Proclamation:

February 11 through 17 is:

"INDEPENDENT GROCERS WEEK IN MICHIGAN"

Patronize your Independent Grocer

The Independent Grocers Association

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.
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 supermarket 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

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

Now you can plan your new Toaster Pastry Department for maximum profits, without leaving your desk! Kellogg's newest Magna-Board can show you the exact amount of space needed to merchandise these fast-growing products effectively.

Your Kellogg man sets up the Magna-Board to simulate the most efficient facings-to-sales ratio for your Toaster Pastry Section. (Miniature packages used on the Magna-Board are in full color for instant identification.)

Only a short time with the new Magna-Board is all it takes to make certain facings fit your Toaster Pastry requirements. It's the one sure way to take full advantage of the ever-building sales momentum of Kellogg's Pop-Tarts® and other Toaster Pastry products. Call your Kellogg's Representative.
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.

☆ 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.

☆ OUR “TOTAL PROGRAMS” INCLUDE . . . GROCERIES, DAIRY, PRODUCE, MEAT, DELICATESSEN, FROZEN FOODS, HEALTH & BEAUTY AIDS, NON-FOODS, HOUSEWARES, SOFT GOODS, TOBACCO, CIGARETTES, CANDY, SCHOOL SUPPLIES, STORE SUPPLIES, MERCHANDISING, ADVERTISING, OPERATIONS, PROMOTIONS, PERSONNEL PROCUREMENT, EQUIPMENT & COST CONTROL.

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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.

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Back of every Del Monte label there's more advertising pressure going for you than ever before. It's built on 50 years of brand preference and customer goodwill. So every Del Monte ad in national magazines and newspapers, every Del Monte commercial on major radio and TV networks reminds customers of what they already know — that Del Monte means quality and flavor all along the line.
A F D 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 1963.

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.
for better balanced profits!

Looking for that balanced line of baked goods to stimulate sales with a higher profit... then look to the team of Taystee and Cook Book.

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 checkout 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.

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.


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Available to AFD Membership;
For Information, call 542-9550

AFD Travel Service Presents...
"The Most Fabulous Holiday Under the Sun" —
HAWAIIAN CARNIVAL
(Includes 3 days and nights in Las Vegas; 7 days and nights in Honolulu; and 3 days and nights in San Francisco. Also includes all jet air transportation, deluxe accommodations, all breakfasts and dinners.)

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to the
Associated
Food Dealers
and All Independent Grocers
On Your
52nd Anniversary

We hope you enjoy
Our New "Cranberry Red"
Wine at your table.
It is the first of its
type ever introduced
to the world.

Smart Retailers Stock
and Display the fastest
growing wines in Michigan!

CASK WINES
A Product of
Michigan Wineries, Inc.
PAW PAW, MICH.
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. Dykrouse 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)
a stock boy
is a person!

He's an individual. He has a name. Your Continental Salesman will take time to find out what it is.

You see, a Continental Salesman's job is a service job—an extra service job. You can see it in the courteous way he acts toward your employees. In the way he makes their jobs easier. In the way he keeps our principals' products moving on and off your shelves at a faster rate.

That's why a Continental Salesman or Account Manager is welcome wherever he goes. Ask any grocer. Or Stock boy.
Meet Your New Officers

