



THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

AUGUST, 1968



The Grapes of Whine

The year 1968 will go down in food field history as the year of the grape. Although the attempted boycott of grapes was intended to be against growers in California, it placed the food retailer smack dab in the middle of the dispute, and has thus created quite a controversy. (See Editorial, Page 15.)

Are you discouraging good customers with this sign?



According to reliable estimates, as high as 75% of the total retail sales in the United States, last year, were paid for by check. You are losing out on your share of this substantial business if you

have a "no check cashing" policy. But you can change that. Because now the big objection to offering this important customer service has been eliminated.

Now you can encourage those good customers—and protect yourself from the bad ones—with Comp-U-Check.

Comp-U-Check is a new computerized check verification service that offers you low-cost, easy-to-use help in making check cashing decisions. Comp-U-Check makes it possible for you to cash checks—and still be free of worry about NSF's, forged checks, stolen checks, and forged identification.

Comp-U-Check enables you to verify checks instantly, confidentially, as easily as making a phone call.

If you knew which check passer had a record of NSF's or was wanted for forgery or was showing you false identification or was trying to cash a stolen or forged check, you would have no problem. This is the information our computer has on file to help you make your check-cashing decisions. . . . derogatory information pooled from subscribers, public agencies, banks, business associations and other reliable sources. You simply dial a Comp-U-Check operator on your regular phone. In seconds you have access to this large pool of information about bad checks and bad check passers.

Comp-U-Check service is available for as low as \$4 a month.

For \$48 a year (for 120 inquiries) Comp-U-Check information

*invitation to good check cashing customers . . .
warning to bad check passers!*



COMP-U-CHECK, Inc

service is available to you. And, of course, if you require more inquiries, Comp-U-Check can handle them. There is a Comp-U-Check plan to fit any size retail store or service.

Isn't it time you ripped down the NO CHECK CASHING sign and opened the door to increased business? Do it NOW!

Every day, throughout most of Wayne, Oakland, Macomb and Washtenaw counties, retailers both large and small are subscribing to this valuable new service. Let the Comp-U-Check emblem on your door invite the good check cashing customers inside and act as a warning to the bad ones.

Call 255-2800 or mail coupon NOW!

Comp-U-Check, Inc.
19225 West Eight Mile Road
Detroit, Michigan 48219

Rush me all the facts on Comp-U-Check.

Name

Company

City State Zip



SIGN MEN are shown above putting the finishing touches on the attractive new sign of the Big-A Super Market in Oak Park. The new unit is owned and operated by Henry Lewin.



BROTHERS Don and Tony Zerilli, owners and operators of the new Big-A Super Market, Birmingham, pose in front of their newly opened store.

First Big-A Units Open In Oak Park, Birmingham

The first two units of Big-A Super Markets, a new voluntary franchise operation of Abner A. Wolf, Inc. opened its doors at grand opening celebrations. One is located at 23101 Coolidge, Oak Park; the other at 1855 S. Woodward Ave., in Birmingham.

The Oak Park Big-A store, a 12,000 square-foot unit, is owned and operated by Henry Lewin, a former Allied employee. In addition to the regular store departments, Lewin features a specialty Kosher foods section. The store, formerly a Packers Super Market, employs about 30 full and part-time workers. Store manager is Ramzi Gergis, formerly an Allied employee. Both stores are members of the Associated Food Dealers.

The Birmingham Big-A store, which also measures 12,000 square-feet in area, is owned and operated by brothers Don and Tony Zerilli. The store features parking for about 400 cars. The new Big-A contains all the regular departments and features first-class produce and meat sections. Meat manager is Gus Hoyt, while Larry Thompson is produce manager.

Both of the new Big-A stores were well received and busy during the first week's grand opening celebration.

Robert K. Liston, assistant general manager at Wolf, heads up the Big-A operation.

Lewin, said he was quite pleased with the opening day turnout of customers. "We hope to increase our business by offering our customers quality merchandise at competitive prices," he told The Food Dealer. Lewin's store is part of a busy shopping center at Coolidge and Nine Mile.

The Zerilli brothers, in the food business since their youths, are determined to bring back warmth, friendly service and good values to their customers.

"We're got good people here," relates Don Zerilli. "We intend to offer our customers personalized service through alert employees." The brothers have both been with Allied over 16 years prior to opening the Big-A stores. They hope to open additional units in the future.

DAGMR Golf Outing Sept. 11

The Detroit Association of Grocery Manufacturers Representatives will hold its Stag Fall Golf Outing at the Glen Oaks Golf Club September 11, it was announced by DAGMR president, William DeCrick. At the same time DeCrick announced that DAGMR's annual Trade Dinner will be held Oct. 15 at the Latin Quarter.

Spartan Stores Re-elects Officers; Adds New Vice-President Position

GRAND RAPIDS—Spartan Stores, Inc., an AFD member, has announced that its officers were re-elected to their posts for another year. They are as follows: William McConnell of Kalamazoo, chairman of the board; Glen Catt, Gaylord, vice-chairman; Joseph G. Foy, Grand Rapids, president and chief operating officer; Raymond M. Dutmers, Grand Rapids, executive vice-president; Stanley Levandowski, Lansing, secretary; and Sharron Burnham, Cutlerville, treasurer.

A new position of vice-president of finance was created by Spartan. Gene E. Morrison of Grand Rapids and former comptroller of the firm, was newly elected to the post. Morrison, a graduate of the University of Michigan and holder of a CPA certificate, has been with the company since 1959.

Wettenstein To Head U.F. Drive For 1968

Benjamin S. Wettstein, executive vice-president and general manager of Abner A. Wolf, Inc., an AFD member, has been named the 1968 general chairman of the food industry segment of the United Foundation Torch Drive campaign. Following his appointment, Wettstein named the following individuals as chairmen of various related committees:

Paul Inman, of Paul Inman Associates, food brokers division; Dan Carpenter, Borman Food Stores, supermarkets; Gene McAllister, Chatham Super Markets, local manufacturers; Carl Hofsten, Bronte Wines, beverages; Robert Tice, Sealtest Foods, dairies; Robert Simonson, Farm Crest Bakeries, bakers; Werner Ousten, Great Markwestern Packing Co., packers; Leonard Levitt, Allied Supermarkets, national manufacturers; Arthur Bormak, sausage makers; Norman Fitzpatrick, Kroger, carlot receivers; and Marshall Lowenstein, Lowenstein Poultry & Game, fish and poultry team.

