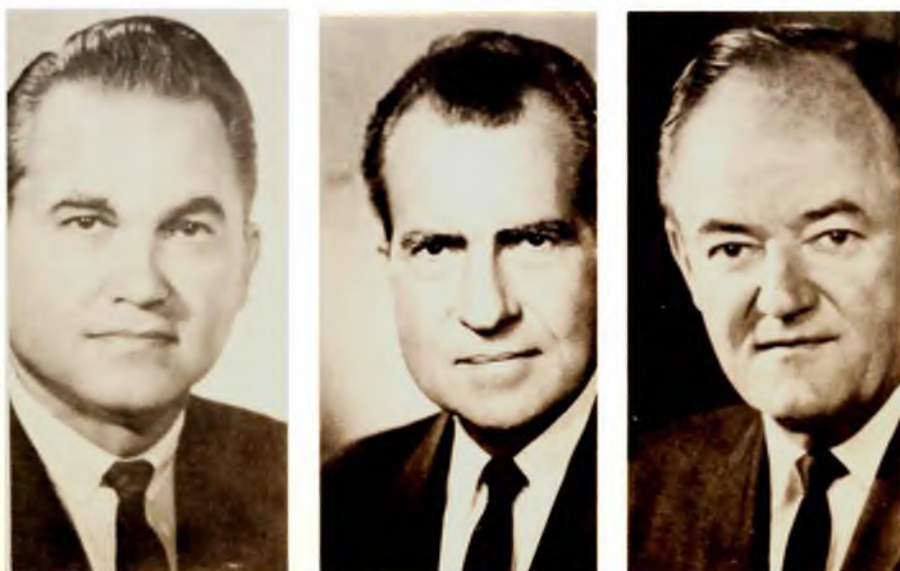




# THE FOOD DEALER

*"The Magazine for the Michigan Food Market"*

OCTOBER, 1968



## The Candidates Speak — pages 8 and 9

For the first time in the history of the Michigan food field and possibly the first time in the nation, the Presidential candidates have submitted exclusive by-lined articles for publication in our award-winning magazine, *The Food Dealer*, in behalf of members of the Associated Food Dealers and the national association.



*Another "best reason" why  
Budweiser continues to be  
the largest-selling beer in America!*

# "FRANCIS ALBERT SINATRA DOES HIS THING"

A new TV special.. Monday, November 25\*...with guest stars  
**Diahann Carroll** and **The Fifth Dimension**



Budweiser is the brand that moves,  
thanks to a steady stream of adver-  
tising spectaculars such as this  
newest Frank Sinatra special. Make  
the most of the momentum Bud®  
has going for it...*stock up and  
stand back!*

**\* CBS-TV 9-10 p.m. EST**



## Retailer-Broker Dialogue Highlights Food Class

Four retailers appeared on a panel before a food class at Wayne State University recently to answer questions and created an interesting two-way dialogue while discussing marketing goals and strategies of both retailers and suppliers. The class, consisting of around 30 area food broker sales representatives, is sponsored by the Detroit Food Brokers Association.

The retailers appearing on the panel before the food brokers were Michael Giancotti, president of the Associated Food Dealers, and co-owner of Auburn-Orchard Super Market; Sid Hiller, co-owner of Shopping Center Super Markets, and an AFD director; Robert Spinelli of Borman Food Stores; and Pete McLaren of Packer Super Markets.

Subjects discussed and questions answered ranged from store management policies, advertising theories, general marketing procedures, store-door representation, and sales presentations. The objective of the panel and dialogue was to enable foodmen to speak freely of problems which exist in an attempt to have everyone perform better services.

Giancotti indicated to the brokers that the era for the food broker has really just begun. "In Michigan brokers are fortunate to have a strong independent factor to consider and service. The independents are usually quick to accept new products or price changes due to flexibility," he said. "It's a longer process with the bigger chains, especially when seeking decisions on advertising and in-store promotions and displays.

"If brokers put on a massive promotion, properly done, more firms could find it convenient and beneficial to have broker representation," Giancotti added. "The day may even come when a broker could possibly have a separate staff of independent, as well as chain store specialists, since every type of operator usually has a different marketing approach. In some areas, brokers and manufacturers' direct representatives do not devote enough attention to the independents. The broker could provide a real needed service to help the independent become more successful," Giancotti said.

Hiller, whose stores specialize in high quality merchandise and various ethnic-type products, told the class he had found most of his customers were more sophisticated in their tastes today. "Most of them look forward to new convenience type products, especially the exotic and epicurian varieties. That's because of more leisure time and more enlightened individuals who travel more today than ever," Hiller said.

Spinelli and McLaren stressed the thinking of chain store management, which reflected less flexibility than

the independents generally, and responsibility of product purchasing lying in the buying staff at headquarters, and not on a one-to-one basis.

The classroom dialogue pointed out that now more than ever, "more consumer information and food industry public relations" was needed to educate critical housewives. It was suggested this could be done by all segments of our industry through the trade associations. As one broker pointed out, "Shoppers should be told about the tremendous food prices and bargains they get in the Detroit area, unlike other communities."

The DFBA-sponsored course is designed to help update and up-grade retail salesmen at the retail level, according to Robert Lannen of P. F. Pfeister Company, an AFD member, and a past-president of the DFBA, who helped initiate the class.

"We're now in the second term, the first of its kind for brokers in the nation," Lannen told *The Food Dealer*. The first series of classes was held last spring, with about 28 persons participating.

Each school session lasts for six weeks, with classes scheduled once weekly for two hours at a time. The dialogue or panel session takes up one of the sessions. The other sessions involve themselves with analyzing the market; defining and knowing the food broker; the sales call; and how to listen. A review of the sessions is devoted to the final class, after which certificates are presented to the representatives in behalf of the brokers association and WSU.

The classes have proven so successful, relates Lannen, that Jam Handy Organization is thinking of formalizing the technique used by the DFBA for distribution to broker associations throughout the nation.

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## Kellogg Announces Top Level Changes

The Kellogg Company, Battle Creek cereal maker, has realigned its top management, it was announced recently. Lyle C. Roll, formerly chairman and president, relinquished the presidency but remains chairman and chief executive officer.

