



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

NOVEMBER, 1968



The Sfires — From left, Leslie, John and Marie

The Sfires of Southfield

The late Sam Sfire and his family began in the food field over 40 years ago on Woodward avenue in Highland Park. They moved to Birmingham, where Sfire's Super Market became almost a legend, specializing in quality food products. Today, his son, John Sfire, has "invaded" Southfield having opened Sfire's

(Continued on Page 11)

But working hard and often isn't enough. Ads also have to reach the right audience—women who buy sugar in your stores. To do this they have to be seen and heard in the right places. Which is why Michigan-Made Sugar advertising appears in

☐ **McCall's** ☐ **Better Homes and Gardens**
☐ **Newspaper Spectacolor Inserts** ☐
☐ **Sunday Supplements** ☐ **Daily and**
☐ **Weekly Newspapers and on**
☐ **Radio** ☐ **Outdoor Boards**

6 out of 10 Michigan homemakers buy Michigan-Made Sugar and have for years. That's real brand loyalty!



M

Michigan-Made Sugar
Advertising: working hard and often to sweeten your pot



Fastest Turnover of Any Dry Grocery Product... Actually Thirty-One Times a Year!



THE FOOD DEALER
NOVEMBER, 1968

Detroit Businessmen Counter Criticism of Advertising; Propose Self-Regulation

Is mounting pressure on American business the result of wide-spread and overt malpractice by business? Do we really understand the meaning of "truth in advertising?"

These were two key questions raised by Paul C. Harper, chairman of Needham, Harper & Steers, Inc., a leading advertising agency executive, speaking before a Truth in Advertising luncheon. The program was sponsored by the Detroit Committee For Truth in Advertising in cooperation with the Better Business Bureau.

Harper said he was pleased that advertising truth is no longer associated with the government in their various indictments of American business. "On the contrary," he said, "it has become a rallying cry for business people acting collectively in cities across the nation."

Candor in communications with the public, he related, has been the businessman's reaction to the most intensive pressure ever applied on business, coming from various quarters.

"Mounting government regulation of business is merely a symptom of declining public confidence in government itself and I am convinced that government pressure will ease when we have regained the confidence of the consumer, of youth, and of the intellectual community," Harper said.

He attributed four major reasons for various suspicions regarding businessmen, and, in turn, advertising. They are (1) the technical naivete of the consumer; (2) depersonalization of selling; (3) the invisibility of business leadership; and (4) a knowledge gap between supplier and consumer.

One of the reasons for this, according to Harper, is "the great disappearing act" of all time. "The businessman, the achetype of our time, has virtually disappeared as a public figure," he says. "The men who wield the greatest economic power in our society are by and large invisible and unknown to the consuming public, unlike in the past."

In a recent television program survey personally conducted by Harper on a Sunday, virtually every facet of political and economic life came up one way or another except business . . . its problems, and its points of view. "Business was only represented by commercials," he said.



CHAIRMAN of the Truth in Advertising conference was Raymond T. Perring, left, chairman of the Detroit Bank & Trust Company. Paul C. Harper Jr. of Needham, Harper & Steers advertising agency, center, meets above with Perring and Bernard Pincus, president of Hughes Hatcher Sufferin, and head of the BBB.

To test the truth of an advertisement, Harper urged businessmen to ask two questions: What use values and what emotional value does the advertisement really communicate? What does the consumer really hear? If you can't answer this question, do some penetrating communications research.

Can the product really deliver these values? If you cannot answer yes to this question, then start over, he said.

Harper also urged businessmen to become more involved with the social issues of our times. "Businessmen have the potential to work wonders. He is the key man of our society, the man who takes more risks, works longer hours, under greater pressure than anyone else . . . and who gets less public credit for it," he said. "It is time for businessmen to become once again 'visible' in our society, and help close the gap of understanding between business and public. He is a man, not a medium; a person, not a slogan," Harper concluded.

