



THE FOOD DEALER

The Magazine of The Greater Detroit Food Market

MAY, 1968



And Justice For All?

With crime affecting John Q. Grocer, all businessmen and citizens as well, increasing, The Food Dealer staff felt it would be most appropriate to run the above cartoon. Holdups are increasing, as is burglary, arson, pilferage and looting. Prisons remain partly filled, as court decisions become more lenient.

Support These AFD Supplier Members

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Brink, Earl A. (Insurance) 962-7150
 Gohs, Inventory Service VE 8-4767
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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
 Magnuson Foods (Bays Muffins) ... FA 1-0100
 Oven King Cookies PR 5-4225
 Fred Sanders Company 868-5700
 Schafer Bakeries 833-7100
 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 TY 5-4400
 Coca-Cola Bottling Co. 898-1900
 Fayo 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

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
 Dillworth, Inc. DI 1-5905
 Maurice Elkin & Son 353-8877
 Food Marketers, Inc. 342-5533
 Graubner & Associates, Inc. TA 6-3100
 John Huetteman & Son TA 6-0630
 Paul Inman Associates, Inc. 626-8300
 Keil-Weitzman Co. 273-4400
 Maloney Brokerage Co. TU 5-3653
 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
 Thompson - Jackson Associates 273-8262
 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
 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 357-4555
 Prince-Vivison Macaroni Co. 775-0900
 Roman Cleanser Company TW 1-0700
 Society Dog Food (Koch & Co.) ... DU 3-8328
 Shedd-Bartush Foods, Inc. TO 8-5810

MEAT PRODUCTS, PACKERS

Alexander Provision Co. 961-6061
 Cadillac Packing Co. 961-6262
 Crown Packing Co. TE 2-2900
 Detroit Veal & Lamb, Inc. 962-8444
 Eastern Market Sausage Co. WO 5-0677
 Feldman Brothers WO 3-2291
 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. 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

NON-FOOD DISTRIBUTORS

Arkin Distributing Co. WE 1-0700
 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 444-1195
 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. 962-9797
 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

STORE SUPPLIES AND EQUIPMENT

Almor Corporation JE 9-0650
 Butcher & Packer Supply Co. WO 1-1250
 Diebold, Inc. DI 1-8620
 Hussman Refrigeration, Inc. 341-3994
 Globe Slicing Co. (Biro) LI 5-1855
 Hobart Mfg Co. FA 1-0977
 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

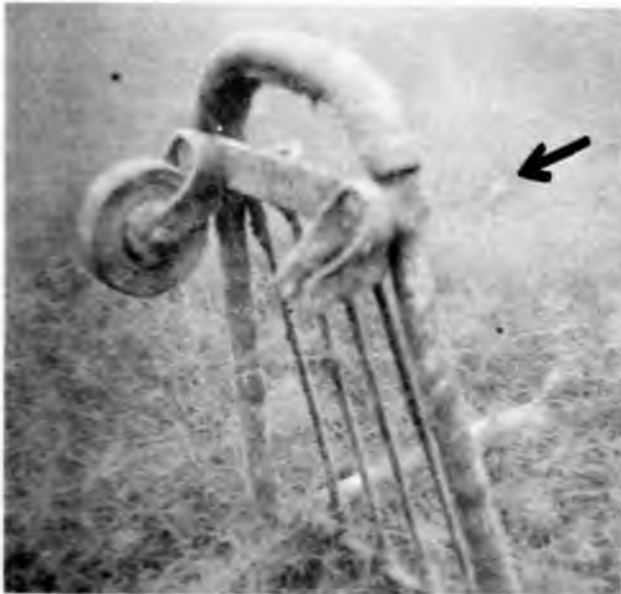
WHOLESALE

Grosse Pointe Quality Foods TR 1-4000
 C. B. Geymann Company WO 3-8691
 Kaplan's Whlse. Food Service WO 1-6561
 Spartan Stores, Inc. 455-1400
 Super Food Services, Inc. 546-5590
 Tobacco Brands Dist., Inc. TW 3-8900
 United Wholesale Grocery 834-6140
 Wayne County Wholesale Co. 894-6300
 Abner A. Wolf, Inc. 584-0600



THE FOOD DEALER

MAY, 1968



Mich. Week May 19-25; Theme Is 'Hospitality'

The dates of the 15th annual 1968 Michigan Week promotion are May 19-25, and the theme is "Michigan — Land of Hospitality." It's a fine time to show the world that Michigan people are indeed friendly and care about their state.