Joseph E. Lonning was named president and chief operating officer. He had been executive vice-president for operations. E. Mard Leaver, executive vice-president, was advanced to vice-chairman of the board. He continues as chairman of Kellogg Sales Co., the firm's U.S. marketing subsidiary. Stanley R. Sandberg, who had been senior vice-president for finance and administration, was promoted to executive vice-president for administration.

# THE FOOD DEALER

Volume 42 — Number 8

Copyright, 1968

Official Publication of

**THE ASSOCIATED FOOD DEALERS  
OF GREATER DETROIT**

434 West Eight Mile Rd. Detroit, Michigan 48220

Phone: 542-9550

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GEORGE SCHLEICHER—Schleicher's Market \_\_\_\_\_ Detroit  
HARVEY WEISBERG—Chatham Super Markets \_\_\_\_\_ Detroit

# The Sounding Board

To the AFD:

I was extremely pleased to learn of the selection of Ralph Miller for the AFD Salesman of the Year Award. It is nice to know that members of such a notable organization think as highly of Ralph as we do. I cannot think of any greater tribute to such a man and his work than the honor you chose to award him.

On behalf of Ralph and Procter and Gamble management, please convey our deepest appreciation to your members. I can assure you that every Procter and Gamble representative in the package and liquid divisions will be working very hard to merit the kind of confidence you people have in Ralph Miller.

**Earl L. Pool**  
District Manager  
Procter & Gamble Company

Thank you for selecting *Supermarket News* for your Distinguished Service Citation. It is indeed an honor, and we appreciate it. Unfortunately I was unable to arrange my schedule to be present at your awards banquet Sept. 17. As you know, I asked Stuart Hanger, head of our Detroit Bureau to accept the award in our behalf. Thank you again for honoring *Supermarket News* and we wish the AFD continued success.

**William F. Pyle**  
Publisher and Editor  
*Supermarket News*  
New York City

My feet are back on the ground now, and I want to take this opportunity to thank the members and directors of the Associated Food Dealers for honoring me with the Salesman of the Year Award in the food broker category. It was sincerely a great honor for me, my family, and my associates at Peterson & Vaughan.

**John Warchock**  
Peterson & Vaughn, Inc.  
Detroit

I wish to say once again: Thank you for the honors bestowed upon my company, and the entertainment during your Annual Awards Banquet last month. We are very grateful to the AFD.

**Ben Nathanson**  
President and Publisher  
East Side Newspapers

Thank you very much for the invitation to sit at the head table during the Associated Food Dealers' Annual Awards Banquet. The evening was greatly enjoyed by my wife and I. Your awards to the retail salesman is certainly one to be continued, since it brings a deserved reward to some of the unsung heroes of the line.

**William H. DeCrick**  
President, DAGMR

## Around The Town

**Ike R. Moore**, president of **Allied Supermarkets**, has resigned from the firm for health reasons. He suffered a heart attack about a year ago. **Charles E. Jolitz**, chairman of the Detroit-based supermarket chain, said no successor to Moore has been named.

**John Elias**, owner and operator of **Big Three Super Market**, on Joseph Campau, is recovering nicely after being shot in the leg recently during a holdup attempt. John has been a longtime AFD member.

**Lou Cohen** of **Frank's Tea and Spice Company** has offered to give free bridge lessons to any member of the Associated Food Dealers, provided they bring with them their AFD membership card at the first lesson. All any member need do for the free bridge lessons in conjunction with classes Cohen is conducting, is phone him at UN 2-1314, and tell him you're interested. Cohen is a highly rated expert on the art of bridge.

**James Wingert** is the new national sales manager for **Sunshine Biscuit Company**, with headquarters in New York. Jim had been in the Detroit office for the firm for many years. At the same time, **Carl Allenspach** has been

promoted to regional manager for **Sunshine**, and **Paul Lamberson** succeeds Carl as New Detroit sales manager.

**Donald C. Wheaton** has been appointed to the newly created post of director of engineering and operations for **Faygo Beverage Company**. Making the announcement was **Mort Feigenson**, president of the soft drink company. Wheaton was formerly production manager, and with the company since 1946.

**Bert "Skippy" Held** was beaming recently when his wife, **Betty**, gave birth to a baby boy. Held is general manager of **Kaplan's Wholesale Food Service**, an AFD member on the Eastern Market. Ironically, **Richard Szymanski's** wife, he's the firm's bookkeeper, also gave birth to a boy the same day. It's the first boy for both. They each have two girls, **Sol Kaplan**, president, announced.

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

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

## KOEPLINGER'S Announces a Brand New RAISIN-CINNAMON-WHITE BREAD

**First new KOEPLINGER'S product  
in 10 years — and it's a great one!**

Lots and lots of plump tasty raisins plus real cinnamon and other quality ingredients used in this RAISIN-CINNAMON-WHITE give it a taste more like dessert than like bread.

Our extensive advertising will have more and more of your quality conscious customers asking for it.

Be sure to let our driver salesman leave this new loaf, RAISIN-CINNAMON-WHITE, along with our other FAMOUS BREADS.



**KOEPLINGER'S** BAKERY INC.

15200 WEST 8 MILE ROAD, OAK PARK, MICHIGAN, PHONE JO 4-5737, OUTSTATE CALL COLLECT

**ED DEEB**

## **OFF THE DEEB END**

# A Better Idea

William DeCrick is a food broker who happens to also be the dynamic and energetic president of the Detroit Association of Grocery Manufacturers' Representatives, better known to some as DAGMR.

Unlike many men, Bill is not a talker, he's a doer. His actions have proven it is better to do something worthwhile rather than just talk about it.

For years, the Associated Food Dealers and others have been talking about food industry unity. The other day following dinner at DAGMR's annual Stag Party the subject came up again in conversation among a group of foodmen.

That's all that DeCrick needed. "You know," he said, "I would sure like to see our industry united. Let's call a meeting with the heads of the Grocery Manufacturer's Representatives from all parts of Michigan to see what we can jointly do together."

DeCrick was referring to an annual meeting held by the various GMR's from Detroit, Grand Rapids, Eastern Michigan and Lansing. "The only thing is, we've never had representatives on hand from the retail associations, and maybe such a meeting can include all key food associations all over the state," he said hopefully.

Well, such a meeting since has been scheduled. In addition to the various GMR's, representatives from the retail associations have also been invited to include such persons as Mike Giancotti, Ted Mansour, Bud Stedman, Don Taylor and your's truly.

