



THE FOOD DEALER

"The Magazine for the Michigan Food Market"

FEBRUARY, 1969



The Program — Page 29



**Taste
that beats
the others
cold!**



THE FOOD DEALER

FEBRUARY, 1969

Food Merchants Celebrate 'Grocers Week' Feb. 9-15

More than 10,000 grocers and supermarket operators throughout the state will celebrate their 4th annual "Grocers Week in Michigan" campaign, Feb. 9-15, it has been announced by the Associated Food Dealers (AFD), the grocers' association which sponsors the annual promotion.

The AFD, which represents over 1,900 food merchants throughout the state, said the annual observance will see independent grocers and supermarket operators featuring special sales during the big week-long celebration.

In conjunction with "Grocers Week," Gov. Milliken issued a special proclamation Friday, Feb. 7 at which time the AFD presented the governor with a big bag of groceries featuring Michigan products. Mayors and city official throughout the state have already proclaimed "Grocers Week" in behalf of their cities for the food merchants.

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

According to Edward Deeb, AFD executive director, "Michigan's independent grocers and supermarket operators have an enviable record in serving the state's consumers. They have constantly offered the consuming public the best possible products and services at the lowest possible prices in the true spirit of the free enterprise system."

Deeb said that Michigan consumers spend only 18 cents of every dollar they earn for food today, compared with 25 cents in 1950. In Britain, he said the figure is 35 percent (or cents), while in Russia the figure is 45 percent.

"Unfortunately," Deeb continued, "only a very small segment of those residing in the state are aware that in Michigan they spend less for food than anywhere in the nation."

He attributed that to the stiff competition which exists between the independent merchants and the supermarket chains. He added that during inflationary periods, as we have now, food merchants are unfairly criticized for higher prices, because food is a basic necessity and price increases are more noticeable.

"Even so, food prices do not increase nearly as much as prices of other goods and services, as appliances and automobiles, for example," Deeb said. "The main reason for this," he contends, "is due to the competitive factor between stores, and because food merchants are reluctant to pass on new increases, preferring to absorb the cost through increased sales volumes."

He said that often the services afforded our society

grocers, various food merchants, and supermarket operators are taken for granted.

"These merchants work many long and hard hours to perform vital services in our communities as one of the major links in the total food distribution channel from the farmer to the consumer. The week-long "Grocers Week" activities are a fitting tribute to these food merchants which formally recognizes them as an integral part of both the civic and economic segments of our communities."

Between Feb. 9-15, the Michigan Consolidated Gas Company will regularly flash "This Is Grocers Week" on its electric sign overlooking the Lodge Freeway. General Tire and Rubber Company will do the same on its sign at the Lodge and Ford Freeway interchange. Burton Abstract Company also agreed to run the message on its electric billboard on E. Jefferson, across from the City-County Building, downtown Detroit.

Business, Labor Groups Meet To Discuss Vendor Crimes

Armed robbery of Detroit delivery men is expected to be reduced with the recommendations last week of a four-point safe delivery program to an ad hoc committee of business and labor groups.

A major item in the proposal was the installation of small safes in all delivery trucks, a system already in use by several companies, including Stroh's Brewery and the Home Juice Company.

The ad hoc committee, coordinated by the Greater Detroit Chamber of Commerce, included representatives of the AFL-CIO, Associated Food Dealers, the Michigan Brewers Association, Teamsters Local 337, the Michigan Bank and the Detroit Police Department. The committee was formed last month to review the problem of the high incidence of hold-ups and to seek a solution, following a meeting of companies and driver-salesmen on the increase in crimes affecting them.

A special "Vanguard Patrol" of the Detroit Police Department has helped combat the crime rate by use of both marked and unmarked vehicles.

The rate of hold-ups had threatened to disrupt normal business operations and halt deliveries by dairies, breweries, bakeries and soft drink companies.

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ANNUAL PRESIDENT'S MESSAGE



HARVEY L. WEISBERG
AFD President

AFD's Progress Related to Challenge of Change

One of the main reasons for tremendous progress made by the Associated Food Dealers is that the association has been quick to accept the challenge of change taking place in our respective communities around the nation and our industry in particular.

There has been a great deal of criticism leveled against the food industry in recent years, beginning with the Consumer Rebellion which began in 1966 in Denver. Since then and encouraged by government men in high positions, people have become skeptical of the operations of our highly competitive industry.

The AFD quickly met the challenge of the critics, especially here in Michigan, and compiled an impressive list of facts and data, which provided needed education to consumers on our important industry, how it operates, and even showed that Detroit area consumers were paying less for food than anywhere else due to the stiff competition between food retailers — big and small, independent and chain.

As a result, the association saw the need for a vigorously expanded public relations program which would regularly provide valuable information on our industry to the consuming public. In conjunction with this, the AFD formed a Consumer Council, which will pick up steam this year, and a Speakers Bureau, whereby a genuine dialogue would be established within our communities in behalf of the entire industry.

But to merely provide knowledge about our industry and the economics of it, will simply not be enough in the future. We must begin preparing consumers for the changes which will be occurring in our industry, as they occur, allowing the public to share with us any new knowledge or technique discovered.

Then there are the challenges and changes within our industry as well. We have found that the criticism of our industry has literally brought all segments closer together.

Efforts have been, and are being made to work out mutual programs of cooperation which will benefit the small man as well as the big; the manufacturer and distributor, as well as the retailer, and so on.

We look with hope to the newly formed Michigan Food Trades Council which we see as a genuine attempt to bring all factions and segments together for the good of the entire industry, for an example.

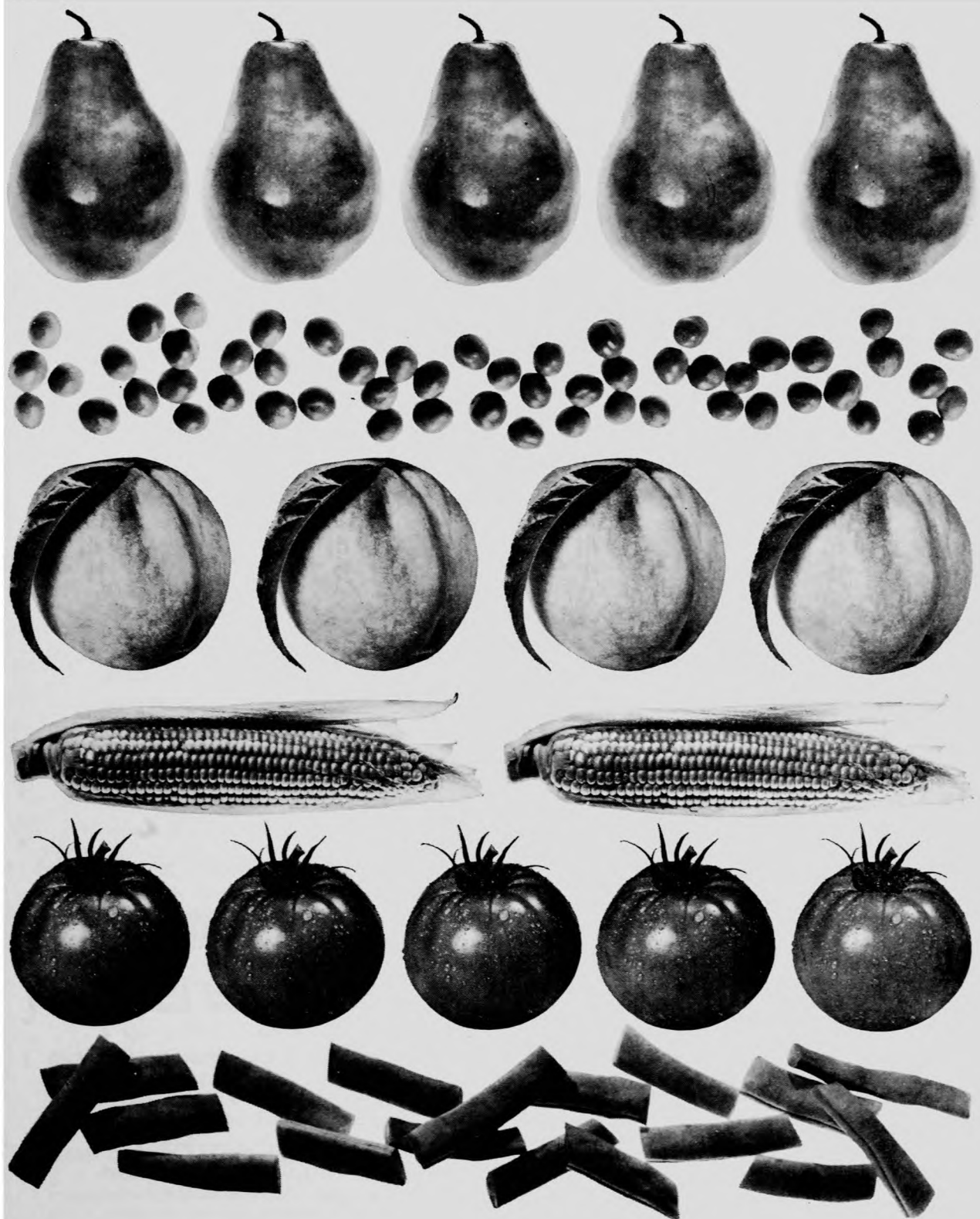
We foresee even more programs of mutual cooperation between the AFD and our sister organizations, as DAGMR and the DFBA, which will provide the channels through which problems or projects affecting one group or segment can be quickly communicated to the others. These are the types of projects and cooperation which help to dispell suspicion and eliminate mistrust in our industry.

The time has arrived when we must look upon our industry as a whole, rather than the parts which make up the whole. The AFD has demonstrated that this is possible, through our programs of inter-industry cooperation which helps unite us rather than divide us.

This year, the AFD will create important new committees to study problems which arise, and to seek solutions to these problems from all available sources. No doubt in the future months we will be calling on individuals from all segments representing various specialties to help solve these problems.

We ask your continued support and cooperation. As the old adage goes: "If you have faith like a mustard seed, nothing shall be impossible unto you." Let us get on with the work to be done in behalf of each and everyone of us.

In closing, let me say it is an honor for me to serve as president of the AFD. You can be sure we will do everything possible to continue the forward progress of the association and our industry. Without your support and assistance, however, the job will indeed be difficult.



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ED DEEB

OFF THE DEEB END

Vanguard Patrol

At a meeting with representatives from various food and beverage companies, an interesting program developed by the Detroit Police Department was announced publicly for the first time. It is called the Vanguard Patrol.