There are eight special days of Michigan Week, each highlighting a different facet of life in Michigan:

The Saturday before Michigan Week begins, May 18, is known as Community Pride Day; Sunday is Spiritual Foundations Day; Monday, Our Government Day; Tuesday, Heritage Day; Wednesday, Livelihood Day; Thursday, Education Day; Friday, Hospitality Day; and Saturday, May 25, Our Youth Day.

Michigan Week itself is actually the climax of many year-around programs, and the friendliness that is making Michigan famous is necessarily a year-round effort too, not something that is forgotten after the promotion. The Associated Food Dealers urges all retailers to let everyone know that they are welcome in Michigan every day of the year, and that Michigan is truly the "Land of Hospitality."

UNDERWATER CARTS — The photo at the left was taken by a scubba diver under water, which explains why the photo is hazy. Nevertheless, you can see it is the base of a shopping cart. The cart was tossed into a suburban Detroit lake by an inconsiderate citizen. If you look closely (arrow) you can see the outline of a small fish. We'll never know where to expect a bascart to pop up. The Food Dealer staff is indebted to diver Dan Massouris, above right, and Aneese Ajlouny of Lamphere Market. Thanks, fellows.



MICHIGAN WEEK

MAY 19-25

THE FOOD DEALER

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 OF GREATER DETROIT**

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 GEORGE SCHLEICHER—Schleicher's Market Detroit
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The Sounding Board

To the AFD:

Thank you for your expression of confidence in our handling of the recent Michigan disturbances.

The real thanks goes to the thousands of dedicated public servants, particularly police officers and National Guardsmen, who worked so hard in these recent days. And in particular it should go to the majority of Michigan citizens—whatever their race, wherever they live—who acted with restraint and steadiness.

Most people of our inner cities have made it plain by their recent actions that they want to reject the voices of violence—that they only seek dignity, justice and the opportunity to live as full, responsible citizens.

We have shown that we can avoid serious trouble this summer and that we can eliminate social and racial injustice by responsible public and private actions at all levels.

Let us work shoulder-to-shoulder to that end.

George Romney
 Governor of Michigan

Thank you for the expression of your support for actions taken in Detroit to maintain the peace following the assassination of the Rev. Dr. Martin Luther King, Jr.

Quick action by public safety agencies, both City and State, was, I feel, instrumental in Detroit remaining safe in the hurricane of violence which swept major cities throughout this country following Dr. King's death. Our mobilization plans which had been carefully worked out over the last nine months worked very well.

I think we all owe a debt of gratitude to the men of the Detroit Police Department, the Detroit Fire Department, the State Police, the Michigan National Guard and others whose actions during this time was an important factor in maintaining peace.

But the real credit for peace belongs to the citizens of the Detroit metropolitan area who did what was necessary to spare Detroit from violence and preserve their city.

I hope to have your help and continued support in the days ahead.

Jerome P. Cavanagh
 Mayor of Detroit

Your kind words of congratulation of my Women Who Work Week honors are deeply appreciated. I am sure that all women, so honored as I was, are only too happy to serve their God and their metropolitan community of Detroit. Any efforts, to make our lives and those of our fellowman better, are truly worthwhile.

Sister Irene
 Administrator
 Providence Hospital

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ED DEEB

OFF THE DEEB END

Badly Needed Pool

There was a ray of hope in the hearts of center-city merchants recently when the Michigan House of Representatives passed House Bill 3466, designed to provide basic property and fire insurance to businessmen who are unable to secure coverage in high risk areas.

According to the bill, introduced by Loren Anderson (R—Pontiac), businessmen who are otherwise qualified for insurance, but who are refused coverage through normal policies, are eligible to participate in a Michigan insurance pool, to be operated under the auspices of the state insurance commissioner.

You may recall that the pool insurance idea was originally proposed by the Associated Food Dealers following last July's disturbances. Since then, Gov. George Romney urged passage of such a measure, and Michigan Insurance Commissioner David Dykhouse has worked diligently to explain the bill and pool insurance concept to various businessmen and Legislators.

It is a known fact that the problem of high premium insurance rates, or the unavailability of insurance coverage, has been a major problem for Detroit merchants and businessmen for many years. It was NOT brought about strictly because of last July's rioting.

It should be stated loud and clear at this time, if the message hasn't already reached home, that the unavailability of insurance coverage is the most crucial problem confronting independent retailers operating in the urban areas — not only in Michigan, but across the nation as well.