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

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

THE FOOD DEALER

Volume 42 — Number 6

Copyright, 1968

**Official Publication of
THE ASSOCIATED FOOD DEALERS
OF GREATER DETROIT**

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

EDWARD DEEB, *Editor*
CARL LICARI, *Advertising Manager*
LOUISE LUCAS, *Office Secretary*
JOAN SENA, *Insurance Secretary*

Officers—1968

MIKE GIANCOTTI, *President*
Auburn-Orchard Markets Utica
DON LaROSE, *Chairman*
Food Giant Super Markets Hazel Park
JAY WELCH,
Chairman, Executive Committee
Hollywood Super Markets Royal Oak
SALIM SARAFI, *First Vice-President*
Big Dipper Market Detroit
ALLEN VERBRUGGE, *Second Vice-President*
Verbrugge's Food Market Grosse Pointe
WILLIAM BENNETT, *Third Vice-President*
Quik-Pik Stores Warren
RICHARD PRZYBYLSKI, *Treasurer*
Jerry's Food Markets Wyandotte

Trustees

ALEX BELL, *Chairman*
Village Food Market Grosse Pointe
JOHN GEORGE, *Food Firm Market* Detroit
AL WYFFELS, *Albert's Fine Foods* Detroit
EDWARD DEEB, *Executive Director*
GEORGE BASHARA, *Legal Advisor*

Directors

EDWARD ACHO—J. A. Super Market Detroit
LAFAYETTE ALLEN—Allen's Supermarkets Inkster
SIDNEY BRENT—Kenilworth Super Market Detroit
SAM COSMA—Atlas Super Market Pontiac
REUBEN COTTLER—Dexter-Davison Markets Oak Park
SAM FINK—Great Scott Super Markets Detroit
THOMAS FOSTER—Sunny Side Markets Dearborn
SID HILLER—Shopping Center Super Markets Southfield
GEORGE JERRY—C. Jerry's Super Markets Port Huron
MANUEL JONA—Food Center Market Berkley
THOMAS JOSEPH—Joseph's Market Detroit
DAVID KHAMI—Handee Super Market Inkster
PHIL LAURI—Lauri Bros. Super Market Detroit
FRED LEVEY—Lindy's Super Markets Detroit
CARL LICARI—Licari's Super Market Ferndale
CLAYTON LILLY—Helm & Lilly Market Ferndale
ED MAGRETA—Berkshire Food Market Detroit
RAY MARTYNIAK—Ray's Prime Meats Trenton
BERNIE MIDDLEMAN—Grand Value Market Detroit
GUIDO SALTARELLI—People's Super Markets Pontiac
BEN RUBENS—King Cole Super Markets Detroit
PHIL SAVERINO—Phil's Quality Market Detroit
GEORGE SCHLEICHER—Schleicher's Market Detroit
HARVEY WEISBERG—Chatham Super Markets Detroit

The Sounding Board

To The AFD:

I greatly appreciate hearing the comments of Ed Deeb, Associated Food Dealers executive director, on the Lou Gordon Show, Sunday evening, Aug. 25, with regard to the illegal grape strike being perpetrated upon the workers in California.

While he really did not get into the intricacies of the strike itself, his emphasis upon the consumer being the real loser was most noteworthy. Personally, I do not want the Mayor of Detroit to speak for me, nor the Archbishop. If I was to boycott a certain product, I shall do so on my own. I at least want the choice and do not want the major food chains to withhold any product from their stores simply because of pressure from very dubious sources indeed.

Further, once this so called union gets its foot in the door, what then will be boycotted. Food for children? I appreciate the association's stand on the matter and wish Mr. Deeb and your organization well. Please continue to speak for the consumer.

Mrs. Katherine Gitre
Food Consumer
Detroit

Regardless of why the Associated Food Dealers has taken its present stand (opposing the grape boycott of stores), I agree with your statement that the consumer should have a right to choose what to buy. Since the basis for both the strike and the grape boycott are unclear, I am not for either side — the grape pickers or the grape growers.

This much however, is clear: When I want to buy grapes I'll hunt around until I find a store selling grapes and anyone that tries to stop me from picking grapes off the counter will have to use force.

Mrs. Shirley Grossman
Food Consumer
Detroit

I hope the Associated Food Dealers can make good use of the enclosed flyer, so at least you will know that we the public are catching in to this subversive activity. Our group has been distributing copies of the enclosed flyer at our church. Perhaps the growers should start suit against the archdiocese (as long as the church got involved in this).

Mrs. A. MacLachlan
Food Consumer
Detroit

The enclosed flyer, titled "The Truth About The Grape Strike," reads as follows:

"Americans, do not be misled! The grape pickers are not on strike. The 1200 members of the Agricultural Workers Freedom to Work Association has issued this statement: "We are the true farm workers. We have never

walked out of our jobs. Chavez does not represent us and we are not starving. We are content with the progress we have made in the past without the Chavez organizing committee which has only caused us anguish during our working hours and our time at home. We deeply resent the support of our Catholic Church to the Cezar Chavez movement. We feel it is our constitutional right to be able to work for whom we choose without harassment and intimidation from the Church, the government, and self-appointed Cezars'

"All the leftwingers in the country are united behind Chavez and his revolutionaries, financed by anti-poverty funds and union money. Outside agitators have been brought in to create the illusion of a strike!

"If successful, the boycott of California grapes will throw thousands of grape pickers out of work and eventually force growers into other fields. Is this genuine concern for the poor? Will this herald a new era of control by powerful forces over American food production? We urge you to buy California grapes and help stop this boycott so that the grape growers, refugees from a strife-torn Europe following World War I, can continue to earn their living and live in peace along with their fellow workers.