Michael Giancotti
Auburn-Orchard Super Mks.
President

Don LaRose
Food Giant Super Mks.
Chairman of the Board

Salim Sarafa
Big Dipper Super Mkt.
First Vice-President

Allen Verbrugge
Verbrugge's Super Mkt.
Second Vice-President

William Bennett
Quick-Pik Stores
Third Vice-President

Richard Przybylski
Jerry's Super Mkt.
Treasurer

Jay Welch
Hollywood Super Mks.
Chairman, Executive Committee

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.
and Directors

Alex Bell
Village Food Mkt.
Trustee Chairman

John George
Food Farm Super Mkt.
Trustee

Al Wyffels
Albert’s Fine Foods
Trustee

Edward Deeb
Executive Director

George Bashara, Sr.
Legal Advisor

Edward Acho
J. A. Super Mkt.
Director

Sam Fink
Great Scott Super Mkt.
Director

Sidney Brent
Kenilworth Super Mkt.
Director

Sam Cosma
Atlas Super Mkt.
Director

Reuben Cottler
Dexter-Davison Super Mkt.
Director

Sam Fink
Great Scott Super Mkt.
Director

Lafayette Allen
Allen’s Super Mkt.
Director

Sidney Brent
Kenilworth Super Mkt.
Director

Sam Cosma
Atlas Super Mkt.
Director

Reuben Cottler
Dexter-Davison Super Mkt.
Director

Sam Fink
Great Scott Super Mkt.
Director

Thomas Foster
Sunnyside Super Mkt.
Director

Sid Hiller
Wppling Center Super Mkt.
Director

Manuel Iona
Berkley Food Center
Director

Thomas Joseph
Joseph’s Market
Director

David Khiami
Hendee Super Mkt.
Director

Phil Lauri
Lauri Bros. Super Mkt.
Director

Fred Levey
Lindy’s Super Mkt.
Director

Carl Licari
LeCarri’s Super Mkt.
Director

Clayton Lilly
Heim-Lilly Super Mkt.
Director

Ed Magreta
Berkshire Food Mkt.
Director

Ray Martyniak
Ray’s Prime Beef
Director

Bernie Middleman
Grand Value Super Mkt.
Director

Guido Saltarelli
People’s Super Mkt.
Director

Phil Saverino
Philt’s Quality Mkt.
Director

George Schleicher
Schleicher’s Super Mkt.
Director

Harvey Weisberg
Chatham Super Mkt.
Director

C. George Jerry
C. Jerry’s Super Mkt.
Director

Ben Rubens
King Cole Super Mkt.
Director

No Photo Available

No Photo Available
AFD Insurance Report

(Continued from Page 14)

cconcerning 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)
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; childbirth, 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 on your 52nd Anniversary.

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

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 ______

Mutual of Omaha
The Company that pays

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

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 of PECAN HALVES. BHA/BHT in vegetable oil added to preserve freshness.

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-cell 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.

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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To Officers And Directors
of the
ASSOCIATED FOOD DEALERS
OF GREATER DETROIT
for your Outstanding Service
to the Independent Retail
Grocers of Greater Detroit

KEIL-WEITZMAN CO.
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Detroit, Michigan 48228
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.

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Archway Cookies ..................................................332-2427
Arway Bakeries ....................................................TY 5-7000
Bennie Bakers .....................................................893-3260
Farm Crest Bakeries ...............................................324-9120
Greens Bakery .......................................................625-9702
Hakman Supreme Bakers .........................................KE 5-4660
Independent Biscuit Co. .........................................584-1110
Kneippler's Bakery, Inc. ..........................................JO 5-7377
Lethan Baking Co. ..................................................324-9120
Magnusen Breads (Bays Muffins) ..............................FA 1-0100
Owen King Cookies ................................................538-6225
Fred Sanders Company .............................................963-0746
Schaefer Bakers ...................................................833-7100
Silvercup Bakers ...................................................832-2040
Tastee Bread ..........................................................74-2000
Tip Top Bread ..........................................................842-5000
Warrendale Baking Co. ............................................271-0330
Wonder Breads .......................................................W O 3-2330

BEVERAGES
Associated Breweries ..............................................925-0300
Canada Dry Corp. ....................................................868-5007
Cask Wines ............................................................TY 5-4400
Coca-Cola Bottling Co. ...........................................898-1900
Associated Breweries ...........................................925-0300

