . and recently have gone to a central billing system." He said the firm would concentrate its expansion efforts to include all of Michigan, beginning first with the Flint and Lansing areas.

Kline attributed the substantial sales increase in Wayneco's housewares line to "a new rebate program open to all retailers . . . which has worked out quite well."

Head buyer at Wayneco is Lawrence Ledger. Houseware merchandiser is Buddy Abbo.

Congratulations

To Officers And Directors
of the

**ASSOCIATED FOOD DEALERS
OF GREATER DETROIT**

for your Outstanding Service
to the Independent Retail
Grocers of Greater Detroit

Tip Top Bakers
WARD BAKING CO.

3600 Toledo

Phone TA 5-6470

SUSTAINING MEMBER

KRUN-CHEE **POTATO** **CHIPS**



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Fresh
Daily in
Detroit

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Good Taste in Snack Foods

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FOR GOOD SERVICE

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WAYNECO executives huddle as they go over new and expanded marketing plans taking the firm into the Toledo area. Seated, is president Sharkey George. Standing around him, from left, are Ed Kline, sales manager; Salim Sarafa, controller; and Ed Jonna, vice-president.

SALES **HOBART.** SERVICE

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Detroit 27



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VE
8-6664

New Firm Introduces New Service to Curb Check Losses

Detroit area grocers yesterday (Feb. 12) were introduced to a new computerized check cashing information service designed to reduce bad check losses incurred by food retailers. Eugene T. May, president of Comp-U-Check, Inc., and AFD member, announced the check approval service is intended to be available to food stores July 1, 1968.

The service, called Ver-I-Check, is designed to encourage food store customers with good check experience rating to cash their checks at authorized stores displaying Ver-I-Check emblems. May says the system "instantly identifies individuals who attempt to pass bad checks, and is in cooperation with banks and law enforcement agencies."

Wilson & Co., Inc. Introduces...

Main Meal Meats that keep without refrigeration!



Meats this good never came in a can before. Tender-cooked right in the can for real consumer convenience keep on pantry shelf, no refrigeration needed.

So Many Good Things Come from Wilson

For more information on these and other fine Wilson Certified and Corn King meat products contact:

Bill Blake, Wilson & Co., Inc.
15716 Wyoming Street, Detroit, Michigan 48238
Phone 313-863-7577

New AFD Travel Service

The Associated Food Dealers of Greater Detroit last month revealed plans which have established a complete travel service for all members of the association, it was announced by Michael Giancotti, AFD president.

The new vacation and travel service can benefit any member, be he retailer or supplier, who can use help in planning vacations, trips, tours and what have you.

All anyone need do is phone the AFD office for any information they need concerning trips, phone 542-9550, and the association does the rest. The new service is in cooperation with AFD members Joe and Tom Solaka, who operate Gulliver's Travel Agency.

Get In The Picture



Ray Pinni, manager of the Auburn-Orchard Super Market in Utica poses next to his high-profit cigarette vending machine.

Big Profit . . .
Big Volume . . .
Big Turnover . . .

Michael Giancotti, head of the 3-store Auburn-Orchard Super Markets, "We find that the best way to sell single packages of cigarettes is through Fontana vending machines. We are able to enjoy the same profits—without having to invest our own money." Let us show you how you can gain additional sales and profits.

Fontana BROTHERS

Cigarette Vending Machines
 3245 Hubbard • Detroit

FOR SPEEDY SERVICE PHONE 963-6677

Continental Baking Open House

The Continental Baking Company, an AFD member, has announced it will host the open houses Sunday, March 10, 17 and 24 from 2-5 p.m. at its Wonder Bread plant located at 2901 Grand River Avenue, Detroit. Coordinator of the open houses, Mrs. Mildred Whitt, said all grocers and food retailers and their families and friends are invited to attend. For information or reservations, phone Mrs. Whitt at WO 3-2330.

BETTER MADE POTATO CHIPS



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

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Walnut 5-4774

SUSTAINING MEMBER

EASTERN MARKET SAUSAGE CO. INC.