"Perhaps Californians will boycott Michigan products!

"Farmer Jack's was the first to surrender your right to buy grapes, due to great pressure. Demand that other stores stand firm! Defend the American free enterprise system! Your job might be next! Your business might be put out too!

"BUY CALIFORNIA GRAPES."

(Signed)
Committee of
Concerned Catholics — Gesu

**Office Suites, any size,
laid out to your specifications.
All utilities included in rent.
Located at 32300 Schoolcraft,
corner of Hubbard, in Livonia.
This places you within two
minutes of all food warehouses
in Livonia. For Further
information, call G. H. Pastor
at 261-4870.**



ED DEEB

OFF THE DEEB END

Old College Try

The true mark of a winner is when he or they keep trying despite the odds or the score. Surely such is the case of Associated Food Dealers in its recent attempt to revise antiquated liquor laws to enable beer, and liquor licensees to locate within 500 feet of a church or school.

The name of the game was Senate Bill 860. It was known right from the start that seeking passage of the bill would not be easy. Ever since sponsoring the bill, the AFD left no stone unturned in our effort to revise the liquor law which would have been a major victory for food and beverage retailers.

In fact, it was a victory when both the Michigan Senate and House passed the measure. Alas, however, and unexpectedly, the bill's death-blow came when Gov. Romney decided to veto the measure. Unexpected because only a couple of weeks previously, he allowed the Sunday liquor-by-the-glass bill to become law without his signature. A bill with far more reaching consequences than the one sponsored by the AFD.

Even when the governor did veto the bill, we kept trying. The AFD was involved in a last minute effort to override his veto with the help of the Legislature, but to little avail. And so, the bill which has generated much interest in our industry has become ancient history, but not law, despite a dedicated, sustained and thorough effort against the odds.

The AFD, along with thirty or more retailers and other organizations, finally met with the governor and urged him to reconsider his decision. He wouldn't go for the idea. So we proceeded to inform him of the injustices and discriminations of liquor laws against retailers. Such things as the law prohibits retailers from renovating or expanding their physical store location; that although a retailer must be within 500 feet of a church or school, there is no law prohibiting churches from locating within 500 feet of a store, to mention a couple.

At this time, we wish to thank the following for their services and efforts: Sen. Stan Rozycki and Sen. Frank Beadle, authors of the bill; Rep. Don Pears, Rep. Bill Hampton and Rep. Frank Wierzbicki, who helped get the measure through the House; and Ted Stawick of the Abner A. Wolf, Inc., a member of the AFD Legislative Committee who worked closely with the association in its effort; and finally Bud Stedman and Don Taylor, who belatedly but appreciatively, joined our bandwagon.

As was mentioned, it was a food field classic example of the old college try. It shows what can be done in the future.



TYLER...your one stop source



• *for commercial refrigeration*
• *sales cases • shelving • checkouts*



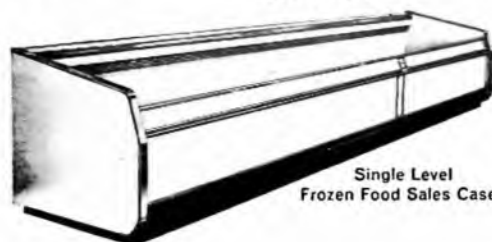
Mark III Air-Screen®
Sales Cases



Open Produce
Sales Cases



Rolling Cold
Pre-Packaging
Conveyors



Single Level
Frozen Food Sales Cases



3 Level Open
Frozen Food Cases



Spot Merchandisers



Service Meat and
Delicatessen Cases



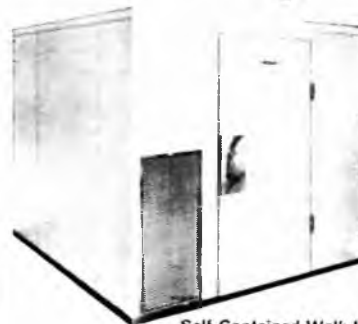
Bread and
Pastry Shelving



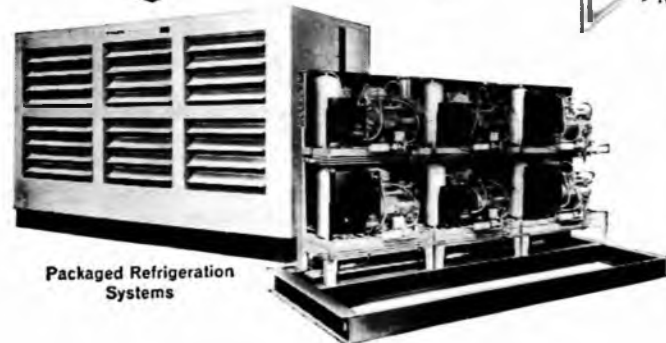
Food Store
Shelving



Reach-In Refrigerators



Self-Contained Walk-In
Storage Coolers



Packaged Refrigeration
Systems



Condensing Unit
Assemblies



Checkout Counters

Treasure Island®
Non-Food
Merchandisers



THE PRESIDENT'S CORNER

Is Survey Another Barrage of Industry Criticism?

By MIKE GIANCOTTI

Soon, the long awaited results of a massive food and drug price survey will be made public. Indeed, we hope the intention of the survey groups, which enlisted the support of over 40 women to conduct the survey, is honorable and constructive.

According to reliable inside sources, the Associated Food Dealers was able to determine in advance that the new survey is expected to name food and drug store operators and blast varying pricing policies and the price of various items, and why they differ from store to store.



GIANCOTTI

Since revelation of the survey was made to our food industry last May, in an editorial appearing in AFD's magazine, The Food Dealer, this association attempted to meet with the various groups reportedly conducting the survey. The groups include the Catholic Archdiocese of Detroit and the City of Detroit's Committee on Human Resources and Development. These groups did receive assistance by way of brief "cramming" meetings on how to conduct the survey from Wayne State University, the Michigan Credit Union League, and other groups.