Chairman of the advertising luncheon program was Raymond T. Perring, chairman of Detroit Bank & Trust Company, who introduced the guest speaker and acknowledged the committeemen. Bernard Pincus gave a presentation of the truth in advertising plan. Mr. Pincus is president of Hughes Hatcher Suffrin, and president of the BBB.

THE FOOD DEALER

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**THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT**

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

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NANCY GERLACH, *Office Secretary*
JOAN SENA, *Insurance Secretary*

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HARVEY WEISBERG—Chatham Super Markets _____ Detroit

Food Costs Will Increase Without Use of Pesticides

The cost of meat, fruits and vegetables would increase by up to 50 percent if farmers are prevented from using pesticides. This was the opinion of Duane Baldwin, president of the Michigan Agricultural Conference, speaking at a news conference recently.

He said that efficient use of pesticides cuts down on waste, while improving product quality, and increasing the total crop yield. He said some so-called "experts are using scare tactics to influence the Legislature to pass new pesticide restrictions."

Farmers are being singled out as the leading contaminants of the environment, he said. "The farmer does not pollute the environment. There is more spraying done in urban areas than in the rural areas, and it is the pesticides in the cities which run off into the environment."

The Michigan Agricultural Conference represents some 60 agricultural organizations in the state.

**The AFD Is The Largest and Most
Active Food Trade Association
in Michigan.**

**Are You On The Team?
If Not, Phone 542-9550**

RETAILERS WHY FUSS?

**LET THE A.F.D. PROCESS ALL
YOUR COUPONS FOR YOU THRU
OUR COUPON REDEMPTION CENTER!**

**WE CAN DO IT FASTER AND
WE EMPLOY THE HANDICAPPED.**

Drop Them Off or Mail To:

ASSOCIATED FOOD DEALERS

**434 W. Eight Mile Road
Detroit, Mich. 48220**

AFD EDITORIALS

Pressure Groups Barking Up Wrong Tree!

Some call it the grapes of wrath. We choose to call it the "Grapes of Whine." Because the attempted boycott of California grapes directed at Michigan food stores was considered a flop the first time around, the United Farm Workers Union has revived its boycott efforts, this time with the help of fellow unions and State Senator Roger Craig (D-Dearborn).

Sen. Craig called a meeting recently with the major area food chains, and said that unless retailers stopped buying grapes and eventually stopped stocking them, "things could get pretty rough." Furthermore Craig and Lupe Anguiano of the UFW made it clear that things would be rough going in the state Legislature, citing the fact that retailers were interested in seeking passage of a bill to waive the 500 foot law for SDD and SDM licenses. The measure referred to was Senate Bill 860, which was sponsored by the Associated Food Dealers, and which passed both the House and Senate only to be vetoed by Gov. Romney.

The first time around, in late July early August, following a meeting with representatives consisting of farm workers, clergymen, government officials and others, the AFD along with the Board of Commerce expressed its strong opposition to the principles of boycotting, considering it illegal because it was of a secondary boycott nature. The AFD is aware that the association position does not preclude individual action by various members of our organization. And due to increased amount of har-

assment and pressure tactics it is understandable why a shore or chain would submit to the boycott efforts.

Regardless however, the AFD, Michigan's largest and leading food distribution association with over 1,900 members, at this time wishes to reaffirm its position regarding the grape boycott and the tactics and harassment being employed by various individuals and groups. Especially since this concerns a labor problem in a far off state! We feel the decision to buy or not buy grapes is up to the over 8 million consumers in our state. It is not ethical or just for the merchant to decide whether his customers should have the opportunity to buy or not buy the grapes or any other food product. The association feels retailers should not take the freedom of choice away from the consuming public. Today it's grapes; tomorrow who knows what — meat, milk, bread, baby foods.

There is a way the farm workers can resolve their problems with the grape growers of California: (1) Public Law 78 support by the President; (2) Federal legislation; (3) or by stopping the shipment of grapes directly at the source in Delano. This last point however is impossible because it would pit one union (UAW) against another (Teamsters), unthinkable in the labor movement.