The bill before the House to establish a pool insurance program will prove to be a blessing to the independent grocer and other small businessmen. For without insurance, or availability of it through an assigned risk pool, you can be sure there will be a mass exodus of merchants out of the center-city where they are vitally needed to perform a real service, now more than ever. Many have already moved.

And let's face it, the increased cost of insurance, or lack of it, is directly proportionate to the high crime rates in so-called "high risk" areas.

If crime is allowed to increase, with or without insurance protection, the small businessman, who has been the heart and soul of both the inner — and outer-cities of our land, will fall by the wayside, a victim of his own community, who so desperately needs him and his services.

The insurance pool is badly needed and must become a reality.

New Supers Did More Volume In 1967; SMI

CHICAGO — The typical supermarket opened during 1967 is bigger, has more checkout counters, does more volume and returns higher sales per sq. ft. than stores opened in previous years. It cost about \$300,000. to build, required an investment of about \$600,000. and has competition from three other major food stores.

These are some of the highlight findings on new supermarkets revealed in the 15th. annual industry, studies, "FACTS ABOUT NEW SUPERMARKETS", conducted under the direction of Curt Koanblaw, director of research Supermarket Institute. It was based on very detailed reports submitted for nearly 200 new stores opened in 1967.

SMI, with headquarters in Chicago, annually conducts research surveys and educational projects for the food distribution industry.

The study disclosed that the new supermarkets average 21,000 sq. ft., in total store size, including selling area, backroom, mezzanine and basement. . . the highest in seven years. Selling area averages 14,000 sq. ft., the largest since the inception of the survey in 1953. The new units used fully 67% of their space for selling purposes, compared to 64% a year ago.

An average of eight checkout counters was reported by the new supermarkets. This compared to seven in the previous years. Each checkout handles an average of 940 customers transactions, and accounts for sales of \$5,600 per week. A year ago, transactions for checkouts amounted to 1,031 with sales per checkout at the same \$5,600. As the number of checkout counters per store increases, performance per checkout tends to decline.

Weekly sales of the new supermarkets range from \$20,000. minimum for inclusion in the survey, to more than \$100,000. The new units averaged \$44,300. a week, which was 10% above the \$40,400 attained by the 1966 crop of supermarkets surveyed.

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able in the right-sized packages.

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EDITORIALS

What Can Price Surveys Hope To Accomplish?

Recently, a massive food price survey was conducted in Detroit and suburban supermarkets and independent grocery stores, with some 500 women participating. The survey is reportedly unofficially sanctioned and sponsored by the Catholic Archdiocese of Detroit, with three other groups involved.

The organizations and individuals reportedly in on the survey are Fr. William Cunningham of Sacred Heart Seminary; Mrs. Esther Shapiro, Michigan Credit Union League; Mrs. Roberta McBride, Wayne State University; and the (Detroit) Mayor's Committee on Human Resources and Development.

Since the consumer rebellion and boycott of supermarkets around the nation in late 1966, and the many charges made against food distributors by politicians and appointees since then, price surveying is nothing new.

The Associated Food Dealers, and the store owners and operators throughout the greater Detroit area do not object to surveys being taken by anyone. What does concern us this time, however, is the veil of secrecy concerning this present survey, and the fact that professional home economists trained to know grades and qualities of products, were not involved in, nor advised of, the survey.

The survey of food and drug stores recently conducted was billed as a social action program designed to prove the poor pay more, and part of a summer program called "Focus: Summer Hope." One of the basic assumptions those sponsoring the survey make is that citizens residing in center-city or poverty areas do not receive the same quality as those residing in the suburbs. The 500 women volunteers were hurriedly trained to take the survey in a two-day training session.

Already charges have been published to the effect that price-gouging and profiteering exists before results were tabulated, the same kind of charges made during and after last July's riots in Detroit. Yet despite the charges of last year, not one retailer was found guilty of

profiteering. The Republican Party in Michigan recently conducted a food price survey, which also found retailers innocent of so-called price-gouging charges.

For lack of a qualified professional home economist, the survey for "Focus" is already diluted. Hopefully those tabulating the survey will realize such variables as different grades and qualities of food products, different sizes and weights, special sales offered at different times in different stores, and different prices.

We hope too that they realize that Detroiters pay less for food than any other major city in the United States. We hope too they realize that Detroit-area retailers today are in the midst of a huge price war, which has been harmful to the retailer, but which presently affords consumers even lower prices than normal here.