To borrow a phrase from the Ford commercials, this looks like "a better idea." In fact, it seems so natural, it's a wonder such a meeting has never been held before. The getting together of key people from all segments of our great industry should provide a nucleus for some meaningful meetings and programs.

Perhaps this quite constructive suggestion of Bill DeCrick can lead to the establishment of a permanent statewide Food Council, which meets regularly to bring our industry closer together.

United we stand — divided we fall! Especially today, more than ever, with all the destructive criticism coming our way.



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

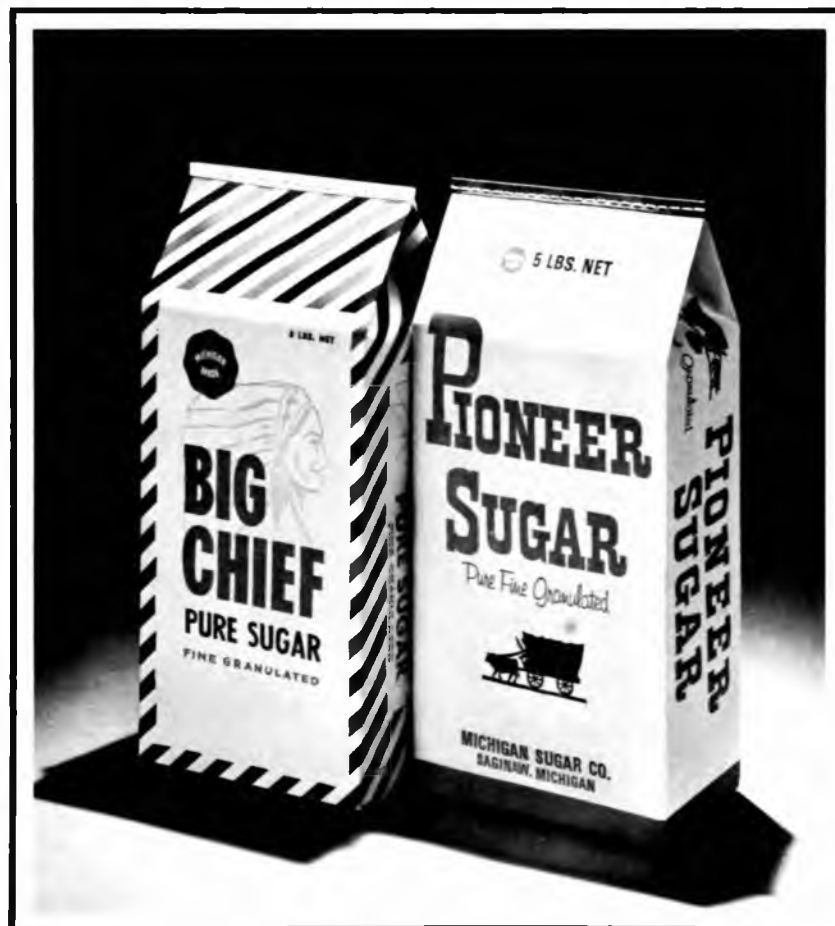
☐ **McCall's**   ☐ **Better Homes and Gardens**  
☐ **Newspaper Spectacolor Inserts**   ☐  
**Sunday Supplements**   ☐ **Daily and**  
**Weekly Newspapers and on**  
☐ **Radio**   ☐ **Outdoor Boards**

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



# M

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



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

## RICHARD M. NIXON

*"Ours must be a victory that future generations of Americans will applaud."*

By RICHARD M. NIXON

The choice we make in 1968 will determine not only the future of America but the future of peace and freedom of the world for the last third of the Twentieth Century.

America is great because her people are great. America is in trouble not because her people have failed but because her leaders have failed. What America needs are leaders to match the greatness of her people.

When the strongest nation in the world can be tied down for four years by a war in Vietnam with no end in sight; When the richest nation in the world can't manage its own economy; When the nation with the greatest tradition of the rule of law is plagued by unprecedented lawlessness; When the President of the United States cannot travel abroad or to any major city at home without fear of a hostile demonstration — then it is time for new leadership in America.

**PEACE ABROAD** — The first priority foreign policy objective of our next Administration will be to bring an honorable end to the war in Vietnam. We shall not stop there — we need a policy to prevent more Vietnams. The next eight years will be a period in which we will have the greatest opportunity for world peace and face the greatest danger of world war.

I believe we must have peace. I believe that we can have peace. I do not underestimate the difficulty of this task. The art of preserving peace is greater than that of waging war and more demanding. But I am proud to have served in an Administration which ended one war and kept the nation out of other wars for eight years. It is that kind of experience and that



## HUBERT H. HUMPHREY

*"Free enterprise and American democracy go hand in hand. One could not survive without the other."*

By HUBERT H. HUMPHREY

Although voters face crucial decisions on November 5, they are being denied a face-to-face encounter by Presidential candidates to help determine where each aspirant stands.

Sadly, at this writing the Republican is still unwilling to trust his ideas and his views on important campaign issues to a free give-and-take discussion before a national television audience.

Mr. Nixon would rather trust his effort to Madison Avenue gimmicks to passion and prejudice, to bomb and bumper stickers.

I cannot agree.

I am therefore delighted to have the opportunity to sketch out for the members of the Associated Food Dealers and the National Association of Independent Food Retailers my views on some of the major issues. Because of the space limitation, I shall confine this article to some domestic problems although, unlike my election opportunities, I have given to the American people a specific, detailed account of my foreign policy plans.

In this article, I shall deal with continued and increased economic prosperity, the problems of small business, encouragement of business in low income neighborhoods, and the fight against crime and disorder.

**PROSPERITY** — The continued prosperity of this nation is especially vital to you, in the retail industry. When a family has good, regular, increasing income, it spends most of its money for goods and services.

A large part of that spending goes to food and other stores, where it creates more employment, income, profit and spending. Your industry thrives on national prosperity and it, in turn,

kind of leadership that America needs today.

**JUSTICE AT HOME** — We live in an age of revolution in America and in the world. And to find the answers to our problems, let us turn to a revolution, a revolution that will never grow old. The world's greatest continuing revolution, the American Revolution.