DAIRY PRODUCTS
Maurice Elkin & Son ..............................................353-8877
Gunn Dairies, Inc. ..................................................TU 5-7500
Spagnuolo & Sons Produce ......................................527-1226
Sealtest Dairy ..........................................................812-8020
Tip Top Dairy ............................................................6-5700

EGGS AND POULTRY
Eastern Poultry Co. ..................................................WO 1-0707
McNalley Miller Bros ..............................................348-4000
Napoleni Eggs ...........................................................7-2518
Orleans Poultry Co. ..................................................832-2040
Page & Cox Eggs .....................................................838-6664
Fresh Produce
Badalamenti (bananas) ..........................................960-5706
Jos. Bussellato Produce ...........................................LA 5-7003
Guasino Bros. Produce Co. ......................................291-3400
Gelardi Produce .....................................................900-5967
H. C. Nagel & Sons ..................................................832-2040
North Star Produce ..................................................832-2040
Spatigno & Son Produce ..........................................527-1226

INSECT CONTROL
Key Exterminators ................................................EL 6-8822
Rose Exterminating Co. ...........................................4-9300
United Exterminating Co. .......................................W O 1-0388
Vogel-Rich Pest Control ...........................................TE 6-9003
Linens Service
Economy Linen Service ...........................................840-7300
Marathon Linen Service, Inc. ....................................WA 1-2727
Reliable Linen Service ............................................666-7700

MANUFACTURERS
Aunt Jane's Foods ..................................................581-3240
Boyle Midway Company .........................................538-4040
Diamond Crystal Salt Company ................................872-3317
Kraft Foods ..........................................................726-5095
Morton Salt Co. .......................................................6-6173
C. F. Mueller Company ..........................................257-4555
Prance-Vision Macaroni Co .......................................775-0090
Roman Cleanser Company .......................................1-4000
Society Dog Food (Koch & Co) ..................................D U 3-8128
Sheed & Burtz Foods, Inc. ......................................8-5810

MEAT PRODUCTS, PACKERS
Alexander's Provision Co. .......................................961-4601
Cadillac Packing Co. ...............................................961-2600
Crown Packing Co. ..................................................2-2900
Detroit Veal & Lamb, Inc. .......................................962-6484
Eastern Market sausage Co. ......................................6-5067
Feldman Brothers ....................................................2-2391
Great Markwardt Packing Co. ...................................321-1288
Guerrero Wardrobe Meats, Inc. ................................962-4000
Herrad & Company ..................................................962-0400
Johann Packing Co. ..................................................W O 1-3291
Konti Packing Co. ....................................................843-4002
Kowalski Sausage Co. .............................................2-3902
L KL I Packing Co., Inc. ..........................................3-3903
Peet Packing Co. (Peytlanfl) ....................................274-6132
Petoskey Furniture Co. ...........................................6-5700
Peter Eckrich & Sons, Inc. .......................................KE 1-4666

PETER'S Sausage Co. ..................................................960-3000
Pitts Packing Co. ....................................................3-2904
Sam & Wetter Provision Co. ......................................7-2102
Spencer, Inc. ...........................................................6-4702
Ruhl, Eugene Co. .....................................................353-2400
Wayne Packing Co. ..................................................1-5506
Weeks & Sons (Richmond) ........................................8-7252
Winter Sausage Manufacturers ..................................7-2030
Wolff Packing Co. .....................................................8-2030

NON-FOOD DISTRIBUTORS
Akin Distributing Co. ..............................................WE 1-0700
Southern Market Equipment Co. ...............................W A 1-2700

POTATO CHIPS AND NUTS
Better Made Potato Chips ......................................834-6000

PRODUCE
Bowls Display Co. ..................................................CR 6-6288
Heldman Red Stamps ..............................................444-1195
Stanley's Adv. & Distributing Co. ..............................861-7177

RENDERERS
Dairying & Company ..............................................837-6400
Detroit Rendering Co. ............................................8-6400
Wayne Paper Co. .....................................................842-6000