During the last couple of years, our highly competitive and low-profit industry has received more than its fair share of criticism and publicity, coming from such high positions as Secretary of Agriculture Freeman and Consumer Advisory to the President, Miss Betty Furness, all the way down to the low man on the totem pole.

In the case of the above mentioned survey, results of which will soon be released, we hope the conclusions are genuine and constructive, even if industry experts have not been called in to consult with the groups after repeated attempts to do so.

We hope also that the survey analysts take into consideration the higher operating costs of food merchants. Such costs as higher insurance premiums by as much as 400%; greater losses from customer pilferage; more exposure and losses from crimes as holdups and burglaries; greater losses from bad checks and shopping cart theft to name only a few of the things.

We of the AFD also hope that the individuals involved in the survey take into account that Detroiters pay less for food than anywhere in the nation, due to fierce re-

tailer competition, and even more so today due to greater amounts of loss-leader or below-cost selling.

We also hope that the groups realize that competition forces a retailer to offer the best products he could, and services at competitive prices. And finally, we hope they recognize our rights to buy what we please and shop where we please, as the underlying principle of the free enterprise system.

Get In The Picture



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

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

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

Fontana BROTHERS

Cigarette Vending Machines
3245 Hubbard • Detroit

FOR SPEEDY SERVICE PHONE 963-6677

Six New Supplier Members Join AFD

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

ACME DETROIT FOOD BROKERAGE, INC., food brokerage and manufacturers' representative, 4241 Maple Road, Dearborn, Michigan 48126; phone 581-0410.

EDWARD L. KUESTER & COMPANY, food brokerage and manufacturers' representative for various companies, 6586 Allen Road, Allen Park, Mich. 48101; phone 928-7117

HAYS ICE CREAM COMPANY, wholesale ice cream distributors for Stroh's and Swift & Company, and

supplier of dry ice, 19050 W Warren Ave., Detroit, Mich. 48228; phone 271-5670.

JOHNNY MAC'S COOKIE COMPANY, distributor of Lennell and other brands of cookies, 17310 Harper, Detroit, Mich. 48224; phone 885-6200.

GUARANTEED ADVERTISING DISTRIBUTORS, distributor of handbills and circulars, 3519 Trumbull, Detroit, Mich.; phone 831-0020.

J. LEWIS COOPER COMPANY, wine distributor, 2545 Conner, Detroit, Mich. 48215; phone 823-3900.

These members and all AFD suppliers and service members deserve your support and patronage. Refer to the Supplier's Directory on Page 19 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.

Mich. Bond Drive Tops \$28 Million: Fiebich

Investments in Series E and H savings bonds and freedom shares savings notes by Michigan residents amounted to over \$28 million in July—up \$6 million or 27 percent from the same month a year previously, it was reported by Ted J. Fiebich, chairman of the retail division of the 1968 U.S. Government Bond Drive for the Detroit area. Fiebich is Detroit district manager for A & P Food Stores.

Coordinating the bond drive to area grocers and supermarket operators are: Bernard Weisberg of Chatham Super Markets; Don LaRose, Food Giant, and chairman of the AFD; Howard Gifford of Kroger; Ike Moore, Allied; Paul Borman, Farmer Jacks; and Ed Deeb of Associated Food Dealers. (The late Sam Fink, head of Great Scott markets, had also served on the committee.)

KAPLAN'S WHOLESALE FOOD SERVICE

Oscar Mayer Spare Ribs (all sizes)

Tennessee Frozen Vegetables

Distributor of Kraft Products

Fresh local Pork, "Cut Daily"

DAILY DELIVERY

Call us or stop in and pick your own

WO 1-6561

2630 RIOPELLE STREET
(On the Eastern Market)

"In Tune With The Grocers Needs"

Melody Dairy Company



16247 Hamilton Ave.



Highland Park



Phone 868-4422

THE BELL RINGER

On Nixon, Republicans, Bishops, Indians and Adultery

By ALEX BELL

Well, this ain't my bag, but we will give it a whirl.

* * *

It is getting very hard to find a straight man or woman anymore. It happened the other day when a gal asked a deli girl if she remembered the cheese she sold a day or so ago. Upon an affirmative answer, she asked: "Did you say it was imported or deported from that country?" It is really funny how the old stuff comes back to haunt you.

* * *



Mr. Bell

The 500 Foot Law campaign is now ancient history. Even though our distinguished Governor himself alone vetoed the bill after it had passed both chambers of our Legislature, you gotta hand it to our own Ed Deeb, and Ted Stawick of the Abner Wolf Company. They did an outstanding job in motivating an industry to support the measure.

* * *

If Deeb and Stawick want to do something REALLY big for the industry, why don't you guys go after the minimum mark-up on beer. As we see it, this should be a complete industry-wide project that should be participated in by all. In addition to the Associated Food Dealers, the PLDA and MFDA should also be involved. It is usually the AFD (that's us) who does the spade work and then sits back when the bouquets are passed out. So come on boys, get with it and do something really constructive. Or, is this like asking a Bishop to commit adultery?

* * *

Thoughts while writing this epistle and watching the Republican convention: We hope that the Republican convention has not pulled a NIXXON on

us—all the little guys have had their day in the spotlight—and now it looks like it is a year of "throw the bums out." Maybe the Republicans should have run good old A.C.B. since we think we could have beat old L.B.J. All you have to do is promise, promise—but what the hell, it is still the best country in the world despite the taxes.

* * *

We have a real racket locked up for the lovers of elephant meat: can your own. One elephant equals 12,000 cans of elephant meat. Man, you get two elephants and you have it made.

* * *

It's so good to have the two Detroit dailies back again, namely the Free Press and the News. That Doc Green is quite a man with the pen, and I thoroughly enjoy his columns.

* * *

Height of Frustration: We drove home last week (it was 90 degrees) looking forward to a cold bottle of beer. So what happens? Our child bride was defrosting the refrig. Oh well, you can't win them all.

* * *

We haven't seen a cigar store Indian in years. Did smoking get them all?