Inspector Ted Sienski of the DPD revealed the workings of the Vanguard project during a meeting at WWJ auditorium while the subject of crimes affecting various vendors and driver-salesmen, and possible solutions, were being discussed.

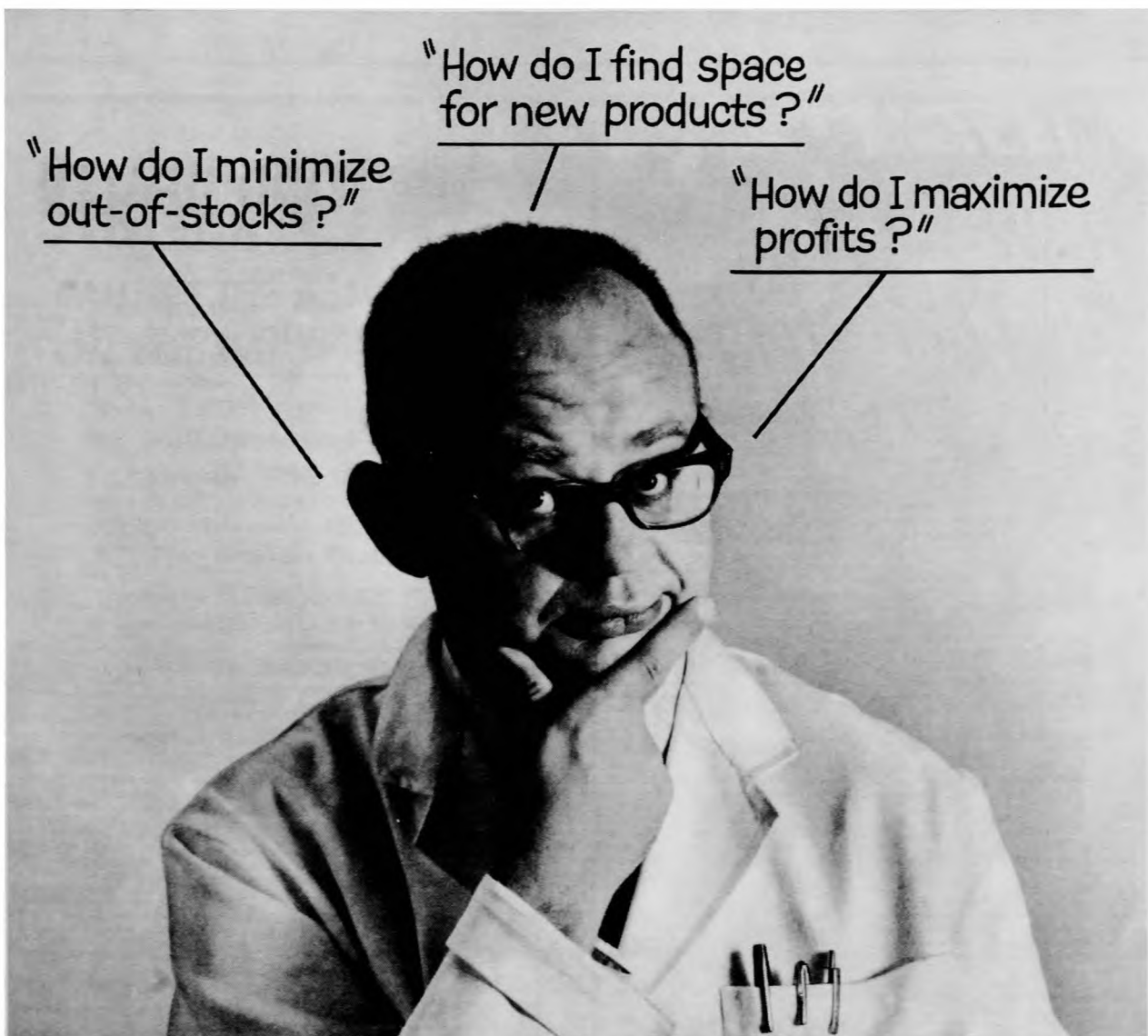
What is the Vanguard Patrol? According to Sienski, who heads the project, it is an experimental idea developed by the Police Department which employs about a dozen crews of policemen, who wear ordinary plain clothes, and drive unmarked cars and trucks in an effort to curtail crimes affecting store-door vendors. The police crews actually follow vendors making deliveries to help thwart any criminal attacks against them. The beauty of the thing, is that the boys in blue do their jobs without hoodlums, bandits or thieves knowing they are around.

The idea was well received by various company representatives as a ray of hope that crimes affecting their drivers will diminish, and possibly be eliminated. Coupled with Commissioner Johannes Spreen's concept of personalizing the policemen through regular contact with merchants on their beats, criminals are in for rough-sledding.

Despite these progressive efforts of our police to help reduce crimes, and instill more confidence in businessmen and the entire citizenry, there is still a visible void in our society's manner of dealing with those who violate the law. That void stems from the courts.

Judges and administrators who are responsible for the judicial process, must begin imposing sentences to more noticeably match the scope of crimes being committed. They must also devise new methods for speeding the judicial process by updating ancient procedures, and cutting the red tape.

Then we will see swift on-the-spot justice, as it should be, without allowing cases to linger on and on.



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SPECIAL REPORT

Leisure In America Today and Tomorrow

(The following Special Report was prepared by the Securities Research Division of Merrill, Lynch, Pierce, Fenner & Smith, Inc., nation's largest stock brokerage company. This timely report is being published with permission from the company, in hopes of bringing the fast-growing, \$150 billion dollar leisure market opportunities to the food industry as a service of the AFD and The Food Dealer magazine.)

Leisure, as defined in *Webster's New World Dictionary*, is "free, unoccupied time during which a person may indulge in rest, recreation, etc. . . ." Surprisingly enough, the number of hours spent at leisure is exceeded only by the amount of time needed for subsistence—sleeping and eating. According to one estimate, more than one-third of the lifetime of most Americans is free, unoccupied time. And the ways in which they spend that time are almost endless.

They watch television, listen to the radio and phonograph records; they read newspapers, magazines, and books; they work around the house or garden, sew, and entertain at home; they go for drives, visit family or friends, and go out to dinner. They go to movies, plays, concerts, and operas; and they visit museums and art galleries, or go back to school.

Also, they walk, fish, swim, surf, sail, bowl, golf, ski, ride, and fly; they play basketball, football, baseball, tennis, and squash. They paint, sing, dance, and play musical instruments. They travel in the United States and abroad; they picnic, camp, and visit the national parks and forests. They watch sporting events, play cards, and place bets at racetracks; they collect art, coins, and stamps; they take pictures, keep pets, and play slot machines. At times, they contemplate or simply do nothing.

In *Leisure in America*, Max Kaplan observes, "It is a leisure in which all men may find their wants met—the loafers and the doer, the scholar and the sportsman, the Las Vegas gambler and the suburban gardener, the numismatist and the Saturday night astronomer, the hot-rod fanatic and the Lucy Ball fan, and the Presley, Proust and Puccini audiences."

Today Americans are pursuing pleasures, or ways to use their leisure, at an almost furious pace. In the process, they spend billions of dollars. Nevertheless, there is no leisure industry, as such. Instead, thousands of companies in numerous industries produce goods or provide services for leisure activities. The limits of the leisure market are difficult to define. It is made up of any number of small markets, some completely interdependent, some closely related, others totally unrelated.

Available data is often incomplete, and statistics for one segment of the market are not necessarily comparable

to those for another. A major drawback is separating goods and services purchased for leisure from those bought for regular consumption. An automobile, for example, is often necessary for work and subsistence. Yet, one observer has estimated that one-third to one-half of the purchase price and maintenance expenses for all cars on the road can be considered costs incurred in the use of free time. All things considered, we believe that the leisure market in all its aspects is rapidly approaching the \$150-billion market.

Leisure is also a very complicated market. Certain leisure-related services, such as food, lodging, and transportation, are needed regardless of the activity pursued—although the point of consumption may change with the activity. In the case of some forms of recreation—boating, for example—demand for supporting services, such as marinas, is created by the sale of goods. An increase in a particular leisure activity is not necessarily followed by an increase in expenditures for that activity. More television-watching, for example, will not necessarily lead to greater sales of television receivers. It can, however, increase the need for maintenance and repairs. Another complication is that while time and money have an important effect on what people do in their leisure, the ultimate choice may be determined by habits, social customs, or fads that have little or nothing to do with either time or money.

SHORTER WORKWEEK

In any case, the sharp rise in leisure activities and spending is possible only because Americans have time and money to pursue their interests. Since the turn of the century, automation and greater productivity have reduced the average workweek from 60 hours to 40 hours. In the last four decades, the workweek has been reduced by only four hours, but that reduction gave Americans the five-day workweek, and in doing so drastically altered their pattern of leisure. Of greater significance in recent years has been the phenomenal gain in "time off with pay." According to a study by the National Industrial Conference Board, 67% of the manufacturers surveyed gave their employees four-week maximum vacations in 1965. Americans are also getting more holidays with pay; 31% of the companies in the United States gave their employees eight paid holidays in 1965.

The workweek will probably shrink further in the years ahead. Some observers expect a 37-hour workweek by 1975. Others foresee a 30-hour week by the year 2000. A stronger possibility is a further increase in paid leisure. That possibility is suggested, for example, by extended vacation programs, in which certain industries give their employees vacations for as long as 13 weeks every few years. If the recently enacted Monday Holiday law sets

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The Stroh Brewery Company, Detroit 26, Michigan

LEISURE MARKET

(Continued from Page 10)

the pattern for individual states, millions of Americans may be getting more of their paid leisure in large chunks. The new law assures Federal employees of five three-day weekends. Beginning in 1971, Washington's Birthday, Memorial Day, Columbus Day (which will become a Federal holiday for the first time), and Veteran's Day will be celebrated on Monday, as is Labor Day.

GROWING AFFLUENCE

The growing affluence of American consumers, probably more than anything else, has been responsible for creating the mass leisure market of today. A spectacular rise in discretionary income—that portion of income over and above the amount needed for the essentials of everyday life—has been accompanied by an upsurge in the number of families that can afford non-essential goods and services.

A detailed study by the editors of *Fortune* shows that 21-million families, or 34% of the total, had after-tax incomes of \$10,000 or more last year. In 1959, only 10-million families, or 17% of the total were in that income bracket. By 1975, the number of families with more than \$10,000 is expected to total 34 million, or almost half of all American families. According to the *Fortune* study, the greatest increase will occur in the number of families with incomes of \$10,000-to-\$15,000. The number in that bracket climbed from five million in 1959 to 14 million in 1967,

and is expected to reach 22 million by 1975.