In the tradition of American Democracy and in the name of that free enterprise system, this is the way the problem should be resolved, and not through threats and coercive action against innocent by-standers — the retailers who have their livelihood at stake.

Person-To-Person Programs Between Police, AFD

In an effort to bring about greater understanding of problems confronting the Police Department and food merchants, the Associated Food Dealers recently met with Commissioner Johannes F. Spreen and top police officials.

The meeting had been called primarily to explain some of the problems merchants were having with regard to retail-oriented crimes, as robbery, holdups, customer pilferage, threats, arson, looting, bar check passing, shopping cart thefts, etc. Retailers present and the association wanted to get an understanding of various police department policies and procedures in an effort to reduce red tape while increasing crime prevention and law enforcement.

It is our opinion that as a result of this meeting great programs will be developed, in the interest of both the

police and food merchants. Commissioner Spreen said he would establish a fulltime liaison between the Department and the AFD to "help each other get the job done." Spreen said he was banking on the "scooter patrol" to do the bulk of the job. Scooter patrolmen were able to maneuver quicker, and were more flexible. He said the job of getting around to visiting food merchants regularly was long overdue, and would help bring about a sense of confidence. He named Inspector Theodore Sienski to coordinate the DPD efforts with the AFD in behalf of the food field.

Closer communications and working programs will indeed help both police and retailers understand one another. Look to this program to set an example between police departments and merchants across the nation.



ED DEEB

OFF THE DEEB END

A Sad Tale

Frank Tassoni was in the beer distributing business a long time, spending the last 15 years with the Sol Yagoda Distributing Company calling on retail beer stops, beverage stores, and grocery stores.

I say was, because, Mr. Tassoni won't be doing this kind of work, or any kind of work, any more. He was shot and killed earlier in November, leaving his wife and two children behind.

Perhaps the tragedy which struck Mr. Tassoni and his family is not a typical example of the problems various driver-salesmen and vendors have calling on retailers. But according to conversations with various companies who depend on store-door vendors, they indeed have problems. I'm talking about beer and soft drink companies, potato chip firms, milk, pastry and bread suppliers, not to mention the companies who call directly on consumers at their homes.

If you think the crime problem affects only food and beverage retailers, and indeed they have their share of crime, you're wrong. It affects suppliers to retailers as well.

Some companies have begun taking preventive action by installing safes. Others have begun billing retailers, preferring they pay by check through the mail. Still other firms send "teams" or double trucks to call on stops in high crime areas, when possible. And recently, as you know, the DSR has eliminated handling cash fares on buses, preferring coupons instead.

Some driver salesmen and vendors feel that preventive action as those herewith described, and new company policies, is not the answer. Take Local 38 of the Brewery Workers Union, for example. The members of the local are trying to rally support of all Teamster members whose employer calls on retail firms to have something done at the community level.

They feel a meeting with Gov. Romney, Mayor Cavanagh, the Police Department, and the like, will bring this sad problem to their attention, and in hopes, community action and official Department policies or laws on crime will be strengthened.

The brewery union is trying to muster support from various levels of our community. Indeed, it is a sad tale. We of the AFD feel, like them, that crime affecting our retailers, and suppliers should be cut down immediately.



Feature For Feature

YOUR ASSOCIATION'S DISABILITY INCOME PROTECTION PLAN Can't Be Beat!

Pays up to \$500.00 a Month for Life

when you are injured and unable to work.

Pays up to \$500.00 a Month for as Long as 5 Years

when you are sick and unable to work.

These are TAX-FREE CASH benefits paid directly to you to use as you see fit -- for food, clothing, medical bills or anything else you choose.

OTHER OUTSTANDING FEATURES OF THIS PLAN

- *This plan contains a special Travel Accident Death Benefit that PAYS UP TO \$2,000.00 for accidental death.*
- *House confinement is never required.*
- *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.