* * *

Why don't we place the blame where it belongs? We are talking about the hippies and flower children, etc. How about putting the blame on Dr. Benjy Spock who wrote "Baby and Child Care." Permissiveness was his bag. How about A.C.B.'s bag: if they don't walk the straight and narrow, don't talk to them, belt them and maybe we wouldn't have so many wierdos.

* * *

Nice to have goold old Harvey back at Orleans Poultry.

* * *

We issue a warning to all and sundry who are going to the NAIFR convention in Puerto Rico. Behave or ACB will blow the whistle on account of your child bride is accompanying your's truly, and we will have to behave. (Comment by the C.B.: "That'll be the day!") And so to Puerto Rico.

Dear John, that's all she wrote. — ACB

Summertime Is Picnic Time!



ORANGE JUICE
A Product of Home Juice Co.
Phone 925-9070



PETER ECKRICH and SON, Inc.
The House of Fine Meat Specialties
KE 1-4466

FOR EXTRA SALES
AND EXTRA PROFITS
DISPLAY



The
COOK-OUT FOIL

RED PELICAN MUSTARD

MADE FRESH
DAILY
IN DETROIT

SELL THIS
POPULAR
LINE



RED PELICAN FOOD PRODUCTS
Walnut 1-2500 — Detroit



PICNIC PARTNERS HAMTOWN'S

Potato Salad, Macaroni Salad



Pizza Pies
Baked Beans
Deli Dills
Cole Slaw
Jell-O

For Prompt Service Call

SPECIALTY FOODS CO. - 365-6330

FOR A PICNIC OF PROFIT
FEATURE THE FINEST



Main Meal Meats
Requires No Refrigeration

Corned Beef Turkey
Roast Beef Roast Pork

Phone 313-863-7577

TIP TOP

Enriched

**HAMBURGER
& HOT DOG ROLLS**



WARD FOODS, INC.
TA 5-6470

**Display These Picnic Items
For Added Sales, Profits**

MOE MILLER

The Cancer That Plagues The Super Market

By MOE R. MILLER
Tax Attorney and Accountant

The cancerous condition that exists in the super-market trade can best be described in the following formula: large investment, plus hard work, plus long hours, equals low net profits.

This is a rather broad statement, but does it have any basis of fact? I believe it does, and one can best describe the formula of large investment and hard work equals low net profits by the following examples:

INVESTMENT:	
Fixtures and Equipment	\$150,000
Inventor or Merchandise	100,000
Total investment	\$250,000



MILLER

Now, what is the expected dollar return for a quarter-of-a-million-dollar investment, plus hard work, compared

with what is expected in other fields of endeavor?

If a supermarket owner has selected the proper location, and the average sales are \$80,000 per week or \$4,000,000 per year and the owner is fortunate to have a one percent set profit factor, then the dollar net profit before taxes would be \$40,000 per year. Recently an article in the Wall Street Journal published the following factual figure about a Detroit super market chain: Volume for a 16-week period \$79,000,000 with a dollar net profit of \$169,000. That is less than one quarter of one percent. This is unbelievable, but unfortunately is true. It is a sickness that prevails throughout a proud, but competitive industry.

What can the independent merchant do to correct this situation, and is there a cure?

I, for one, wish that there was an answer. We all recognize the problem, but seem helpless to overcome this cancerous situation.

The Basic Problem

1. Low gross profits. With the grocery and sundry items totaling approximately 70% of the total volume, and the loss leaders of the every day items and discount prices on the balance of the merchandise, how can a supermarket have a respectable gross profit structure.
2. Have the supermarket owners, in pricing their merchandise, taken into consideration the following increased

The Test Of Time . . .

86 Years
Of
Successful
Service



To Slaughter Houses, Wholesale &
Retail Markets and Locker Plants

Whatever Your Problems May Be, Call

Darling & Company

3350 Greenfield Road
WA 8-7400
Melvindale, Michigan

P. O. Box 329
Main Post Office
Dearborn, Michigan

ALLIED MEMBER

RETAILERS WHY FUSS?

LET THE A.F.D. PROCESS ALL
YOUR COUPONS FOR YOU THRU
OUR COUPON REDEMPTION CENTER!
WE CAN DO IT FASTER AND
WE EMPLOY THE HANDICAPPED.

Drop Them Off or Mail To:

ASSOCIATED FOOD DEALERS
434 W. Eight Mile Road
Detroit, Mich. 48220

operating expenses: Labor, insurance, payroll taxes, property taxes, supplies, delivery costs, increased fringe benefits?

The question that many of the merchants would like answered: Is there a cure for this cancerous problem, or is there no hope, since the situation is malignant?

If we appoint a blue ribbon committee to investigate the low gross profit structure as compared to the increased operating expenses, and why the merchant should sell at cost, or below-cost, the every day items that Mrs. Consumer purchases, we would probably be cited by the Federal government for fixing prices, then informed that what we are attempting is a restraint of trade and is unlawful. It is not true therefore that every business, regardless of its make-up, is entitled to a fair profit for its investment, and its labors.

On the other hand, if a blue ribbon committee is not selected to cure this cancerous problem, then the independent merchant who is not equipped to meet this fierce competition must close his doors; just as the mama and papa stores have been forced to do over the years and today are practically extinct. What have we created? Something far worse than having a legitimate profit. **BUT A MONOPOLY** Both local and national food chains today do about 55% of Detroit's sales volume. Will it be 70% next year, and appreciate its control with each succeeding year?

The following question must be repeated: What is the answer to this problem that plagues the independent single store operator?

This is a difficult question to have answered, far to difficult to have answered by any one individual, but the following recommendations could help solve some of the problems that handicap the supermarkets industry:

1. Unity among supermarket owners by using the Associated Food Dealers as a nucleus to solve their problems. An example is the charge made by the markets of 10¢ for cashing a check, this lasted only three months, the loss to the supermarkets is in the thousands.
2. Pricing of merchandise to reflect the increased cost of operation.
3. The discontinuance of loss-leaders on every day merchandise.
4. A better understanding between wholesalers, suppliers, and the merchants as to the problems that plagues the industry.
5. Put a stop to the vicious rumors and gossip that can ruin a person's business. A tale bearer is as guilty as a tale maker.