Between 1967 and 1975, total real income is expected to rise by more than a third. With the incomes of more and more families passing the point at which spending must go entirely for the necessities of life, however, discretionary income is expected to expand by much more—56%.

Spending for leisure and leisure-related activities rises rapidly as discretionary income increases. A University of Michigan *Survey of Consumer Finances* indicates that the percentage of people buying products for recreation and hobbies rises with income, and so does the size of the expenditure. The survey found, however, that the most frequent buying occurs not in the top income group, but among consumers with annual incomes between \$10,000 and \$15,000—the group that is expected to expand most in the years ahead.

All indications are, therefore, that in the future Americans will have more free time and more money to spend as they choose. Ironically, students of human behavior have come to view the increasing amount of free time available as a problem rather than a blessing. They question whether Americans can learn to cope with their newly found leisure—and especially with the prospect of much more.

SOME RELUCTANCES

The apparent reluctance to accept leisure seems to be

(Continued on Page 13)

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.



a holdover from the Puritan work ethic that urged the earliest settlers in America to use their time productively for the benefit of the community. Not until 1918 did the National Education Association declare that learning to use leisure well was one of the aims of education. Even today, however, most people who are not engaged in economically productive work—those with time on their hands—tend to feel guilty.

In an interview reported by the *New York Times* in 1967, Dr. Alexander Reid Martin, a New York psychiatrist, pointed out that many Americans did not know how to enjoy free-time activities and made them more like work than relaxation. In *Of Time, Work and Leisure*, a study made for the Twentieth Century Fund, Sebastian de Grazia indicates that the only Americans who have ever felt completely relaxed about not working have been hoboes.

BUSINESS AWARENESS

One encouraging sign is that the problems of leisure are recognized and discussed; business itself is becoming more aware of leisure values. At the turn of the century few companies, if any, paid attention to what their employees did in their spare time, although some did arrange "company picnics." Now recreation facilities for employees are coming to be regarded as fringe benefits that can attract and retain valued personnel. Some companies arrange business meetings in resort areas; others offer trips abroad as incentives for dealers and distributors to

sell their products. Unions are also undertaking programs that can help their members prepare to use more leisure well.

Attitudes, too, seem to be changing—if only very gradually. Leisure is being accepted as a meaningful, necessary part of life, and the frequently substantial expenditures made for leisure suggest that Americans are gradually shifting from Puritan standards of self-denial to more self-indulgence. There are indications, too, that Americans in their middle years view retirement, and thus leisure, somewhat differently than did their parents. One observer notes that Americans have already survived a doubling of their free time in the past few decades, and the adjustment has been made so readily that most of them are hardly aware that they have made one. He sees no reason why Americans should not be equally adaptable in the future.

ENTERTAINMENT

In the meantime, an enormous amount of free time is spent at home, and an enormous amount of money is spent for home-centered leisure activities. Annual expenditures for radio and television receivers, records, and musical instruments amount to almost \$7.5 billion; television and radio repairs cost about \$1.3 billion a year. More than \$5 billion goes for books, magazines, newspapers, and sheet music; gardeners spend more than \$1 billion a year for flowers, seeds, and potted plants. Money spent for games, hobby and crafts materials, and

(Continued on Page 24)

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Gulf Enters Food Field With Gasoline-Food Centers

DETROIT—A substantial number of Gulf Oil Corporation service stations will be remodeled and converted to combination gasoline and convenience food centers in a Michigan area experiment believed to be the first of its kind in the nation. If the project is successful, it will be expanded nationally.

The project is being coordinated by Michigan G&S Company, Inc., of

Novi, exclusive franchisors of Extra Kwik Food Marts.

Al Serpa, president of Michigan G&S, and a pioneer in the concept of convenience food stores, said the move is designed to encourage and increase gasoline sales by adding food departments to the stations, allowing consumers to purchase their gasoline and convenience items in one stop.

The combination gasoline and food

centers, to be named Extra Kwik Food Marts, will contain about 3,000 items, about the same number of products as in a free standing store. The marts will be opened 7 a.m. to 11 p.m., seven days a week.

They will carry the traditional Gulf orange and blue colors throughout the outlets decor. The selling and display area will be completely carpeted. The store portion is adjoined with the gasoline pumps by a large attractive canopy.

Extra Kwik will also feature attractive new store equipment and paved parking area for 12 to 16 cars.

Serpa said selected Gulf stations currently in operation which need uplifting and remodeling, will be the target of immediate conversion on a franchised basis.

"It's really two operations in one," Serpa said. "This new idea allows the owner-franchisee to diversify his operation by placing additional items or merchandise through the food store, and help improve his sales picture. At the same time, expenses are reduced by eliminating service or maintenance costs."

The first four stores in the Gulf experiment will soon be opened in Waterford Township, Lake Orion, and two in Royal Oak. An additional 24 combination gasoline and food centers will be newly built or converted within the next two years in the greater Detroit area, Serpa said, or an average of one new one a month.

Serpa named Denver Steel as vice-president and operations manager for Extra Kwik. Earl Holloway has been named office manager. The firm's officers are in the Gulf Oil Building, 40550 Grand River in Novi.

Serpa, 64, was the first to get into the convenience food mart business in Michigan when he founded Bantamart Convenience Stores, a Grand Rapids-based four-store chain, in 1959. He also was the founder and former owner of Quik-Pik Food Stores, a successful 21-store franchised operation in the greater Detroit area, which he sold a year ago.

Serpa has been quite active in food industry affairs. He is a member and former director of the Associated Food Dealers and a former director of the National Association of Convenience Stores.

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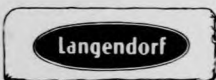
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William Bennett
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Second Vice-President



Sid Hiller
Shopping Center Mkts.
Third Vice-President



Richard Przybylski
Jerry's Super Mkts.
Treasurer

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



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Thomas Joseph
Joseph's Market
Director



Fred Levey
Lindy's Super Mkts.
Director



Bernie Middleman
Grand Value Super Mkt.
Director



Moyed Najor
Publix Super Mkt.
Director



Phil Saverino
Phil's Quality Mkt.
Director



Salim Sarafa
Big Dipper Super Mkt.
Director



George Schleicher
Schleicher's Super Mkt.
Director



John Sfere
Sfere's Epicure Mkt.
Director



Tom Violante
Holiday Super Mkt.
Director

Photos not available:
GEORGE JERRY, C. Jerry's Markets
F. A. KENNEDY, Polly's Super Markets
BEN RUBENS, King Cole Super Markets

THE BELL RINGER

Sid Hiller — Grandma Moses of Food Business

By ALEX BELL

Well, here we are in 1969. It has got to be better than 1968. Anything has to be better than 1968! This is my first column for 1969, and, as usual, it makes its debut at Cobo Hall for the AFD Food Trade Dinner and Installation.

* * *

To those of our readers who (or whom) are reading this at Cobo, welcome and have a good time. To those of our readers that are reading it some place other than Cobo, whyinell did you not attend the Banquet? You missed a real treat!

* * *

We have made some New Year's resolutions: (1) we will not call Salim Sarafa the Tiny Tim of the food business; (2) we will not teach Eddie Acho the fine points of the English



Mr. Bell

language; (3) we will try and find a "pill" for this column; and (4) we will not wear a tuxedo. That's enough for now. (Edeebnote: Party Pooper!)

* * *

If you are one of those people who think we are getting too much government, just imagine what it would be like if we were getting all the government we are really paying for!

* * *

We understand that Ed Deeb is working on a new baby food for his expected addition. It will be half orange juice and half garlic. He claims it will make the baby healthier, and also make it easier to find in the dark. We think this is sheer genius.

* * *

Whenever we see those broads wearing mini skirts we always figure it is time to go into training to be a "dirty old man." (Edeebnote: You don't need any training, Al.)

(Continued on Page 20)



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

**50% or more increase in profit
from the same shelf space**
KOEPLINGER'S FAMOUS BREADS

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

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

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

OUR INCREASED ADVERTISING IS CREATING GREATER DEMAND EVERY DAY



KOEPLINGER'S BAKERY INC.

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

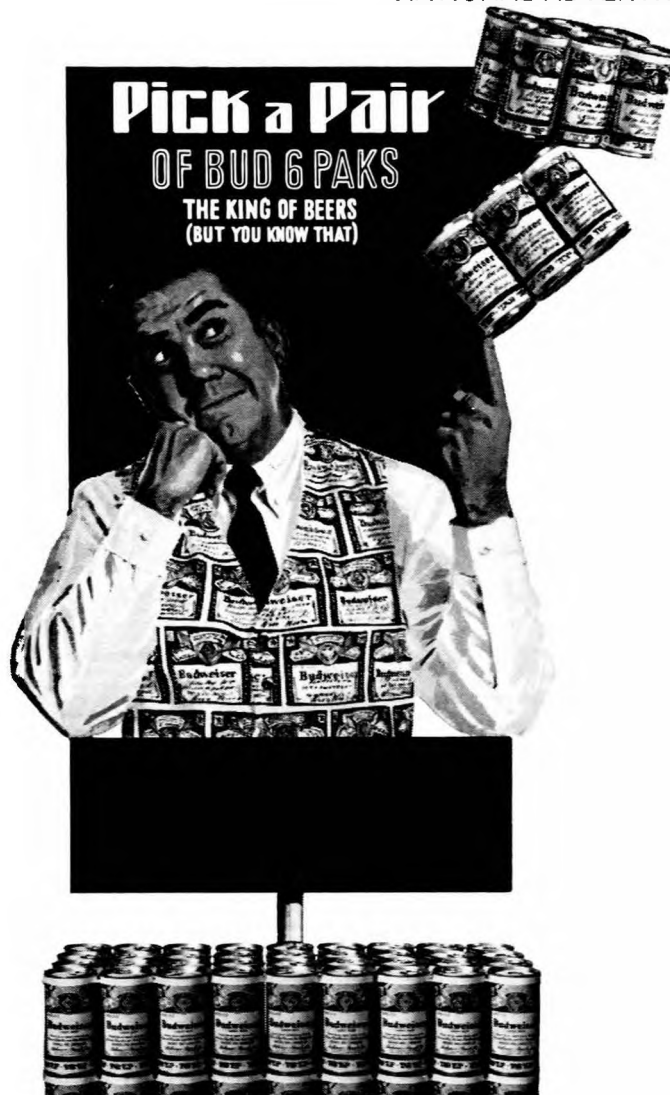
Get set for the biggest beer promotion of them all!

Pick a Pair

FEBRUARY 15 – MARCH 31

Hop on the Budwagon and watch how Pick a Pair pulls for you. Pick a Pair is headed for its 12th straight volume-breaking year. (But you know that.)