*The AFD is
Michigan's Largest
Food Trade
Association, With
some 1,900 members.*

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



The Company that pays

MUTUAL OF OMAHA INSURANCE COMPANY
Life Insurance Affiliate: United of Omaha

Associated Food Dealers
Group Insurance Department
434 W. Eight Mile Road
Detroit, Mich. 48220

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

Name _____

Address _____

City _____ State _____ ZIP Code _____

THE PRESIDENT'S CORNER

Retailers Must Improve Profit Picture; Expand

By MIKE GIANCOTTI

According to a recent survey conducted by Cornell University in cooperation with the National Association of Food Chains, net profit after taxes is at an all-time low, at least as far as food retailers are concerned.

For example, the year ending in 1965, NET profits after taxes was 1.4%. In 1967, however, a net profit of 0.90%, or less than 1% net — was the average. This means a decrease of over 50% in just that two year span.

Thus, the profits for food retailers have been regressing while costs are increasing steadily. This is a tragic trend in the wrong direction, while our nation progresses to all-time record corporate highs in other industries.



GIANCOTTI

One of the most devastating things is that this tends to discourage new people from entering food retailing. That added to greater and fiercer competition, lower prices, tougher working conditions, and greater demands being placed on retailers by consumers and competition alike.

Our present pricing and profit structures are a result of stores going what is commonly called discount, with decreasing emphasis on stamps and promotions, at least in this area. Unless the situation improves, it will discourage our industry — the nation's largest — from luring needed talented young people to our trade.

In addition, lower and decreasing profits will tend to limit the amount of retailer expansion, while cutting down on consumer services offered in various stores. This, keep in mind, is a reversal of what consumers have been demanding lately, as evidenced by the Consumer Rebellion of 1966 which began in Denver.

While our food industry is growing at a rate of about 7% per year, in reality price increases due to inflation accounts for 5% of this figure, leaving a net of only 2% actual growth. It seems that some of us in the food field are being misled into believing our economic growth factor is larger than it really is.

With this above background information, we can only conclude that (1) the trend toward decreased profits

(Continued on Page 13)

Deeb Urges Firms To Relax Credit Policies

Credit managers can play a vital role in helping small business develop and expand services to inner-city residents here and around the nation by relaxing tight credit policies.

So said Edward D. Deeb, executive director of the Associated Food Dealers, speaking before a workshop session at the 8th annual Midwest Credit Conference of the National Association of Credit Managers, recently at the Statler-Hilton Hotel here.

Deeb, whose food association represents over 1,900 independent grocers and supermarket operators, urged credit managers to "invest" in retailers by offering low interest loans so they can expand or enlarge their stores and, in turn, offer more and better services in urban centers.

"Tying in and investing in retailers will reap proportionate rewards to those firms who help provide needed funds for merchants who wish to modernize and expand their operations, but who may be financially unable," said Deeb, who is also executive director of the National Association of Independent Food Retailers. "This will assure supplier companies of steadier customers, and the opportunity to work more closely together with the various segments of the distribution channel."

AFD Food Trade Dinner Set For Feb. 11, Cobo Hall

The 53rd Annual Food Trade Dinner and Installation Banquet of the Associated Food Dealers will be held Tuesday evening, February 11, 1969 at Cobo Hall it was announced recently by president Michael Giancotti. The food industry's big night out will be the highlight of the 4th annual "Grocers Week in Michigan" promotion sponsored by the AFD in behalf of the state's over 7,000 food merchants. (Although more information on these events will be provided later, Giancotti said it is not too soon to circle the date Feb. 11 on your calendar.)

Staff Changes at Chatham

A series of executive promotions at Chatham Super Markets, operator of 22 area food stores and an AFD member, have been announced by Bernard Weisberg, president of the firm.

Harvey L. Weisberg, formerly vice-president, was named executive vice-president. Alvin Weisberg, treasurer and director of new store development, and Harold Weisberg, secretary and sales director, were both named vice-presidents. All are newly created positions.