The American Revolution was and is dedicated to progress, but our founders recognized that the first requisite of progress is order. There is no quarrel between progress and order — neither can exist without the other. Let us have order in America — not the order that suppresses dissent and discourages change but the order which guarantees the right to dissent and provides the basis for peaceful change.

Let those who have the responsibility to enforce our laws and our judges who have the responsibility to interpret them be dedicated to the great principles of civil rights. Let them also recognize that the first civil right of every American is to be free from domestic violence.

To those who say law and order is the code word for racism, this is our reply: Our goal is justice — justice for every American. We shall re-establish freedom from fear in America so that America can take the leadership in establishing freedom from fear in the world. This brings us to the clearest choice among the great issues of this campaign.

(Continued on Page 11)



orks to increase this economic well-being.

The Humphrey Administration will give top priority to policies which will maintain steady economic growth with reasonable prices stability. We shall try to increase the prosperity of every American family. And we shall aid those who have been economically left behind to help themselves and become self-sufficient consumers.

We shall not return to the policies of economic drift which caused three separate, damaging recessions during the last Republican-Nixon Administration. The retail industry suffered in each of these economic slumps.

Five million people — nearly seven percent of our nation's work force — are jobless and unable to do their full share of retail buying. Those who are working did not do well either, for personal living standards grew only a sluggish 1.4 percent a year.

In comparison, during the past several years of the Democratic-Kennedy-Johnson - Humphrey Administration, unemployment averaged only 3.8 percent. Living standards jumped 25 percent for the average American. Wages, salaries and other compensation for workers and executives increased 67 percent.

With this overall prosperity, the retail food industry sharply expanded.

**SMALL BUSINESS** — Our free enterprise system has brought abundance to most Americans. But its benefits are not only material; it also is a major

(Continued on Page 11)

## GEORGE C. WALLACE

***"Government interference stifles the free enterprise system and growth of our gross national product."***

By GEORGE C. WALLACE

I have traveled throughout our country in the last year, literally from Concord, New Hampshire, to Los Angeles, California, to Miami, Florida. The American people are hungry for a change in the direction of our national government. They are concerned and disturbed about the trends being followed by our national leadership.

We must have a country whose leadership instills in its people a sense of national pride. For this reason, I am grateful in having the opportunity to address the members of the Associated Food Dealers in Michigan, as well as the National Association of Independent Food Retailers.

Among other things, I am particularly concerned about our nation's free enterprise system. We must have a nation where the free enterprise system is left alone and allowed to work. Labor union members, small businesses, and large ones, too, are tired of having to keep books for the federal government. Government interference stifles the free enterprise system and the growth of our gross national product more than any other single thing.

The issue today is not only the destruction of local and domestic democratic institutions, but it is an attack upon the property ownership and the free enterprise system. People of all walks of life in these United States are tired of a bunch of pseudo-intellectuals writing them guidelines telling them when to go to bed and when to get up and how to run their businesses.

Do not misunderstand. I am not against federal government. I am against those who would destroy federal government. I think the people are more able to determine their policies than are the bureaucrats in Washington. You don't solve any problems by more



federal force, the government forcing you to do something. It makes you a government of government-fearing folk instead of God-fearing people.

The free enterprise system has solved more poverty problems than all government combined and when government tries to solve these problems with some decree and some theory, it just doesn't work. I simply feel that I speak for a majority of the American people who are for constitutional government and are against big government trying to run every phase and aspect of their lives.

**LAW AND ORDER** — Then there are those who say I am racist or bigot because I am for law and order. I have never in my life made a speech that would reflect upon any one regardless of their race, color, creed or national origin and I don't intend to do so now.

But I do say this: I don't care what grievance anybody thinks he has in this country, it doesn't give him or her a right to burn a city down and destroy the internal security of 200 million people. I have never advocated disobedience of any law or of any court order. We must obey laws. We must obey court orders, whether we like them or not.

I do feel that riots can be prevented by allowing the police in the various cities and towns in this country to enforce the law. If a looter knew he was going to be shot, which is the law, he wouldn't loot.

**GOVERNMENT** — The tone and tenor of my administration will be

(Continued on Page 11)

## THE PRESIDENT'S CORNER

# DFBA Classroom Dialogues A Step In Right Direction

By MIKE GIANCOTTI

Earlier this month, I was privileged to appear on a panel to discuss various distribution problems, and both retailer and broker or manufacturer objectives when serving customers.

The panel appeared at a food distribution class held at Wayne State University, and was sponsored by the Detroit Food Brokers Association. Also participating on the panel to give their views and answer questions were: Sid Hiller of Shopping Center Super Markets (and an AFD director), Robert Spinelli of Borman Food Stores (Farmer Jack's) and Pete McLaren of Packers Super Markets.



GIANCOTTI

About thirty "students" who were really sales representatives employed by area brokerage firms heard the panelists, then asked questions so that better understanding of the retailer could be achieved. To say the least, it was a most impressive session with much needed and important dialogue coming from the various segments of the distribution channel.

Personally, I feel the Detroit Food Brokers Association should be highly commended for their efforts to bring about knowledge of our industry and pass this information on to the sales reps of the various DFBA-member firms. Basically, it allows the salesman, especially the newer ones, to understand our highly complex food industry, and helps him to do a better job for his employer as well as his retail customers.

It was such a fruitful exchange of ideas, it's a wonder no one thought of holding these classes sooner. It may be well for all segments of our industry to seriously consider this approach to inter-industry discussion. Unfortunately, however, there seems to be great reluctance of individuals and companies at all levels to allow their people to participate in such meaningful dialogue.

We of the Associated Food Dealers have been considering this type of approach for retailers for the past year or so, in cooperation with the AFD Supplier Advisory Council which will soon be inaugurated to help accomplish the same sort of thing. (Incidentally, members of our new Council, and objectives will soon be announced publicly.)

The spirit of the DFBA classroom dialogues, as I choose to call them, is the same spirit of our Annual Awards program, which is basically to cite those individuals for doing an above-average job for both his company and his customers.

All the criticism being generated against food retailers and food manufacturers (especially during election years), should be a warning to be more openly concerned with education of not only our people but the public as well. We must constantly be ready to provide useful and meaningful information about our industry, without having to bite our lips, so to speak.