We hope they also realize that merchants operating in the center-city areas pay higher insurance premiums (by up to 400%); experience greater losses from customer pilferage; and are exposed to more crime in the form of holdups and burglaries; and greater losses from bad checks and shopping cart theft.

We hope they realize there is such a thing as freedom of choice as granted to all citizens by the Constitution. This means that if a person is not satisfied with one store or one product, for any reason, he or she has the right to exercise that freedom and shop somewhere else, or buy a different product. This is the principle of free enterprise on which the economic foundation of our nation is built.

Competition forces a retailer to offer the best products he could, and services demanded by his customers. These may differ in various neighborhoods because of varied tastes. Yet a businessman knows more than anyone else, if he can't deliver the goods and services, his competition can.

What will the price survey hope to accomplish? We certainly hope not another barrage of sensational charges in the guise of consumer protection.

Curfew Proves Sales Maintained With Less Hours

The curfew imposed by Gov. George Romney and mayors of various Detroit-area cities following the assassination of the Rev. Dr. Martin Luther King proved at least two things which provide food for thought.

The first: preventive action taken to maintain calm and order, and possible violence and looting, can be a major vehicle for instilling confidence in the minds of citizens. Secondly: retail food stores were able to maintain normal store sales with fewer store opening hours.

Concerning the first, the Associated Food Dealers extends congratulations to Gov. Romney and Mayor Cavanaugh for their quick action, which, at least, helped protect property and prevent looting. We extend our appreciation and gratitude to them, and to the thousands of local and State Police, and National Guardsmen who worked so hard during those days.

Regarding point number two above, a random phone survey of key independent food retailers and local independent food chains, showed that sales did not decline because of opening fewer hours due to the curfew, and proved that shoppers could, and would, purchase their groceries if stores closed sooner than the current 9 p.m. or 10 p.m. closing hours.

Therefore in an effort to aid retailers to maximize efficiency and retail profits, which have dwindled to an unhealthy low due to increasing amounts of below-cost selling, the Associated Food Dealers strongly recommends that all retailers consider opening until 7 p.m. Mondays through Thursday, while maintaining the normal Friday and Saturday closing hour of 9 p.m.

Again, what would be the major reasons and results

(Continued on Page 11)

Home Maid Foods Win Top AFD Bowling League Honors

Congratulations are extended to Home Maid Foods and its team of sharp-shooting keglers for having won the Associated Food Dealers Bowling League Championship for 1968. Finishing second was defending champs Pitts Packing Company, followed by Dennis The Ringer, Quaker Foods and Cloverleaf Bakery, in that order.

Making up the winning Home Maid Foods team were Jerome Borkowski, Raymond Mullin, Mitchell Kaminski, John Koval, Lawrence Napiorkowski and Richard Borkowski.

The Pitts Packing team was comprised of Louis Gorning, John Augustine, Vic Koziarski (capt.), Milton O'Neil, Robert Blackburn, and Ronald Kontowsky.

Dennis The Ringer team consisted of Ronald Dennis, Gene Cloyd, Claude Volger, Carl Domke and Roger Saad. The Quaker Food Products team consisted of Walter Dudek, Richard Dudek, Paul Dudek, Michael Kuznicki and Henry Modzelewski.

All the teams in the Associated Food Dealers Bowling League are again commended for another fine year. Special thanks go to Walt Dudek, president of the AFD League; Vic Koziarski, vice-president; and Joseph Francis, secretary.

All food firms interested in sponsoring a team for next year, and all individual foodmen desiring to bow on a team, are asked to contact the AFD office, phone 542-9550.

AFD BOWLING LEAGUE

Final Standings

1—Home Maid Foods	91½
2—Pitts Packing Co.	87
3—Dennis The Ringer	78½
4—Quaker Foods	77
5—Cloverleaf Bakery	76
6—Fulgenzi Service	56
7—Revel's Raiders	53

HIGH TEAM SERIES:

Home Maid Foods, 2751
Fulgenzi Service, 2681
Cloverleaf Bakery, 2648

HIGH TEAM GAME:

Cloverleaf Bakery, 976
Home Maid Foods, 958
Dennis The Ringer, 926

HIGH INDIVIDUAL SERIES:

Walter Dudek, 659
Tom Rowan, 652
Charles Domke, 626

HIGH INDIVIDUAL GAME:

Walter Dudek, 267
Jerry Borkowski, 244
Robert Fulgenzi, 243



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THE PRESIDENT'S CORNER

The 500 Foot Law: One Hurdle To Go

By MIKE GIANCOTTI

As most of the food and beverage store operators know by now, Senate Bill 860, sponsored by the Associated Dealers to exempt retailers from the "500 foot law" as it pertains to package retail beer, wine and liquor licenses, passed the Senate by a vote of 21-14 recently.