In another promotion, Clarence E. Fisch, formerly assistant to the president, was named vice-president for staff services.

The Sounding Board

To the AFD:

In working with Detroit area food brokers on the national food broker sales representative classes, I have found that I have a lot to learn about the food business.

One of the best ways to learn, and to stay up to date is to read your very fine publication, *The Food Dealer*. I found your coverage of the DFBA classes in your October issue to be comprehensive and well-balanced. A good reporting job.

While I know that *The Food Dealer* is intended primarily for AFD members and the food industry, I certainly would appreciate being on the mailing list. Thanks for good reading!

Robert L. Jewett
Jam Handy Productions
Detroit

The Test Of Time . . .

86 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

I read the article "Soft Drink Marketing: Satisfying Two Customers" by Robert Healy of Coca-Cola Company in the last issue of *The Food Dealer*, and I found a statement in it hard to believe.

In his article, he stated that Coca-Cola does only 10% of its beverage business in retail stores. I cannot believe this when other companies, notably Pepsi-Cola and Faygo, for example, do as high as 75% of their business through retail stores.

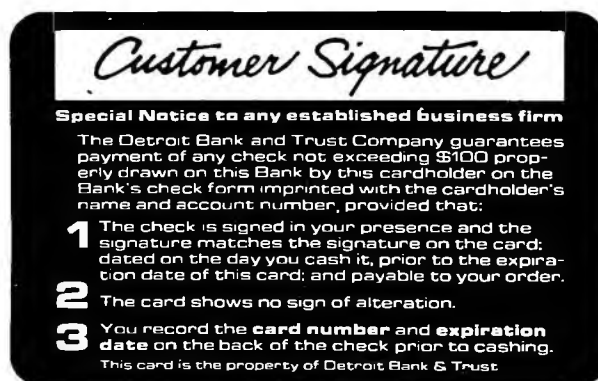
My personal belief is that Mr. Healy is in error.

Edward Acho
J-A Super Market
Detroit

this is the card...
it guarantees your customer's
personal check up to \$100



it's a guarantee
written in gold



DETROIT BANK & TRUST
MEMBER FDIC

Four New Supplier Members Join AFD

The Associated Food Dealers, Michigan's largest food distribution association, wishes to welcome aboard four new supplier members to the association. Their names, addresses and phone numbers are as follows:

GORDON SAUSAGE COMPANY, meat processor and sausage maker, 4100 West Jefferson, Detroit, Mich. 48209; phone 826-6145.

CAL-CHEMICAL & MFG. CO., distributor of a complete line of home care products and cleaners, 1003 Baldwin, Detroit, Mich. 48214; phone 567-5620.

HARTZ MOUNTAIN PET PRODUCTS, manufacturer and distributor of various pet foods and products, with headquarters at 1961 N. Nashville, Chicago, Illinois.



BIG PROFIT CHAMP

Big in every way

CASH IN!
Call 826-5030

Peters SAUSAGE COMPANY

THE WAYNE SOAP COMPANY



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW & RESTAURANT GREASE

700 LEIGH STREET

VI 2-6000

DETROIT 17, MICH.

ALLIED MEMBER

(Local distributors are Wayneco Wholesale Company, phone 894-6300; and Super Toy, Inc., phone 923-4550.)

WATER WONDERLAND EGG CORP., P.O. Box 339, Almont, Mich. 48003; phone 789-8700. The firm distributes egg products both retail and wholesale.

These new members and all AFD suppliers and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 15 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.

Get In The Picture



Ralph Robbins, manager of the Hollywood Super Market in Troy, poses next to his high-profit cigarette vending machine.

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

Jay Welch, president of the 3-store Hollywood Super Markets says: "We find Fontana vending machines an excellent way to sell single packages of cigarettes. The good thing is we enjoy the same profit, without having to invest our money." Let Fontana show you how to win additional sales and profits.