I truthfully do not know whether the above suggestions are the answer to our problem, but it could be a step in the right direction. Let us hope that the cancerous condition is not malignant, and that the powers to be will offer a solution. Then, and only then, can we be assured of a more stabilized industry; where the owners can work decent hours and receive fair compensation for their labors like other industries, and thereby attract talented young leaders.

Annual AFD Awards Banquet Set For Raleigh House, Sept. 17

The annual "President's Awards Banquet" of the Associated Food Dealers will be held Tuesday evening, Sept. 17, at the new Raleigh House. It has been announced by AFD president Michael Giacotti. The Raleigh House is located at 25300 Telegraph Road near Ten Mile in Southfield.

Highlight of the annual affair will be presentation of awards to outstanding individuals who have distinguished themselves in salesmanship and merchandising ability in the food industry. Salesmen of the Year awards will be presented to the outstanding broker, manufacturer, wholesaler, and driversalesman representatives from recommendations submitted by AFD retail members. In addition, citations for distinguished service will be presented to other individuals for service to our industry.

Cost of the tickets, which include refreshments, are \$12.50 each, or \$25 per couple. Giacotti announced. He said tickets can be purchased by anyone from the AFD office, by phoning 542-9550, or from any of the AFD directors (see mast head of The Food Dealer, page 4).

Following the dinner and awards presentations, there will be ballroom dancing to the music of Wally Engel and his Orchestra.

Would You Like More Sales ?

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

CALL TI 6-5700



(ASK FOR STORE SALES)

Around The Town

7-11 Stores, national convenience store chain, will soon be operating in the Detroit area. Two stores are almost ready for opening in Warren; one located at Thirteen Mile and Schoenherr, and the other at Thirteen Mile and Hoover.

* * *

Don Brass of **C. F. Mueller Company**, an AFD member, has been promoted to sales representative for the company in Detroit. He's been with the firm seven years.

* * *

Holden Red Stamps, an AFD member has relocated its offices. The firm, formerly located on W. Eight Mile, is now located at 22022 Schoolcraft, Detroit. The new phone number is 255-3350.

* * *

C. Arthur Caputo has assumed the ownership of **Birmingham Community Market** in Birmingham, an AFD member, from his father, **Dominic Caputo**. The family has been in the food business since 1929, and in the Detroit suburb since 1947.

* * *

Hobart Manufacturing Company, an AFD member, has moved its offices to a new location. The new address is 12750 North End, Oak Park, Mich. 48237. The new



BIG PROFIT CHAMP

Big in every way

CASH IN!
Call 826-5030

Peters SAUSAGE COMPANY



phone numbers are 542-5938 for sales, and 542-5798 for service.

* * *

Miss Betty Furness, consumer advisor to President Johnson, will be in Detroit Oct. 4-5 to address the "Consumer Problems Conference." Her talk will center around the results of a food and drug survey soon to be made public. Her appearance will be sponsored by the Consumer Research Advisory Council and the United Automobile Workers. The place: Turners Building, 8731 E. Jefferson Ave.

* * *

Welcome back to his hometown of Detroit to **George Ghesquire**, vice-president of **Frito-Lay, Inc.**, an AFD member, after having been serving his company for a few years in Texas.

* * *

The **Pepsi-Cola Metropolitan Bottling Company**, an AFD member, has appointed new merchandising managers for the firm's Detroit and Grand Rapids areas. **Roy S. Breneman**, is the new man in Detroit, while **Charles Wheeler McNulty** is the man in Grand Rapids.

* * *

Ray Martyniak, owner and president of **Ray's Prime Meats**, Trenton, and an AFD director, has been accepted for membership in the **Super Market Institute**, it was announced by SMI president, **Michael O'Connor**. Recently, Martyniak was elected the new president of the Trenton Rotary Club, and a director of the Southern Wayne County Chamber of Commerce.

* * *

The AFD extends our congratulations to **Jim Russell** of the **Quaker Oats Company** who was recently elected as a Life Member of **DAGMR**, the group's most distinguished honor.

* * *

Thomas Violante, owner of **Holiday Super Market** in Royal Oak, and a long-time AFD member, has announced plans for a huge shopping center complex in the heart of Royal Oak. Naturally, his market will be included in the deal. Keep up the good work, Tom.

* * *

Congratulations to **Steve Conn**, head of **Steve Conn & Associates**, former president of the Detroit Food Brokers Association, and an AFD member, on having been elected a regional director of the National Food Brokers Association.

* * *

Kudos are in order to **J. E. Bud Stedman** on having received the Outstanding Citizens Award from the chief of the Detroit Police Dept. Bud is manager of the Board of Commerce's Food Industry Council.

EDITORIAL

Grape Boycott Against Retailers Illegal

A retailer has the right to stock whatever products he chooses in his store, and a consumer has the freedom of choice to buy or not buy any product he chooses.

These are the basic themes expressed by the Associated Food Dealers before the United Farm Workers Organization Committee (AFL-CIO) following a request by the farm group to have the AFD and member stores support its boycott efforts against California grapes by pulling grapes off the shelves.

The following is the basic text of the statement delivered by AFD executive director Ed Deeb, following an emergency board meeting, to the organizations, which included various citizens groups and religious organizations:

The AFD felt, although the association and member stores may be in sympathy with the plight of the California grape pickers, any attempt to withhold grapes or any other product sold in food stores deprives Detroit area shoppers, the consuming public, of a choice in the matter.

Action to boycott grapes or any other food product is unprecedented in the Detroit area, and would pose a threat to the economic system of free enterprise and possibly be in opposition to the Taft-Hartley Act (which prohibits secondary boycotts).

Support of the boycotting efforts to withhold California grapes would place local Michigan retailers in the middle of a major controversy involving opposing views in another state.