The present laws of the Liquor Control Commission state that a retailer with a package retail beer, wine or liquor license, must be situated 500 feet from a church or school. SB 860, which passed the Senate, would exempt retailers from this antiquated law which was placed on the books in 1945. The present bill was co-sponsored by Senators Frank Beadle (R-St. Clair) and Stanley Rozycki (D-Detroit).

The most interesting part about this bill is the work entailed by the AFD and members of the AFD Legislative Committee to appraise Legislators that the law was originally intended to affect bars and taverns, and estab-

lishments where beverages are consumed on-the-premises. It was not intended to involve package retail stores who sell for consumption at home.

Through a well-organized effort involving sending numerous letters and telegrams, and making many phone calls, and meeting personally with the Senators in Lansing at the Capitol, the bill was passed, and sent to the House for action.

Even though the first successful phase of seeking passage of this bill to exempt retailers from the "500 foot law" is over, there is still one hurdle yet to go: getting the bill through the House of Representatives.

Now this is where the interested retailer fits into the picture. Despite the tremendous amount of work being done by your association, retailers interested in passage of this measure are urged to write, phone or wire your representative in Lansing to express favor in passage of the bill. The more who get involved, the better chances of getting the measure passed.

Although, the AFD has done the legwork in setting up the bill for passage we were somewhat surprised that the Michigan Chain Store Council did not get involved with the bill. At the same time, we wish to thank the Michigan Food Dealers for hopping on the AFD bandwagon in expressing support of the bill, even if it did not get actively involved in the lobbying.

But as was mentioned above, it takes teamwork from everyone. The more people who express their favor in the bill, the better the chance it will pass. Especially now, when the church groups are actively campaigning against the measure.

So hop on the AFD bandwagon, and everyone do his share. Remember, in unity there is strength. Need we say more?

The Test Of Time . . .

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Peters SAUSAGE COMPANY

EDITORIAL

Early Closing Hours?

(Continued from Page 8)

of of closing sooner? Mainly, less expenses per man hour, reducing the chances for holdups and other crimes affecting retailers at night, and optional efficiency of operations and profits.

The recommendations of the AFD is not at all designed to reduce or eliminate various services offered to shoppers by both independent and chains alike, but rather to allow the retailer to lead a normal life like anyone else, and to afford the opportunity for grocers to spend more time with their families.

Jeno's Appoints Area Brokers

Marks & Goergens, Inc., an AFD member, has been appointed broker in the Detroit area for the institutional product lines of Jeno's, Inc., of Duluth, Minn. Among the products include Wilderness canned fruit fillings and Jeno's pizza rolls. Paul Inman Associates, also an AFD member, has been appointed broker for Michigan for retail and wholesale accounts.

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We promise to continue to put forth that **EXTRA EFFORT** so that we may continue to merit your friendship, loyalty, and continued patronage.

*Published as a Service of the
Associated Food Dealers of Greater Detroit*



THE BELL RINGER

The Rumor Mongers At It Again!

By ALEX BELL

How do you do? We hope this finds you in good health. Hey, what's the matter with us? We must be sick. No, not really. We just did not know how to start this one off. So, we got another one going.

* * *

The Rumor Mongers are at it again. They are really getting to be something. In the last month or so, we have heard so many rumors about this guy, and that outfit being in bad shape, etc. It is getting to be a sick business, this food business. So fellas, if you can't say something nice, keep your big bazoo shut. Don't forget, every knock is a boost.

* * *



Mr. Bell

We pass this little gem on to those of you who are V.O. hounds: Agony after over-imbiding is hardly a new medical problem. A Hindu medical writer 25 centuries ago described a hangover as "vomiting, loss of appetite, heartburn, lassitude, continued thirst, tremors of head and limbs, palpitation, weakness of joints, respiratory difficulties, sleeplessness, giddiness and a feeling as if one were wrapped in a sheet."

* * *

While we're on a booze kick, we understand that Jay Welch has "more carbohydrates than four slices of bread, twice the protein in two strips of bacon, and more alcohol than all of Seacaucus, N.J."