I have always felt the way to do this is through one's association, be they members of DAGMR, the DFBA, or our own AFD. When programs are coordinated through an association, there is no need to worry about "outside pressures" attacking an individual, or a particular company. After all, this is what an association is for.

And since retailers are the final contact for a manufacturer before Mrs. Consumer picks the products off the shelves, more retailers should be concerned about public relations, education and yes, being more involved with our association.

However we do it, in the end it must be a team effort.

## 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

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WA 8-7400  
Melvindale, Michigan

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Dearborn, Michigan

ALLIED MEMBER

## NIXON

*(Continued from Page 8)*

For the past five years we have been deluged by programs for the unemployed; programs for the cities; programs for the poor. And we have reaped from these programs an ugly harvest of frustration, violence and failure across the land.

We are a great nation. We must never forget how we became great. America is a great nation not because of what government did for people — but because of what people did for themselves.

Let us increase the wealth of America so that we can provide more generously for the aged; for the needy; for all those who cannot help themselves. But, for those who are able to help themselves — what we need are not more millions on welfare rolls — but more millions on payrolls.

Instead of government jobs, and government housing, and government welfare, let government use its tax and credit policies to enlist in this battle the greatest engine of progress ever developed in the history of man — American private enterprise.

Private enterprise, far more effectively than the government, can provide the jobs, train the unemployed, build the homes, offer the new opportunities which will produce progress — not promises — in solving the problems of America. Let us enlist in this great cause the millions of Americans in volunteer organizations who will bring a dedication to this task that no amount of money could ever buy.

Let us build bridges to human dignity across that gulf which today separates black America from white America. Black Americans don't want more government programs which perpetuate dependency. They want the pride, the self-respect, and the dignity that can only come if they have an equal chance to own their own homes, their own businesses, to be managers and executives as well as workers, to have a piece of the action in the exciting ventures of private enterprise.

I pledge that we shall have new pro-

*(Continued on Page 13)*

## HUMPHREY

*(Continued from Page 9)*

bulwark of our freedom. Free enterprise and American democracy go hand in hand. One could not survive without the other.

But our system cannot be taken for granted. It must be nurtured and protected. A vital part of that effort is the protection of small business. Individual firms must have the ability to start, to prosper and — if their owners are smart and able enough — to become big business.

My record in support of small business is of long standing. Not only did I have my first business experience in our family drug store, but as a public official I led efforts to aid small business. In fact, service on the Senate Small Business Committee was, in my opinion, one of my most important Congressional efforts. A Humphrey Administration will reflect this interest in and concern with small business.

Innovations in products and marketing and organization by small businesses have been the spark for many of the benefits for the American consumer. The Small Business Administration should have sufficient funds to assist the ingenuity and inventiveness of the small businessman.

And a major effort is required to ease some of the needless frustrations of small enterprises in running their businesses. They should be able to concentrate fully on providing the best possible goods and services to consumers, giving stable, meaningful employment at good wages to their workers, and reaping a satisfactory, reasonable return.

### BUSINESS IN POVERTY AREAS

— Small business in the retail food industry has an especially important role to play in providing well-managed stores which offer good, reasonably priced products for sale in low income neighborhoods. A Humphrey Administration will take action to encourage establishing food stores in these areas.

I believe the pool insurance plan, which became law after the Johnson-Humphrey Administration proposed it

*(Continued on Page 13)*

## WALLACE

*(Continued from Page 9)*

economy of operation. We will do this, not to curb needed legitimate services of the state government, but to insure that tax dollars paid by our citizens are returned to them in government services and not used for the benefit of a favored few.

**LABOR** — Those who belong to the ranks of labor have played a great part in building our nation. I am for a strengthened and adequate workmen's compensation and unemployment compensation program. I have always been a friend of working men and women because I understand their problems. I have been a working man all my life.

**COMMUNISM** — The Supreme Court of the United States has ruled that a Communist can work in a defense plant of our nation. While Communists are killing American servicemen in Southeast Asia, I am not in accord with that and I want to make you this solemn promise that when I am your president, I am going to, within the law, take every Communist out of every defense plant in this country.

While our American servicemen are being killed by the Communists in Asia, I don't believe in letting someone work in a defense plant who owes his allegiance to a foreign power that might sabotage an airplane that my son and your son might have to fly in the armed services.

In conclusion, and I know my space is limited, let me say that one of the first things I am going to say in my inaugural address is that I give my moral support as president of the United States to those who enforce the law in our country and to stand with them because if it were not for the policemen and firemen in your city and in this country you couldn't ride in the street much less walk in the street. Restoration of law and order is one of the biggest problems facing the nation and, as president, I intend to do something about it and help deter further breakdown of law and order, at the same time protecting individual rights and property rights.

## Consumer Conference Has Political Overtones; Again Blasts Food, Drug Merchants

"Problems in the Marketplace" was the theme of a Southeastern Michigan Consumers Conference held October 4-5, at the UAW's Turners Building, on East Jefferson. The conference was jointly sponsored by the Consumers Research Advisory Council (which was chartered by the State Aug. 28, 1968), and the United Automobile Workers.

Billed as the highlight of the conference was a repeat presentation on the food and drug price survey made by the social action group known as "Focus: Summer Hope," which saw Fr. William Cunningham present what he called "facts" uncovered by the survey, in another hard-hitting attack against both independents and chain store operators, using a high degree of emotionalism to strike home his points.

Following his charges, the clergyman concluded that grocery and drug stores were burned during the riots because of conditions which existed prior to the 1967 civil disturbances. He said "people were at the mercy of store owners." Fr. Cunningham also revealed that the survey was conducted because of earlier surveys which

revealed similar information, conducted two years ago by the Detroit Urban League, as well as a report of the Transportation and Land Use Study (TALUS). He rejected recent results of a study done by the United States Department of Agriculture which found conditions and competition in the Detroit area food industry "among the best in the nation." He also claimed that affluent whites living in the suburbs received "about 500% more services than those of the inner-city." He told the audience, comprised of about 120 persons, he would "not accept the theory that increased crimes were the causes of higher prices in the inner-city," nor the increased cost of operating in the area.

Among his conclusions was that "consumer education should begin by educating the entrepreneurs first, and not the consumers." He said merchants were "carving the hide out of the poor."