- ★ HEAVY TV AND RADIO SUPPORT
(including The Tonight Show)
- ★ LOCAL NEWSPAPER MATS
- ★ IN-STORE DISPLAYS
- ★ PLUS STEPPED-UP BUDWEISER
NATIONAL ADVERTISING



Budweiser.

ANHEUSER-BUSCH, INC., St. Louis • Newark • Los Angeles • Tampa • Houston • Columbus

Memo from Faygo

by
MORTON FEIGENSON
President



A survey of 124 of the 491 major Detroit area supermarkets where Faygo had shelf tenancy throughout last year has found Faygo the No. 1 sales leader in 76; private labels No. 1 in 44, and national brand colas first in 4.

From a chain management view, the significant finding was this: Where Faygo and private label flavors are SYNERGISTICALLY displayed, Faygo products by themselves account for an average of 1.2 per cent of a store's total gross sales and private labels for 1 per cent. This combination represents more than half of the 4 per cent share soft drink departments contribute to the average supermarket's total gross sales.

Thus, the survey reinforces our contention that people really do "play around with figures" when they claim a 60 per cent share of take-home soft drink sales for colas in Faygo's areas of marketing influence. And, shelf allocations in a vast majority of the supermarkets where Faygo products are sold now document the true situation.

* * * * *

Recently, we made our standard root beer more foamy, and added the descriptive term "Draft" in large lettering on the label. Very little taste difference is involved but Faygo root beer sales have since climbed sharply, proving that consumers enjoy a good tasting product more when they are also intrigued by it.

* * * * *

Faygo is greatly concerned about spiraling costs, especially for containers. On the heels of sizeable 1968 increases, makers of metal and glass containers have already raised their prices by approximately another 3-4 per cent this year.

Our pricing structure has long been purposely wedged inside the spread between national brand and private label soft drink prices. Lately, this spread has been getting wider and wider at retail levels.

So, to further strengthen our competitive position, we are accelerating our plant modernization programs and will install new equipment in 1969 that was originally scheduled for installation in 1970.

* * * * *

ALEX BELL

(Continued from Page 18)

Those of our readers who haven't seen the Toledo Scale star, Goody Goodman, lately, you have a treat in store. The lad has a beautiful rug covering the bald spot.

* * *

Hey there George boy, will everything be peace and light in 1969?

* * *

Heard about a local lover who got a note from a girl friend that read: "Noodnik, get in touch with me; bring three rings: engagement, wedding and teething. I have big news for you."

* * *

We have always contended that in-laws are like seeds. You don't need them but they come with the tomato.

* * *

We got a prescription from our favorite faith healer last week and we took the time to figure out what the scribble was. It read: "I've got my \$10; now he's all yours."

* * *

We understand that a very authentic Mexican restaurant will be opening in our fair city shortly. It will be so authentic that you won't be able to drink the water.

* * *

Following in the great tradition of AFD's Jay Welch, Don LaRose and Mike Giancotti, we have another fine president of our association, namely Harvey Weisberg. After seeing Harv conduct the first meeting of 1969, we know he is going to be another winner!

* * *

We never told this one on our child bride, but it has to come out. Her voice was so bad that she was the only person who ever got a letter from Mitch Miller asking her not to singalong.

* * *

Talking about our child bride, every once in a while she comes up with a good one. For instance, this one is hers. The definition of a hippy: Something that looks like a Jill but smells like a John.

* * *

Our child bride and yours truly had a real swinging New Year's Eve. We watched Guy Lombardo on the boob-tube. We understand this is the thing to do if you are in the Geritol generation!

* * *

We understand that Sid Hiller is known as the "Grand-maw Moses" of the food business. Don't laugh, Toulouse Lautrec made it!

* * *

How about it, dear readers, keep those letters coming. Let the AFD know if you are in favor of a minimum markup on beer. Don't sit back and let George do it. You yourself get involved.

* * *

Dear John, that's all she wrote!

*The sound's
the same
door-to-door...*



Pick any highrise
you like in metro-
politan Detroit — walk
down the hall on any
floor and listen. Here's what
you'll hear—the sound of
CKLW-Radio Eight, DETROIT'S
HAPPY SOUND THAT DOMIN-
ATES THE MARKET. In fact: CKLW
Radio delivers twice (that's right,
TWICE), as many HOUSEWIVES
18 to 49 years of age per quar-
ter hour as the next two
Detroit radio stations
combined.*

* Source: American
Research Bureau. The
Detroit Radio Audience,
October 1968

CKLW RADIO EIGHT

* No. 1 with Detroit housewives 18 to 49

50,000 PERSUASIVE WATTS

1450 GUARDIAN BLDG., DETROIT, MICHIGAN 48226

Phone (313) 961-7200

Working Together For Progress

Again in 1969, we would like to extend our congratulations to the Associated Food Dealers and the independent grocers. For 24 years we have been at your service to help you grow in more sales and profits.

On Thursday, Feb. 13, we have scheduled a double-page ad in the Detroit Free Press in behalf of some of our principals. This is another merchandising service to help you sell more products profitably.

Accent
Calgon
College Inn Products
Flavor House Dry Roasted Nuts
Estee Dietetic Candies
Blue Ribbon Amonia and Bleach
Todd Hams and Bacon
Krey Canned Meats
Red Pelican Mustard & Vinegar
Brill's Spanish Rice
S.S. Pierce Fine Foods
Village Inn Flavored Rices

De Crick & Maurer, Inc.

13015 E. WARREN
DETROIT, MICH. 48215
Phone 822-5385

FOOD POISONING SEMINAR MARCH 18

"Food: Handle With Care." is the topic of an all-day conference and panel discussion covering various aspects of food poisoning from botulism to salmonella to be held March 18 at Wayne State University's McGregor Center, Detroit. The conference is co-sponsored by the U.S. Food and Drug Administration's Detroit district and WSU, and is open to the public and industry.

The program is part of "Poison Is No Picnic," an international poison prevention program. Authorities on hand include a biologist, a home economist, public health officials, a microbiologist and a representative from the food processing industry.

Presenting the panel's plan for prevention of poisoning through education

(Continued on Page 36)



QUALITY!



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

"THE TOAST OF AMERICA"

MAGNUSON FOOD PRODUCTS • • DETROIT 1, MICHIGAN
1960 THIRD AVENUE, FAirmont 1-0100



HOUSE OF NON-FOODS


Wayneco Features A Complete Line of:

- HOUSEWARES
- NOTIONS
- BROOMS
- SOFT GOODS
- FRUIT-OF-THE-LOOM NYLONS
- SCHOOL SUPPLIES
- STATIONERY
- HAIR CARE
- TOYS
- PET SUPPLIES
- STORE SUPPLIES
- MEAT WRAPPING SUPPLIES
- PAPER PRODUCTS
- PICNIC SUPPLIES
- CLEANERS

Wayneco Wholesale Company, Inc.

and MICHIGAN HOUSEWARES

4520 Maybury Grand • Detroit, Mich. 48208
Phone 313/894-6300



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.

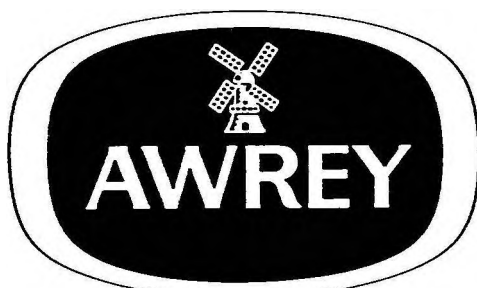
CONTINENTAL FOOD BROKERAGE COMPANY

17501 W. EIGHT MILE RD., DETROIT, MICHIGAN 48235 • Phone (313) 533-2055
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THE PRODUCTS WE WORK FOR:
ADAMS SNACKS
BEST FOODS DRESSING & MARGARINE
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CACKLE BIRDS
CALAVO
CLARK CANDY
FISHER NUTS
FORMULA 409
G & W PIZZA
GEBHARDT MEXICAN FOODS
HABITANT SOUPS
KITCHENS OF SARA LEE
LA CHOY CHINESE FOODS
LIBERTY CHERRIES
M. J. HOLLOWAY COMPANY
RICHARDSON MINTS
RUBY BEE PRESERVES & JELLIES
SKIPPY PEANUT BUTTER

Baked goods buying families love variety

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



SIGN OF GOOD TASTE

LEISURE MARKET

(Continued from Page 13)

do-it-yourself projects probably amounts to several billion dollars annually.

HOME RECREATION

Indications are that by 1975 Americans may be spending \$38 billion a year for home recreation. More people watch television and listen to the radio—sometimes simultaneously—than participate in any other leisure activity around the home. The growth of the television industry in coming years, however, cannot be expected to match its phenomenal post-war rise—mainly because of the high saturation of the market. At last count, 95% of all homes in the U.S. had at least one television receiver, and about 25% had more than one set. The most important development in recent years has been the spectacular increase in sales of color television sets. Distributors' sales of color sets climbed 1.4 million units in 1964 to 5.2 million in 1967. About 28% of all homes now have color sets, and that figure is likely to rise to over 75% by 1975. Even though an increase in the number of households will generate some new demand in coming years, most of the growth of the television industry will be from sales of color television sets and sales of second sets. Product innovation, however, may play a part in the industry's future. Development of battery-powered home entertainment products, for example, could add to the over-all market.

RADIO - TELEVISION

The market for radios is even more highly saturated. Last year Americans owned 188 million radios, or almost one for every man, woman, and child. Including the 64-million automobile radios in use, the total is more than 250 million. Nevertheless, small, portable transistor radios, which exemplify the value of product innovation in well-saturated markets, have spurred sales of radios.

Along with the producers of television and radio sets, broadcasters have prospered. Because revenues depend upon advertising, however, they will be sensitive to changes in business activity, but over the long term the industry is expected to grow at a rate of 8 to 10% a year. Licenses have still to be granted for some VHF (very high frequency) channels in certain parts of the country, and the licensing of UHF (ultra high frequency) channels has scarcely begun. Color programming, which has already increased sharply, should expand further, and broadcasters will ultimately be able to pass on, in the form of higher rates, the costs of color programming and telecasting. In the meantime, most broadcasting companies have already begun to diversify—often into other leisure related industries.

MUSICAL INSTRUMENTS

Sales of musical instruments in coming years will probably exceed the growth rate of the total leisure market. Forty-four million Americans—one of every five men, women, and children—play musical instruments; amateurs own 37 million instruments. Since 1950, sales of musical instruments have almost quadrupled; by 1975,

(Continued on Page 26)



Congratulations

to the

Associated Food Dealers and All Independent Grocers

On Your

53rd 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.