* * *

On April 8th, Gov. Rockefeller of New York signed into law a bill which will give insurance coverage to inner-city and "ghetto" merchants. It will operate on the same principle as the assigned risk auto insurance. If an insurance company wants to do business in New York, they all have to take a piece of the action. So come on boys, raise hell with your Senators and Congressmen. To State Legislators and Lonesome George: If New York can do it, what's the matter with Michigan?

* * *

We know that your association, the Associated Food Dealers, is always ready to go to bat for you. So, instead of thinking you're big enough to handle your own problems — JOIN the AFD. It's much simpler that way, and more effective.

* * *

Daffynition: Funny Farm — the have nuts.

* * *

You got to hand it to Lonesome George and the leader of the Irish Mafia. They handled the recent emergency in good shape. This time, we can't put the knock on them.

Sex Education and Schools: Whyinhell don't they teach the gals how to cook?

* * *

If you don't think the state of the food business in America is bad, chuckle with us (if you can) over this anecdote:

Two veteran foodmen were being interviewed by a local newscaster. At the end of his questioning, he said: "What would you do if you were to inherit a million dollars tomorrow?" The first allowed as how he'd quit working, take life easy and go fishing. The second scratched his head, thought awhile, and answered: "I reckon I'd just keep on in the food business till it was all gone."

* * *

This one's for Kay Adams of Chatham: If you want a youthful figure, ask a woman her age!

* * *

"Now remember, relaxation is very important," the analyst was saying. "What do you do for relaxation?"

"I kill flies with a bow and arrow," Moe said.

"Isn't that sort of messy?"

"Naww," said Moe. "I only aim at their legs."

(Must have been our associate in the column racket, tax expert Moe Miller.)

* * *

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

The Sausage with the Second Helping Flavor . . .



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Around The Town

Congratulations is extended to **Peter Stroh**, great grandson of Bernard Stroh, founder of the **Stroh Brewery Co.**, an AFD member, on his election as president of the firm.

* * *

Borman Food Stores, operator of **Farmer Jack Super Markets**, is offering a 200% guarantee, or double your money back, to customers who are displeased with any product purchased in its 80-plus stores. The offer is given much space in the circulars being distributed by the firm.

* * *

The engagement and forthcoming marriage of **Neil Bell**, son of Mr. and Mrs. Alex Bell of Village Food Market, to **Miss Mary Weir** of Grosse Pointe, has been announced. The wedding will take place May 16. (The senior Mr. Bell is an AFD director and trustee, and columnist in The Food Dealer.)

* * *

Sam Cosma, head of the **Atlas Super Market** in Pontiac, and an AFD director, has been elected a director of **Spartan Stores, Inc.** to fill the unexpired term of **Morris DeKuiper** of Fremont who recently retired. Congratulations, Sam!

* * *

Christopher Triffon has been named executive director of the ice cream division for **United Dairies**, an AFD

member. Prior to joining **United**, "Chris," as he is called by his friends, was divisional sales manager of **Fairmont Foods**.

* * *

E. A. Danielson Co., an AFD broker member, has moved to new offices at 20030 Jos. Campau, Detroit, and in so doing has doubled its operating office space. At the same time, the firm has added three new salesmen: **John Langhorne** to cover Saginaw area, and **Ernest Forest** and **Len Cieslak** to cover the Toledo area.

* * *

DeCrick & Maurer, Inc., an AFD broker member, has also moved to new quarters. The firm's new address is 13015 East Warren, Detroit it was announced by **William DeCrick**. The brokerage offices were formerly located on Harper Ave.

* * *

Robert C. Awrey, president of **Awrey Bakeries**, an AFD member, was named chairman of a branch session which will take place at the annual convention of the **American Bakers Association** in October in Houston, Texas.

Pfeister Celebrates 50th Anniversary

The **P. F. Pfeister Company**, an AFD member, recently celebrated its 50th anniversary with a big party in the Detroit-based brokerage firm's offices at 14900 Meyers Rd. with hundreds of food industry executives attending.

The firm, with branches in Saginaw and Toledo, was founded by the late **Pyrlle F. Pfeister** in 1918. Today, it is jointly owned and managed by four former Pfeister employees: **Edward V. Budd**, **Sol G. Kurtzman**, **H. J. V. Brorby**, and **Robert T. Lannen**.