Fr. Cunningham spent almost 2 hours blasting food and drug merchants; mostly food retailers, however. Following his presentation, there was a question-and-answer period, with answers coming from a panel consisting of the reverend, an inner-city housewife, an outer-city housewife, and moderated by Eugene Loren of the UAW. (Prior to the conference, the AFD questioned why its request to have food industry representatives on hand for the panel was ignored. Coordinators of the conference said "it (the conference) was not intended as a dialogue, but merely to present results of a survey which was recently taken.")

During the question-and-answer session, instead of providing answers to one man who questioned the validity of the survey and survey techniques, Fr. Cunningham, along with the aid of the moderator, attempted to ridicule the individual, who later identified himself as a market research expert, and quite knowledgeable in survey analysis. In fact, anyone who posed any question which tended to weaken the survey was either ridiculed, harrassed or kept from getting a positive answer.

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### The Case For Incentive Travel Tours, Programs

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**DETROIT 17, MICH.**

**ALLIED MEMBER**

## NIXON

(Continued from Page 11)

grams which will provide that equal chance.

We do not seek victory in 1968 as simply a victory for Republicans. The times are too critical for that. Our must be a victory that future generations of Americans will applaud. That is why, in this campaign, in this watershed year, I am asking not just for your votes in 1968, but for your continued help in the next Administration.

Thank you for allowing me to address my remarks to the members of Associated Food Dealers, and the National Association of Independent Food Retailers.

## HUMPHREY

(Continued from Page 11)

and the AFD and NAIFR supported it, is a move in the right direction. More steps are needed.

Humphrey Administration will foster a cooperative program involving the community, business and government to assure low income consumers a plentiful supply and choice of foods at reasonable prices and to assure ghetto businesses safety and a reasonable chance to succeed. Such a step will, I believe, help to still some of the antagonisms in our inner cities and be an aid toward ending the division among the American people.

**CRIME** — An important aspect

of increasing business participation in the low income areas is the war against crime and disorder which the Humphrey Administration will launch.

What is needed is action against crime and against disorder — not words, especially words of hate and fear. The efforts of some candidates to try to make political gains by fear mongering and hate-mongering is reprehensible. They offer no action — only more division and antagonism.

I reject such an approach. Instead, I have made specific proposals, including:

- Federal support of law enforcement, so that state and local officials can hire more police, raise their pay and provide them with more training.
- A sharp step-up in the battle against organized crime.

- Federal aid to improve local facilities useful in the war against crime, such as better street lighting.

- Specific action against juvenile crime.

- A ten-fold increase in the funds for the Safe Streets Act.

- Creation of a Council of Civil Peace to provide early warning signals on possible disorders.

- Mobilization of specially trained and equipped National Guard and police units to end outbreaks if they do occur.

END

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## THE BELL RINGER

# The Gals Are Putting the Knock on Wall Street

By ALEX BELL

I know definitely now that I have at least two people who read this column. About a year ago I received a letter from one of our AFD directors, Harvey Weisberg. And now, what do you know (oh, the hell with this "I" bit, we'll switch back to "we") we received a note from our old friend Sol Shaye in Miami.

By the way Sol, who is Jim Bishop (?) and thank you for your kind words. Whoops we made a boo-boo. Max Shaye also took us to task via the mails. So that makes it three readers definitely. (Edeebnote: Quit being so modest, Al.)



Mr. Bell

At our most recent AFD board of directors meeting, Eddie Acho learned a new word. Eddie, we looked it up in our Funk and Wagnals, it is pronounced: INN-YOU-EN-DOE.

Looks like the gals with the knockers are putting the knock on Wall Street with all the 43-25-37 and 47-29-38

broads strutting down the avenue during lunch hour. It is liable to bust the stock market!

\* \* \*

On a recent trip to Greeley, Colorado we found a chain that wasn't afraid of the grape boycott. We were in a Del Farm Store and noticed a sign over a display of grapes which read: "These grapes were harvested by un-organized labour." Del Farm is a division of National Tea Co., and we say they have intestinal fortitude!

\* \* \*

We heard about a Num-Num who was filling out a job application form. When he came to the question on sex, he filled in "once a week."

\* \* \*

We now get down to the nitty-gritty: The following appears in a local trade paper: "Tell us about your happenings. Let us tell the industry! 961-7554." Well, the AFD had a happening: Our Annual Awards Banquet. Howcum, George, we wuz ignored? In addition to you, we noticed your C. Harris, J. Scheringer and T. Bowman were present.

We have been around in this association for over 30 years. We can go back to the days of Martin Bonkovich, J. Hoffa, etc. We go back to the day that you wanted to go out and take Jimmy apart. During this time we have watched the Association grow from a few hard-nosed butchers to the now recognized voice of the retail food industry in Michigan.

We have grown in stature under the leadership of guys like Don LaRose, Jay Welch, Mike Giancotti, Ed Deeb, the Fink family, the Weisbergs and the little guys that make up a helluva board of directors and membership roster. George, don't put all of your eggs in one basket. Ask Uncle Louie what Bill Keasey did to him about 25 years ago. And, by the way, George, the AFD is not in the publishing business, we just print our magazine so that I can have a hobby . . . writing (?). Whatsamatta, George, don't you love us anymore?

\* \* \*

It's not how you play the game that counts . . . it's how you cheat.

\* \* \*

GoodOldUncle Sugar is at it again. Our mutual Uncle Sam, in a very good mood last year, gave farmers quite a few of those good old Yankee dollars for not raising crops. Item: one California farm received \$4 million, another outfit got a mere \$2.8 million. All in all, last

(Continued on next page)

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*(Continued from Page 14)*

year 9,952 farmers received more than \$20,000 for a total of \$408 million.

\* \* \*

**The Federal levy** (which helps underwrite the price support program) of 73 cents per bushel of wheat milled into flour, is translated by bakers into one-cent per loaf of bread at retail. Do you think Mrs. Housewife understands this?

\* \* \*

**We dream of mouth-to-mouth** resuscitation with Raquel Welch or some other dame.

\* \* \*

**We assume that the new government department** for consumers will be completely buy-partisan.

\* \* \*

**Salim Sarafa is at it again.** At our October Board meeting, he came up with this one: "Say, Al, could I have one of your cigarettes? I left mine in the machine." That's my boy!