LEISURE MARKET

(Continued from Page 24)

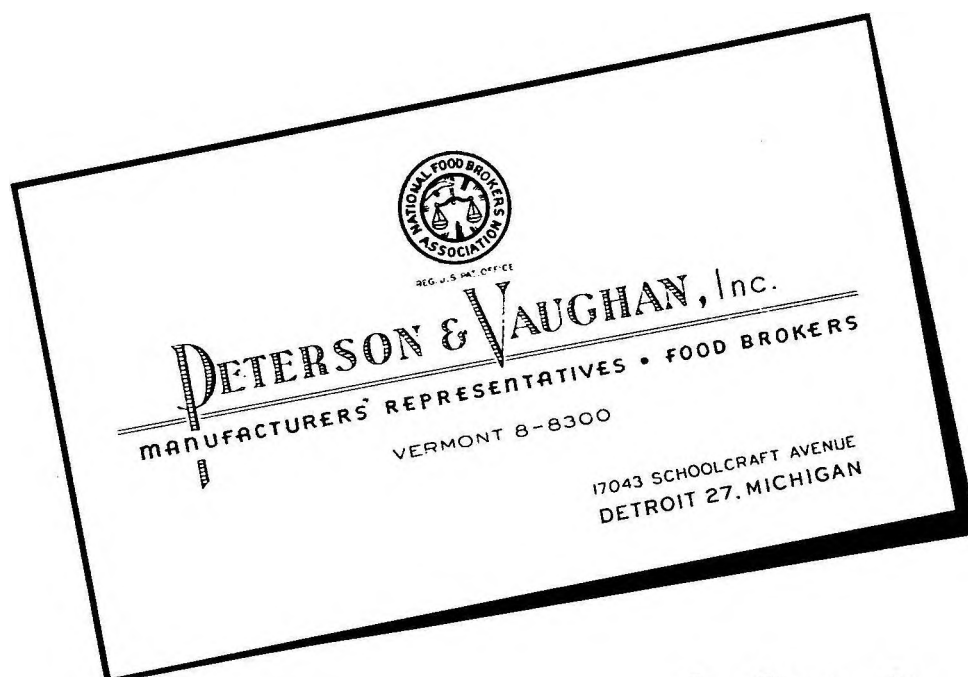
they should increase by at least 50%. Sales of high-fidelity stereophonic sets and tape recorders may grow at exceptionally high rates. Although sales of all kinds of record players have increased in recent years, portable record players have captured an increasing share of the total market. In the years ahead, sales of phonographs may level off as the newly developed tape cartridge accelerates the rise in sales of audiotape recorders.

WHO BENEFITS?

Entertaining at home will probably continue to be a major form of recreation. Among the beneficiaries will

be the purveyors of soft drinks and alcoholic beverages, companies in the snack food business, and producers of all kinds of games and equipment. Emphasis on more creative leisure may contribute to good gains in sales of hobby and crafts materials; expenditures for reading are expected to increase at a rate of about 10% annually in the years ahead. Increasing affluence is permitting more and more families to construct backyard swimming pools. One source believes that swimming pools and accessories may already constitute a \$1 billion market. More families should be able to afford second homes—homes devoted entirely to leisure activities. One trade observer estimates that the number of vacation homes

(Continued on Page 30)

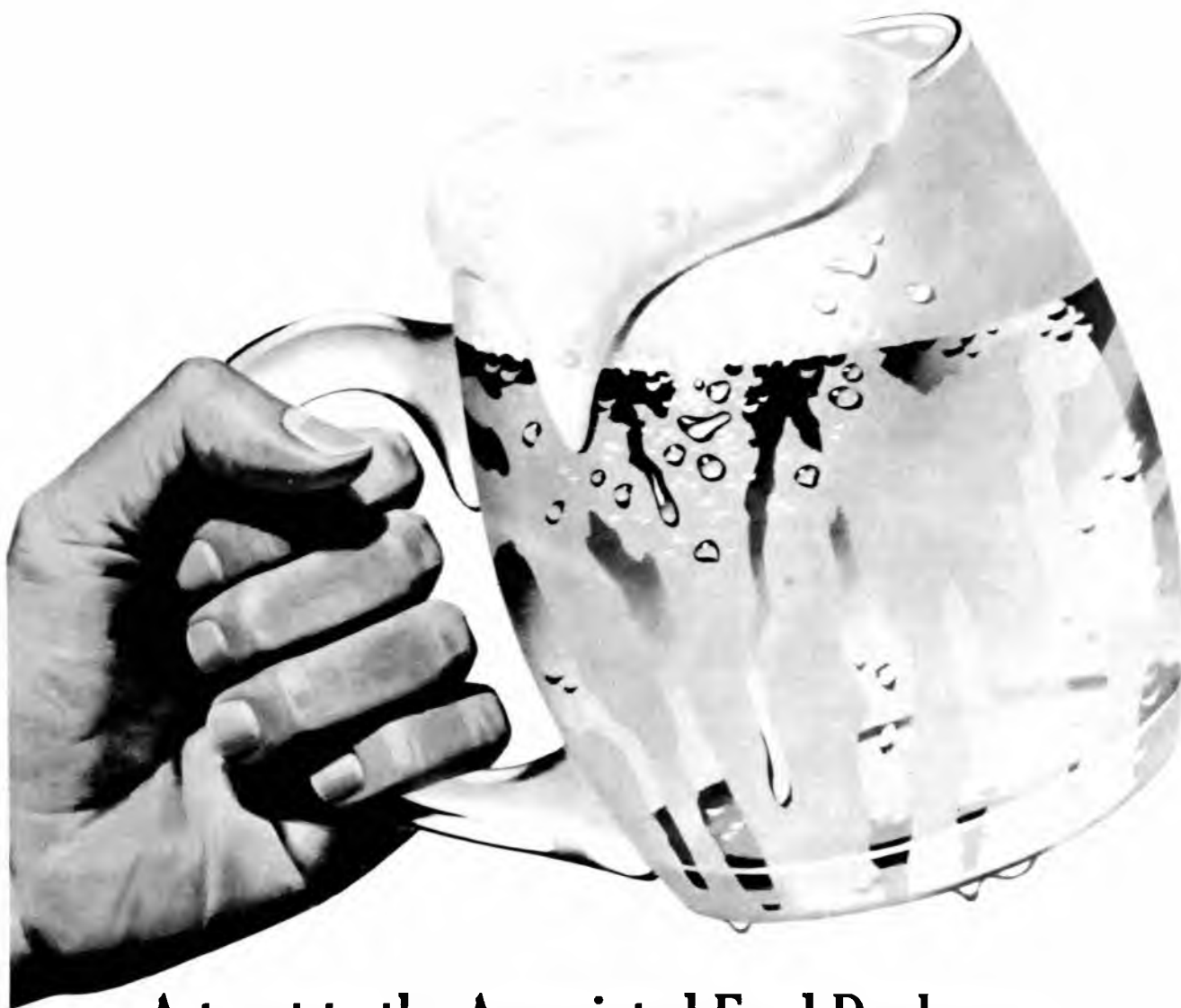


In Detroit



Serving the Detroit Marketing Area for 31 Years with Consumer, Institutional, and Industrial Products.

Welcome Schaffer & Baade, Inc., Ft. Wayne, Ind.; Members G.L.M.A.



A toast to the Associated Food Dealers

Congratulations and best wishes to the Associated Food Dealers of Detroit on your 53rd Birthday from all of us at Hamm's.

We appreciate the support given Hamm's by food dealers of this area.

Good dealers and a good beer are a hard-to-beat combination. You have *proved* you're good dealers, and beer drinkers have indicated their liking for Hamm's.

And no wonder! After all, Hamm's is America's Classic Premium Beer.

© 1969 Theo. Hamm Brewing Co., St. Paul, Minn.



Support These AFD Supplier Members

ACCOUNTING, INSURANCE

Brink, Earl A. (Insurance)	962-7150
Gohs, Inventory Service	VE 8-4767
Peter J. Kiron Agency	Chicago
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
Greenan 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. (Altes)	921-0440
Pepsi Cola Bottling Co.	366-5040
Siroh 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
Harris Crane & Company	538-5151
E. A. Danielson Co.	838-9111
DeCrick & Maurer	822-5385
W. H. Edgar & Son, Inc.	825-0008
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 1-8080
Northland Food Brokers	342-4330
Peppler & Vibbert	838-6765
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	BR 2-2000
Rodin-Hollowell (Commodities)	843-1788
Sosin Sales Co.	WO 3-5335
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 6-5750
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	366-7703

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	962-0439
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kirby Packing Company	831-1350
Kowalski Sausage Co., Inc.	TR 3-8203
L K L Packing Co., Inc.	TE 3-1590
Peet Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4466
Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355

Sam & Walter Provision Co.	TW 1-1200
Spencer, Inc.	931-6060
Ruoff, Eugene Co.	WO 3-2430
Van Dyke Steak Company	875-0766
Wayne Packing Co.	WO 1-5060
Weeks & Sons (Richmond)	RA 7-2525
Winter Sausage Manufacturers	PR 7-9030
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.	341-3974
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	971-3400
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

Glacier Frozen Foods	962-8421
Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaolan's White Food Service	WO 1-6561
Raskin Food Company	865-1566
Sparten Stores, Inc.	455-1400
Super Food Services, Inc.	546-5570
United Wholesale Grocery	834-6140
Vlasic Food, Co.	868-9800
Wayne County Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

AFD 53rd ANNIVERSARY FOOD TRADE DINNER

Tuesday, February 11, 1969

Cobo Hall, Detroit

AFD ALL-STAR ENTERTAINMENT



JOAN SHEPHERD
Leading Vocalist



BUDDY DeFRANCO
Orchestra Leader

THE PROGRAM

INVOCATION:

AL HOPPE

President, DAGMR

EDWARD DEEB

AFD Executive Director

HARVEY L. WEISBERG

AFD President

JOHANNES F. SPREEN

Detroit Police Commissioner

BALLROOM DANCING

ALL-STAR FLOOR SHOW

DOOR PRIZES

Featuring the Fabulous **GLENN MILLER ORCHESTRA**

IN APPRECIATION:

The Associated Food Dealers is most appreciative of the interest, assistance and cooperation offered by many of the food suppliers in planning this, our big event of the year. In particular, we wish to sincerely thank the **Pesi-Cola Bottling Company** for once again so generously hosting this evening's cocktail hour. We extend our thanks also to **Michigan Wineries** for supplying the dinner wine on your tables. Thanks also to **Frito-Lay, Inc.**, supplier of the snacks during the evening. 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, Bonnie Bakers, Borden Company, Faygo Beverage Company, Frito-Lay, Inc., Krun-chee Potato Chips, Fred Sanders Company, Sealtest Foods, Spartan Stores, Inc.,**

United Dairies, Velvet Food Products, Ira Wilson & Sons and Grosse Pointe Quality Foods. We offer our thanks to the **Holden Red Stamps Co.** and to **General Mills** for donating the prizes given away to AFD members and friends. Finally, we wish to thank **Robert Bowlus Sign Co.** for providing the attractive signs and posters for this event, and the **Ford Motor Company** for providing the attractive decorations. We wish to take this opportunity to thank all of our many friends and associates of the food fraternity — wholesalers, manufacturers, processors, brokers and allied distributors for supporting the association. We constantly strive for inter-industry harmony and cooperation, and without your help and support, this banquet could not have been possible.