Several food manufacturing firms represented by the Pfeister company, sent representatives to the big celebration party, many coming from as far away as California, Florida and New York. The firm is one of the longest-established and largest in Michigan, servicing retailers, and wholesale grocers and institutional companies in southeast Michigan and northern Ohio.

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NFBA's Rogers Calls For Closer Working Relationship Between Government, Business

WASHINGTON—"Government regulation of business will always be with us. To operate efficiently, the American businessman must accept the responsibility to abide by these regulations and to understand how to cope with them." So said Watson Rogers, president of the National Food Brokers Association in an address recently before the 76th annual convention of the U.S. Wholesale Grocers Association.

"For the businessman, the important decision is how to comply with these regulations as a part of his daily business operation. Instead of constantly condemning government and its regulations, he must learn how to advise with the respective government agencies," Rogers said.

Speaking on government's role in the food industry, Rogers said that he had found men in government are not interested in establishing regulations merely to penalize business. Most government people are dedicated public servants, and their goal is to enforce laws in the public interest.

He emphasized that he was not calling for increased regulation, nor was he saying that every regulation was necessary. "But we must remember that every regulation was put into effect for a reason. It would have been impossible to get Congress to pass a law or to get a regulatory agency to issue an order, unless there was someone doing something wrong.

"Unfortunately," Rogers continued, "some of these restrictions are brought about because of the unscrupulous operations of only a few."

Rogers said statements as "keep government out of business" and "let business settle its own problems" are often heard. "This sounds good but it will never happen. Therefore, we as businessmen have the responsibility to do the next best thing. Either directly or through our trade associations, we must work as closely as possible with government. We must help both the Congress and the administrative and enforcement agencies. We must advise them, and where there are problems about regulations, we must work out to either solutions."

Get In The Picture



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

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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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Memo from Faygo

by
MORTON FEIGENSON
President



Faygo, founded in 1907, looked around three years ago and saw itself the only survivor of the hundreds of independent soft drink firms started in Detroit since 1900. All the others had somehow failed or become national brand franchisees. So, Faygo in mid-1965 began expanding outside Metropolitan Detroit—into outstate Michigan, Ohio and Indiana.

In every new market we have since entered, we found brand-name "flavor voids" on retailers' shelves. Our particular capabilities to fill these voids have enabled Faygo to do in two or three years the job of establishing consumer preference that took 58 years in Detroit.

Columbus, Ohio, is typical of the new markets where second-year Faygo sales are sharply above year-ago levels and will be substantially higher in 1969. We know this because that's been the pattern where Faygo flavors have now had three years of shelf tenancy. In Toledo, Fort Wayne, Grand Rapids, Kalamazoo and other cities, Faygo already holds the No. 3 sales spot.

Not too long ago Faygo was short-sightedly concentrating its energies in competing for cola sales. But since 1965 our goal has been: "Get people back to flavors!" Considerable headway has been made toward that goal and the award-winning TV "Red Pop" commercial, featuring The Great Gildersleeve, has provided much of the impetus.



We never thought our agency could create another to match the "Red Pop" commercial for attracting audience attention. But they have. The new one will sell "FROSH," Faygo's recently developed low-calorie grapefruit-lemon drink. Our chemists say there are three really good tasting low-cal drinks available today. Faygo's Frosh and "Red Pop" get two of their votes.

Coca Cola's Fresca gets the other.

Advertisement

Convenient Food Marts To Open 6 Units In '68

Convenient Food Marts will open six units in 1968 it was announced by Richard Hassett, vice-president of Hassett Food Marts, Inc., franchisors for the convenience stores headquartered in Chicago.

"Our plans are to open at least six stores this year — one each in Ann Arbor and Farmington, and three in Pontiac," Hassett told *The Food Dealer*. This is in addition to the new Convenient Food Mart store just opened at 1051 Novi Road in Northville, he said.

Owners of the new unit are Mr. and Mrs. John Sewell. Mr. Sewell was formerly a tool and die maker for 25 years in Farmington, who, along with his wife Tilly, decided to get into the convenience store business. The Sewells recently held their grand opening sale. In addition to the new owners, Dave Sewell helps in the store and is interested in opening a unit soon himself.

Ray Dutmers New Spartan Executive Vice-President

Raymond M. Dutmers, assistant general manager of Spartan Stores, Inc., an AFD member, has been named executive vice-president of the food distribution firm, it was announced by Joseph G. Foy, president. Dutmers has been assistant general manager since 1952, and was appointed vice-president of operations in 1960.