Fontana

BROTHERS

Cigarette Vending Machines

3215 Hubbard • Detroit

FOR SPEEDY SERVICE PHONE 963-6677

Sfire's Epicure

(Continued from Cover)

Epicure Market, located in the concourse of the fashionable North Park Towers.

Young Sfire, 23, has been in the grocery business all of his young life. In fact, he was three years through pre-medical school when he dropped out to run his family's food store, when his father passed away. By the looks and sounds of things, John Sfire isn't sorry he made the switch.

"I thoroughly enjoy the food business," he proudly says, "and I am not the kind of guy who gives just a half-try. Take displays; displays can be a thing of beauty, not something just to bide my time. I get a great sense of satisfaction creating displays and merchandising and selling products."

The beautiful epicurean food mart is truly a sight to behold. One is readily greeted by the attractive bright-colored aqua carpet on the floor, and the rich walnut paneling on the side walls. The store specializes in a prepared deli carry-out department, which includes sandwiches and barbeque foods, in addition to the normal departments consisting of fresh meats and produce, frozen foods, grocery, beverage and a Sanders bakery.

John says he has a captive audience in his store, which thrives on atmosphere. It is the exclusive food distributor allowed on the premises.

"We offer more services than normal too," Sfire says. "Take parking. We have a free valet parking system, where customers can drive in, do their shopping, and have their car waiting for them upon leaving.

"I'd say about 50% of our business is on a credit basis, but we never have any delinquency problems here," he continues. "The same was true in Birmingham, and I'm happy to say we have retained many of our old customers from our store there due to our delivery system."

Another thing Sfire doesn't have to worry about is theft of shopping carts. Store hours are 9 to 6 p.m. daily, and closed Sundays.



T. C. SCOTT, produce manager, left, goes over a fresh shipment of produce with owner John Sfire.

Helping in the store is John's charming wife, Leslie, and his mother, Mrs. Marie Sfire. "We all strive to keep the store clean and tidy, and create the type of store our customers demand," said Mrs. Sfire.

The Sfires have been members of the Associated Food Dealers for many years, and John has been association-minded ever since taking over the store. "Who says young people don't care about the food business?" John chides proudly.

When he get free time he enjoys skiing and golfing.

Sfire feels the reason why Detroiters enjoy such low prices is due to the tremendous competition between

the independent operators and the operators of the food chains, contrary to the critical reports made recently.

"They say the independent is dying in this area," he says with concern. "But look around the town. The independents are doing a heck of a good job around here, and could do an even better one if they tried harder."

"As for myself, I love competition. It makes me work harder and keeps me on my toes," Sfire told *The Food Dealer*. "This North Park Towers location is great too," he continued. "The people are great to do business with."

KAPLAN'S Wholesale Food Service

SWIFT'S and WILSON'S CHITTLINS

- FROZEN FOODS
- KRAFT PRODUCTS
- CHEESE SPECIALTIES
- PILLSBURY BISCUITS
- BEEF SIDES and CUTS
- FRESH LOCAL PORK
- DUTCH BRAND LUNC-MEAT
- SMOKED HAM and BACON

DAILY DELIVERY

Call us or stop in and pick your own

WO 1-6561

2630 RIOPELLE STREET

(In the Eastern Market)

THE BELL RINGER

Turkeys Are Turkeys, Not Hamburgers!

By ALEX BELL

Well, dear readers, this is one of the last times you will have to suffer in the year 1968. You are indeed lucky. Only one more of this jazz! But wait: we have been signed for another year. We hate to take the money, but a buck is a buck.

No, Eddie, it is not pronounced IND-U-EN-DOE. It is INN-YOU-EN-DOE. We hope we don't have to start teaching you how to pronounce four letter words such as oops, we forgot this was a family-type magazine.

Have you heard about the rivalry between DAGMR and the AFD? DAGMR's Bill DeCrick bet our Ed Deeb that the Fighting Irish football eleven of Notre Dame would "walk all over the Spartans of MSU." Both are alums of the respective schools. It turned out that Deeb won a five-spot from DeCrick on the outcome!