LEISURE MARKET

(Continued from Page 26)

being built will rise from the present rate of about 100,000 a year to some 200,000 by 1975.

THEATER, ARTS

Despite all the activity at home, admissions to motion pictures and plays, operas, and spectator sports totaled about \$2 billion last year, and attendance is expected to continue rising. Admissions to motion-picture theaters dropped sharply with the growth of television as a mass medium in the 1950's, but have gradually and steadily recovered in the last few years. After years of attrition, the number of movie houses is rising once more; new theaters are now cropping up at a rate of 300 a year, and most are being built in shopping centers. Since 1960, admissions to spectator sports events gained 58%, while admissions to legitimate theaters, opera houses, and concert halls increased by about 61%. Between 1952 and 1962, attendance at the nation's museums rose from 83 million to almost 185 million. In 1965 there were almost 1,400 symphony orchestras in the country, compared with only 839 in 1950. Interest in cultural events is expected to become increasingly widespread.

OUTDOOR SPORTS

Really dramatic gains in coming years will occur in participant activities of all kinds—especially outdoor

sports. According to the Department of the Interior, participation by individuals in outdoor recreation—everything from hiking to surfing—reached a spectacular 6.5 billion occasions in 1965. (An "occasion" is defined as one person's participation in any given sport on one occasion during a calendar year.) The Department predicts that there will be 10 billion sporting occasions in 1980, and 17 billion in the year 2000.

The nation's nine million golfers probably spend several billion dollars a year for equipment, club memberships, greens fees, rentals, and golfing clothes. Spending for equipment alone runs to \$250 million. An estimated 3.5 million tennis players spend \$22 million a year for rackets, balls, and accessories. The nation's 35 million fishermen spend about \$220 million a year for tackle. Government figures show that expenditures made by fishermen and hunters for lodging, transportation, licenses and equipment exceeded \$4 billion in 1965.

SKIING

Skiing is fairly new to this country. The number of American skiers has soared from just 50,000 at the end of World War II to more than four million at present, and they spend hundreds of millions of dollars each year for equipment, travel to the slopes, food and shelter. Water skiing is an even newer sport, but it now has 10 million devotees. Sales of water skis alone amount to around \$25 million a year. The popularity of surfing is

(Continued on Page 40)



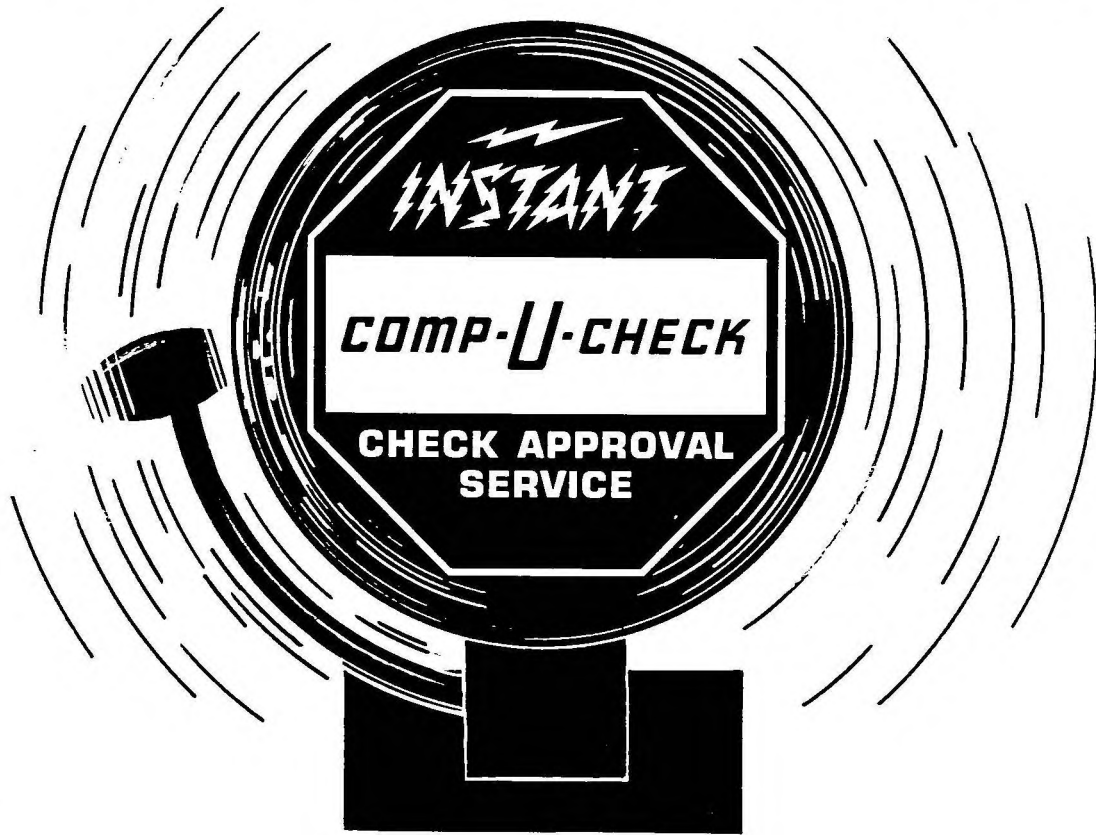
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TAX TOPICS**New 1969 Changes in Federal Wage-Hour Law**

By MOE R. MILLER
Accountant and Tax Attorney

The purpose of this article is to advise you of the change in the Fair Labor-Standard Act resulting from the 1966 amendments that are effective February 1, 1969.

On February 1, 1967, amendment extended the Fair Labor Act to more workers, more retailers and increased the minimum wage for employment already subject to the act.

Annual Sales Volume of \$1,000,000 or more:

1 - Establishments with an annual gross sales volume of \$1,000,000 or more, exclusive of certain taxes, prior to February 1, 1967 began paying a minimum wage of \$1.60 per hour beginning February 1, 1968 and 1½ times the regular pay rate in excess of 40 hours in a work week.

2 - The law does not require extra pay for Saturday, Sunday or holiday work; it is merely based on a 40 hour week.



MILLER

Annual Sales Volume of \$250,000 or more:

1 - The rate of wages is \$1.30 an hour, effective February 1, 1969. The maximum work week becomes 40 hours a week plus 1½ times the regular pay rate in excess of 40 hours in a work week.

2 - Employers brought under minimum wage requirements of the act for the first time on February 1, 1967 are entitled to the wage scale of \$1.30 per hour. In other words, if your sales volume was less than \$1,000,000, but \$500,000 or more on February 1, 1967, you qualify for the \$1.30 per hour rate.

Observations and Comments

The act provides specific exemptions from the minimum wage and overtime pay provisions for employees in certain types of employment. The following exemptions are of a broad and general nature and do not represent all those provided by law.

1 - Executive, administrative and professional employees and outside salesmen.

2 - Retail establishments that makes most of its sales within the state or has less than \$250,000 in annual sales.

(Continued on Page 34)



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**DETROIT
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TAX TOPICS

(Continued from Page 32)

3 - The act will not apply to any establishment which has as its only regular employees, the owner, his spouse, parents or children or other members of the owners immediate family.

4 - **Full-time Students** - Employed in a retail establishment students may be paid 85 percent of the minimum wage, providing a full-time student certificate is obtained. To obtain the form to be processed call 226-6935 and then mail to the District Office, 1910 Washington Blvd., at 234 State Street. The approval for the sub-minimum rate is automatic, but the number of student employees to be approved is limited; as an example, about ten or fifteen percent of the total number of employees employed by you can be the limitation.

CONCLUSION

The child labor provisions in general prohibit the employment in certain jobs of boys and girls under the age of 16. For occupations declared particularly hazardous

or detrimental to the health of children, the minimum age is 18 years. Minors 14 and 15 years old may be employed outside school hours under specific conditions by compliance with state laws.

A two year statute of limitation applies to the recovering of back wages; if there is a willful violation, there is a three-year statute of limitation.

If you have any doubts regarding the act, contact Wage and Hour Public Contracts Division, 16641 E. Warren, Detroit, Michigan 48224 (phone 881-9755); or phone your association office, 542-9550.

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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SEMINAR

(Continue from Page 22)

will be Dr. Harold Rossmore, professor of biology, WSU, the panel chairman; assisted by June Sears, extension agent for Michigan State University.

Registration opens at 9 a.m., March 18, and costs \$2. Luncheon reservations should be made in advance by phoning Mrs. Diane Place of the FDA, at 226-6273.

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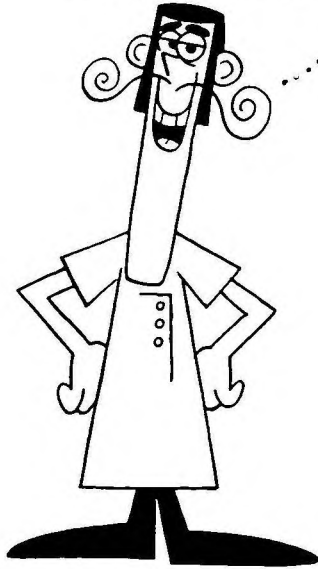
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Members of AFD not already in the Blue Cross-Blue Shield health-care program may call the AFD office at 542-9550 for full details on participation. If you are not a member of AFD, you may call for information on joining the Association and receiving the full benefits of Blue Cross and Blue Shield. But call soon. Registration opens March 10 and closes April 1. Coverage starts June 1.



*Call the AFD office
for full details!*





DAGMR ON PARADE — Members of the Detroit Association of Grocery Manufacturers' Representative pose in front of Hiram Walker & Sons plant in Windsor, following a recent tour of the firm's facilities. Can you identify the faces?