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A&P's Fiebich Heads Retail Segment of U.S. Bond Drive

Ted J. Fiebich, Detroit district manager for Great A&P Tea Co., has been named chairman for the retail division of the 1968 U.S. Government Bond Drive for the greater Detroit area. (It is the first time a food retailer was named to head the retail segment.)

Following the announcement, Fiebich immediately named six foodmen to coordinate the campaign to area grocers and supermarket operators. They are: Don LaRose of Food Giant Super Markets (he's chairman of the AFD); Sam Fink of Great Scott, an AFD director; Bernard Weisberg of Chatham, an AFD member; Howard Gifford of Kroger; Ike Moore of Allied (Wrigley-Packers); Paul Borman of Borman Foods (Farmer Jack); and Ed Deeb of the Associated Food Dealers.

Fiebich urges all local retailers to support the 1968 Share-In-Freedom Savings Bonds Campaign. The intensive campaign, will run through the end of May, and is designed to step-up purchases of U.S. Savings Bonds and the new Freedom Shares via the Payroll Savings Bond-A-Month plans.

Fiebich pointed out that merchants can assist in the following manner:

1—Conduct a promotion among employees to increase participation if the Payroll Savings Plan now is offered. If not, install the plan and encourage employees

Specialty Foods, an AFD member, has introduced Hamtown's Sloppy Joe Pizza, a new snack item with hamburger topping. The new product is unique in that it could be baked with the wrapper intact or off the package. It is being supported by strong radio advertising.

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to sign up for systematic purchases of Series E Savings Bonds and Freedom Shares.

2—Display Savings Bonds/Freedom Shares posters in store windows.

3—Use drop-ins and slogans promoting Savings Bonds and Freedom Shares in display newspaper ads or handbills.

4—Enclose a Treasury leaflet with May mailings to customers.

5—Install a window display promoting Savings Bonds and Freedom Shares. This may feature a patriotic theme centered around such a symbol as the Flag, the Liberty Bell, the American Eagle, or the Minute Man.

General Chairman of the 1968 Bond Drive is W. D. MacDonnell, president of Kelsey-Hayes Company.



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Nat'l Association Convention August 18-22 In Puerto Rico

The 81st annual convention of the National Association of Independent Food Retailers (NAIFR) will be held August 18-22 at the beautiful Americana Hotel on the beach at San Juan, Puerto Rico, it was announced by Donald LaRose, president.

The convention, consisting of five fun-packed days and four nights, including round-trip jet transportation, rooms, brunch and dinner each day, is a real bargain at a fabulous price of \$299 per person.

Convention chairman David Deerson of New York, promises NAIFR members and guests one of the finest conventions yet, complete with activities for the children and ladies.

Those interested in attending, should phone the Associated Food Dealers at 542-9550 to make your reservations. Or, you can write the AFD at 434 W. Eight Mile Rd., Detroit, Mich. 48220. A note to those who plan to attend: a \$25 deposit is required with each reservation; and no reservations can be made after July 15. So hurry and make your reservations today!

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**KOEPLINGER GETS
NEW GENERAL MGR.**

Appointment of Ray R. Koeplinger to succeed Robert K. Bohringer as general manager of Koeplinger's Bakeries, Inc., an AFD member, has been announced by Mrs. Anna Koeplinger, the company's president. The announcement stated that Mr. Bohringer, who recently retired from his managerial post, would continue to serve Koeplinger's as a consultant and member of the board of directors.

**VLASIC ACQUIRES
PICKLE FIRM**

The merger of Vlastic Food Products Co., an AFD member, of Detroit, and Louis Shupak Co., Philadelphia, each producers and marketers of pickles and allied products, through a stock exchange, was announced by both firms. Vlastic will become the parent firm, and Shupak a subsidiary.

Albert Dubin, Vlastic president, said the merger brings Vlastic its first plant facilities outside Michigan and a base from which to move into the "megapolis corridor" between Boston and Washington which contains the greatest U.S. population concentration.

**PETERSON & VAUGHAN
ELECTS SWANSON
NEW PRESIDENT**

Robert L. Swanson was elected the new president of Peterson & Vaughan, Inc., an AFD member, at the annual meeting of the firm held recently. Swanson will take over the position held by Earl W. Peterson, who died suddenly in March.

Eugene W. Peterson becomes vice-president, and Orville V. Vaughan, secretary-treasurer. Robert L. Heritier will continue as a director of the firm. The food brokerage firm was founded in 1937.

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