SERVICES
Atlantic Service Company ......................................966-1295
Bennaker Travel Service ..........................................PR 1-3232
Clayton's Flowers ..................................................LT 1-6786
Comp-U-Check, Inc. .................................................4-6798
Gulliver's Travel Agency ........................................965-3261
Pittsburgh-Erie Saw ..............................................835-0913
Zablocki Electric ...................................................6-4514

SPICES AND EXTRACTS
Frank's Tea & Spices ...............................................UN 2-1314

STORE SUPPLIES AND EQUIPMENT
Almco Corporation .................................................JE 9-0650
Butcher & Packer Supply Co. ......................................W O 1-1290
Diebold, Inc. ..........................................................DI 1-0420
Hussman Refrigeraion, Inc. ....................................341-3994
Globe Slicing Co. (Biro) ..........................................LI 5-8885
Hochart Mfg Co. .....................................................FA 1-0977
Lepre Paper & Twine Co. .........................................WA 1-2834
Liberty Paper & Bag Co. .........................................921-3400
Master Butcher Supply Co. .......................................W O 1-5655
Midwest Refrigeration Co. .......................................J O 6-6381
National Market Equipment Co. ...............................410-0900
Scan-A-Scope ..........................................................822-6400
Sentury Security System ..........................................341-9080
Shaw & Slavsky, Inc. .................................................4-3900
Square Deal Heating & Cooling ................................WA 1-2345

WHOLESALE
Grocery & Quality Foods ........................................TR 1-4000
C. B. Gymann Co. ...................................................863-9091
Kaplans' White Food Service ....................................8-1651
Sparian Stores, Inc. .................................................9-3277
Super Food Services, Inc. .........................................8-3450
Tobacco Brand Dist., Inc. ........................................8-3900
United Wholesale Grocery ........................................834-6140
Wayne County Wholesale Co. ....................................894-6300
Aberer A, Wolf, Inc. ..................................................884-0000
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

THE PROGRAM

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INSTALLATION OF OFFICERS:
WILLIAM DeCRICK
President, DAGMR

BALLROOM DANCING

ALL-STAR FLOOR SHOW

GIVE-AWAY DOOR PRIZES

IN APPRECIATION:
The Associated Food Dealers of Greater Detroit is most appreciative of the interest, assistance and cooperation 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.
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."

MUGS 'N' MARIO'S

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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SUPERIOR SERVICE - TOP MARKET VALUES
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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 Komblau, 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 foot 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-leaseback 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)
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 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)
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 lawmakers(?) 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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1525 WANDA, FERNOLE, MICHIGAN 48220

Phone 10-4-990
SMI Report
(Continued from Page 28)

"never on Sunday." A larger portion 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.
Best Wishes
to the
Associated Food Dealers

×

MARKS & GOERGENS, Inc.
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Detroit, Mich. 48235

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IN MICHIGAN”

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50% or more increase in profit from the same shelf space
KOEPPLINGER’S FAMOUS BREADS

It’s a fact... three loaves of Koepplinger’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, Koepplinger’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 Koepplinger’s that make the difference.

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

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY

KOEPPLINGER’S BAKERY INC.
15200 W. 8 MILE RD. • OAK PARK, MICH. • PHONE 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

Peterson & Vaughan, Inc.

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 hold strengths.

Peppier & Vibbert, an AFD member, has been appointed broker for the Jel Sert Company of Bella-wood, 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.
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.

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:

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Brandywine Mushrooms
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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.

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-

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.

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**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

P. F. PFEISTER COMPANY
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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.

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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.

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

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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.
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.

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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.

**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.”

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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.

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.

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.
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. 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.

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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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Detroit Food Brokers Association
Serving the Dynamic Greater Detroit Food Market
Pepsi-Cola salutes the Associated Food Dealers of Greater Detroit. It is a pleasure doing business with you and your members.

—The Pepsi-Cola Company