The AFD statement also pointed out that there are normal channels through which the labor problem could be resolved, as (1) modifications of Public Law 78, which has been supported by President Johnson; (2) Federal legislation to either change existing laws or institute new ones; and (3) Through efforts of the National Labor Relations board.

The above then was the background for the AFD's decision and position not to withhold California grapes from stores, leaving the decision up to the customers, who themselves may choose to purchase or not purchase the product. Of course, the AFD position did not exclude other individual action by retail members themselves.

Following a meeting with the AFD and the Board of Commerce, when the industry position was presented, the farm workers began pressuring local chains (Great

Scott and Chatham) to withhold grapes, following the action of Farmer Jack's to withhold the grapes when existing stocks were depleted. Pressure came in the form of picketing by citizens, which included nuns and clergymen.

The vast majority of food retailers (including A & P, Kroger, Wrigley and Packers) endorsed the AFD position that the choice should be up to the consumer themselves. Their reasons, and justifiably so, were based on the assumption that if it were grapes today, would it be meats, milk, bread or baby foods in the future? Where would it all stop?

Farmer Jack's decision merely offered hope and encouragement to the farm workers to begin the picketing of other stores.

Although there have been labor strikes against Detroit auto makers in the past, never had we heard that strikers had urged consumers of California or anywhere else to stop buying automobiles. In fact, during these strikes, many consumers were buying automobiles.

The request of the farm workers to have retailers withhold grapes, in our opinion, was a secondary boycott, and unprecedented in Michigan. It definitely poses a threat to the free enterprise system, which, we feel, would endanger the great economic structure of America.



Sam Fink, Head of Great Scott Markets

Sam Fink, president of Great Scott Supermarkets, operator of 38 Detroit area stores, and a director of the Associated Food Dealers, died at a young age of 49 on Aug. 29. It was the second tragedy at Great Scott and in the Fink family within a year. Brother Leonard Fink had passed away about 10 months earlier.

Many words went into the lengthy eulogy of Mr. Sam, as his cohorts called him, but most remembered will be "small in stature generous of heart and great competitor." Directors and all members of the Associated Food Dealers will miss Sam Fink and his vast reservoir of knowledge and talent. The industry, at least those who came to know him, loved him like their own brother.

He was not only active as the busy president of the family owned and operated 38-store local independent chain, but involved with his industry as well. In addition to serving as an AFD director, he



Sam Fink

was a member of Super Market Institute, the Board of Commerce, and the National Association of Independent Food Retailers. He was always there to lend a helping hand.

We prefer to remember Sam Fink as the latest example of the continuing stories of Horatio Alger, which proves that in America, one can start small and become a major factor in his chosen field, and highly respected by friends and competitor alike

Detroit RENDERING Company

SINCE 1850

SUPERIOR SERVICE — TOP MARKET VALUES

TAshmoo 6-4500

"First We Render Service"

ALLIED MEMBER

Now You Can Stock
And Sell The Finest

*Ice Cream by Stroh's
and Swift & Company
also*

Suppliers of Dry Ice

Open 7 Days per Week
For Your Convenience
8:00 A.M. - 9:00 P.M.

HAYS ICE CREAM COMPANY

19050 W. WARREN, DETROIT

Phone 271-5670

Feature For Feature

YOUR ASSOCIATION'S DISABILITY INCOME PROTECTION PLAN

Can't Be Beat!

Pays up to \$500.00 a Month for Life
when you are injured and unable to work.

Pays up to \$500.00 a Month for as Long as 5 Years
when you are sick and unable to work.

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

OTHER OUTSTANDING FEATURES OF THIS PLAN

- *This plan contains a special Travel Accident Death Benefit that PAYS UP TO \$2,000.00 for accidental death.*
- *House confinement is never required.*
- *Covers you as a passenger on any kind of aircraft even in a private plane.*
- *No restrictive riders may be added after the policy is issued because of any changes in your health.*
- *Low Cost. Due to the wholesale buying power of your Association, the cost of this insurance is substantially lower than comparable coverage offered on an individual basis.*
- *Few Exceptions... Policy does not cover: loss due to war or military service; suicide or attempted suicide; child-birth, pregnancy or resulting complications.*

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

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

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



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

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

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

Name _____

Address _____

City _____ State _____ ZIP Code _____

Weiss New DMDA President

Alfred Weiss, president of United Dairies, Inc., an AFD member, has been elected president of the Detroit Milk Dealers Association (DMDA). The dairy association concerns itself with promoting public awareness of the dairies of the greater Detroit area, and their activities to perform an educational role for consumers, and improve dairy standards.

Weiss took over the reigns of United Dairies in 1949, when company sales hovered around the \$2 million mark. Today, he is chief executive officer of the same firm, with sales estimated to be about \$30 million.

One of the reasons for his companies success, according to Weiss, is the personal attention given to its retail customers, both small and large alike. "We are interested in them as businessmen and, more importantly perhaps, we are interested in them as human beings," he told *The Food Dealer*.

(The AFD extends its congratulations to Al, and if, in the name of inter-industry cooperation and understanding, we can be of service, just let us know.)

THE WAYNE SOAP COMPANY



Growing Thru Giving

Good Service

BUYERS OF BONES

FAT, TALLOW & RESTAURANT GREASE

700 LEIGH STREET

VI 2-6000

DETROIT 17, MICH.

ALLIED MEMBER

Group Blue Cross - Blue Shield Available To All Member Stores And Their Employees

For those grocers who don't know it already, Blue Cross-Blue Shield Insurance at low group rates is available to all grocer members of the Associated Food Dealers of Greater Detroit. The AFD is the only grocery association in Michigan which offers the comprehensive Blue Cross program.

For those members who are not on the Blue Cross hospital insurance plan, call the AFD office so we can explain how you can participate. To those grocers who are not yet members of the Associated Food Dealers, call our office at 542-9550 to join our association and be eligible for Blue Cross Coverage.

MEMBERSHIP APPLICATION

Store Name _____

Address _____

City _____

Owner's Name _____

Do you wish Blue Cross Coverage?

Yes ☐

No ☐

An Invitation to Join A. F. D.