\* \* \*

**We talked about being** in Greeley, Colorado. Jack LaRose and your's truly went to see the Montfort Packing Company in that town. This is one real operation. They feed their own cattle on the biggest feed lot in the world. It is a highly automated operation and they have 16,000 head of cattle on feed which is a lot of meat. In the packing plant, they kill one head of cattle every 24 seconds, and a lamb every 10 seconds. And, if you want to see 141 "boners" working, that is the place to go! Nearly everything is shipped boneless, and this is the way to go.

\* \* \*

**Get where the action** AssoCiaTION is the AFD that is. (Edeebnote: My, my he's getting clever. Notice how he spells association. He socks the action right to 'em.)

\* \* \*

Dear John, that's all she wrote. —ACB



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## Chapman Succeeds Lownes at Del Monte

Thomas L. Chapman has been appointed district sales manager of Del Monte Sales Company, with area offices in Oak Park. He succeeds Walter "Bud" Lownes, who has assumed new responsibilities in Canada for the firm, it has been announced by Herbert J. Merrick, divisional sales director.

Chapman, formerly district sales manager for southern California for Del Monte's beverage division, has been with the company 17 years. Prior to his transfer to Los Angeles, he was district sales manager for Toledo.

## 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.

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## GUEST EDITORIAL

# Soft Drink Marketing: Satisfying Two Customers

By ROBERT B. HEALY

Vice President

Detroit Coca-Cola Bottling Company

Soft drink bottlers are in the business for the purpose of satisfying customers. We are making vital contributions to a tradition of customer satisfaction that began many years ago. We share this goal in common with the members of the food distribution industry: customer satisfaction is the essence of both our industries.

What differentiates our program of customer satisfaction is its duality of focus. We must address our efforts to the satisfaction not only of our immediate customer, the food distributor, but also, and more fundamentally, to the satisfaction of the consumer. By offering high quality products at attractive prices, we traditionally have been very successful in satisfying both our customers.



HEALY

But occasionally, we bottlers are faced with what appears to be a short-term conflict of the interests of our two customers. We are very much involved in accommodating the needs of the food distributor. When, however, the transient interests of the food distributor are at odds with the achievement of the fullest measure of satisfaction of the consumer, we rally to the cause of the consumer. For herein lies the true essence of our commitment to satisfying consumers.

Because of this commitment, we encourage a complete assortment of package types and sizes. From these the consumer may select those that best satisfy her needs. We are no longer married to any particular package or size; we have dedicated ourselves to the goal of satisfying the consumer.

In addition, and most importantly, we bottlers make available to food distributors a professionalized system of distribution and product promotion — all under the direction of the bottlers dealing on a one-to-one basis with food store personnel. In this capacity, we consider ourselves to be far more than pop purveyors — we are professional beverage consultants.

It appears to be very much in vogue today for food distributors to talk about centralized warehouse distribution for soft drinks. In support of arguments for such a plan, it is not uncommon to quote cost figures and savings figures experienced in limited participation in such an operation. Of these statistics one must be extra cautious.

How many such operational economies are fleeting? At what point does such a system of handling cease to utilize wasted handling capacity and begin to devour substantial capital, in the form of new handling equipment? At what

*Editor's Note — This issue's guest editorial is in response to a guest editorial published in The Food Dealer in June. That editorial was titled: "Soft Drink Marketing: Part of the Food Business," and written by James Scoggin of Food Marketers, Inc. The opinions of this guest editorial, and all guest editorials appearing in our award-winning magazine do not necessarily reflect those of the magazine, or the Associated Food Dealers. However, we feel it a responsibility to regularly allow thought leaders in our industry the freedom of expression through our pages. Any comments you may have are most welcomed.*

point does such a system of handling cease to utilize expendable manpower capacity and begin to direct mandates for new manpower? We know that labor represents 50% of the operating costs of a supermarket; additionally, we recognize that this represents 80% of all controllable costs.

With these considerations in mind, can the members of the food distribution industry refuse the assistance of the staff of the soft drink bottlers of nationally known brands? Is the industry truly willing to heavily invest its own capital, and is it willing to increase considerably its own personnel to perform a function currently performed by bottlers? And with a simultaneous reduction in effectiveness, to boot?

What do we offer food distributors under the present system of door-to-door delivery? Out-of-stock insurance, for one. Depending upon the volume and the needs of the outlet, we can offer service to the door three, four and five times a week. We offer as well the benefits of a local seller, not a far-off one. We can work closely with our supermarket friends to formulate and execute successful local promotions. In essence, we are local businessmen who are the local stewards of some of the most famous trade-marks in the world. We can accommodate you.

It may be surprising to know that sales of the products of my particular parent company — the Coca-Cola Company — through supermarkets represents only 10% nationally of the soft drink volume of our company. It is, indeed, a very important 10%, and we work hard to service it. We believe in supermarkets. We are confident that the joint best interests of the supermarkets and soft drink bottlers will best be served by close communication and understanding in the best tradition of warm business relations.

Over the span of our careers we have all witnessed sweeping changes in both our industries. We have both been moving at a dynamic pace. The truth of the matter is that neither of us is at his full and final stage of development. We both have a dynamic future. As you are moder-

(Continued on Page 17)

## 'Consumers Need Protection' Miss Furness Tells Detroiters

In addressing a recent Detroit consumer conference President Johnson's consumer advisor, Miss Betty Furness, told those in attendance that "consumers need more protection and information than ever," then concluded her talk in a partisan fashion by urging the election of the Democratic nominee for president. "After all," she said jokingly, "if Mr. Humphrey isn't elected I probably won't have a job."

As far as consumers progress is concerned, Miss Furness said Detroit has an A-rating, but consumers here and around the nation are in dire need of more assistance, especially the low-income poor.

"There was a time you told grocers what you wanted and he'd get it for you. Today, you have to hunt around and get it for yourself because he (the grocer) doesn't

use the long pole anymore. You have to do the work yourself," she said. "Today businessmen are not hesitant to speak out. We must organize the consumer to be a dynamic force which will be recognized and bring action through involvement and support of Congressional and State Legislation around the nation."

Miss Furness indicated that today 28 states have state consumer councils or organizations with local branches, but none in Michigan. (Editor's note: About a year ago, Gov. Romney appointed a five-man state consumers council, with Charles Boyd, a retired businessman as its chairman.) She said these consumer groups were responsible for getting 17 consumer bills passed in the last four years, including truth in packaging, truth in lending, and the auto insurance act.

