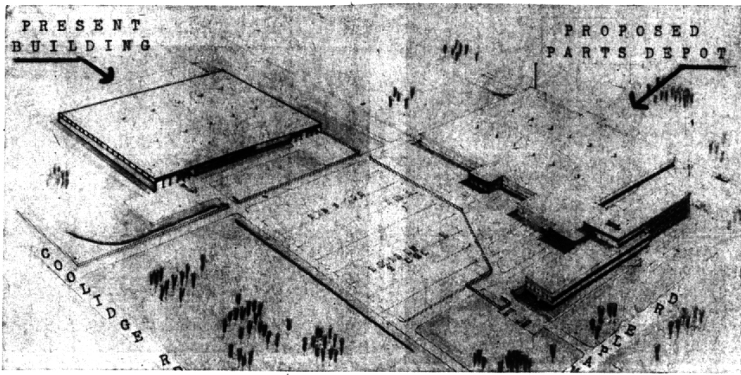


BUSINESS BRIEFS



Ford Tractor Parts Depot Moving Here

From its present Lincoln Park location, Ford Tractor division's national parts depot is being moved to Troy. Approximately 200 persons will be employed there. The depot

will be constructed to the south and east of the division's general offices on E. Maple at Coolidge (see sketch).

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New Manager

Robert E. Schwab has been appointed manager of employee relations for the Detroit Edison company. The appointment was announced today by Edison vice-president Sylvester F. Leahy. Schwab, 45, earned a degree in business administration at Miami University, Oxford, Ohio, and has attended special business management and executive training courses at the University of Michigan and Columbia university.

Want a good used car? Look in the Classified columns under "For Sale—Automobiles."

Kroger Executives Head Door-to-Door Area Quiz

If an energetic gentleman with a big smile drives up to your door in a horse and wagon and tells you he is the president of the nation's third largest food chain, don't worry—he hasn't flipped his lid.

The doorbell-ringer will be Joseph B. Hall, president of the Kroger Co., who is in Detroit this week to head a team of 300 Kroger executives, each of whom plans to ask 100 Birmingham area homemakers what they like in supermarkets. That's a total of 30,000 doorbells.

HALL AND C. Gar Tallia, vice president of the Kroger Detroit division which operates stores in this area, aren't promising how long they will stick with the Old Dobbins-model transportation.

It's a replica of the peddler wagon used by the company's founder, B. H. Kroger, when he owned one small store on Cincinnati's riverfront. It symbolizes the program's spirit of return to direct communication between consumers and merchants.

"This program is not research in the ordinary sense," explains Hall. "It is more an effort to personalize our approach to food selling... to allow our deskbound executives to hear from the customer herself what she wants and

needs in a food store."

Homemakers will be rewarded for chatting with Kroger executives with gifts and merchandise coupons—and it doesn't matter whether their opinions are favorable or unfavorable.

THE PROGRAM is informal considering its size. Homes are being picked at random in areas served by stores, and Hall, Tallia, et al. will just walk up and start talking, "over the back fence" as it were.

No formal questionnaire—just an opportunity for homemakers to tell the businessmen how food companies can help make the task of feeding families easier and more enjoyable.

The calls planned in Detroit are in a sense an extension of a long-time Kroger program.

FOR MORE than a quarter of a century, Kroger has been calling on its "Homemakers" Reference committee for advice on how to improve products or to give their opinion of new items.

The committee includes 1,000 typical homemakers from throughout Kroger's 20-state area who together represent an "average" Kroger shopper.

Samples of products in code-marked packages are sent to Committee members who test them in their own kitchens and report their reactions.

Detroit was selected to spearhead the new program because it is an aggressive, growing market and the Kroger division here is the largest in the company.

One hundred retail stores are operated in this area from division headquarters at 12701 Middlebelt Road, Livonia.

Sitta Promoted By Knorr Radio

Fred A. Knorr, president of the Knorr Broadcasting Corp., has appointed Charles J. "Jack" Sitta, 3423 Buckingham, Birmingham, well known Detroit radio sales executive, to the office of vice president in charge of national sales. It was announced today by Walter Patterson, executive vice president of the firm.

Sitta launched his radio career in Detroit in 1946, and joined the Knorr Corporation, which operates Detroit station WKMH and four other Michigan radio stations, in 1952 as a sales representative.

He was also given the assignment of starting Michigan Spot Sales, Inc., an advertising sales firm now representing twenty radio and two television stations. Sitta will continue as president of Michigan Spot Sales.



Attends Seminar

A Franklin man is among 21 executives of American business and industry who have been selected to take part in a special 10-week seminar in advanced industrial management at the Massachusetts Institute of Technology. Attending the course under auspices of General Motors is E. J. Premo, 26880 Willow Green, Franklin, executive assistant chief engineer of Chevrolet Motor Division.

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