AFD Office Staff



MISS NANCY GERLACH
Office Secretary



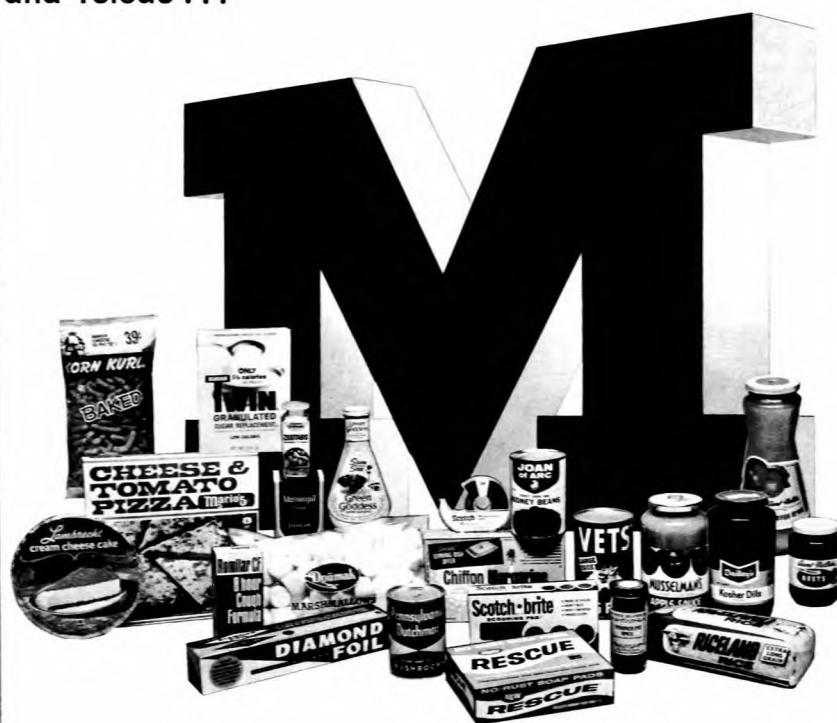
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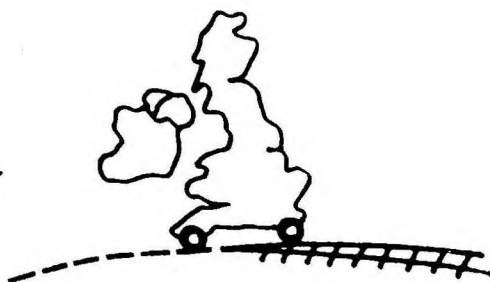
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July 20-Aug. 3, the dates. A repeat of last year's successful AFD tour, by popular request. Spend four days in Las Vegas, seven days in Hawaii, and three days in San Francisco. Total cost, including air fare, \$499 per person, plus \$19.50 tax. (If you wish meals included, add \$100 per person.)



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SUSTAINING MEMBER

LEISURE MARKET

(Continued from Page 30)

also a recent phenomenon; yet surfers bought \$12 million worth of surfboards in 1967.

With the number of Americans in the 15-to-29-year age group expected to increase by more than 12 million between 1968 and 1975, makers of just about any kind of sporting goods and equipment can expect to benefit. Richard E. Snyder, economist for the National Sporting Goods Association, estimates that over-all purchases of archery equipment, baseball goods, bicycles, fishing supplies, skates, and tennis equipment will each increase by 8 to 10% this year alone. He estimates that purchases of golf equipment will rise by 13%, billiard and pool tables by 16%, equipment for winter sports by 21%, and hockey goods almost 26%. Only one decline is indicated — an 8% drop in purchases of bowling balls. By 1975, sales of equipment for archery, golf and tennis may have risen by 50%, those for billiards and hockey may be almost double the present level, and sales for winter equipment for winter sports may have more than doubled.

(Continued on Page 42)

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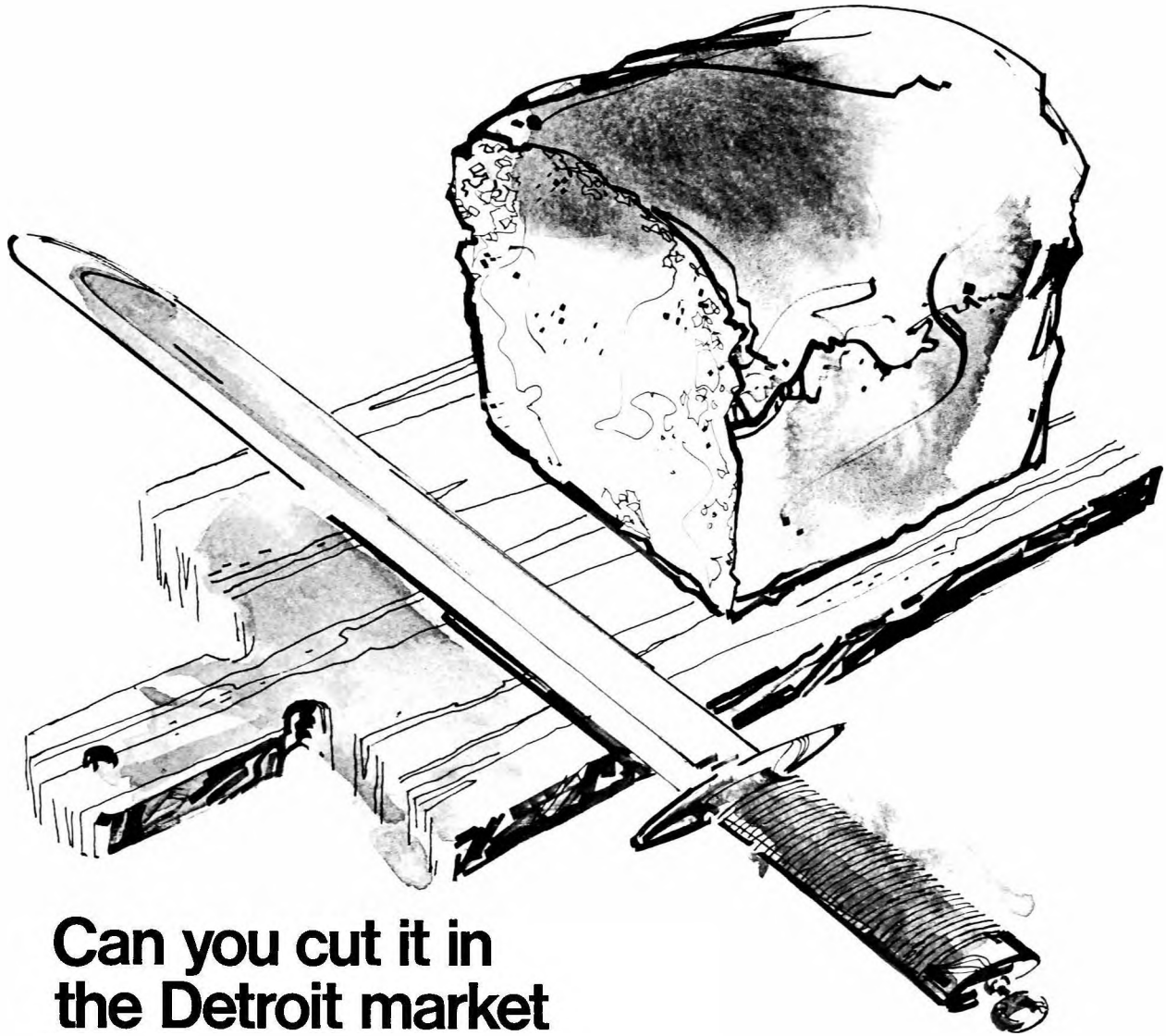
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LEISURE MARKET

(Continued from Page 40)

BOATING

Americans seem to have a decided preference for water-related recreation. That preference and rising income have drastically altered the boating market. In just two decades, spending for boating goods and services has climbed from \$905 million to almost \$3 billion, and about eight million Americans now ply the nation's waterways in their own craft. Despite that enormous growth, boating appears to have still further to go, although most observers doubt that the industry can duplicate its recent fantastic rate of expansion in coming years. Sales are expected to continue rising for the next decade, however, when the number of potential boat-owners will increase, the replacement market will grow, and boatowners will indulge their inclination to trade up.

As the number of boats has increased, demand for various supporting services has spiraled, and will probably grow faster than will sales of boats. Most of the 3,500 marinas in the country today have been built since the late 1950's. Demand for boating goods and services could increase by 50% to a \$4.5 billion business by

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1975. By the mid-1970's the pleasure-boat industry could be catering to 59 million people, compared with 40 million today.

NATIONAL PARKS

Americans are also finding respite in the "great outdoors." The number of visitors to national parks and monuments, historical sites, and recreation areas soared from 37 million in 1950 to 133 million in 1966, and government studies suggest that the number will exceed 200 million by 1975. During the next decade, federal, state and local agencies will probably spend at least \$15 billion to maintain, enlarge, and equip public recreation lands. Along with their awakened interest in the outdoors, Americans' interest in camping is flourishing. In short order, the market for camping gear has risen to \$2 billion a year.

CAMPING

According to the National Sporting Goods Association, more than \$70 million will be spent this year for tents and over \$50 million for sleeping bags. Campers and picnickers have also pushed sales of lanterns, heaters, cooking equipment, stoves, coolers, and vacuum jugs to unprecedented levels. Campers and tourists have also been responsible for the explosive growth in demand for travel trailers, truck-mounted campers, camping trailers, and mobile homes. Most of the expansion in sales of those vehicles has occurred in the last decade or so. According to the Recreational Vehicle Institute, production of such vehicles rose almost 300% and retail sales almost 400%.

(Continued on Page 44)

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MEMBER OF ASSOCIATED FOOD DEALERS

LEISURE MARKET

(Continued from Page 43)

from 1961 through 1967; and those gains appear to have been just a start. By 1980 shipments are expected to almost quadruple.

PRIVATE AIRCRAFT

Americans have also taken to the air for fun. The Aircraft Owners and Pilots Association reports that of the 600,000 airmen in the U.S., about 250,000 are private pilots who fly about 120,000 private aircraft. Last year 13,577 private aircraft were sold for \$445 million. Some observers believe that sales of small planes may begin to climb sharply in the next year or two.

PHOTOGRAPHY

At home or away, indoors or out, Americans are taking more and more pictures for their photograph albums or slides files. Estimates are that amateur photographers take still pictures at a rate of 85 a second, for an annual total of 2.7 billion. More than 50 million cameras are now in use, and amateur photographers are said to account for somewhat more than one-third of the \$3 billion market for photographic goods and services. The projected increase in the young adult population in the next 10 years is likely to swell the ranks of amateur photographers, for children and family groups are the subject of about half of all pictures made by amateurs. The industry is also increasing its opportunities for growth by developing and marketing a stream of simple, easy-to-operate cameras.