1521 WINDER STREET

Phone: WO 5-0677

SUSTAINING MEMBER

You Just Can't Win

A man's life is full of trouble. He comes into the world without consent and goes out usually against his will and the trip between his coming and going is exceedingly rocky. The rule of contraries is one of the features of this journey: When he is little, the big girls kiss him; but when he is big, only the little girls kiss him.

If he is poor, he is said to be a bad manager. If he is rich, they will claim he is dishonest. If he is in politics, they say he takes graft. If he is out of politics, he's not patriotic. If he

gives to charity, it's for show. If he doesn't, he's a stingy cuss. If he's actively religious, they say he's a hypocrit. If he's not religious, they call him a hardened sinner.

If he gives affection, he's a soft specimen. If he calls for nobody, he's cold blooded. If he dies young, there was a great future for him. If he lives to be an old man, he missed his calling. If he saves money, he's a miser. If he spends it, he's a squanderer. If he works hard, they say he's crazy. If he doesn't work, he's a bum.

So what's the use? Do the best you can and the Heck with what people think!

Congratulations

to the

**ASSOCIATED
FOOD DEALERS**

On Their

52nd ANNIVERSARY

Ira Wilson & Sons Dairy Co.

Phone 895-6000

Best Wishes

to the

**ASSOCIATED
FOOD DEALERS**

— *Our Important Customers* —

Sylvania Electric Products

Large Lamp Division

For Information call ——— 582-8754

CONGRATULATIONS

**To the Officers, Directors and Associated Food Dealers
of Greater Detroit**

paul inman associates, inc.

30095 NORTHWESTERN HIGHWAY • FRANKLIN, MICH. • 626-8300
P.O. Box 615

DETROIT — GRAND RAPIDS — TOLEDO — SAGINAW

FOOD BROKERS

Associated Food Dealers Seeks Meeting With Pres. Johnson

In an effort to discuss the many problems affecting small businessmen, the Associated Food Dealers has requested a meeting with President Lyndon Johnson, and both Michigan Senators, Phil Hart and Robert Griffin.

In a letter to both Sens. Hart and Griffin, the AFD requested their aid in setting up a meeting to discuss some serious problems affecting small businessman and food retailers.

A subject of prime concern is the lack or unavailability of casualty or fire insurance to protect retailers, according to AFD executive director Ed Deeb.

KAPLAN'S WHOLESALE FOOD SERVICE

Banquet Frozen Foods
Dutch Brand Lunch Meats
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)

Meat Market For Sale

Good meat market for sale in Royal Oak area, \$15,000. Those interested, phone Mr. Dahm at LI 5-8744.



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Paper and Bag COMPANY

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DETROIT, MICH. 48211

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of Greater Detroit**

From

Melody Dairy Company



16247 Hamilton Ave.



Highland Park



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41 Member Brokers with Real Know-How!

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Dearborn, Michigan 48126

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235 Washington Square Plaza
Royal Oak, Michigan 48067

BODEMER, SAHAKIAN & SALM
1448 Wabash Avenue
Detroit, Michigan 48216

C. B. BONNEAU & COMPANY
8469 East Jefferson
Detroit, Michigan 48214

A. J. COHEN COMPANY
17626 James Couzens Hwy
Detroit, Michigan 48235

STEVE CONN & ASSOCIATES
14001 West 11 Mile Road
Oak Park, Michigan 48237

CONRADY-GREESON, INC.
24001 Southfield Road
Southfield, Michigan 48075

CONTINENTAL FOOD BROKERAGE
17501 West 8 Mile Road
Detroit, Michigan 48235

A. J. COPELAND COMPANY
19446 James Couzens Highway
Detroit, Michigan 48235

HARRIS CRANE COMPANY
19033 West 7 Mile Road
Detroit, Michigan 48219

E. A. DANIELSON COMPANY
13339 Fenkell Avenue
Detroit, Michigan 48227

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

DILLWORTH, INC.
18116 James Couzens Highway
Detroit, Michigan 48235

W. H. EDGAR & SON, INC.
1060 West Ford Street
Detroit, Michigan 48226

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Detroit, Michigan 48227

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