Mr. Bell

We think it is time the rank-and-file of this fine association started to get the top boys in the organization to go all out for a minimum mark-up law on beer. How about it, fellas? Start writing to the office and raise hell.

* * *

A Tale of Two Cities: The hit tune "By the time I get to Phoenix" should be changed to "By the time I get to Tucson," on account of a lot of people like a drier climate.

* * *

Definition: Golf cart: A conveyance used by Jay Welch of Hollywood Super Markets (he's an AFD director) to take money to the bank!

* * *

The Detroit News has "Contact 10," and The Free Press has "Action Line." How about The Food Dealer magazine having a column for question and answers. It could be called "AssoCiaTION ACTION." How about it, Deeb? (Edeebnote: Good idea Alex, but I'll have to take it up with The Food Dealer editorial board.)

* * *

Have you heard about the local foodman who was so worried about his wife's fidelity that he moved to California and found out that he had the same milkman?

(Continued on Page 13)

DETROIT RENDERING COMPANY

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

• • •

TAshmoo 6-4500

"First We Render Service"

AFD MEMBER

The Sausage with the Second
Helping Flavor . . .



QUALITY PLUS !

Peschke Packing Co.

2600 EAST GRAND BLVD.

TRinity 5-6710

SUSTAINING MEMBER



WOULD YOU BELIEVE the clown pictured above, right, is really a hard working member of the food field? That's right, Douglas Hill, 50, is employed at Detroit Rendering Company, and AFD member. "Duke the Tramp," as the kids like to call him, enjoys performing for charity, crippled, retarded and hospitalized children for a hobby. Although his wife calls him a frustrated ham, he enjoys making kids happy more than anything else, he says.

AFD Travel Service Presents . . .

The Case For Incentive Travel Tours, Programs

Did you know that tailor made travel tours used as incentives can boost or improve employee sales results, production, efficiency, courtesy and loyalty? It's true!

You would be surprised at the reasonable cost of arranging for such tours. We specialize in dealer promotions, employee group tours, personnel relations and incentive programs. Let Gulliver help you help your company.

- *Phone us for our many other low-price attractive package tours.*

gulliver's travel inc
1300 lafayette east mezzanine
detroit, michigan 48207

for information, Phone: 963-3261



GIANCOTTI

(Continued from Page 12)

must be stopped; and (2) that we start improving our lot and grow at the rate other industries have been enjoying in modern times.

Unfortunately, Mrs. Consumer feels we enjoy excessive (?) profits. At the same time government people, namely USDA's Orville Freeman and consumer advisor Betty Furness seem to want to stir up the rath of the people by playing both ends against the middle. They tell consumers retailers are "getting rich" because of them, while telling retailers "you are doing a wonderful job, keep up the good work."

Hopefully the coming years, and a more fair and accurate view by government representatives, can help food retailers enjoy the normalcy afforded to other industries.

BELLRINGER

(Continued from Page 8)

Speaking of being ignored, My Dear Mr. Deeb, if you expect your number one columnist with the good material to write TWO columns a month you are out of your skull!

* * *

We have finally found out why women adore big strong men: They can break 50's and 100's like nothing.

* * *

When, oh when, will the retail food business get smart and start taking a profit instead of selling tons of turkeys and take a loss? Don't forget if a customer wants a turkey she won't settle for hamburger!

* * *

We hear via the Camel Express that the Deeb's are expecting an addition to the family!

* * *

Dear John, that's all she wrote!

—ACB



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TAX TOPICS**New Corporate Estimate Tax Requirements**

BY MOE R. MILLER
Tax Attorney and Accountant

Many corporations will find their 1968 taxes increased by substantially more than ten percent (10%). A new speed-up of estimated tax payments, hitting many corporations for the first time, plus the new ten percent surcharge, can raise the total '68 tax payments by as much as twenty-three percent (23%).

The new law requires many additional corporations for the first time to pay estimate taxes, and increases the amount of estimated tax payments required for those corporations already liable to pay estimated tax.