TRAVELING

The entire travel market — within, to, and from the U.S. — seems destined to soar as Americans find more time and more money to satisfy their wanderlust. We believe that the \$39 billion now spent for travel each year could rise to as much as \$70 billion by 1975. Of the total sum that Americans will spend for travel this year, \$32 billion will be used for domestic pleasure travel and more than \$5 billion for travel in foreign countries. Residents of other nations will probably spend more than \$2

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billion for travel in the U.S. Among the beneficiaries of the growing amount of travel are automobile service and rental companies; travel associations, travel agencies, and credit card companies; and producers of luggage, apparel, and all the incidentals used by travelers. Hotels and motels and restaurants, of course, will be primary beneficiaries.

Most trips made in America are to the house of families and friends, to places of historical interest, or to vacation areas or resorts. Most Americans go by car, but they also use planes, trains, and buses. Most stay at motels, although some stay at hotels or sleep in tents or travel trailers. Most eat at motel restaurants, informal restaurants, or outlets that provide quick service, reasonable prices, and plenty of parking space. Foreign visitors, on the other hand, are more likely to travel by common carrier, stay at hotels, and eat in downtown restaurants.

LODGING

Motels, once places to stay en route to a destination, are frequently the destination today. One study has estimated that about 65% of the pleasure travelers who use motels are merely stopping overnight, but that about 35% are staying for two or more days. To attract vacationers, many motels have added recreation areas and entertainment facilities; they offer package rates on slow weekends, and they even encourage local residents to use certain facilities such as swimming pools. Some motels make golf courses, horseback riding, tennis courts, and boating and fishing facilities available to their guests.

Foreign companies receive most of the money spent

(Continued on Page 46)

Best Wishes to the Associated Food Dealers



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SUSTAINING MEMBER

LEISURE MARKET

(Continued from Page 45)

by Americans who travel abroad, but numerous American companies are finding means to capitalize on that spending. American hotel chains, for instance, began to expand overseas in the late 1950's, and some airlines are building hotels overseas. American-owned hostels in foreign lands often do better financially than do their domestic counterparts; in addition to serving American tourists, they attract a local clientele.

DINING OUT

Restaurants, too, are likely to benefit from the increasing amount of travel in America. In addition, more money is spent each year for food prepared outside the home — quick snacks, take-out meals or specialties, and com-

(Continued on Page 49)

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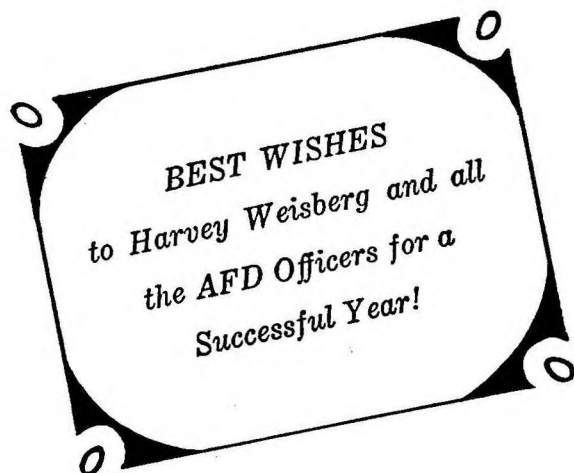
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LEISURE MARKET

(Continued from Page 46)

plete meals in luxury restaurants. According to one spokesman, the average American now eats one of every four meals away from home, and he will eat one of every three meals away from home by 1975. Restaurant chains are commanding a growing share of the market; their sales have been growing at a rate of 15% per year, compared with 8% for the restaurant industry as a whole.

LEISURE TIME

All indications are that the over-all leisure market will keep on growing. We believe that it will reach \$250 billion by 1975. What is more, we believe that leisure will be the dynamic element in the domestic economy in the 1970's and that it will even outperform the economy.

Not all segments, however, will match the growth forecast for the over-all leisure market. That most Americans will have the time and money to pursue whatever activity they choose seems almost certain. The choice, however, will be partly determined by the age distribution of the population, by its educational background and social values, and by the goods and services offered in the marketplace. The rapid increase in numbers of young adults will undoubtedly swell participation in active sports, and recreation will probably be increasingly family-oriented. Any number of surveys place "spending more time with the family" near the top of lists of things peo-

(Continued on Page 52)

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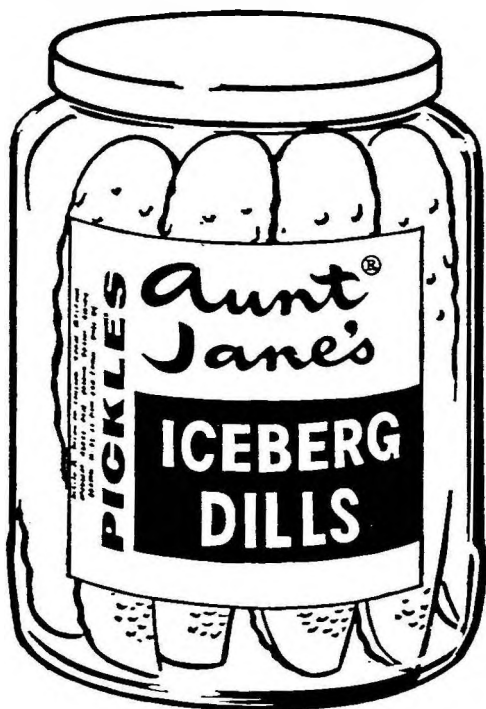


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LEISURE MARKET

(Continued from Page 49)

ple would like to do if they had more time. Rising levels of education suggest that interest in cultural pursuits will broaden.

Manufacturers of goods and purveyors of services will continue to experiment, and any innovation that catches the fancy of consumers or marketedly improves the quality of a product could spur demand. At any time, various segments of the market may be competing with each other. This, growth of individual segments of the market can be expected to vary less than average to well above the norm for the whole. Therefore, investing in the leisure market could yield rich rewards in years to come. Investing in leisure can be complicated, however, and commitments must be made with care. The diversity of the market makes it difficult to achieve participation on a broad scale. Many companies specialize in a narrow line of products and cater to only a small segment of the market. In some instances, however, that situation is changing; a number of companies have been diversifying. Therefore, a company must be evaluated within the framework of the market it serves and on the basis of its efforts to capitalize on potentials in other segments.

In addition, the choice available to investors is limited because so many companies serving leisure markets are privately held. Of the 1,500 or so record producers, for example, less than a dozen are publicly held companies,

and a few are subsidiaries of major corporations. A privately held enterprises prosper, however, many are likely to offer their shares to the public or to become take-over candidates for acquisition-minded companies.

Participating in the leisure market is, of course, no guarantee of success. Competition among companies in a single field can be expected to increase and, in some circumstances, could become intense.

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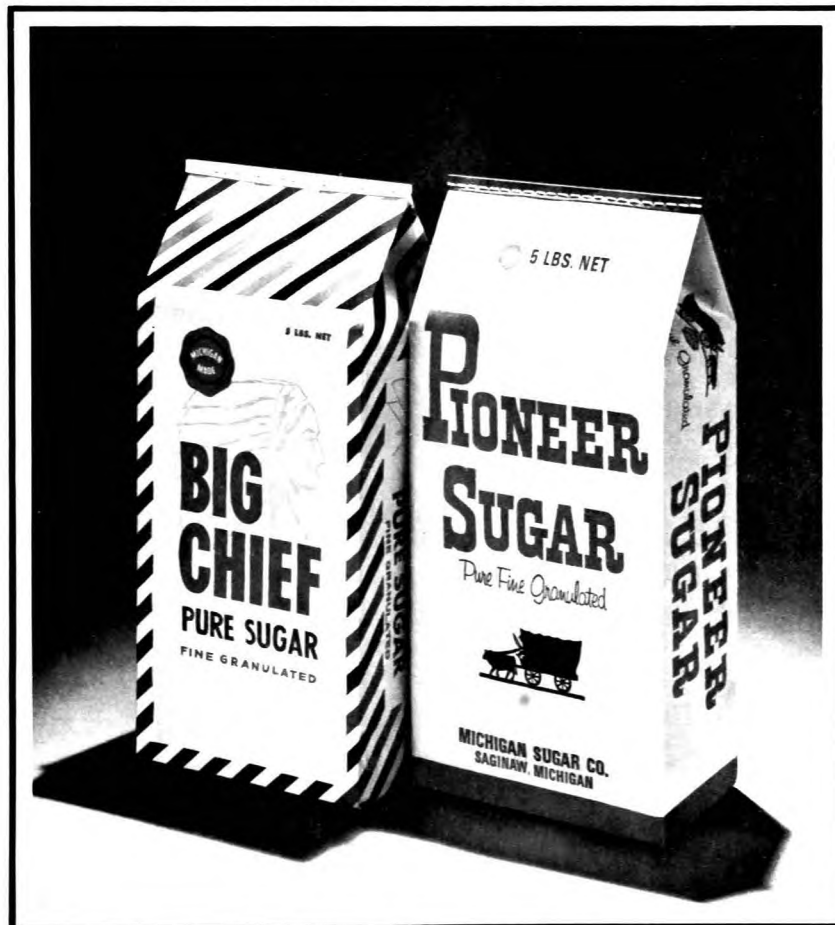
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VENDOR CRIMES

(Continued from Page 3)

More than a dozen proposals were made, including the possible adoption of script to replace the use of cash collections, special credit cards, restricted delivery hours, and the use of off-duty police officers to "ride shotgun" with delivery drivers.

The four-point program includes: Installation of steel safes in the vehicles with signs; requirement that all deliveries be made to the store front, rather than optional alley deliveries; requirement that all drivers must put all payments into the safes above a stipulated amount; and opening up a direct communication to the Burglary and Breaking and Entering division of the Police Department. All trucks equipped with the safes, which will be bolted or welded to the truck, will carry exterior signs announcing that the collection money is deposited into a "theft-proof" safe.

Members of the executive committee included: Edward Deeb, Associated Food Dealers; Tom Turner, AFL-CIO; Morris Coleman, Teamsters Local 337; Henry Kozak, Kozak Distributing Company; Howard Cockran, Michigan Bank; Ross Corbit, Hiram Walker and Son and chairman of the police committee of the Greater Detroit Chamber of Commerce; Inspector Ted Sienski, Detroit Police Department; Russ Lash of the Chamber; and Dwight Havens, Chamber president.

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