## Frito-Lay Promotes James Johnson

The appointment of James Johnson to regional manager of Frito-Lay Inc., has been announced by George J. Ghesquiere, vice-president and sales manager for the firm's Detroit division. In his new position, Johnson, who joined the New Era Potato Chip Company in 1949 as a route salesman before it merged with Frito-Lay, will be responsible for all related sales activities of the newly created sales position.

At the same time, Ghesquiere has announced two additional promotions at the company. Earl Hammond, a route sales representative, was named district manager. John Boruta, formerly a sales representative, was also appointed district sales manager.

## GUEST EDITORIAL

(Continued from Page 16)

nizing your systems, so too are we. We ask you to continue to look toward bottlers for leadership and assistance in a business that is our lifeblood and our forte — the production and distribution, as well as the merchandising and advertising of high-quality soft drinks.

We shall stand behind you and make available to you all the expertise in soft-drink marketing systems that can be tapped. Retailers have available to them the most professionalized and sophisticated soft-drink marketing organizations in the world through bottlers of national brands. We are not sleeping and we are not content to rest on laurels of years past. We are moving — do not mistake our prudence for lethargy.

We are convinced that the present system of distribution is the most profitable for the food distributor. This is largely because it is the most conducive to the satisfaction of the ultimate consumer, a star to which both your wagon and ours are hitched. Many bottlers are currently in the midst of studying some very dynamic changes in actual store-door delivery. As such changes are developed, we shall be moving further in the direction of satisfying you, our customers, our very good friends in the food distribution industry.

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## PROFIT WITH CAL-CHEM'S HOME CARE LINE

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Smart retailers will stock and sell this popular item for more sales and profits. To place your order, contact:

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GORDON KOSTER, sales manager of the Chase & Sanborn division of Standard Brands, left, presents a transistor radio to Mrs. Donald Sullivan, a consumer, during a special World Series promotion. Because she shopped at Verbrugge's Food Market, Grosse Pointe, Allen Verbrugge, an AFD director, right, received a pair of Series tickets. Verbrugge's name was drawn from a list of 20 retailers who were eligible for tickets. The R. L. Polk Company made the official drawings for consumer prizes and tickets.



TAKING TIME OUT for a chat during the DAGMR Stag Party held at the Latin Quarter are, above, left to right Jerry Inman, of Paul Inman Associates; Robert Swanson of Peterson & Vaughn; Robert McFarlan of Great Scott Super Markets; and Tom Fanos of Tom Fanos Associates. (All are AFD members.)

### AFD Member Pete Cassa Killed

Peter Cassa, longtime grocer and member of the Associated Food Dealers, and father of Don Cassa, was killed recently in their newly opened store, Allstar Market, 13501 Puritan. (The family also operates Sunkist Market, Detroit.)

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

## BEVERAGES

Associated Breweries	925-0300
Canada Dry Corp.	868-5007
Cask Wines	849-0220
Coca-Cola Bottling Co.	898-1900
J. Lewis Cooper Co.	823-3900
Faygo Beverages	WA 5-1600
Home Juice Company	925-9070
Leone & Son	925-0500
Mavis Beverages	DI 1-6500
National Brewing Co.	WA 1-0440
Pepsi-Cola Bottling Co.	366-5040
Stroh Brewery Company	961-5840
Squirt Bottling Company	JO 6-6360
Vernor's-RC Cola	TE 3-8500

## BROKERS

Acme Detroit Food Brokerage	581-0410
Steve Conn & Associates	547-6900
Continental Food Brokerage	533-2055
A. J. Copeland Co.	342-4330
Harris Crane & Company	538-5151
E. A. Danielson Co.	838-9111
DeCrick & Maurer	822-5385
Maurice Elkin & Son	353-8877
Food Marketers, Inc.	342-5533
Graubner & Associates, Inc.	TA 6-3100
John Huettner & 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 3-5585
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
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 Bartush Foods, Inc.	-TO 8-5810

## MEAT PRODUCTS, PACKERS

Alexander Provision Co.	961-6061
Cadillac Packing Co.	961-6262
Crown Packing Co.	TE 2-2903
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 3-8200
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.	1W 1-1200
Spencer, Inc.	931-6060
Ruoff, Eugene Co.	WO 3-2430
Wayne Packing Co.	WO 1-5060
Weeks & Sons (Richmond)	RA 7-2525
Winter Sausage Manufacturers	PR 7-9080
Wolverine Packing Co.	WO 5-0153

## MEDIA

The Detroit News	222-2000
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## NON-FOOD DISTRIBUTORS

Arkin Distributing Co.	WE 1-0700
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 8-6280
Holden Red Stamps	255-3350
Guaranteed Advertising Distributors	831-0020
Stanley's Adv. & Distribg. 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	LA 6-4864

## 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.	341-3994
Globe Slicing Co. (Biro)	LI 5-1855
Hobart Mfg. Co.	542-5938
Lepire Paper & Twine Co.	WA 1-2834
Liberty Paper & Bag Co.	921-3400
Master Butcher Supply Co.	WO 1-5656
Midwest Refrigeration Co.	JO 6-6341
National Market Equipment Co.	LI 5-0900
Scan-A-Scope	823-6600
Sentry Security System	341-9080
Shaw & Slavsky, Inc.	TE 4-3990
Square Deal Heating & Cooling	WA 1-2345

## WHOLESALE, FOOD DISTRIBUTORS

Grosse Pointe Quality Foods	TR 1-4000
C. B. Geymann Company	WO 3-8691
Kaplan's Whise. Food Service	WO 1-6561
Raskin Food Company	865-1566
Spartan Stores, Inc.	455-1400
Super Food Services, Inc.	546-5590
United Wholesale Grocery	834-6140
Vlasic Food Co.	868-9800
Wayne County Wholesale Co.	894-6300
Abner A. Wolf, Inc.	584-0600

THE FOOD DEALER  
434 W. Eight Mile Rd.  
Detroit, Mich. 48220

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

Return Requested



## 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 retail members of the Associated Food Dealers. The AFD is the only retail food 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 retailers 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 plus many other benefits.

### 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, 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