1—Corporations will have to pay estimated taxes on the amount of tax over \$5,500. In the past only corporations with an expected annual tax of over \$100,000 had to pay an estimated tax.

2—The seventy percent (70%) safety zone for protection from penalty of underpayment of corporate estimated tax is raised to eighty percent (80%) and the safety zone based on the previous year's tax is suspended.

3—For a corporation with an expected tax of \$100,000 or less, in years beginning in 1968 only twenty percent (20%) of the expected tax over the exemption of \$5,500 is payable as its estimated tax in 1968. A five year transition period is being used to bring corporations up to almost a current basis. Here is that percent of each year's expected tax less the \$5,500 temporary exemption:

Year	Percent of Estimated Tax
1968	20%
1969	40%
1970	60%
1971	80%
1972	100%



MILLER

4—Starting with 1968 a corporation liable for estimated tax does not file any declaration of estimated tax. It merely deposits each estimated tax payment with an authorized bank, accompanied by depository form 503.

5—Corporations which overpay their estimated taxes may be able to get refunds of overpayment within 45 days, if the quick refund procedure is followed.

A. Right after the end of the year, a corporation can file a special application asking for a refund. To qualify for that fast refund the estimated tax overpayment has to be at least:

1. Ten percent (10%) of the revised expected annual tax and
2. \$500.00.

There is a six percent (6%) annual penalty on the amount by which any installment of the estimated tax is underpaid. There are three safety zones which shield a corporation from penalty for underpayment:

1—The tax shown on the corporate return for the preceding year. This safety zone has been suspended for installments due after June 15, 1968.

2—The tax which would be due if computed under the facts applicable to the previous year's return using the current year's rates.

3—An amount equal to eighty percent (80%) of the tax for the taxable year.

Please note that multiple corporations splitting one surtax exemption of \$25,000 will have a lower temporary exemption than the \$5,500 currently allowed.

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Moe Miller Accounting	547-6620
Retail Grocery Inventory Service	399-0450

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
Koeplinger's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Johnny Mac's Cookie Co.	885-6200
Magnuson Foods (Bays Muffins)	FA 1-0100
Oven King Cookies	PR 5-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
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	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
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

Acme Detroit Food Brokerage	581-0410
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	822-5385
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
Interstate Marketing Corp.	341-5905
Keil-Weitzman Co.	273-4400
Edward L. Kuester & Co.	928-7117
Maloney Brokerage Co.	TU 5-3653
Harry E. Mayers Associates	864-6068
McMahon & MacDonald Co.	BR 2-2150
Marks & Goergens, Inc.	DI 1-8030
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 3-9585
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	863-0202
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
Hays Ice Cream	271-5670
Land O'Lakes Creameries	TE 4-1400
Melody Dairy Dist. Co.	345-4700
Sealtest Dairy	TI 6-5730
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	TY 5-6000

DELICATESSEN

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
Water Wonderland Egg Corp.	789-8700

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	543-8853
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
Gordon Sausage Co.	826-6145
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
Pesckie 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

MEDIA

The Detroit News	222-2000
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NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Cal-Chemical & Mfg. Co.	567-5620
Edmont-Wilson (gloves)	421-8071
Hartz Mountain Pet Pds.	894-6300 or 923-4550
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	255-3350
Guaranteed Advertising Distributors	831-0020
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
Comp-U-Check, Inc.	255-2800
Gulliver's Travel Agency	963-3261
Pittsburg-Erie Saw	835-0913
Zablocki Electric	372-1791

SPICES AND EXTRACTS

Frank's Tea & Spices	UN 2-1314
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STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
Central Alarm Co.	838-6365
Diebold, Inc.	DI 1-8620
Hussman Refrigeration, Inc.	341-3924
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
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, FOOD DISTRIBUTORS

Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaplan's Whise. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Vlasic Food, Co.	868-9800
Wayne County Wholesale Co.	894-6300
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