Through membership in the Associated Food Dealers of Greater Detroit, you can enjoy wide benefits designed to bring recognition to the independent grocer in the community. In addition, such services as Blue Cross and all types of general insurance, coupon redemption program are available. Call and let us tell you about them.

ASSOCIATED FOOD DEALERS

434 W. Eight Mile Rd.

Detroit, Mich. 48220

Phone: 542-9550

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
Grennan Cook Book Cakes	TA 5-1900
Hekman Supreme Bakers	KE 5-4660
Independent Biscuit Co.	584-1110
Koepplinger's Bakery, Inc.	JO 4-5737
Lebanon Baking Co.	825-9702
Johnny Mac's Cookie Co.	885-6200
Magnuson Foods (Bays Muffins)	FA 1-0100
Oven King Cookies	PR 5-4225
Fred Sanders Company	868-5700
Schafer Bakeries	293-5320
Silvercup Bakery	LO 7-1000
Taystee Bread	TY 6-3400
Tip Top Bread	TA 5-6470
Warrendale Baking Co.	271-0330
Wonder Bread	WO 3-2330

BEVERAGES

Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Home Juice Company	925-9070
Leone & Son	925-0500
Mavis Beverages	DI 1-6500
National Brewing Co.	WA 1-0440
Pepsi Cola Bottling Co.	366-5040
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
A. J. Copeland Co.	342-4330
Harris Crane & Company	538-5151
E. A. Danielson Co.	838-9111
DeCrick & Maurer	822-5385
Maurice Elkin & Son	353-8877
Food Marketers, Inc.	342-5533
Graubner & Associates, Inc.	TA 6-3100
John Huettelman & 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
Peppler & Vibbert	838-6768
Peterson & Vaughan, Inc.	VE 8-8300
P. F. Pfeister Company	BR 2-2000
Rodin-Hollowell (Commodities)	843-1788
Sosin Sales Co.	WO 3-8585
Stiles Brokerage Company	965-7124
Sullivan Sales	KE 1-4484
James K. Tamakian Co.	963-0202
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 6-5700
Trombly Sales	925-9505
United Dairies, Inc.	UN 1-2800
Vlasic Food. Co.	868-9800
Wesley's Quaker Maid, Inc.	883-6550
Ira Wilson & Sons Dairy	TY 5-6000

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

FRESH PRODUCE

Badalament (bananas)	963-0746
Jos. Buccellato Produce	LA 6-9703
Cusumano Bros. Produce Co.	921-3430
Gelardi Produce	WA 5-0969
H. C. Nagel & Sons	832-2060
North Star Produce	VA 2-9473
Spagnuolo & Son Produce	527-1226

INSECT CONTROL

Key Exterminators	EL 6-8823
Rose Exterminating Co.	TE 4-9300
United Exterminating Co.	WO 1-5038
Vogel-Ritt Pest Control	TE 4-6900

LINEN SERVICE

Economy Linen Service	843-7300
Marathon Linen Service, Inc.	WA 1-2727
Reliable Linen Service	366-7700

MANUFACTURERS

Aunt Jane's Foods	581-3240
Boyle Midway Company	543-3404
Diamond Crystal Salt Company	872-3317
Kraft Foods	TA 5-0955
Morton Salt Company	VI 3-6173
C. F. Mueller Company	543-8853
Prince-Vivison Macaroni Co.	775-0900
Roman Cleanser Company	TW 1-0700
Society Dog Food (Koch & Co.)	DU 3-8328
Shedd Bartsch Foods, Inc.	TO 8-5810

MEAT PRODUCTS, PACKERS

Alexander Provision Co.	961-6061
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2900
Detroit Veal & Lamb, Inc.	962-8444
Eastern Market Sausage Co.	WO 5-0677
Feldman Brothers	WO 3-2291
Great Markwestern Packing	321-1288
Guzzardo Wholesale Meats, Inc.	FA 1-1703
Herrud & Company	962-0430
Johann Packing Co.	TW 1-9011
Kent Packing Company	843-4900
Kowalski Sausage Co., Inc.	TR 3-5200
L. K. L. Packing Co., Inc.	TE 3-1590
Peer Packing Co. (Ypsilanti)	274-3132
Peschke Sausage Co.	TR 5-6710
Peter Eckrich & Sons, Inc.	KE 1-4466

Peters Sausage Co.	TA 6-5030
Pitts Packing Co.	WA 3-7355
Sam & Walter Provision Co	TW 1-1200
Spencer, Inc.	931-6060
Ruoff Eugene Co.	WO 3-2430
Wayne Packing Co.	WO 1-5060
Weeks & Sons (Richmond)	RA 7-2525
Winter Sausage Manufacturers	PR 7-9080
Wolverine Packing Co.	WO 5-0153

MEDIA

The Detroit News	222-2000
------------------	----------

NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
Edmont-Wilson (gloves)	421-8071
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	IA 6-4864

SPICES AND EXTRACTS

Frank's Tea & Spices	UN 2-1314
----------------------	-----------

STORE SUPPLIES AND EQUIPMENT

Almor Corporation	JE 9-0650
Butcher & Packer Supply Co.	WO 1-1250
Diebold, Inc.	DI 1-8620
Hussman Refrigeration, Inc.	341-3974
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2134
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
National Market Equipment Co.	LI 5-0900
Night Guard Alarm	838-6365
Scan-A-Scope	823-6600
Sentry Security System	311-9080
Shaw & Slavsky, Inc.	TE 4-3990
Square Deal Heating & Cooling	WA 1-2345

WHOLESALE, FOOD DISTRIBUTORS

Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaplan's Whnse. Food Service	WO 1-6561
Raskin Food Company	865-1566
Sparran Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Wayne County Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

THE FOOD DEALER
434 West Eight Mile Rd.
Detroit 20, Mich.

BULK RATE
U. S. POSTAGE
PAID
Detroit, Mich.
PERMIT No. 4475

Return Requested

**When brands
compete with each other,
they get better,
and they sell better.**



**Brand Names
Foundation, Inc.**